

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER: 1107 (NW1340E)

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Dr P J Rabie (DA) to ask the Minister of Tourism:

- (1) What total amounts has (a) his department and (b) each specified entity reporting to him spent on (i) print and (ii) broadcast advertising in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years;
- (2) in each case, (a)(i) by which radio or television station were the advertisements broadcast and (ii) in which newspapers were the advertisements published in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years and (b) at what cost in each specified case? NW1340E

THE MINISTER OF TOURISM REPLIES:

(a) National Department of Tourism

1. (i) (aa) None.
(bb) R1 256,020.36
(cc) R1 968 828, 98
(dd) R2 080 883.22.

(ii) (aa) None.
(bb) None
(cc) R 22 800, 00.
(dd) None.
- (2) (ii) (aa) Not applicable
(bb) Not applicable
(cc) SABC Radio
(dd) Not applicable

(ii) The above amounts (i) (aa)-(dd) were spent on recruitment advertisements in the following print media:

Beeld	Volksblad	Business Day	Die Burger
City Press	Citizen	Diamond Field	EP Herald
Daily News	Daily Dispatch	Dispatch	Lesedi
Lowvelder	Mail and Guardian	Mercury	Ilanga
Molate,	The New Age	Northern Review	Polokwane Observer
Rapport	Sowetan	The Star	
Sunday Independent	Sunday Times		

(b) South African Tourism

1. (i) (aa) R 43 672 421 .00
 (bb) R 51 032 356.00
 (cc) R 54 400 491.50
 (dd) R 40 887 040.00

- (ii) (aa) R 165 102 820.00
 (bb) R 189 699 831.00
 (cc) R 202 220 019.85
 (dd) R 222 408 068.00

2. (i) SAT has spend above amounts (ii) (aa)-(dd) on broadcast advertisement for marketing purposes of South Africa, Internationally as well as for promoting Domestic Tourism.

Australia Cinema	CNN, CNN EMEA,	Conde Nast	EURO Sport
Africa Supersport	China OOH	Financial Times	France Cinema
Brazil Cinema/Online	BBC	Fox	Germany Cinema
Globel Cinema,	Global Online	Nigeria TV,	India OOH
News Corporation	National Geographic	UK Cinema	USA Television,
Cape Talk Radio	ETV	5FM	Umhlobo wenene
Lesedi	Kaya FM	Gagasi FM,	Massive TV
Motsweding	Radmark	Radio Highveld	
Radio 702	SABC	Soweto TV	Taxi Transit TV
Metro FM	Mango TV	YFM	Ukhozi FM,

(ii) SAT has spend above amounts (i) (aa)-(dd) on print advertisements for marketing purposes of South Africa, Internationally as well as for promoting Domestic Tourism

Daily Sun	Diners Club	Drum	Financial Times
Jet Club	Getaway	Huisgenoot	You
MANGO (OOH)	Mammas and Papas	Sunday Times	Sunday Sun
Soccer Laduma	Travel News weekly	BP and Sasol	Family Holiday and
		Garage Package	Leisure