

Tourism

Budget summary

R million	2025/26				2026/27	2027/28
	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total	Total
MTEF allocation						
Administration	358.9	0.2	5.1	364.2	387.5	405.2
Tourism Research, Policy and International Relations	100.5	1 307.2	0.3	1 408.0	1 462.9	1 529.0
Destination Development	226.2	—	104.9	331.1	347.3	362.9
Tourism Sector Support Services	149.7	181.9	0.1	331.6	350.1	365.8
Total expenditure estimates	835.2	1 489.3	110.4	2 434.9	2 547.8	2 663.0
Executive authority	Minister of Tourism					
Accounting officer	Director-General of Tourism					
Website	www.tourism.gov.za					

The Estimates of National Expenditure is available at www.treasury.gov.za. Additional tables in Excel format can be found at www.treasury.gov.za and www.vulekamali.gov.za.

Vote purpose

Promote and support the growth and development of an equitable, competitive and sustainable tourism sector, enhancing its contribution to national priorities.

Mandate

The mandate of the Department of Tourism, as outlined in the Tourism Act (2014), is to promote the growth and development of the tourism sector; promote quality tourism products and services; provide for the effective domestic and international marketing of South Africa as a tourist destination; enhance cooperation and coordination between all spheres of government in developing and managing tourism; and promote responsible tourism for the benefit of South Africa and for the enjoyment of all its residents and foreign visitors.

In recognition of tourism as a national priority with the potential to contribute significantly to economic development, the 2024 White Paper on the Development and Promotion of Tourism in South Africa provides for the promotion of domestic and international tourism. The national tourism sector strategy provides a blueprint for the sector to meet the National Development Plan's growth targets.

Selected performance indicators

Table 38.1: Performance indicators by programme and related outcome

Indicator	Programme	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Number of monitoring and evaluation reports developed per year	Tourism Research, Policy and International Relations	Outcome 1: Increased employment and work opportunities	1	1	1	1	1	1	1
Number of work opportunities created through the Working for Tourism programme per year	Destination Development		3 682	4 104	4 133	5 820	1 400	1 400	1 400
Number of initiatives implemented to support tourism SMMEs per year	Tourism Sector Support Services		1	1	1	1	4	4	4
Number of capacity-building programmes implemented per year	Tourism Sector Support Services		10	4	5	5	2	2	2

Expenditure overview

Over the medium term, the department will continue its efforts to protect and reignite the demand for tourism in South Africa. This is part of its ongoing work to ensure that the sector realises its potential in contributing to economic growth. To achieve this, it intends to focus on enhancing and maintaining core tourism assets and infrastructure while creating work opportunities, including by supporting tourism enterprises owned by historically disadvantaged individuals; and enhancing growth and development in the sector through various incentives.

Expenditure is set to increase at an average annual rate of 3.8 per cent, from R2.4 billion in 2024/25 to R2.7 billion in 2027/28. An estimated 53.4 per cent (R4.1 billion) of these funds is set aside for transfers and subsidies to South African Tourism for its operations and to promote South Africa as a top domestic and international destination for business and leisure travel.

Enhancing and maintaining core tourism assets and creating work opportunities

The *Working for Tourism* subprogramme in the *Destination Development* programme is a component of the expanded public works programme, which provides funding for infrastructure projects and skill-building initiatives. Activities carried out through the subprogramme involve enhancing and developing tourism infrastructure through employing labour-intensive methods aimed at benefiting unemployed women, young people and people with disabilities, and small, medium and micro enterprises (SMMEs). This will be given effect by continuing to carry out multiyear spatial planning and infrastructure projects that boost township and rural economies, and by providing non-financial assistance through offering skills development programmes. As such, over the next 3 years, the department aims to generate an estimated 4 200 job opportunities through the expanded public works programme. This will not only support growth in the tourism sector, but ensure that communities, particularly those near important landmarks and attractions in rural areas, benefit from them. A key project to be undertaken over the period ahead is the improvement of facilities at the Robben Island Museum, which is a world heritage site.

Expenditure for these activities is within the *Working for Tourism* subprogramme's allocation of R806.3 million over the medium term, representing 10.6 per cent of the department's total budget.

Enhancing growth and development in the sector

Funding through the *Tourism Incentive Programme* subprogramme in the *Tourism Sector Support Services* programme is geared towards establishing South Africa as a destination of choice, transforming the sector and accelerating growth. Related activities are carried out through the green tourism incentive programme, the Tourism Equity Fund, the Tourism Transformation Fund, the market access support programme and the tourism grading support programme. Privately owned tourism enterprises will be encouraged to embrace responsible tourism practices by installing solutions for sustainable energy and water consumption. To this end, the *Tourism Incentive Programme* subprogramme is allocated R623.2 million over the medium term, representing 8.2 per cent of the department's budget. It is anticipated that the work done through this programme will ease the strain on the country's limited water supply and power grid, and help enterprises gradually lower their operating expenses.

Expenditure trends and estimates

Table 38.2 Vote expenditure trends by programme and economic classification¹

Programmes											
1. Administration											
2. Tourism Research, Policy and International Relations											
3. Destination Development											
4. Tourism Sector Support Services											
Programme				Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	Audited outcome										
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25	2024/25	2025/26	2026/27	2027/28	2024/25 - 2027/28	2027/28
Programme 1	288.5	323.5	303.1	359.4	7.6%	13.1%	364.2	387.5	405.2	4.1%	15.1%
Programme 2	1 358.6	1 395.1	1 367.5	1 335.6	-0.6%	55.9%	1 408.0	1 462.9	1 529.0	4.6%	57.2%
Programme 3	527.2	411.6	360.0	367.8	-11.3%	17.1%	331.1	347.3	362.9	-0.4%	14.1%
Programme 4	363.5	343.5	341.7	318.1	-4.4%	14.0%	331.6	350.1	365.8	4.8%	13.6%
Subtotal	2 537.8	2 473.7	2 372.3	2 380.9	-2.1%	100.0%	2 434.9	2 547.8	2 663.0	3.8%	100.0%
Total	2 537.8	2 473.7	2 372.3	2 380.9	-2.1%	100.0%	2 434.9	2 547.8	2 663.0	3.8%	100.0%
Change to 2024				–			(67.8)	(71.1)	(74.3)		
Budget estimate											
Economic classification											
Current payments	754.7	759.8	722.3	883.2	5.4%	32.0%	835.2	983.3	1 027.9	5.2%	37.2%
Compensation of employees	337.5	353.3	364.4	411.9	6.9%	15.0%	432.9	451.8	472.2	4.7%	17.6%
Goods and services ¹	417.3	406.5	357.9	471.2	4.1%	16.9%	402.4	531.6	555.7	5.7%	19.6%
of which:					0.0%	0.0%				0.0%	0.0%
Communication	24.0	34.5	22.3	29.8	7.4%	1.1%	19.6	31.4	32.9	3.4%	1.1%
Agency and support/outsourced services	79.2	110.2	71.5	42.0	-19.0%	3.1%	69.7	131.1	137.0	48.3%	3.8%
Operating leases	28.3	29.6	29.8	40.5	12.7%	1.3%	43.2	45.1	47.0	5.1%	1.8%
Property payments	122.7	23.9	50.2	30.1	-37.4%	2.3%	26.5	42.0	43.8	13.3%	1.4%
Travel and subsistence	29.8	61.7	48.8	67.7	31.5%	2.1%	74.7	78.4	82.0	6.6%	3.0%
Training and development	47.0	51.1	52.2	140.9	44.2%	3.0%	39.7	74.7	78.1	-17.9%	3.3%
Interest and rent on land	–	–	0.0	–	0.0%	0.0%	–	–	–	0.0%	0.0%
Transfers and subsidies ¹	1 569.3	1 564.7	1 527.0	1 427.6	-3.1%	62.4%	1 489.3	1 559.3	1 629.7	4.5%	60.9%
Departmental agencies and accounts	1 562.1	1 424.1	1 501.3	1 248.4	-7.2%	58.7%	1 305.3	1 364.9	1 426.7	4.6%	53.3%
Foreign governments and international organisations	2.4	2.2	2.7	2.8	4.1%	0.1%	2.9	3.0	3.1	4.5%	0.1%
Public corporations and private enterprises	–	134.7	18.7	172.1	0.0%	3.3%	176.6	186.5	194.9	4.2%	7.3%
Non-profit institutions	0.4	0.4	0.4	0.5	2.1%	0.0%	0.5	0.5	0.5	4.6%	0.0%
Households	4.3	3.2	3.8	4.0	-2.8%	0.2%	4.1	4.3	4.5	4.6%	0.2%
Payments for capital assets	213.5	148.3	122.7	70.1	-31.0%	5.7%	110.4	5.1	5.4	-57.5%	1.9%
Buildings and other fixed structures	206.3	139.9	115.0	65.5	-31.8%	5.4%	104.7	–	–	-100.0%	1.7%
Machinery and equipment	7.2	7.8	7.7	4.7	-13.4%	0.3%	5.7	5.1	5.4	4.6%	0.2%
Payments for financial assets	0.2	0.9	0.3	–	-100.0%	0.0%	–	–	–	0.0%	0.0%
Total	2 537.8	2 473.7	2 372.3	2 380.9	-2.1%	100.0%	2 434.9	2 547.8	2 663.0	3.8%	100.0%

1. Tables with expenditure trends, annual budget, adjusted appropriation and audited outcome are available at www.treasury.gov.za and www.vulekamali.gov.za.

Transfers and subsidies expenditure trends and estimates

Table 38.3 Vote transfers and subsidies trends and estimates

				Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Audited outcome							2025/26	2026/27	2027/28		
R thousand	2021/22	2022/23	2023/24	2024/25	2021/22	2024/25	2025/26	2026/27	2027/28	2024/25	2027/28
Households											
Social benefits											
Current	2 929	1 412	1 837	—	-100.0%	0.1%	—	—	—	—	—
Employee social benefits	2 929	1 412	1 837	—	-100.0%	0.1%	—	—	—	—	—
Other transfers to households											
Current	1 380	1 790	1 935	3 952	42.0%	0.1%	4 129	4 323	4 518	4.6%	0.3%
Employee social benefits	—	10	10	—	—	—	—	—	—	—	—
Bursaries for non-employees	1 370	1 780	1 819	3 952	42.4%	0.1%	4 129	4 323	4 518	4.6%	0.3%
Claims against the state	—	—	7	—	—	—	—	—	—	—	—
Gifts and donations	10	—	99	—	-100.0%	—	—	—	—	—	—

Table 38.3 Vote transfers and subsidies trends and estimates (continued)

	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
R thousand				2024/25	2021/22 - 2024/25					2024/25 - 2027/28	
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	1 562 137	1 424 105	1 501 348	1 248 382	-7.2%	94.2%	1 305 250	1 364 946	1 426 670	4.6%	87.5%
Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority	181	181	194	203	3.9%	—	212	222	232	4.6%	—
South African Tourism	1 297 038	1 329 206	1 289 739	1 243 555	-1.4%	84.7%	1 300 207	1 359 666	1 421 151	4.6%	87.2%
Tourism incentive programme	258 000	90 430	206 990	—	-100.0%	9.1%	—	—	—	—	—
National tourism careers expo	3 918	4 288	4 425	4 624	5.7%	0.3%	4 831	5 058	5 287	4.6%	0.3%
Technology Innovation Agency	3 000	—	—	—	-100.0%	—	—	—	—	—	—
Public corporations and private enterprises											
Other transfers to private enterprises											
Current	—	134 742	18 702	172 067	—	5.3%	176 566	186 522	194 878	4.2%	12.0%
Tourism incentive programme	—	134 742	18 702	172 067	—	5.3%	176 566	186 522	194 878	4.2%	12.0%
Non-profit institutions											
Current	431	443	439	459	2.1%	—	480	503	526	4.6%	—
Federated Hospitality Association of South Africa	431	443	439	459	2.1%	—	480	503	526	4.6%	—
Foreign governments and international organisations											
Current	2 437	2 238	2 733	2 750	4.1%	0.2%	2 872	3 005	3 141	4.5%	0.2%
United Nations World Tourism Organisation	2 437	2 238	2 733	2 750	4.1%	0.2%	2 872	3 005	3 141	4.5%	0.2%
Total	1 569 314	1 564 730	1 526 994	1 427 610	-3.1%	100.0%	1 489 297	1 559 299	1 629 733	4.5%	100.0%

Personnel information

Table 38.4 Vote personnel numbers and cost by salary level and programme¹

Programmes

- Administration
- Tourism Research, Policy and International Relations
- Destination Development
- Tourism Sector Support Services

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26		2026/27		2027/28		2024/25 - 2027/28					
			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost					
Tourism			482	364.4	0.8	506	411.9	0.8	506	432.9	0.9	501	451.8	0.9	498	472.2	0.9	-0.5%	100.0%
Salary level	541	—	482	364.4	0.8	506	411.9	0.8	506	432.9	0.9	501	451.8	0.9	498	472.2	0.9	-0.5%	100.0%
1 – 6	117	—	110	31.8	0.3	109	33.5	0.3	110	35.8	0.3	110	37.8	0.3	111	40.4	0.4	0.4%	21.9%
7 – 10	231	—	201	129.8	0.6	213	145.9	0.7	214	156.2	0.7	212	163.6	0.8	210	171.3	0.8	-0.5%	42.3%
11 – 12	118	—	108	109.9	1.0	113	120.9	1.1	114	128.9	1.1	113	134.2	1.2	111	139.9	1.3	-0.5%	22.4%
13 – 16	73	—	61	88.1	1.4	68	106.5	1.6	66	106.7	1.6	65	110.5	1.7	64	114.7	1.8	-2.2%	13.0%
Other	2	—	2	4.8	2.4	2	5.1	2.5	2	5.4	2.7	2	5.7	2.8	2	6.0	3.0	0.0%	0.4%
Programme	541	—	482	364.4	0.8	506	411.9	0.8	506	432.9	0.9	501	451.8	0.9	498	472.2	0.9	-0.5%	100.0%
Programme 1	292	—	263	169.5	0.6	276	195.6	0.7	274	201.5	0.7	269	206.6	0.8	266	216.0	0.8	-1.3%	54.0%
Programme 2	72	—	59	53.1	0.9	62	60.8	1.0	63	65.0	1.0	63	68.9	1.1	61	72.0	1.2	-0.4%	12.4%
Programme 3	73	—	65	58.2	0.9	69	64.5	0.9	70	69.0	1.0	70	73.1	1.0	69	76.4	1.1	0.2%	13.8%
Programme 4	104	—	95	83.6	0.9	98	91.0	0.9	99	97.4	1.0	100	103.1	1.0	101	107.8	1.1	0.9%	19.8%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

Departmental receipts

Table 38.5 Departmental receipts by economic classification

	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Average: Receipt item/ Total (%)	Medium-term receipts estimate			Average growth rate (%)	Average: Receipt item/ Total (%)
	2021/22	2022/23	2023/24					2025/26	2026/27	2027/28		
R thousand				2024/25		2021/22 - 2024/25					2024/25 - 2027/28	
Departmental receipts	81 858	66 334	66 599	43 060	43 060	-19.3%	100.0%	3 045	3 048	3 055	-58.6%	100.0%
Sales of goods and services produced by department	206	186	178	193	193	-2.1%	0.3%	195	195	197	0.7%	1.5%
Sales by market establishments	66	73	71	91	91	11.3%	0.1%	92	92	93	0.7%	0.7%
of which:												
Rent collected from the letting of open and covered parking	66	73	71	91	91	11.3%	0.1%	92	92	93	0.7%	0.7%
Other sales	140	113	107	102	102	-10.0%	0.2%	103	103	104	0.6%	0.8%
of which:												
Commission received on deduction of insurance and other premiums from employees' salaries	140	113	107	102	102	-10.0%	0.2%	103	103	104	0.6%	0.8%
Sales of scrap, waste, arms and other used current goods	–	2	–	–	–	–	–	23	23	24	–	0.1%
of which:												
Sales of scrap, waste, arms and other used current goods	–	2	–	–	–	–	–	23	23	24	–	0.1%
Interest, dividends and rent on land	60	65 157	64 730	40 000	40 000	773.6%	65.9%	107	108	108	-86.1%	77.2%
Interest	60	65 157	64 730	40 000	40 000	773.6%	65.9%	107	108	108	-86.1%	77.2%
Sales of capital assets	1 074	70	752	67	67	-60.3%	0.8%	68	68	68	0.5%	0.5%
Transactions in financial assets and liabilities	80 518	919	939	2 800	2 800	-67.4%	33.0%	2 652	2 654	2 658	-1.7%	20.6%
Total	81 858	66 334	66 599	43 060	43 060	-19.3%	100.0%	3 045	3 048	3 055	-58.6%	100.0%

Programme 1: Administration

Programme purpose

Provide strategic leadership, management and support services to the department.

Expenditure trends and estimates

Table 38.6 Administration expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
R million				2024/25		2021/22 - 2024/25				2024/25 - 2027/28	
Ministry	37.7	53.0	38.0	34.4	-3.0%	12.8%	36.6	38.6	40.3	5.4%	9.9%
Management	2.5	4.1	4.6	2.7	3.0%	1.1%	2.9	3.1	3.2	5.4%	0.8%
Corporate Management	156.2	160.2	164.0	207.2	9.9%	53.9%	212.9	218.3	228.1	3.3%	57.1%
Financial Management	63.8	76.5	65.8	74.6	5.3%	22.0%	67.2	81.0	85.0	4.5%	20.3%
Office Accommodation	28.3	29.6	30.8	40.6	12.7%	10.1%	44.5	46.5	48.5	6.2%	11.9%
Total	288.5	323.5	303.1	359.4	7.6%	100.0%	364.2	387.5	405.2	4.1%	100.0%
Change to 2024 Budget estimate				–			1.7	1.8	1.9		

Table 38.6 Administration expenditure trends and estimates by subprogramme and economic classification (continued)

Economic classification					Average growth rate (%)	Average: Expenditure/ Total (%)				Average growth rate (%)	Average: Expenditure/ Total (%)
Audited outcome				Adjusted appropriation			Medium-term expenditure estimate				
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25	2024/25	2025/26	2026/27	2027/28	2024/25 - 2027/28	
Current payments	278.3	315.2	294.8	355.4	8.5%	97.6%	358.9	382.3	399.8	4.0%	98.7%
Compensation of employees	158.4	166.9	169.5	195.6	7.3%	54.2%	201.5	206.6	216.0	3.4%	54.1%
Goods and services	119.9	148.3	125.3	159.8	10.0%	43.4%	157.4	175.6	183.8	4.8%	44.6%
of which:						—					—
Audit costs: External	7.7	8.1	9.1	12.8	18.3%	3.0%	13.2	13.8	14.6	4.6%	3.6%
Communication	22.2	32.7	20.5	25.6	4.9%	7.9%	14.3	25.6	26.9	1.6%	6.1%
Computer services	15.1	17.4	13.8	21.6	12.6%	5.3%	22.3	22.3	23.3	2.6%	5.9%
Consultants: Business and advisory services	7.0	5.7	4.9	7.5	2.4%	2.0%	8.1	7.4	7.8	1.3%	2.0%
Operating leases	28.3	29.6	29.8	40.5	12.7%	10.1%	43.2	45.1	47.0	5.1%	11.6%
Travel and subsistence	14.8	31.4	20.5	17.8	6.4%	6.6%	20.9	23.0	24.0	10.5%	5.6%
Interest and rent on land	—	—	0.0	—	—	—	—	—	—	—	—
Transfers and subsidies	3.6	2.0	2.5	0.2	-61.8%	0.7%	0.2	0.2	0.2	4.6%	0.1%
Departmental agencies and accounts	0.2	0.2	0.2	0.2	3.9%	0.1%	0.2	0.2	0.2	4.6%	0.1%
Households	3.5	1.8	2.3	—	-100.0%	0.6%	—	—	—	—	—
Payments for capital assets	6.4	6.1	5.5	3.8	-16.3%	1.7%	5.1	5.0	5.2	11.4%	1.3%
Machinery and equipment	6.4	5.6	5.5	3.8	-16.3%	1.7%	5.1	5.0	5.2	11.4%	1.3%
Software and other intangible assets	—	0.5	—	—	—	—	—	—	—	—	—
Payments for financial assets	0.1	0.2	0.2	—	-100.0%	—	—	—	—	—	—
Total	288.5	323.5	303.1	359.4	7.6%	100.0%	364.2	387.5	405.2	4.1%	100.0%
Proportion of total programme expenditure to vote expenditure	11.4%	13.1%	12.8%	15.1%	—	—	15.0%	15.2%	15.2%	—	—
Details of transfers and subsidies											
Households											
Social benefits											
Current	2.8	1.3	1.3	—	-100.0%	0.4%	—	—	—	—	—
Employee social benefits	2.8	1.3	1.3	—	-100.0%	0.4%	—	—	—	—	—
Other transfers to households											
Current	0.6	0.5	1.1	—	-100.0%	0.2%	—	—	—	—	—
Bursaries for non-employees	0.6	0.5	1.1	—	-100.0%	0.2%	—	—	—	—	—
Claims against the state	—	—	0.0	—	—	—	—	—	—	—	—
Gifts and donations	0.0	—	—	—	-100.0%	—	—	—	—	—	—
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	0.2	0.2	0.2	0.2	3.9%	0.1%	0.2	0.2	0.2	4.6%	0.1%
Culture, Arts, Tourism, Hospitality and Sports Sector	0.2	0.2	0.2	0.2	3.9%	0.1%	0.2	0.2	0.2	4.6%	0.1%
Education and Training Authority											

Personnel information

Table 38.7 Administration personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26		2026/27		2027/28		2024/25 - 2027/28					
		Unit cost			Unit cost			Unit cost			Unit cost			Unit cost					
		Number	Cost	cost	Number	Cost	cost	Number	Cost	cost	Number	Cost	cost	Number	Cost	cost			
Administration																			
Salary level	292	–	263	169.5	0.6	276	195.6	0.7	274	201.5	0.7	269	206.6	0.8	266	216.0	0.8	-1.3%	100.0%
1 – 6	105	–	98	28.1	0.3	97	29.6	0.3	97	31.4	0.3	97	33.2	0.3	96	34.6	0.4	-0.3%	35.8%
7 – 10	103	–	91	55.0	0.6	95	60.8	0.6	94	64.1	0.7	92	66.1	0.7	92	69.8	0.8	-1.1%	34.4%
11 – 12	53	–	48	47.2	1.0	53	54.7	1.0	54	58.3	1.1	52	59.2	1.1	50	60.7	1.2	-1.8%	19.2%
13 – 16	29	–	24	34.3	1.4	29	45.5	1.6	27	42.2	1.6	26	42.5	1.7	26	44.9	1.8	-4.1%	9.9%
Other	2	–	2	4.8	2.4	2	5.1	2.5	2	5.4	2.7	2	5.7	2.8	2	6.0	3.0	–	0.7%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

Programme 2: Tourism Research, Policy and International Relations

Programme purpose

Enhance the strategic policy environment, monitor the tourism sector's performance and enable stakeholder relations.

Objectives

- Enhance the tourism sector's performance by monitoring and evaluating 3 tourism projects and initiatives over the medium term by:
 - evaluating the impact of the Women in Tourism programme
 - developing biannual monitoring performance reports for the tourism sector
 - developing 4 implementation reports for the tourism sector master plan
 - developing and implementing the second phase of the application system for the market access support programme.
- Encourage regional integration by implementing 4 outreach programmes with the diplomatic community over the next 3 years.

Subprogrammes

- Tourism Research, Policy and International Relations Management* provides strategic direction, comprehensive administration and operational support services, research, and information and knowledge management services. This subprogramme also manages policy development and evaluation, and promotes sector transformation and responsible tourism.
- Research and Knowledge Management* oversees tourism research, knowledge management and impact evaluation of the sector.
- Policy Planning and Strategy* oversees and guides policy and strategy development for the tourism sector, and ensures the efficient and effective management of stakeholder relations.
- South African Tourism* stimulates sustainable international and domestic demand for South African tourism experiences, and regulates the standard of tourism facilities and services.
- International Relations and Cooperation* drives South Africa's interests through international relations and cooperation.

Expenditure trends and estimates

Table 38.8 Tourism Research, Policy and International Relations expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Tourism Research, Policy and International Relations Management	5.4	5.0	6.9	9.1	18.5%	0.5%	10.1	10.1	10.6	5.4%	0.7%
Research and Knowledge Management	26.2	28.2	31.2	36.3	11.4%	2.2%	38.6	40.7	42.6	5.4%	2.8%
Policy Planning and Strategy	10.8	12.1	12.4	16.8	15.9%	1.0%	17.4	18.9	19.8	5.5%	1.3%
South African Tourism	1 297.0	1 329.2	1 289.7	1 243.6	-1.4%	94.6%	1 300.2	1 359.7	1 421.2	4.6%	92.8%
International Relations and Cooperation	19.0	20.6	27.2	29.9	16.2%	1.8%	41.7	33.4	34.9	5.4%	2.4%
Total	1 358.6	1 395.1	1 367.5	1 335.6	-0.6%	100.0%	1 408.0	1 462.9	1 529.0	4.6%	100.0%
Change to 2024				–			0.6	0.6	0.6		
Budget estimate											

Table 38.8 Tourism Research, Policy and International Relations expenditure trends and estimates by subprogramme and economic classification (continued)

Economic classification					Average growth rate (%)	Average: Expenditure/ Total (%)				Average growth rate (%)	Average: Expenditure/ Total (%)
	Audited outcome			Adjusted appropriation			Medium-term expenditure estimate				
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Current payments	58.0	61.5	73.4	85.1	13.6%	5.1%	100.5	95.9	100.2	5.6%	6.7%
Compensation of employees	49.1	49.4	53.1	60.8	7.4%	3.9%	65.0	68.9	72.0	5.8%	4.6%
Goods and services	8.9	12.1	20.3	24.3	39.8%	1.2%	35.5	27.0	28.2	5.1%	2.0%
of which:						—					—
Communication	0.6	0.5	0.5	1.8	45.5%	0.1%	1.2	1.4	1.4	-6.9%	0.1%
Computer services	1.2	2.0	3.4	3.5	42.0%	0.2%	4.6	4.9	5.1	13.3%	0.3%
Consultants: Business and advisory services	4.3	3.1	3.9	1.4	-31.8%	0.2%	1.0	1.2	1.3	-2.0%	0.1%
Travel and subsistence	1.3	4.4	5.1	12.5	112.9%	0.4%	9.8	9.0	9.4	-8.9%	0.7%
Operating payments	0.8	0.4	1.3	0.5	-12.2%	0.1%	0.7	2.1	2.2	63.0%	0.1%
Venues and facilities	0.2	0.6	3.6	1.7	117.5%	0.1%	14.7	4.6	4.8	41.0%	0.5%
Transfers and subsidies	1 300.3	1 332.7	1 293.5	1 250.3	-1.3%	94.9%	1 307.2	1 367.0	1 428.8	4.6%	93.3%
Departmental agencies and accounts	1 297.0	1 329.2	1 289.7	1 243.6	-1.4%	94.6%	1 300.2	1 359.7	1 421.2	4.6%	92.8%
Foreign governments and international organisations	2.4	2.2	2.7	2.8	4.1%	0.2%	2.9	3.0	3.1	4.5%	0.2%
Households	0.8	1.3	1.0	4.0	70.4%	0.1%	4.1	4.3	4.5	4.6%	0.3%
Payments for capital assets	0.3	0.9	0.6	0.3	-1.0%	—	0.3	—	—	-100.0%	—
Machinery and equipment	0.3	0.9	0.6	0.3	-1.0%	—	0.3	—	—	-100.0%	—
Payments for financial assets	0.0	0.0	0.0	—	-100.0%	—	—	—	—	—	—
Total	1 358.6	1 395.1	1 367.5	1 335.6	-0.6%	100.0%	1 408.0	1 462.9	1 529.0	4.6%	100.0%
Proportion of total programme expenditure to vote expenditure	53.5%	56.4%	57.6%	56.1%	—	—	57.8%	57.4%	57.4%	—	—
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.1	0.0	0.2	—	-100.0%	—	—	—	—	—	—
Employee social benefits	0.1	0.0	0.2	—	-100.0%	—	—	—	—	—	—
Other transfers to households											
Current	0.7	1.3	0.8	4.0	74.8%	0.1%	4.1	4.3	4.5	4.6%	0.3%
Bursaries for non-employees	0.7	1.3	0.8	4.0	74.8%	0.1%	4.1	4.3	4.5	4.6%	0.3%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	1 297.0	1 329.2	1 289.7	1 243.6	-1.4%	94.6%	1 300.2	1 359.7	1 421.2	4.6%	92.8%
South African Tourism	1 297.0	1 329.2	1 289.7	1 243.6	-1.4%	94.6%	1 300.2	1 359.7	1 421.2	4.6%	92.8%
Foreign governments and international organisations											
Current	2.4	2.2	2.7	2.8	4.1%	0.2%	2.9	3.0	3.1	4.5%	0.2%
United Nations World Tourism Organisation	2.4	2.2	2.7	2.8	4.1%	0.2%	2.9	3.0	3.1	4.5%	0.2%

Personnel information

Table 38.9 Tourism Research, Policy and International Relations personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025		Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)				
Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26		2026/27		2027/28				2024/25 - 2027/28			
Tourism Research, Policy and International Relations		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost		Unit cost		
Salary level	72	—	59	53.1	0.9	62	60.8	1.0	63	65.0	1.0	63	68.9	1.1	61	72.0	1.2	-0.4%	100.0%
1 – 6	3	—	3	0.9	0.3	2	0.7	0.3	2	0.7	0.4	2	0.7	0.4	2	0.8	0.4	—	3.2%
7 – 10	38	—	30	20.8	0.7	33	24.3	0.7	33	25.9	0.8	33	27.4	0.8	32	28.2	0.9	-1.5%	52.6%
11 – 12	17	—	14	14.5	1.0	14	15.3	1.1	15	16.8	1.2	15	18.0	1.2	15	19.0	1.3	1.8%	23.3%
13 – 16	14	—	12	16.9	1.4	13	20.5	1.6	13	21.6	1.7	13	22.8	1.8	13	24.0	1.8	—	20.9%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

Programme 3: Destination Development

Programme purpose

Facilitate and coordinate tourism destination development.

Objectives

- Diversify tourism offerings and enhance visitor experience in identified priority areas by implementing 3 destination enhancement and route development projects over the medium term, which entails:
 - implementing the budget resort network and brand concept
 - managing a pipeline of nationally prioritised greenfield and brownfield tourism investment opportunities
 - facilitating 2 digital platforms to promote investment in tourism.
- Maintain exceptional site quality by supporting destination enhancement initiatives over the medium term by:
 - implementing infrastructure maintenance and beautification programmes in 4 provincial state-owned attractions (in Gauteng, KwaZulu-Natal, North West and Northern Cape)
 - monitoring the implementation of 5 community-based tourism projects
 - undertaking tourism enhancement projects at the Robben Island Museum.
- Contribute to economic growth and sustainable livelihoods by creating a targeted 4 200 work opportunities through Working for Tourism projects over the medium term.

Subprogrammes

- *Destination Development Management* provides strategic leadership and administrative support to the programme.
- *Tourism Enhancement* increases the competitiveness of South Africa's tourism industry.
- *Destination Planning and Investment Coordination* ensures that tourism infrastructure supports growth in the sector.
- *Working for Tourism* facilitates the development of tourism infrastructure projects as part of the expanded public works programme through labour-intensive methods targeted at young people, women, unemployed people, people with disabilities and SMMEs.

Expenditure trends and estimates

Table 38.10 Destination Development expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/Total (%)
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Destination Development Management	114.7	59.4	37.6	12.9	-51.7%	13.5%	12.3	12.0	12.5	-1.0%	3.5%
Tourism Enhancement	16.3	18.2	17.8	25.8	16.6%	4.7%	27.4	28.9	30.2	5.4%	8.0%
Destination Planning and Investment Coordination	20.9	22.9	23.6	31.4	14.7%	5.9%	34.7	37.6	39.3	7.7%	10.2%
Working for Tourism	375.4	311.1	280.9	297.7	-7.4%	75.9%	256.6	268.8	280.9	-1.9%	78.3%
Total	527.2	411.6	360.0	367.8	-11.3%	100.0%	331.1	347.3	362.9	-0.4%	100.0%
Change to 2024 Budget estimate				–			(70.9)	(74.4)	(77.7)		

Table 38.10 Destination Development expenditure trends and estimates by subprogramme and economic classification (continued)

Economic classification				Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
Audited outcome											
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Current payments	320.6	270.9	244.2	301.9	-2.0%	68.3%	226.2	347.2	362.8	6.3%	87.9%
Compensation of employees	55.3	56.8	58.2	64.5	5.3%	14.1%	69.0	73.1	76.4	5.8%	20.1%
Goods and services	265.3	214.1	186.0	237.4	-3.6%	54.2%	157.1	274.1	286.4	6.4%	67.8%
of which:						—					—
Communication	0.5	0.5	0.5	0.9	22.9%	0.1%	1.7	1.9	1.9	28.2%	0.5%
Agency and support/outsourced services	78.5	109.4	70.5	41.0	-19.5%	18.0%	69.0	130.3	136.1	49.2%	26.7%
Consumable supplies	0.2	1.4	3.3	0.1	-19.8%	0.3%	3.3	6.4	6.6	331.0%	1.2%
Property payments	122.3	23.6	48.4	29.7	-37.6%	13.4%	24.0	39.5	41.3	11.6%	9.5%
Travel and subsistence	8.7	13.6	15.2	21.4	34.7%	3.5%	23.0	24.8	25.9	6.6%	6.7%
Training and development	42.5	44.7	45.4	130.0	45.2%	15.8%	31.8	66.6	69.6	-18.8%	21.1%
Transfers and subsidies	0.1	0.1	0.2	—	-100.0%	—	—	—	—	—	—
Households	0.1	0.1	0.2	—	-100.0%	—	—	—	—	—	—
Payments for capital assets	206.4	140.5	115.6	65.9	-31.7%	31.7%	104.9	0.2	0.2	-86.7%	12.1%
Buildings and other fixed structures	206.3	139.9	115.0	65.5	-31.8%	31.6%	104.7	—	—	-100.0%	12.1%
Machinery and equipment	0.2	0.6	0.6	0.4	30.5%	0.1%	0.2	0.2	0.2	-28.0%	0.1%
Payments for financial assets	0.1	0.1	0.0	—	-100.0%	—	—	—	—	—	—
Total	527.2	411.6	360.0	367.8	-11.3%	100.0%	331.1	347.3	362.9	-0.4%	100.0%
Proportion of total programme expenditure to vote expenditure	20.8%	16.6%	15.2%	15.4%	—	—	13.6%	13.6%	13.6%	—	—
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.1	0.1	0.1	—	-100.0%	—	—	—	—	—	—
Employee social benefits	0.1	0.1	0.1	—	-100.0%	—	—	—	—	—	—
Other transfers to households											
Current	—	0.0	0.1	—	—	—	—	—	—	—	—
Employee social benefits	—	0.0	0.0	—	—	—	—	—	—	—	—
Gifts and donations	—	—	0.1	—	—	—	—	—	—	—	—

Personnel information

Table 38.11 Destination Development personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%)	Average: Salary level/ Total (%)			
Number of funded posts	Number of posts additional to the establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26		2026/27		2027/28		2024/25 - 2027/28					
Destination Development		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Salary level	73	–	65	58.2	0.9	69	64.5	0.9	70	69.0	1.0	70	73.1	1.0	69	76.4	1.1	0.2%	100.0%
1 – 6	5	–	5	1.5	0.3	5	1.6	0.3	5	1.7	0.3	5	1.8	0.4	5	1.8	0.4	–	7.2%
7 – 10	34	–	30	21.2	0.7	34	25.4	0.7	35	27.7	0.8	35	29.6	0.8	34	30.5	0.9	0.4%	49.7%
11 – 12	22	–	20	21.3	1.1	20	22.5	1.1	20	23.7	1.2	20	25.0	1.3	20	26.4	1.3	–	28.7%
13 – 16	12	–	10	14.3	1.4	10	15.1	1.5	10	15.9	1.6	10	16.8	1.7	10	17.7	1.8	–	14.4%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

Programme 4: Tourism Sector Support Services

Programme purpose

Enhance transformation, increase skill levels and support the development of the sector to ensure that South Africa is a competitive tourism destination.

Objectives

- Encourage resource efficiency and cleaner production by providing compliance and resilience training to 150 SMMEs over the medium term through the business support programme.

- Facilitate skills development by implementing 6 capacity-building programmes across the sector over the medium term.
- Support tourism SMMEs over the medium term by:
 - training 750 SMMEs on occupational health and safety norms and standards in all provinces
 - implementing 3 business development incubation interventions
 - implementing the compliance and resilience support programme for 150 tourism SMMEs
 - implementing the green tourism incentive programme.

Subprogrammes

- *Tourism Sector Support Services Management* provides administrative support to the programme.
- *Tourism Human Resource Development* manages and facilitates the efficient management and implementation of human resource development initiatives for the tourism sector.
- *Enterprise Development and Transformation* manages and facilitates inclusive participation and sustainability in the tourism sector.
- *Tourism Visitor Services* manages and coordinates the integrity of information to facilitate accurate information for travelling.
- *Tourism Incentive Programme* manages the establishment of capital and non-capital tourism incentives to promote and encourage the development and growth of the tourism sector.

Expenditure trends and estimates

Table 38.12 Tourism Sector Support Services expenditure trends and estimates by subprogramme and economic classification

Subprogramme	Audited outcome			Adjusted appropriation	Average growth rate (%)		Medium-term expenditure estimate			Average growth rate (%)	
	2021/22	2022/23	2023/24		2021/22 - 2024/25	Average: Expenditure/ Total (%)	2025/26	2026/27	2027/28	2024/25 - 2027/28	Average: Expenditure/ Total (%)
R million											
Tourism Sector Support Services Management	4.3	4.5	4.2	11.4	38.7%	1.8%	12.0	12.6	13.2	5.0%	3.6%
Tourism Human Resource Development	27.1	32.5	32.3	33.1	6.9%	9.1%	35.1	37.1	38.7	5.4%	10.5%
Enterprise Development and Transformation	37.4	38.2	37.3	53.3	12.6%	12.2%	56.5	59.5	62.2	5.3%	17.0%
Tourism Visitor Services	23.4	28.4	26.7	28.9	7.2%	7.9%	30.8	32.6	34.0	5.6%	9.2%
Tourism incentive programme	271.4	239.9	241.2	191.4	-11.0%	69.1%	197.2	208.3	217.7	4.4%	59.7%
Total	363.5	343.5	341.7	318.1	-4.4%	100.0%	331.6	350.1	365.8	4.8%	100.0%
Change to 2024 Budget estimate				–			0.8	0.9	0.9		
Economic classification											
Current payments	97.8	112.3	109.8	140.7	12.9%	33.7%	149.7	158.0	165.1	5.5%	44.9%
Compensation of employees	74.7	80.2	83.6	91.0	6.8%	24.1%	97.4	103.1	107.8	5.8%	29.2%
Goods and services	23.2	32.0	26.2	49.6	28.9%	9.6%	52.3	54.9	57.3	4.9%	15.7%
of which:											
Communication	0.7	0.8	0.8	1.5	25.4%	0.3%	2.4	2.5	2.6	22.2%	0.7%
Consultants: Business and advisory services	10.1	5.6	5.0	12.0	6.1%	2.4%	10.1	10.8	11.2	-2.3%	3.2%
Legal services	0.1	0.5	1.1	1.4	115.1%	0.2%	3.1	3.2	3.4	34.5%	0.8%
Travel and subsistence	5.0	12.3	8.1	16.1	47.9%	3.0%	21.0	21.7	22.6	12.1%	6.0%
Training and development	2.0	5.0	4.4	8.4	60.7%	1.4%	4.3	4.5	4.7	-17.6%	1.6%
Venues and facilities	1.5	2.6	2.9	2.8	22.2%	0.7%	3.7	3.8	4.0	13.3%	1.0%
Transfers and subsidies	265.3	229.9	230.8	177.2	-12.6%	66.1%	181.9	192.1	200.7	4.2%	55.1%
Departmental agencies and accounts	264.9	94.7	211.4	4.6	-74.1%	42.1%	4.8	5.1	5.3	4.6%	1.4%
Public corporations and private enterprises	–	134.7	18.7	172.1	–	23.8%	176.6	186.5	194.9	4.2%	53.5%
Non-profit institutions	0.4	0.4	0.4	0.5	2.1%	0.1%	0.5	0.5	0.5	4.6%	0.1%
Households	–	0.0	0.3	–	–	–	–	–	–	–	–
Payments for capital assets	0.4	0.7	1.0	0.2	-11.6%	0.2%	0.1	–	–	-100.0%	–
Machinery and equipment	0.4	0.7	1.0	0.2	-11.6%	0.2%	0.1	–	–	-100.0%	–
Payments for financial assets	0.0	0.7	0.1	–	-100.0%	0.1%	–	–	–	–	–
Total	363.5	343.5	341.7	318.1	-4.4%	100.0%	331.6	350.1	365.8	4.8%	100.0%
Proportion of total programme expenditure to vote expenditure	14.3%	13.9%	14.4%	13.4%	–	–	13.6%	13.7%	13.7%	–	–

Table 38.12 Tourism Sector Support Services expenditure trends and estimates by subprogramme and economic classification (continued)

Details of transfers and subsidies	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24				2025/26	2026/27	2027/28		
	R million			2024/25	2021/22 - 2024/25					2024/25 - 2027/28	
Households											
Social benefits											
Current	–	0.0	0.3	–	–	–	–	–	–	–	–
Employee social benefits	–	0.0	0.3	–	–	–	–	–	–	–	–
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	264.9	94.7	211.4	4.6	-74.1%	42.1%	4.8	5.1	5.3	4.6%	1.4%
Tourism incentive programme	258.0	90.4	207.0	–	-100.0%	40.6%	–	–	–	–	–
National tourism careers expo	3.9	4.3	4.4	4.6	5.7%	1.3%	4.8	5.1	5.3	4.6%	1.4%
Technology Innovation Agency	3.0	–	–	–	-100.0%	0.2%	–	–	–	–	–
Public corporations and private enterprises											
Other transfers to private enterprises											
Current	–	134.7	18.7	172.1	–	23.8%	176.6	186.5	194.9	4.2%	53.5%
Tourism incentive programme	–	134.7	18.7	172.1	–	23.8%	176.6	186.5	194.9	4.2%	53.5%
Non-profit institutions											
Current	0.4	0.4	0.4	0.5	2.1%	0.1%	0.5	0.5	0.5	4.6%	0.1%
Federated Hospitality Association of South Africa	0.4	0.4	0.4	0.5	2.1%	0.1%	0.5	0.5	0.5	4.6%	0.1%

Personnel information

Table 38.13 Tourism Sector Support Services personnel numbers and cost by salary level¹

Number of posts estimated for 31 March 2025			Number and cost ² of personnel posts filled/planned for on funded establishment													Average growth rate (%)	Average: Salary level/ Total (%)		
Number of funded posts	Number of posts additional to the establishment		Actual			Revised estimate			Medium-term expenditure estimate										
			2023/24			2024/25			2025/26		2026/27		2027/28		2024/25 - 2027/28				
Tourism Sector Support Services			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost					
Salary level	104	–	95	83.6	0.9	98	91.0	0.9	99	97.4	1.0	100	103.1	1.0	101	107.8	1.1	0.9%	100.0%
1 – 6	4	–	4	1.3	0.3	5	1.8	0.4	5	2.0	0.4	5	2.1	0.4	7	3.1	0.4	13.7%	5.8%
7 – 10	56	–	50	32.8	0.7	51	35.3	0.7	52	38.4	0.7	52	40.6	0.8	52	42.8	0.8	0.6%	52.1%
11 – 12	26	–	26	26.9	1.0	26	28.4	1.1	26	30.0	1.2	26	32.1	1.2	26	33.8	1.3	0.4%	26.3%
13 – 16	18	–	15	22.6	1.5	16	25.5	1.6	16	26.9	1.7	16	28.4	1.8	15	28.1	1.9	-2.1%	15.8%

1. Data has been provided by the department and may not necessarily reconcile with official government personnel data.

2. Rand million.

Entity

South African Tourism

Selected performance indicators

Table 38.14 South African Tourism performance indicators by programme/objective/activity and related outcome

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
			2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Annual brand strength index (leisure) score	Business enablement	Outcome 7: Increased investment, trade and tourism	39.9	42.2	71.8	74.2	76.2	78.3	79.8
Number of domestic deal-driven campaigns implemented per year	Leisure tourism marketing		4	3	3	3	3	3	3
Number of regional brand campaigns implemented per year	Leisure tourism marketing		1	4	4	4	4	4	4
Number of international campaigns implemented per year	Leisure tourism marketing		— ¹	15	11	11	11	11	11

Table 38.14 South African Tourism performance indicators by programme/objective/activity and related outcome (continued)

Indicator	Programme/Objective/Activity	MTDP outcome	Audited performance			Estimated performance	MTEF targets		
Number of distribution channel initiatives implemented per year	Leisure tourism marketing	Outcome 7: Increased investment, trade and tourism	— ¹	— ¹	336	112	122	128	132
Number of bids supported for international and regional business events per year	Business events	Outcome 2: Accelerated growth of strategic and labour-intensive sectors	81	95	93	95	105	115	125
Number of graded establishments per year	Visitor experience		3 605	4 959	4 668	5 000	4 500	4 700	5 000

1. No historical data available.

Entity overview

The Tourism Act (2014) mandates South African Tourism to market South Africa internationally and domestically as a preferred tourism and business events destination while monitoring the performance of the tourism sector. To support this, over the medium term, the entity will continue to focus on marketing South Africa to domestic, regional and international markets as a premium tourist destination for business and leisure. Carrying out these activities is projected to cost R2.8 billion over the medium term in the leisure tourism marketing programme.

The entity will aim to drive business tourism over the period ahead by bidding to host events such as corporate meetings, conferences and exhibitions in all provinces, including in rural areas and small towns. These initiatives are geared towards increasing tourism in a variety of industries, including leisure travel, manufacturing, agriculture, finance, wholesale and retail trade, and mining and minerals. To this end, an allocation of R788.2 million over the MTEF period in the business events programme is earmarked for hosting a targeted 345 international and regional business events.

Expenditure is expected to increase at an average annual rate of 5.5 per cent, from R1.4 billion in 2024/25 to R1.7 billion in 2027/28. This is mainly driven by spending on goods and services, which accounts for an estimated 85.3 per cent (R4.1 billion) of total expenditure over the medium term, the bulk of which is designated for promoting South Africa as a top travel and business destination.

The entity expects to derive 94.5 per cent (R4.5 billion) of its revenue over the medium term through transfers from the department. The remaining revenue will be sourced from the private sector through voluntary levies, income from grading fees and exhibitions, and interest on investments.

Programmes/Objectives/Activities

Table 38.15 South African Tourism expenditure trends and estimates by programme/objective/activity

R million	Audited outcome				Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2021/22	2022/23	2023/24	2024/25			2025/26	2026/27	2027/28		
Administration	148.1	212.3	204.0	201.2	10.8%	13.2%	201.5	210.8	220.5	3.1%	13.5%
Business enablement	81.0	70.5	70.0	66.0	-6.6%	5.0%	79.2	82.9	86.7	9.5%	5.1%
Leisure tourism marketing	907.4	912.8	915.3	834.5	-2.8%	62.1%	890.1	931.3	974.0	5.3%	58.5%
Business events	88.3	325.1	213.7	230.0	37.6%	14.5%	251.0	262.6	274.6	6.1%	16.4%
Visitor experience	49.1	74.6	92.4	87.2	21.1%	5.2%	102.1	106.8	111.7	8.6%	6.6%
Total	1 273.9	1 595.4	1 495.5	1 419.0	3.7%	100.0%	1 523.9	1 594.4	1 667.6	5.5%	100.0%

Statements of financial performance, cash flow and financial position

Table 38.16 South African Tourism statements of financial performance, cash flow and financial position

Statement of financial performance						Average: Expenditure/ Total (%)				Average growth rate (%)	Average: Expenditure/ Total (%)
	Audited outcome			Revised estimate	Average growth rate (%)		Medium-term expenditure estimate				
R million	2021/22	2022/23	2023/24	2024/25	2021/22 - 2024/25		2025/26	2026/27	2027/28	2024/25 - 2027/28	
Revenue											
Non-tax revenue	36.7	140.1	153.3	79.6	29.5%	6.7%	83.4	87.5	91.8	4.9%	5.5%
Sale of goods and services other than capital assets	16.8	115.1	138.1	65.8	57.5%	5.5%	69.0	72.3	75.9	4.9%	4.6%
Other sales	16.8	115.1	138.1	65.8	57.5%	5.5%	69.0	72.3	75.9	4.9%	4.6%
Other non-tax revenue	19.8	25.1	15.2	13.8	-11.4%	1.2%	14.5	15.2	16.0	4.9%	1.0%
Transfers received	1 355.9	1 444.6	1 423.3	1 339.4	-0.4%	93.3%	1 440.4	1 506.9	1 575.7	5.6%	94.5%
Total revenue	1 392.5	1 584.8	1 576.6	1 419.0	0.6%	100.0%	1 523.9	1 594.4	1 667.6	5.5%	100.0%
Expenses											
Current expenses	1 273.9	1 595.4	1 495.5	1 419.0	3.7%	100.0%	1 523.9	1 594.4	1 667.6	5.5%	100.0%
Compensation of employees	227.4	221.9	247.8	212.7	-2.2%	15.8%	224.4	235.2	242.2	4.4%	14.7%
Goods and services	1 036.9	1 364.4	1 247.6	1 206.3	5.2%	83.8%	1 299.5	1 359.2	1 425.4	5.7%	85.3%
Depreciation	9.5	9.2	—	—	-100.0%	0.3%	—	—	—	—	—
Total expenses	1 273.9	1 595.4	1 495.5	1 419.0	3.7%	100.0%	1 523.9	1 594.4	1 667.6	5.5%	100.0%
Surplus/(Deficit)	118.6	(10.6)	81.1	—	-100.0%		—	—	—	—	
Cash flow statement											
Cash flow from operating activities	498.0	(183.3)	124.2	6.0	-77.1%	100.0%	7.7	(49.4)	(74.0)	-331.0%	100.0%
Receipts											
Non-tax receipts	36.7	137.3	180.4	202.9	76.9%	9.6%	223.7	234.7	246.4	6.7%	14.6%
Sales of goods and services other than capital assets	31.9	119.7	180.4	202.9	85.3%	9.2%	223.7	234.7	246.4	6.7%	14.6%
Other sales	31.9	119.7	115.4	136.0	62.2%	7.0%	140.2	147.2	154.6	4.4%	9.3%
Other tax receipts	4.8	17.6	—	—	-100.0%	0.4%	—	—	—	—	—
Transfers received	1 297.0	1 329.2	1 289.7	1 243.6	-1.4%	90.4%	1 300.2	1 359.7	1 421.2	4.6%	85.4%
Total receipts	1 333.7	1 466.5	1 470.1	1 446.4	2.7%	100.0%	1 523.9	1 594.4	1 667.6	4.9%	100.0%
Payment											
Current payments	835.7	1 649.9	1 346.0	1 440.4	19.9%	100.0%	1 516.1	1 643.8	1 741.5	6.5%	100.0%
Compensation of employees	230.9	221.9	228.7	233.7	0.4%	18.6%	245.4	255.2	264.0	4.1%	15.8%
Goods and services	604.8	1 428.0	1 117.3	1 206.8	25.9%	81.4%	1 270.8	1 388.6	1 477.6	7.0%	84.2%
Total payments	835.7	1 649.9	1 346.0	1 440.4	19.9%	100.0%	1 516.1	1 643.8	1 741.5	6.5%	100.0%
Net cash flow from investing activities	(21.0)	(15.7)	(5.4)	(6.0)	-34.1%	100.0%	—	—	(2.0)	-30.7%	—
Acquisition of property, plant, equipment and intangible assets	(21.0)	(15.7)	(5.4)	(6.0)	-34.1%	100.0%	—	—	(2.0)	-30.7%	—
Other flows from investing activities	0.0	—	—	—	-100.0%	—	—	—	—	—	—
Net cash flow from financing activities	(0.0)	(0.1)	3.6	—	-100.0%	—	—	—	—	—	—
Repayment of finance leases	(0.0)	(0.1)	(0.0)	—	-100.0%	—	—	—	—	—	—
Other flows from financing activities	—	—	3.6	—	—	—	—	—	—	—	—
Net increase/(decrease) in cash and cash equivalents	477.0	(199.1)	122.3	0.0	-99.4%	8.3%	7.7	(49.4)	(76.0)	-9 593.6%	100.0%
Statement of financial position											
Carrying value of assets of which:	80.0	80.6	144.5	151.0	23.6%	12.8%	158.2	158.2	158.2	1.6%	15.1%
Acquisition of assets	(21.0)	(15.7)	(5.4)	(6.0)	-34.1%	100.0%	—	—	(2.0)	-30.7%	—
Loans	0.1	0.1	—	—	-100.0%	—	—	—	—	—	—
Receivables and prepayments	89.5	194.0	29.5	30.9	-29.9%	11.0%	32.3	32.3	32.3	1.6%	3.1%
Cash and cash equivalents	647.0	447.9	785.9	821.2	8.3%	76.2%	860.6	860.6	860.6	1.6%	81.9%
Total assets	816.7	722.6	959.9	1 003.0	7.1%	100.0%	1 051.2	1 051.2	1 051.2	1.6%	100.0%
Accumulated surplus/(deficit)	175.6	169.2	—	—	-100.0%	11.2%	—	—	—	—	—
Capital and reserves	52.1	52.1	100.7	105.3	26.4%	8.6%	110.3	110.3	110.3	1.6%	10.5%
Borrowings	15.2	0.0	—	—	-100.0%	0.5%	—	—	—	—	—
Finance lease	0.1	0.0	0.3	0.3	49.5%	—	0.3	0.3	0.3	1.9%	—
Trade and other payables	538.1	466.7	796.7	832.5	15.7%	74.1%	872.5	872.5	872.5	1.6%	83.0%
Provisions	35.6	34.5	62.2	65.0	22.2%	5.5%	68.1	68.1	68.1	1.6%	6.5%
Total equity and liabilities	816.7	722.6	959.9	1 003.0	7.1%	100.0%	1 051.2	1 051.2	1 051.2	1.6%	100.0%

Personnel information

Table 38.17 South African Tourism personnel numbers and cost by salary level

Number of posts estimated for 31 March 2025			Number and cost ¹ of personnel posts filled/planned for on funded establishment															Average growth rate of personnel posts (%)	Average: salary level/ Total (%)
Number of funded posts	Number of approved posts on establishment																		
		Actual			Revised estimate			Medium-term expenditure estimate											
		2023/24			2024/25			2025/26			2026/27			2027/28			2024/25 - 2027/28		
South African Tourism			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost		
Salary level	236	236	235	247.8	1.1	236	212.7	0.9	241	224.4	0.9	241	235.2	1.0	241	242.2	1.0	0.7%	100.0%
1 – 6	34	34	33	4.3	0.1	34	4.1	0.1	39	4.3	0.1	39	4.6	0.1	39	4.7	0.1	4.7%	15.7%
7 – 10	75	75	75	47.1	0.6	75	39.9	0.5	75	42.1	0.6	75	44.1	0.6	75	45.5	0.6	–	31.3%
11 – 12	42	42	42	44.8	1.1	42	38.8	0.9	42	40.9	1.0	42	42.9	1.0	42	44.2	1.1	–	17.5%
13 – 16	80	80	80	138.0	1.7	80	118.1	1.5	80	124.6	1.6	80	130.6	1.6	80	134.5	1.7	–	33.4%
17 – 22	5	5	5	13.7	2.7	5	11.8	2.4	5	12.4	2.5	5	13.0	2.6	5	13.4	2.7	–	2.1%

1. Rand million.

