

Zambia :Accommodation Statistics

Presentation to Capacity Building Program on
Tourism Statistics, Johannesburg, SA

25-27 August 2010

I. Introduction



- Zambia's economy has to-date depended on copper mining since the early 1900s. About 70 % of total export earnings are from copper and copper related products.
- Further, copper mining continues to contribute substantial revenue to the Government and employment.
- Government's policy is to diversify the economy through Agriculture and Tourism
- The 2010 Budget indicates that tourism has been raised to a number three priority in the economy, after mining and agriculture.
- Zambia's tourism is mainly nature-based (e.g. wildlife and natural sites such as the country's only world heritage: Mosi-o-Tunya Falls) tourism.
- Currently, this industry contributes between 2% and 3 % to the total GDP (see Table 1)

I. Introduction (cont'd)

Table 1: Selected Sectoral Shares in real GDP, 2001-2009 (%)

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Agriculture	16.1	15.2	15.2	15.0	14.2	13.7	12.9	12.5	12.6
Mining	7.0	7.9	7.7	8.4	8.6	8.7	8.5	8.2	9.3
Manufacturing	10.4	10.7	10.9	10.9	10.6	10.6	10.2	9.9	9.5
Restaurants, Bars & Hotels (Tourism)	2.3	2.3	2.4	2.4	2.5	2.8	2.9	2.8	2.3
Electricity, Gas & Water	3.1	2.9	2.7	2.6	2.6	2.7	2.5	2.4	2.4
Construction	5.3	6.0	6.9	7.9	9.1	9.8	11.1	11.4	11.7
Rest	55.8	55.0	54.2	52.8	52.4	51.7	51.9	52.8	52.2
TOTAL GDP	100	100	100	100	100	100	100	100	100
REAL GDP GROWTH	4.9	3.3	5.1	5.4	5.3	6.2	6.2	5.7	6.4
Restaurants, Bars & Hotels (Tourism)	24.4	4.9	6.9	6.4	11.7	16.1	9.6	5.0	(13.4)

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II. Measurement Indicators of Tourism in Zambia

- Tourism is represented by Hotels, Bars and Restaurants in country's national accounts
- The key indicators for this sector are:
 - Bed occupancy rates; and
 - Number of tourist arrivals.

II. Measurement Indicators of Tourism in Zambia (cont'd)

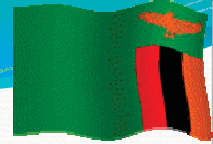
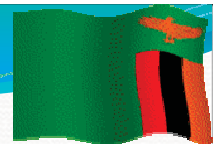


Table 2: Tourist Arrivals for Selected Years

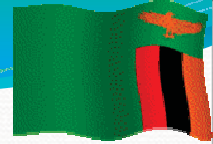
1997	1998	1999	2000	2003	2004	2005	2006	2007	2008	2009
340,896	362,025	404,247	457,419	412,675	515,000	668,862	756,860	897,413	811,775	709,948

III. Estimation



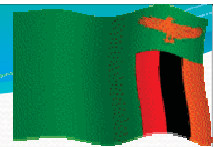
- Value added for this sector is presented at constant and current prices
- For the constant price series, the volume indicator used for hotels has until recently been changes in bed occupancy rates to extrapolate the 1994 benchmark estimates

IV. Data Sources



- Traditionally, Ministry of Tourism and Natural Resources
- However, due to financial constraints and limited capacity in the last few years, the Ministry has been unable to collect these data
- Alternative indicators used to fill this gap:
 - International Visitor Arrivals Statistics from various ports of entry
- These projections, done a few years ago have not been updated with actual data and are therefore based on assumptions that may not reflect the current economic realities
- The Central Statistical Office therefore instead, through the National Accounts Branch, beginning 2009 embarked on a “Monthly Accommodation Survey”
- A pilot survey is currently running before the full-scale launch of the Monthly Accommodation Survey

V. Proposed Monthly Accommodation Survey



Scope

- This sample survey will collect information for statistical and economic analysis of establishments classified in ISIC 55 (Accommodation) according to the fourth revision of the International Standard of Industrial Classification of all Economic Activities (ISIC rev. 4).
- Division 55 Accommodation
 - 5510 Short-term accommodation activities
 - 5520 Camping grounds, recreational vehicle parks and trailer parks
 - 5590 Other accommodation

V. Proposed Monthly Accommodation Survey (cont'd)

- This class includes the provision of short-term (typically on a daily or weekly basis) accommodation provided by:
 - Hotels
 - Motels
 - guesthouses
 - pensions
 - bed and breakfast units
 - visitor flats and bungalows
 - holiday homes
 - chalets, housekeeping cottages and cabins
 - youth hostels
 - Bush camp
 - camping site and caravan park; and
 - backpacker, boarding house and hostels

V. Proposed Monthly Accommodation Survey (cont'd)

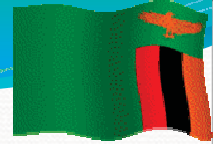
Reference period: The data is to be collected on a monthly basis

Collection period: Data will be collected for the preceding month.

Data sources and methodology

- Target population consists of all statistical establishments (firms or units) classified as hotels and lodges according to the ISIC Rev. 4 industry Classification System.
- The survey questionnaire comprises the following key variables (see sample):
 - Employment (by sex)
 - Rooms available and occupied
 - Beds available and occupied
 - Purpose of visit
 - Income and expenses
 - Occupancy by place of origin; and
 - Purpose of visit

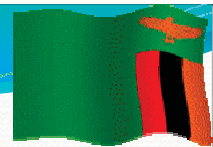
V. Proposed Monthly Accommodation Survey (cont'd)



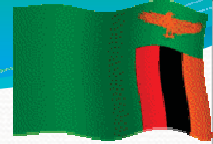
Data collection:

- The CSO maintains a cadre of staff in all the provinces whose main job is to collect economic statistics, including accommodation statistics
- Data collected directly from respondents through personal visits by CSO staff
- The completed questionnaires from all provinces are transmitted to the National Accounts Branch for data entry and processing
- Data capturing system designed in MS Access

V. Challenges



- Major constraints include:
 - Limited budget allocation;
 - Lack of harmonisation;
 - Weak record-keeping by most respondents;
 - Most respondents require a lot of follow-ups



VI. Future Plans

- Formation of a statistical team comprising all stakeholders in tourism statistics
- Develop of a System of Tourism Statistics

END
THANK YOU!!