****

**MINISTRY OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

**Question Number: 784**

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**Date of reply: 2019**

**Mr P G Moteka (EFF) to ask the Minister of Tourism:**

(1) (a) What amount was spent on advertising by (i) her department and (ii) state-owned entities reporting to her in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;

(2) what amount of the total expenditure incurred by (a) her department and (b) state-owned entities reporting to her went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) on outdoor advertising by her department and state-owned entities reporting to him went to each black-owned media company in each specified financial year? NW1899E

**Reply:**

1. **DEPARTMENT OF TOURISM**
2. **(a) Amount spent on advertising by the Department**

|  |  |  |
| --- | --- | --- |
| **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| R 1 832 808.31 | R 3 569 256.06  | R 2 246 557.41 |

1. **(a) Total expenditure incurred by the Department to (i) each specified black-owned media company in each specified financial year**

| **Details** | **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| --- | --- | --- | --- |
| **Total**  | **R 1 424 863.10\*** | **R 2 769 256.06\*** | **R 2 240 557.41\*** |
| Black Owned Company no: 1 | R 221 361.00 | R 29 800.00 | R 16 260.00 |
| Black Owned Company no: 2  | R 8 276.40 |  |  |
| Black Owned Company no: 3  | R 67 270.00 |  |  |
| Black Owned Company no: 4  | R 131 950.20 |  |  |
| Black Owned Company no: 5  | R 97 200.00 |  |  |
| Black Owned Company no: 6 | R 59 066.25 |  |  |
| Black Owned Company no: 7  | R 448 118.61 |  |  |
| Black Owned Company no: 8  | R 208 944.16 | R 895 098.61 | R 361 656.82 |
| Black Owned Company no: 9  | R152 826.48 |  |  |
| Black Owned Company no: 10  | R29 850.00 |  |  |
| Black Owned Company no: 11  |  | R 201 944.39 | R 14 028.85 |
| Black Owned Company no: 12  |  | R 212 500.00 |  |
| Black Owned Company no: 13  |  | R 40 915.90 |  |
| Black Owned Company no: 14  |  | R 16 758.00 |  |
| Black Owned Company no: 15  |  | R 92 900.00 |  |
| Black Owned Company no: 16 |  | R 131 150.00 |  |
| Black Owned Company no: 17  |  | R 331 963.44 | R 40 800.85 |
| Black Owned Company no: 18 |  | R 267 530.00 |  |
| Black Owned Company no: 19  |  | R 80 341.50 | R 107 730.00 |
| Black Owned Company no: 20 |  | R 24 350.00 | R 14 012.00 |
| Black Owned Company no: 21  |  | R 38 600.00 |  |
| Black Owned Company no: 22 |  | R149 993.22 |  |
| Black Owned Company no: 23 |  | R 75 411.00 |  |
| Black Owned Company no: 24 |  | R 180 000.00 |  |
| Black Owned Company no: 25  |  |  | R 26 700.00 |
| Black Owned Company no: 26  |  |  | R 26 250.00 |
| Black Owned Company no: 27  |  |  | R 259 298.88 |
| Black Owned Company no: 28  |  |  | R 200 376.00 |
| Black Owned Company no: 29  |  |  | R 6 482.87 |
| Black Owned Company no: 30 |  |  | R 152 500.00 |
| Black Owned Company no: 31  |  |  | R 254 722.61 |
| Black Owned Company no: 32 |  |  | R 36 500.00 |
| Black Owned Company no: 33  |  |  | R 282 000.00 |
| Black Owned Company no: 34  |  |  | R 39 100.00 |
| Black Owned Company no: 35 |  |  | R 7 461.43 |
| Black Owned Company no: 36  |  |  | R 11 442.50 |
| Black Owned Company no: 37  |  |  | R 34 734.60 |
| Black Owned Company no: 38  |  |  | R 348 500.00 |

**\*** *The Remainder of expenditure was spent on Government Institutions or Level 2- 7 B-BBEE Companies*

**(c) Spend on outdoor advertising to each black-owned media company in each financial year by the Department**

|  |  |  |  |
| --- | --- | --- | --- |
| **Black-owned media company** | **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| Black Owned Company no: 17  |  | R 331 963.44 | R 40 800.85 |
| Black Owned Company no: 22  |  | R 149 993.22 |  |
| Black Owned Company no: 11  |  | R 9 631.86 | R 14 028.85 |
| Black Owned Company no: 14  |  | R 16 758.00 | R 6 482.87 |
| Black Owned Company no: 1  |  |  | R 16 260.00 |
| Black Owned Company no: 27  |  |  | R 84 658.75 |
| Black Owned Company no: 35  |  |  | R 7 461.43 |
| Black Owned Company no: 20  |  |  | R 14 012.00 |

1. **SOUTH AFRICA TOURISM**
2. **(a)(ii)Amount spent on advertising by SA Tourism**

|  |  |  |
| --- | --- | --- |
| **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| R 250 708,14 | R 545 513,65 | R 241,650.56 |

1. **(b) Total expenditure incurred by SA Tourism to (i) each specified black owned media company in each specified financial year.**

|  | **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| --- | --- | --- | --- |
| Black-owned company no 1 | R 85,946.94 | R 337,516.22 | R 34,431.00 |
| Black-owned company no 2 | R 70,683.07 | R 67,240.61 | R 44,591.98  |
| Black-owned company no 3 | R 38,500.00  | R 73,496.82 | R 162,627.58  |
| Black-owned company no 4 | R 55,578.12 | R 67,260.00  |  |
| **(ii) Outdoor advertising** | 0.00 | 0.00 | 0.00 |

**(c)** Not applicable – Outdoor advertising is only used in destination marketing