SA TOURISM’S DEPARTURE SURVEY

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SOUTH AFRICAN TOURISM
AGENDA

- Introduction to the Departure Survey
  - Sampling approach
  - Selecting a respondent
  - Quality control
The Departure Survey is an important tool in gathering data and monitoring progress on SAT key objectives

*The Tourism Act’s mandate to SA Tourism is ...*

- Sustainable GDP Growth
- Sustainable job creation
- Redistribution and transformation

... through six key objectives ...

- Increase in tourist volume
- Increase in tourist spend
- Increase length of stay

- Improve geographic spread
- Improve seasonality patterns
- Promote transformation

... by acting in a focused way to ...

- Understand the market
- Choose the attractive segments
- Market the Destination

- Facilitate the removal of obstacles
- Facilitate the product platform
- Monitor and learn from tourist experience

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Objectives of the survey

The main objective of the survey is to collect information on foreign tourists who visited SA

The aim of this survey has been to understand and track the travel and expenditure patterns of foreign tourists as well as to gain information on which sites and attractions were visited.

The primary types of information gained in the departure survey are:

- Purpose of travel
- Length of stay
- Spend information
- Satisfaction levels
- Visitor demographics
Questionnaire

Air - Face to face interviews in the airport departure lounges; +/- 30 min

Land - Face to face interviews after the tourist has exited SA customs at land border posts; +/- 10 min

- How the decision was made to visit South Africa
- What their travel arrangements were
- How long the visitors spent in South Africa
- Information pertaining to the sites visited, their satisfaction levels with the facilities and services and types of accommodation used. This has been broken out into each of the provinces of South Africa.
- Their overall impressions of their visit to South Africa
- Their expenditure patterns while in the country
- Travels to other African countries
- Personal demographic information

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Background to the survey

- Pre - 2002
  - Bi-annual (summer & winter) survey of air tourists
- 2002
  - Monthly survey at Johannesburg & Cape Town International airports
  - Bi-annual (summer & winter) survey at 12 borders
- 2003 to 2006
  - Monthly survey at airports and land borders

Foundation of knowledge bank at SAT

To date, over 90,000 interviews have been conducted, giving us large, reliable sample sizes and a longitudinal view of the tourism market.
AGENDA

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Sampling process

Population are all foreign travellers to South Africa from the major ports of entry, i.e. airports and land borders. Source: Statssa, Tourism & Migration release P0351

Sample is drawn on proportional to the actual arrivals for the month. Sampling units are the two major international airports and 10 land border posts

Sampling points are the departure lounges at the airports and at the 3 points at the land border posts

Probability sampling
   ↓
   Stratified
   Strata → Systematic

Draw at 95% confidence level with an approximate margin of error of 2.0

Execute sample design
Arrivals by road and air are the predominant modes of travel to South Africa
Furthermore, there are specific sites that get larger volumes of traffic passing through.

### Arrivals by air to SA

- **OR Tambo**: 73%
- **Cape Town**: 27%
- **Durban**: 0.2%
- **Other**: 0.4%

### Table: No of land border posts

<table>
<thead>
<tr>
<th>Country</th>
<th>No of land border posts in SA</th>
<th>No of land border posts where we survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botswana</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>Lesotho</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>Mozambique</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Namibia</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Swaziland</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>55</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>
Data analysis

Data files are received for each quarter

Data files received for each year

The survey results are weighted to the total arrivals into South Africa by air and road as SA Tourism is not able to extract the number of tourist arrivals by air and road from the data released by StatsSA.

SA Tourism

- Conducts all analysis using SPSS
- Reports on the data for both internal and external stakeholders

Quarterly reports
- A consolidated view of all foreign tourist trips in the quarter
- Combines arrivals stats and departure survey stats
- Reports on key metrics, i.e. arrivals, spend, length of stay, provincial distribution, satisfaction levels
- Report released every 3 months

Annual reports
- A consolidated view of the calendar year
- Combines arrivals stats and departure survey stats
- Reports on key metrics, i.e. arrivals, spend, length of stay, provincial distribution, satisfaction levels
- Report released once a year in July

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## Areas where survey is conducted

### Land Border Posts Sampling Units

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Border Posts</th>
<th>Number of Border Posts used for Departure Survey</th>
<th>Names of Border Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botswana</td>
<td>18</td>
<td>2</td>
<td>Kopfontein</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pioneer Gate</td>
</tr>
<tr>
<td>Lesotho</td>
<td>14</td>
<td>2</td>
<td>Buthe-Butha</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Maseru</td>
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<tr>
<td>Mozambique</td>
<td>4</td>
<td>1</td>
<td>Lebombo</td>
</tr>
<tr>
<td>Namibia</td>
<td>7</td>
<td>2</td>
<td>Alexander Bay</td>
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<td>Vioolsdrift</td>
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<tr>
<td>Swaziland</td>
<td>11</td>
<td>2</td>
<td>Oshoek</td>
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<td></td>
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<td>Golela</td>
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<tr>
<td>Zimbabwe</td>
<td>1</td>
<td>1</td>
<td>Beitbridge</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>55</strong></td>
<td><strong>10</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Airport Sampling Units

<table>
<thead>
<tr>
<th>Name of Airport</th>
<th>Number of Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>O.R Tambo International Airport</td>
<td>1967 Interviews/month</td>
</tr>
<tr>
<td>Cape Town International Airport</td>
<td>733 Interviews/month</td>
</tr>
</tbody>
</table>

Total: 55 Land Border Posts Sampling Units

Total: 10 Airport Sampling Units

Total 2,700 Interviews/month

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Sampling procedure at the airports

1st respondent is selected by sampling the person in the 1st designated (“x”) seat

If that seat is not occupied, interviewer selects next seat in clockwise direction

Next respondent to be selected is the next designated (“x”) seat (skip 5 chairs from last interview)

Sampling Zones – Rotated between interviewers
Sampling procedure at the land border posts

Border gate arrival

Formalities

Departure preparation

Pre-recruit respondent
Team supervisor approaches every 5th person or party

Confirm/interview

Complete interview

Only 1 person per group may be interviewed.
Selecting the respondent

The right respondent meet all of the following criteria:

<table>
<thead>
<tr>
<th>Criteria ONE:</th>
<th>The respondent may not be a South African citizen or resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria TWO:</td>
<td>The respondent must have spent at least 1 night in South Africa</td>
</tr>
<tr>
<td>Criteria THREE:</td>
<td>The respondent may not have spent more than 365 days in South Africa</td>
</tr>
<tr>
<td>Criteria FOUR:</td>
<td>The respondent must have spent their time in South Africa outside of the airport (for surveying at airports)</td>
</tr>
<tr>
<td>Criteria FIVE:</td>
<td>The respondent may not have received an income IN South Africa on their trip</td>
</tr>
<tr>
<td>Criteria SIX:</td>
<td>The respondent may not have been interviewed by South African Tourism within the past 12 months</td>
</tr>
</tbody>
</table>
Selection of a respondent

In front of each questionnaire, is a “call sheet” which helps us understand:

How many travelers are approached before a successful interview occurs?

What are the reasons for when a traveler is not interviewed?

Respondent qualifies but is not interested

Respondent qualifies but is in a hurry

Respondent qualifies but there is a language barrier

Respondent doesn’t qualify – is in transit

Respondent doesn’t qualify – is an SA citizen/resident

Respondent doesn’t qualify – is a Day Visitor

Respondent doesn’t qualify – has been interviewed before

Respondent doesn’t qualify – is a contract worker in SA

Respondent doesn’t qualify – is younger than 18 years of age

Record Language

Record Amount Spent

SOUTH AFRICAN TOURISM

Try Obtain E-mail Address
Sampling Guidelines

Obtaining the exact number of interviews amongst the relevant Nationalities is VERY important and Non-negotiable.

Sample progress must be tracked on a daily basis with the supervisor sending daily updates to the head office.

Daily quota control sheets are used to keep physical record of the sample progress.

Flight schedules should be closely monitored to ensure that difficult nationalities are specifically targeted.

Asking the respondent his/her country of residence must be done carefully so as to ensure the correct individual is interviewed (some respondents can mistake their residency with their nationality). Their answer should be verified against the town/city in which they live.

The sample sometimes requires for “Other America” or “Other Europe” or “Other Africa” or “Other Asia/Australasia” nationalities to be obtained - every interviewer should have a definition of each of these.

Call sheets should be filled in diligently and accurately.
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Quality control consists of a number of stages and various levels of verification

Interviewer completes an Interview and checks the consistency and accuracy of the information.

Any discrepancies are investigated with the respondents.

Interviewer hands completed questionnaire to team supervisor.

Any inconsistencies or discrepancies cause the document to be destroyed and replaced.

Supervisor hands completed questionnaire to Field Manager.

Field Manager Checks 10% of each Interviewers work.

Data Director receives Data file from Editing/Coding Manager.

Data Director runs A comprehensive set of Quality checks (many automated).

Editing and Coding Manager receives data File from Capturing Manager.

Editing/Coding Manager checks 100% of each Interviewers work.

Field Manager hands Completed questionnaires to Capturing Manager

Capturing Manager checks 100% of each Interviewers work.
THANK YOU