

2024 - 2027

Tourism Value Chain and Barrier Strategy

South African Tourism



SOUTH AFRICAN TOURISM

TABLE OF CONTENT

- 1 Mandate**
- 2 Strategic Alignment**
- 3 Situational Analysis**
- 4 Strategic Overview**
- 3 Implementation Plan**

MANDATE



SOUTH AFRICAN TOURISM

MANDATE

The provisions of the Constitution of the Republic of South Africa (No. 108 of 1996): Chapter 3, Section 41(1) sets out the relationship and principles underlying cooperation and assigning functions between the various spheres of government. Part A of Schedule 4 lists tourism as a functional area of concurrent national and provincial legislative competence.

Tourism Act (Act No. 3 of 2014:) makes provision for “the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors; to provide for the continued existence of the South African Tourism Board; to provide for the establishment of the Tourism Grading Council; to regulate the tourist guide profession; to repeal certain laws; and to provide for matters connected therewith”.

The National Tourism Sector Strategy 2016-2026 (NTSS) sets out a vision for a “rapidly and inclusively growing tourism economy that leverages South Africa’s competitive edge in nature, culture, and heritage, underpinned by ubuntu and supported by innovation and service excellence”



STRATEGIC ALIGNMENT



SOUTH AFRICAN TOURISM

STRATEGIC ALIGNMENT

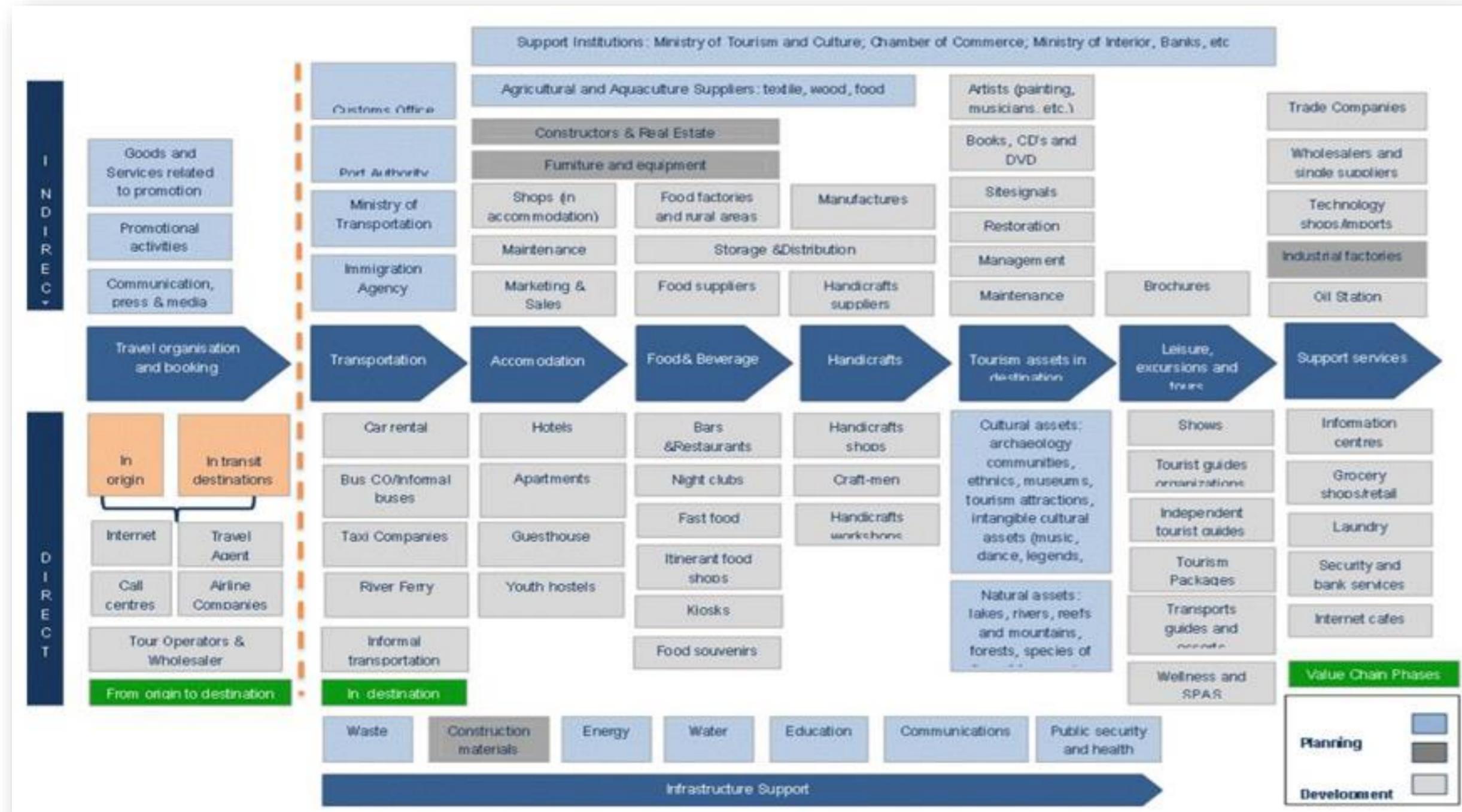
The Tourism Value Chain and Barrier Strategy is aligned with the provisions of the Constitution of the Republic of South Africa (No. 108 of 1996): Chapter 3, Section 41(1) and Tourism Act (Act No. 3 of 2014) and the National Tourism Sector Strategy 2016-2026 (NTSS).

Pillar three of the NTSS seeks to promote the provision of quality visitor experiences for tourists (both domestic and international) to achieve customer satisfaction and inspire repeat visitation. The development of the Tourism Value Chain and Barrier Strategy intends to provide enhancements to elements of the visitor experience across all visitor touch points on the tourism value chain. This strategy will be supported by a roadmap that will outline deliverables per year for each of the 3 years.



STRATEGIC ALIGNMENT

Tourism Value Chain



Source: OECD/UNWTO/WTO 2013



SITUATIONAL ANALYSIS



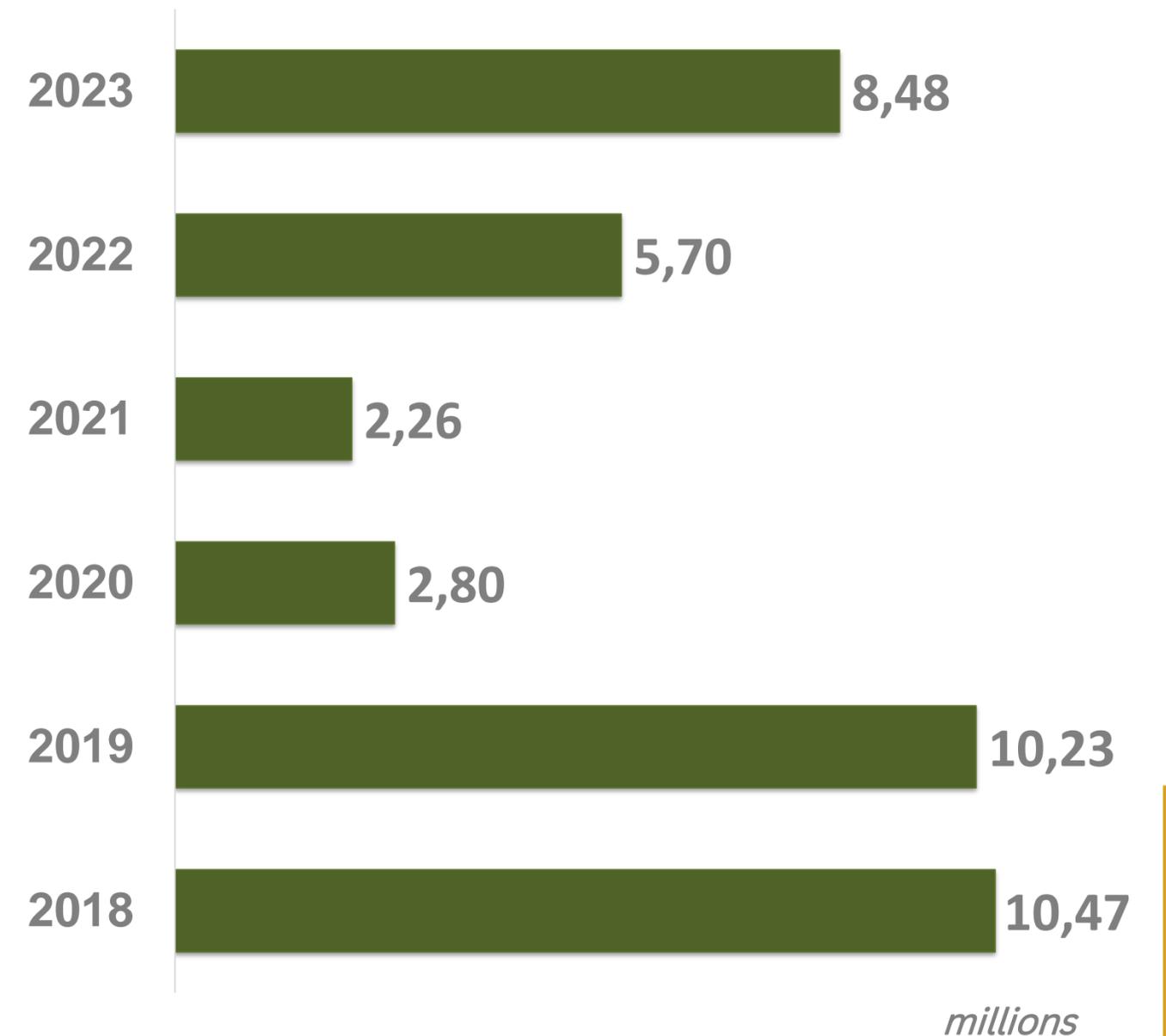
SOUTH AFRICAN TOURISM

ARRIVALS PERFORMANCE

By the end of 2023, the number of people visiting South Africa had reached 8.48 million. This was an increase of 49% compared to the previous year. However, despite this growth, the number of visitors was still 17% lower than in 2019.

Out of these 8.48 million arrivals, 6.41 million came from the African region, accounting for 76% of all visitors. Meanwhile, 1.24 million visitors came from Europe (15% of all visitors) and 0.56 million from the Americas (5% of all visitors) Tourists from Africa and Europe are the biggest spenders when visiting South Africa. Each region contributes over 30% of the total spending.

Total Arrivals to South Africa



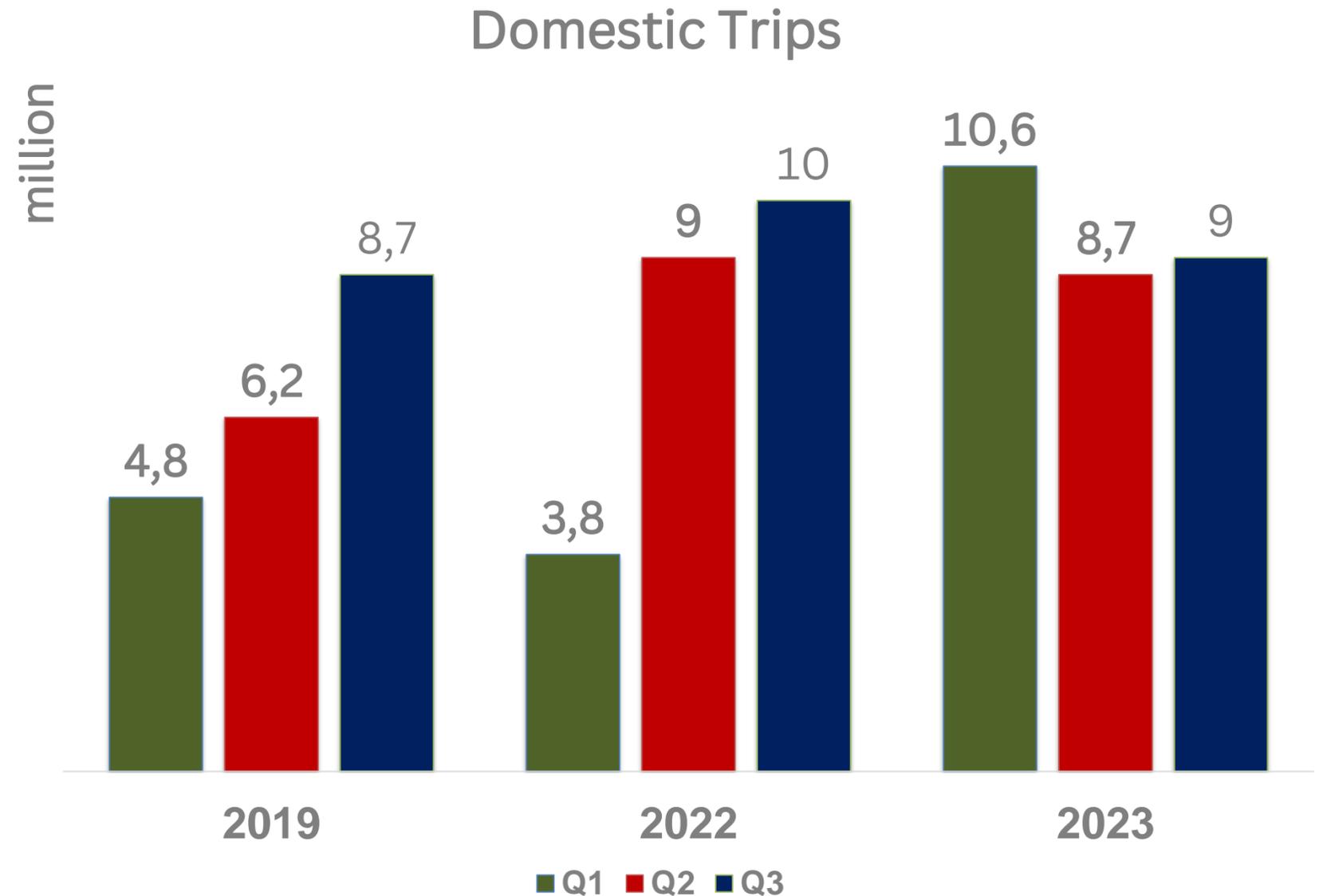
Source: STATSSA Tourism and Migration Survey, SAT Departures Survey



DOMESTIC PERFORMANCE

The total number of domestic trips in Q3 of 2023 has reached over 80% of the same quarter in 2019. Q1 and Q2 have been strong performing quarters compared to 2022 and 2019. Holiday trips have consistently exceeded 2019 levels in all three quarters.

Domestic expenditure has also shown resilience, surpassing 2019 expenditure and amounting to 30 billion in Q3 of 2023, with average spending at over 50% of 2019. This trend has been consistent across all three quarters.



Barriers and Motivators for travel

INTERNATIONAL ARRIVALS

Motivators

Beautiful scenery
Good value for money
Experience a different culture
Recommendation from family and friends
Going on safari

Barriers

Concerns for my personal safety,
Too expensive to get there
Uncertainty about political climate/civil
unrest
Concern about health risk
Too much to get there

DOMESTICS

Motivators

Relaxing at the beach/bush/berg
Beautiful scenery
Visiting friends/relatives
For the food/wine
Variety of activities

Barrier

Other Priority Expenses
Health risks
Don't have Sufficient Time
Personal Safety
Expensive Accommodations and Activities

SWOT ANALYSIS

STRENGTH

- Strong stakeholder collaboration
- High level of awareness, positivity and consideration to visit SA
- Enabling legislative environment for tourism - development
- Growing post Covid-19 arrivals
- Strong market presence in key source markets
- World class tourism infrastructure
- Relatively affordable tourism products and services
- Inclusive Tourism

WEAKNESS

- Skill shortages and limited capacity building
- Limited support for SMMEs for investment projects
- Limited marketing focus and investments in African Markets
- Limited joint marketing with private sector
- Limited unconventional and non-traditional partnerships
- Lack of private sector confidence in public sector
- Misalignment of key stakeholder interest

OPPORTUNITIES

- Growing engagements with private sector and improving development
- Awareness and investment in sustainable tourism
- Investment technological innovation and digital transformation
- Expanding value chain in regional tourism development
- Brand tracking and customer satisfaction
- Rand exchange rate
- Growth of Airline routes

THREATS

- Loadshedding
- Failing municipal infrastructure and systems
- Unfriendly ports of entry
- Long-haul Africa visa processing challenges and difficulties
- High cost of travel with limited airlift and connectivity
- Increasing cost of domestic and international travel
- Safety, security and health issues (High crime rate)
- High skills demand and supply gap

STRATEGIC OVERVIEW



SOUTH AFRICAN TOURISM

STRATEGIC PRIORITIES

- **Priority 1**

To provide assured quality visitor experience by unlocking opportunities and ultimately growing tourism arrivals into the country.

- **Priority 2**

To improve Competitiveness & Market Positioning

STRATEGIC OBJECTIVES

1

Accelerating improved tourism experience through facilitation of barriers removal and deterrents to travel to South Africa

3

Strengthening tourism trade enablement to increase value to tourists and visitors

5

Facilitate tourism safety, security and health interventions and partnerships

7

Driving Inclusive Tourism Growth through value chain support and ensuring sustainable development

2

Facilitating Quality Assurance for enhanced tourism experience

4

Strengthening tourism media enablement

6

Facilitate tourism safety, security and health interventions and partnerships

PROPOSED ACTION PLAN



SOUTH AFRICAN TOURISM

PROPOSED ACTION PLAN

| Strategy | Outcome | Output | Output Indicators | Year 1 | Year 2 | Year 3 | Partners/Enablers |
|--|---|--|--|--|--|--|--|
| Accelerating improved tourism experience through facilitation of barriers removal and deterrents to travel to South Africa | SA positioned as an exceptional leisure and business events destination as informed by SA Brand Tracker | <ul style="list-style-type: none"> Seamless travel facilitation and access to participate in tourism. | <ul style="list-style-type: none"> Improved Airlift into SA Lobbying for Visa on Arrival for African countries requiring visa to visit South Africa | <ul style="list-style-type: none"> National Air Access interventions in collaboration with ACSA and provinces Advocate and lobby strategic partners like Dept of Home Affairs, BMA and VFS regarding the challenges (delays and bureaucracy) | <ul style="list-style-type: none"> Increase direct airlift in SA Advocate and lobby strategic partners for for the introduction of e-visa for all African countries requirement visa to visit SA | <ul style="list-style-type: none"> Increase direct airlift into SA Advocate and lobby strategic partners for for the introduction of visa on arrivals for all African countries requirement visa to visit SA | <ul style="list-style-type: none"> ACSA Dept of Home Affairs SA Tourism BARSA Provinces Airlines |
| | Quality Assured Visitor Experience that drives customer satisfaction and repeat visit | <ul style="list-style-type: none"> Affirm SA position an an exceptional leisure and business events destination Welcome Programme Tourism Professionalisation Strategy for the sector | <ul style="list-style-type: none"> Implementation of the Welcome Programme and the "Make Someones Day" Campaign Support the Department of Tourism in developing a code of ethics for the sector. | <ul style="list-style-type: none"> Plan, budget and roll-out of Welcome Programme at key ports of entry Support the roll out of the national Department of Tourism's Professionalism | <ul style="list-style-type: none"> Continue roll-out of Welcome Programme at key border posts | <ul style="list-style-type: none"> Continue roll-out of Welcome Programme at key border posts. | <ul style="list-style-type: none"> Dept of Tourism Border Management Authority SA Tourism |
| Facilitating Quality Assurance for enhanced tourism experience | Quality Assured Visitor Experience that drives customer satisfaction and repeat visit | <ul style="list-style-type: none"> Border Management Authority (BMA) officials training programme | <ul style="list-style-type: none"> Number of immigration and customer officials trained | <ul style="list-style-type: none"> Implement partnership with BMA for land and air border management officials | <ul style="list-style-type: none"> Implement deliverables of year 2 partnership for land and air ports of entry officials | <ul style="list-style-type: none"> Implement deliverables of year 3 partnership for land and air ports of entry officials | <ul style="list-style-type: none"> Border Management Authority SA Tourism |
| | Quality Assured Visitor Experience that drives customer satisfaction and repeat visit | <ul style="list-style-type: none"> Recognition and reward programme for BMA officials | <ul style="list-style-type: none"> Border management officials' recognition programme | <ul style="list-style-type: none"> Develop and implement Border management officials' recognition programme | <ul style="list-style-type: none"> Implementation of Border management officials' recognition programme | <ul style="list-style-type: none"> Implementation of Border management officials' recognition programme | <ul style="list-style-type: none"> Border Management Authority SA Tourism |
| | Quality Assured Visitor Experience that drives customer satisfaction and repeat visit | <ul style="list-style-type: none"> Quality assurance programme | <ul style="list-style-type: none"> Increase in the number of quality assured products per annum Report of Annual audit of quality assured products report | <ul style="list-style-type: none"> Review and upgrade the Grading system to ensure holistic quality assurance Complete Supply Side Audit | <ul style="list-style-type: none"> Implement supply side audit to determine national product database and identify product leads to quality assure | <ul style="list-style-type: none"> Implement supply side audit to identify product leads to quality assure | <ul style="list-style-type: none"> Associations Tourism Product SA Tourism |

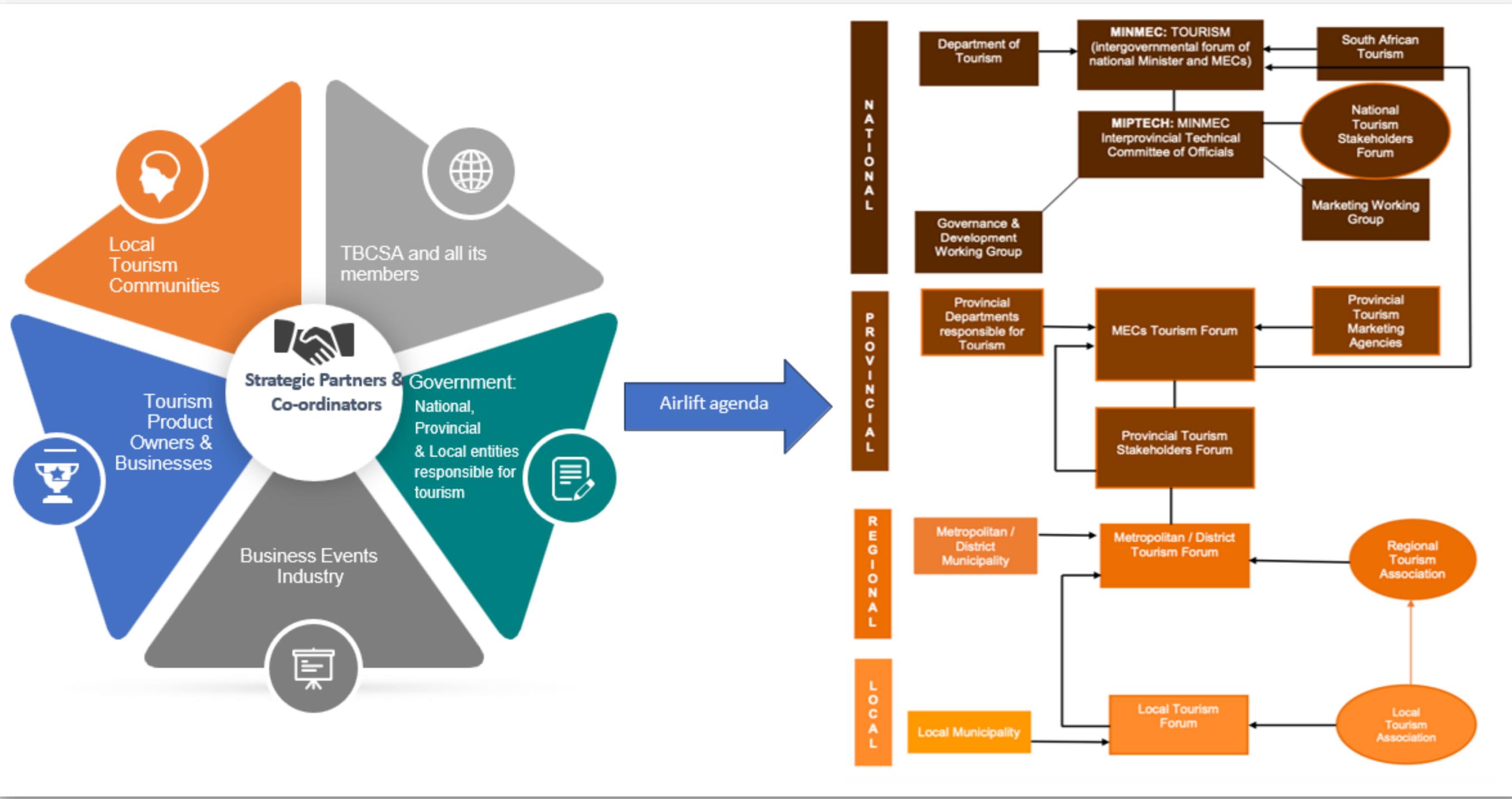


PROPOSED ACTION PLAN

| Strategy | Outcome | Output | Output Indicators | Year 1 | Year 2 | Year 3 | Partners/Enablers |
|---|--|--|--|--|--|---|--|
| Strengthening tourism media enablement | <ul style="list-style-type: none"> Tourism Media enablement | <ul style="list-style-type: none"> Tourism Media Hosting and Enablement | <ul style="list-style-type: none"> Trade and Media enablement Toolkit Trade Resource Hub Consumer Insights Surveys | <ul style="list-style-type: none"> Establish a multi-stakeholder forum inclusive of all touch points to facilitate the development of trade and media resource and tool hub | <ul style="list-style-type: none"> Design and provide travel trade and media enablement toolkit/resource hub highlighting value chain opportunities for tourist experience enhancement | <ul style="list-style-type: none"> Conduct feedback surveys, review and improve for tourist experience enhancement | <ul style="list-style-type: none"> Tourism Travel Trade Tourism Media SA Tourism Brand SA Dept of Tourism |
| Facilitate tourism safety, security and health interventions and partnerships | <ul style="list-style-type: none"> Destination proposition enhancement and increased visitation | <ul style="list-style-type: none"> Tourism safety and security | <ul style="list-style-type: none"> Value of Tourism awareness campaign | <ul style="list-style-type: none"> Collaborate and support the Department of Tourism (DT), private sector and National Security Cluster to develop a comprehensive inclusive communication for tourism health, safety and security inclusive of protocols | <ul style="list-style-type: none"> Collaborate and support DT to increase tourism monitors as well as and facilitate the safety interventions nationally, in collaboration with the Tourism Safety Forum led by the Dept. of Tourism. | <ul style="list-style-type: none"> Conduct tourism prioritization surveys and reviews to measure improvements | <ul style="list-style-type: none"> Dept of Tourism SA Tourism Private Sector Associations |
| Facilitate tourism safety, security and health interventions and partnerships | <ul style="list-style-type: none"> Destination proposition enhancement and increased visitation | <ul style="list-style-type: none"> Tourism safety and security | <ul style="list-style-type: none"> % decrease in tourist health, safety and security issues reported per annum in collaboration with DT, provinces and private sector | <ul style="list-style-type: none"> Support and communicate key initiatives to improve tourism safety | <ul style="list-style-type: none"> Review performance and improve measures and share outcomes. | <ul style="list-style-type: none"> Review performance and improve measures and communicate results | <ul style="list-style-type: none"> Dept of Tourism SA Tourism Private Sector Associations |
| Driving Inclusive Tourism Growth through value chain support | <ul style="list-style-type: none"> Increased value chain linkages and decreased leakages | <ul style="list-style-type: none"> Identify areas for linkages | <ul style="list-style-type: none"> Map and scope opportunities | <ul style="list-style-type: none"> Undertake study and report on tourism value chain leakages and linkage opportunities | <ul style="list-style-type: none"> Facilitate linkages to decrease leakages and promote new investment | <ul style="list-style-type: none"> Facilitate linkages to decrease leakages and promote new investment | <ul style="list-style-type: none"> Dept of Tourism SA Tourism Private Sector Associations |



STRATEGIC IMPLEMENTATION PARTNERS



Source: National Tourism Sector Strategy (Ntss) 2016-2026

PROVIDE INPUTS INTO PROPOSED ACTION PLAN

Please can you provide any valuable contributions towards the 3 year Tourism Value Chain and Barrier Strategy and proposed action plans by 08th March 2024.

Contact:

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