**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 tourism marketing strategies aimed at international markets have taken place, (b) where did the specified marketing take place, (c) what criteria were used to select where marketing would take place, (d) who were the partners in this regard, (e) what criteria were used as to which partners would be used, (f) on what dates did the marketing take place and (g) at which tourism markets were the tourism strategies aimed in each (i) of the past three financial years and (ii) case?

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**REPLY:**

1. **What tourism marketing strategies aimed at international markets have taken place?**

The marketing strategies in key source markets are focused on delivering brand positioning campaigns to both consumers and the distribution channel (traditional tourism trade partners and non-traditional partners). These are designed to improve South Africa’s brand strength by creating awareness of the destination and its value proposition and by also showcasing value for money products, experiences and attractions.

Key strategic focus areas are:

1. **Consumer acquisition through:**

* the localising of the global marketing campaign.
* optimising marketing investment through targeted and focused interventions in the selected markets.

1. **Distribution channel strengthening and innovation through:**

* implementation of engagement initiatives to reconnect and maintain relationships with trade.
* formation of strategic partnerships that offer opportunities, affinity and scale.
* partnering with relevant stakeholders for ease of travel facilitation.

1. **Supporting the transformation of the sector by:**

* diversifying of product offering in market to include SMMEs, the youth and Women in Tourism.
* providing market access platforms for them to enter the market.

1. **Where did the specified marketing take place?**

South African Tourism has offices in 9 countries, globally operating as regional hubs servicing 24 key source markets and watchlist markets.

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| **SA Tourism Country Offices** | **Countries They Service** |
| **South Africa Head Office** | **Central, East and Land Africa Hub**: Zambia, Malawi, Kenya, Mozambique, Zimbabwe, Eswatini, Lesotho, Botswana, Namibia |
| **Nigeria Office** | **West Africa Hub**: Nigeria and Ghana |
| **North America Office** | USA and Canada |
| **South America Office (GSA)** | Brazil |
| **Germany Office** | Germany, Austria and Switzerland |
| **UK Office** | UK and Ireland |
| **France Office** | France, Spain, Italy and Portugal |
| **Netherlands Office** | Netherlands, Belgium, Sweden |
| **India Office** | India |
| **China Office** | China |
| **Japan Office** | Japan |
| **Australia Office** | Australia and New Zealand |

1. **What criteria were used to select where marketing would take place?**

In early 2020, South African Tourism initiated a revision of the Marketing Prioritisation and Investment Framework, using 2019 as the base year to review the portfolio. The framework made use of 33 variables related to performance, outlook, South Africa’s ability to win in the market, return on past investments, and other criteria. A total of 24 markets were identified for prioritisation and were segmented into 16 growth and 8 defend markets, with an additional set of watchlist markets.

1. **Who were the partners in this regard?**

In collaborating with the distribution channel, SA Tourism maintains relationships with the channel partners already selling South Africa in market to help defend our market share (2019 levels). SA Tourism also taps into the growth opportunities created through the expansion of the distribution channel and the leveraging of e-commerce platforms and non-tourism partners.

1. **What criteria were used as to which partners would be used?**

SA Tourism has a partnership policy and partnership framework that guides the organisation on partnerships.

1. **On what dates did the marketing take place?**

SA Tourism’s marketing plans are approved annually for implementation between 01 April to 31 March fiscal period.

1. **At which tourism markets were the tourism strategies aimed in each (i) of the past three financial years and (ii) case?**
2. and (ii) Tourism marketingstrategies are targeted at the SA Tourism source markets as defined by the SA Tourism Investment Framework of 2020.