



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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Minister of Tourism reacts to Tourism Statistics as Released by Stats SA

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The Minister of Tourism, Mamoloko Kubayi-Ngubane, noted figures released on Tourism and Migration September 2019 as released by Statistics SA.

Minister Kubayi-Ngubane noted with concern the report that revealed that the total number of tourist arrivals (7 562 743) went down by -2.1% (-164 989) for the period January to September 2019 compared to the same period in 2018 (7 727 732). The decline was mostly influenced by a decrease in arrivals from Australasia and Europe with a decrease of 5% and 3.9% respectively.

“Although international tourism numbers declined from January to September 2019 compared with the previous year, we are pleased that tourist arrivals from Middle East went up by 4.2% followed by Asia (1.3%), Central and South America (0.3%) and North America (0.2%). It is a good indicator that more focused and aggressive marketing strategies in these regions will yield positive results,” stated the Minister.

The Minister has led delegations to various markets such as China, Japan and currently visiting Ghana and Nigeria with the aim to increase the numbers of tourist arrivals. Furthermore, here at home more work is being done to engage various stakeholders such as airlines to have joint marketing strategies to see better results. The major impact on the numbers has been the concerns around safety and security of the tourist in our country. We will at the beginning of December jointly with our stakeholders announce our Tourism Safety Strategy and the implementation plans as a response to the concerns raised by our key markets.

“We are committed to reach the target of 21 million arrivals by 2030 and we are working with all the stakeholders in the sector to make this a reality. We realise as we work towards this target, we might experience some fluctuations, but we will ensure that the overall trajectory remains positive,” added the Minister Kubayi-Ngubane

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