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MEDIA RELEASE FROM THE TOURISM BUSINESS COUNCIL OF SOUTH AFRICA (TBCSA)

New SA Tourism Board: Government banking on experience and expertise says the Tourism Business Council of South Africa

Pretoria, South Africa, 24 May 2018: Government is banking on industry expertise and experience to steer South Africa’s destination marketing initiatives forward, says the Tourism Business Council of South Africa (TBCSA).

This is the view of TBCSA CEO, Mmatšatši Ramawela, in response to the Tourism Minister’s announcement of the new South African Tourism (SA Tourism) Board.

The TBCSA is the umbrella business organization representing the country’s travel and tourism private sector. The Council also manages and administers the tourism levy (TOMSA), which are contributed by business in the sector and transferred to SA Tourism to complement its destination marketing budget. The TBCSA, TOMSA and SA Tourism have a close working relationship that has taken some years to harness.

“We commend government for appointing people who know our sector and have prior experience of working in our sector” says Ramawela. Many of them have in their own right served or are serving our sector in various senior leadership roles. It is clear that government has recognized the importance of retaining industry knowledge and experience to steer our destination marketing efforts to greater heights”.

However, looking beyond the issue of industry know-how, the Council believes government could have gone further to include more voices from outside of the sector, as well as voices representing the youth and the SMMEs. This is in the spirit of fostering a greater sense of inclusivity and representation within the destination marketing organisation.

“Whilst we appreciate the tough balancing act involved in putting a board of this nature together, it is critical to ensure that representation in structures such as this expands beyond the variables of expertise and gender parity” explains Ramawela. Opening up the board to diverse voices can only enhance the effectiveness of the board and the organization going forward”.

On a more positive note, the TBCSA commends the retention of some members from the outgoing board, saying this will allow for continuity, which will be critical for SA Tourism as it continues to go through a process of transition and restructuring in line with the recommendations of the 2016 Ministerial Review outcome of SA Tourism.



“All in all, we welcome Cabinet’s approval of the new SA Tourism Board and congratulate the newly appointed members. On behalf of the TBCSA and TOMSA Boards, we wish the new board well and look forward to continuing our collaboration with SA Tourism to position the country as the preferred tourism destination”.

“We also look forward to the new board’s continued support for the growth of TOMSA levy, as it was the case with the outgoing board. The TOMSA levy complements the overall budget of SA Tourism, which is essential for the increased marketing and promotion of destination SA”
Ramawela concludes. **/ENDS/**

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Editors Notes:

Tourism Business Council of South Africa (TBCSA) is the umbrella organisation for business in the travel and tourism industry. We are a non-profit, member-centric organisation representing the unified voice of business. We serve to unite and influence the diverse travel and tourism industry to contribute to a competitive, responsible and inclusive travel and tourism (and South African) economy.

