

TOURISM

Budget summary

R million	2024/25				2025/26	2026/27
	Current payments	Transfers and subsidies	Payments for capital assets	Total	Total	Total
MTEF allocation						
Administration	355.4	0.2	3.8	359.4	372.4	385.7
Tourism Research, Policy and International Relations	85.1	1 250.3	0.3	1 335.6	1 397.5	1 462.3
Destination Development	301.9	–	65.9	367.8	402.0	421.7
Tourism Sector Support Services	140.7	177.2	0.2	318.1	330.8	349.2
Total expenditure estimates	883.2	1 427.6	70.1	2 380.9	2 502.7	2 618.9

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 1996 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 growth targets contained in the National Development Plan.

Selected performance indicators

Table 38.1 Performance indicators by programme and related priority

Indicator	Programme	MTSF priority	Audited performance			Estimated performance	MTEF targets		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Number of monitoring and evaluation reports produced per year	Tourism Research, Policy and International Relations	Priority 2: Economic transformation and job creation	1	1	1	1	1	1	1
Number of work opportunities created through the Working for Tourism programme per year	Destination Development		2 772	3 682	4 104	4 133	5 820	5 994	6 174
Number of programmes implemented per year to increase SMME participation in the tourism sector for inclusive economic growth	Tourism Sector Support Services		3	6	4	1	1	1	1
Number of capacity-building programmes implemented per year	Tourism Sector Support Services		4	10	4	5	5	5	5

Expenditure overview

Over the medium term, the department will continue its efforts to protect and reignite tourism demand to ensure that the sector realises its potential in contributing to South Africa's economic growth. To do this, the department 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.

The department has a budget of R7.5 billion over the medium term, with allocations increasing at an average annual rate of 2.1 per cent, from R2.5 billion in 2023/24 to R2.6 billion in 2026/27. This includes Cabinet-approved reductions of R771.1 million over the MTEF period, of which R441.9 million is effected on transfers to South African Tourism. An additional reduction of R16.6 million in 2024/25 is part of a reprioritisation from the expanded public works programme to cross-subsidise the presidential employment stimulus. In an effort to mitigate the impact of these reductions on core performance, the department and its entity will seek to contain costs on non-essential line items and reprioritise funds where necessary to meet contractual commitments. An estimated 52 per cent (R3.9 billion) of the department's budget over the period ahead is set to be transferred to South African Tourism to be used for operations and to market the country both locally and internationally as a leisure and business tourism destination of choice.

Enhancing and maintaining tourism assets and creating work opportunities

The *Working for Tourism* subprogramme in the *Destination Development* programme forms part of the expanded public works programme, which funds skills and infrastructure projects. Activities in the subprogramme are aimed at enhancing and developing tourism infrastructure through labour-intensive methods targeted at young people, women, unemployed people, people with disabilities and small, medium and micro enterprises (SMMEs). To this end, the department will continue to implement multiyear spatial planning and infrastructure projects that support rural and township economies, including the maintenance of infrastructure in national parks. In partnership with stakeholders in the private sector, the department plans to implement various training programmes for young people that focus on improving visitor experience. These programmes – which include training on norms and standards for safe tourism operations – are expected to reach 250 SMMEs and 3 000 young people, with the aim of creating an estimated 17 988 work opportunities either directly and indirectly. Spending for these activities is within the subprogramme's allocation of R969.3 million over the medium term, accounting for 12.9 per cent of the department's total budget.

Encouraging growth and development in the sector

The *Tourism Incentive Programme* subprogramme in the *Tourism Sector Support Services* programme provides funds for the green tourism incentive, the market access support programme, the tourism grading support programme, the Tourism Equity Fund and the Tourism Transformation Fund. These initiatives are intended to support greater destination competitiveness, transformation in the sector, and accelerated tourism and enterprise growth. The green tourism incentive provides financial support to encourage and help privately owned tourism enterprises adopt responsible practices by installing solutions for the sustainable management and use of electricity and water resources. The incentive is expected to reduce pressure on the national electricity grid and scarce water resources, and facilitate a reduction in operational costs for enterprises over the long term. Spending for these activities is within the subprogramme's allocation of R596.7 million over the MTEF period.

Expenditure trends and estimates

Table 38.2 Vote expenditure trends and estimates by programme and economic classification

Programmes											
1. Administration											
2. Tourism Research, Policy and International Relations											
3. Destination Development											
4. Tourism Sector Support Services											
Programme	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R million											
Programme 1	289.8	288.5	323.5	330.1	4.4%	13.9%	359.4	372.4	385.7	5.3%	14.5%
Programme 2	479.5	1 358.6	1 395.1	1 378.2	42.2%	52.0%	1 335.6	1 397.5	1 462.3	2.0%	55.9%
Programme 3	427.5	527.2	411.6	396.5	-2.5%	19.9%	367.8	402.0	421.7	2.1%	15.9%
Programme 4	195.4	363.5	343.5	355.7	22.1%	14.2%	318.1	330.8	349.2	-0.6%	13.6%
Subtotal	1 392.2	2 537.8	2 473.7	2 460.5	20.9%	100.0%	2 380.9	2 502.7	2 618.9	2.1%	100.0%
Total	1 392.2	2 537.8	2 473.7	2 460.5	20.9%	100.0%	2 380.9	2 502.7	2 618.9	2.1%	100.0%
Change to 2023 Budget estimate							(256.3)	(252.4)	(262.4)		
Economic classification											
Current payments	637.0	754.7	759.8	924.9	13.2%	34.7%	883.2	1 008.3	1 054.4	4.5%	38.9%
Compensation of employees	330.7	337.5	353.3	395.5	6.1%	16.0%	411.9	429.1	447.8	4.2%	16.9%
Goods and services ¹	306.3	417.3	406.5	529.5	20.0%	18.7%	471.2	579.2	606.6	4.6%	21.9%
of which:					0.0%	0.0%				0.0%	0.0%
Communication	17.0	24.0	34.5	17.4	0.8%	1.0%	29.8	31.7	33.3	24.2%	1.1%
Agency and support/outsourced services	50.8	79.2	110.2	133.3	37.9%	4.2%	42.0	121.1	126.9	-1.6%	4.2%
Operating leases	30.7	28.3	29.6	37.5	6.9%	1.4%	40.5	42.5	44.5	5.8%	1.7%
Property payments	44.6	122.7	23.9	50.6	4.3%	2.7%	30.1	31.3	32.8	-13.5%	1.5%
Travel and subsistence	11.5	29.8	61.7	56.6	70.2%	1.8%	67.7	74.6	78.5	11.5%	2.8%
Training and development	39.7	47.0	51.1	139.2	51.9%	3.1%	140.9	155.4	162.7	5.3%	6.0%
Transfers and subsidies¹	498.6	1 569.3	1 564.7	1 528.9	45.3%	58.2%	1 427.6	1 489.3	1 559.3	0.7%	60.3%
Departmental agencies and accounts	426.2	1 562.1	1 424.1	1 294.4	44.8%	53.1%	1 248.4	1 305.3	1 364.9	1.8%	52.3%
Foreign governments and international organisations	3.0	2.4	2.2	3.0	-0.2%	0.1%	2.8	2.9	3.0	0.3%	0.1%
Public corporations and private enterprises	50.5	-	134.7	225.7	64.7%	4.6%	172.1	176.6	186.5	-6.2%	7.6%
Non-profit institutions	-	0.4	0.4	0.4	0.0%	0.0%	0.5	0.5	0.5	4.6%	0.0%
Households	18.9	4.3	3.2	5.4	-34.0%	0.4%	4.0	4.1	4.3	-7.4%	0.2%
Payments for capital assets	256.6	213.5	148.3	6.5	-70.7%	7.0%	70.1	5.1	5.1	-7.4%	0.9%
Buildings and other fixed structures	240.1	206.3	139.9	-	-100.0%	6.6%	65.5	-	-	0.0%	0.7%
Machinery and equipment	9.7	7.2	7.8	6.5	-12.7%	0.4%	4.7	5.1	5.1	-7.4%	0.2%
Software and other intangible assets	6.7	-	0.5	-	-100.0%	0.1%	-	-	-	0.0%	0.0%
Payments for financial assets	0.0	0.2	0.9	0.2	110.0%	0.0%	-	-	-	-100.0%	0.0%
Total	1 392.2	2 537.8	2 473.7	2 460.5	20.9%	100.0%	2 380.9	2 502.7	2 618.9	2.1%	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

	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R thousand											
Households											
Social benefits											
Current	1 038	2 929	1 412	1 167	4.0%	0.1%	-	-	-	-100.0%	-
Employee social benefits	1 038	2 929	1 412	1 167	4.0%	0.1%	-	-	-	-100.0%	-
Other transfers to households											
Current	17 869	1 380	1 790	4 280	-37.9%	0.5%	3 952	4 129	4 323	0.3%	0.3%
Employee social benefits	-	-	10	10	-	-	-	-	-	-100.0%	-
Bursaries for non-employees	559	1 370	1 780	4 262	96.8%	0.2%	3 952	4 129	4 323	0.5%	0.3%
Claims against the state	-	-	-	8	-	-	-	-	-	-100.0%	-
Gifts and donations	30	10	-	-	-100.0%	-	-	-	-	-	-
Act of grace	17 280	-	-	-	-100.0%	0.3%	-	-	-	-	-

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 (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R thousand											
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	426 199	1 562 137	1 424 105	1 294 358	44.8%	91.2%	1 248 382	1 305 250	1 364 946	1.8%	86.8%
Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority	172	181	181	194	4.1%	-	203	212	222	4.6%	-
South African Tourism	423 027	1 297 038	1 329 206	1 289 739	45.0%	84.1%	1 243 555	1 300 207	1 359 666	1.8%	86.5%
Tourism incentive programme	-	258 000	90 430	-	-	6.8%	-	-	-	-	-
National tourism careers expo	-	3 918	4 288	4 425	-	0.2%	4 624	4 831	5 058	4.6%	0.3%
Technology Innovation Agency	3 000	3 000	-	-	-100.0%	0.1%	-	-	-	-	-
Non-profit institutions											
Current	-	431	443	439	-	-	459	480	503	4.6%	-
Federated Hospitality Association of South Africa	-	431	443	439	-	-	459	480	503	4.6%	-
Foreign governments and international organisations											
Current	2 998	2 437	2 238	2 982	-0.2%	0.2%	2 750	2 872	3 005	0.3%	0.2%
United Nations World Tourism Organisation	2 998	2 437	2 238	2 982	-0.2%	0.2%	2 750	2 872	3 005	0.3%	0.2%
Public corporations and private enterprises											
Other transfers to private enterprises											
Current	50 523	-	134 742	225 692	64.7%	8.0%	172 067	176 566	186 522	-6.2%	12.7%
Tourism incentive programme	50 523	-	134 742	225 692	64.7%	8.0%	172 067	176 566	186 522	-6.2%	12.7%
Total	498 627	1 569 314	1 564 730	1 528 918	45.3%	100.0%	1 427 610	1 489 297	1 559 299	0.7%	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 2024		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										
			2022/23	Unit cost	Cost	2023/24	Unit cost	Cost	2024/25		2025/26		2026/27				2023/24 - 2026/27		
Tourism	511	9	485	353.3	0.7	514	395.5	0.8	504	411.9	0.8	491	429.1	0.9	481	447.8	0.9	-2.2%	100.0%
Salary level																			
1 – 6	93	5	99	29.2	0.3	97	29.2	0.3	90	29.1	0.3	89	30.6	0.3	86	31.2	0.4	-3.9%	18.2%
7 – 10	229	-	213	127.3	0.6	231	144.7	0.6	233	152.8	0.7	221	154.5	0.7	215	159.6	0.7	-2.4%	45.2%
11 – 12	120	1	108	104.9	1.0	114	116.2	1.0	107	115.8	1.1	107	122.8	1.1	107	130.2	1.2	-2.1%	21.9%
13 – 16	67	3	64	87.4	1.4	70	100.7	1.4	72	109.3	1.5	72	115.9	1.6	71	121.2	1.7	0.5%	14.3%
Other	2	-	2	4.5	2.2	2	4.7	2.3	2	5.0	2.5	2	5.3	2.6	2	5.6	2.8	-0.0%	0.4%
Programme	511	9	485	353.3	0.7	514	395.5	0.8	504	411.9	0.8	491	429.1	0.9	481	447.8	0.9	-2.2%	100.0%
Programme 1	263	8	261	166.9	0.6	266	178.6	0.7	278	195.6	0.7	265	199.7	0.8	255	204.8	0.8	-1.4%	53.5%
Programme 2	72	-	60	49.4	0.8	74	64.2	0.9	63	60.8	1.0	63	64.5	1.0	63	68.3	1.1	-5.2%	13.2%
Programme 3	73	-	67	56.8	0.8	72	64.6	0.9	66	64.5	1.0	66	68.4	1.0	66	72.5	1.1	-2.8%	13.6%
Programme 4	103	1	98	80.2	0.8	102	88.1	0.9	97	91.0	0.9	97	96.5	1.0	97	102.2	1.1	-1.7%	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

R thousand	Audited outcome			Adjusted estimate	Revised estimate	Average growth rate (%)	Average: Receipt item/ Total (%)	Medium-term receipts estimate			Average growth rate (%)	Average: Receipt item/ Total (%)
	2020/21	2021/22	2022/23					2023/24	2020/21 - 2023/24	2024/25		
Departmental receipts	11 857	81 858	66 334	63 962	63 962	75.4%	100.0%	2 989	3 045	3 027	-63.8%	100.0%
Sales of goods and services produced by department	169	206	186	191	191	4.2%	0.3%	193	195	195	0.7%	1.1%
Sales by market establishments	67	66	73	90	90	10.3%	0.1%	91	92	92	0.7%	0.5%
of which:												
Rent collected from the letting of open and covered parking	67	66	73	90	90	10.3%	0.1%	91	92	92	0.7%	0.5%
Other sales	102	140	113	101	101	-0.3%	0.2%	102	103	103	0.7%	0.6%
of which:												
Commission received on deduction of insurance and other premiums from employees' salaries	102	140	113	101	101	-0.3%	0.2%	102	103	103	0.7%	0.6%
Sales of scrap, waste, arms and other used current goods	-	-	2	21	21	-	-	22	23	2	-54.3%	0.1%
of which:												
Sales of scrap, waste, arms and other used current goods	-	-	2	21	21	-	-	22	23	2	-54.3%	0.1%
Interest, dividends and rent on land	1 221	60	65 157	60 000	60 000	266.3%	56.4%	106	107	108	-87.8%	82.6%
Interest	1 221	60	65 157	60 000	60 000	266.3%	56.4%	106	107	108	-87.8%	82.6%
Sales of capital assets	-	1 074	70	1 200	1 200	-	1.0%	67	68	68	-61.6%	1.9%
Transactions in financial assets and liabilities	10 467	80 518	919	2 550	2 550	-37.5%	42.2%	2 601	2 652	2 654	1.3%	14.3%
Total	11 857	81 858	66 334	63 962	63 962	75.4%	100.0%	2 989	3 045	3 027	-63.8%	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 (%)	
	2020/21	2021/22	2022/23				2023/24	2020/21 - 2023/24	2024/25			2025/26
R million												
Ministry	29.7	37.7	53.0	39.0	9.5%	12.9%	34.4	36.4	38.4	-0.5%	10.2%	
Management	2.5	2.5	4.1	3.5	11.1%	1.0%	2.7	2.9	3.0	-4.4%	0.8%	
Corporate Management	173.1	156.2	160.2	184.0	2.0%	54.7%	207.2	211.8	217.0	5.7%	56.6%	
Financial Management	50.9	63.8	76.5	64.9	8.4%	20.8%	74.6	78.9	82.7	8.4%	20.8%	
Office Accommodation	33.6	28.3	29.6	38.8	5.0%	10.6%	40.6	42.5	44.5	4.7%	11.5%	
Total	289.8	288.5	323.5	330.1	4.4%	100.0%	359.4	372.4	385.7	5.3%	100.0%	
Change to 2023 Budget estimate				-			10.0	9.8	9.6			

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

Economic classification	Audited outcome			Adjusted appropriation 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average Expenditure/ Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average Expenditure/ Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
R million											
Current payments	272.9	278.3	315.2	324.0	5.9%	96.6%	355.4	367.5	380.5	5.5%	98.6%
Compensation of employees	156.1	158.4	166.9	178.6	4.6%	53.6%	195.6	199.7	204.8	4.7%	53.8%
Goods and services	116.8	119.9	148.3	145.4	7.6%	43.1%	159.8	167.7	175.6	6.5%	44.8%
of which:											
Advertising	9.6	3.7	4.3	4.8	-20.4%	1.8%	8.0	8.7	9.1	23.8%	2.1%
Audit costs: External	8.1	7.7	8.1	12.1	14.5%	2.9%	12.8	13.4	14.0	5.1%	3.6%
Communication	15.3	22.2	32.7	15.8	1.1%	7.0%	25.6	27.2	28.5	21.6%	6.7%
Computer services	12.2	15.1	17.4	14.8	6.6%	4.8%	21.6	22.2	23.3	16.3%	5.7%
Operating leases	30.7	28.3	29.6	37.5	6.9%	10.2%	40.5	42.5	44.5	5.8%	11.4%
Travel and subsistence	6.1	14.8	31.4	17.0	40.4%	5.6%	17.8	19.4	20.4	6.3%	5.2%
Transfers and subsidies	1.2	3.6	2.0	1.6	9.5%	0.7%	0.2	0.2	0.2	-48.1%	0.2%
Departmental agencies and accounts	0.2	0.2	0.2	0.2	4.1%	0.1%	0.2	0.2	0.2	4.6%	0.1%
Households	1.0	3.5	1.8	1.4	10.4%	0.6%	-	-	-	-100.0%	0.1%
Payments for capital assets	15.7	6.4	6.1	4.3	-35.0%	2.6%	3.8	4.8	5.0	5.1%	1.2%
Machinery and equipment	8.9	6.4	5.6	4.3	-21.6%	2.1%	3.8	4.8	5.0	5.1%	1.2%
Software and other intangible assets	6.7	-	0.5	-	-100.0%	0.6%	-	-	-	-	-
Payments for financial assets	0.0	0.1	0.2	0.2	133.6%	-	-	-	-	-100.0%	-
Total	289.8	288.5	323.5	330.1	4.4%	100.0%	359.4	372.4	385.7	5.3%	100.0%
Proportion of total programme expenditure to vote expenditure	20.8%	11.4%	13.1%	13.4%	-	-	15.1%	14.9%	14.7%	-	-
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.5	2.8	1.3	0.9	25.6%	0.4%	-	-	-	-100.0%	0.1%
Employee social benefits	0.5	2.8	1.3	0.9	25.6%	0.4%	-	-	-	-100.0%	0.1%
Other transfers to households											
Current	0.6	0.6	0.5	0.5	-5.5%	0.2%	-	-	-	-100.0%	-
Bursaries for non-employees	0.6	0.6	0.5	0.5	-5.0%	0.2%	-	-	-	-100.0%	-
Claims against the state	-	-	-	0.0	-	-	-	-	-	-100.0%	-
Gifts and donations	0.0	0.0	-	-	-100.0%	-	-	-	-	-	-
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	0.2	0.2	0.2	0.2	4.1%	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	4.1%	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 2024	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										
			2022/23	2023/24	2024/25	2025/26	2026/27	2023/24 - 2026/27											
Administration			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost					
Salary level	263	8	261	166.9	0.6	266	178.6	0.7	278	195.6	0.7	265	199.7	0.8	255	204.8	0.8	-1.4%	100.0%
1 – 6	79	4	85	24.3	0.3	82	23.5	0.3	80	24.8	0.3	79	26.1	0.3	76	26.5	0.3	-2.5%	29.8%
7 – 10	103	-	96	52.1	0.5	104	59.6	0.6	121	72.6	0.6	109	69.4	0.6	103	69.6	0.7	-0.3%	41.1%
11 – 12	55	1	52	49.1	1.0	51	50.8	1.0	46	48.4	1.1	46	51.4	1.1	46	54.4	1.2	-3.4%	17.8%
13 – 16	24	3	26	36.9	1.4	27	40.0	1.5	29	44.8	1.5	29	47.5	1.6	28	48.8	1.7	1.2%	10.6%
Other	2	-	2	4.5	2.2	2	4.7	2.3	2	5.0	2.5	2	5.3	2.6	2	5.6	2.8	-	0.8%

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

- Monitor and evaluate tourism projects and initiatives over the medium term by:
 - evaluating the impact of the Women in Tourism programme
 - monitoring new and ongoing capacity-building programmes such as the hospitality youth training programme, the national youth chefs training programme, the tourism monitors programme and the food safety quality assurers programme
 - assessing the condition of airports in South Africa
 - finalising and publishing state of tourism reports
 - developing 3 implementation reports for the tourism sector masterplan.
- Advance Africa’s tourism interests at the regional, continental and global levels by engaging in multilateral forums and hosting a workshop on sharing best practices over the medium term.
- Encourage regional integration over the MTEF period by implementing 6 outreach programmes with the diplomatic community.

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 in 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 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/ Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/ Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
R million											
Tourism Research, Policy and International Relations Management	5.7	5.4	5.0	9.6	19.3%	0.6%	9.1	9.6	10.1	1.6%	0.7%
Research and Knowledge Management	21.5	26.2	28.2	35.1	17.7%	2.4%	36.3	38.4	40.5	4.9%	2.7%
Policy Planning and Strategy	10.7	10.8	12.1	15.3	12.4%	1.1%	16.8	17.8	18.8	7.2%	1.2%
South African Tourism	423.0	1 297.0	1 329.2	1 289.7	45.0%	94.1%	1 243.6	1 300.2	1 359.7	1.8%	93.2%
International Relations and Cooperation	18.6	19.0	20.6	28.5	15.4%	1.9%	29.9	31.5	33.2	5.2%	2.2%
Total	479.5	1 358.6	1 395.1	1 378.2	42.2%	100.0%	1 335.6	1 397.5	1 462.3	2.0%	100.0%
Change to 2023 Budget estimate				–			(158.4)	(164.6)	(172.4)		

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

Economic classification	Audited outcome			Adjusted appropriation	Average growth rate (%)	Average Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average Expenditure/ Total (%)
	2020/21	2021/22	2022/23				2023/24	2024/25	2025/26		
R million											
Current payments	53.2	58.0	61.5	80.8	15.0%	5.5%	85.1	90.1	95.3	5.6%	6.3%
Compensation of employees	48.1	49.1	49.4	64.2	10.1%	4.6%	60.8	64.5	68.3	2.1%	4.6%
Goods and services	5.1	8.9	12.1	16.6	48.1%	0.9%	24.3	25.7	27.0	17.5%	1.7%
of which:											
Communication	0.6	0.6	0.5	0.5	-1.7%	-	1.8	1.9	2.0	54.9%	0.1%
Computer services	2.2	1.2	2.0	2.0	-3.4%	0.2%	3.5	3.8	4.9	34.9%	0.3%
Consultants: Business and advisory services	1.0	4.3	3.1	-	-100.0%	0.2%	1.4	1.9	1.0	-	0.1%
Consumables: Stationery, printing and office supplies	0.0	0.3	0.3	0.2	182.5%	-	1.1	0.8	0.9	61.8%	0.1%
Travel and subsistence	0.4	1.3	4.4	9.9	198.1%	0.3%	12.5	13.2	13.9	12.2%	0.9%
Venues and facilities	0.1	0.2	0.6	2.5	255.3%	0.1%	1.7	1.3	1.3	-19.3%	0.1%
Transfers and subsidies	426.1	1 300.3	1 332.7	1 296.7	44.9%	94.5%	1 250.3	1 307.2	1 367.0	1.8%	93.7%
Departmental agencies and accounts	423.0	1 297.0	1 329.2	1 289.7	45.0%	94.1%	1 243.6	1 300.2	1 359.7	1.8%	93.2%
Foreign governments and international organisations	3.0	2.4	2.2	3.0	-0.2%	0.2%	2.8	2.9	3.0	0.3%	0.2%
Households	0.1	0.8	1.3	4.0	225.6%	0.1%	4.0	4.1	4.3	2.6%	0.3%
Payments for capital assets	0.2	0.3	0.9	0.7	46.1%	-	0.3	0.1	-	-100.0%	-
Machinery and equipment	0.2	0.3	0.9	0.7	46.1%	-	0.3	0.1	-	-100.0%	-
Payments for financial assets	0.0	0.0	0.0	0.0	-	-	-	-	-	-100.0%	-
Total	479.5	1 358.6	1 395.1	1 378.2	42.2%	100.0%	1 335.6	1 397.5	1 462.3	2.0%	100.0%
Proportion of total programme expenditure to vote expenditure	34.4%	53.5%	56.4%	56.0%	-	-	56.1%	55.8%	55.8%	-	-

Details of transfers and subsidies

Households											
Social benefits											
Current	0.1	0.1	0.0	0.2	24.5%	-	-	-	-	-100.0%	-
Employee social benefits	0.1	0.1	0.0	0.2	24.5%	-	-	-	-	-100.0%	-
Other transfers to households											
Current	-	0.7	1.3	3.8	-	0.1%	4.0	4.1	4.3	4.6%	0.3%
Bursaries for non-employees	-	0.7	1.3	3.8	-	0.1%	4.0	4.1	4.3	4.6%	0.3%
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	423.0	1 297.0	1 329.2	1 289.7	45.0%	94.1%	1 243.6	1 300.2	1 359.7	1.8%	93.2%
South African Tourism	423.0	1 297.0	1 329.2	1 289.7	45.0%	94.1%	1 243.6	1 300.2	1 359.7	1.8%	93.2%
Foreign governments and international organisations											
Current	3.0	2.4	2.2	3.0	-0.2%	0.2%	2.8	2.9	3.0	0.3%	0.2%
United Nations World Tourism Organisation	3.0	2.4	2.2	3.0	-0.2%	0.2%	2.8	2.9	3.0	0.3%	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 2024	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										
			2022/23	2023/24	2024/25	2025/26	2026/27	2023/24 - 2026/27											
Tourism Research, Policy and International Relations																			
Salary level	72	-	60	49.4	0.8	74	64.2	0.9	63	60.8	1.0	63	64.5	1.0	63	68.3	1.1	-5.2%	100.0%
1-6	5	-	4	1.5	0.4	5	1.8	0.4	2	0.8	0.4	2	0.9	0.4	2	0.9	0.5	-26.3%	4.2%
7-10	36	-	32	19.9	0.6	38	25.1	0.7	32	22.6	0.7	32	24.0	0.8	32	25.4	0.8	-5.6%	50.9%
11-12	17	-	13	12.5	1.0	17	17.5	1.0	15	16.4	1.1	15	17.4	1.2	15	18.4	1.2	-4.1%	23.6%
13-16	14	-	11	15.5	1.4	14	19.8	1.4	14	21.0	1.5	14	22.2	1.6	14	23.6	1.7	-	21.3%

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

- Implement 3 destination enhancement and route development projects over the medium term to diversify tourism offerings and enhance visitor experience in identified priority areas by:
 - implementing the budget resort network and brand concept
 - managing a pipeline of nationally prioritised greenfield and brownfield tourism investment opportunities
 - facilitating 2 investment promotion platforms.
- Support destination enhancement initiatives over the medium term by:
 - implementing infrastructure maintenance and beautification programmes in 4 provincial state-owned attractions (Gauteng, KwaZulu-Natal, North West and Northern Cape)
 - monitoring the implementation of 18 community-based tourism projects.
- Create 17 988 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 sectoral growth.
- *Working for Tourism* facilitates the development of tourism infrastructure projects under 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 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
R million											
Destination Development Management	15.5	114.7	59.4	9.9	-13.9%	11.3%	12.9	12.3	11.9	6.5%	3.0%
Tourism Enhancement	14.8	16.3	18.2	22.0	14.0%	4.0%	25.8	27.3	28.8	9.4%	6.5%
Destination Planning and Investment Coordination	20.6	20.9	22.9	28.6	11.7%	5.3%	31.4	34.5	37.4	9.3%	8.3%
Working for Tourism	376.6	375.4	311.1	336.1	-3.7%	79.4%	297.7	327.9	343.7	0.7%	82.2%
Total	427.5	527.2	411.6	396.5	-2.5%	100.0%	367.8	402.0	421.7	2.1%	100.0%
Change to 2023 Budget estimate				–			(44.7)	(29.3)	(30.0)		

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

Economic classification	Audited outcome			Adjusted appropriation 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/ Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/ Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
	R million										
Current payments	186.9	320.6	270.9	396.0	28.4%	66.6%	301.9	401.8	421.6	2.1%	95.8%
Compensation of employees	55.0	55.3	56.8	64.6	5.5%	13.1%	64.5	68.4	72.5	3.9%	17.0%
Goods and services	132.0	265.3	214.1	331.4	35.9%	53.5%	237.4	333.3	349.1	1.7%	78.8%
<i>of which:</i>											
<i>Consultants: Business and advisory services</i>	5.2	3.9	7.7	2.0	-27.4%	1.1%	6.2	5.5	5.4	39.2%	1.2%
<i>Contractors</i>	0.1	5.3	9.8	0.1	0.7%	0.9%	6.6	6.9	7.3	320.1%	1.3%
<i>Agency and support/outsourced services</i>	49.8	78.5	109.4	131.0	38.0%	20.9%	41.0	120.1	125.7	-1.4%	26.3%
<i>Property payments</i>	40.5	122.3	23.6	49.0	6.6%	13.4%	29.7	30.9	32.3	-13.0%	8.9%
<i>Travel and subsistence</i>	3.4	8.7	13.6	17.0	70.8%	2.4%	21.4	23.9	25.2	14.1%	5.5%
<i>Training and development</i>	31.2	42.5	44.7	129.8	60.8%	14.1%	130.0	143.6	150.3	5.0%	34.9%
Transfers and subsidies	0.1	0.1	0.1	0.0	-51.7%	-	-	-	-	-100.0%	-
Households	0.1	0.1	0.1	0.0	-51.7%	-	-	-	-	-100.0%	-
Payments for capital assets	240.5	206.4	140.5	0.5	-87.1%	33.4%	65.9	0.2	0.2	-33.9%	4.2%
Buildings and other fixed structures	240.1	206.3	139.9	-	-100.0%	33.3%	65.5	-	-	-	4.1%
Machinery and equipment	0.3	0.2	0.6	0.5	17.5%	0.1%	0.4	0.2	0.2	-33.9%	0.1%
Payments for financial assets	0.0	0.1	0.1	0.0	-12.6%	-	-	-	-	-100.0%	-
Total	427.5	527.2	411.6	396.5	-2.5%	100.0%	367.8	402.0	421.7	2.1%	100.0%
Proportion of total programme expenditure to vote expenditure	30.7%	20.8%	16.6%	16.1%	-	-	15.4%	16.1%	16.1%	-	-
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	0.0	-	-	-	-	-	-100.0%	-
Employee social benefits	-	-	0.0	0.0	-	-	-	-	-	-100.0%	-

Personnel information

Table 38.11 Destination Development personnel numbers and cost by salary level¹

Destination Development	Salary level	Number of posts estimated for 31 March 2024	Number of posts of funded posts	Number of posts additional to the establishment	Number and cost ² of personnel posts filled/planned for on funded establishment												Average growth rate (%) 2023/24 - 2026/27	Average: Salary level/ Total (%) 2023/24 - 2026/27	
					Actual			Revised estimate			Medium-term expenditure estimate								
					2022/23		Unit cost	2023/24		Unit cost	2024/25		2025/26		2026/27				Unit cost
					Number	Cost		Number	Cost		Number	Cost	Number	Cost	Number	Cost			
	73	-	67	56.8	0.8	72	64.6	0.9	66	64.5	1.0	66	68.4	1.0	66	72.5	1.1	-2.8%	100.0%
1-6	5	-	5	1.6	0.3	5	1.8	0.4	4	1.6	0.4	4	1.7	0.4	4	1.8	0.5	-7.1%	6.3%
7-10	34	-	32	21.3	0.7	34	23.7	0.7	30	22.4	0.7	30	23.8	0.8	30	25.2	0.8	-4.1%	46.0%
11-12	22	-	20	20.3	1.0	21	21.9	1.0	20	22.2	1.1	20	23.6	1.2	20	25.0	1.3	-1.6%	30.0%
13-16	12	-	10	13.6	1.4	12	17.2	1.4	12	18.2	1.5	12	19.4	1.6	12	20.5	1.7	-	17.8%

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

- Accelerate transformation in the tourism sector by implementing the green tourism incentive programme over the medium term.
- Stimulate growth in domestic tourism by implementing 4 domestic tourism awareness programmes over the medium term.
- Encourage inclusive economic growth in the tourism sector by increasing the participation of SMMEs through incubation programmes to provide support to community-based tourism enterprises and business advisory services to the homestay pilot programme over the medium term.
- Encourage resource efficiency and cleaner production by providing compliance and resilience training to 150 SMMEs over the medium term through the business support programme.
- Implement initiatives to support the department's compliance with the broad-based black economic empowerment scorecard and conduct 9 policy advocacy and awareness sessions on the amended tourism broad-based black economic empowerment sector codes over the medium term.
- Enhance visitor service and experience over the medium term by implementing the service excellence standard, focusing on identified improvement initiatives and structured support.
- Facilitate skills development by implementing 15 capacity-building programmes across the sector over the medium term.

Subprogrammes

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

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 (%)	Average Expenditure/ Total (%)
	2020/21	2021/22	2022/23		2023/24	2020/21 - 2023/24	2024/25	2025/26	2026/27		
R million											
Tourism Sector Support Services Management	6.1	4.3	4.5	8.4	10.9%	1.9%	11.4	12.0	12.6	14.4%	3.3%
Tourism Human Resource Development	18.6	27.1	32.5	31.4	19.0%	8.7%	33.1	34.9	36.8	5.5%	10.1%
Enterprise Development and Transformation	41.7	37.4	38.2	45.6	3.0%	12.9%	53.3	56.3	59.3	9.2%	15.8%
Tourism Visitor Services	22.1	23.4	28.4	27.7	7.7%	8.1%	28.9	30.6	32.3	5.3%	8.8%
Tourism incentive programme	106.8	271.4	239.9	242.7	31.5%	68.4%	191.4	197.1	208.2	-5.0%	62.0%
Total	195.4	363.5	343.5	355.7	22.1%	100.0%	318.1	330.8	349.2	-0.6%	100.0%
Change to 2023 Budget estimate				–			(63.2)	(68.2)	(69.6)		

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

Economic classification	Audited outcome			Adjusted appropriation 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average Expenditure/Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average Expenditure/Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
	R million										
Current payments	124.0	97.8	112.3	124.1	–	36.4%	140.7	148.9	157.1	8.2%	42.2%
Compensation of employees	71.6	74.7	80.2	88.1	7.1%	25.0%	91.0	96.5	102.2	5.1%	27.9%
Goods and services	52.4	23.2	32.0	36.0	-11.7%	11.4%	49.6	52.4	54.9	15.1%	14.2%
<i>of which:</i>											
<i>Consultants: Business and advisory services</i>	10.4	10.1	5.6	6.0	-16.7%	2.6%	12.0	11.8	12.3	27.1%	3.1%
<i>Legal services</i>	–	0.1	0.5	0.6	–	0.1%	1.4	1.6	1.7	42.8%	0.4%
<i>Contractors</i>	0.1	0.0	1.9	0.1	-8.4%	0.2%	2.4	2.5	2.7	205.6%	0.6%
<i>Travel and subsistence</i>	1.6	5.0	12.3	12.8	100.9%	2.5%	16.1	18.1	19.0	14.0%	4.9%
<i>Training and development</i>	7.2	2.0	5.0	6.9	-1.2%	1.7%	8.4	9.4	9.8	12.5%	2.5%
<i>Venues and facilities</i>	3.3	1.5	2.6	1.6	-21.8%	0.7%	2.8	2.4	2.5	16.3%	0.7%
Transfers and subsidies	71.2	265.3	229.9	230.6	48.0%	63.3%	177.2	181.9	192.1	-5.9%	57.7%
Departmental agencies and accounts	3.0	264.9	94.7	4.4	13.8%	29.2%	4.6	4.8	5.1	4.6%	1.4%
Public corporations and private enterprises	50.5	–	134.7	225.7	64.7%	32.7%	172.1	176.6	186.5	-6.2%	56.2%
Non-profit institutions	–	0.4	0.4	0.4	–	0.1%	0.5	0.5	0.5	4.6%	0.1%
Households	17.7	–	0.0	0.0	-87.1%	1.4%	–	–	–	-100.0%	–
Payments for capital assets	0.3	0.4	0.7	1.0	55.7%	0.2%	0.2	–	–	-100.0%	0.1%
Machinery and equipment	0.3	0.4	0.7	1.0	55.7%	0.2%	0.2	–	–	-100.0%	0.1%
Payments for financial assets	0.0	0.0	0.7	0.0	35.7%	0.1%	–	–	–	-100.0%	–
Total	195.4	363.5	343.5	355.7	22.1%	100.0%	318.1	330.8	349.2	-0.6%	100.0%
Proportion of total programme expenditure to vote expenditure	14.0%	14.3%	13.9%	14.5%	–	–	13.4%	13.2%	13.3%	–	–
Details of transfers and subsidies											
Households											
Social benefits											
Current	0.4	–	0.0	0.0	-53.4%	–	–	–	–	-100.0%	–
Employee social benefits	0.4	–	0.0	0.0	-53.4%	–	–	–	–	-100.0%	–
Other transfers to households											
Current	17.3	–	–	–	-100.0%	1.4%	–	–	–	–	–
Gifts and donations	0.0	–	–	–	-100.0%	–	–	–	–	–	–
Act of grace	17.3	–	–	–	-100.0%	1.4%	–	–	–	–	–
Departmental agencies and accounts											
Departmental agencies (non-business entities)											
Current	3.0	264.9	94.7	4.4	13.8%	29.2%	4.6	4.8	5.1	4.6%	1.4%
Tourism incentive programme	–	258.0	90.4	–	–	27.7%	–	–	–	–	–
National tourism careers expo	–	3.9	4.3	4.4	–	1.0%	4.6	4.8	5.1	4.6%	1.4%
Technology Innovation Agency	3.0	3.0	–	–	-100.0%	0.5%	–	–	–	–	–
Non-profit institutions											
Current	–	0.4	0.4	0.4	–	0.1%	0.5	0.5	0.5	4.6%	0.1%
Federated Hospitality	–	0.4	0.4	0.4	–	0.1%	0.5	0.5	0.5	4.6%	0.1%
Association of South Africa	–	–	–	–	–	–	–	–	–	–	–
Public corporations and private enterprises											
Other transfers to private enterprises											
Current	50.5	–	134.7	225.7	64.7%	32.7%	172.1	176.6	186.5	-6.2%	56.2%
Tourism incentive programme	50.5	–	134.7	225.7	64.7%	32.7%	172.1	176.6	186.5	-6.2%	56.2%

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

Salary level	Number of posts estimated for 31 March 2024		Number and cost ² of personnel posts filled/planned for on funded establishment										Average growth rate (%) 2023/24 - 2026/27	Average Salary level/Total (%) 2023/24 - 2026/27			
	Number of funded posts	Number of posts additional to the establishment	Actual			Revised estimate			Medium-term expenditure estimate								
			2022/23	2023/24		2024/25		2025/26		2026/27							
			Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost			
Tourism Sector Support Services	103	1	98	80.2	0.8	102	88.1	0.9	97	91.0	0.9	97	96.5	1.0	97	102.2	1.1
1–6	4	1	5	1.9	0.4	5	2.0	0.4	4	1.8	0.5	4	2.0	0.5	4	2.1	0.5
7–10	56	–	54	33.9	0.6	55	36.3	0.7	50	35.2	0.7	50	37.3	0.7	50	39.5	0.8
11–12	26	–	23	23.0	1.0	25	26.0	1.0	26	28.8	1.1	26	30.5	1.2	26	32.3	1.2
13–16	17	–	16	21.4	1.3	17	23.8	1.4	17	25.3	1.5	17	26.8	1.6	17	28.4	1.7

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 priority

Indicator	Programme/Activity/ Objective	MTSF priority	Past			Current	Projected		
			2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Annual brand strength index (leisure) score	Business enablement	Priority 7: A better Africa and world	39.9	39.9	42.2	42.2	74.2	76.2	78.3
Number of domestic deal-driven campaigns implemented per year	Leisure tourism marketing	Priority 2: Economic transformation and job creation	- ¹	5	3	3	3	3	3
Number of regional brand campaigns implemented per year	Leisure tourism marketing		- ¹	1	4	4	4	4	4
Number of international (overseas) campaigns implemented per year	Leisure tourism marketing	Priority 7: A better Africa and world	- ¹	- ¹	15	11	11	11	11
Number of distribution channel initiatives implemented in market per year	Leisure tourism marketing		- ¹	- ¹	- ¹	101	101	101	101
Number of bids supported for international and regional business events per year	Business events	Priority 2: Economic transformation and job creation	55	81	95	93	107	123	123
Number of graded establishments per year	Visitor experience		- ¹	4 707	4 959	5 462	5 625	5 805	5 805

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. In support of this, over the medium term, the entity will continue to prioritise marketing South Africa to domestic, regional and international markets as a tourist destination for business and leisure.

The entity will focus on driving business tourism over the period ahead by bidding to host events such as business meetings, conferences and exhibitions in all provinces, including in rural areas and small towns. These efforts are intended to boost tourism in a number of sectors such as mining and minerals, manufacturing, agriculture, finance, and wholesale and retail trade, as well as leisure travel. As such, the entity plans to support bids to host 93 international and regional business events over the period ahead and participate in key strategic events through an allocation of R230 million.

Ensuring that visitors enjoy their experience is a key component of the entity's work. To achieve this, over the MTEF period, the entity plans to assess the quality of tourism establishments. Accordingly, the number of graded establishments is expected to increase from 5 462 in 2023/24 to 5 805 in 2026/27 at a projected cost of R87 million in 2024/25.

Spending on goods and services accounts for an estimated 82.9 per cent (R3.6 billion) of the entity's expenditure over the period ahead, with a significant portion of these funds earmarked for marketing South Africa as a premier tourist and business destination. The entity is set to derive 90.3 per cent (R3.9 billion) of its revenue over the medium term through transfers from the department and the remainder through voluntary levies collected from the private sector, and income from grading fees, exhibitions and interest from investments.

Programmes/Objectives/Activities**Table 38.15 South African Tourism expenditure trends and estimates by programme/objective/activity**

R million	Audited outcome			Revised estimate 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
Administration	111.3	148.1	212.3	213.3	24.2%	14.6%	201.2	211.3	219.7	1.0%	14.7%
Business enablement	39.8	81.0	70.5	69.9	20.6%	5.6%	66.0	69.3	72.1	1.0%	4.8%
Leisure tourism marketing	382.5	907.4	912.8	800.4	27.9%	62.2%	795.1	829.1	864.6	2.6%	57.3%
Business events	30.8	88.3	325.1	243.8	99.2%	12.4%	230.0	241.5	251.2	1.0%	16.8%
Visitor experience	34.5	49.1	74.6	92.5	38.9%	5.2%	87.2	91.6	95.3	1.0%	6.4%
Total	599.0	1 273.9	1 595.4	1 419.9	33.3%	100.0%	1 379.6	1 442.7	1 502.9	1.9%	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

R million	Audited outcome			Revised estimate 2023/24	Average growth rate (%) 2020/21 - 2023/24	Average: Expenditure/Total (%) 2020/21 - 2023/24	Medium-term expenditure estimate			Average growth rate (%) 2023/24 - 2026/27	Average: Expenditure/Total (%) 2023/24 - 2026/27
	2020/21	2021/22	2022/23				2024/25	2025/26	2026/27		
Revenue											
Non-tax revenue	26.7	36.7	140.1	76.2	41.8%	5.7%	79.6	83.4	86.7	4.4%	5.7%
Sale of goods and services other than capital assets	7.8	16.8	115.1	63.0	100.7%	3.7%	65.8	69.0	72.3	4.7%	4.7%
Other sales	7.8	16.8	115.1	63.0	100.7%	3.7%	65.8	69.0	72.3	4.7%	4.7%
Other non-tax revenue	18.9	19.8	25.1	13.2	-11.3%	2.0%	13.8	14.5	14.5	3.1%	1.0%
Transfers received	431.0	1 355.9	1 444.6	1 343.7	46.1%	94.3%	1 300.0	1 359.3	1 416.1	1.8%	94.3%
Total revenue	457.7	1 392.5	1 584.8	1 419.9	45.8%	100.0%	1 379.6	1 442.7	1 502.9	1.9%	100.0%
Expenses											
Current expenses	599.0	1 273.9	1 595.4	1 419.9	33.3%	100.0%	1 379.6	1 442.7	1 502.9	1.9%	100.0%
Compensation of employees	218.5	227.4	221.9	247.7	4.3%	21.4%	233.7	245.4	255.2	1.0%	17.1%
Goods and services	371.4	1 036.9	1 364.4	1 172.2	46.7%	77.9%	1 145.9	1 197.4	1 247.7	2.1%	82.9%
Depreciation	9.0	9.5	9.2	-	-100.0%	0.7%	-	-	-	-	-
Total expenses	599.0	1 273.9	1 595.4	1 419.9	33.3%	100.0%	1 379.6	1 442.7	1 502.9	1.9%	100.0%
Surplus/(Deficit)	(141.3)	118.6	(10.6)	-	-100.0%	-	-	-	-	-	-
Cash flow statement											
Cash flow from operating activities	(454.2)	498.0	(183.3)	(56.8)	-50.0%	100.0%	(137.1)	(142.7)	94.7	-218.6%	100.0%
Receipts											
Non-tax receipts	26.7	36.7	137.3	130.2	69.5%	6.8%	136.0	147.0	143.2	3.2%	9.7%
Sales of goods and services other than capital assets	26.7	31.9	119.7	130.2	69.5%	6.4%	136.0	147.0	86.7	-12.7%	8.7%
Other sales	26.7	31.9	119.7	130.2	69.5%	6.4%	136.0	147.0	86.7	-12.7%	8.7%
Other tax receipts	-	4.8	17.6	-	-	0.4%	-	-	56.5	-	0.9%
Transfers received	423.0	1 297.0	1 329.2	1 289.7	45.0%	93.2%	1 243.6	1 300.2	1 359.7	1.8%	90.3%
Total receipts	449.7	1 333.7	1 466.5	1 419.9	46.7%	100.0%	1 379.5	1 447.2	1 502.9	1.9%	100.0%
Payment											
Current payments	904.0	835.7	1 649.9	1 476.7	17.8%	100.0%	1 516.6	1 589.9	1 408.2	-1.6%	100.0%
Compensation of employees	236.9	230.9	221.9	247.7	1.5%	21.0%	233.7	245.4	255.2	1.0%	16.4%
Goods and services	667.1	604.8	1 428.0	1 229.0	22.6%	79.0%	1 282.9	1 344.5	1 153.0	-2.1%	83.6%
Total payments	904.0	835.7	1 649.9	1 476.7	17.8%	100.0%	1 516.6	1 589.9	1 408.2	-1.6%	100.0%
Net cash flow from investing activities	(0.7)	(21.0)	(15.7)	-	-100.0%	-	-	-	-	-	-
Acquisition of property, plant, equipment and intangible assets	(0.8)	(21.0)	(15.7)	-	-100.0%	-	-	-	-	-	-
Proceeds from the sale of property, plant, equipment and intangible assets	0.0	-	-	-	-100.0%	-	-	-	-	-	-
Other flows from investing activities	0.1	0.0	-	-	-100.0%	-	-	-	-	-	-
Net cash flow from financing activities	-	(0.0)	(0.1)	-	-	-	-	-	-	-	-
Repayment of finance leases	-	(0.0)	(0.1)	-	-	-	-	-	-	-	-
Net increase/(decrease) in cash and cash equivalents	(455.0)	477.0	(199.1)	(56.8)	-50.0%	-13.7%	(137.1)	(142.7)	94.7	-218.6%	100.0%

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

Statement of financial position			Revised estimate	Average growth rate (%)	Average: Expenditure/ Total (%)	Medium-term expenditure estimate			Average growth rate (%)	Average: Expenditure/ Total (%)	
											Audited outcome
R million	2020/21	2021/22	2022/23	2023/24	2020/21 - 2023/24	2024/25	2025/26	2026/27	2023/24 - 2026/27		
Carrying value of assets	69.9	80.0	80.6	144.5	27.4%	14.7%	151.0	158.2	158.2	3.1%	15.1%
of which:											
Acquisition of assets	(0.8)	(21.0)	(15.7)	–	-100.0%	–	–	–	–	–	–
Loans	0.1	0.1	0.1	–	-100.0%	–	–	–	–	–	–
Receivables and prepayments	64.9	89.5	194.0	29.5	-23.1%	15.5%	30.9	32.3	32.3	3.1%	3.1%
Cash and cash equivalents	170.0	647.0	447.9	785.9	66.6%	69.7%	821.2	860.6	860.6	3.1%	81.9%
Total assets	304.9	816.7	722.6	959.9	46.6%	100.0%	1 003.0	1 051.2	1 051.2	3.1%	100.0%
Accumulated surplus/(deficit)	30.2	175.6	169.2	–	-100.0%	13.7%	–	–	–	–	–
Capital and reserves	52.1	52.1	52.1	100.7	24.6%	10.3%	105.3	110.3	110.3	3.1%	10.5%
Borrowings	–	15.2	0.0	–	–	0.5%	–	–	–	–	–
Finance lease	0.1	0.1	0.0	0.3	33.8%	–	0.3	0.3	0.3	3.3%	–
Trade and other payables	190.4	538.1	466.7	796.7	61.1%	69.0%	832.5	872.5	872.5	3.1%	83.0%
Provisions	32.1	35.6	34.5	62.2	24.7%	6.5%	65.0	68.1	68.1	3.1%	6.5%
Total equity and liabilities	304.9	816.7	722.6	959.9	46.6%	100.0%	1 003.0	1 051.2	1 051.2	3.1%	100.0%

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

Number of posts estimated for 31 March 2024		Number and cost ¹ of personnel posts filled/planned for on funded establishment															Average growth rate of personnel posts (%)	Average: salary level/ Total (%)		
		Actual			Revised estimate			Medium-term expenditure estimate												
Number of funded posts	Number of approved establishment posts	2022/23			2023/24			2024/25			2025/26			2026/27			2023/24 - 2026/27			
		Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost	Number	Cost	Unit cost				
South African Tourism		235	235	241	221.9	0.9	235	247.7	1.1	236	233.7	1.0	241	245.4	1.0	241	255.2	1.1	0.8%	100.0%
Salary level																				
1 – 6	33	33	39	4.7	0.1	33	4.8	0.1	34	1.6	0.0	39	1.8	0.0	39	1.8	0.0	5.7%	15.2%	
7 – 10	75	75	75	45.7	0.6	75	46.4	0.6	75	46.3	0.6	75	53.7	0.7	75	64.7	0.9	–	31.5%	
11 – 12	42	42	42	43.3	1.0	42	45.0	1.1	42	47.0	1.1	42	49.4	1.2	42	47.7	1.1	–	17.6%	
13 – 16	80	80	80	117.6	1.5	80	137.8	1.7	80	124.8	1.6	80	127.0	1.6	80	127.6	1.6	–	33.6%	
17 – 22	5	5	5	10.6	2.1	5	13.7	2.7	5	14.0	2.8	5	13.4	2.7	5	13.4	2.7	–	2.1%	

1. Rand million.

