SA Tourism’s Study on the FIFA 2010 World Cup

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25 August 2010

Study objectives

Impact of 2010 FIFA World Cup on tourism in South Africa

- How many tourists visited South Africa for the event
  - Have they visited South Africa before?
  - Have they attended other SWC’s?
- How much revenue was generated by these tourists
- Characteristics of these tourists
  - Expenditure patterns of SWC tourists while in South Africa
  - Length of stay in South Africa
  - Provinces visited
  - Accommodation usage
  - Activities undertaken
  - Attractions visited in each province
  - Overall impressions of their visit to South Africa
  - Personal demographic information
  - Future intention to visit South Africa
  - Recommendation of South Africa as a tourist destination
**Instrument to be used**

**SAT’s Departure Survey:** collect information on the travel and expenditure patterns of foreign tourists who visited South Africa

**Airport survey:**
- 2,700 per month
  - ORTIA
  - CIA
  - KSIA

**Land border survey:**
- 1,000 per month
  - Botswana x 2
  - Lesotho x 2
  - Mozambique x 1
  - Namibia x 2
  - Swaziland x 2
  - Zimbabwe x 1

**Face-to-face interview**
- Interviewer administered
- CAPI implementation

**Data analysis**

The survey results are weighted to the tourist arrivals into South Africa by air and road as SA Tourism using data published by StatsSA.

**SA Tourism**
- Conducts all analysis using SPSS

**Report**
- Separate SWC 2010 impact report
- Results also included in Q2 & 3 2010 report
- Results expected at the end of the year (2010)
  - Weighted data dependent on release of arrivals stats by StatsSA