**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 processes were used to appoint service providers for tourism marketing strategies in international markets in each financial year in each market, (b) who were the appointed service providers, (c) what amount was (i) budgeted and (ii) spent, (d) how are the (i) successes and (ii) failures of the marketing strategies measured, (e) what are the results of the marketing strategies in each market in each year and (f) what lessons have been learnt from the tourism marketing strategies in each of the past three financial years in each case? NW4210E

**REPLY:**

1. **What processes were used to appoint service providers for tourism marketing strategies in international markets in each financial year in each market?**

SA Tourism followed the prescribed processes and procedures as outlined in the organisation’s supply chain procurement policy in the appointment of in-market agencies. These were appointed through a competitive bidding process.

**(b) who were the appointed service providers? (c) What amount was (i) budgeted and (ii)**

**spent?**

Most agency contracts are not retainer contracts but project-by-project basis contracts.

| **Services Procured** | **Business Unit** | **Budgeted and Spent Amounts** |
| --- | --- | --- |
| Creative Services | India- Mumbai | Rate card/Variable cost |
| Digital Services | India- Mumbai | Variable cost |
| Event Management, Activation and Brand Experience Services | India- Mumbai | Rate card/Variable cost |
| Media Buy | India- Mumbai | Rate Card |
| Integrated Marketing Services | South Europe Office | Rate card/Variable cost |
| Digital Activation and Creative Services | Central Europe | Rate card/Variable cost |
| Integrated PR & Marketing Services | Central Europe | Rate card/Variable cost |
| Media Buy | Australia | Rate card/Variable cost |
| B2C & B2B Media Strategy, planning and buying Agency | UK & IRELAND | Rate card/Variable cost |
| Public relations and communication services | UK & IRELAND | Rate card |
| Creative, digital, B2C & B2B Media Strategy, planning and buying and activation services | North Europe | Rate card/Variable cost |
| Integrated PR & Marketing Services | North Europe | Rate card/Variable cost |
| Marketing Services | Africa | Rate card/Variable cost |
| Media Services | Africa | Rate card/Variable cost |
| Digital Services | Africa | Rate card/Variable cost |
| Activations Services | Africa | Rate card/Variable cost |
| Digital Marketing Services | Africa | Rate card/Variable cost |
| Multi-Disciplinary 360 Degree Marketing Services | South America | Rate Card |

**(d) how are the (i) successes and (ii) failures of the marketing strategies measured**?

Evaluation metrics for measuring successes of campaigns are predetermined and articulated upfront in the respective Annual Performance Plans in the form of Technical Indicator Descriptions. Failures will be determined against non-achievement of these.

**(e) what are the results of the marketing strategies in each market in each year?**

|  |  |  |
| --- | --- | --- |
| **2020/21** | **2021/22** | **2022/23** |
| Global lockdown and travel restrictions in source markets.  No in-market campaigns implemented as there was no assigned investment. | Planned deal driven campaigns were executed as stated on pages 54 of the 2021/22 SA Tourism Annual Report tabled to Parliament. | Delivery on the planned campaigns for this fiscal is currently in progress. |

**(f) what lessons have been learnt from the tourism marketing strategies in each of the past three financial years in each case?**

Having a compelling brand positioning supported by sufficient financial investment and an all of Government barrier removal approach is critical to win. This is underpinned by building strategies over a long time to create consistency and affinity in the consumer's mind whilst staying agile enough to course correct when the need arises.