



Note: This document presents the overarching strategy for the tourism sector and is intended to evolve over time as a dynamic, living framework subject to improvement.

Tourism Growth Partnership Plan 2025-2030

Abridged version



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

The Tourism Growth Partnership Plan

Tourism makes a significant contribution to South Africa's economy and has the potential to make a much greater impact on GDP and job creation, especially for young people. In 2024, the sector's total contribution to GDP was estimated at 8.4%, while it directly employed over 730,000 people.¹

What is the Tourism Partnership Growth Plan (TGPP) ?

The TGPP is a five-year strategy to position tourism as a key driver of inclusive economic growth and job creation in South Africa. The Minister of Tourism, Patricia de Lille, together with public and private sector partners, developed the TGPP to break through to a much higher rate of growth.

Five strategic pillars make up the plan, each with a Working Group dedicated to driving forward a set of drivers. **Three cross-cutting issues** have been identified across the Pillars. The Minister has appointed a Tourism Programme Management Office (PMO) to provide strategic oversight, operational management, and track performance.

Exponential growth in tourism cannot be achieved by the Minister of Tourism and her Department alone. It requires a whole-of-government and a whole-of-society approach, and an ongoing partnership between the public and private players in the industry.

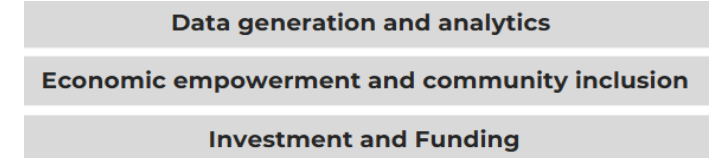
This Plan builds on previous strategies and programmes including the National Tourism Sector Strategy and the Tourism Master Plan.

¹ World Travel and Tourism Council (2025) and Stats SA (2024).

Strategic pillars:



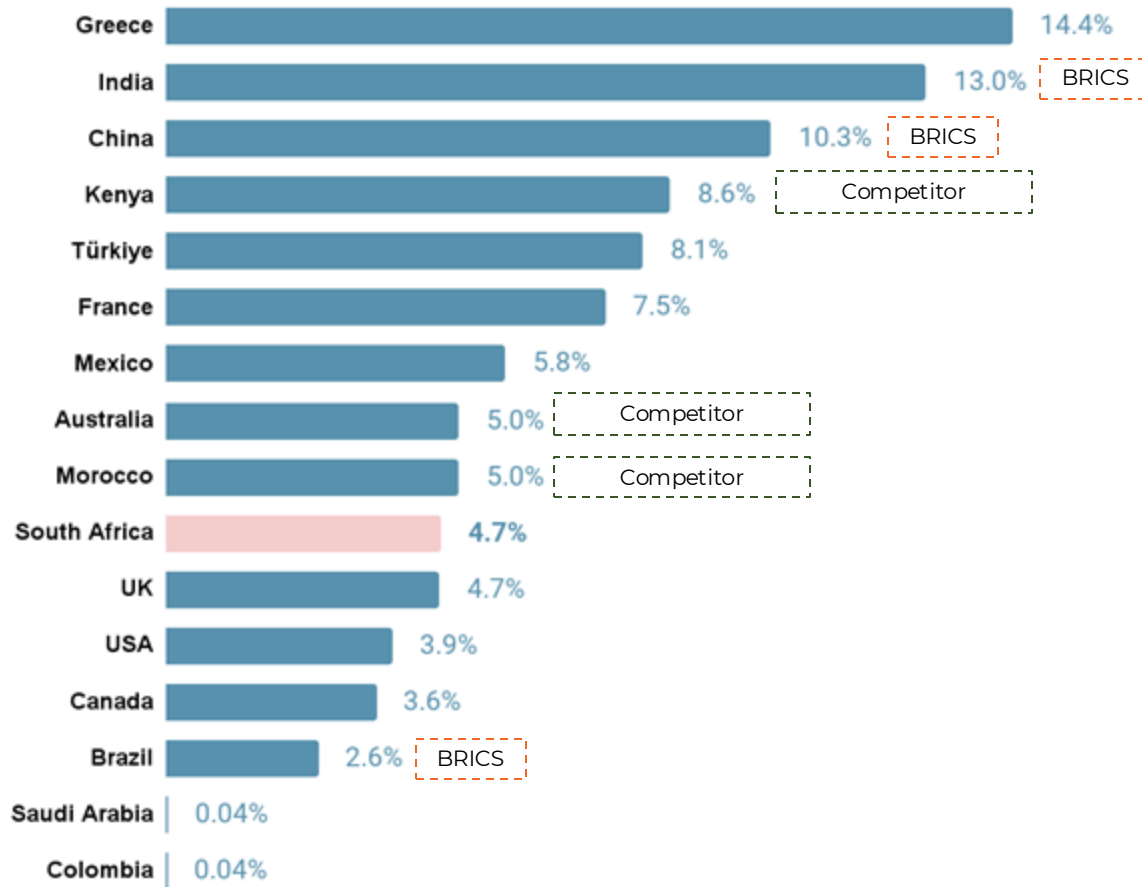
Cross-cutting issues:



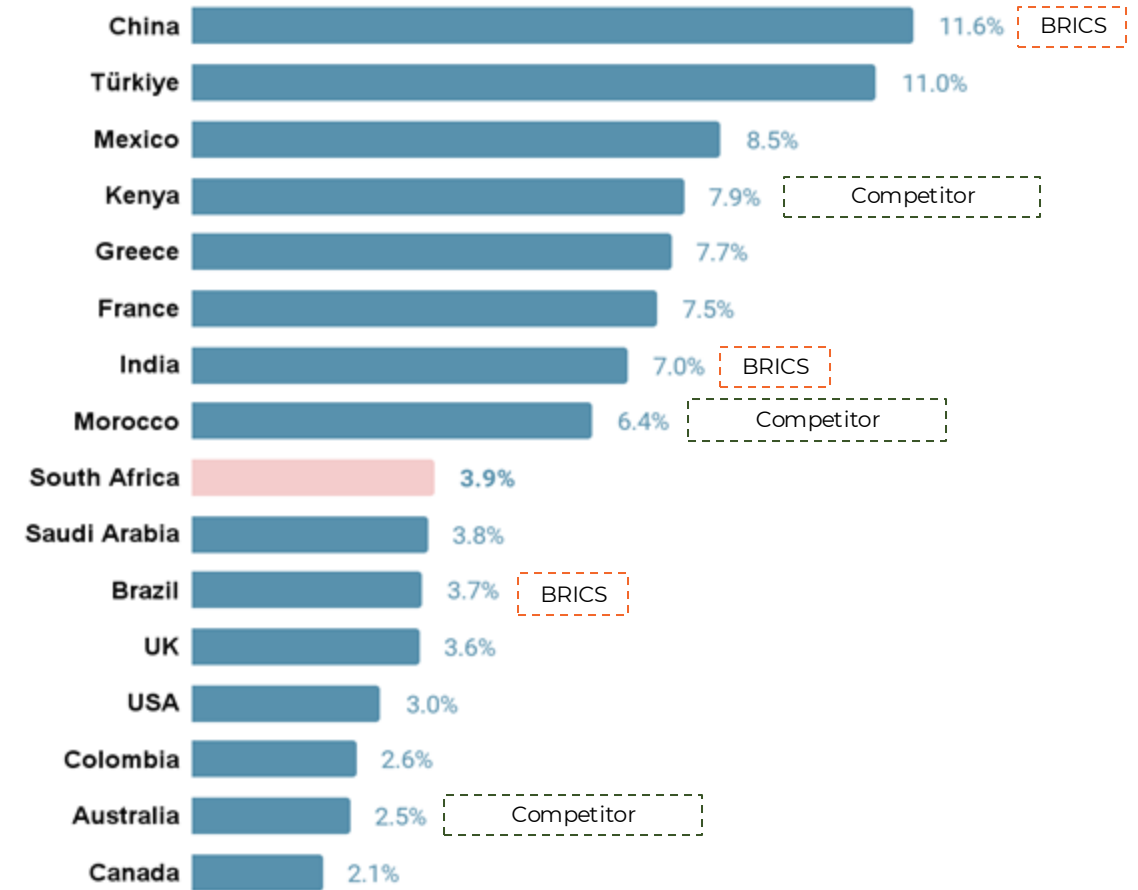
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South Africa is UNDERWEIGHT on tourism despite our tremendous offering - the sector's contribution to GDP and employment in South Africa is lower than many peer markets

Tourism contribution to **employment** in 2019 in selected countries



Tourism contribution to **GDP (measured as Gross Value Added)** in 2019 in selected countries



Planning for a breakthrough

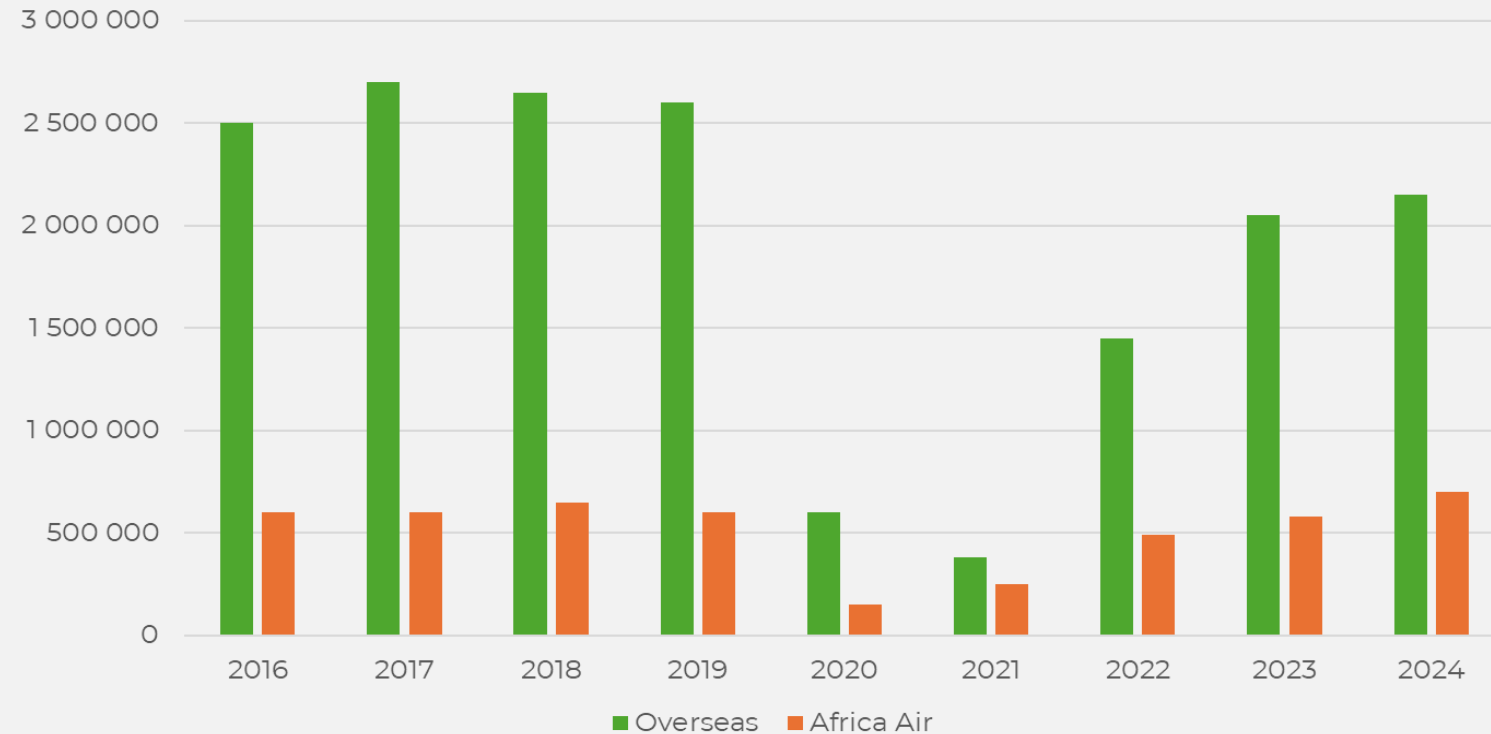
In 2024 we grew at 5% - a decent effort but much too slow

We need to break through to a much higher rate of growth

We need a plan we can implement immediately

We need a Tourism Growth Partnership Plan

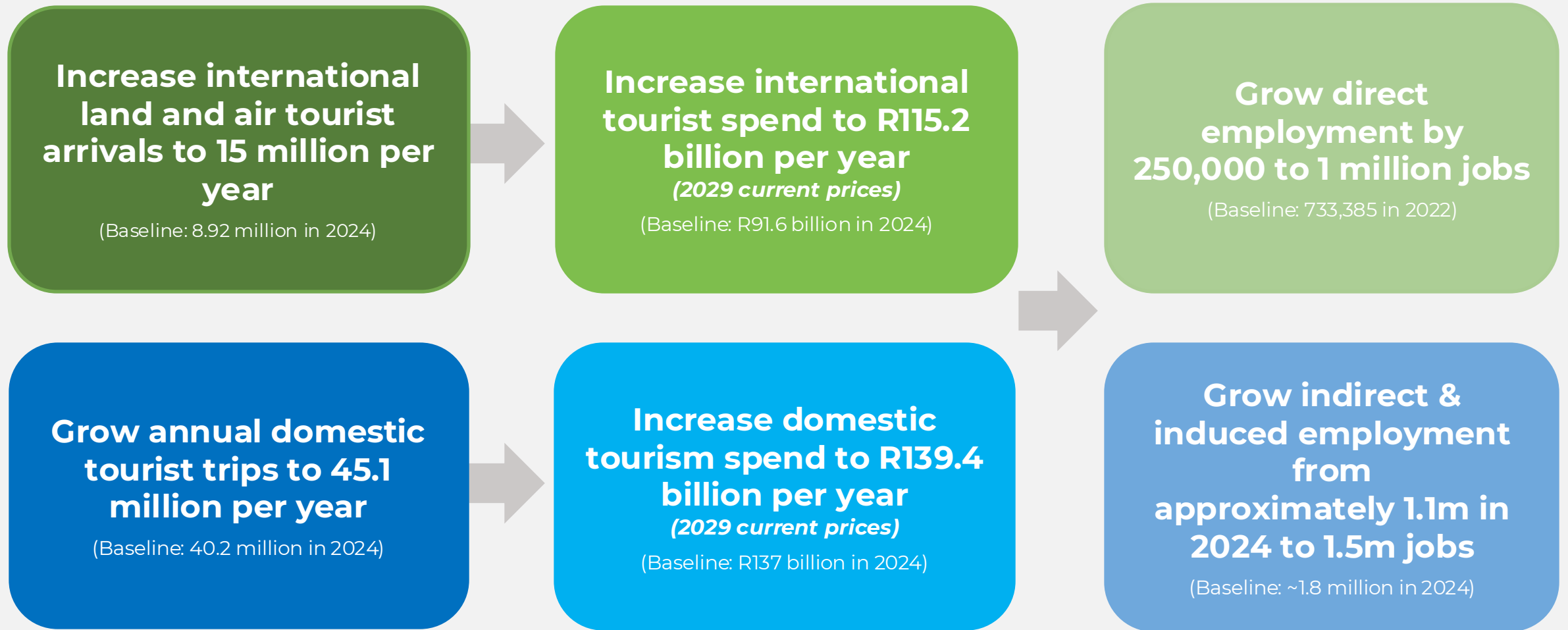
Overseas and Africa tourist arrivals to South Africa, 2016-2024



We are far off our 2017 high-water mark for overseas arrivals

We have not even caught up to our pre-COVID numbers for international arrivals

The Minister of Tourism has identified the following targets to be achieved by the end of the seventh administration (2029)



Note: Indirect employment arises from tourism's demand on supply chains, while induced employment stems from household spending driven by tourism-related income.

Sources: 1. International arrivals are published monthly in [Statistics SA's P035 reports](#). Domestic trips are published annually in [Statistics SA's Domestic Tourism Survey](#). Tourism expenditure data is taken from [Statistics SA's Tourism Satellite Account](#), last published for 2022. Indirect & induced employment is calculated based on total employment data published annually by the [World Travel and Tourism Council \(WTTC\)](#). Arrivals, trips and expenditure targets were set by the Presidency, while jobs targets were set by the Minister of Tourism in consultation with the PMO.

To do this, we need to focus on five key areas

1. Ease of access

- Visas
- Aviation route development
- Tourist road transport

2. Coordinated destination marketing

- International,* African and domestic marketing, and meetings and events

3. Tourist safety and security

- Awareness
- Health and Safety
- Crisis Communications

4. Tourism product development

- Infrastructure and services
- Routes and experiences

5. Job creation

- Job creation and skills development

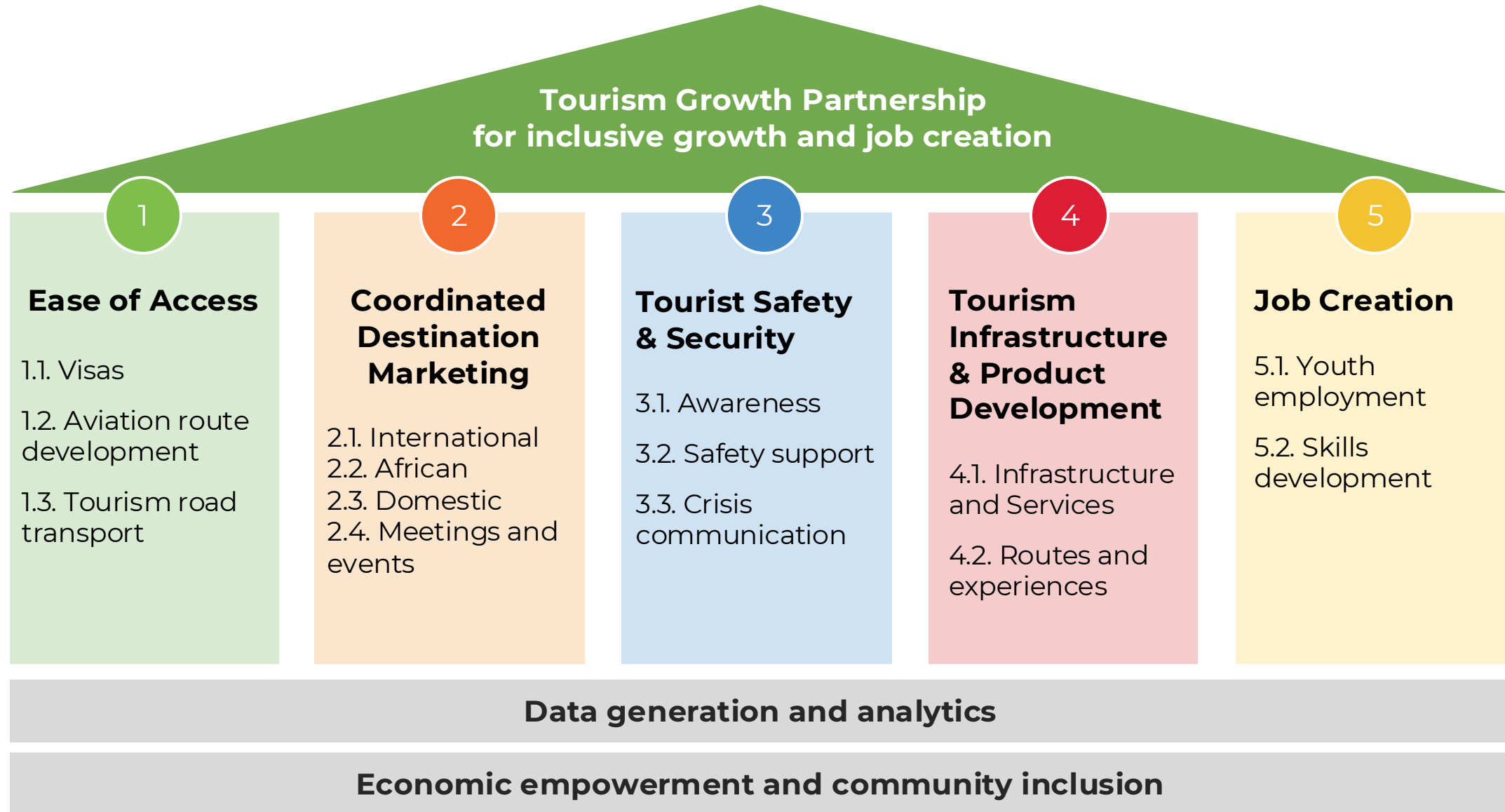
Cross-cutting issues:

Data generation and analytics; economic empowerment and community inclusion

**International refers to regions outside Africa*



The Tourism Growth Partnership Plan for South Africa 2025-2030



Each TGPP pillar has a dedicated working group focused on particular milestones

1

Ease of Access

WG1 is focused on improving South Africa's travel and tourism enabling environment by streamlining visa/ETA systems, reforming transport licensing, enhancing air access, and setting/monitoring national arrival targets, supported by coordinated destination marketing planning.

2

Coordinated Destination Marketing

WG2 is developing coordinated, long-term joint marketing action plans across key international, African, and domestic markets (plus business events) and determining priority ETA markets and the platforms/events to target through 2029.

3

Tourist safety and security

WG3 is establishing a unified public-private system to improve traveller safety through coordinated structures, awareness programmes, security capacity-building, and new strategies to shift both the perception and reality of safety.

4

Tourism Infrastructure and Product Development

WG4 is maintaining a national tourism investment pipeline, covering transport, key sites, and catalytic project, and mobilising funding for priority projects.

5

Job creation

WG5 is analysing tourism labour and skills needs, improving pathways into the industry with partners, mapping the skills ecosystem, and developing a roadmap to address work and skills gaps across the sector.

Cross-cutting issues

We have identified two cross-cutting issues that impact on the work of all areas and need to be actively managed:

- **Data generation and analytics**
- **Economic empowerment and community inclusion**

Workshops will be organised to give proper consideration to how these should be approached. For example, expert groups could be set up to help define issues and identify additional actions as necessary.





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