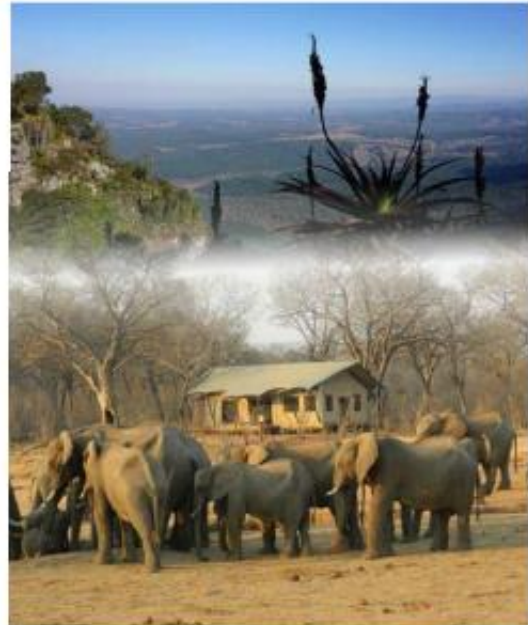


TOURISM

Strategic focus areas to drive long-term growth

- South Africa's tourism offer, including its scenic beauty and diversity, sunny climate, wildlife and cultural aspects, among many others, constitutes a strong investment proposition.
- The country is the largest tourist destination in the sub-Saharan region, having welcomed more than 10 million international tourist arrivals annually over the period 2016-2019.
- South Africa's tourism sector has developed into one of the principal contributors to the economy and is a major provider of employment opportunities.
- Tourism has extensive linkages to several other sectors, benefitting from the supply of goods and services by a multitude of local producers and service providers.
- The tourism sector has been one of the most detrimentally affected by the global Covid-19 pandemic and is likely to continue experiencing difficult conditions in the short-term.
- Improving Covid-19 vaccination rates should lead to a recovery in domestic household and business travel, and to a progressive normalisation of foreign tourist inflows.
- Tourism recovery and growth is one of the priority interventions of the Economic Reconstruction and Recovery Plan. A Sector Recovery Plan is in place with strategic objectives aimed at reigniting global and domestic demand, rejuvenating capacity and strengthening the enabling environment for the sector.



Levers to enable the recovery and growth of South Africa's tourism industry

Policy framework to support tourism development

- A market entry facilitation programme to support investment in the sector will be a catalyst for renewed growth, development and recovery of the tourism industry.
- The National Tourism Sector Strategy aims to drive domestic and international tourist market growth, also linking tourism marketing plans to the sector's broader development objectives.

Measures to attract international tourists and facilitate their entry

- Governmental drive to facilitate re-entry into international tourism markets through the roll-out of an automated and efficient e-visa system for low-risk travellers.
- Visa waivers, currently involving 82 countries, to be extended to countries exhibiting source market development potential.

Attracting private sector capital and operational participation

- Accelerated implementation of the Tourism Equity Fund aimed at supporting strategic investments that will contribute to the sector's transformation. The Women in Tourism Programme supports the development and empowerment of women in the tourism sector.
- Policy support driving the development of a wide range of high growth segments such as sports tourism, wine tourism and medical tourism, among others.

Some of the investment opportunities

- Cultural tourism
- Eco-tourism
- Adventure tourism
- Sports tourism
- Wine tourism
- Medical tourism
- Theme parks
- Investment in world heritage sites