DTI Tourism unit:

Use of Tourism Statistics

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- DTI TOURISM DIRECTORATE
- USE OF STATISTICS: EXAMPLES
- CHALLENGES
- BENEFITS OF A TSA
• QUESTIONS & COMMENTS
Tourism sector development specialists at the dti

Tourism Sector Development Strategy identified macro level interventions to unlock growth

Work predominantly with other government departments and organisations as well as industry associations

Collaborate with other dti divisions and agencies on tourism matters
Examples of areas where the tourism unit use tourism and other statistics

• Strategic planning – Tourism Sector Development Strategy:
  – Illustrate the significance of tourism as an economic sector and build a case for tourism development and government support
  – Identify challenges to industry growth and inform tourism development proposals

• Conceptualisation of a customised tourism investment incentive:
  – Objectives – job creation, BEE, geographic spread of product
  – Tourism performance data to build a case for introducing a customised tourism incentive scheme
  – Unemployment data used as basis to identify eligible/ineligible areas

• Bilateral air transport negotiations with DOT
  – General trade data and available tourism/migration statistics
Examples of key challenges and information gaps

• Fragmented nature of tourism statistics
  – Many different sources being quoted
  – Information gaps and poor estimations

• Tracking of tourism investment
  – No robust investment tracking system in place
  – Media reports provide anecdotal evidence of investment trends

• Niche market research
  – Limited information/statistics available
  – Niche sector research projects provide a starting point
Some of the benefits that a TSA will have include:

- Official source of accurate data on the economic value and contribution of tourism – credibility
- Improve industry perception and understanding – standard communication
- Improve strategic planning capability
- Indicate key information gaps that can be pursued through specific research projects
• Thank you

• Questions and comments

• Contact

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