

Feedback from the National Tourism Sector Forum

TTA secretary, Sithembile Nzimande attended the National Stakeholders Tourism Forum Meeting on 14 March 2017, below she shares some of the critical issues the meeting covered:

Tourism Development & Integration of Plans

Overview of the State of Tourism and 2017 plans - (Private Sector Perspective TBCSA)

CEO of TBCSA Mmatsatsi Ramawela highlighted that travel and tourism still matters as it's the fastest growing economic sector making reference to the 4.5 % growth in job creation in 2015, and total visitor exports in 2015 amounting to R115 billion (9.1 %). The total investment in 2015 lead to R63.7 billion (7.8%) and the GDP was R375.5 billion (9.5%). Mmatsatsi presented on the state of travel and tourism in SA as per the different sector below:

Accommodation: Global performance for January 2017 reveal a slight decline in occupancies (-1.6%) for the Southern Africa region, but minor improvements in ADR (average daily rates) & REVPAR (revenue per available room)

Despite the resurgence in arrivals, overall business performance proved unpredictable in 2016 compared to 2015

Transport: Globally, air transport ended 2016 on a strong footing despite terrorist attacks, geopolitical tensions and economic uncertainty. Locally, by December 2016, 39.7 million passengers had been facilitated through ACSA's nine airports, a 5.4% increase from 2015

Car rental sector achieved slightly above normal Tourism Business Index (TBI) performance in Q4 2016, but lower than anticipated

Outbound Travel: Past forecasts estimated that outbound tourist volume would post a compound annual growth rate of 5%, driven by "relaxed" visa regulations and an "increase" in spending power. In the current environment, this remains to be seen.

Corporate Travel: sector remains resilient; there is a level of stagnation in terms of growth (except for mergers & acquisitions). Some businesses in the sector are beginning to explore expansion opportunities in the leisure travel market

Business Events: Positive outlook for the global exhibitions industry - The situation is relatively stable in the Middle East and Africa

SANCB: Bidding fund announced and additional funding confirmed by Tourism Minister

So far secured 54 bids for 2017 (10 pending as at Q3 2016)

From the private sectors point of view she raised these priorities to be focused upon in the tourism industry:

- Safety and security
- Research
- Transformation
- Destination marketing

2017/8 Tourism Priorities/ Plans

Tourism Statistics

- Latest Tourism Satellite Account - (South African Statistics)

Mr. K Geddes from Stats SA informed everyone that their data was based on the international satellite account and its released as an annual report. The information obtained focused on the contribution of tourism in the economy, jobs created in the industry and how much money do tourists spend in SA. The presentation indicated that tourism direct contribution to GDP in 2015 was 3.0% (R118 928 million) which has grown compared to 2013 since it was 2.9% (R103 349 million). Between 2005 - 2015 the average tourism direct contribution growth rate is 9.3 %. In 2015, the tourism industry employed 1 in 22 (711 746 individuals). The value of outbound tourism contributed R72 712 million in 2015. The tourism direct gross value added contributed by 64% from the tourism industries.

Policy & Strategy Matters

- Draft White Paper on International Migration - Impact on Tourism (Department of Home Affairs)

The Department of Home Affairs (DHA) presented on the progress it has made with regards to the development of a new white paper on international migration (IM). The DHA is looking at a comprehensive review of the policy framework that can inform systematic reform of the legislation. The country's formal IM policy has remained unchanged since 1999 despite the significant changes in the country, region and the world. A new policy is important and one of the priority of the DHA because as it stands the current policy on IM doesn't enable SA to embrace global opportunities.

Way forward: Key proposed / ongoing interventions:

- The IM policy will apply to all international migrants who are the country legally and long term residence visas and permits
- The National strategy for the strategy refugee integration in line with the non - encampment policy
- Holders of critical skills visas and qualifying holders of business and study will qualify to apply long term residence
- Enforcement of by laws by local government
- Migration advisory services and migration desk at local government will be established to advise international migrants on services and relevant information.

Domestic Tourism Growth Strategy Review - (National Department of Tourism)

Bula Mosupye from NDT presented on the current state of domestic tourism in SA. She referred attendees to the NTSS (National Tourism Sector Strategy) as the national key guiding document for tourism in SA, and the need to provide strategic direction in the development and growth of the domestic tourism market/economy. The following inputs were highlighted:

- Domestic Tourism remains a key pillar in establishing a resilient tourism sector industry
- The demographics of south Africans travelling for leisure purposes is shifting reflecting the increase in the number of black south Africans
- Investment in capacity building for tour operators is necessary to facilitate memorable and affordable experiences
- Incentives to stimulate investment in attractions and tourism products

The Minister of Tourism appointed a task team on statistics and research last year August. The reason the task team was appointed is to recommend ways and processes of ensuring that the capturing of tourism information was accurate and to enhance tourism statistics and

information. Please click here [\[attach task team presentation here\]](#) to view presentation by Kate Rivette Carnac for more information on the minister's initiative.

The next NTSF meeting is scheduled in September 2017, however some presentations were not presented due to time constraints another meeting might be scheduled before then, this will be communicated by the NDT.