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

With reference to the recent use of an image of the City of Auckland to promote the City of eThekwini Metropolitan Municipality by South African Tourism (SAT), what mechanisms have been put in place by (a) SAT and (b) her department to (i) ensure consistent and competent marketing of major cities and (ii) co-ordinate major city marketing to align with SAT’s overall marketing strategy? NW2621E

**Reply:**

Mechanisms put in place by:

1. **South African Tourism (SAT) to:**
2. SA Tourism has created a digital asset library with approved images, films and a destination presentation that considers all the provinces for Provinces and various stakeholders to use.
3. SA Tourism provides a Corporate Identity Manual to guide the SA Tourism brand and images to be used. SA Tourism has further included this in the pending performance agreements with the Provinces.
4. **Department of Tourism to:**
5. - (ii) Not applicable, the destination marketing mandate is with South Africa Tourism.