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**MINISTRY OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

**Question Number: 1550**

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**Ms J F Terblanche (DA) to ask the Minister of Tourism**

Whether the 9% increase in tourist arrivals from the United States of America between 2015 and 2016 can be attributed to SA Tourism’s advertising spend in that country; if not, what are the reasons for the 9% increase in arrivals; if so, to what extent can the 9% increase in arrivals be attributed to SA Tourism’s advertising spend? NW1751E

 **Reply:**

1. Whether the 9% increase in tourist arrivals from the United States of America between 2015 and 2016 can be attributed to SA Tourism’s advertising spend in that country.

The 9% increase in tourist arrivals from the United States of America was due to collaborative efforts between SA Tourism, Trade and other SA Inc partners such as Brand SA and SAA.

1. What are the reasons for the 9% increase in arrivals?

The improved perceptions of safety vis-à-vis the world competitive environment and the favourable Dollar/Rand exchange rate in 2015-16 encouraged many American travellers to consider South Africa as a value for money travel destination.

1. To what extent can the 9% increase in arrivals be attributed to SA Tourism’s advertising spend.

SA Tourism partnered with trade in offering travel packages that were between $1999 and under $3000, including flights.