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**MINISTRY OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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 **NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

**Question Number: 2237**

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**Mr J Vos (DA) to ask the Minister of Tourism**

(a) What were the reasons for her visit to Chicago in the United States of America in July 2017, (b) who did she engage with regarding tourism in South Africa, (c) what were the outcomes of such engagements, (d) what was the total cost of her trip and (e) who was part of the delegation? NW2471E

**Reply:**

1. **What were the reasons for her visit to Chicago in the United States of America in July 2017?**

The Minister was invited by the Rainbow Push Coalition to attend the 46th Annual International Convention. The South African Consulate General in Chicago supported the invitation and believed that the visit would present the opportunity to show case South Africa as a country that respects, upholds the rights of its citizens, promote a thriving tourism destination and present business opportunities. The Minister also used the opportunity to engage with trade, media and other tourism stakeholders as part of the ongoing promotion of South Africa to the United States market.

1. **Who did the Minister engage with regarding tourism in South Africa?**

The following engagements were planned by SA Tourism for the Minister to participate in:

**CHICAGO**

* An SA Tourism Luncheon/Round Table themed “Tourism Development and Growth in South Africa”, touching also on “Women in Tourism” in partnership with SAA.

The following companies were present at the engagements with Minister:

* Luxury Travel Professional
* R. Cruscoe Travel
* Creative Incentives
* South African Airways
* WVON Radio
* News Anchor ABC7 News
* Advantage International Tours
* iHeart Media Radio
* Landmark Incentive
* Nat Geographic
* SDI Incentive Market
* Media Interview~~ed~~ BY WVON Radio on tourism development in the country (RSA) and opportunities for travel repeaters to South Africa from the US market.
* Panel Discussion with Minister Tokozile Xasa and Minister Ayanda Dlodlo, Minister of Communications, COO Sthe Dlamini South African Tourism, and Mr Mudunwazi Baloyi, Brand South Africa US. The topic for discussion was “The Role of Communications and Tourism in the Developmental Agenda of South Africa”
* A reception hosted by the South African Consul General in Chicago, Ms Vuyiswa Tulelo, was also held in honour of the Ministers at the SA Consulate with broader trade in attendance.
* Chicago Sister Cities interaction with Mr Leroy Allala to discuss:
* Harbour Development
* Cruise Tourism
* Culture and Heritage
* Aqua Culture
* Possible Exchange Programmes
* Leveraging on events such as the Essence Festival

**MIAMI**

Meeting with Key Trade Partners and SAA to discuss “Tourism Development and Growth in SA” as well as “Women in Tourism”.

The following trade partners were present:

* + - South African Airways
		- Post Haste Travel
		- Karell Enterprises. Inc
		- The Africa Adventure Company
1. What were the outcomes of such engagements?

The key outcomes of the engagements were as follows:

* The need was identified to cater for call-in queries from tour operators in the market so they can access information;
* The potential of the MICE Sector, particularly the Incentives Market was identified. This sector is huge in the US, including Chicago and the Mid-West, a low hanging fruit for South Africa to explore

The Trade Partners present agreed to regularly engage each other and to jointly identify suitable platforms for sharing information on:

* Packages to target travel repeaters
* New products entering the market
* Addressing geographic spread
* Oceans Economy
* The SA Tourism project in the US focusing on the development of a product database for sharing with trade
* Access to SA Tourism Digital Asset Bank to address brand consistency was granted to the US trade
1. What was the total cost of the Minister’s trip?

R659 468.50

1. Who was part of the delegation?

Ms Sthembiso Dlamini; SA Tourism COO

Ms Bangu Masisi; SA Tourism US Country Manager

Mr Sinethemba Sonjica, Assistant PA to the Minister