



**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 appoints committee to review SA Tourism

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The Minister of Tourism, Derek Hanekom, has announced the appointment of a Ministerial Review Committee to conduct an extensive review of SA Tourism, the entity responsible for marketing South Africa as a domestic and international destination.

The review will generate recommendations for the Minister and the SA Tourism Board to consider.

Several tourism, marketing and governance experts are part of the review team:

- Mr Valli Moosa (Chairperson)
- Dr Crispin Olver (Deputy Chairperson)
- Mr Mavuso Msimang
- Ms Kate Rivett Carnac
- Dr Tanya Abrahamse
- Ms Nunu Tshingila-Njeke
- Ms Jeanine Pires

"I am delighted that this group of eminent and experienced professionals have agreed to serve on the panel," said Minister Hanekom.

"The tourism sector operates in a dynamic and constantly changing environment. Technology is developing rapidly and is changing the way that we communicate and market ourselves, consumer preferences are evolving, and source markets are shifting.

"Continual change in the operating and market environment requires us to review how effective our organisational structures are to deliver against their mandates."

Tourism has been identified as a key sector with the potential to contribute to economic growth and sustainable employment in the National Development Plan.

The committee will review SA Tourism's institutional alignment and strategic focus in the context of the broader public and private sector landscape for tourism marketing and tourism sector governance.

The Presidential Review Committee on State Owned Entities recommends that the mandate of State Owned Entities (SOEs) should be subjected to critical review every five years.

The SA Tourism institutional review will analyse how its governance, structure and functional alignment fit its strategic mandate as a domestic and international marketing organisation; its functional alignment to national, provincial and local tourism authorities and other state institutions; and the mechanisms that are in place for public-private participation and communication with stakeholders in the tourism industry.

The panel's analysis includes, but is not limited to, a study of international best practice that guides tourism governance and marketing; the division of roles between national tourism administrations and destination marketing organisations, and key performance indicators of comparable destination marketing organisations.

The review is expected to be completed by the end of April 2015. This will precede the appointment of a new Board which will assume duty on 1 June 2015.

For further 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

Facebook: [NationalDepartmentOfTourism](https://www.facebook.com/NationalDepartmentOfTourism)

Twitter: [@Tourism_gov_za](https://twitter.com/Tourism_gov_za)

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