

SA Tourism's Study on the FIFA 2010 World Cup

Bashni Muthaya

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Study objectives

Impact of 2010 FIFA World Cup on tourism in South Africa

- How many tourists visited South Africa for the event
 - Have they visited South Africa before?
 - Have they attended other SWC's?
- How much revenue was generated by these tourists
- Characteristics of these tourists
 - Expenditure patterns of SWC tourists while in South Africa
 - Length of stay in South Africa
 - Provinces visited
 - Accommodation usage
 - Activities undertaken
 - Attractions visited in each province
 - Overall impressions of their visit to South Africa
 - Personal demographic information
 - Future intention to visit South Africa
 - Recommendation of South Africa as a tourist destination



Instrument to be used

SAT's Departure Survey: collect information on the travel and expenditure patterns of foreign tourists who visited South Africa



Airport survey:
2,700 per month
•ORTIA
•CIA
•KSIA

Land border survey:
1,000 per month
•Botswana x 2
•Lesotho x 2
•Mozambique x 1
•Namibia x 2
•Swaziland x 2
•Zimbabwe x 1



**Face-to-face interview
Interviewer administered
CAPI implementation**



Data analysis



The survey results are weighted to the tourist arrivals into South Africa by air and road as SA Tourism using data published by StatsSA.



SA Tourism

- Conducts all analysis using SPSS



Report

- Separate SWC 2010 impact report
- Results also included in Q2 & 3 2010 report
- Results expected at the end of the year (2010)
 - Weighted data dependent on release of arrivals stats by StatsSA