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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:**

Whether there are any plans put in place to undertake studies on brand positivity by tourists and/or potential tourists to the Republic; if not, what is the position in this regard; if so, what are the (a) deadlines, (b) milestones and (c) timelines in this regard? NW95E

**REPLY:**

**Whether there are any plans put in place to undertake studies on brand positivity by tourist and / or potential tourist to the Republic.**

SA Tourism does conduct brand positivity studies through an in-depth assessment of travellers' perceptions of South Africa as a leisure travel destination across key priority markets. The aim of the study is to inform the key marketing and strategic initiatives of SA Tourism; thereby, improving the return on marketing investment in each market.

**(a)–(c)** The study is currently carried out 3 times a year during the major booking and buying cycle of our target markets. SA Tourism currently runs the study in 17 of the core markets.