



environment
& tourism

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Environment Affairs and Tourism
REPUBLIC OF SOUTH AFRICA

USAGE OF TOURISM STATISTICS AT NATIONAL LEVEL

**Capacity Building
on Tourism Statistics Workshop
10 February 2009**

DATA AND SOURCES

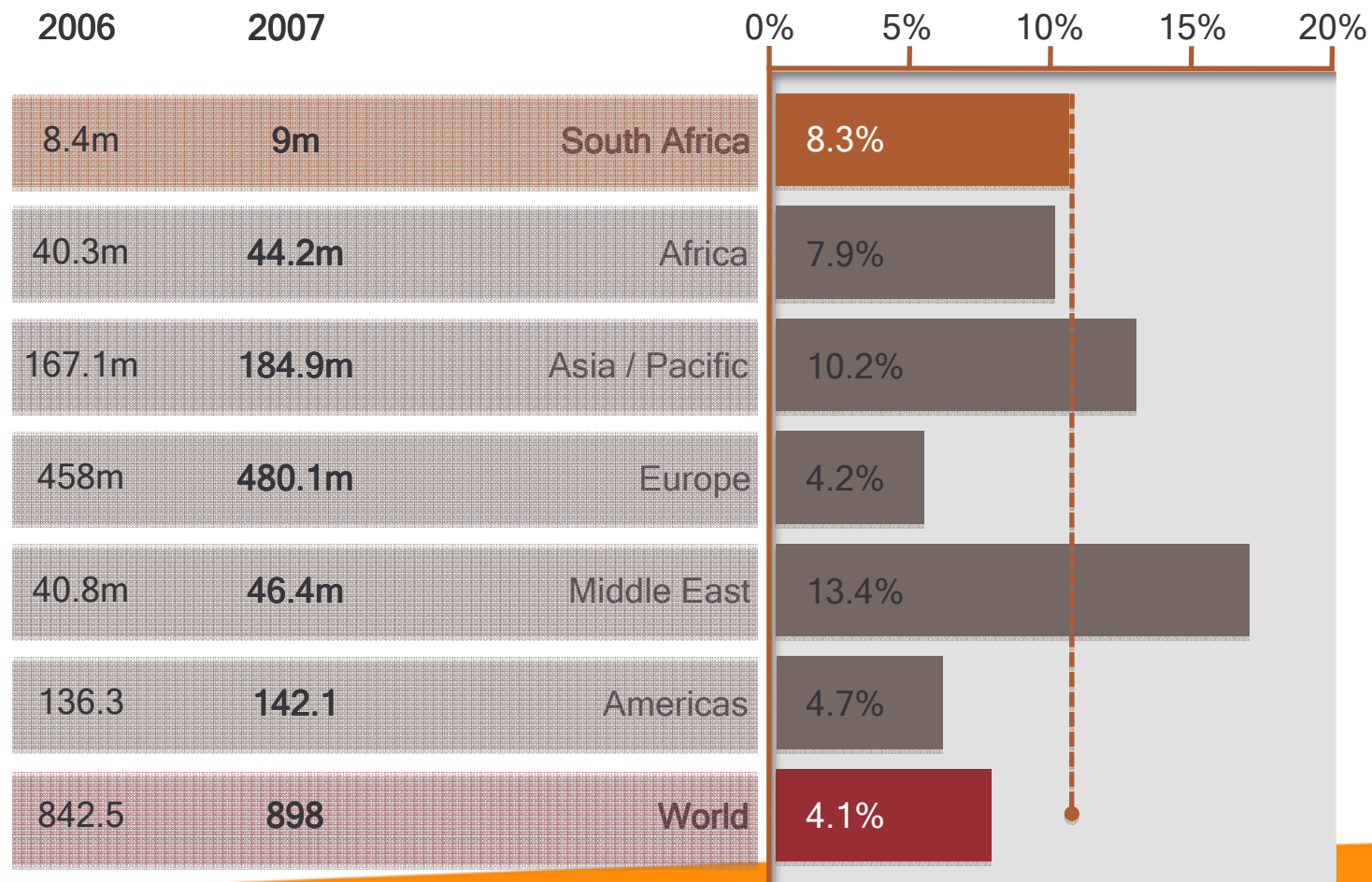
- Foreign Arrivals figures – Statistics South Africa
- Visitor Arrival Figures- South African Tourism
- Global Arrival Figures – UNWTO
- Economic Impact Estimates – World Travel and Tourism Council



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international arrivals growth

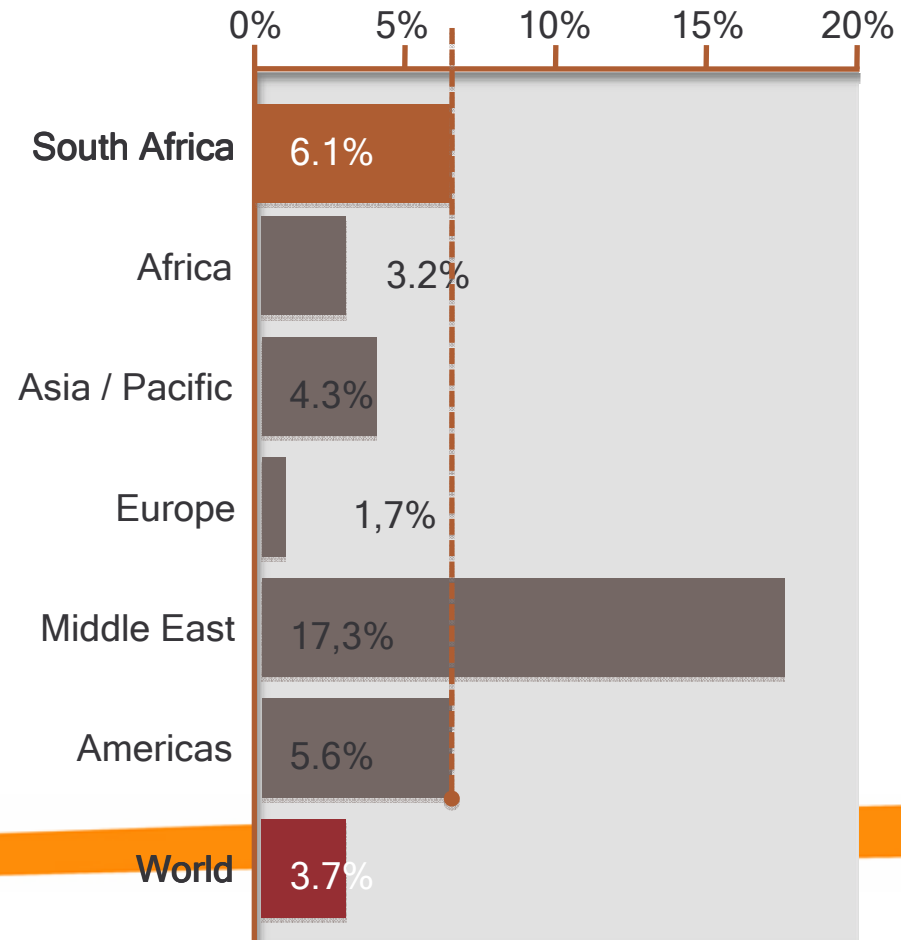


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Note: UNWTO estimates incorporate provisional data for some regions
Source: SAT Tourist Arrivals Data; UNWTO World Tourism Barometer, Jan 2008

2008 January to August Growth

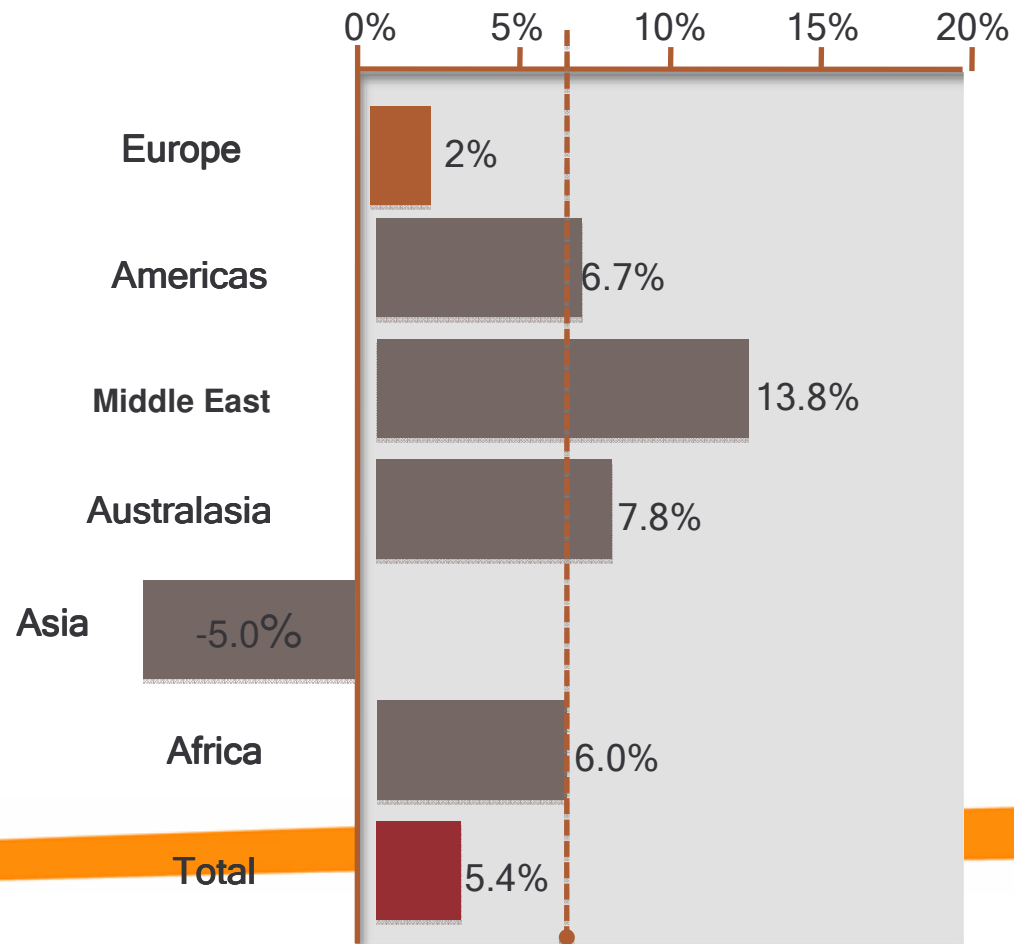


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Source: UNWTO world tourism barometer

January to October 2007/8 Change in Visitor Arrivals to South Africa by Region

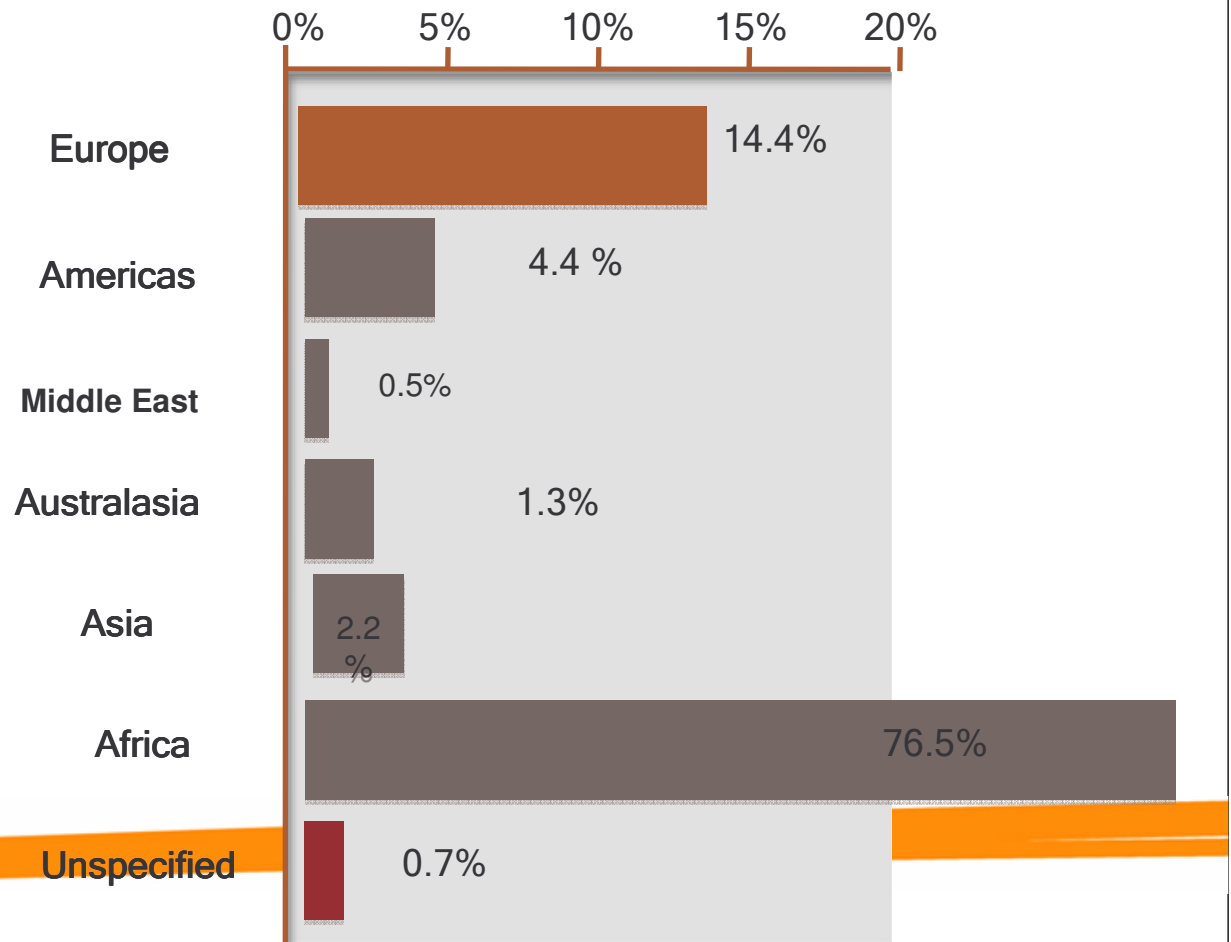


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Source: SAT

January to October 2008 Share of Visitor Arrivals to South Africa by Region



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Usage of Tourism Statistics: Projects

- Draft Tourism Growth Strategy – DEAT, SAT
- Tourism Trend report - DEAT
- Air-Lift Strategy – Led by DOT
- Global Competitiveness Project – DEAT, SAT, DTI
- 2010 Tourism Plan – DEAT, SAT
- Tourism Sector Skills Plan
- Tourism Satellite Account – led by StatsSA



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THANK YOU



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