



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR ORAL REPLY:

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“Ms P E Adams (ANC) to ask the Minister of Tourism:

How does his department intend to develop the Tourism Indaba Trade Show in the light of stiff competition from other African countries?

NO2471E

REPLY:

Indaba is one of the largest tourism marketing events on the African calendar and one of the top three ‘must visit’ events of its kind on the global calendar. It showcases the widest variety of Southern Africa's tourism products, and attracts international visitors and media from across the world. Indaba is a business to business event that attracts well over 10 000 delegates from the travel tourism and related industries. SA Tourism owns and manages the Tourism Indaba. This premium Tourism trade show seeks to facilitate business linkages between buyers and exhibitors or tourism product owners in order to position South Africa as a tourism destination.

Indaba has been positioned as the Pan African Trade exhibition that will attract Continental African Participation. It should therefore be said that there is collaboration rather than competition with other African countries.