

BRIEFING TO PORTFOLIO COMMITTEE ON DUAL PRICING

2 June 2026

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Presentation outline

- Introduction
- Studies on dual pricing
- South African case
- Analysis on dual pricing



Introduction

- On 18 November 2025, the Portfolio Committee on Tourism met to discuss “efforts to promote domestic tourism.”
- The PC was briefed by the Department of Tourism, South African National Parks, South African Tourism and the Tourism Business Council of South Africa.
- The Portfolio Committee’s adopted minutes state: “The Minister is requested to report back to the Committee on the outcomes of the Dual Pricing Study within six months. The study should provide outcomes based on thorough consultations with various stakeholders on the possibility of introducing a dual pricing policy in the country.”
- The **White Paper on the Development and Promotion of Tourism in South Africa (2024)** does not explicitly use “dual pricing” as a standalone theme. Still, affordability is embedded in several of its policy directions.
- The White Paper sees affordable tourism not just as a pricing issue, but as part of creating a resilient, equitable, and competitive visitor economy.
- The White Paper highlights domestic tourism as the *bedrock* of the sector, recognising that affordable travel options are essential for South Africans to participate. It stresses investment in rural and peri-urban destinations to stimulate local economies and provide cost-effective experiences.



Countries / destinations with dual pricing

- Several countries have implemented dual pricing
- It is prevalent in Asia, Latin America & Africa

Table 1. Countries using Dual-pricing system

Country	Tourist facility	Local people (USD)	Foreign tourist (USD)	Percentage difference
India	Taj Mahal	0.4	14	3400%
Kenya	Fort Jesus	2.5	9.5	280%
Peru	Machu Picchu	25	49	196%
Thailand	Bangkok Museum	3.5	7	200%
Iran	Persepolis	0.5	12	2300%
Indonesia	Borobudur	3	20	566%
Zimbabwe	Victoria Falls	7	30	328%
Seychelles	Vallee de Ma	1	27	2600%
Ecuador	Galapagos Park	6	100	1566%

Source: Apollo (2014)



Countries / destinations with dual pricing cont..

- Sri Lanka has many attractions implementing dual pricing
- Percentage difference between locals & foreigners can be extreme

Table 2. Destinations with Dual-pricing in Sri Lanka

Destinations	Local (LKR)	Foreigners (LKR)	Difference (%)
Sigiriya Rock Fortress	50	5 250	10 400%
Pinnawala Elephant Orphanage	110	3 000	2627%
Temple Kandy	No charge	1 500	huge
Peradeniya Botanical Gardens	110	2 000	1 718%
Yala National Park	200	2 500	1 250%
National Zoological Garden	110	3 000	2627%
Horton Plains - Nuwara Eliya	200	3000	1400%
Dambulla Cave Temple	No charge	1500	huge

Source: Sri Lanka Tourism Development Authority (2019).



Countries / destinations with dual pricing cont..

- Thailand also implements dual pricing in many attractions
- Table below provides an overview of prices charged in zoos, temples & parks
- Fees for Thais were displayed in Thai language, whilst fees for foreign tourists were usually written in English to prevent direct price comparison

Type of Attraction	Thai	Foreign Tourist
Temple A	0 Baht	100 Baht
Temple B	0 Baht	400 Baht
National Park C	20 Baht	100 Baht
National Park D	40 Baht	400 Baht
Private Zoo E	60 Baht	300 Baht
Public Zoo F	70 Baht	100 Baht
Private Zoo G	150 Baht	450 Baht

- **Please note:** Names concealed in the report



South African case studies

- A case of differentiated pricing in South Africa is found mostly in South African National Parks (Sanparks) establishments
- All national parks under Sanparks have prices for South African Citizens (with IDs), SADC Nationals (with passports) and the Standard Conservation Fee paid by foreign nationals which is much higher than the locals
- Sanparks also has price differentiation that is applicable to Children from South Africa, the SADC Region and the rest of the world.



Sample of Sanparks tariffs from 01/11/20-31/10/2021

Name of the Park	Category	Adult rate / Day	Child rate / Day
Kruger National Park	South African Citizens and Residents (with ID)	R105	R52
	SADC Nationals (with passports)	R210	R105
	Standard Conservation Fee	R424	R212
Addo Elephant Park	South African Citizens and Residents (with ID)	R88	R43
	SADC Nationals (with passports)	R172	R86
	Standard Conservation Fee	R344	R172
Agulhas National Park	South African Citizens and Residents (with ID)	R48	R24
	SADC Nationals (with passports)	R96	R48
	Standard Conservation Fee	R192	R96
Ai-Ai -Richtersveld Transfrontier Park	South African Citizens and Residents (with ID)	R72	R38
	SADC Nationals (with passports)	R144	R72
	Standard Conservation Fee	R260	R130
Augrabies National Park	South African Citizens and Residents (with ID)	R59	R29
	SADC Nationals (with passports)	R118	R59
	Standard Conservation Fee	R236	R118



Sample of Sanparks tariffs from 01/11/22-31/10/2021

Name of the Park	Category	Adult rate / Day	Child rate / Day
Karoo National Park	South African Citizens and Residents (with ID)	R59	R29
	SADC Nationals (with passports)	R118	R59
	Standard Conservation Fee	R236	R118
Kgalagadi Transfrontier Park	South African Citizens and Residents (with ID)	R101	R50
	SADC Nationals (with passports)	R202	R101
	Standard Conservation Fee	R404	R202
Mapungubwe National Park	South African Citizens and Residents (with ID)	R59	R29
	SADC Nationals (with passports)	R118	R59
	Standard Conservation Fee	R236	R118
Marakele National Park	South African Citizens and Residents (with ID)	R59	R29
	SADC Nationals (with passports)	R118	R59
	Standard Conservation Fee	R236	R118
Namaqua National Park	South African Citizens and Residents (with ID)	R48	R24
	SADC Nationals (with passports)	R96	R48
	Standard Conservation Fee	R96	R48



Analysis of dual pricing

- It appears that the majority of countries which implemented the dual pricing model are from the Global South (developing countries), which are poor and rely on tourism for foreign income
- Some countries applied the dual-pricing policy as an instrument to stimulate domestic tourism, address seasonality and deal with overcrowding
- There are notable cases in the Global North, such as the Colosseum in Rome, where European citizens will be given discounts to access the site.
- Next Step is for the Department of Tourism to draft a policy and conduct public consultation.

