

South African Tourism (SAT) has budgeted for financial donations or sponsorships in the 2009-10, 2010-11, 2011-12 and 2012-13 financial years

NATIONAL ASSEMBLY

(For written reply)

QUESTION NO. 1984

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Mr J R B Lorimer (DA) to ask the Minister of Tourism:

Whether any entity reporting to him has budgeted for (a) financial donations or (b) sponsorships in the (i) 2009-10, (ii) 2010-11 and (iii) 2011-12 and (iv) 2012-13 financial years; if not, why not; if so, in each case, what amount was (aa) budgeted and (bb) spent?

NW2373E

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SECRETARY TO PARLIAMENT

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1984. THE MINISTER OF TOURISM ANSWERS:

South African Tourism (SAT) has a mandate to market South Africa as a tourist destination internationally. It also has a mandate to encourage South Africans to travel within the country. Part of the marketing activities is to host trade / media / prize winners / influencers so they are better equipped to create awareness about the country and to sell it better with the aim of increasing Tourism. SAT will accordingly not sponsor, but rather structure a reciprocal deal driven campaign. An event such as Standard Bank Jazz or Indaba is structured in this manner. E.g. the hosted buyer's budget for Indaba is taken from the investment of the bid parties. At the time of the tender, the bid parties indicate their financial contribution to INDABA as the city, province and the venue.

How this money is used is detailed in the contract and therefore this is not a financial contribution/sponsorship by SAT per se, but merely a facilitation of the funds received.

However, the high profile International Cape Town Jazz festival is also such a structured deal driven campaign by hosting international media, but the contract structure refers to a sponsorship deal. The amounts spent for this event are:

- (i) R2 633 400.00
- (ii) R1 710 000.00
- (iii) R1 140 000.00
- (iv) Still to negotiate