



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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MEDIA STATEMENT

TENCENT TO HELP BOOST CHINESE TOURISM TO SOUTH AFRICA

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SHENZHEN, CHINA - South Africa's Minister of Tourism, Hon. Mmamoloko Kubayi-Ngubane witnessed the signing of a strategic co-operation agreement between South African Tourism and Tencent, which is a company that owns amongst other things a popular platform in China called WeChat. This cooperation is expected to assist South Africa to have direct access to millions of potential Chinese travelers to market the country as a destination of choice.

Minister Kubayi-Ngubane communicated her excitement of this good initiative and opportunity to access potential tourist for both business and leisure and said: "South Africa is open for business and offers diverse and world class attractions, excellent transport services and communications infrastructure which competes with the best in the world.

China is South Africa's largest trading partner and we are leveraging on this trade relations to strengthen the people to people exchange between the two countries. I am pleased that, together with Tencent, South African Tourism in China is laying a solid foundation for growth in visitor arrivals from China to South Africa".

The partnership will span over two years and aims to position South Africa as a preferred tourism destination in China through digital marketing campaigns on WeChat, as well as other platforms within the Tencent ecosystem. Tencent will also assist SA Tourism with knowledge transfer programme on best practices for Destination Development. Tencent will advise SA Tourism on how South Africa can accelerate the implementation of WeChat Pay for Chinese travelers visiting to South Africa. Tencent will advise SA Tourism on best practice Chinese visitor experience making use of QR codes

"This strategic co-operation agreement is one of many initiatives developed to increase arrivals from China to South Africa," said Minister Kubayi-Ngubane.

"Tencent, through its popular platform, WeChat, will assist us to access multiple segments of the Chinese traveler's market. In addition to customized market for each market segment, Tencent platforms will also enrich Chinese traveler's experience when they travel to South Africa," she added.

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