Outbound Tourism for SA

UNWTO Capacity Building Programme

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• What is available?
• What is being done?
Outbound Statistics – What does RSA currently have?

**Short Answer – VERY LITTLE OUTBOUND DATA!**

Realise the importance of the data – medium to longer term goal in the TSA process

Correct ‘instruments’ to start collecting outbound data
Outbound Statistics – What does RSA currently have?

What do we have at present?

BOP – Services, income and transfers (Payments – Travel item)

Assist in providing a ‘total’ for outbound tourism expenditure
Outbound Tourism

Outbound Statistics – What does SARB actually have?

BOP – Services, income and transfers (Payments – Travel item)

- Credit Card transactions
- International Transaction Recording System (ITRS)

Where do SARB get this data?

Preferred supplier of quality statistics
Outbound Statistics – What is Stats SA doing?

Domestic Tourism Survey

Not the main focus – but a starting point!

Domestic part of outbound as well as same day and overnight outbound
Outbound Statistics – What is Stats SA doing?

DTS – what type of information are we asking on same day and overnight outbound?

• Country visited;
• When;
• Nr of people on the trip;
• Travel agents and tour operators;
• Package;
• Expenditure (incl pre and post);
• Airline;
Outbound Statistics

BOP
Provide the ‘level’ of outbound expenditure

DTS
Provide the ‘distribution’ of outbound expenditure
Outbound Statistics

Perhaps the most difficult of tourism stats to collect, as major part of expenditure happens outside of the borders of the country of reference

Start thinking already about what ‘instrument’ would be most appropriate to start collecting data on outbound tourism for your country. And what questions would you ask to collect the data you would need??