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

(1) (a) Where does SA Tourism have offices internationally, (b) on what date did each office open, (c) what number of officials are at each office, (d) what are the main functions and mandate of each office and (e) how is the success of each office measured;

(2) what (a) amount has been budgeted for and (b) expenditure was incurred in each office in the (i) past three financial years and (ii) since 1 April 2021 to date?

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**REPLY:**

(1)

|  |  |  |
| --- | --- | --- |
| (a) Where does SA Tourism have offices internationally | (b) On what date did each office open | (c) What number of officials are at each office |
| Nigeria | 2014 | 5 |
| US | 1984 | 3 |
| Germany | 1960 | 4 |
| UK | 1989 | 6 |
| France | 1993 | 4 |
| Netherlands | 1983 | 3 |
| India | 2004 | 5 |
| China | 2014 | 6 |
| Japan | 1978 | 2 |
| Australia | 2000 | 5 |

(d) Each office operates as a regional hub servicing key source markets, to ensure effective marketing initiatives, support to the value chain partners and effective delegation of authority and responsibility. Mandate of each office is to create demand through traveller acquisition by working with the distribution channels to sell South Africa as a tourism destination.

(e) Annual and/or quarterly targets are set for all deliverables of the various country offices before the start of each financial year and success is measured against the delivery of those targets as per portfolio of evidence.

(2) Continue next page

(2) Annual budgets for each office below include both overhead costs and marketing costs. In the 2020/21 fiscal, country offices were only allocated funding for overhead costs and contractual obligations due to Covid 19 pandemic. Budget allocation to South African Tourism was limited as funds were channelled to support efforts to fight the spread of the pandemic in the country.

| **Country Office** | **(i) 2018-2019** | | **(i) 2019-2020** | | **(i) 2020-2021** | | **(ii) Since April 2021 to Jan 2022** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| (a) What amount has been budgeted for each office. | (b) What expenditure was incurred in each office. | (a) What amount has been budgeted for each office. | (b) What expenditure was incurred in each office. | (a) What amount has been budgeted for each office. | (b) What expenditure was incurred in each office. | (a) What amount has been budgeted for each office. | (b) What expenditure was incurred in each office. |
| **Nigeria** | R30 036 783 | R22 698 046 | R26 210 153 | R18 976 722 | R12 020 803 | R12 285 452 | R40 466 333 | R21 857 770 |
| **US** | R72 265 152 | R77 432 730 | R87 000 000 | R79 844 087 | R23 106 798 | R15 244 438 | R76 199 296 | R22 745 990 |
| **Germany** | R77 994 899 | R69 949 316 | R75 543 793 | R55 517 274 | R18 304 367 | R11 827 980 | R43 695 320 | R38 274 172 |
| **UK** | R71 851 647 | R75 062 613 | R69 127 524 | R92 697 559 | R18 441 741 | R16 593 867 | R43 616 747 | R29 628 639 |
| **France** | R31 392 564 | R33 749 174 | R45 425 302 | R22 634 046 | R16 989 398 | R10 046 920 | R23 379 480 | R11 766 050 |
| **Netherlands** | R49 998 733 | R54 533 645 | R46 827 089 | R37 836 009 | R13 881 719 | R12 407 193 | R36 220 803 | R 23 149 700 |
| **India** | R49 595 332 | R47 920 764 | R44 694 662 | R 4 474 387 | R17 190 343 | R15 807 495 | R50 198 776 | R28 609 854 |
| **China** | R36 631 210 | R39 627 027 | R57 401 566 | R28 225 979 | R11 301 529 | R11 298 210 | R31 369 746 | R20 705 142 |
| **Japan** | R20 463 251 | R19 760 242 | R15 513 332 | R15 684 849 | R7 248 486 | R 4 653 471 | R18 671 315 | R16 916 187 |
| **Australia** | R40 428 712 | R37 375 197 | R43 993 558 | R37 660 105 | R14 227 593 | R11 045 308 | R41 296 569 | R27 959 719 |