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DEPARTMENT OF TOURISM

GENERAL NOTICE 3370 OF 2025

tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

WHITE PAPER ON THE DEVELOPMENT AND PROMOTION OF TOURISM IN SOUTH AFRICA, 2024

I, Patricia de Lille, Minister of Tourism, hereby amend General Notice No 2780 of 2024 published in the Government Gazette No 51354 on the 4th of October 2024 by:

1. replacing the map of priority markets appearing on page 37 of the approved White Paper on the Development and Promotion of Tourism in South Africa 2024, with a Table listing the priority markets.

Table 3 below illustrates the South African Tourism priority markets, which are currently under review by SA Tourism.

SAT 24 priority markets

South African Tourism Priority Markets	Region
Nigeria	African Markets
Kenya	
Namibia	
Zambia	
Malawi	
Mozambique	
Zimbabwe	
Swaziland	
Lesotho	
Botswana	
United States of America	American Markets
Canada	
Brazil	
Netherlands	European Markets
Germany	
France	
Spain	
Italy	
United Kingdom	
Russia	
China	Asia, Australia and Middle East
India	
Japan	
Australia	

I hereby determine that this notice comes into operation effective immediately.

P. de Lille.

Ms Patricia de Lille
Minister of Tourism
Date: 6.6.2025

❖ **Policy Proposal**

There should be prioritisation of domestic tourism with emphasis on:

- Product-market match framework and enhancement of market segmentation of the domestic market to better formulate strategies in order to inspire revenue-generating tourism amongst all segments with potential;
- Cultivation of culture for travel especially among the youth to generate future demand and encourage the exploration of differentiated pricing as a tool for stimulating domestic travel; and
- Repositioning government and community-owned products to expand access and facilitate affordability for lower-income groups.

3.3.3 FUTHER POLICY ISSUES FOR TARGETED GROWTH: Destination Marketing and Branding

Stimulating tourism demand is a complex undertaking, requiring effective marketing approaches whilst maximising benefits from available resources. The imperative to position South Africa as a globally recognised tourism destination brand is critical to regaining regional and international market share through conversion to support the performance of the destination.

An appropriate destination marketing policy approach is critical to recover from the current contraction and to support the tourism economy's future growth and contribution to GDP. South Africa periodically identifies foreign tourism market for investment. For the period 2020-2023, South Africa identified 24 foreign markets as strategic for marketing investment. These comprise eight Africa land markets, two Africa air markets, three American markets, seven European markets and four Australasian and Middle East markets. Of the total targeted, eight are defend markets whilst the rest are growth markets. Table 3 below illustrates the South African Tourism priority markets, which are currently under review by SA Tourism.

SAT 24 priority markets

South African Tourism Priority Markets	Region
Nigeria	African Markets
Kenya	
Namibia	
Zambia	
Malawi	
Mozambique	
Zimbabwe	
Swaziland	
Lesotho	
Botswana	
United States of America	American Markets
Canada	
Brazil	
Netherlands	European Markets
Germany	
France	
Spain	
Italy	
United Kingdom	
Russia	
China	Asia, Australia and Middle East
India	
Japan	
Australia	

During consultation stage, stakeholders identified a number of principles that should support marketing efforts. These amongst others include:

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