



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR ORAL REPLY:

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“Mr G R Krumbock (DA) to ask the Minister of Tourism:

In the light of his reply to question 973 on 10 September 2014, wherein he stated that the South African government’s overall budget expended on travel and tourism activities is lower than that of all the key competitor destinations, what steps has he taken to ensure that the budget allocation to SA Tourism to market our country is raised forthwith to at least match that of our key competitor destinations?”

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REPLY:

Initiatives taken so far include approaching National Treasury to cover SA Tourism’s currency loss, early transfer of total marketing allocation by the National Department of Tourism with approval from National Treasury to mitigate currency risk as well as spending in markets with higher return on investment (ROI). Submissions for additional funding were also presented to National Treasury for the 2015/16 MTEF process. Due to financial constraints it was not possible for Treasury to accommodate these requests.