



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY:

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“MR G R KRUMBOCK (DA) TO ASK THE MINISTER OF TOURISM:

- (1) What are the reasons for expected international tourist arrivals increasing by only (a) 3,9%, (b) 4,5% and (c) 4,4% in the next three years according to SA Tourism;
- (2) what steps is his department planning to take to address this decline which is lower than global averages;
- (3) has his department identified a target date by which international tourist arrivals will again exceed average international increases?

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REPLY:

- (1) South African Tourism (SAT) forecasts its arrival figures using time series analysis. SAT's latest projections and targets show an increase of (a) 4.1% in 2014 compared to 2013 (b) 6.5% in 2015 over 2014 and (c) 6.1% in 2016 over 2015. SAT will use every opportunity to build on its widely recognized performance in promoting South Africa as a tourism destination. The impressive tourism growth figures over the last few years attest to the effectiveness of SAT's marketing strategies.
- (2) Given the fact that South Africa's projected growth is only slightly above the projected global growth rate of 4 to 4.5% in 2014 (according to UNWTO), SAT is committed to exploiting all available opportunities to ensure further-growth, and to continue with its efforts to market South Africa as a premium tourist destination, offering a diverse and "value for money" tourist experience.
- (3) Not applicable.