

For immediate release:

SATSA CALLS FOR CLARITY ON SA TOURISM GOVERNANCE FOLLOWING RECENT DEVELOPMENTS

Johannesburg, 15 August 2025 - SATSA, representing the voice of inbound tourism in South Africa, notes recent developments at South African Tourism.

Says **David Frost**, SATSA CEO: “We will be engaging with both the SA Tourism Board and the Minister of Tourism to establish the facts regarding recent developments. SATSA has confidence in the private sector professionals appointed to the SA Tourism Board to guide South Africa's tourism marketing efforts.”

SATSA's 1,250 members contribute a significant proportion of the Tourism Levy, which directly funds SA Tourism's operations. This substantial private sector investment gives our members a legitimate interest in ensuring that South Africa's tourism marketing is conducted with the highest standards of governance and accountability.

SATSA remains committed to working with all stakeholders to ensure that South African Tourism can fulfil its mandate of marketing South Africa as a premier destination within a framework of proper governance and mutual respect for statutory roles.

“We urge the Minister to meet urgently with the Board to resolve this matter in the appropriate way. It is essential that the Minister and the Board engage in constructive discussion as soon as possible to find a resolution,” concludes Frost.

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About SATSA

SATSA is the largest and most influential association within the South African tourism industry, representing almost 1,300 members including inbound tour operators, accommodation providers, and specialist travel services. Established in 1950, SATSA is recognised as the voice of tourism in South Africa.