



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria, 0001, South Africa. Tel. (+27 12) 444 6780, Fax (+27 12) 444 7027  
Private Bag X9154, Cape Town, 8000, South Africa. Tel. (+27 21) 469 5800, Fax: (+27 21) 465 3216

**Minister announces outcome of SA Tourism review**

**17 July 2015**

The panel of experts appointed to review how SA Tourism is responding to the dynamics of the national and international tourism sector has made several recommendations that will strengthen the entity's institutional capacity and guide its future strategic direction.

In due course I will engage the SA Tourism Board on the process for implementing recommendations that will enhance SA Tourism's initiatives to market South Africa as a prime tourist destination.

I am satisfied that the review panel, which included tourism, governance and marketing experts, has achieved its objectives and fulfilled its mandate. The panel's recommendations will help the country to grow its competitive edge in the global tourism marketplace, and will also promote domestic tourism. I thank the Board, management and staff of SA Tourism for the part they have played in growing the number of tourist arrivals to South Africa in the past, and for embracing and participating in the review process. I also thank the review panel, headed by Mr Valli Moosa, for the sterling job they have done in identifying matters for consideration in moving the organisation forward.

A summary of the key recommendations includes:

- A call for greater collaboration between the private sector and SA Tourism to increase South Africa's global tourism market share.
- The need to innovate and revitalise SA Tourism's marketing campaigns to keep pace with a fast-changing marketplace. Marketing enhancements that are proposed include, amongst others, enhanced collaboration with Brand SA to collectively promote the country and a greater focus on domestic tourism.
- A strengthened Department of Tourism is identified as essential to facilitating effective intergovernmental coordination in support of the tourism growth objectives.
- Certain aspects of SA Tourism's organisational development and design, including the country office model, are recommended for an in-depth review to enhance the effective delivery of the marketing mandate.
- A new institutional home is proposed for the Tourism Grading Council of South Africa.
- Greater resourcing of the research function and an increased focus on research insights, analytics and market intelligence is recommended.

A fully optimised SA Tourism is essential for the transformation and sustainable growth of the sector, and for tourism to achieve the NDP target of creating 225 000 jobs by 2020. It is critical that the tourism sector maintains and grows its global competitiveness, enabling tourism to continue making its overall contribution of 9.5% of the country's GDP and supporting 10% of total employment.

I am confident that the expert advice provided by the panel will help us to make the correct strategic decisions as we market our remarkable country to the world and provide our visitors with memorable experiences.

The full report of the Review Panel is available at the Department of Tourism website.

**For more information, please contact:**

**Mr Praveen Naidoo**

Media Liaison Officer to the Minister

National Department of Tourism

Telephone: +27 (0) 12 444 6607

Cell: +27 (0) 81 475 1056

Email: [pnaidoo@tourism.gov.za](mailto:pnaidoo@tourism.gov.za)