**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

**Question Number: 4001**

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**Date of reply: 17 December 2022**

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

**(1)** With reference to marketing aimed at **international markets** since 1 April 2019, **(a)(i)** what marketing events and/or programmes were executed in each financial year, **(ii)** where did each marketing event and/or programme take place and **(iii)** what **criteria were used to determine** where each marketing event and/or programme would take place,

**(b)(i)** who were the partners in each case, **(ii)** what criteria were used to determine which partners would be used for each market event and/or programme, **(iii)** on what date did each marketing event and/or programme take place in each case and **(iv)** which markets was each event and/or programme aimed at in each financial year, and

**(c**) what amount was budgeted and spent in each financial year for each market;

**(2) (a)** how are the successes and failures of the marketing events and/or programmes measured and **(b)** what are the results of the markets in each year? NW4904E

**REPLY:**

**(1) (a) (i) – (ii) Marketing Events**

Please refer to the SA Tourism Annual Reports for the periods stated below. For your convenience, a link to each has been provided:

* **01 April 2019- 31 March 2020**

South African Tourism Annual Report tabled on 5 November 2020, ATC no 160 of 2020

<https://live.southafrica.net/media/278970/sat-annual-report-2019_2020.pdf>

Kindly refer to pages 43 to 56

* **01 April 2020 – 31 March 2021**

South African Tourism Annual Report tabled on 30 September 2021, ATC no 133 of 2021

<https://live.southafrica.net/media/290945/sat-a-report-2020-21-final.pdf>

Kindly refer to pages 46 to 61

* **01 April 2021 – 31 March 2022**

Annual Report tabled on 30 September 2022, ATC no 150 of 2022…, pages 47 to 54

<https://live.southafrica.net/media/298986/south_african_tourism_2021_2022_annual_report.pdf>

Kindly refer to pages 47 to 54

* **01 April 2022** **– to date**

Information will be finalised after the end of the fiscal.

**(a) (iii) Criteria for Marketing events**

The SA Tourism Marketing Investment Portfolio determines where market activities take place.

(**b)** **(i)-(iv) Partners and Markets**

(i) Relevant partners are detailed in the SA Tourism Annual Reports as indicated above.

(ii) Partners are selected based on criteria in the SA Tourism Partnership Policy.

(iii)- (iv) Kindly refer to the South African Tourism Annual Reports as per (1) (a) above

**(c) (i) Budget and spent for each Financial Year**

* **01 April 2019- 31 March 2020**

Information on page 61 of the South African Tourism Annual Report for the 01 April 2019- 31 March 2020 details the budget and expenditure on Leisure Tourism Marketing for the fiscal.

* **01 April 2020- 31 March 2021**

Information on page 72 of the of the South African Tourism Annual Report for the 01 April 2020- 31 March 2021 details the budget and expenditure on Leisure Tourism Marketing for the fiscal.

* **01 April 2021- 31 March 2022**

Information on page 62 of the of the South African Tourism Annual Report for the 01 April 2021- 31 March 2022 details the budget and expenditure on Leisure Tourism Marketing for the fiscal.

* **01 April 2022** **– to date**

The Budget is reflected in the Annual Performance Plan for 2022-2023

Kindly find the link below and refer to page 67. Please note the Annual Performance Plan for South African Tourism was tabled on 18 March 2022, ATC no 42 of 2022

Please note the expenditure still needs to be audited

**(2) Successes and failures**

(a) Evaluation metrics for measuring successes of events and programmes are predetermined

and articulated upfront in the respective Annual Performance Plans. Failures will be

determined against non-achievement of these.

(b) Performance results can be found in the South African Tourism Annual Reports referred to above.

**Kindly note:**

1. Budgets and targets are available in the tabled Annual Performance Plans since 2019
2. Furthermore, information is also available in presentations to the Portfolio Committee by SA Tourism as well as the minutes agreed to by the Portfolio Committee on Tourism since 01 April 2019 to date.
3. Responses by the Minister to similar questions on Marketing.