USAGE OF TOURISM STATISTICS AT NATIONAL LEVEL

Capacity Building on Tourism Statistics Workshop

10 February 2009
DATA AND SOURCES

• Foreign Arrivals figures – Statistics South Africa
• Visitor Arrival Figures – South African Tourism
• Global Arrival Figures – UNWTO
• Economic Impact Estimates – World Travel and Tourism Council
2008 January to August Growth

Source: UNWTO world tourism barometer
January to October 2007/8 Change in Visitor Arrivals to South Africa by Region

- **Europe**: 2%
- **Americas**: 6.7%
- **Middle East**: 13.8%
- **Australasia**: 7.8%
- **Asia**: -5.0%
- **Africa**: 6.0%
- **Total**: 5.4%

Source: SAT
January to October 2008 Share of Visitor Arrivals to South Africa by Region

- Europe: 14.4%
- Americas: 4.4%
- Middle East: 0.5%
- Australasia: 1.3%
- Asia: 2.2%
- Africa: 76.5%
- Unspecified: 0.7%
Usage of Tourism Statistics: Projects

- Draft Tourism Growth Strategy – DEAT, SAT
- Tourism Trend report - DEAT
- Air-Lift Strategy – Led by DOT
- Global Competitiveness Project – DEAT, SAT, DTI
- 2010 Tourism Plan – DEAT, SAT
- Tourism Sector Skills Plan
- Tourism Satellite Account – led by StatsSA
THANK YOU