

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER: 1665 [NW1877E]

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1665 Mr R A Lees (DA) to ask the Minister of Finance:

(a) What was the (i) total expenditure and (ii) breakdown of such expenditure on SA Airways' (SAA) inflight magazine, Sawubona, in the 2015-16 financial year, (b) how many copies of the specified magazine were pulped in the specified financial year and (c) what value does the specified magazine add to passengers' flight experience with SAA?

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REPLY:

The following information was submitted by South African Airways (SAA):

- a) The magazine is produced at zero cost to SAA. SAA shares in the profit the publisher earns from advertising income providing a revenue stream for SAA.
- b) SAA's supplier prints 90 000 copies of the magazine per month and 88 500 thereof are loaded on board the aircraft. No record of pulped copies specific to Sawubona is kept as Sawubona forms part of other magazines / titles removed from the aircraft at the end of each month. The total number of copies pulped is less than what is loaded on board the aircraft each month as customers are entitled to take copies of the magazines with them.
- c) The publication provides various benefits to customers and SAA as it is an important strategic communication tool that is an extension of the airline's brand, personality and voice. It offers information (including airline specific updates on product, fleet, network, frequencies and more), entertainment, education, and engagement for SAA customers, as well as non-SAA customers who read the magazine at customers' homes, places of work, hotels, airport lounges and via the free digital magazine platform.