CURRENT SITUATION

- Collection of Monthly Arrival Statistics at 7 popular ports of entry including the airport
- 300,350 arrivals in 2007
- Main sources of market based on the regions: (Africa, Europe, Asia, Americas and Asia) in ascending order
- Total contribution in GDP in 2007 was M154m (1.3%) based **ONLY on** accommodation establishments in the absence of TSA
IMPORTANT GAPS

- Data collection tool e.g. unpacking purpose of visit
- Language barrier e.g. German and Chinese speakers
- Strengthening institutional cooperation
INITIATIVES TO IMPROVE

1. Tourism Taskforce established (MTEC – Chair, LTDC, CBL, BOS and Immigration) mandated to address technical issues e.g. Revision of Monthly Arrival Collection Tool and establishment of TSA

2. Sensitisation Workshop for Data Capturers and Collectors in March 2008

3. HOBA – Heads of Border Agencies (LRA – Chair, LTDC, Immigration, NSS, Police and Road Fund) mandated to improve the welfare of border officials
INBOUND VISITORS’ EXPENDITURE

- Visitor’s Survey conducted once a year during Peak Season i.e. Dec – Jan
- Captures inbound visitors’ expenditure on souvenirs and accommodation
Quarterly Accommodation Surveys also covers information on revenue accrued from accommodation; however this is not classified into expenditure by residents and non-residents.

Minimal expenditure on accommodation due to use of RSA Tour Operators and overnight stay at neighbouring RSA accommodation establishments.
KHOTSO PULA NALA!!!