

NATIONAL COUNCIL OF PROVINCES

QUESTION FOR ORAL REPLY

QUESTION NUMBER: 212 (CO600E)
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Mr D A Worth (DA-FS) to ask the Minister of Tourism:

- (1) (a) How many international tourists in each category have entered South Africa through each SA International Airport in the past three financial years and (b) which are the main tourism feeding regions and/or countries to South Africa;
- (a) What are the main reasons for growth in tourism in South Africa and (b) how will his department increase tourism growth in the current financial year? CO600E

THE MINISTER OF TOURISM ANSWERS:

- (1)
- (a) In 2010, tourist arrivals by air were 2 628 251 and 5 455 301 arrivals came by land.
In 2011, tourist arrivals by air were 2 511 226 and 5 828 128 arrivals came by land
In 2012, tourist arrivals by air were 2 884 423 and 6 303 945 arrivals came by land.

Note:

- *The information on arrivals by ports of entry is collated by StatsSA and Department of Home Affairs. Exact breakdown can be requested from StatsSA and Department of Home Affairs.*
- *According to the Departure Survey, leisure accounts for 60% of SA's tourism arrivals, 30% is business and other purposes of travel account for only 10%.*

(b) The main source of tourists by region for the period 2010 to 2012 is as follows:

- **Our own continent, Africa** is the largest source of tourist arrivals, followed by Europe, the Americas and Asia & Australasia

2)

(a) South Africa has fantastic products to market. SA Tourism's effective and targeted marketing campaigns in our key markets have been instrumental in the growth achieved to date. The campaigns have been targeted at driving positive awareness and improving conversion to drive tourist arrivals from our key markets.

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Mr D A Worth (DA-FS)

- (b) Our marketing plans are in place and are based on sound market research and deep consumer insights. Through these campaigns we are certain we will continue to grow tourism in our country.