**MEDIA STATEMENT**

**SOUTH AFRICAN TOURISM (SAT) TO FOCUS ON INTERDEPARTMENTAL COORDINATION AND SYNCHRONISATION TO REACH 21 MILLION TARGET**

**Parliament, Tuesday, 19 November 2019 –**The Portfolio Committee on Tourism today welcomed a briefing from South African Tourism on its Marketing Investment Framework, a 5-in-5 strategy covering the 2017/18 to 2021/22 period aimed at bolstering the economy.

At the 2019 State of the Nation Address, President Cyril Ramaphosa announced a target of 21 million visitors to South Africa by 2030. The committee is concerned that Oxford Economics, which developed the Tourism Decision Metrics, forecasts that the appeal of the South African Brand will remain average. It is also concerned that South Africa will be more expensive as a destination when compared to others, if the inflation rate does not improve.

The briefing also reflected that the 21 million target will not be achieved unless the visa regime is improved for India, China, Nigeria and other African markets. The figure of 16,5 million tourists was presented and the committee calls on SAT to work with Brand SA, Invest SA, Proudly South Africa and the 18 government departments identified as sister departments to the Department of Tourism to unlock tourism’s potential in South Africa to rebrand, reposition and renew tourism.

The committee is hopeful that the new marketing strategy will incorporate domestic tourism (inclusive of villages, townships and small towns) and regional blocks, such as the Southern African Development Community countries to collaborate and synchronise efforts to make South Africa the destination of choice, thereby attaining the 21 million target set by the President.

**ISSUED BY THE PARLIAMENTARY COMMUNICATION SERVICES ON BEHALF OF THE CHAIRPERSON OF THE PORTFOLIO COMMITTEE ON TOURISM,**
**MR SUPRA MAHUMAPELO.**