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**MINISTRY OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

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**Mr M S F de Freitas (DA) to ask the Minister of Tourism:**

(a) What total number of the tourism offices throughout the world does the Republic still have operational and functioning, (b) where is each of the specified offices situated, (c) what budget has been allocated to each office (i) in the past three financial years and (ii) since 1 April 2020, (d) what expenditure has each office incurred (i) in the past three financial years and (ii) since 1 April 2020 and (e)(i) what are the main Key Performance Areas (KPAs) for each of the offices and (ii) how are the KPAs monitored and measured? NW217E

**REPLY:**

1. South African Tourism operate globally through offices in 10 counties, it must be noted that the Minister has requested the board to review this offices and present a report with recommendations before financial year end.
2. Where is each of the specified offices situated.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Nigeria | Germany | UK | US | Netherlands | France | China | Japan | India | Australia |
| Lagos | Frankfurt | London | New York | Amsterdam | \*Paris | Beijing | Tokyo | Mumbai | Sydney |

\*South African Tourism moved out of its Paris office space due to the high cost of rent. The team has been housed in virtual offices in Paris while suitable offices are being sought.

1. What budget has been allocated to each office: (ZAR)

|  | AFRICA | AMERICAS | EUROPE | | | | ASIA | | | AUSTRALASIA |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Nigeria | US | Germany | UK | France | Netherlands | India | China | Japan | Australia |
| 2017/18 | 31 336 173 | 80 128 526 | 70 587 093 | 61 241 379 | 50 299 260 | 36 340 817 | 50 922 009 | 36 199 037 | 16 889 252 | 32 506 659 |
| 2018/19 | 30 036 783 | 76 265 152 | 77 994 899 | 71 851 647 | 31 392 564 | 49 998 733 | 49 595 332 | 36 631 210 | 20 463 251 | 40 428 712 |
| 2019/20 | 26 210 153 | 104 874 679 | 64 665 996 | 69 127 524 | 45 425 302 | 43 207 601 | 44 694 662 | 39 526 887 | 15 513 332 | 43 993 558 |
| (ii)Since  1 April | 12 020 803 | 20 568 796 | 18 304 367 | 18 422 864 | 16 989 398 | 13 881 719 | 17 190 343 | 11 301 529 | 7 248 486 | 14 227 593 |

1. What expenditure has each office incurred: (ZAR)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | AFRICA | AMERICAS | EUROPE | | | | ASIA | | | AUSTRALASIA |
|  | Nigeria | US | Germany | UK | France | Netherlands | India | China | Japan | Australia |
| 2017/18 | 29 929 382,18 | 89 673 998,13 | 63 416 737,35 | 80 418 753,12 | 44 371 186,92 | 40 384 310,26 | 49 391 953,82 | 38 214 129,16 | 18 451 120,94 | 27 081 866,75 |
| 2018/19 | 22 975 996,53 | 87 702 343,47 | 68 764 894,46 | 101 125 186,11 | 36 897 595,21 | 54 860 182,60 | 49 233 774,94 | 39 729 727,46 | 19 740 223,20 | 37 373 842,35 |
| 2019/20 | 22 154 884,26 | 103 414 766,18 | 55 643 291,48 | 94 537 239,58 | 19 086 267,45 | 35 083 701,59 | 20 935 729,03 | 27 664 437,27 | 15 945 166,85 | 39 223 667,13 |
| (ii)Since  1 April | 4 322 791,05 | 15 041 722,26 | 8 755 135,69 | 15 911 011,08 | 10 088 766,85 | 11 661 909,80 | 14 830 874,99 | 10 474 356,24 | 4 282 858,10 | 10 595 639,76 |

1. (i**) Key Performance Areas (KPAs) for each of the offices.**

Activities at all global offices contribute towards the achievement of the KPIs as stated in the organisational Annual Performance Plan. Each office operates as a regional hub servicing key source markets, to ensure effective marketing initiatives, support to the value chain partners and effective delegation of authority and responsibility. Mandate of each office is to drive number of international tourist arrivals into South Africa, increase tourist foreign direct spend, drive geographic spread, and increase brand awareness and positivity. Key focus areas of each office are as below:

* **Destination Brand Management**

Increase:

* Destination profiling to grow destination appeal
* Brand awareness, Brand affinity, Brand positivity
* Consideration
* Messaging on matters of travel facilitation (the ease of travel to destination South Africa)
* **Consumer Engagements**
* Awareness and consideration campaigns
* Influencer marketing
* Authentic, educational, entertaining and inspiring fit for purpose content for targeted segments
* Showcase diversity of experiences
* Digital communities, social tribes
* Advocacy
* **Distribution Channel Engagements and Capacitation**
* Trade Training – physical and virtual
* Trade Communication – publications, newsletters marketing, etc.
* Database Management / Customer Relations Management Rollout
* Focus on Meetings, Incentives, Conferences and Events
* Deals pages – partnerships with airlines and distribution channel (traditional and non-traditional)
* **Media Engagements**
* Trade and non-trade media publications for Public relations campaigns
* Press releases, Emailers, media placements
* **Partnership Identification and Management**
* Traditional and non-traditional partnerships
* Content partnerships
* Outsourced third party media channels
* Stakeholder messaging
* DIRCO and Mission Training

.**Marketing and Communication Platforms**

* Websites and virtual platforms
* Digital Tools – social listening and tracking, gamification, WhatsApp bots, etc.
* Virtual training tools – SA Specialist, etc.
* Distribution channel engagement platforms
* Real time data
* Toolkits for South African Product Owners and in country trade and Missions

(ii) **How are the KPAs monitored and measured**.

Activities at all global offices are monitored and evaluated quarterly by our Strategy Unit, EXCO and Board. Furthermore Executive Authority through the support of the Department provides oversight on the work of the entity.