



*Inspiring new ways*

# TOURISM PERFORMANCE REPORT

JANUARY–  
DECEMBER 2018





# DEFINITIONS

Tourism is not an industry in the traditional sense because industries are classified according to the goods and services they produce, while tourism is a consumption based concept that depends on the status of the consumer. With the growing significance of tourism globally and the increasing economic interdependence between countries, it is becoming vital that there is a common language for defining and measuring tourism statistics.



**Country of residence** - If a person resides (or intends to reside) for more than one year in a given country and has there his/her centre of economic interest (e.g. his/her major source of income), he /she is considered as a resident of this country.



**Visitor** - Any person travelling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.

**Same day visitor** - who visits a place for less than one night.

**Tourist** - A visitor who stays at least one night in the place visited.

**International Tourist** - An international visitor who stays at least one night in collective or private accommodation in the country visited.



**Domestic visitor** - A visitor whose country of residence is the country visited. This may be nationals of this country or foreign.

**Domestic Tourist** - A resident visitor who visits within the economic territory of the country of reference.

**Trip** - A journey undertaken by one or more members of the household for at least one night away from home, where a person did not receive any remuneration (did not make any profit) at that destination. It is important to note that a trip must be complete. That means a trip is only applicable when a person returns to his/her place of residence.

**Usual environment** - To be outside the usual environment the person should travel more than 40 kilometers from his/her place of residence (one-way) AND the place should NOT be visited more than once a week. This includes place of work and place of study. Leisure and recreational trips are included irrespective of frequency.



# ABOUT THE REPORT

This consolidated report prepared by the newly formed Strategy, Insights and Analytics unit (SIA) provides a review of the performance of the tourism sector in 2018 compared with previous years.

This report provides a summary of tourism's performance and must be read in conjunction with the tables at the end of the report for the detail that informs the report.

## INTERNATIONAL ARRIVALS STATISTICS



This report by SIA is based on the systems and methodologies that were developed and applied from 2001. In 2002, South African Tourism extended the survey of departing foreign tourists at OR Tambo International Airport from a summer and winter survey to a survey conducted throughout the year. In 2003, the coverage was extended to Cape Town International Airport as well as monthly surveys of the largest segment of foreign arrivals, i.e. land border arrivals. The Departure Survey measures the travel behaviour of foreign tourists as they leave South Africa from both land and airports of entry (the size of people arriving by sea is negligible, and hence travel by sea is not included in the survey).

As it is not feasible to interview every tourist leaving the country, SA Tourism (designed a random stratified sampling framework of  $n = 3,800$  per month at the airports and  $n = 1,000$  per month at the land border posts). This is derived from the Statistics South Africa (StatsSA) tourist arrivals data which is representative of the tourist arrival universe. The sample is drawn to be representative of the population at a margin of error of 1.6% for the airport monthly sample and 3.1% for the land border monthly sample at a confidence interval (95%).

The results are subsequently statistically weighted up to the tourist arrivals by air and road as released by Stats SA, in a given time period. This allows continuous tracking into expenditure patterns, accommodation usage, travel behavior, experiences, buying-process and travel patterns.

## DOMESTIC STATISTICS



The domestic survey is conducted through in-home face-to-face interviews, which is the optimum and feasible mode of contact for this particular study for ensuring desired data validity and data soundness. The sample is designed as a multi-stage, stratified sample of  $n = 1,300$  per month. The sampling framework is built from geographic strata, which are based on enumerator areas, (EAs) that are used as primary sampling units (PSUs), and households which are used as the secondary sampling units (SSUs), the sampling is further representative of the adult South African population aged 18 years and older.

In each EA drawn, four households are systematically selected with equal probability. The EAs are disproportionately allocated to the main strata in order to ensure sufficient representation for domestic tourism and smaller provinces. The sample design ensures that all stratification variables such as province, metro, urban, rural, race, age and gender are covered. The domestic survey has a margin of error of 2.7% at a confidence interval of 95% on the monthly sample. Results from the obtained sample are weighted based on Stats SA's mid-year population estimates of South African citizens aged 18 and above.



## THE REPORT IS BASED ON THE FOLLOWING REPORTS:

- Statistics SA's Tourism & Migration releases
- South African Tourism's departure tourism surveys
- Statistics SA's Tourism Satellite Account for South Africa
- Euromonitor for Travel & Tourism
- UNWTO World Tourism Barometer
- South African Tourism's domestic tourism survey
- World Travel Tourism Council - WTTC

## DISCLAIMER

The SIA Unit makes every effort to publish reports that are error-free. However, with the large number of complex records that are analysed, we cannot guarantee that all reports are totally free of error. All errors that are detected are immediately corrected and the latest version of the report is always be made available on [www.southafrica.net/research](http://www.southafrica.net/research).

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To access this report online please visit the research section on the South Africa Tourism website at [www.southafrica.net/research](http://www.southafrica.net/research) or for more information e-mail: [research@southafrica.net](mailto:research@southafrica.net).

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# TOURISM OUTLOOK

# GLOBAL TOURISM PERFORMANCE

6.0% ▲

UNWTO estimates that worldwide international tourist arrivals (overnight visitors) increased 6% to 1.4 billion in 2018, above the 3.7% growth registered in the global economy. The Middle East (+10%), Africa (+7%), Asia and the Pacific and Europe (both at +6%) led growth in 2018. Arrivals to the Americas were below the world average (+3%). UNWTO's long-term forecast published in 2010 predicted the 1.4 billion mark of international tourist arrivals for 2020. Yet stronger economic growth, more affordable air travel, technological changes, new businesses models and greater visa facilitation around the world have accelerated growth in recent years.

- **Europe** International tourist arrivals reached 713 million in 2018, a 6% increase over 2017. Growth was driven by Southern and Mediterranean Europe (+7%), Central and Eastern Europe (+6%) and Western Europe (+6%). Results in Northern Europe were flat due to the weakness of arrivals to the United Kingdom.
- **Asia and the Pacific** (+6%) recorded 343 million international tourist arrivals in 2018. Arrivals in South-East Asia grew 7%, followed by North-East Asia (+6%) and South Asia (+5%). Oceania showed more moderate growth at +3%.
- **The Americas** (+3%) welcomed 217 million international arrivals in 2018, with mixed results across destinations. Growth was led by North America (+4%), and followed by South America (+3%), while Central America and the Caribbean (both -2%) reached very mixed results, the latter reflecting the impact of the September 2017 hurricanes Irma and Maria.
- **Africa** increased by 7% in 2018 (North Africa at +10% and Sub-Saharan +6%), to an estimated 67 million arrivals.
- **The Middle East** (+10%) showed solid results in 2018 consolidating its 2017 recovery, with international tourist arrivals reaching 64 million.

## • OUTLOOK 2019

UNWTO forecasts international arrivals to grow 3% to 4% in 2019, more in line with historic growth trends. As a general backdrop, the stability of fuel prices tends to translate into affordable air travel while air connectivity continues to improve in many destinations facilitating the diversification of source markets. Trends also show strong outbound travel from emerging markets, especially India and Russia but also from smaller Asian and Middle Eastern source markets. At the same time, the global economic slowdown, the uncertainty related to Brexit as well as geopolitical and trade tensions may prompt a “wait and see” attitude among investors and travellers. Overall, 2019 is expected to see the consolidation among consumers of emerging trends such as the quest for ‘travel to change and to show’, ‘the pursuit of healthy options’ such as walking, wellness and sports tourism, ‘multigenerational travel’ as a result of demographic changes and more responsible travel.

# TOURISM PERFORMANCE IN SOUTH AFRICA



## DOMESTIC: TOTAL

<b>17.7 MILLION</b>	<b>R26,4 BILLION</b>	<b>3.9 NIGHTS</b>	<b>69,3 MILLION</b>	<b>8.4%</b>	Tourists visited more than one province
COMPARED TO 2017 ▲ +2.9%	▲ +19.5%	▼ -4.9%	▼ -1.1%	-3.4	Basis points growth compared to 2017

## DOMESTIC: HOLIDAY

<b>2,6 MILLION</b>	<b>R8,2 BILLION</b>	<b>3.4 NIGHTS</b>	<b>9,3 MILLION</b>	
COMPARED TO 2017 ▼ -11.3%	▲ +20.6%	▼ -4.3%	▼ -0.2%	

## INTERNATIONAL

<b>10,5 MILLION</b>	<b>R82,5 BILLION</b>	<b>11.7 NIGHTS</b>	<b>118,1 MILLION</b>	<b>20.3%</b>	Tourists visited more than one province
COMPARED TO 2017 ▲ +1.8%	▲ +2.2%	▼ -4.5%	▼ -2.0%	-0.14	Basis points growth compared to 2017

## TOTAL TOURISM IN SOUTH AFRICA

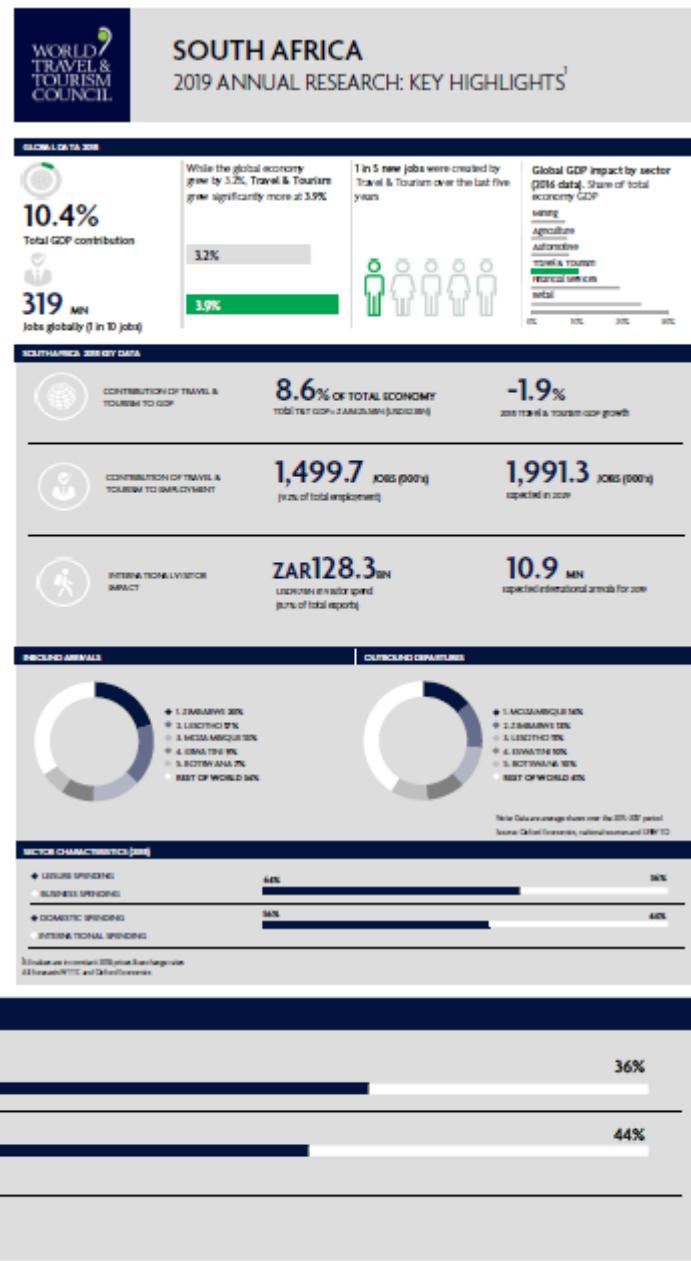
<b>28,2 MILLION</b>	<b>R108,9 BILLION</b>	<b>187,3 MILLION</b>
COMPARED TO 2017 ▲ +2.5%	▲ +5.5%	▼ -1.8%

# IMPACT OF TOURISM IN SA ECONOMY

-1.9% ▼

There were a total of 28.2 million overnight trips in South Africa in 2018; 17.7 million of those trips were taken by South Africans (domestic tourism trips) whereas the remaining 10.5 million were by international tourists. The total tourism revenue (foreign and domestic direct spend) was an estimated R108.9 billion, a 5.5% increase compared to 2017. World Travel and Tourism Council (WTTC) estimates that the economic impact of tourism (measured through tourism's total contribution to GDP) dropped by -1.9% to a total of R425 billion. This suggest that investors and major players in the sector paused generating incremental economic activities. Tourism contributed by 9.2% jobs to the total South African workforce.

- Total Travel & Tourism contribution to GDP: 8.6%
  - ❖ Total T&T GDP = R425.5Bn
  - ❖ Tourism is estimated therefore to be the 6<sup>th</sup> biggest sector in the economy.
- Total Travel & Tourism contribution to employment: 1 499.7 jobs (000) (9.2% of total employment)
- International visitor spend/ exports: R128.3Bn (8.7% of total exports)



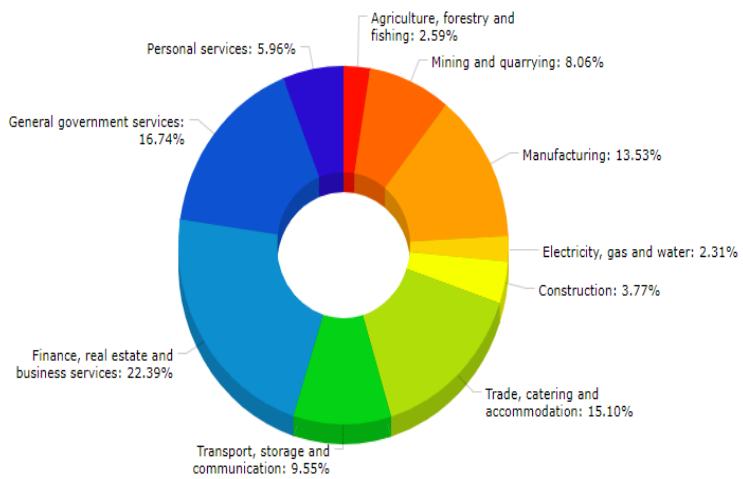
<sup>1</sup>All values are in constant 2018 prices & exchange rates  
All forecasts WTTC and Oxford Economics

# THE SOUTH AFRICAN ECONOMY

0.8% 

The economy marginally grew by 0.8% in 2018, decelerating from the 1.4% growth rate of 2017. The largest contributors to the growth in the economy was the growth in finance and government services. Expenditure grew by 0.7% and final household consumption increased by 1.8%, contributing to the 1.1 percentage points to the increase in real GDP.

Finance, Real Estate and Business Services industry is by far the biggest industry in South Africa, making up almost a quarter of the country's total GDP in 2018. The manufacturing industry is continuing its slide down from where it was many years ago, of around 20% to currently making up around 13% of SA's total economy.



The top sectors (contribution to GDP) in the South African Economy in 2018 are:

- Finance, real estate and business services: R640 368 228 613 (22.39%)
- General government services: R478 692 538 116 (16.74%)
- Trade, catering and accommodation: R431 668 773 614 (15.10%)
- Manufacturing: R386 883 873 805 (13.53%)
- Transport, storage and communication: R273 192 556 983 (9.55%)
- Mining and quarrying: R230 514 386 567 (8.06%)
- Personal services: R170 530 340 058 (5.96%)
- Construction: R107 665 136 484 (3.77%)
- Agriculture, forestry and fishing: R74 157 433 156 (2.59%)
- Electricity, gas and water: R65 931 792 241 (2.31%)

<https://www.southafricanmi.com/south-africas-gdp.html>

Tourism is estimated therefore estimated to be the 6th biggest sector in the economy.

According to the World Top Exports Report, gems, precious metals, ores and vehicles are South Africa's top exports.

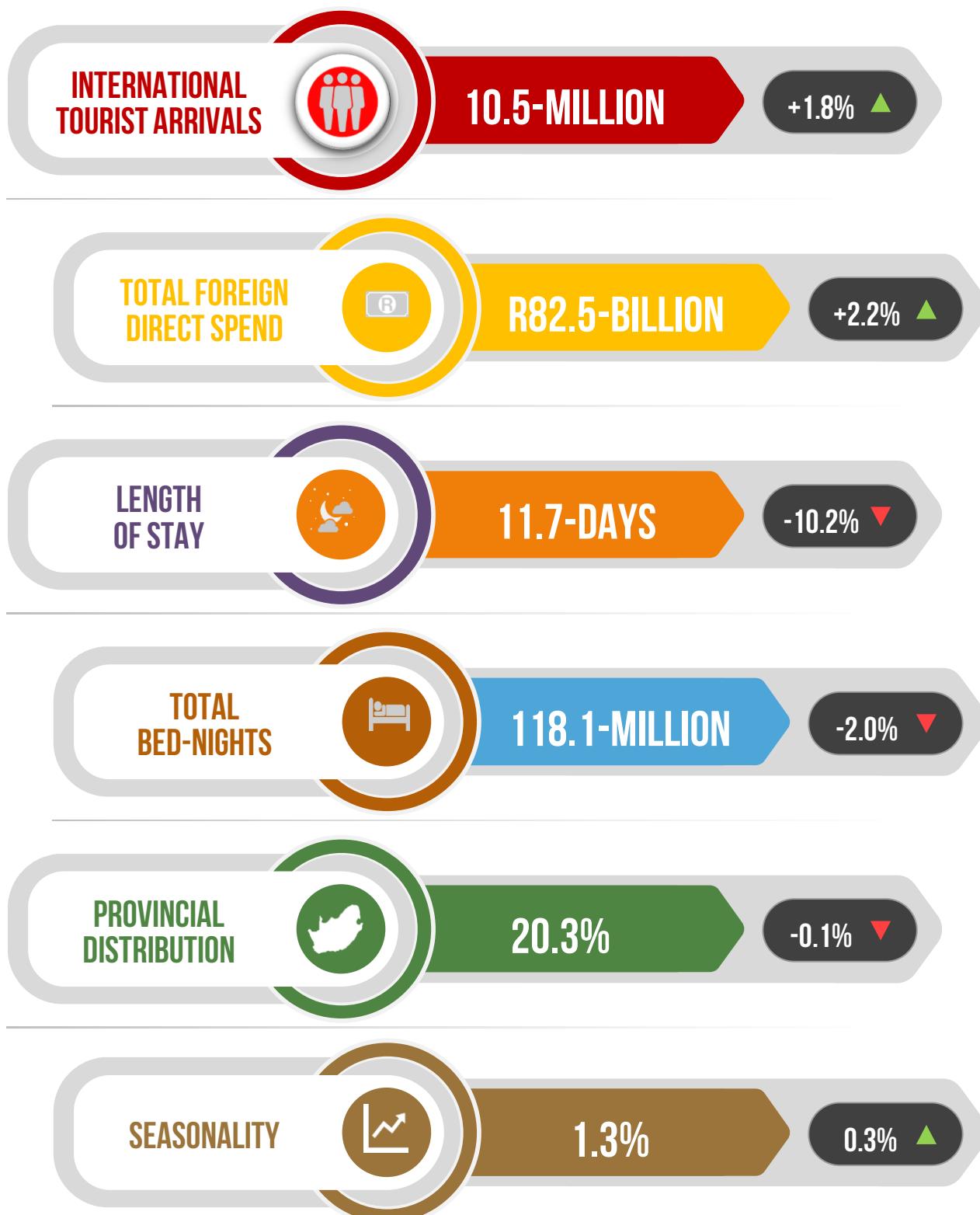
- Gems, precious metals: US\$16.6 billion (17.5% of total exports)
- Ores, slag, ash: \$11.8 billion (12.5%)
- Vehicles: \$10.8 billion (11.4%)
- Mineral fuels including oil: \$10 billion (10.6%)
- Iron, steel: \$6.3 billion (6.7%)
- Machinery including computers: \$5.8 billion (6.2%)
- Fruits, nuts: \$3.7 billion (3.9%)

Source: <http://www.worldstopexports.com/south-africas-top-10-exports/> (Source: WTEX)

A scenic landscape at sunset or sunrise. In the foreground, a giraffe is silhouetted against the bright sky. In the middle ground, three tourists are watching the animal from a grassy hillside. The background is filled with lush green trees and bushes under a warm, golden sky.

# INTERNATIONAL TOURISM PERFORMANCE

# KEY PERFORMANCE INDICATORS



# SUMMARY OF KEY FINDINGS



There were **10.5 million international tourist** arrivals recorded in 2018, a +1.8% increase compared to 2017. A fifth (20.3%) of tourists travelled to more than one province. Gauteng, Limpopo, Western Cape and Mpumalanga being the most visited provinces.



**The revenue generated** increased by +2.2% to an estimated **R82.5 billion**. South Africa a very lucrative shopping destination as tourist think the pricing and variety of merchandise is good. In 2018, the retail sector benefited from a R24 billion injection from spend by international tourists, a growth of +13.5% compared to 2017.



**International tourists stayed on average 11.7 nights** in the country resulting in a total of 118 million bed nights. Six out of ten tourist stayed in unpaid accommodation. Nights spent in AirBnB increased by 63.9% in 2018 to approximately 2.6Mn bed nights.

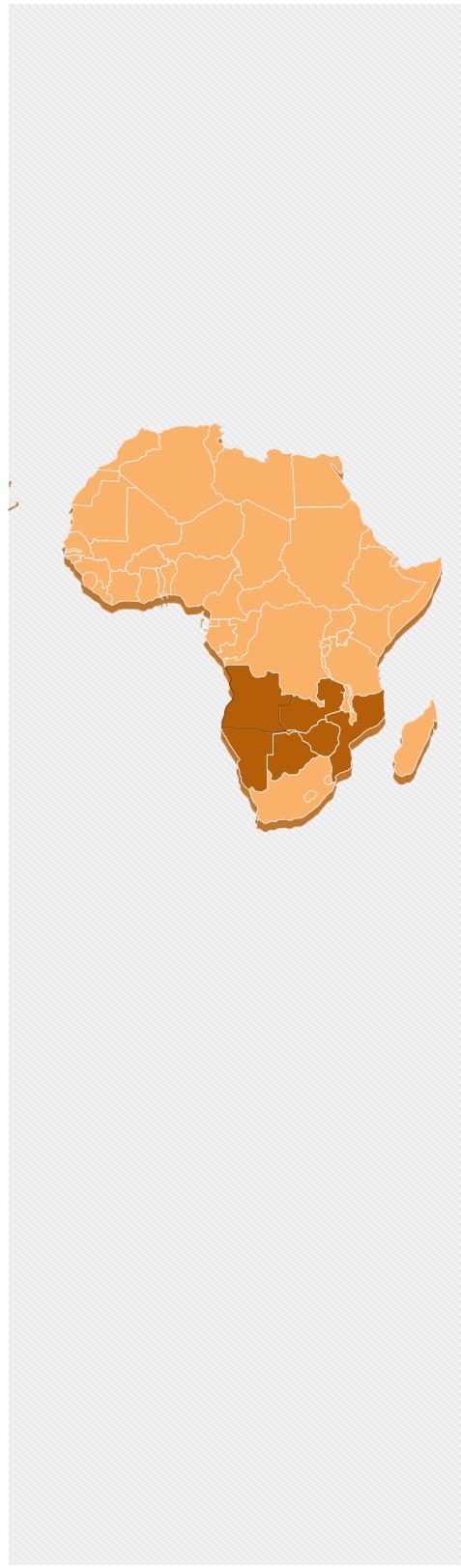
The main purpose of visiting South Africa was to visit with friends and relatives. The proportion of tourist for VFR dropped to just under 39%. The other reasons for visiting the country was for holiday and shopping for products for own use. Holiday tourists were attracted by safari and wildlife experience of the country. 18.0% of the international tourists that visited South Africa were first time visitors while the remaining 82% were repeat visitors. Predominantly (57.3%) of tourists are younger than 34 years.

- Although there was some growth in 2018, the negative impact of the Cape Town water crisis affected travel to SA in most markets. The bookings were either postponed or switched to other destinations such as the USA, Turkey and Kenya.
- Safety and security pose major barriers to tourism growth. Increased reports in markets such as Europe, of tourists being victims of crime as well as tourist hotspots targeted, has led to governments advising their citizens about the risks of travelling to South Africa.
- Land expropriation without compensation had a negative impact of the perception of South Africa as a tourist destination. Australia and the USA are the countries most exposed to this topic. In this period, President Trump weighed in on the matter by initiating a study into farm killings in South Africa, and this was widely publicised.
- The perception of South Africa as a destination has not worsened but tourists seem to apply a wait and see approach as likelihood to visit SA in the next 18 months has dropped from 14% to 13%. Forward bookings for 2019 suggest that this will be another tough year for tourism specifically for businesses relying on overseas source markets.

# INTERNATIONAL TOURISM PERFORMANCE

## AFRICA

- Tourist arrivals from this region accounted for 7.8 million in 2018 and has grown by 3.0% compared to 2017. 94% of tourists from the region are repeat visitors who travel for VFR purposes. In the past 3 years, there has been an increase from 5% to 12.4% in the share of tourists coming for holiday from Africa.
- **Africa land markets** (71% of total international arrivals) grew by 2.8% to a total of 7.4 million in 2018. Driving the growth in this region is the growth from Malawi (+12.7%), Zimbabwe (+8.3%), Mozambique (+1.6%), Botswana (+1.1%) and Eswatini (+0.8%). Outside visiting for VFR related reasons, shopping for business and personal items is the key purpose of travel from these markets. The share of holiday arrivals from Zimbabwe and Mozambique doubled in 2018. According to Forwardkeys, there was an 11% increase in number of tourists flying from Zimbabwe into South Africa. These tourists spent at least one night in South Africa, so they were not necessarily just transiting to other destinations. The markets that decline were Namibia(-4.0%), Zambia(-4.1%) and Lesotho decline(-0.5%). Namibia has seen greater economic challenges as it has been now 2 years of recession.
- **Africa air markets** (3.3% of total tourist arrivals) grew the strongest by 7.4% to reach 341 390 tourist arrivals. The markets that drove the growth were Angola (+31.6%), DRC (+19.1%), Ghana (+18.6%), Morocco (+13.0%), Nigeria (+5.6%), Ethiopia (+5.0%), and marginal increases from Kenya (0.9%) and Tanzania (0.5%).
- **Angolan** tourists predominantly visit for holiday (27.2%), but in 2018, the growth was driven by an increase in business travel.



# INTERNATIONAL TOURISM PERFORMANCE

## AFRICA

- **DRC** is a VFR (39.7%) market for South Africa. In 2018 there was a substantial growth in holiday travel from 5.4% to 21.3%. Shortage of flights to SA is limiting the potential of this market. SAA used to fly daily but now it is only flying 3 times a week with smaller aircrafts.
- From **Nigeria**, arrivals grew by 5.6% to a total of 53 769 arrivals. Although there was growth, the levels are still below 2016. Nigerians are concerned for their personal safety and attacks against foreign nationals in South Africa contribute to these concerns. The growth in arrivals in 2018 was driven by an increase in holiday travel from this market, from 18.9% to 30.2% in 2018. The deals driven campaigns on flights in 2018 contributed to the growth.
- The increase in travel from **Ethiopia** in 2018 was driven by VFR and medical tourism. Ethiopia has overtaken Kenya to become the largest economy in East Africa. Outbound travel has grown by 6.1% from 2013 to 2018.
- **Kenya** is one of the best performing economies in Sub-Saharan Africa. Real GDP rose to 6.1% in 2018, after gains of 4.9% in 2017. Growth of consumer spending continues to accelerate and both exports and a buoyant tourist sector provide additional support. Outbound travel by Kenyans has grown, with a 5.9% increase from 2013 to 2018. Spend on outbound travel grew by 101% over the same period. Tourist arrivals to South Africa only grew by 0.9% in 2018. Direct flights from Kenya to more destinations (France, UK, US) provides Kenyans with more options.
- **Tanzanians** predominantly travel to SA to attend business events as business delegates (22.1%) or visit friend and relatives (23.5%). The share of business delegates dropped in 2018 from the 29.7% recorded in 2017 while the holiday share dropped from 14.2% to 11.4%. Airline capacity has reduced from this market. FastJet pulled out of the market while SAA reduced its frequency and capacity.



# INTERNATIONAL TOURISM PERFORMANCE

## EUROPE

This is the second biggest source region for international tourism to South Africa and it declined by -1.5% to record 1.4 million tourist arrivals in 2018. There was lack of growth from our key source markets being the UK (-3.8%), Germany (-1.7%), The Netherlands (-8.0%) and France (-5.1%).

- Tourist arrivals from the **UK** declined by 3.8% in 2018. There has been a significant decrease in the share of holiday arrivals, down from 45.5% in 2017 to 56.3% in 2018. There was however an increase in the share of MICE tourists. According to Forwardkeys, the airfares from the UK to South Africa increased by 3.8%. This was a smaller increase compared to the 13.5% increase in airfares recorded in 2017. As it is becoming more and more expensive for tourists to fly to South Africa, we see countries that offer similar experiences to South Africa benefiting from this market. For example, tourist arrivals to Kenya from the UK grew by 37% in 2018.
- Tourist arrivals from **Germany** declined by 1.7% in 2018. According to Forwardkeys, the airfares in 2018 increased by 10.5% to an average of USD 660. Lufthansa and Condor largely kept their prices unchanged however SAA increased theirs by 21.1%. Arrivals to Zimbabwe grew by 15% in 2018. Victoria Falls, Hwange National Park, Matusadona, Mana Pools, Matopos, Gonarezhou and Great Zimbabwe are current drawcards, with interest growing on self-drive tourism is returning and off-the-beaten-track destinations like the Eastern Highlands and Chimanimani are seeing an increase in arrivals.
- Tourist arrivals from **France** decreased by 5.1% in 2018. The -5.1% decline in arrivals in 2018 can be explained by the increase in airfares of 7% compared to 2017. Heightened oil prices in France, have seen protesters take to the streets against, heightened fuel taxes, the protest are a call for French President to revise policies.



# INTERNATIONAL TOURISM PERFORMANCE

## EUROPE

- Tourist arrivals from the **Netherlands** decreased by 8% in 2018. The Dutch market have been deterred from travelling to South Africa due to negative perceptions of safety and security following incidents of crime against tourist in 2017. The airfare from this market increased by 2.6% to an average of USD 573 in 2018.
- The markets that grew in 2018 were Russia (33.9%), Belgium (5.9%), Spain (4.5%), Italy (4.5%) and Austria (1.7%).
- Russia has been growing in double-digits since 2017. The visa waiver has made SA an attractive and easy to travel to destination. In 2018 alone, international arrivals from this market grew by 33.9% to 16 783. Business travel market share increased from 17.7% to 25.2% in 2018 from this market.



## AUSTRALASIA

International tourist arrivals declined by -1.8% in 2018 to a total of 131 348. Tourism receipts declined by -4.2% to R2.3 billion. The average nights increased to 15.8 nights to a total of 1.9 million bednights.

- Australia**, which is the key source market in this region, declined by -0.4% to 115 846. The share of holiday arrivals dropped from 62.5% to 53.2% while VFR has increased from 24.3% to 27.4%. South Africa has seen a steady decline in market share with arrivals growth remaining lower than growth in outbound and growth of competitor destinations, these competitors are seen as more appealing due them being perceived as safer destination alternatives. Family travel makes up the bulk of outbound travel from this region and South Africa is not positioned as family friendly destination which is a key factor in this market where Australians have over 30 days of annual leave which coincides with school holidays. Tourists in this market travel with families as the cost of childcare is expensive and makes holiday destinations not suited for children not ideal for the bulk of outbound tourists.
- New Zealand** declined by -11.0% and has been declining for the past 2 years since the reciprocal introduction of visas in 2017. We are now 68% of where we were in 2016.

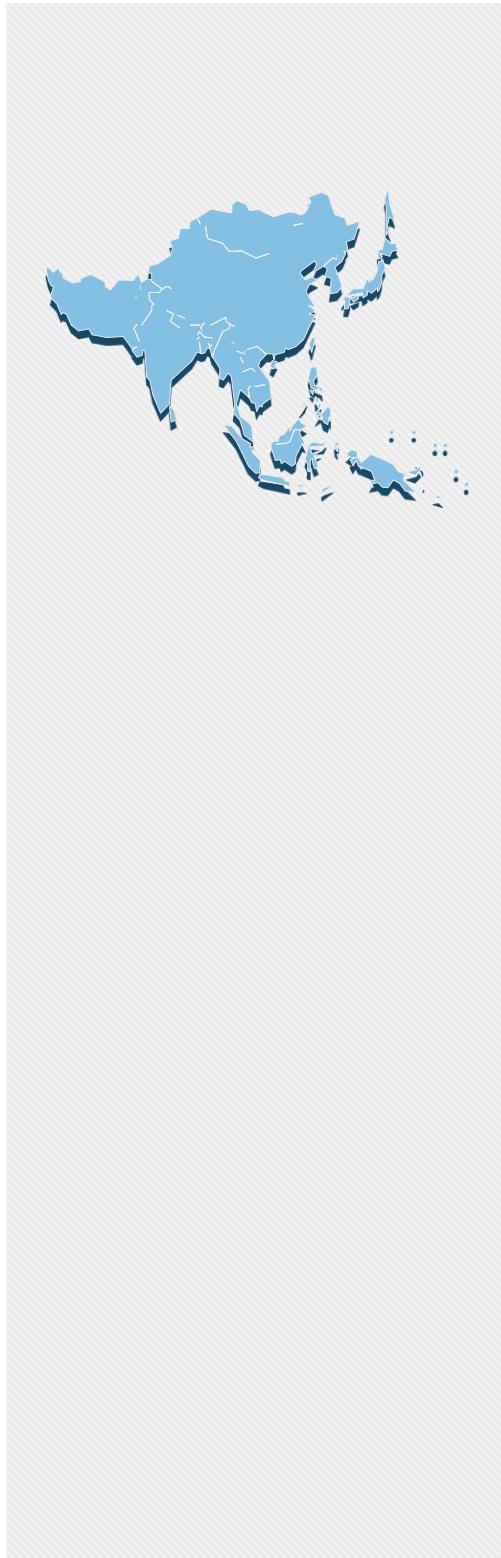


# INTERNATIONAL TOURISM PERFORMANCE

## ASIA

International tourist arrivals from this region declined by -2.0% in 2018 to reach a total of 310 982. All major markets except for Japan (+0.5%) declined in 2018. China (-0.2%), India (-4.6%), Malaysia (-19.6%), Singapore (-7.1%) and South Korea (-1.4%). The tourism revenue generated from this region decreased further by -6.4% to a total of R5.3 billion.

- Tourist arrivals from **China** decreased by -0.2% in 2018 compared to 2017. For Chinese tourists, South Africa has become more of a VFR (31.1%) and business events (20.0%) destination in 2018. The share of VFR tourists increased from 25.5% in 2017 to 31.1% in 2018 MICE tourists increased from 19.4% in 2017 to 20% in 2018. The holiday travel to South Africa from this market dropped to 29.8% in 2018 from 36.3% in 2017. We have been seeing a decline in holiday arrivals to South Africa since 2016. However, arrivals has started to improve since April 2018 with the Western Cape and KwaZulu Natal recording a positive growth out of this market. Fueling the recovery was an increase of information available in online platforms, marketing partnerships with brands that have online campaigns and the creation of online video content which appeals to the younger Chinese tourists. The growth we seeing is from tourist under the age of 35.
- Competitors are taking an advantage of this growing Chinese outbound market and as a result, 2018 was declared as EU-China Tourism year by EU Commission President Jean-Claude Juncker and the Chinese Premier Li Keqiang. This encouraged travel and investment between EU countries and China. The year-on-year increase for the first eight months of the ECTY2018 was 4%. Increasing interest in travelling to the EU was seen for the Labour Day and Dragon Boat Festival long weekends, while travel demand during the summer break (July-August) registered solid growth. Thirteen new routes were opened that helped improve the air connectivity between China and the EU.
- Tourist arrivals from **India** declined by 4.6% in 2018 compared to 2017. The declines in volume are driven by declines in MICE, holiday and VFR tourists. 1 out of every 2 tourists from India visit South Africa as either a business traveller (corporate travel) or a MICE tourist. The share of business travellers travel increased to 25.4% in 2018 from 18.9%. The challenge in this market are segment specific as the share of first time travellers to SA increased to 54.5% whereas the repeat travellers declined.

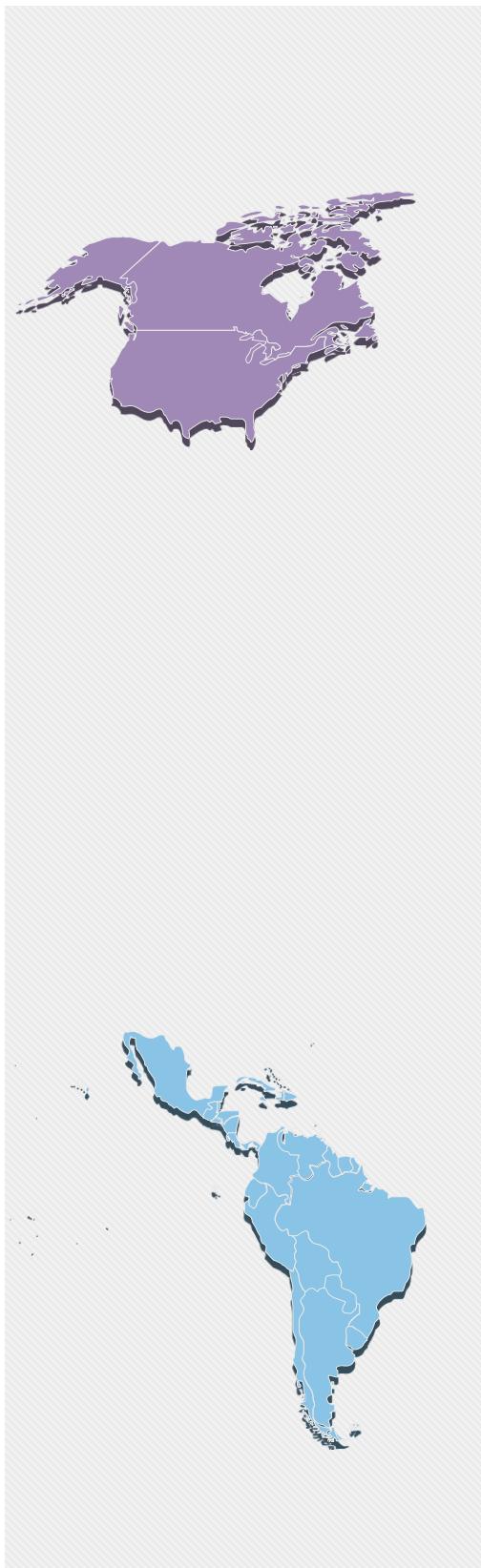


# INTERNATIONAL TOURISM PERFORMANCE

## NORTH AMERICA

South Africa welcomed 444 671 (1.5% growth) international tourist arrivals from this region in 2018 however the tourism receipts declined by -1.2% to R9.1 billion. Tourists from this part of the world stayed on average 16 nights. South Africa is a holiday (56.6%) destination for them.

- Tourist arrivals from the USA increased by 1.7% to reach a total of 376 892. 57.9% of tourists from this market were holiday tourists in 2018, down from 67.9% in 2017. On average, airfares dropped by 2.8% in 2018 compared to 2017. The only time where the airfares were higher than 2017 was in February-April 2018 (+5.8%). Outbound travel from this market grew by 3.3% compared to 2017 and markets that benefitted the most were the neighbouring markets Mexico and Canada.
- International arrivals from Canada grew by 0.9% to 67 779 in 2018. Majority of arrivals from this market are holiday travelers, but there has been a decrease in the number of holiday arrivals from 64.7% in 2017 to 47.6% in 2018. There was a growth in VFR travel accounting for 14.9% of Canadian tourist arrivals in 2017 to 26% in 2018. There was also an increase in MICE tourists accounting for 6% in 2017 to 9.7% in 2018.



## SOUTH AMERICA

**South & Central America** is the second smallest region in terms of arrivals to South Africa. In the last two years it has been growing strongly and in 2018 recorded a growth of 8.3% growth to reach a total of 116 516 arrivals. Tourism receipts from this region increased by 3.4% to R1.9 billion in 2018.

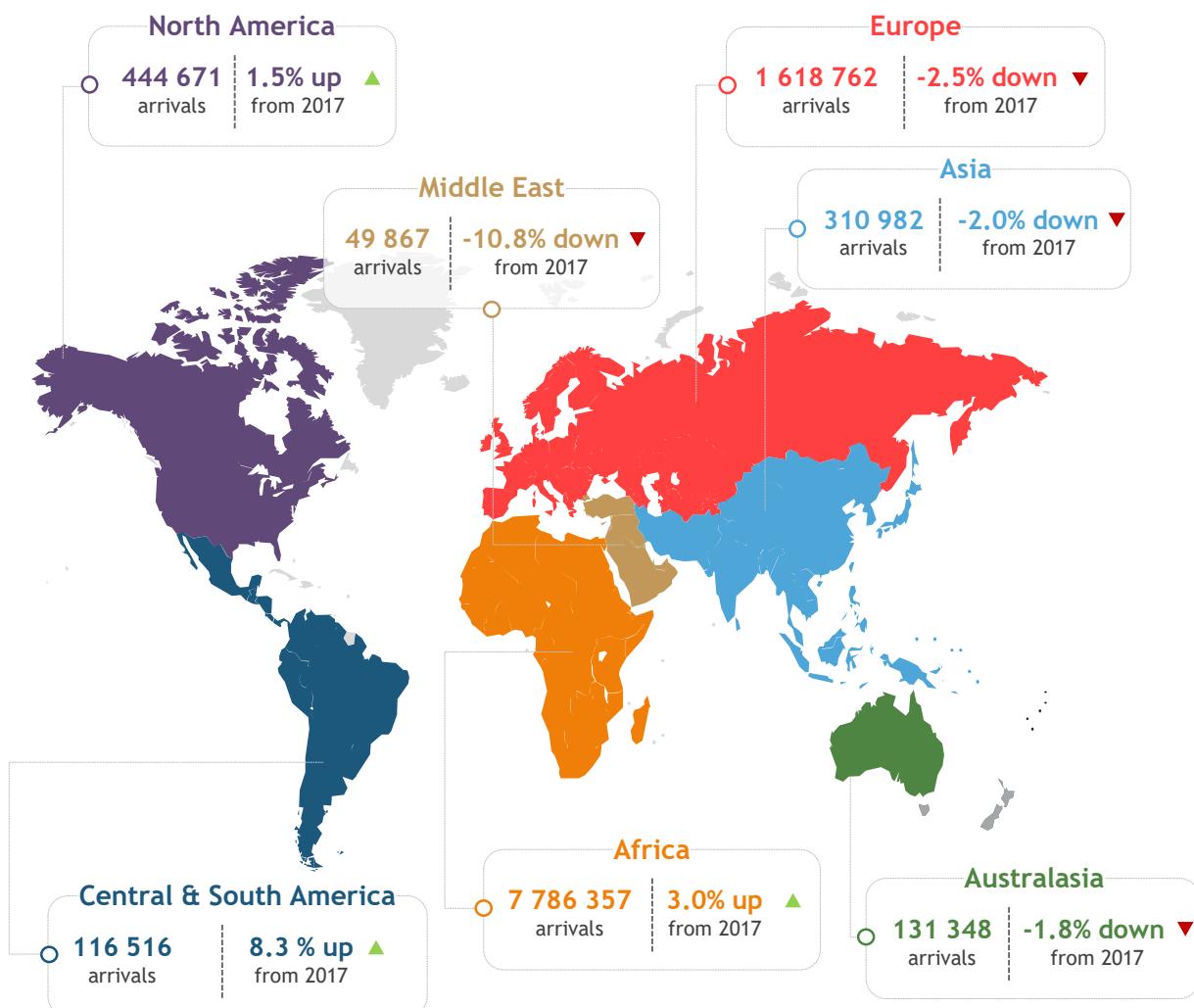
- **Brazil**, which the largest source market in this region, grew by 4% to reach 70 539. There was an increase in obligatory travel (business travel) in comparison to other previous years, this has helped to maintain growth in this market. The Brazilians are attracted by the safari offering and different culture of South Africa.
- **Argentina**, which the second largest source market in this region, grew to 19 439. This market is now double the size of what was reported in 2016. The introduction of LATAM airline has had a positive impact on arrivals to SA.



**INTERNATIONAL  
TOURIST ARRIVALS****10.5-MILLION**

+1.8%

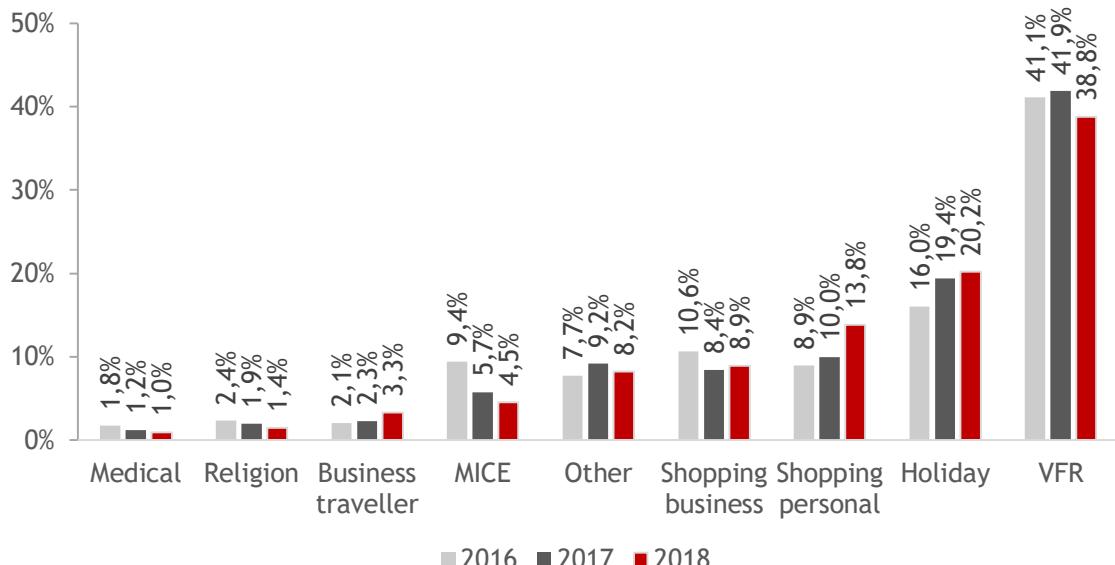
International tourist arrivals to South Africa reached 10.5Mn. This a growth of 1.8% compared to 2017 this growth is not only below the global average of 6% but is the slowest recorded in the past 3 years. All the regions declined except for North America, Africa and South America..



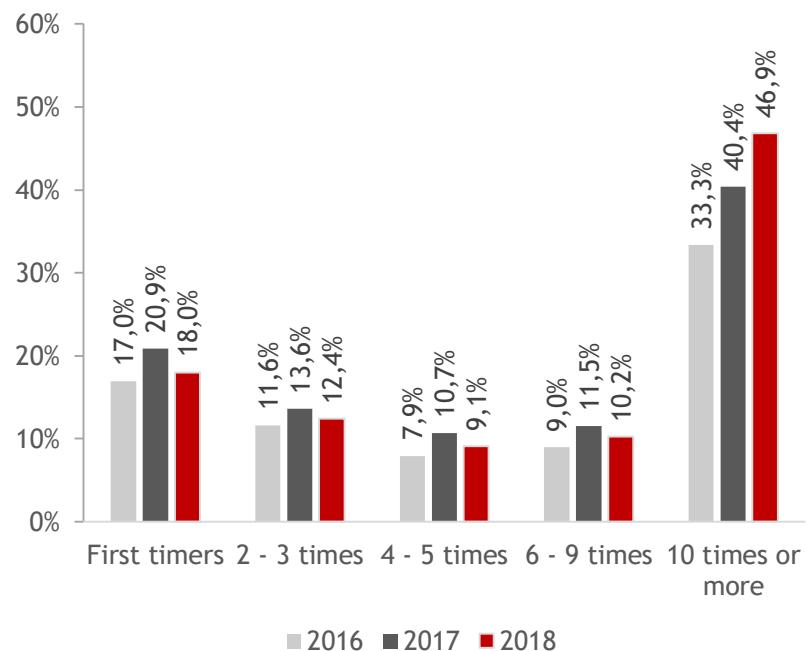
**INTERNATIONAL  
TURIST ARRIVALS****10.5-MILLION****+1.8% ▲****PURPOSE OF VISIT**

The main purpose of visit for international tourists was for VFR but the share of total arrivals decreased to 38.8% in 2018 from 41.9% in 2017.

Holiday was the second most popular reason for visiting south Africa and the share of holiday travel increased to 20.2% in 2018 from 19.4% in 2017.

**REPEAT RATE**

The majority of tourist arrivals were repeat travelers while first-time travelers accounted for less than 20% of total international arrivals. The share of first-time travelers decreased compared to 2017 while the repeat travelers increased.



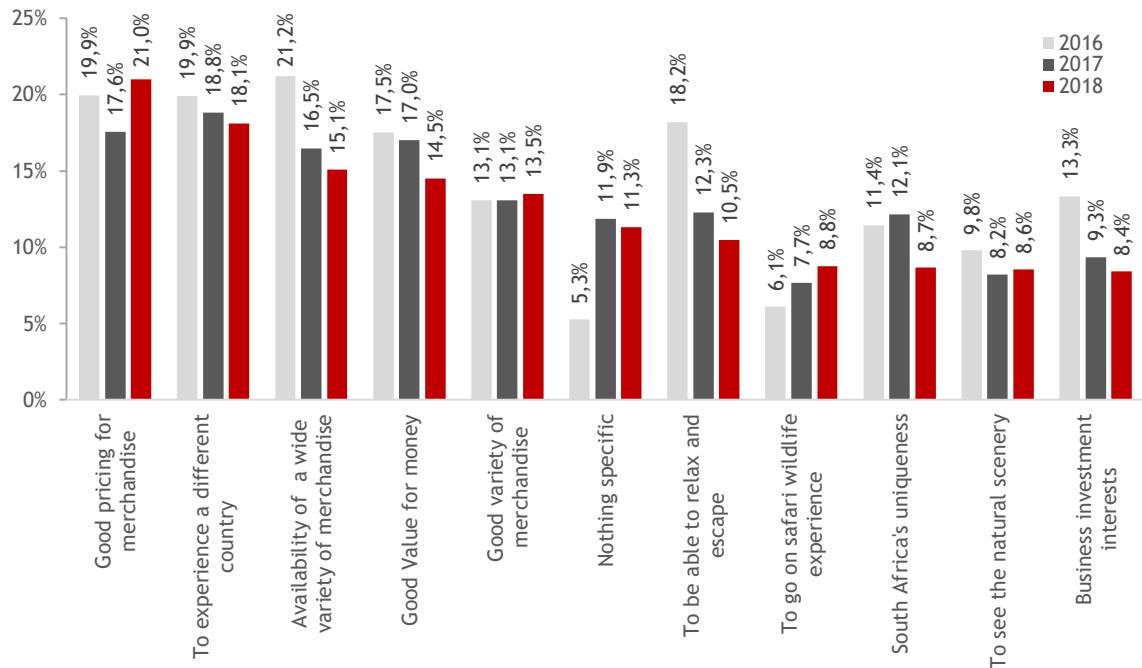
INTERNATIONAL  
TOURIST ARRIVALS

10.5-MILLION

+1.8% ▲

## WHAT ATTRACTED YOU TO SOUTH AFRICA?

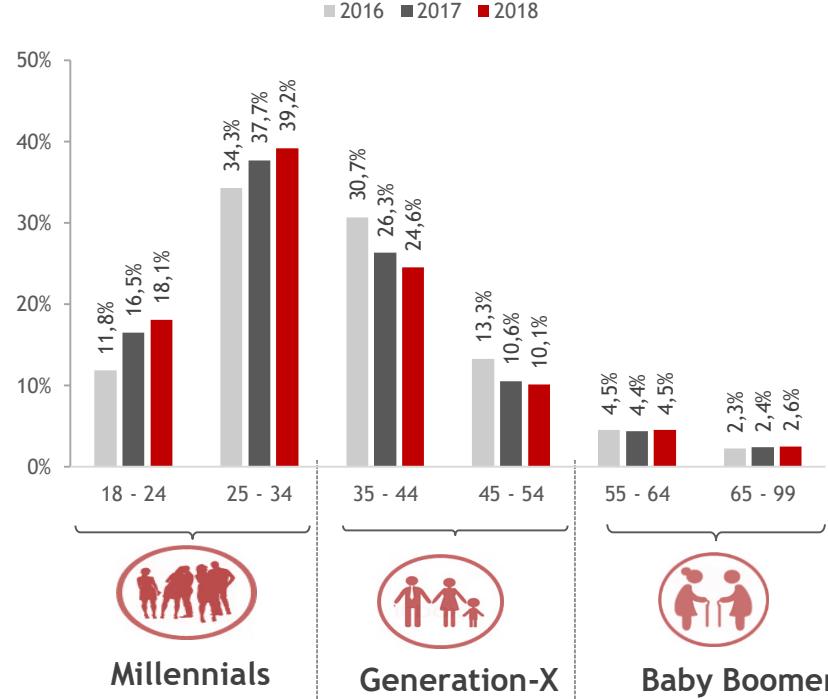
The main attraction for tourists to South Africa were related to South Africa as a shopping destination. This is substantiated by the fact that more than 70% of arrivals to South Africa are from Africa and more than 90% of this is from the neighbouring countries.



## AGE BREAKDOWN

Predominantly (57.3%) of international tourist that visited South Africa in 2018 were younger than 35 years.

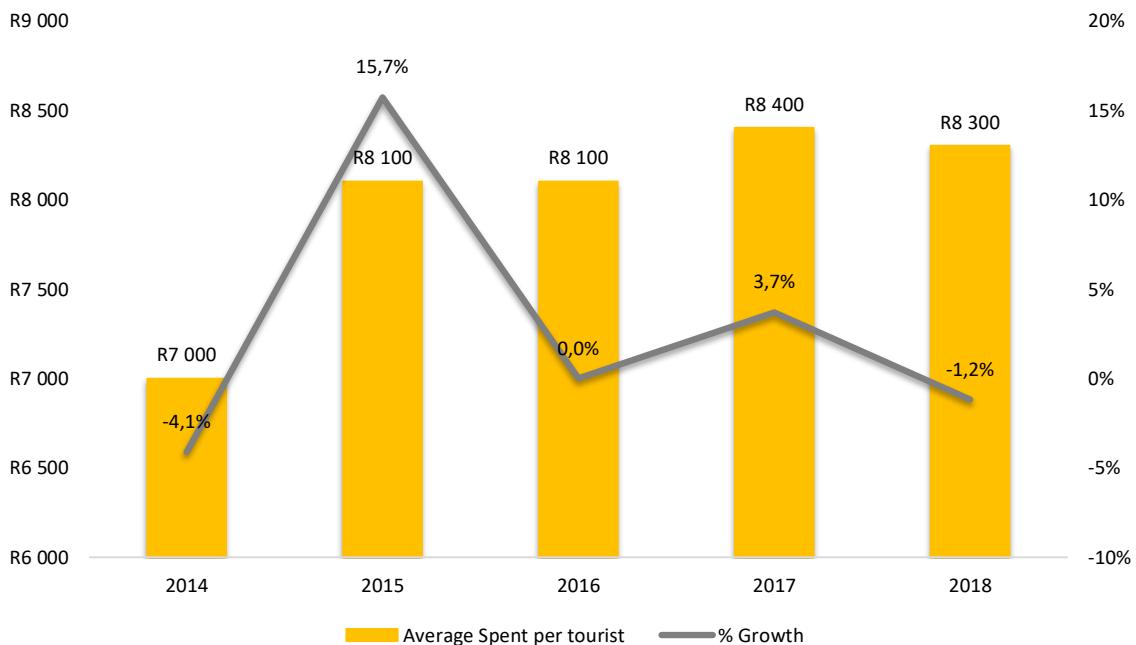
- The share has increased since 2016 and is driven by both younger and older Millennials.
- The popularity of South Africa among Generation-X travellers has dropped.



**AVERAGE SPEND PER INTERNATIONAL****R8,200****-1.2% ▼****AVERAGE SPEND PER INTERNATIONAL TOURIST**

The average amount spent by tourists directly in South Africa was R8 200. This declined by -2.4% (R100) compared to 2017. On average, tourists from Middle East are the biggest spenders followed by tourists from North America.

The average spend per tourist has increased in 2018 in all the regions except from Africa, Australasia and North America.



	2014	2015	2016	2017	2018
<b>Africa</b>	R5 100	R5 800	R5 200	R4 800	R4 600
<b>Asia</b>	R11 400	R13 500	R12 500	R15 800	R17 300
<b>Australasia</b>	R15 300	R17 300	R19 600	R20 200	R19 200
<b>South America</b>	R11 000	R17 400	R17 400	R16 000	R18 100
<b>Europe</b>	R14 300	R15 800	R17 700	R19 800	R19 800
<b>Middle East</b>	R11 500	R17 500	R19 800	R22 300	R25 100
<b>North America</b>	R13 800	R18 700	R19 900	R24 400	R22 900


**TOTAL FOREIGN  
DIRECT SPEND**
**R82.5-BILLION****+2.2% ▲**

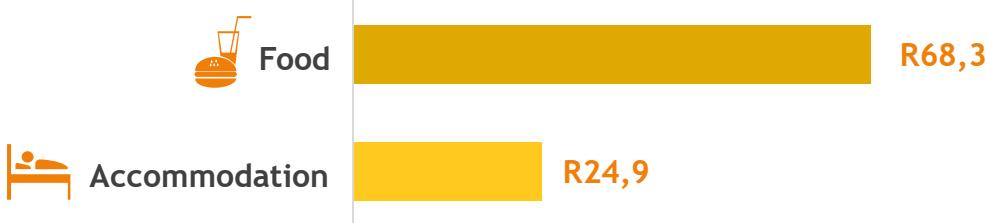
## SPEND CATEGORIES

International tourists predominantly spend their money on shopping and this has increased by 13.5% to R24 billion. Food was the second biggest spend category that recorded an increase of 4.2% to R14 billion. According to STATSSA preliminary report on Food and Beverage, income in this sector reach a total of R68.3 billion. This means that international tourists contributed 20.5% to this sector.

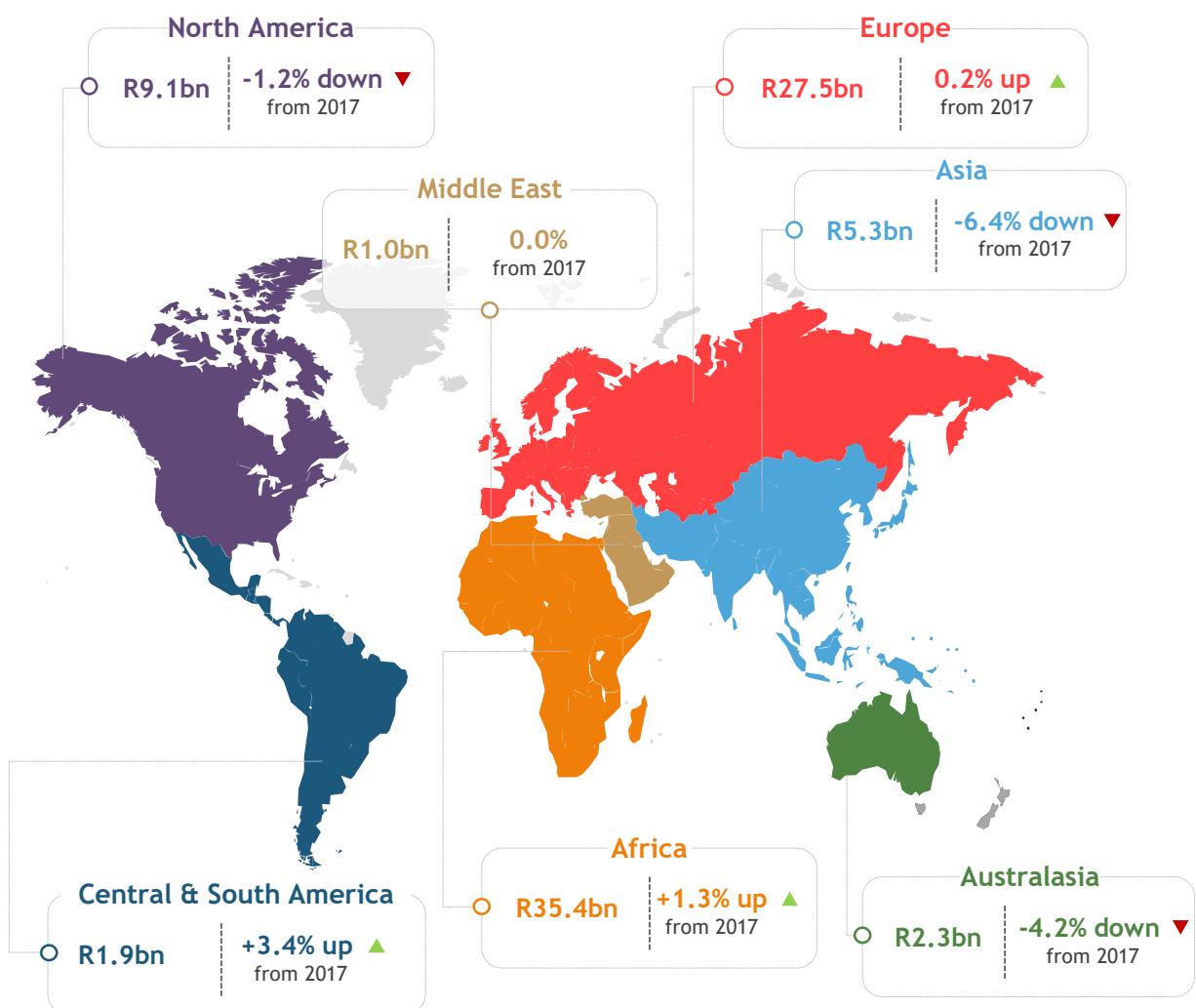
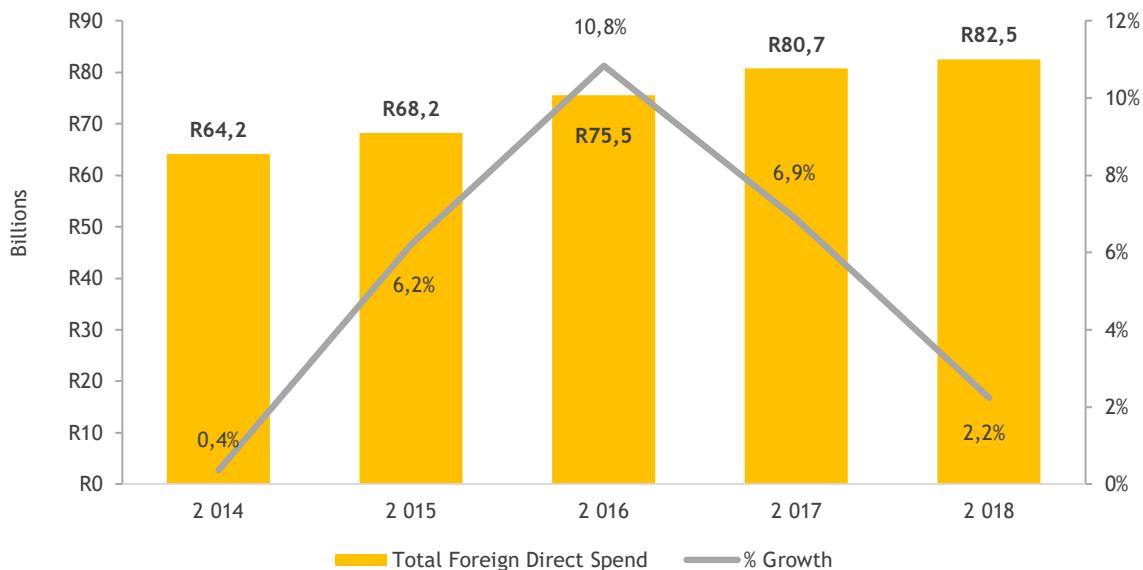
Amount spent on accommodation increased by 2.7% to a total of R12.1 billion. This is 50% of the total revenue generated from the accommodation sector.

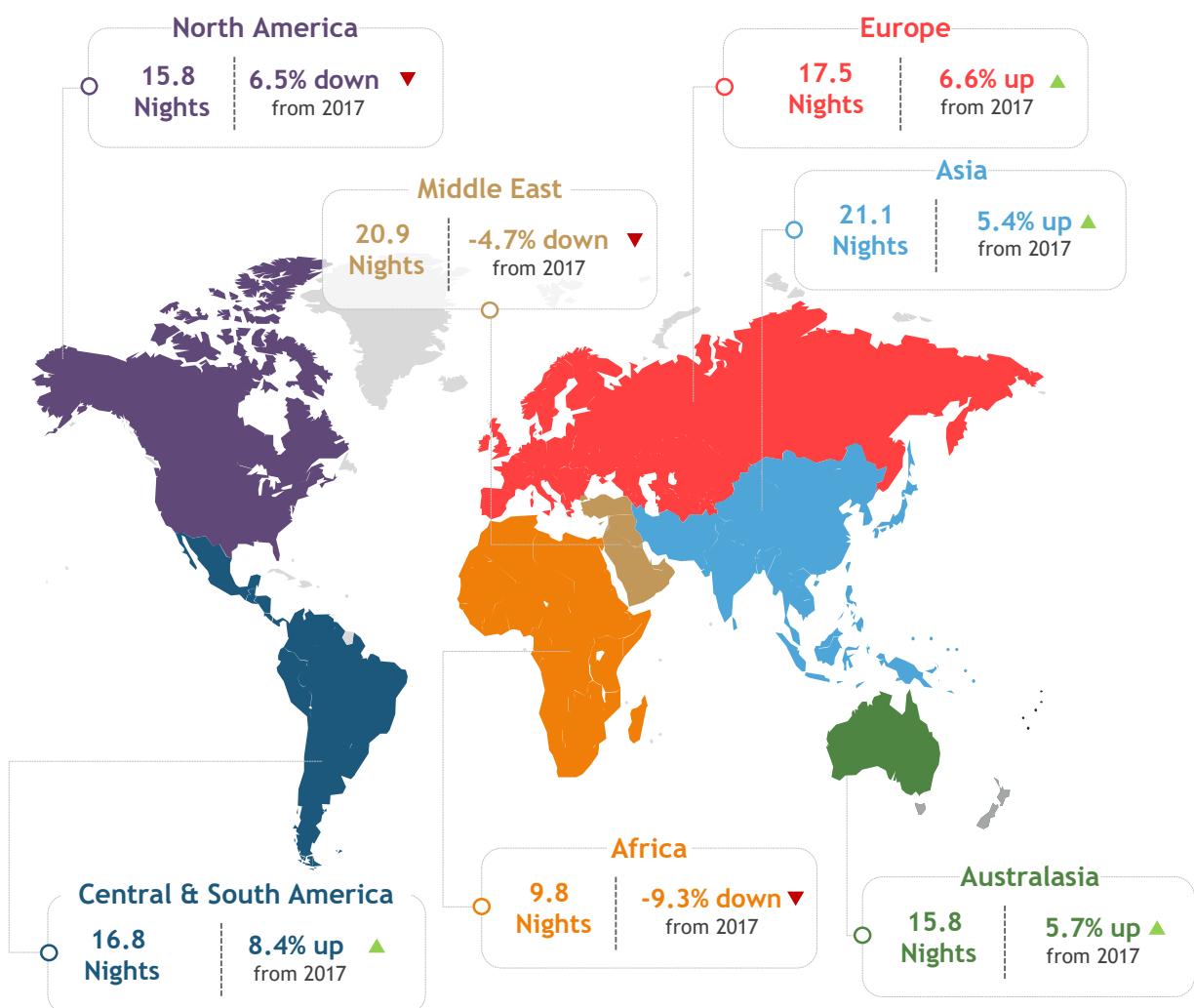
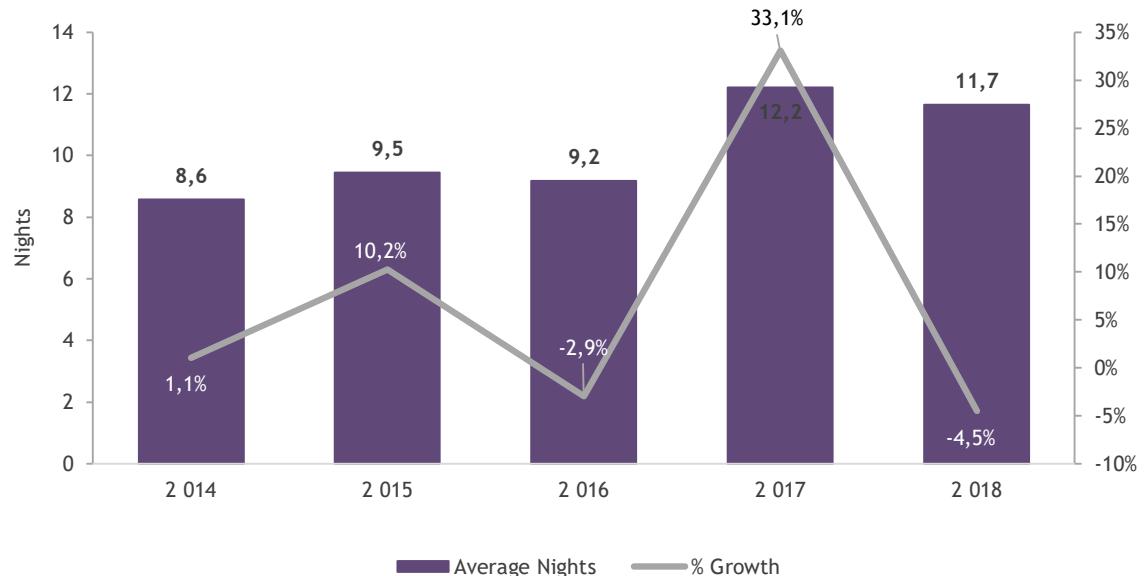
	2016 (Bn)	2017 (Bn)	2018 (Bn)	% Growth
 Shopping	R22,2	R21,2	R24,0	13,5%
 Food	R11,7	R13,6	R14,2	4,2%
 Accommodation	R7,8	R11,7	R12,1	2,7%
 Leisure	R7,4	R10,0	R10,7	6,5%
 Reselling	R97,1	R11,6	R7,4	-36,4%
 Transport	R5,4	R7,1	R7,3	3,8%
 Medical	R1,4	R1,0	R0,8	-21,5%

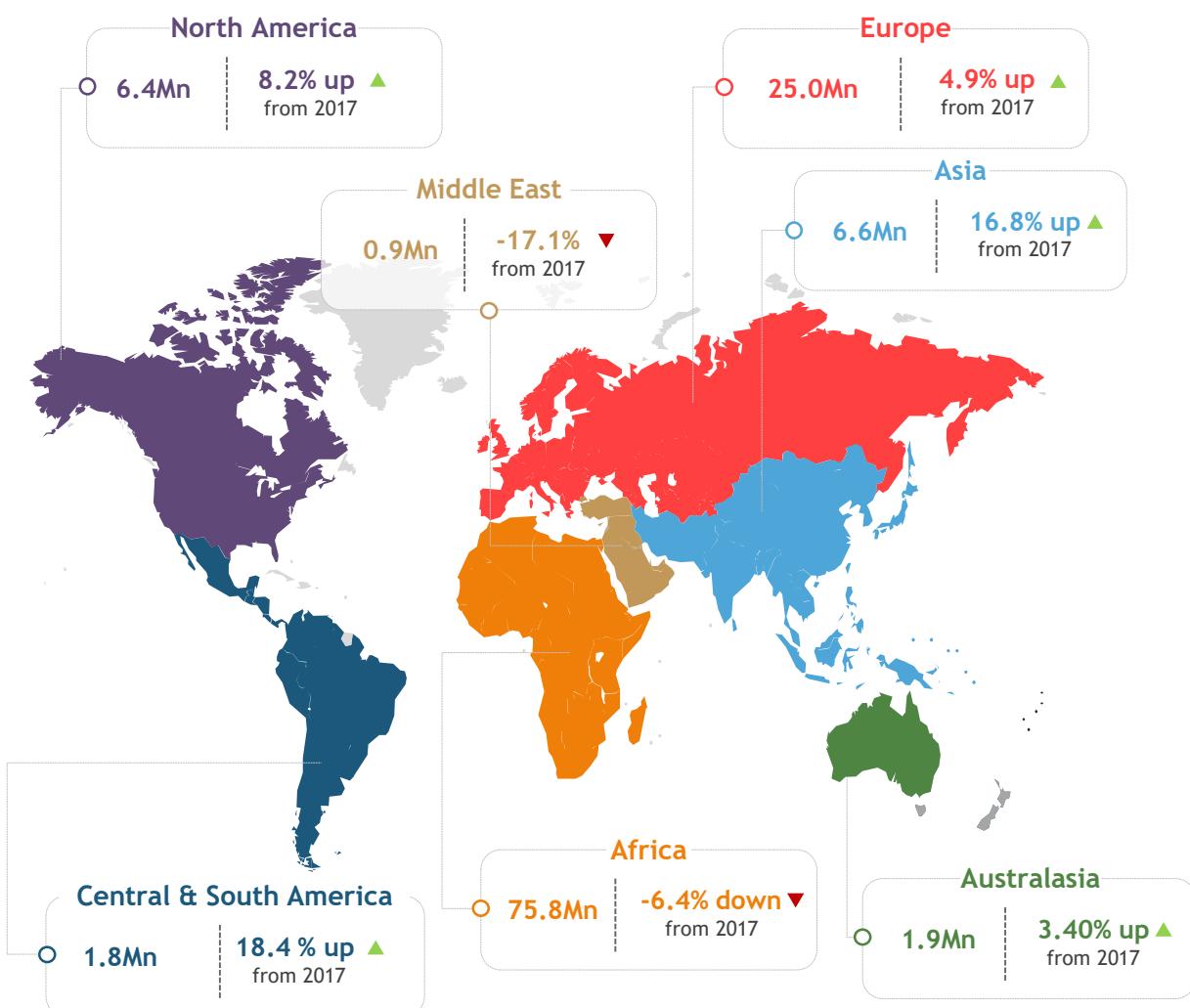
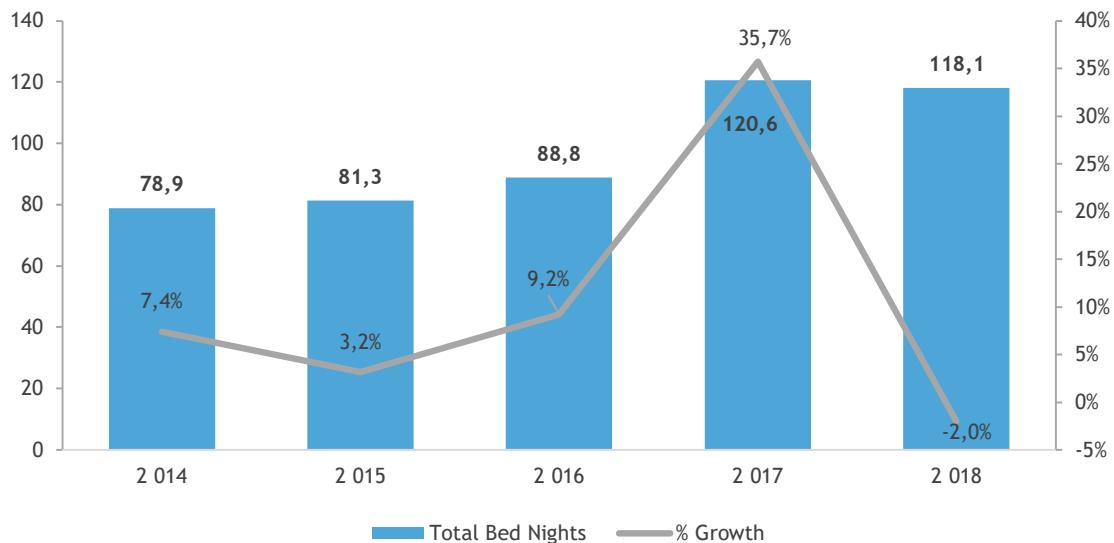
### Sector Size 2018 (Bn)



Source: Statistics SA Food and Beverage Report 2018









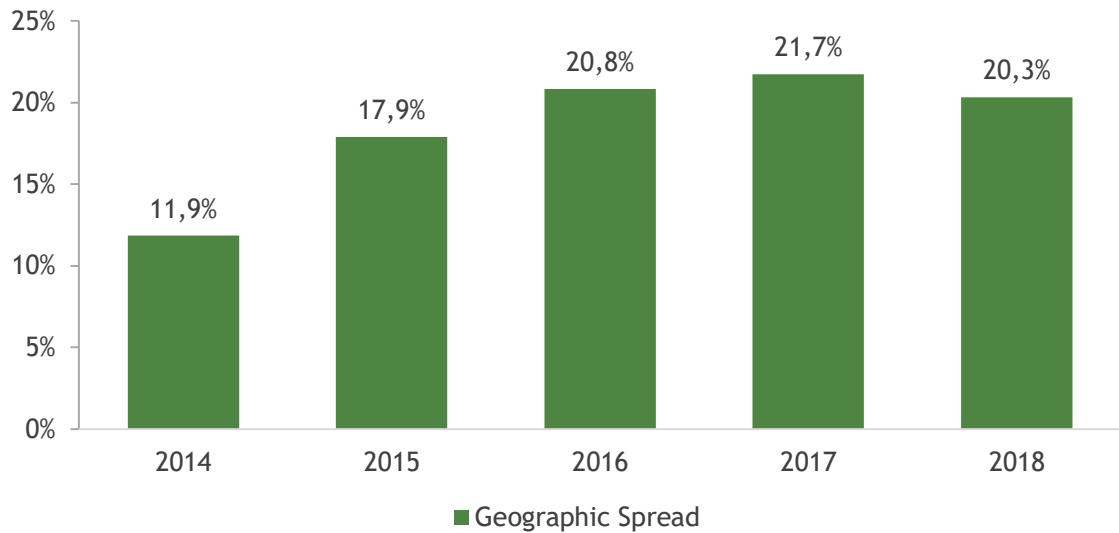
## ACCOMMODATION ESTABLISHMENTS

A total of 118.1 million nights were spent in South Africa by international tourists. This is a decline of 2.0% compared to 2017.

While most of the nights spent in South Africa were nights in unpaid accommodation, there was a 2.7% decline to 68.5 million in 2018 compared to 2017.

Hotel usage increased by 2.4% to a total of 12 million bednights. The other categories that increased were Guest Houses (6.2%) and Game Lodges (8.4%).

	2016 (Mn)	2017 (Mn)	2018 (Mn)	% Growth
SFR	56,6	70,4	68,5	-2,7%
Hotels	11,3	11,7	12,0	2,4%
Self Catering	5,3	12,2	11,1	-3,0%
Guesthouse	4,2	7,7	7,4	6,2%
Game lodge	3,5	5,4	5,7	8,4%
Backpackers	2,4	3,8	4,2	-13,2%
B&B	2,6	4,7	4,1	-23,9%

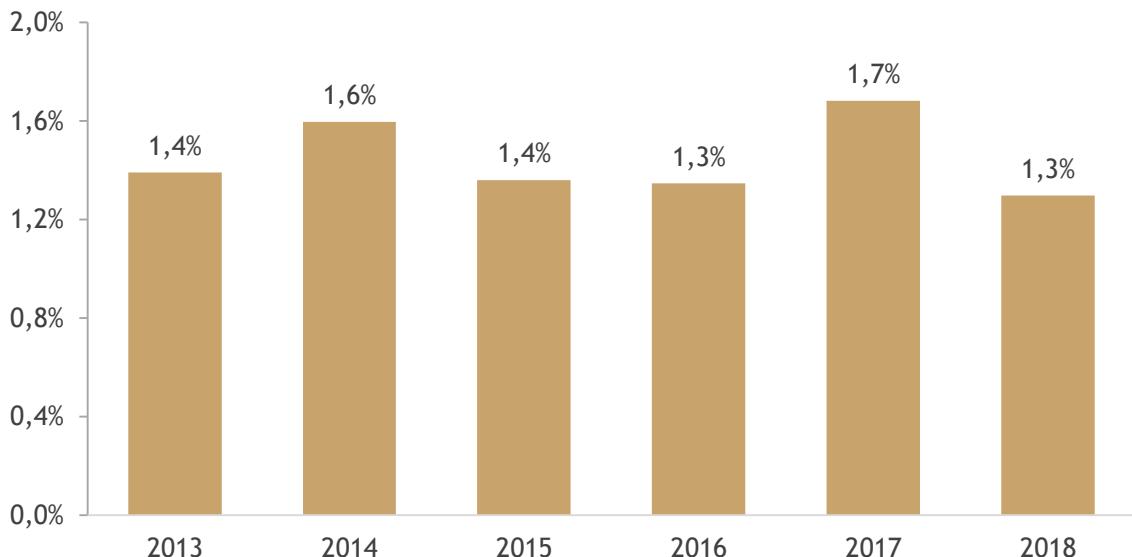


				
	International Tourist Arrivals	Spend (R Billions)	Bednights (Millions)	Length of Stay (Nights)
Gauteng	3.8Mn	R28.2Bn	40.3Mn	10.5
Western Cape	1.7Mn	R16.3Bn	23.3Mn	12.9
Limpopo	2.2Mn	R5.5Bn	7.9Mn	4.0
Mpumalanga	1.6Mn	R10.7Bn	15.4Mn	10.0
Free State	1.3Mn	R9.0Bn	12.8Mn	10.8
KwaZulu Natal	0.8Mn	R5.7Bn	8.1Mn	9.5
North West	0.7Mn	R3.1Bn	4.5Mn	6.9
Eastern Cape	0.4Mn	R3.5Bn	5.0Mn	9.9
Northern Cape	0.1Mn	R0.8Bn	0.2Mn	7.1

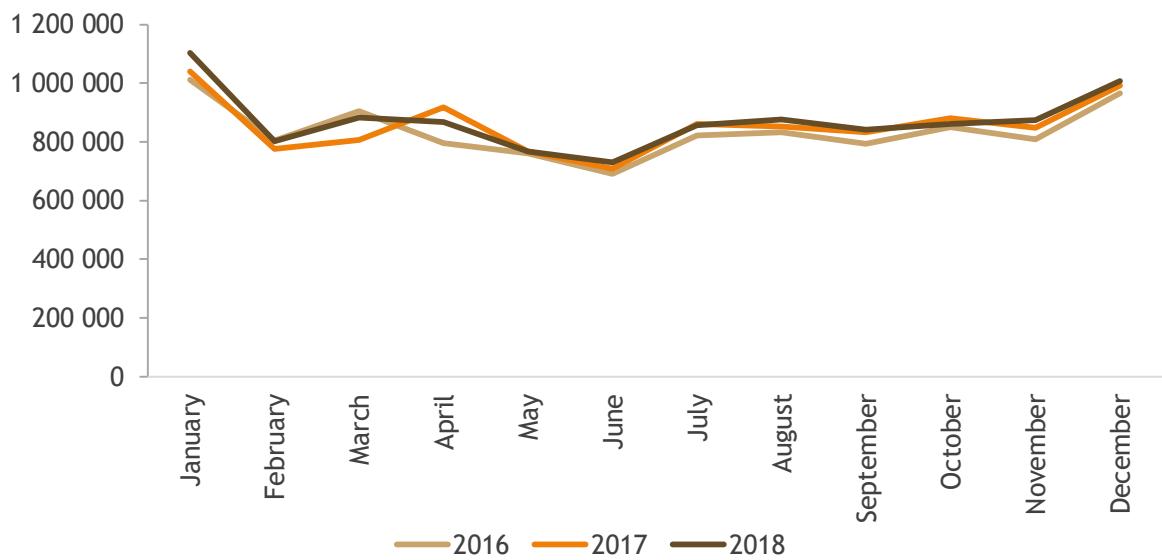


The seasonality index for South Africa has improved to 1.3% (the closer to zero the better). This means that the country had received a consistent flow of tourist through out the year. The most preferred time to visit SA is January of each year, with an average of just over a million tourists arriving in this month. The other peaks are around Easter and December.

### Seasonality Index



### Preferred travel month





# INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE

## INTERNATIONAL TOURIST ARRIVALS



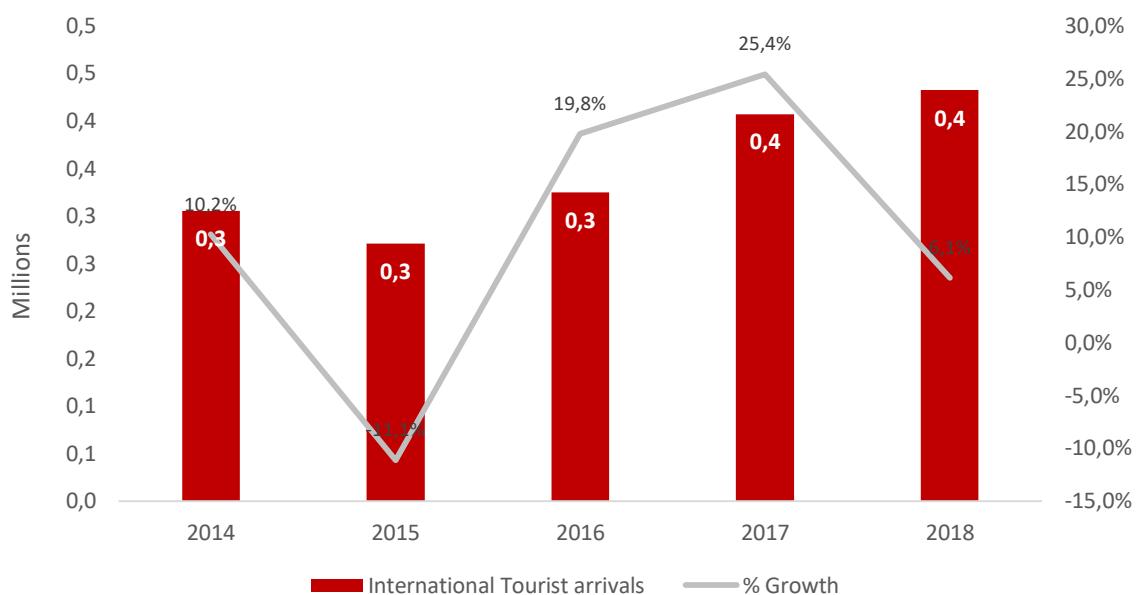
0.4 MILLION

+6.1%



## EASTERN CAPE

Total number of international tourists that visited Eastern Cape increased by 6.1% to a total of 0.4 million. Arrivals decreased from key source markets of UK, USA, Netherlands and Australia.



	Germany	UK	USA	Netherlands	France
2017	79 168	63 671	36 756	29 175	17 906
2018	81 699	61 749	36 628	26 980	23 622
% Growth	3,2%	-3,0%	-0,3%	-7,5%	31,9%

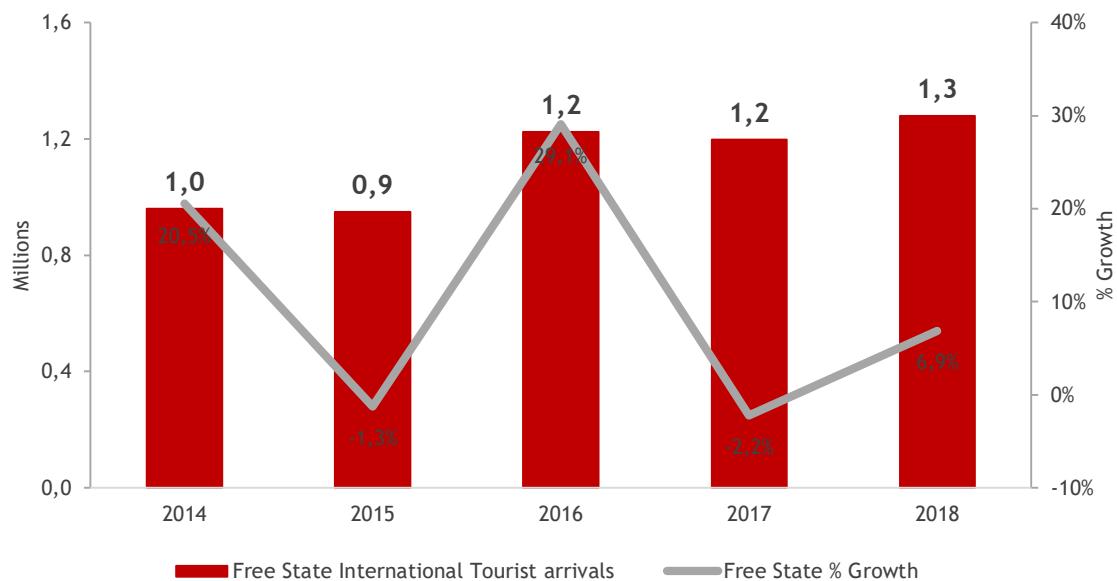


	Australia	Lesotho	Italy	China	Brazil
2017	14 511	7 747	6 462	5 609	7 588
2018	13 841	9 906	9 203	14 179	9 649
% Growth	-4,6%	27,9%	42,4%	152,8%	27,2%



## FREE STATE

Total number of international tourists that visited Free State increased by 6.9% to a total of 1.3 million. There were increases in arrivals from most source markets with the exception of Mozambique, Zimbabwe and Namibia.



	Lesotho	Botswana	USA	Germany	UK
2017	1 115 058	5 933	8 450	5 358	5 829
2018	1 188 010	12 897	9 238	8 354	8 154
% Growth	6,5%	117,4%	9,3%	55,9%	39,9%

	Mozambique	Zimbabwe	Namibia	Netherlands	France
2017	9 351	6 239	4 403	2 900	2 019
2018	5 842	4 890	4 340	4 102	3 494
% Growth	-37,5%	-21,6%	-1,4%	41,4%	73,1%

## INTERNATIONAL TOURIST ARRIVALS



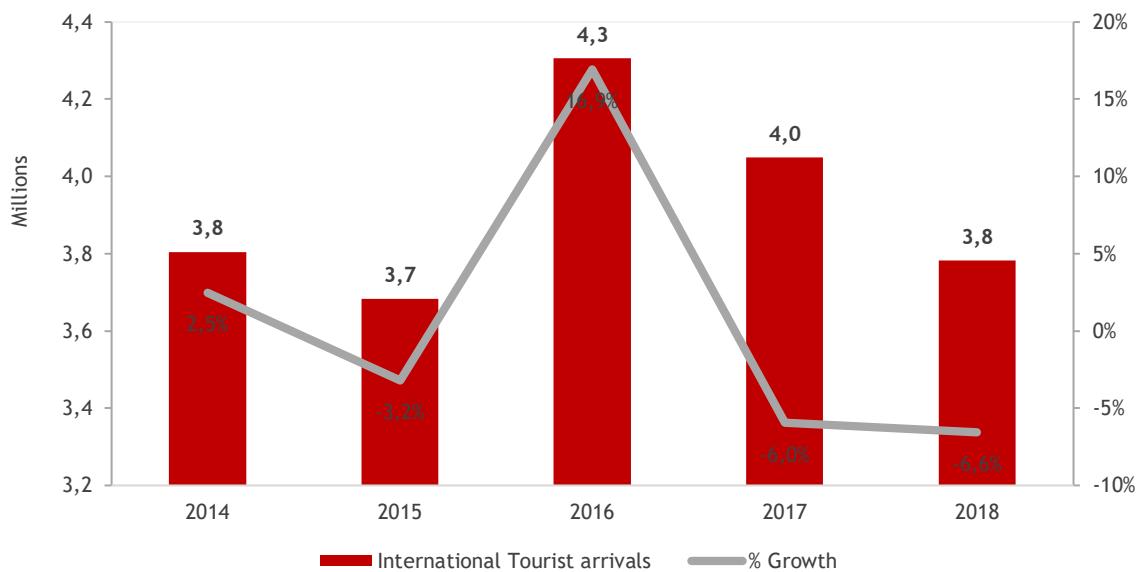
3.8 MILLION

-6.6%



## GAUTENG

Total number of international tourist that visited Gauteng decreased by -6.6% in 2018 to a total of 3.8 million. Despite the decline, Gauteng is still the most visited province by international tourists. Gauteng lost a substantial number of tourist arrivals from the neighbouring countries Mozambique, Lesotho and Zimbabwe, its key source markets.



	Mozambique	Lesotho	Zimbabwe	Eswatini	Botswana
2017	845 405	526 570	501 394	257 182	283 773
2018	676 530	474 546	408 054	292 564	291 667
% Growth	-20,0%	-9,9%	-18,6%	13,8%	2,8%



	Malawi	USA	Zambia	UK	Germany
2017	163 246	151 707	166 790	145 820	106 302
2018	170 159	160 585	151 732	148 418	95 959
% Growth	4,2%	5,9%	-9,0%	1,8%	-9,7%

## INTERNATIONAL TOURIST ARRIVALS



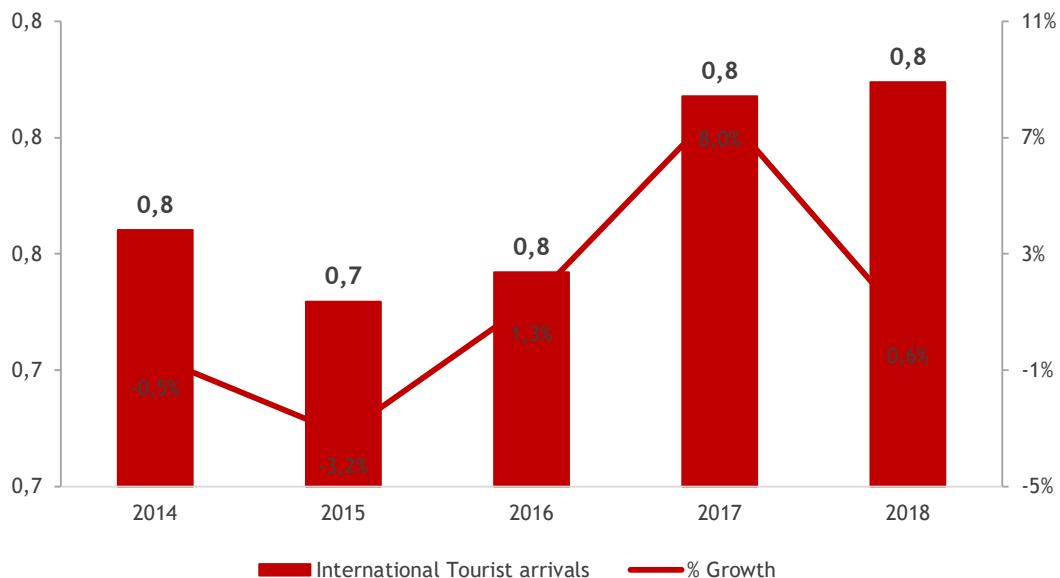
0.8 MILLION

+0.6%



## KWAZULU NATAL

Total number of international tourist that visited KZN increased slightly by 0.6% to a total of 0.8 million. Arrivals decreased from most source markets with the exception of Germany, USA, France and Australia that recorded increases in 2018.



	Eswatini	UK	Germany	Botswana	Lesotho
2017	304 367	53 041	46 288	52 154	50 657
2018	297 163	50 464	48 385	48 159	44 796
% Growth	-2,4%	-4,9%	4,5%	-7,7%	-11,6%

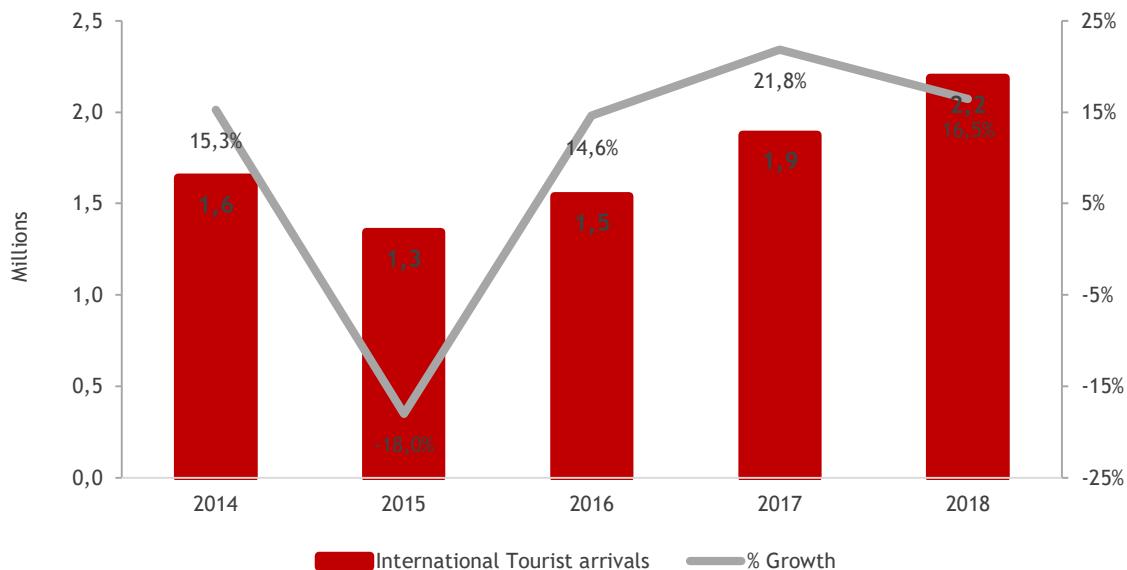


	USA	Zimbabwe	France	Netherlands	Australia
2017	43 422	42 569	29 774	25 355	14 569
2018	44 181	36 879	32 210	24 407	16 594
% Growth	1,7%	-13,4%	8,2%	-3,7%	13,9%



## LIMPOPO

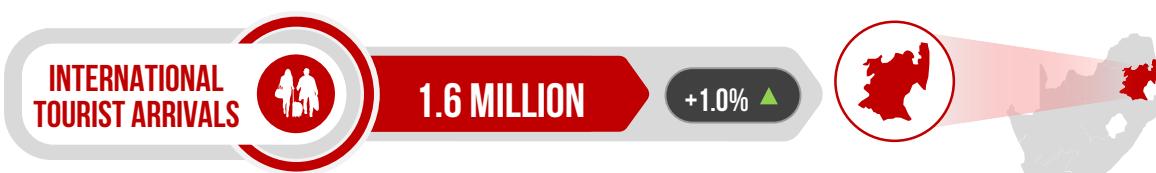
Total number of international tourists that visited Limpopo increased to a total of 2.2 million from 1.9 million in 2017. There was growth from the key source markets of Zimbabwe (21.4%), Botswana (16.8%).



	Zimbabwe	Botswana	USA	Germany	UK
2017	1 479 854	132 938	44 671	25 588	24 857
2018	1 796 473	155 250	40 903	22 161	21 295
% Growth	21,4%	16,8%	-8,4%	-35,4%	-13,4%

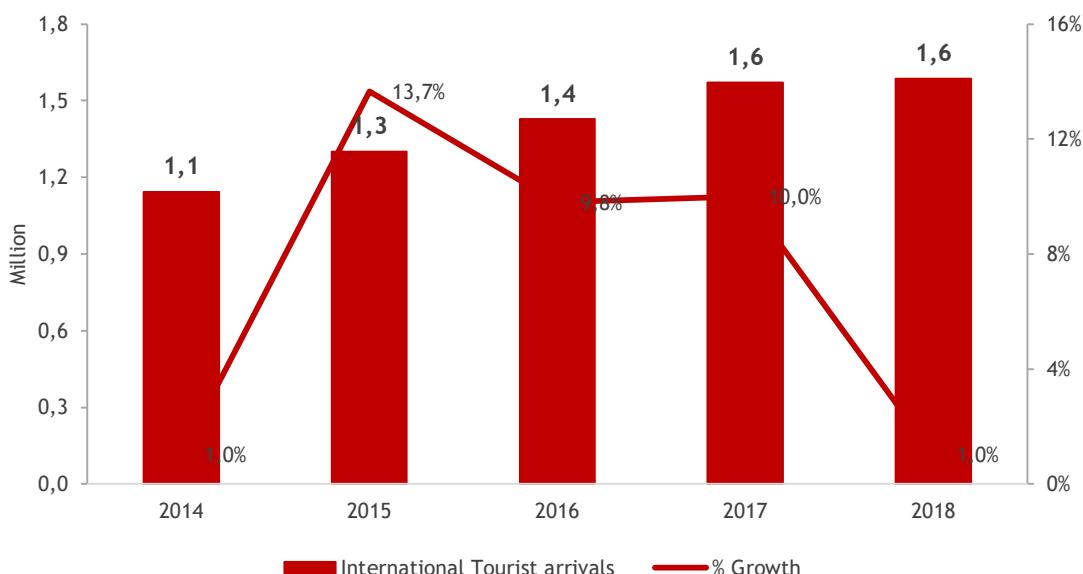


	Mozambique	Lesotho	France	Netherlands	Australia
2017	25 842	8 470	17 096	13 686	8 481
2018	16 694	15 409	14 102	9 894	8 974
% Growth	-35,4%	81,9%	-17,5%	-27,7%	5,8%



## MPUMALANGA

Total number of international tourists that visited Mpumalanga increased by 1.0% to a total of 1.6 million. There were increases in arrivals from all source markets with the exception of Mozambique.



	Mozambique	Eswatini	USA	Germany	UK
2017	748 375	298 536	76 956	74 015	56 404
2018	724 129	303 119	84 544	78 346	58 958
% Growth	-3,2%	1,5%	9,9%	5,9%	4,5%



	France	Netherlands	Australia	Lesotho	Brazil
2017	46 178	33 166	20 343	17 038	16 714
2018	51 943	34 854	22 199	18 721	18 102
% Growth	12,5%	5,1%	9,1%	9,9%	8,3%

## INTERNATIONAL TOURIST ARRIVALS



0.1 MILLION

-3,8%



## NORTHERN CAPE

Total number of international tourists that visited Northern Cape decreased by -3,8% to a total of 0.1 million. Arrivals decreased from key source markets of Botswana, USA, UK, Germany and France.



	Namibia	Botswana	USA	UK	Germany
2017	41 903	3 173	6 248	5 347	6 415
2018	48 033	5 575	5 448	4 684	5 268
% Growth	14,6%	75,7%	-12,8%	-12,4%	-17,9%

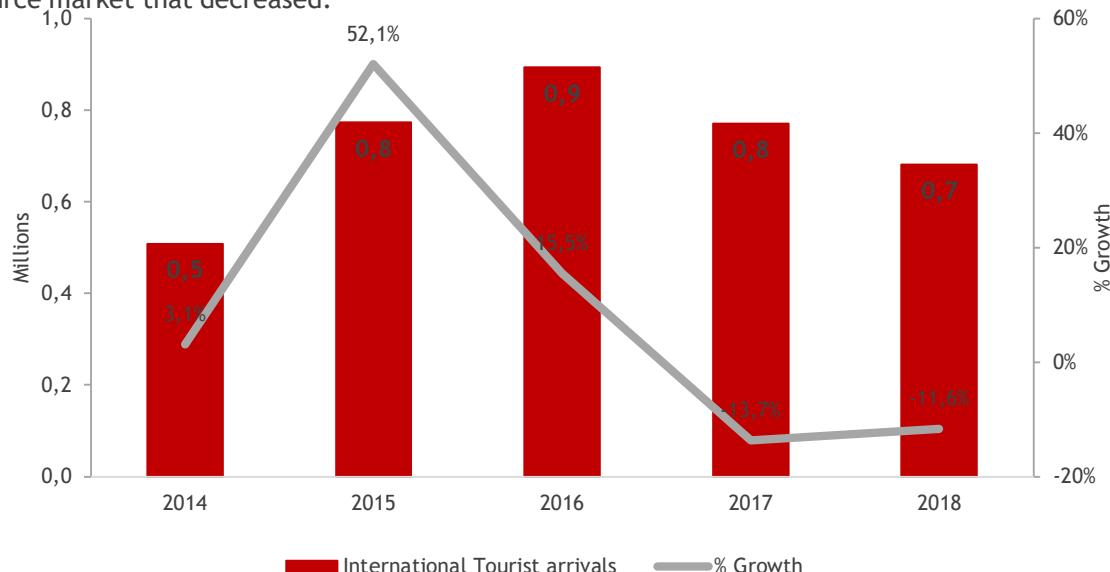
	Spain	France	Netherlands	China	Mozambique
2017	2 584	2 360	2 452	729	2 674
2018	2 716	2 389	2 461	2 335	1 604
% Growth	5,1%	1,2%	0,3%	220,3%	-40,0%

	Spain	France	Netherlands	China	Mozambique
2017	2 584	2 360	2 452	729	2 674
2018	2 716	2 389	2 461	2 335	1 604
% Growth	5,1%	1,2%	0,3%	220,3%	-40,0%



## NORTH WEST

Total number of international tourists that visited North West decreased by -12.8% to a total of 0.7 million. There were decreases in arrivals from the Africa land source markets while overseas markets recorded increases to the province in 2018. India was the only overseas source market that decreased.



	Botswana	Lesotho	Zimbabwe	Mozambique	Eswatini
2017	445 988	92 757	48 743	29 498	32 960
2018	348 976	101 028	33 683	27 717	19 521
% Growth	-21,8%	8,9%	-30,9%	-6,0%	-40,8%

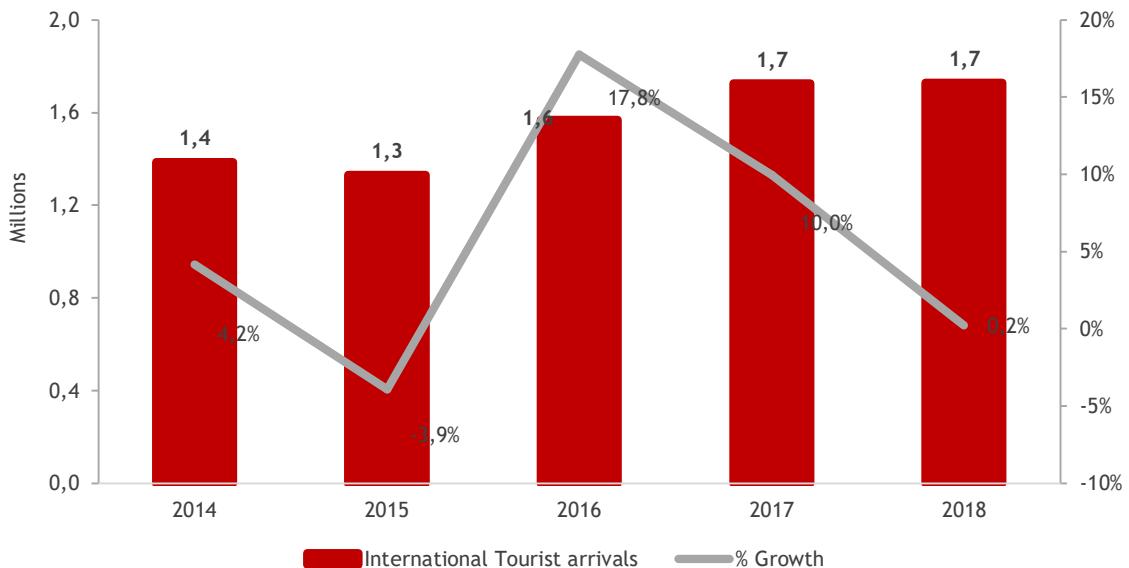


	USA	UK	Germany	Namibia	India
2017	11 451	12 762	9 136	11 055	10 980
2018	18 118	15 425	11 756	11 693	10 365
% Growth	58,2%	20,9%	28,7%	5,8%	-5,6%



## WESTERN CAPE

Total number of international tourists that visited Western Cape increased by 0.2% to a total of 1.7 million. Arrivals decreased from the following key source markets: UK, Namibia, Netherlands and Australia. All other source markets recorded increases in arrivals to the province.



	USA	UK	Germany	Namibia	France
2017	192 465	259 188	210 699	120 477	98 978
2018	192 629	250 429	213 054	105 817	102 007
% Growth	0,1%	-3,4%	1,1%	-12,2%	3,1%



	Netherlands	Australia	Italy	China	Brazil
2017	86 527	54 791	34 045	36 710	42 281
2018	79 045	53 843	38 662	57 868	45 446
% Growth	-8,6%	-1,7%	13,6%	57,6%	7,5%

# DOMESTIC TOURISM PERFORMANCE



# SUMMARY OF KEY FINDINGS



There were **17.7 million Domestic Trips** recorded in 2018, a +2.9% increase compared to 2017. Gauteng, Limpopo and Mpumalanga were the key source provinces while Limpopo was the most preferred province to travel to in 2018.



**The revenue generated** increased by +19.5% to an estimated **R26.4 billion.**



**The domestic tourism trips lasted average 3.9 nights** resulting in a total of 69.3 bednights.

- The SA Tourism marketing strategy is aimed at building the culture of travel (encourage more South Africans to take overnight domestic trips) is gaining traction. There were approximately 11 million South Africans who took a domestic trip in 2018 and this amounted to a 10.3% increase compared to the 9.9 million of 2017.
- The main reason for taking a trip was to visit friends and relatives. VFR (60.8%) and business events (4.1%) travel grew the fastest. Domestic tourists are budget conscious and try to control their spending. They plan their travel in advance and include family in their travel plans (either to travel with them or to visit family at the destination). Domestic travel tracks the school holiday calendar. The peak periods of travel are during the July school holidays, the September spring school holidays and the festive season/ summer holidays in December.
- Affordability is still the main reason for some South Africans not travelling, followed by those who say there is no reason to take a domestic trip. There are fewer people than usual who now state that affordability as the main deterrent to travel. Bearing in mind that the economic situation for the country has not significantly improved, marketing activities seem to be the only driver of this change.
- Outbound travel from South Africa increased by 3.1% in 2018. South Africans also spent 9.9% more on outbound trips in 2018. The top destinations for South Africans are neighbouring countries, while the top long-haul destinations for South Africans are the UK and Spain.

# DOMESTIC TOURISM PERFORMANCE

A total of 17.7 million (overnight) domestic trips were taken in South Africa in 2018. This is a growth of +2.9% compared to 2017. The duration of the trips were at least 3 nights and resulted to a total of 69.3 million bednights which is just 1.1% lower than what was recorded in 2017. The total revenue generated by domestic tourism in 2018 was R26.4 billion, a growth of 19.5%. Tourists increased their average spend to R1 490 compared with R1 280 in the previous year.

The number day trips declined by -14.1% to 116 million in 2018 and the revenue generated from day trips decreased by -10% to R77.3 billion.

## DOMESTIC TRIPS



**17.7-MILLION**

+2.9% ▲

## DOMESTIC SPEND



**R 26.4-BILLION**

+19.5% ▲

## BEDNIGHTS



**69.3-MILLION**

-1.1% ▼

## LENGTH OF STAY



**3.9 NIGHTS**

-4.9% ▼

## DAY TRIPS



**116.0-MILLION**

-14.1% ▼

## DAY TRIP SPEND



**R77.3-BILLION**

-10.0% ▼

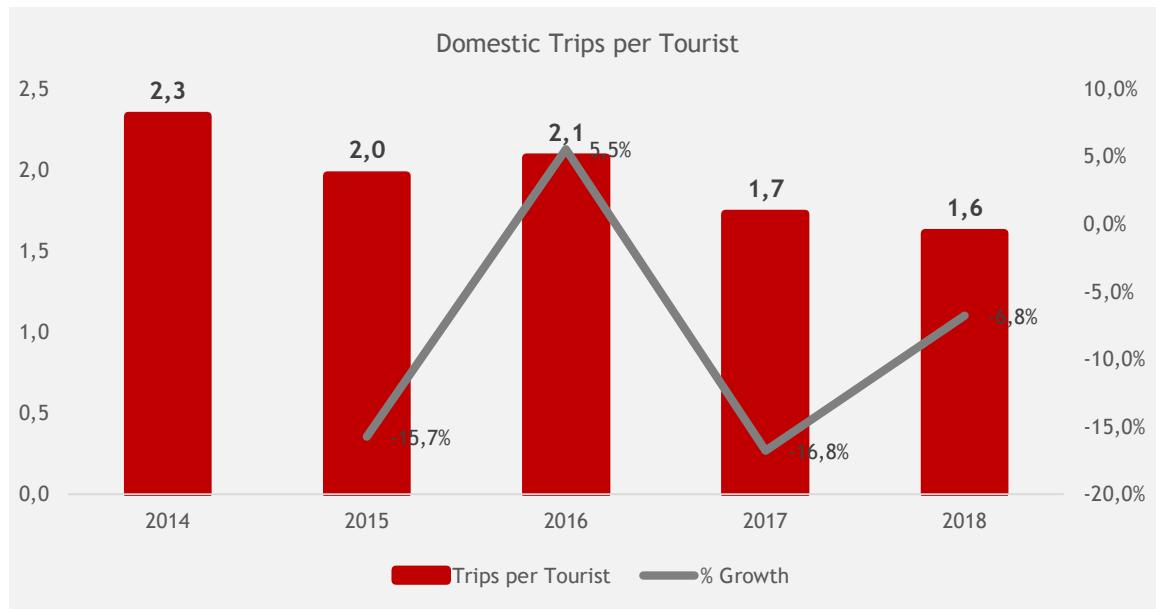
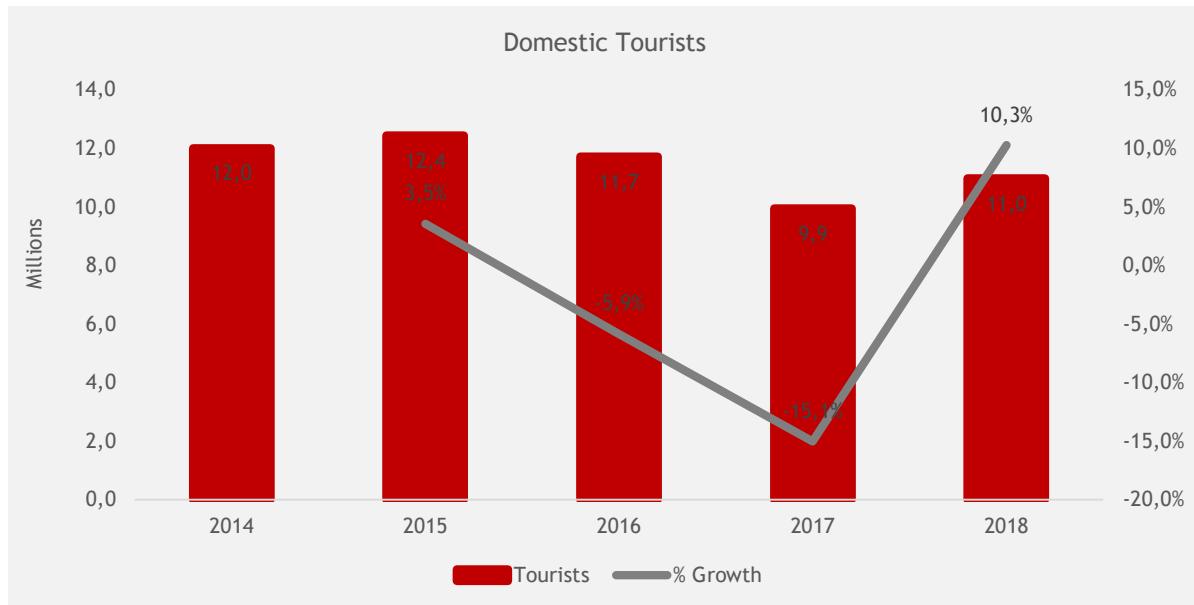
## DOMESTIC TRIPS



17.7-MILLION

+2.9% ▲

There were approximately 11 Million South Africans who took a domestic trip in 2018 and this amounted to a 10,3% increase compared to the 9,9 million of 2017.

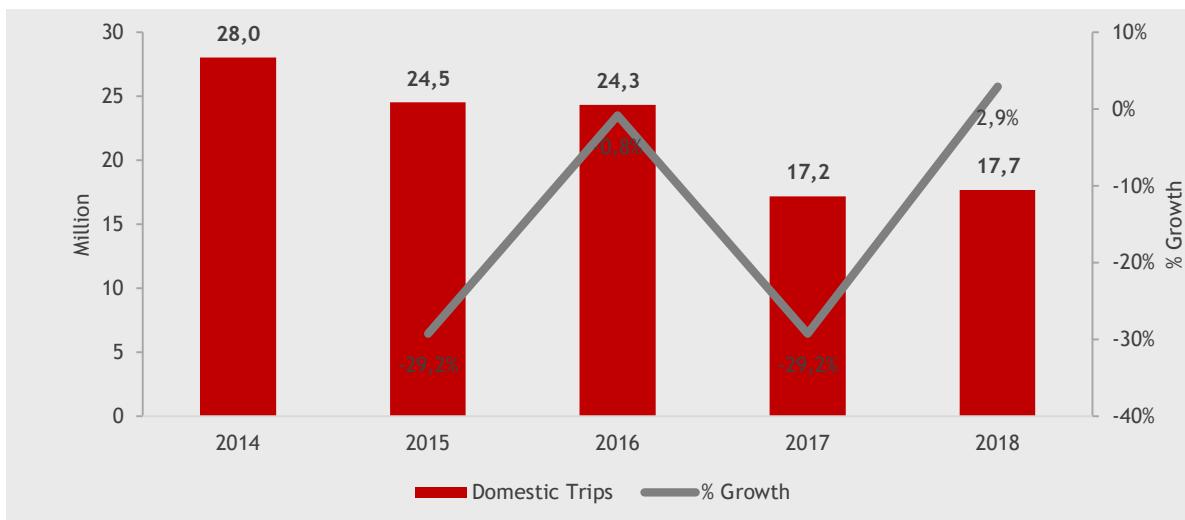


**DOMESTIC TRIPS**

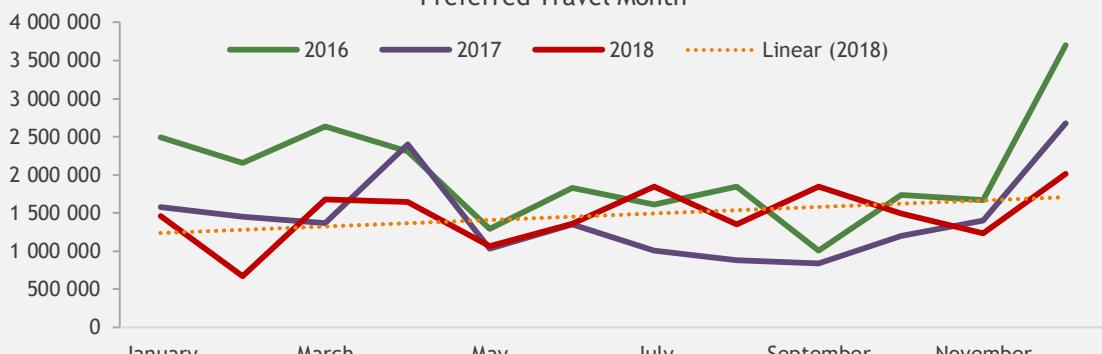


**17.7-MILLION**

+2.9% ▲



#### Preferred Travel Month



#### TOTAL TRIPS by purpose ( millions )

9.8%

number, proportion, and change in trips by purpose of travel

VFR

HOLIDAY

RELIGIOUS

BUSINESS

MEDICAL



**11.5m**

65.1%  
+10.1%

**2.6m**

14.8%  
-11.3%

**1.3m**

7.2%  
-29.6%

**1.3m**

7.4%  
-23.5%

**0.1m**

0.6%  
-39.3%

**DOMESTIC  
TRIPS**



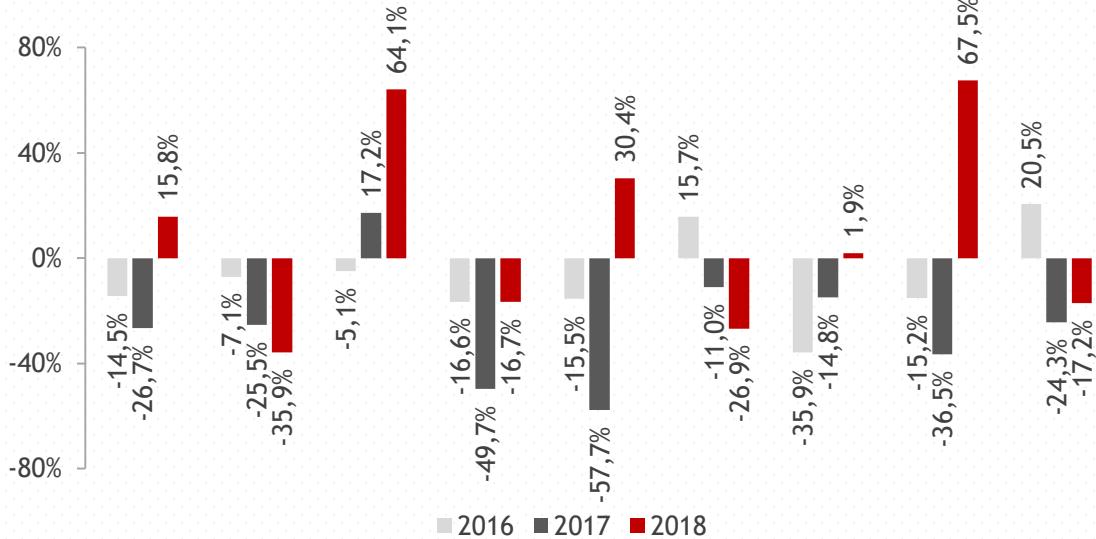
**17.7-MILLION**

+2.9% ▲

## ORIGIN PROVINCE

- Just over 7.2 million (+15.8%) of the taken trips in 2018 originated from Gauteng, compared to the previous year.
- Limpopo which is the second largest source province, declined by 35.9% to a total of 2.3 million trips which originated from this province.
- Mpumalanga was the second fastest growing province and 64.1% (2.2 million) more domestic trips originated from this province.
- Trips originating from Eastern Cape grew by 30.4% to a total of 1.5million. The challenge this province face is consistency in maintaining its travel base. In 2016 the levels were as high as 2.6million.
- Free State as a source province grew by 67.5% to just over 688K trips. This is the highest it has ever recorded in the past three years.
- Western Cape, despite being second largest economic hub for the country, recorded a decrease of 26.9% of trips originating from the province. The province has had a decline in trips originating from the province for the past three years.

**Origin Province - % Growth**



	Gauteng	Limpopo	Mpumalanga	KwaZulu Natal	Eastern Cape	Western Cape	North West	Free State	Northern Cape
2016	8 519 000	4 730 000	1 144 000	3 608 000	2 645 000	1 643 000	1 175 000	647 000	335 000
2017	6 244 425	3 523 716	1 340 275	1 813 975	1 118 487	1 462 931	1 000 852	411 056	253 532
2018	7 229 697	2 257 714	2 199 903	1 511 468	1 458 000	1 069 750	1 020 274	688 718	209 818

**DOMESTIC  
TRIPS**



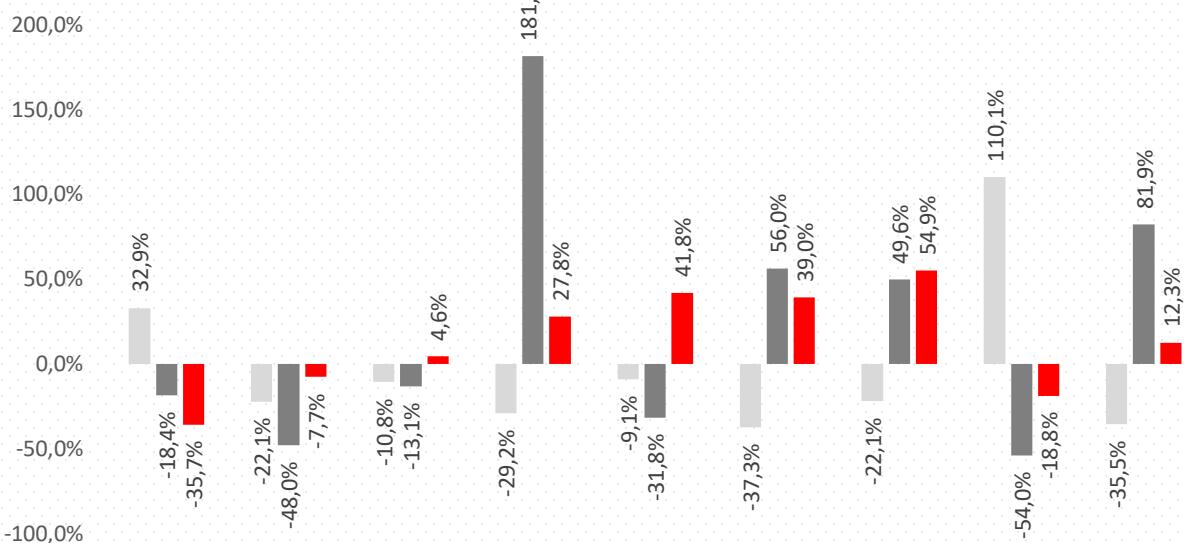
**19.1-MILLION**

-0.2%

## DESTINATION PROVINCE

- Limpopo was the most visited province in 2018 with a total of 3.3 million trips. Compared to the previous year, travel to this province has declined by 35.7% in 2018.
- KwaZulu Natal (4.6%), Mpumalanga (27.8%), Eastern Cape(41.8%), North West(39.0%) and the Northern Cape (12.3%) were the only provinces that recorded increases in the number of domestic tourism trips received in 2018.

Destination Province



	Limpopo	Gauteng	KwaZulu Natal	Mpumalanga	Eastern Cape	North West	Free State	Western Cape	Northern Cape
2016	8 343 000	4 447 000	4 193 000	1 658 000	2 900 000	1 296 000	1 140 000	2 139 000	521 000
2017	5 125 000	3 451 000	2 796 000	2 278 000	1 638 000	1 150 000	754 000	1 587 000	393 000
2018	3 295 200	3 185 200	2 923 900	2 911 400	3 322 600	1 598 600	1 168 000	1 288 000	441 400

**DOMESTIC TRIPS**

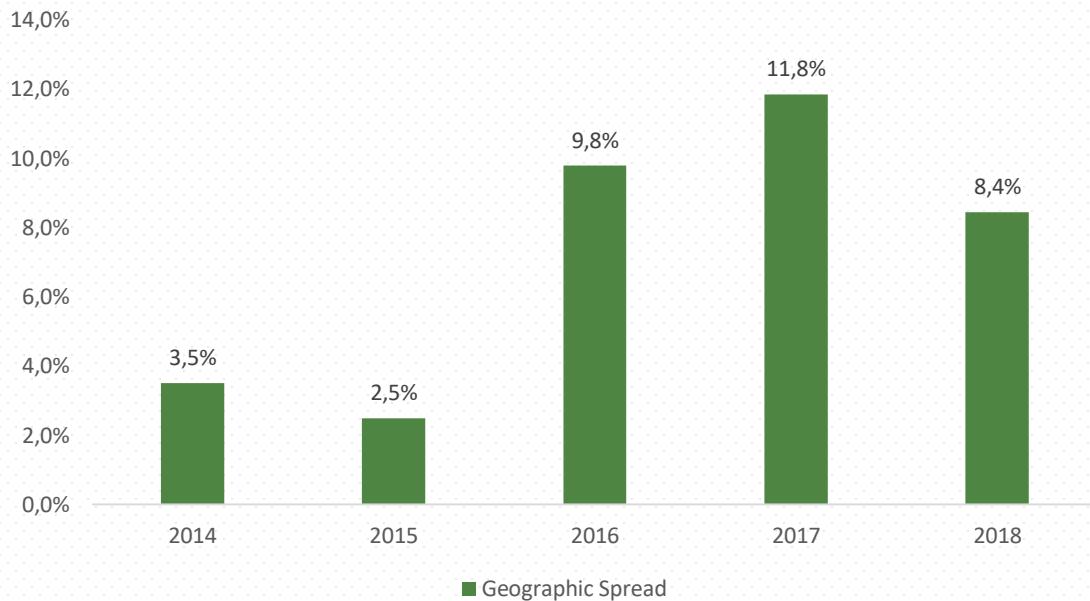


**8,4%**

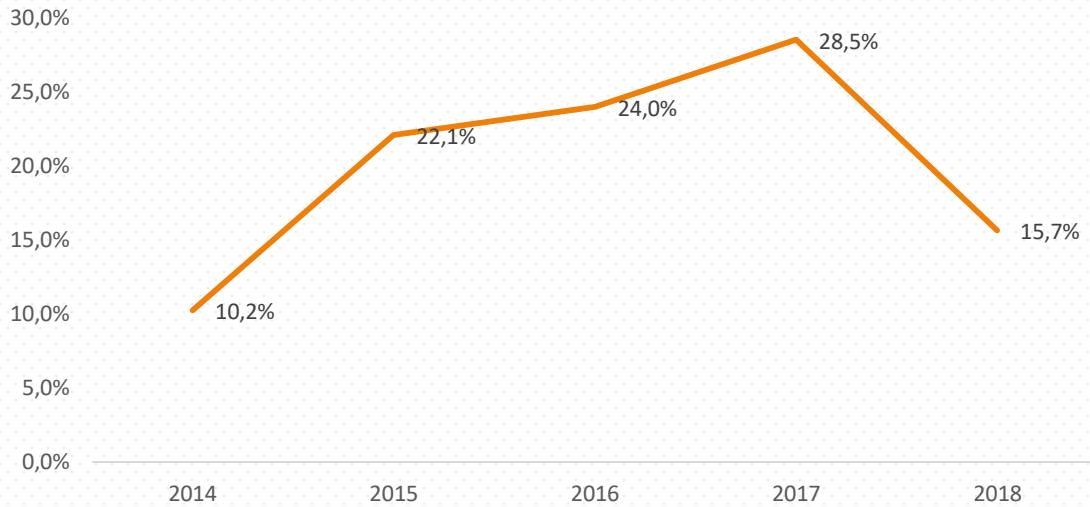
**-28.7%**

## GEOGRAPHIC SPREAD

- There were 8.4% of domestic tourists who visited more than one province on their trips. This is a -2.7% drop compared to 2017.
- Seasonality index has improved to 15.7% in 2018.



## Seasonality Index



**DOMESTIC  
TRIPS**

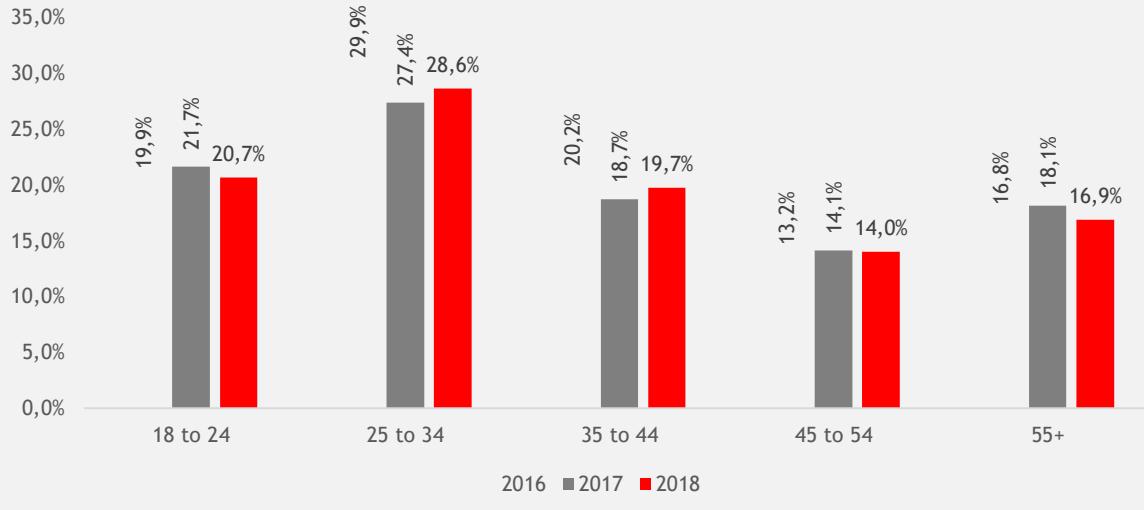


**17.7-MILLION**

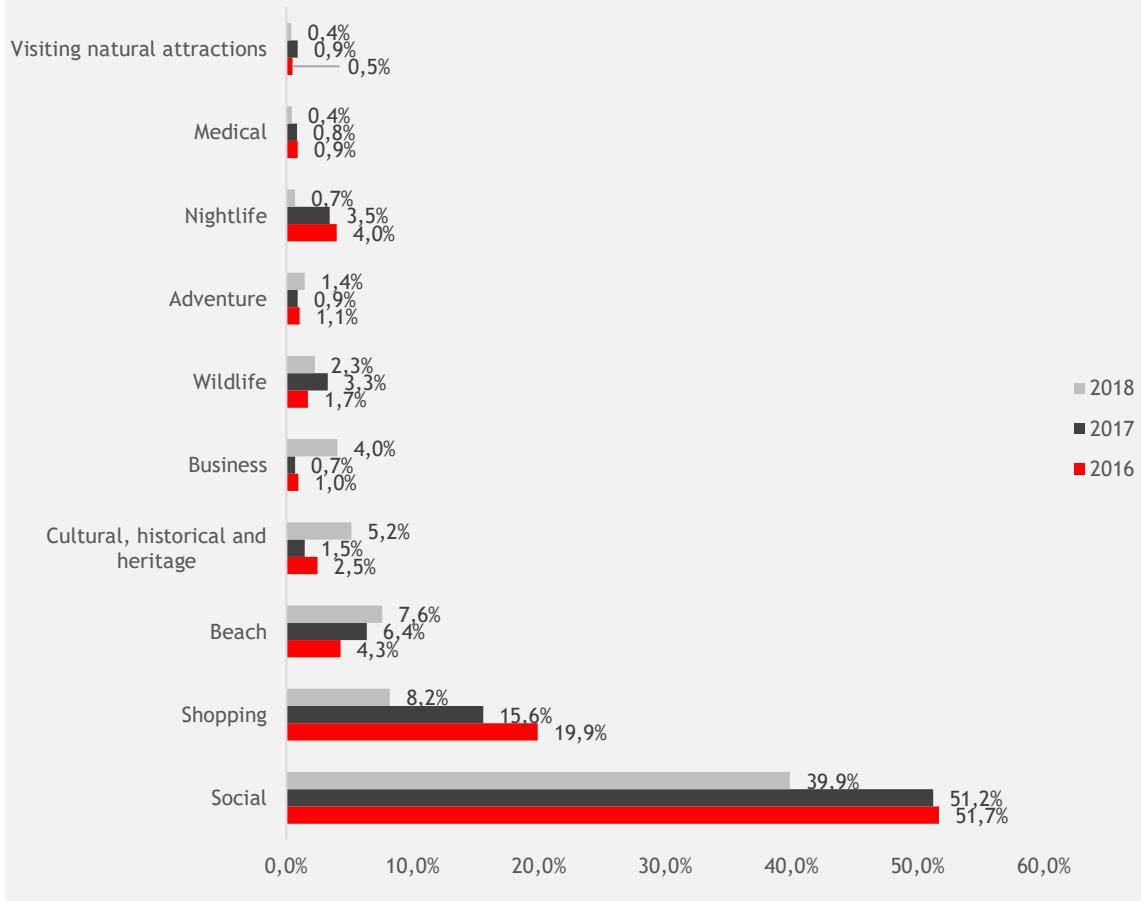
+2.9%



### Tourists by age group



### Activities engaged



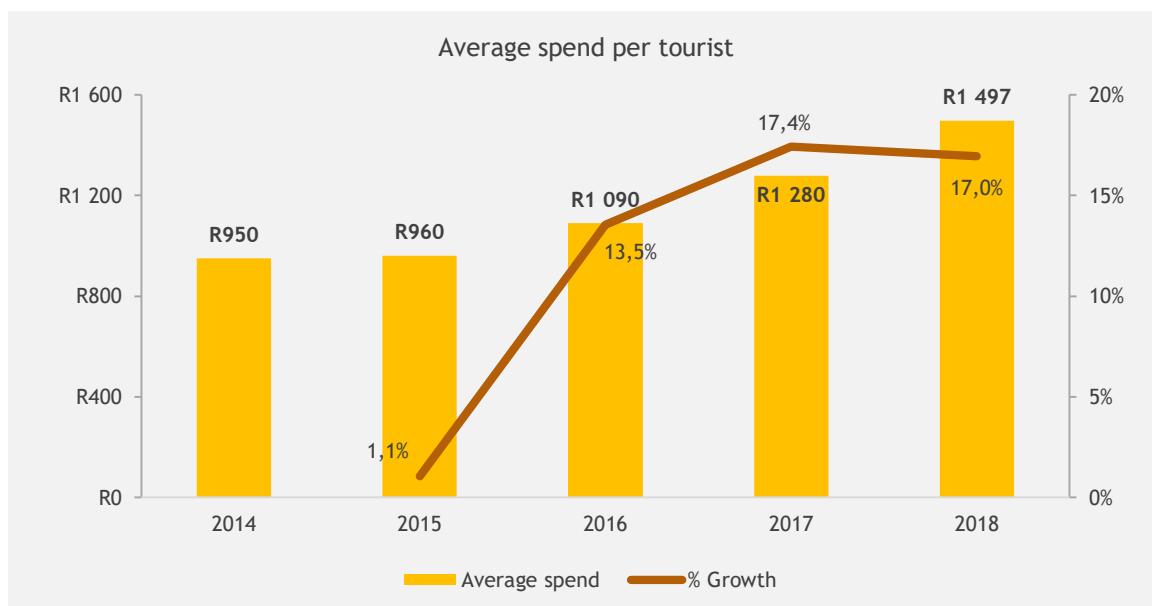
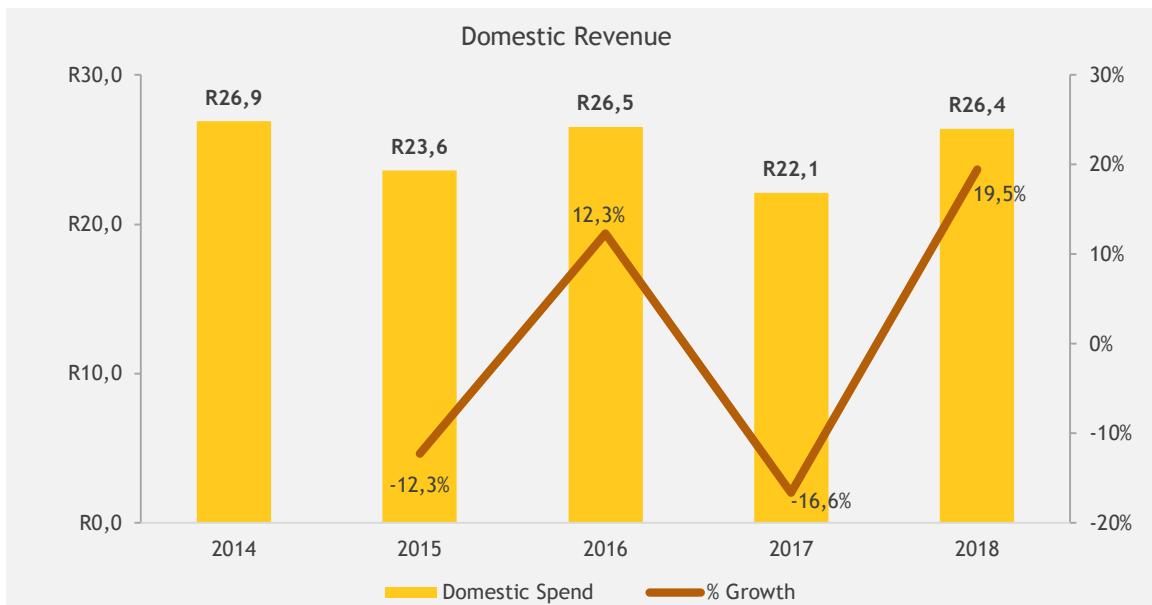
**DOMESTIC SPEND**



**R 26.4-BILLION**

+19.5% ▲

The revenue generated from overnight domestic tourism trips increased to R26.4 billion in 2018. The increase in average expenditure per tourist from R1 280 to R1 490 has resulted into a significant increase in revenue. The overall increase in Total Domestic Direct Spend was driven by holiday tourists whose revenue increased by 18.3% to a record high R8.2 billion.

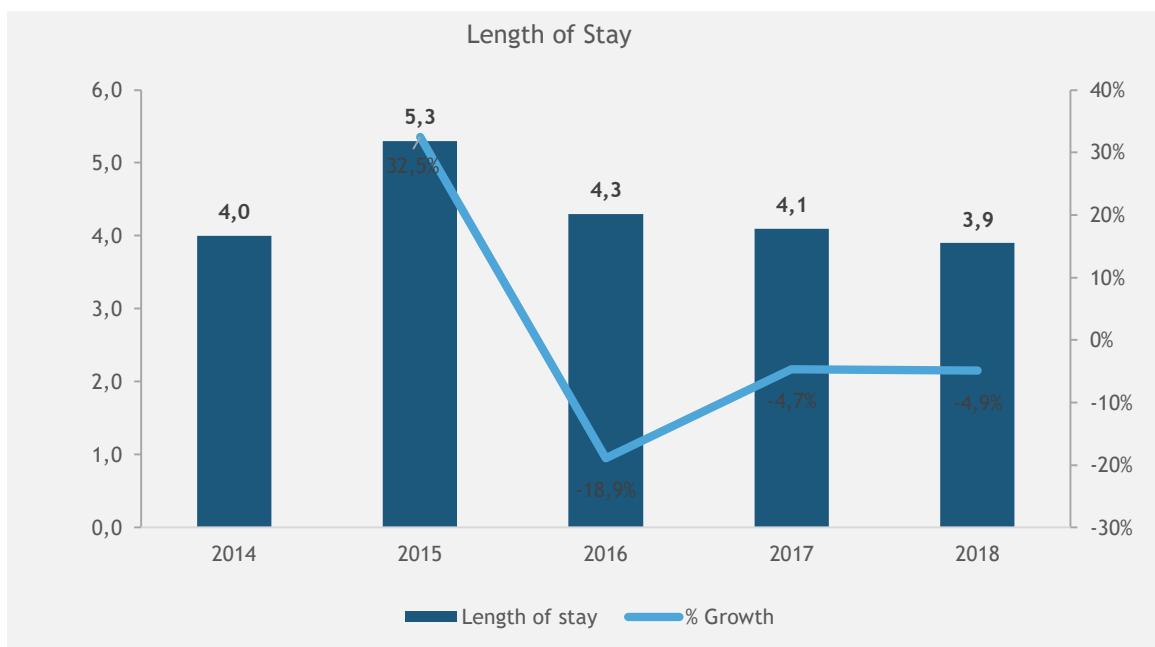
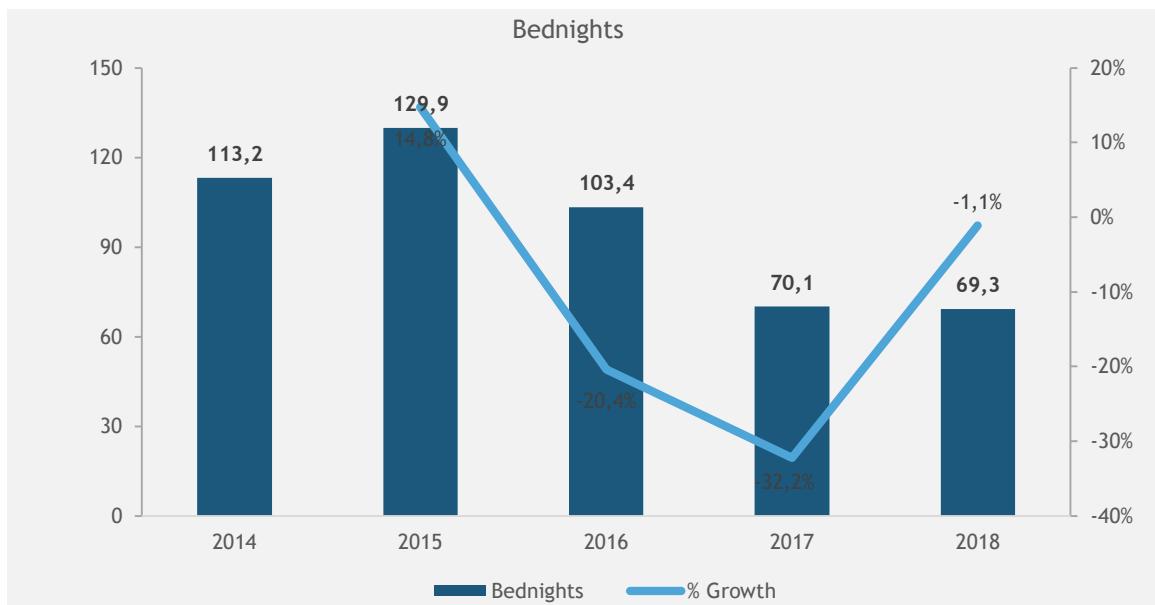


	2014	2015	2016	2017	2018
VFR	R700	R800	R500	R900	R800
Holiday	R2 800	R2 000	R2 200	R1 900	R3 900
MICE	R900	R2 100	R1 600	R5 000	R3 300

BEDNIGHTS

**69.3 MILLION****-1.1% ▼**

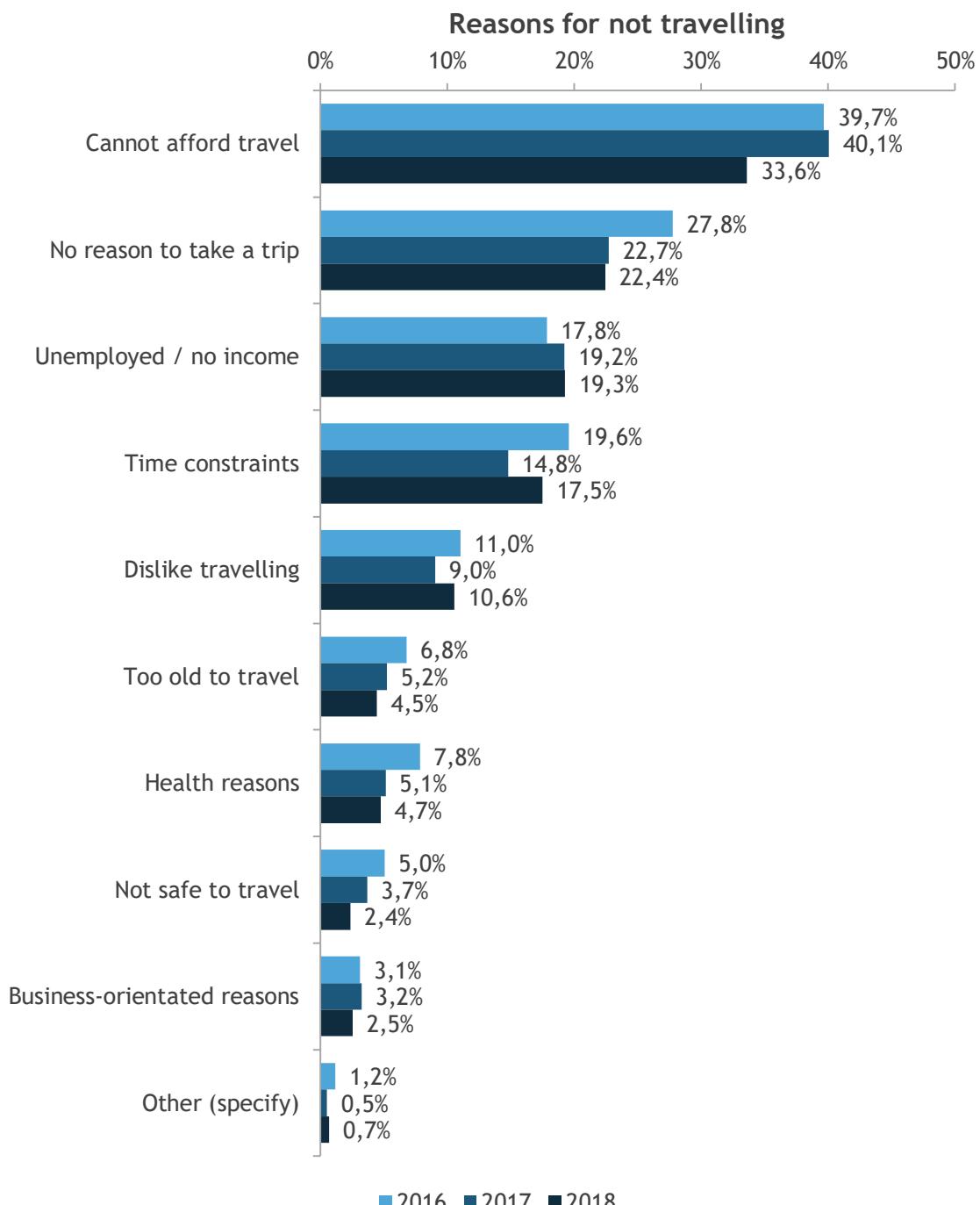
Total number of bednights spent by domestic tourists decreased by -1.1% to 69.3 million.

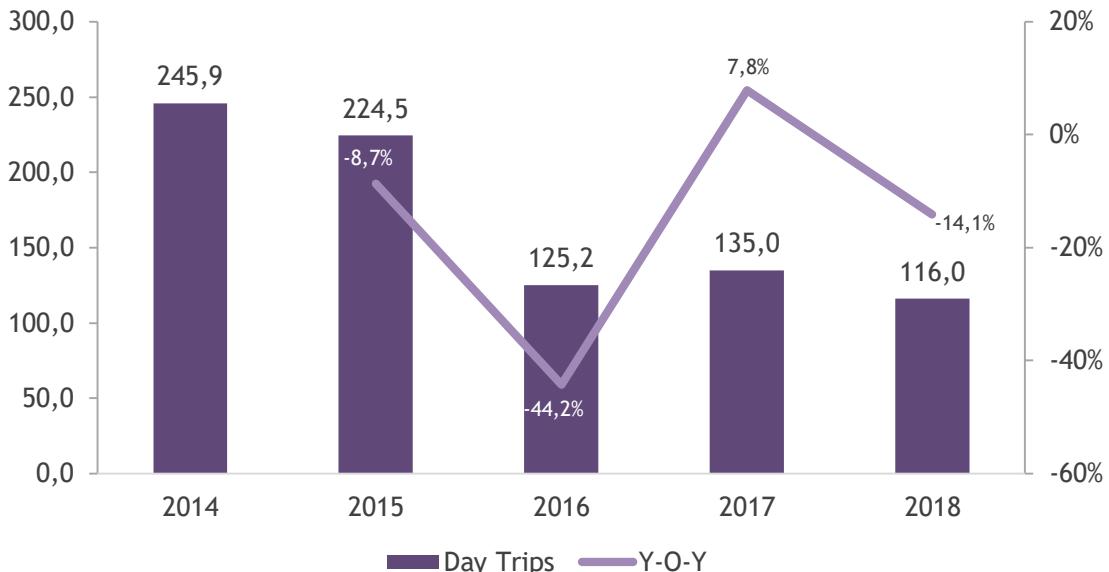




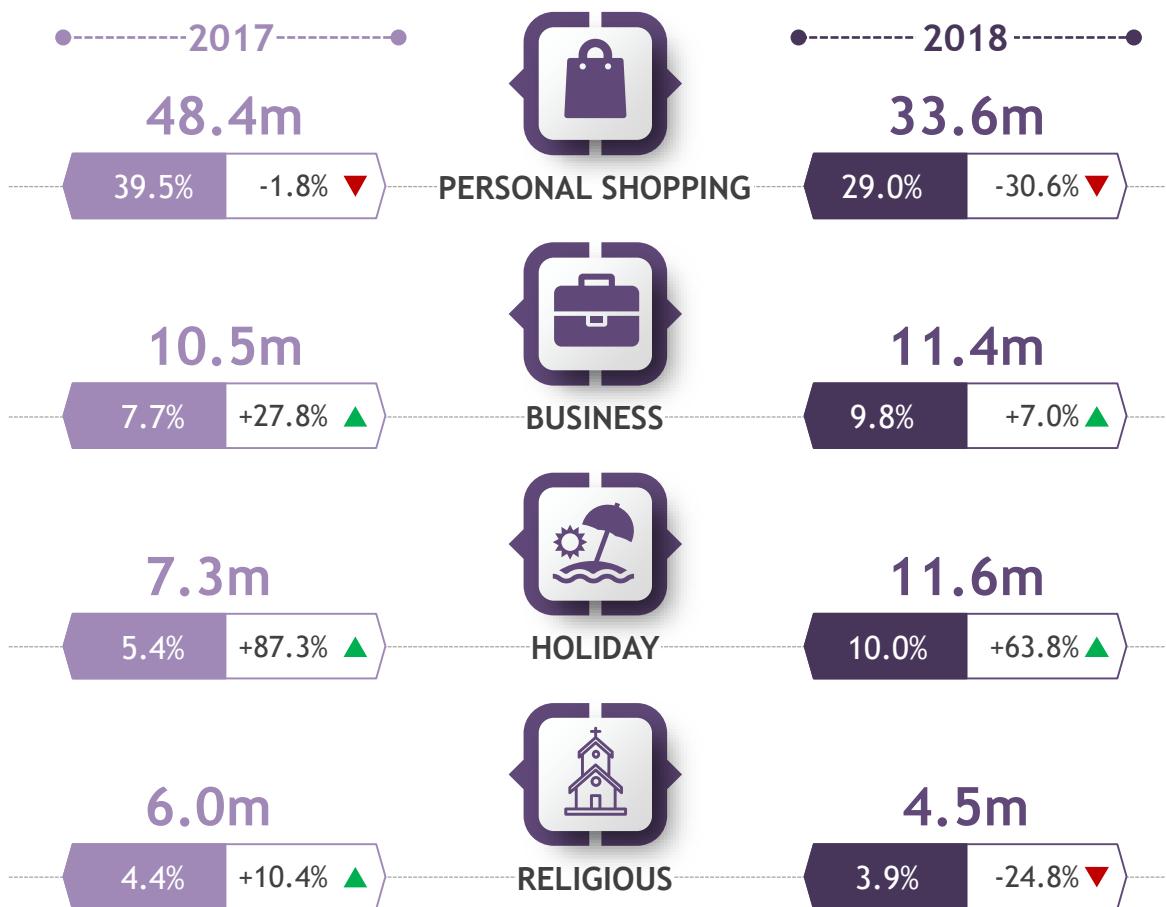
## REASONS FOR NOT TRAVELLING

The main reason why most South African did not take a domestic trip is that they cannot afford to travel. Considering that the economic situation for the country has not improved, the decline in the number of respondents citing this as a reason for not travelling can be attributed to the success of promotional campaigns targeted to the domestic market.





### TOTAL DAY TRIPS by purpose ( millions )



 Tbd

# APPENDIX



# APPENDIX

INTERNATIONAL ARRIVALS				
	2016	2017	2018	% Growth
<b>GRAND TOTAL</b>	<b>10 044 163</b>	<b>10 285 197</b>	<b>10 472 105</b>	<b>1,8%</b>
<b>Africa</b>	<b>7 501 512</b>	<b>7 559 342</b>	<b>7 786 357</b>	<b>3,0%</b>
Botswana	679 828	681 379	688 566	1,1%
Lesotho	1 757 058	1 747 211	1 739 188	-0,5%
Malawi	154 017	175 014	197 317	12,7%
Mozambique	1 268 258	1 339 245	1 360 896	1,6%
Namibia	214 664	208 747	200 367	-4,0%
Swaziland	893 618	876 992	883 735	0,8%
Zambia	174 767	173 033	165 968	-4,1%
Zimbabwe	2 028 881	2 039 932	2 208 930	8,3%
Angola	43 608	49 299	64 859	31,6%
Democratic Republic of Congo	29 586	29 675	35 356	19,1%
Ethiopia	8 417	8 598	9 031	5,0%
Ghana	17 152	17 705	20 999	18,6%
Kenya	29 319	28 944	29 193	0,9%
Nigeria	65 599	50 921	53 769	5,6%
Tanzania	38 032	36 306	36 473	0,5%
Uganda	13 640	14 097	13 686	-2,9%
Other Africa	85 068	82 244	78 024	3,0%
<b>Asia</b>	<b>327 890</b>	<b>317 181</b>	<b>310 982</b>	<b>-2,0%</b>
China including Hong Kong	116 946	97 069	96 915	-0,2%
India	95 377	97 921	93 428	-4,6%
Japan	25 802	27 410	27 541	0,5%
Malaysia	8 713	9 282	7 460	-19,6%
Singapore	8 367	10 964	9 093	-17,1%
South Korea	18 840	22 173	21 868	-1,4%
Other Asia	53 845	52 362	54 677	-2,0%
<b>Australasia</b>	<b>131 856</b>	<b>133 713</b>	<b>131 348</b>	<b>-1,8%</b>
Australia	109 146	116 257	115 846	-0,4%
New Zealand	22 443	17 094	15 213	-11,0%
Other Australasia	267	362	289	-1,8%
<b>South America</b>	<b>67 546</b>	<b>107 582</b>	<b>116 516</b>	<b>8,3%</b>
Argentina	9 517	14 874	19 439	30,7%
Brazil	38 814	67 797	70 539	4,0%
Chile	3 460	6 140	6 631	8,0%
Other Central & South America	15 755	18 771	19 907	8,3%
<b>Europe</b>	<b>1 544 026</b>	<b>1 660 848</b>	<b>1 618 762</b>	<b>-2,5%</b>
Austria	27 556	29 602	30 119	1,7%
Belgium	48 991	54 048	57 232	5,9%
Denmark	27 554	28 679	27 649	-3,6%
Finland	9 371	10 127	10 430	3,0%
France	154 226	196 165	186 251	-5,1%
Germany	311 832	349 211	343 229	-1,7%
Ireland	30 545	31 510	31 597	0,3%
Italy	60 774	61 126	63 870	4,5%
Netherlands	147 973	159 621	146 925	-8,0%
Norway	19 220	19 248	19 282	0,2%
Portugal	41 216	38 409	31 754	-17,3%
Russian Fed	8 307	12 532	16 783	33,9%
Spain	36 278	39 966	41 766	4,5%
Sweden	44 043	48 552	48 740	0,4%
Switzerland	55 160	59 024	58 320	-1,2%
Turkey	16 174	14 387	14 586	1,4%
UK	447 840	447 901	430 708	-3,8%
Other Europe	56 966	60 740	59 521	-2,5%
<b>Middle East</b>	<b>53 536</b>	<b>55 906</b>	<b>49 867</b>	<b>-10,8%</b>
UAE	2 603	2 782	2 431	-12,6%
Other Middle East	50 933	53 124	47 436	1,8%
<b>North America</b>	<b>406 192</b>	<b>437 903</b>	<b>444 671</b>	<b>1,5%</b>
Canada	61 179	67 156	67 779	0,9%
USA	345 013	370 747	376 892	1,7%

# APPENDIX

PURPOSE OF VISIT ( CATEGORIES)									
	2018								
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
<b>AFRICA</b>	<b>12,4%</b>	<b>16,1%</b>	<b>12,1%</b>	<b>1,2%</b>	<b>3,1%</b>	<b>0,9%</b>	<b>45,3%</b>	<b>1,9%</b>	<b>7,0%</b>
Botswana	11,7%	5,7%	20,4%	1,9%	4,4%	1,6%	36,2%	7,1%	11,0%
Lesotho	4,2%	6,8%	1,2%	0,0%	1,5%	0,2%	73,6%	0,9%	11,6%
Malawi	7,5%	5,5%	38,6%	1,3%	7,3%	0,0%	30,7%	5,7%	3,3%
Mozambique	36,8%	3,8%	2,9%	0,6%	0,3%	0,7%	52,6%	1,1%	1,2%
Namibia	11,1%	1,5%	38,5%	3,1%	7,1%	0,8%	19,7%	1,9%	16,2%
Swaziland	10,9%	1,5%	4,6%	0,1%	1,5%	1,5%	70,9%	2,7%	6,3%
Zambia	7,6%	3,9%	39,6%	3,3%	6,7%	0,9%	27,5%	4,8%	5,7%
Zimbabwe	4,0%	46,3%	21,2%	0,9%	3,0%	1,0%	18,9%	0,8%	3,8%
Angola	27,2%	2,4%	1,0%	14,0%	8,7%	7,1%	21,1%	1,4%	17,1%
Democratic Republic of Congo	21,3%	0,0%	3,2%	8,6%	7,9%	5,1%	39,7%	0,0%	14,2%
Ethiopia	7,2%	0,0%	0,0%	7,7%	26,0%	2,9%	36,8%	1,6%	17,7%
Ghana	21,2%	0,0%	0,0%	13,7%	29,6%	0,0%	21,0%	1,2%	13,3%
Kenya	7,0%	0,0%	0,0%	11,7%	42,8%	1,6%	8,0%	2,4%	26,5%
Nigeria	30,2%	0,0%	0,0%	10,2%	17,3%	3,1%	17,5%	2,7%	19,1%
Tanzania	11,4%	0,0%	1,7%	13,5%	22,1%	2,7%	23,5%	2,4%	22,8%
Uganda	8,6%	0,0%	1,5%	19,6%	16,2%	1,5%	14,3%	3,5%	34,8%
Other Africa	22,2%	0,2%	1,0%	14,5%	21,6%	1,9%	18,8%	0,3%	19,5%
<b>ASIA</b>	<b>27,7%</b>	<b>0,0%</b>	<b>0,2%</b>	<b>15,0%</b>	<b>21,1%</b>	<b>0,1%</b>	<b>27,7%</b>	<b>0,3%</b>	<b>7,9%</b>
China including Hong Kong	29,8%	0,0%	0,6%	12,8%	20,0%	0,0%	31,1%	0,0%	5,7%
India	22,9%	0,0%	0,0%	25,4%	26,4%	0,0%	11,4%	0,6%	13,3%
Japan	34,0%	0,0%	0,0%	13,4%	21,1%	0,0%	23,4%	0,0%	8,1%
Malaysia	34,0%	0,0%	0,0%	7,5%	35,4%	0,0%	15,5%	0,0%	7,5%
Singapore	42,6%	0,0%	0,0%	8,8%	23,6%	0,0%	16,7%	0,0%	8,3%
South Korea	27,5%	0,0%	0,0%	6,4%	13,0%	1,7%	46,2%	0,0%	5,2%
Other Asia	21,0%	0,0%	0,0%	10,6%	15,3%	0,0%	47,0%	1,1%	5,1%
<b>AUSTRALASIA</b>	<b>52,7%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>6,9%</b>	<b>4,1%</b>	<b>0,2%</b>	<b>28,3%</b>	<b>1,0%</b>	<b>6,8%</b>
Australia	53,2%	0,0%	0,0%	7,3%	3,6%	0,2%	27,4%	1,2%	7,1%
New Zealand	48,6%	0,0%	0,0%	3,3%	7,4%	0,0%	36,0%	0,0%	4,7%
Other Australasia	50,0%	0,0%	0,0%	0,0%	45,0%	0,0%	0,0%	5,0%	0,0%
<b>CENTRAL &amp; SOUTH AMERICA</b>	<b>55,7%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>9,7%</b>	<b>8,3%</b>	<b>0,0%</b>	<b>7,2%</b>	<b>0,7%</b>	<b>18,3%</b>
Argentina	71,8%	0,0%	0,0%	4,9%	3,2%	0,0%	8,4%	0,0%	11,7%
Brazil	56,8%	0,0%	0,0%	9,6%	6,9%	0,0%	4,9%	1,1%	20,7%
Chile	43,5%	0,0%	0,0%	14,3%	15,1%	0,0%	15,8%	0,0%	11,3%
Other Central & South America	42,2%	0,0%	0,0%	12,3%	16,0%	0,0%	12,3%	0,0%	17,2%
<b>EUROPE</b>	<b>58,3%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>8,6%</b>	<b>8,8%</b>	<b>0,4%</b>	<b>15,2%</b>	<b>0,4%</b>	<b>8,3%</b>
Austria	46,3%	0,0%	0,0%	13,8%	13,5%	0,0%	12,4%	0,0%	14,0%
Belgium	76,7%	0,0%	0,0%	3,5%	5,2%	0,5%	7,9%	0,5%	5,7%
Denmark	61,8%	0,0%	0,0%	10,6%	6,1%	1,8%	11,8%	2,3%	5,5%
Finland	55,5%	0,0%	0,0%	12,5%	14,6%	3,5%	7,5%	0,0%	6,4%
France	68,5%	0,0%	0,2%	7,9%	6,5%	1,0%	5,1%	0,0%	10,8%
Germany	66,0%	0,1%	0,0%	8,2%	8,0%	0,1%	9,8%	0,2%	7,7%
Ireland	46,7%	0,0%	0,0%	3,4%	11,2%	2,2%	23,2%	0,0%	13,3%
Italy	68,0%	0,0%	0,0%	8,7%	10,7%	0,3%	5,1%	1,4%	5,8%
Netherlands	62,2%	0,0%	0,0%	10,1%	6,2%	0,6%	13,1%	0,2%	7,6%
Norway	57,4%	0,0%	0,0%	9,4%	6,9%	0,9%	17,7%	0,0%	7,7%
Portugal	48,5%	0,8%	0,0%	13,5%	12,5%	0,0%	9,9%	0,0%	14,8%
Russian Fed	34,6%	0,0%	0,0%	25,2%	18,9%	0,0%	16,5%	0,0%	4,8%
Spain	60,6%	0,0%	0,0%	12,1%	8,1%	0,0%	14,7%	0,0%	4,5%
Sweden	58,8%	0,0%	0,0%	5,1%	9,7%	0,0%	17,7%	0,0%	8,6%
Switzerland	67,0%	0,0%	0,0%	7,2%	4,2%	0,0%	10,0%	0,3%	11,3%
Turkey	30,6%	0,0%	0,0%	13,1%	21,9%	0,0%	21,8%	0,0%	12,7%
UK	45,5%	0,1%	0,0%	7,1%	9,3%	0,1%	28,3%	0,5%	9,0%
Other Europe	49,6%	0,0%	0,0%	14,2%	21,3%	0,0%	10,1%	0,0%	4,8%
<b>MIDDLE EAST</b>	<b>41,9%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>13,4%</b>	<b>3,3%</b>	<b>0,1%</b>	<b>34,1%</b>	<b>0,0%</b>	<b>7,2%</b>
UAE	38,3%	0,0%	0,0%	6,1%	2,2%	0,0%	53,3%	0,0%	0,0%
Other Middle East	42,3%	0,0%	0,0%	14,2%	3,4%	0,1%	32,1%	0,0%	8,0%
<b>NORTH AMERICA</b>	<b>56,6%</b>	<b>0,1%</b>	<b>0,0%</b>	<b>7,0%</b>	<b>7,3%</b>	<b>0,2%</b>	<b>16,4%</b>	<b>1,4%</b>	<b>11,0%</b>
Canada	47,6%	0,0%	0,0%	5,1%	9,7%	0,4%	26,0%	0,5%	10,6%
USA	57,9%	0,1%	0,0%	7,3%	7,0%	0,2%	15,1%	1,5%	11,1%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

PURPOSE OF VISIT ( CATEGORIES)									
	2017								
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
<b>AFRICA</b>	<b>6,9%</b>	<b>14,5%</b>	<b>8,4%</b>	<b>0,7%</b>	<b>2,5%</b>	<b>1,1%</b>	<b>51,1%</b>	<b>2,2%</b>	<b>12,6%</b>
Botswana	9,0%	5,2%	5,9%	0,8%	3,3%	1,1%	42,6%	7,6%	24,5%
Lesotho	1,6%	0,6%	1,0%	0,1%	0,4%	0,6%	75,1%	1,1%	19,5%
Malawi	8,1%	10,1%	33,6%	1,3%	5,5%	0,0%	25,2%	1,4%	14,9%
Mozambique	15,1%	4,3%	3,9%	0,3%	0,6%	0,7%	71,8%	1,2%	2,3%
Namibia	14,2%	1,0%	3,2%	2,2%	7,3%	8,4%	29,6%	2,6%	31,5%
Swaziland	7,5%	2,2%	3,2%	0,3%	1,0%	0,3%	70,9%	3,2%	11,5%
Zambia	7,8%	3,2%	45,5%	2,6%	7,8%	0,7%	14,5%	6,0%	11,9%
Zimbabwe	2,3%	46,2%	16,9%	0,6%	2,1%	1,3%	22,4%	1,0%	7,2%
Angola	29,0%	2,3%	0,9%	8,0%	9,5%	6,1%	27,6%	1,4%	15,2%
Democratic Republic of Congo	5,4%	3,4%	0,0%	6,3%	22,0%	4,7%	39,6%	2,4%	16,2%
Ethiopia	9,1%	4,2%	0,0%	7,8%	26,5%	1,3%	32,9%	1,3%	17,0%
Ghana	7,3%	1,3%	0,0%	3,5%	37,5%	0,0%	23,0%	5,0%	22,4%
Kenya	8,7%	0,0%	0,8%	7,7%	32,4%	1,6%	15,6%	0,8%	32,4%
Nigeria	18,9%	1,1%	0,4%	3,2%	28,6%	2,3%	24,8%	1,9%	18,8%
Tanzania	14,2%	0,9%	1,6%	5,2%	29,7%	4,2%	23,6%	4,1%	16,6%
Uganda	4,9%	0,0%	0,0%	11,5%	34,4%	0,0%	15,1%	4,0%	30,0%
Other Africa	24,2%	2,0%	0,6%	10,9%	17,5%	1,6%	20,6%	0,5%	22,1%
<b>ASIA</b>	<b>36,6%</b>	<b>0,2%</b>	<b>0,0%</b>	<b>13,6%</b>	<b>20,7%</b>	<b>0,1%</b>	<b>21,7%</b>	<b>0,1%</b>	<b>7,2%</b>
China including Hong Kong	36,3%	0,3%	0,0%	12,7%	19,4%	0,2%	25,5%	0,2%	5,4%
India	28,0%	0,3%	0,0%	18,9%	27,7%	0,0%	14,6%	0,0%	10,4%
Japan	47,5%	0,0%	0,0%	13,9%	17,9%	0,0%	14,8%	0,0%	5,9%
Malaysia	52,0%	0,0%	0,0%	5,3%	24,0%	0,0%	15,6%	0,0%	3,1%
Singapore	58,4%	0,0%	0,0%	0,0%	12,5%	0,0%	16,8%	0,0%	12,3%
South Korea	40,1%	0,0%	0,0%	3,1%	17,8%	0,0%	35,2%	0,0%	3,8%
Other Asia	35,4%	0,0%	0,0%	15,5%	13,8%	0,0%	27,7%	0,0%	7,6%
<b>AUSTRALASIA</b>	<b>62,1%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>3,3%</b>	<b>5,4%</b>	<b>0,0%</b>	<b>24,1%</b>	<b>0,5%</b>	<b>4,7%</b>
Australia	62,5%	0,0%	0,0%	2,5%	5,5%	0,0%	24,3%	0,5%	4,6%
New Zealand	59,1%	0,0%	0,0%	8,6%	4,6%	0,0%	22,5%	0,0%	5,2%
Other Australasia	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	100,0%	0,0%	0,0%
<b>CENTRAL &amp; SOUTH AMERICA</b>	<b>57,7%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>4,8%</b>	<b>11,7%</b>	<b>0,0%</b>	<b>9,6%</b>	<b>1,7%</b>	<b>14,5%</b>
Argentina	53,7%	0,0%	0,0%	9,6%	12,5%	0,0%	2,9%	2,1%	19,1%
Brazil	60,4%	0,0%	0,0%	3,6%	9,0%	0,0%	8,9%	1,5%	16,5%
Chile	67,6%	0,0%	0,0%	3,3%	10,4%	0,0%	5,1%	0,0%	13,7%
Other Central & South America	44,4%	0,0%	0,0%	7,1%	24,3%	0,0%	20,1%	3,0%	1,2%
<b>EUROPE</b>	<b>63,5%</b>	<b>0,1%</b>	<b>0,0%</b>	<b>8,1%</b>	<b>8,1%</b>	<b>0,3%</b>	<b>12,0%</b>	<b>0,2%</b>	<b>7,9%</b>
Austria	51,4%	0,0%	0,0%	7,9%	14,2%	0,0%	15,4%	0,0%	11,1%
Belgium	69,3%	0,0%	0,0%	6,8%	9,7%	0,5%	7,9%	0,0%	5,9%
Denmark	71,6%	0,0%	0,0%	9,1%	10,2%	0,0%	5,6%	0,0%	3,5%
Finland	70,3%	0,0%	0,0%	9,0%	4,3%	0,0%	12,0%	0,0%	4,4%
France	73,3%	0,0%	0,0%	6,9%	5,8%	0,6%	7,3%	0,0%	6,0%
Germany	67,2%	0,0%	0,0%	7,6%	8,8%	0,2%	7,6%	0,0%	8,7%
Ireland	55,5%	0,0%	0,0%	11,3%	2,2%	0,0%	17,7%	0,0%	13,2%
Italy	73,6%	0,0%	0,0%	4,7%	9,2%	0,0%	5,4%	1,0%	6,1%
Netherlands	65,8%	0,0%	0,0%	6,0%	4,4%	0,3%	13,4%	0,2%	9,9%
Norway	62,0%	0,0%	0,0%	6,3%	4,9%	0,0%	8,6%	0,0%	18,3%
Portugal	66,0%	0,9%	0,0%	7,0%	9,6%	0,7%	8,4%	0,0%	7,3%
Russian Fed	43,8%	0,0%	0,0%	17,7%	19,0%	0,0%	14,5%	0,0%	5,1%
Spain	64,0%	0,0%	0,0%	12,2%	13,6%	0,0%	4,1%	0,0%	6,2%
Sweden	58,0%	0,0%	0,0%	9,7%	5,7%	0,0%	15,1%	0,0%	11,4%
Switzerland	65,0%	0,0%	0,0%	10,4%	5,0%	0,0%	9,9%	0,0%	9,7%
Turkey	51,6%	0,0%	0,0%	23,8%	12,5%	0,0%	8,4%	0,0%	3,8%
UK	56,3%	0,1%	0,0%	7,2%	8,0%	0,4%	20,0%	0,2%	7,8%
Other Europe	48,5%	0,0%	0,0%	22,4%	15,2%	0,4%	7,3%	0,4%	5,7%
<b>MIDDLE EAST</b>	<b>36,7%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>5,9%</b>	<b>9,6%</b>	<b>0,0%</b>	<b>35,9%</b>	<b>0,0%</b>	<b>11,9%</b>
UAE	25,2%	0,0%	0,0%	0,0%	17,0%	0,0%	42,6%	0,0%	15,2%
Other Middle East	37,9%	0,0%	0,0%	6,5%	8,8%	0,0%	35,2%	0,0%	11,6%
<b>NORTH AMERICA</b>	<b>67,5%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>5,7%</b>	<b>7,3%</b>	<b>0,2%</b>	<b>9,8%</b>	<b>0,6%</b>	<b>8,9%</b>
Canada	64,7%	0,4%	0,0%	6,7%	6,0%	0,0%	14,9%	0,4%	6,9%
USA	67,9%	0,0%	0,0%	5,6%	7,4%	0,3%	9,1%	0,6%	9,1%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

## PURPOSE OF VISIT ( CATEGORIES)

2016

	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
<b>AFRICA</b>	<b>5,0%</b>	<b>11,2%</b>	<b>12,2%</b>	<b>2,9%</b>	<b>5,2%</b>	<b>2,4%</b>	<b>50,2%</b>	<b>3,1%</b>	<b>7,8%</b>
Botswana	9,8%	9,4%	12,0%	8,6%	7,2%	2,5%	31,9%	8,7%	9,8%
Lesotho	2,5%	3,2%	4,2%	2,8%	2,4%	4,5%	63,0%	3,4%	14,0%
Malawi	2,5%	8,0%	49,7%	0,5%	6,8%	1,7%	23,4%	3,3%	4,1%
Mozambique	1,8%	11,0%	9,6%	0,2%	1,5%	0,9%	72,9%	0,6%	1,4%
Namibia	18,2%	0,9%	0,8%	4,2%	16,2%	4,7%	42,1%	4,0%	8,9%
Swaziland	5,6%	0,3%	2,4%	7,8%	2,6%	1,3%	69,5%	2,2%	8,3%
Zambia	9,9%	9,5%	37,6%	3,8%	11,6%	0,8%	14,9%	5,6%	6,3%
Zimbabwe	3,7%	27,2%	23,0%	0,2%	4,8%	1,6%	32,4%	2,7%	4,4%
Angola	21,7%	2,9%	0,9%	2,9%	16,2%	9,9%	28,4%	1,9%	15,1%
Democratic Republic of Congo	31,1%	0,0%	0,0%	8,3%	12,9%	10,3%	22,4%	1,7%	13,3%
Ethiopia	12,0%	0,0%	1,6%	4,6%	37,8%	3,2%	34,8%	1,4%	4,5%
Ghana	14,5%	0,0%	1,4%	1,1%	32,5%	5,3%	27,3%	1,4%	16,6%
Kenya	8,7%	0,8%	0,0%	0,0%	45,1%	2,3%	14,7%	5,5%	22,8%
Nigeria	20,5%	0,0%	0,0%	2,0%	32,6%	1,5%	30,1%	4,0%	9,3%
Tanzania	7,3%	0,0%	2,5%	3,6%	34,9%	1,6%	33,1%	1,7%	15,2%
Uganda	12,0%	0,0%	0,0%	4,0%	49,8%	1,2%	17,6%	1,2%	14,0%
Other Africa	21,8%	5,3%	1,3%	4,4%	31,8%	1,4%	18,3%	1,5%	14,1%
<b>ASIA</b>	<b>30,9%</b>	<b>0,3%</b>	<b>0,0%</b>	<b>7,1%</b>	<b>29,5%</b>	<b>0,1%</b>	<b>27,9%</b>	<b>0,4%</b>	<b>3,9%</b>
China including Hong Kong	41,6%	0,3%	0,0%	2,4%	23,2%	0,0%	30,9%	0,0%	1,7%
India	13,7%	0,0%	0,0%	14,7%	47,2%	0,0%	18,0%	1,3%	5,0%
Japan	44,4%	0,0%	0,0%	3,0%	21,2%	0,0%	26,2%	0,0%	5,1%
Malaysia	40,9%	0,0%	0,0%	7,7%	34,1%	0,0%	12,5%	0,0%	4,8%
Singapore	28,7%	0,0%	0,0%	4,3%	46,3%	0,0%	17,0%	0,0%	3,7%
South Korea	34,6%	0,0%	0,0%	3,1%	15,7%	0,0%	40,1%	0,0%	6,5%
Other Asia	21,0%	1,0%	0,0%	10,6%	20,4%	0,6%	40,2%	0,5%	5,7%
<b>AUSTRALASIA</b>	<b>38,0%</b>	<b>0,2%</b>	<b>0,0%</b>	<b>1,6%</b>	<b>18,6%</b>	<b>0,7%</b>	<b>32,7%</b>	<b>0,4%</b>	<b>7,9%</b>
Australia	38,9%	0,0%	0,0%	1,7%	16,9%	0,5%	33,0%	0,4%	8,5%
New Zealand	33,4%	1,0%	0,0%	1,0%	27,1%	1,3%	31,5%	0,0%	4,6%
Other Australasia	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
<b>CENTRAL &amp; SOUTH AMERICA</b>	<b>47,4%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>5,0%</b>	<b>26,5%</b>	<b>1,0%</b>	<b>6,2%</b>	<b>0,0%</b>	<b>14,0%</b>
Argentina	31,5%	0,0%	0,0%	3,0%	44,8%	1,7%	7,7%	0,0%	11,3%
Brazil	49,8%	0,0%	0,0%	5,1%	22,9%	1,0%	5,9%	0,0%	15,2%
Chile	41,7%	0,0%	0,0%	10,7%	40,7%	2,1%	4,8%	0,0%	0,0%
Other Central & South America	52,3%	0,0%	0,0%	4,3%	20,6%	0,0%	6,8%	0,0%	16,0%
<b>EUROPE</b>	<b>42,4%</b>	<b>0,2%</b>	<b>0,4%</b>	<b>5,9%</b>	<b>26,2%</b>	<b>0,4%</b>	<b>17,1%</b>	<b>0,4%</b>	<b>6,9%</b>
Austria	48,7%	0,0%	0,0%	2,3%	35,7%	1,3%	7,7%	1,0%	3,3%
Belgium	45,8%	0,5%	0,5%	5,4%	28,1%	2,4%	10,8%	0,7%	5,7%
Denmark	40,2%	0,0%	0,0%	5,1%	37,6%	0,0%	7,2%	0,0%	10,0%
Finland	30,8%	0,0%	0,0%	6,0%	49,1%	0,0%	0,0%	0,0%	14,1%
France	43,0%	0,0%	0,7%	5,5%	31,3%	0,9%	10,9%	0,6%	7,1%
Germany	50,0%	0,0%	0,2%	5,1%	21,8%	0,3%	12,7%	0,1%	9,8%
Ireland	40,4%	0,0%	0,0%	6,0%	21,1%	0,0%	25,4%	1,1%	6,1%
Italy	53,2%	1,0%	0,0%	4,7%	29,7%	0,0%	8,0%	0,4%	3,0%
Netherlands	47,6%	0,0%	0,2%	6,6%	22,7%	0,0%	14,0%	0,0%	8,9%
Norway	44,1%	0,0%	0,0%	4,5%	36,9%	0,0%	5,9%	1,5%	7,0%
Portugal	39,9%	0,0%	0,0%	13,2%	28,2%	0,0%	18,7%	0,0%	0,0%
Russian Fed	6,8%	0,0%	3,0%	24,6%	53,3%	1,4%	8,5%	0,0%	2,5%
Spain	42,7%	0,8%	5,2%	6,5%	26,0%	0,0%	13,3%	1,3%	4,2%
Sweden	45,3%	0,0%	0,0%	9,5%	30,5%	0,0%	10,0%	0,0%	4,6%
Switzerland	52,7%	0,0%	0,0%	3,0%	25,1%	0,0%	13,9%	0,0%	5,2%
Turkey	23,5%	0,0%	0,0%	16,8%	44,6%	1,8%	9,8%	0,0%	3,5%
UK	35,7%	0,4%	0,1%	4,0%	22,5%	0,4%	29,3%	0,7%	7,1%
Other Europe	25,5%	0,0%	0,0%	21,2%	43,1%	0,0%	6,0%	0,0%	4,2%
<b>MIDDLE EAST</b>	<b>39,5%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>4,8%</b>	<b>14,8%</b>	<b>0,0%</b>	<b>32,8%</b>	<b>1,4%</b>	<b>6,7%</b>
UAE	71,2%	0,0%	0,0%	0,0%	0,0%	0,0%	25,0%	0,0%	3,8%
Other Middle East	36,8%	0,0%	0,0%	5,2%	16,1%	0,0%	33,5%	1,5%	6,9%
<b>NORTH AMERICA</b>	<b>47,7%</b>	<b>0,4%</b>	<b>0,0%</b>	<b>2,4%</b>	<b>24,0%</b>	<b>0,1%</b>	<b>13,4%</b>	<b>1,1%</b>	<b>10,9%</b>
Canada	48,2%	1,2%	0,0%	3,1%	27,3%	0,0%	17,5%	0,4%	2,3%
USA	47,6%	0,3%	0,0%	2,3%	23,6%	0,2%	12,9%	1,2%	12,0%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2018					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99
<b>Africa</b>	<b>19,3%</b>	<b>42,1%</b>	<b>26,9%</b>	<b>8,5%</b>	<b>2,1%</b>	<b>0,5%</b>
Botswana	8,2%	38,1%	37,0%	12,2%	3,3%	0,8%
Lesotho	39,3%	41,7%	14,8%	3,1%	0,5%	0,0%
Malawi	8,4%	33,7%	41,1%	14,0%	2,1%	0,2%
Mozambique	19,1%	44,6%	28,6%	6,1%	1,0%	0,2%
Namibia	8,5%	28,6%	25,2%	17,8%	13,3%	5,6%
Swaziland	21,2%	49,4%	22,4%	5,2%	0,9%	0,1%
Zambia	8,8%	33,5%	39,3%	13,0%	3,8%	0,3%
Zimbabwe	9,4%	42,9%	32,3%	12,2%	2,5%	0,5%
Angola	12,2%	37,1%	29,5%	14,5%	4,9%	0,7%
Democratic Republic of Congo	7,1%	23,7%	24,7%	21,2%	13,8%	4,3%
Ethiopia	9,6%	34,0%	26,9%	16,4%	7,6%	0,5%
Ghana	10,1%	34,1%	31,7%	9,7%	5,3%	1,5%
Kenya	6,8%	32,2%	31,0%	15,5%	4,1%	1,9%
Nigeria	6,9%	30,9%	33,5%	17,2%	5,2%	1,2%
Tanzania	10,2%	32,0%	28,7%	15,0%	8,1%	0,9%
Uganda	6,8%	35,2%	32,1%	14,9%	4,7%	1,0%
Other Africa	12,6%	32,0%	25,0%	17,6%	6,8%	2,5%
<b>Asia</b>	<b>13,4%</b>	<b>42,1%</b>	<b>21,8%</b>	<b>12,1%</b>	<b>4,9%</b>	<b>3,1%</b>
China including Hong Kong	15,1%	45,0%	18,3%	12,1%	5,1%	3,5%
India	11,1%	41,0%	24,8%	11,3%	4,5%	2,3%
Japan	12,7%	40,4%	20,3%	12,6%	5,3%	5,6%
Malaysia	15,6%	40,6%	15,9%	19,9%	3,6%	0,0%
Singapore	14,6%	44,1%	15,0%	10,4%	4,9%	7,4%
South Korea	14,6%	39,3%	22,0%	13,4%	6,7%	2,0%
Other Asia	11,9%	36,2%	32,2%	12,2%	3,9%	1,9%
<b>Australasia</b>	<b>12,4%</b>	<b>23,0%</b>	<b>13,4%</b>	<b>18,4%</b>	<b>17,0%</b>	<b>14,4%</b>
Australia	12,5%	23,2%	13,0%	18,0%	17,3%	14,6%
New Zealand	11,8%	21,4%	16,2%	21,7%	14,6%	13,0%
Other Australasia	12,5%	0,0%	0,0%	37,5%	37,5%	12,5%
<b>South America</b>	<b>17,4%</b>	<b>43,5%</b>	<b>21,9%</b>	<b>8,8%</b>	<b>5,1%</b>	<b>1,6%</b>
Argentina	22,1%	44,3%	16,8%	9,9%	2,5%	3,1%
Brazil	16,6%	43,4%	24,0%	7,1%	5,9%	1,1%
Chile	16,1%	46,2%	19,2%	8,0%	5,2%	3,3%
Other Central & South America	15,0%	41,4%	20,1%	15,9%	5,6%	1,5%
<b>Europe</b>	<b>16,1%</b>	<b>28,9%</b>	<b>16,1%</b>	<b>16,0%</b>	<b>12,4%</b>	<b>9,2%</b>
Austria	16,3%	30,2%	19,9%	15,8%	8,3%	8,5%
Belgium	22,1%	29,4%	12,6%	17,9%	10,3%	6,5%
Denmark	19,4%	19,7%	13,0%	17,2%	16,4%	13,6%
Finland	7,9%	36,0%	15,8%	17,9%	11,7%	10,6%
France	16,0%	32,9%	14,8%	15,0%	12,1%	8,1%
Germany	18,8%	31,9%	15,8%	15,9%	10,9%	5,5%
Ireland	13,6%	32,8%	16,1%	13,1%	13,5%	8,9%
Italy	11,0%	31,4%	19,6%	17,6%	12,4%	6,1%
Netherlands	19,1%	29,9%	14,0%	16,3%	12,1%	7,6%
Norway	21,4%	24,8%	14,2%	11,7%	15,5%	12,4%
Portugal	14,7%	38,3%	20,4%	14,2%	6,7%	5,5%
Russian Fed	12,8%	36,5%	20,2%	14,4%	10,2%	3,9%
Spain	18,0%	34,1%	21,0%	15,6%	6,8%	3,3%
Sweden	11,6%	20,5%	11,5%	22,0%	18,0%	15,6%
Switzerland	17,9%	30,1%	13,8%	18,0%	11,8%	7,3%
Turkey	19,0%	26,9%	25,3%	11,5%	7,3%	8,7%
UK	13,7%	24,0%	15,9%	15,8%	14,6%	14,1%
Other Europe	13,6%	31,1%	25,3%	13,6%	10,3%	5,8%
<b>Middle East</b>	<b>14,2%</b>	<b>26,3%</b>	<b>19,3%</b>	<b>18,5%</b>	<b>11,5%</b>	<b>7,3%</b>
UAE	9,5%	46,4%	20,0%	13,2%	1,5%	5,8%
Other Middle East	14,6%	24,9%	19,2%	18,9%	12,2%	7,4%
<b>North America</b>	<b>15,5%</b>	<b>23,6%</b>	<b>13,1%</b>	<b>15,2%</b>	<b>16,3%</b>	<b>14,3%</b>
Canada	12,6%	22,4%	14,2%	18,4%	17,9%	12,5%
USA	16,0%	23,8%	13,0%	14,7%	16,1%	14,6%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2017					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99
<b>Africa</b>	<b>17,5%</b>	<b>40,0%</b>	<b>28,3%</b>	<b>9,0%</b>	<b>2,6%</b>	<b>0,8%</b>
Botswana	9,9%	36,5%	34,4%	12,6%	3,8%	1,2%
Lesotho	37,0%	37,8%	16,2%	5,3%	1,6%	0,7%
Malawi	6,5%	32,1%	42,9%	12,0%	2,9%	1,0%
Mozambique	12,6%	45,8%	30,9%	7,4%	1,4%	0,3%
Namibia	9,0%	28,2%	22,7%	18,9%	12,0%	5,6%
Swaziland	19,8%	49,6%	21,8%	6,2%	1,2%	0,2%
Zambia	4,1%	35,8%	37,0%	14,9%	3,6%	0,5%
Zimbabwe	9,2%	38,7%	36,2%	10,9%	3,0%	0,9%
Angola	9,9%	35,7%	33,7%	13,1%	4,3%	1,1%
Democratic Republic of Congo	7,6%	22,3%	28,8%	21,2%	11,0%	2,7%
Ethiopia	5,7%	29,5%	34,7%	16,0%	4,0%	2,0%
Ghana	4,8%	26,4%	38,2%	14,5%	7,0%	0,4%
Kenya	8,0%	25,5%	33,2%	14,8%	4,5%	0,9%
Nigeria	4,4%	25,1%	36,0%	17,8%	3,1%	1,2%
Tanzania	7,7%	27,9%	33,6%	14,3%	5,0%	1,7%
Uganda	7,4%	31,0%	32,4%	13,2%	5,4%	1,8%
Other Africa	11,1%	28,3%	28,6%	14,8%	5,9%	1,4%
<b>Asia</b>	<b>8,3%</b>	<b>30,8%</b>	<b>31,5%</b>	<b>16,2%</b>	<b>5,2%</b>	<b>1,9%</b>
China including Hong Kong	8,1%	27,4%	37,8%	17,6%	4,0%	2,2%
India	7,4%	33,6%	28,8%	15,2%	4,6%	1,9%
Japan	6,5%	26,0%	33,2%	17,2%	8,1%	1,8%
Malaysia	15,0%	40,7%	20,1%	12,1%	10,5%	0,0%
Singapore	8,2%	35,9%	18,8%	9,2%	15,4%	2,0%
South Korea	11,0%	27,7%	28,3%	21,1%	3,2%	2,1%
Other Asia	9,0%	33,8%	29,0%	14,5%	4,3%	1,6%
<b>Australasia</b>	<b>10,7%</b>	<b>20,6%</b>	<b>21,9%</b>	<b>18,6%</b>	<b>13,1%</b>	<b>12,3%</b>
Australia	11,0%	20,6%	22,2%	17,6%	13,3%	12,3%
New Zealand	8,3%	20,4%	20,0%	25,6%	11,6%	12,3%
Other Australasia	39,1%	0,0%	39,1%	0,0%	21,7%	0,0%
<b>South America</b>	<b>15,1%</b>	<b>41,3%</b>	<b>24,6%</b>	<b>9,8%</b>	<b>3,6%</b>	<b>2,3%</b>
Argentina	16,5%	30,1%	29,9%	12,9%	4,0%	2,0%
Brazil	15,3%	47,3%	23,9%	6,2%	2,3%	2,2%
Chile	10,7%	36,7%	26,5%	18,4%	5,3%	0,6%
Other Central & South America	14,5%	27,7%	20,4%	19,6%	8,5%	3,5%
<b>Europe</b>	<b>14,5%</b>	<b>28,0%</b>	<b>22,3%</b>	<b>17,6%</b>	<b>9,3%</b>	<b>6,7%</b>
Austria	12,6%	28,9%	30,7%	13,5%	9,0%	3,9%
Belgium	16,7%	30,4%	20,8%	17,4%	7,4%	6,2%
Denmark	14,4%	21,3%	18,6%	23,0%	14,0%	7,3%
Finland	11,0%	40,3%	25,5%	12,4%	2,9%	6,4%
France	12,5%	31,1%	18,8%	17,7%	10,0%	8,7%
Germany	17,7%	27,0%	20,4%	19,6%	8,6%	5,0%
Ireland	12,7%	31,5%	24,3%	14,3%	10,6%	4,3%
Italy	11,6%	22,6%	27,8%	21,4%	8,8%	7,1%
Netherlands	16,8%	30,3%	21,1%	16,1%	9,5%	5,2%
Norway	22,2%	27,8%	19,8%	14,7%	6,4%	7,2%
Portugal	9,3%	26,3%	34,2%	19,4%	6,2%	4,2%
Russian Fed	6,4%	26,8%	31,3%	23,6%	8,7%	1,3%
Spain	10,7%	32,6%	24,1%	17,3%	10,0%	4,4%
Sweden	14,8%	24,1%	21,7%	15,2%	15,4%	6,3%
Switzerland	16,0%	29,2%	25,8%	15,6%	8,7%	4,4%
Turkey	11,2%	37,6%	27,4%	17,7%	3,6%	1,1%
UK	13,6%	26,1%	21,9%	17,1%	9,9%	9,3%
Other Europe	9,8%	36,2%	27,2%	15,4%	6,3%	3,1%
<b>Middle East</b>	<b>13,5%</b>	<b>28,6%</b>	<b>28,2%</b>	<b>16,3%</b>	<b>5,4%</b>	<b>2,0%</b>
UAE	8,5%	55,8%	13,7%	13,1%	3,6%	0,0%
Other Middle East	13,8%	26,7%	29,2%	16,6%	5,5%	2,1%
<b>North America</b>	<b>14,6%</b>	<b>22,9%</b>	<b>19,9%</b>	<b>16,9%</b>	<b>12,8%</b>	<b>10,2%</b>
Canada	11,7%	25,6%	16,7%	17,4%	15,4%	10,7%
USA	15,0%	22,4%	20,4%	16,9%	12,3%	10,1%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2016					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99
<b>Africa</b>	<b>12,5%</b>	<b>35,9%</b>	<b>31,0%</b>	<b>11,7%</b>	<b>3,8%</b>	<b>1,6%</b>
Botswana	4,9%	32,7%	37,5%	15,4%	3,9%	1,7%
Lesotho	24,1%	34,4%	21,2%	8,2%	4,1%	2,2%
Malawi	3,9%	26,3%	50,7%	14,8%	1,2%	1,7%
Mozambique	9,9%	41,0%	30,5%	9,2%	2,7%	1,1%
Namibia	4,4%	19,6%	22,9%	21,8%	16,1%	8,2%
Swaziland	16,3%	46,7%	23,7%	9,6%	2,9%	0,3%
Zambia	1,9%	22,5%	51,7%	18,3%	3,0%	0,4%
Zimbabwe	7,7%	34,4%	38,6%	13,8%	3,2%	1,4%
Angola	8,2%	35,9%	32,3%	16,3%	4,5%	1,1%
Democratic Republic of Congo	6,7%	18,5%	34,7%	22,3%	14,1%	2,5%
Ethiopia	2,3%	29,4%	32,0%	20,3%	4,4%	2,3%
Ghana	3,4%	32,6%	29,0%	20,6%	5,6%	2,0%
Kenya	6,0%	30,6%	34,2%	16,6%	5,5%	0,3%
Nigeria	3,7%	34,4%	34,0%	15,1%	3,7%	0,8%
Tanzania	4,8%	37,9%	30,1%	12,6%	4,2%	2,1%
Uganda	4,4%	34,5%	32,9%	17,7%	4,3%	0,0%
Other Africa	7,0%	29,0%	33,6%	18,4%	5,6%	1,0%
<b>Asia</b>	<b>3,9%</b>	<b>32,8%</b>	<b>37,5%</b>	<b>16,8%</b>	<b>4,6%</b>	<b>2,0%</b>
China including Hong Kong	1,4%	39,5%	38,8%	14,1%	3,2%	2,3%
India	5,3%	31,5%	35,6%	17,5%	4,5%	1,5%
Japan	4,8%	22,7%	39,2%	22,8%	6,1%	1,3%
Malaysia	5,3%	28,6%	37,3%	19,3%	7,4%	0,0%
Singapore	7,7%	24,9%	34,3%	13,5%	15,9%	0,0%
South Korea	3,9%	20,8%	39,1%	22,7%	8,6%	4,6%
Other Asia	7,2%	29,1%	37,1%	17,0%	3,7%	2,5%
<b>Australasia</b>	<b>8,8%</b>	<b>25,7%</b>	<b>29,9%</b>	<b>18,7%</b>	<b>10,2%</b>	<b>5,7%</b>
Australia	8,8%	25,5%	30,3%	18,4%	9,7%	5,8%
New Zealand	8,7%	26,3%	27,6%	19,7%	12,7%	4,8%
Other Australasia	0,0%	25,0%	0,0%	0,0%	75,0%	0,0%
<b>South America</b>	<b>15,0%</b>	<b>39,9%</b>	<b>24,5%</b>	<b>11,9%</b>	<b>6,7%</b>	<b>1,1%</b>
Argentina	16,6%	37,2%	28,8%	7,8%	6,4%	1,0%
Brazil	15,1%	41,2%	22,4%	12,6%	6,9%	1,2%
Chile	11,2%	44,6%	21,2%	11,4%	7,8%	2,1%
Other Central & South America	14,2%	36,8%	28,2%	14,1%	5,9%	0,8%
<b>Europe</b>	<b>10,1%</b>	<b>27,8%</b>	<b>28,1%</b>	<b>19,3%</b>	<b>7,6%</b>	<b>5,2%</b>
Austria	9,1%	35,0%	31,2%	14,2%	4,9%	4,4%
Belgium	8,7%	24,9%	29,4%	25,7%	7,6%	2,6%
Denmark	13,8%	21,8%	23,7%	24,1%	9,2%	6,6%
Finland	6,6%	36,6%	34,0%	16,4%	1,7%	3,2%
France	8,3%	28,3%	27,7%	22,0%	8,3%	4,2%
Germany	14,1%	27,5%	22,8%	19,8%	8,6%	5,7%
Ireland	4,9%	37,7%	30,7%	11,3%	8,5%	4,1%
Italy	4,7%	27,5%	38,3%	20,7%	5,0%	0,8%
Netherlands	12,9%	29,9%	24,5%	19,4%	7,9%	4,2%
Norway	19,8%	27,1%	26,0%	10,7%	9,6%	5,5%
Portugal	5,3%	30,9%	36,3%	18,2%	5,4%	3,4%
Russian Fed	3,5%	17,4%	30,9%	41,1%	5,7%	0,5%
Spain	6,6%	33,3%	32,0%	22,6%	2,1%	2,2%
Sweden	6,7%	23,6%	26,6%	25,2%	11,1%	5,9%
Switzerland	9,6%	26,5%	31,5%	20,4%	8,0%	2,7%
Turkey	7,1%	19,5%	46,2%	20,7%	3,7%	0,0%
UK	9,6%	27,4%	28,0%	16,9%	7,9%	7,6%
Other Europe	6,8%	26,4%	37,2%	21,6%	5,0%	1,8%
<b>Middle East</b>	<b>15,3%</b>	<b>26,0%</b>	<b>20,9%</b>	<b>23,4%</b>	<b>7,6%</b>	<b>5,4%</b>
UAE	2,5%	71,8%	11,5%	3,2%	6,6%	0,0%
Other Middle East	16,0%	23,1%	21,5%	24,6%	7,7%	5,7%
<b>North America</b>	<b>13,6%</b>	<b>23,5%</b>	<b>24,6%</b>	<b>18,5%</b>	<b>9,7%</b>	<b>8,3%</b>
Canada	9,6%	21,3%	28,0%	20,6%	13,0%	5,5%
USA	14,2%	23,8%	24,0%	18,1%	9,2%	8,7%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2018				
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
<b>Africa</b>	<b>5,9%</b>	<b>10,3%</b>	<b>9,7%</b>	<b>11,2%</b>	<b>59,8%</b>
Botswana	2,2%	7,5%	6,3%	5,8%	78,0%
Lesotho	6,1%	9,5%	5,4%	7,6%	56,8%
Malawi	10,7%	20,9%	11,9%	9,1%	47,5%
Mozambique	5,3%	13,2%	13,4%	13,8%	54,2%
Namibia	2,3%	6,4%	4,7%	10,0%	76,6%
Swaziland	1,5%	3,5%	7,2%	11,8%	75,9%
Zambia	6,7%	13,5%	12,9%	10,7%	56,2%
Zimbabwe	5,2%	10,5%	11,5%	13,6%	59,2%
Angola	25,9%	17,9%	10,4%	12,7%	33,1%
Democratic Republic of Congo	21,3%	12,6%	11,9%	11,2%	43,0%
Ethiopia	31,5%	21,8%	22,4%	12,2%	12,0%
Ghana	36,9%	21,8%	19,8%	10,4%	11,1%
Kenya	25,4%	23,2%	16,6%	14,9%	20,0%
Nigeria	36,9%	20,8%	16,0%	12,9%	13,4%
Tanzania	26,7%	22,9%	16,4%	15,1%	18,9%
Uganda	33,6%	18,4%	18,4%	17,1%	12,6%
Other Africa	41,7%	21,1%	12,9%	10,4%	13,9%
<b>Asia</b>	<b>48,3%</b>	<b>22,6%</b>	<b>10,7%</b>	<b>9,3%</b>	<b>9,1%</b>
China including Hong Kong	45,1%	25,3%	9,4%	10,0%	10,3%
India	54,5%	19,3%	11,5%	8,5%	6,2%
Japan	47,8%	19,8%	13,2%	10,6%	8,7%
Malaysia	56,2%	7,8%	17,7%	6,9%	11,4%
Singapore	45,1%	21,2%	11,3%	7,2%	15,2%
South Korea	41,5%	27,3%	13,7%	6,2%	11,2%
Other Asia	49,7%	22,3%	9,0%	10,0%	9,0%
<b>Australasia</b>	<b>44,4%</b>	<b>23,4%</b>	<b>12,6%</b>	<b>10,1%</b>	<b>9,5%</b>
Australia	44,8%	22,7%	12,3%	10,6%	9,6%
New Zealand	41,7%	29,1%	14,7%	6,3%	8,2%
Other Australasia	50,0%	0,0%	37,5%	0,0%	12,5%
<b>South America</b>	<b>72,5%</b>	<b>15,8%</b>	<b>5,7%</b>	<b>2,0%</b>	<b>4,1%</b>
Argentina	76,0%	16,5%	2,2%	1,1%	4,2%
Brazil	74,1%	14,2%	6,8%	1,6%	3,2%
Chile	69,7%	12,9%	4,4%	6,7%	6,3%
Other Central & South America	60,5%	24,1%	5,6%	3,0%	6,8%
<b>Europe</b>	<b>55,8%</b>	<b>19,8%</b>	<b>8,9%</b>	<b>7,4%</b>	<b>8,2%</b>
Austria	57,0%	19,8%	7,1%	6,7%	9,3%
Belgium	65,1%	15,5%	8,6%	5,4%	5,5%
Denmark	57,9%	21,0%	9,3%	7,3%	4,6%
Finland	58,6%	24,7%	3,8%	5,9%	6,9%
France	71,4%	16,9%	4,6%	3,5%	3,5%
Germany	58,6%	20,8%	8,9%	6,0%	5,7%
Ireland	54,4%	17,5%	12,8%	5,6%	9,7%
Italy	68,0%	14,9%	6,2%	5,7%	5,2%
Netherlands	58,0%	19,2%	9,0%	7,9%	5,9%
Norway	58,8%	22,7%	4,2%	6,6%	7,7%
Portugal	53,1%	20,7%	7,8%	7,2%	11,2%
Russian Fed	57,0%	20,5%	7,9%	7,4%	7,3%
Spain	58,5%	20,9%	7,6%	7,7%	5,3%
Sweden	61,0%	17,2%	9,9%	5,1%	6,8%
Switzerland	57,5%	21,0%	8,0%	7,2%	6,3%
Turkey	55,2%	17,7%	11,5%	9,8%	5,8%
UK	42,9%	21,1%	11,3%	10,7%	14,0%
Other Europe	58,7%	23,4%	7,2%	4,7%	6,1%
<b>Middle East</b>	<b>43,5%</b>	<b>16,4%</b>	<b>10,9%</b>	<b>11,9%</b>	<b>17,2%</b>
UAE	33,2%	13,5%	17,3%	9,1%	26,8%
Other Middle East	44,2%	16,6%	10,5%	12,1%	16,6%
<b>North America</b>	<b>64,2%</b>	<b>17,9%</b>	<b>6,0%</b>	<b>5,9%</b>	<b>6,0%</b>
Canada	59,4%	17,4%	7,8%	6,6%	8,8%
USA	65,0%	18,0%	5,7%	5,8%	5,5%
Other	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2017				
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
<b>Africa</b>	<b>4,6%</b>	<b>10,9%</b>	<b>11,5%</b>	<b>13,8%</b>	<b>53,7%</b>
Botswana	3,5%	7,0%	6,1%	8,6%	74,9%
Lesotho	5,2%	11,1%	8,3%	8,1%	42,2%
Malawi	9,0%	15,5%	15,1%	19,4%	34,4%
Mozambique	3,9%	13,0%	14,8%	11,2%	57,1%
Namibia	3,1%	17,1%	14,2%	16,3%	49,3%
Swaziland	0,8%	4,8%	4,4%	7,1%	82,9%
Zambia	6,1%	8,8%	15,9%	18,6%	42,6%
Zimbabwe	2,9%	10,8%	15,2%	23,6%	43,2%
Angola	25,8%	19,6%	11,7%	13,7%	29,3%
Democratic Republic of Congo	20,4%	18,0%	13,9%	19,4%	28,3%
Ethiopia	32,3%	29,7%	14,5%	9,5%	14,0%
Ghana	33,1%	26,3%	13,2%	13,0%	14,4%
Kenya	27,7%	24,6%	17,4%	14,3%	16,1%
Nigeria	32,1%	26,3%	16,5%	11,1%	13,9%
Tanzania	24,8%	21,8%	16,4%	19,1%	18,0%
Uganda	29,9%	22,2%	23,0%	10,7%	14,2%
Other Africa	33,3%	25,0%	15,2%	11,3%	15,2%
<b>Asia</b>	<b>54,3%</b>	<b>26,0%</b>	<b>9,1%</b>	<b>5,5%</b>	<b>5,1%</b>
China including Hong Kong	52,4%	30,3%	7,8%	4,8%	4,6%
India	54,4%	22,3%	11,3%	6,7%	5,3%
Japan	59,2%	26,2%	8,3%	2,1%	4,2%
Malaysia	59,8%	23,5%	4,2%	4,8%	7,7%
Singapore	61,3%	20,7%	5,1%	5,5%	7,4%
South Korea	51,5%	29,8%	6,7%	6,0%	5,9%
Other Asia	53,3%	24,2%	11,5%	6,3%	4,6%
<b>Australasia</b>	<b>49,1%</b>	<b>20,0%</b>	<b>13,9%</b>	<b>9,0%</b>	<b>8,0%</b>
Australia	49,5%	19,7%	13,9%	8,8%	8,0%
New Zealand	45,8%	22,1%	14,1%	10,6%	7,5%
Other Australasia	78,3%	0,0%	0,0%	0,0%	21,7%
<b>South America</b>	<b>78,2%</b>	<b>12,2%</b>	<b>2,6%</b>	<b>3,0%</b>	<b>4,0%</b>
Argentina	68,0%	21,3%	4,1%	3,3%	3,3%
Brazil	82,1%	9,6%	1,5%	2,7%	4,0%
Chile	77,2%	12,0%	4,6%	2,0%	4,2%
Other Central & South America	71,7%	14,1%	5,0%	4,7%	4,5%
<b>Europe</b>	<b>57,8%</b>	<b>20,1%</b>	<b>9,7%</b>	<b>6,6%</b>	<b>5,9%</b>
Austria	58,8%	23,5%	8,8%	4,9%	4,0%
Belgium	61,7%	19,1%	10,7%	5,1%	3,3%
Denmark	64,3%	17,6%	8,5%	4,0%	5,6%
Finland	61,9%	24,3%	4,1%	5,5%	4,2%
France	68,1%	18,0%	7,2%	3,6%	3,1%
Germany	62,0%	18,7%	10,0%	5,2%	4,2%
Ireland	52,4%	20,4%	8,6%	9,5%	9,1%
Italy	72,0%	17,6%	4,7%	3,0%	2,7%
Netherlands	60,4%	19,5%	8,6%	6,6%	4,9%
Norway	69,2%	17,6%	8,8%	2,3%	2,1%
Portugal	49,9%	22,6%	12,2%	10,2%	5,1%
Russian Fed	57,9%	19,0%	12,9%	5,2%	5,0%
Spain	61,9%	21,5%	8,2%	4,8%	3,6%
Sweden	67,4%	17,4%	4,1%	4,4%	6,8%
Switzerland	66,0%	19,0%	6,4%	5,5%	3,0%
Turkey	61,0%	23,2%	7,0%	4,5%	4,4%
UK	45,1%	22,2%	12,8%	9,9%	10,0%
Other Europe	62,7%	21,3%	6,7%	4,9%	4,3%
<b>Middle East</b>	<b>42,6%</b>	<b>17,7%</b>	<b>14,8%</b>	<b>15,0%</b>	<b>9,9%</b>
UAE	30,6%	11,4%	12,9%	22,8%	22,3%
Other Middle East	43,4%	18,2%	15,0%	14,5%	9,0%
<b>North America</b>	<b>66,3%</b>	<b>16,1%</b>	<b>7,8%</b>	<b>5,4%</b>	<b>4,3%</b>
Canada	67,1%	16,3%	6,5%	5,3%	4,8%
USA	66,2%	16,1%	8,0%	5,4%	4,3%
Other	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

	2016				
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
<b>Africa</b>	<b>3,0%</b>	<b>6,5%</b>	<b>6,5%</b>	<b>8,7%</b>	<b>75,3%</b>
Botswana	0,3%	1,3%	1,3%	2,9%	94,3%
Lesotho	2,2%	4,4%	2,2%	2,0%	89,2%
Malawi	3,1%	6,6%	10,0%	13,1%	67,1%
Mozambique	3,2%	11,8%	9,3%	10,4%	65,4%
Namibia	2,1%	15,2%	22,9%	20,7%	39,1%
Swaziland	0,6%	3,1%	3,0%	6,3%	87,1%
Zambia	2,3%	10,0%	10,5%	13,4%	63,9%
Zimbabwe	1,3%	3,4%	8,2%	14,0%	73,1%
Angola	20,2%	18,8%	16,3%	16,3%	28,4%
Democratic Republic of Congo	27,5%	21,1%	9,8%	11,5%	30,1%
Ethiopia	39,3%	35,9%	10,0%	8,2%	6,6%
Ghana	36,0%	30,4%	13,5%	8,0%	12,2%
Kenya	32,2%	27,4%	14,0%	9,5%	16,8%
Nigeria	40,6%	31,4%	12,4%	4,9%	10,7%
Tanzania	27,7%	27,2%	14,5%	15,8%	14,8%
Uganda	31,3%	31,3%	13,2%	9,3%	14,9%
Other Africa	35,2%	33,2%	11,5%	6,6%	13,5%
<b>Asia</b>	<b>55,1%</b>	<b>31,1%</b>	<b>6,2%</b>	<b>4,2%</b>	<b>3,4%</b>
China including Hong Kong	61,8%	32,4%	2,2%	2,8%	0,7%
India	49,6%	29,8%	11,2%	4,8%	4,6%
Japan	62,9%	23,6%	5,9%	4,2%	3,5%
Malaysia	56,5%	13,0%	15,7%	7,6%	7,2%
Singapore	47,9%	18,8%	6,1%	8,9%	18,2%
South Korea	51,8%	36,0%	4,5%	3,4%	4,3%
Other Asia	45,1%	39,2%	5,5%	6,0%	4,2%
<b>Australasia</b>	<b>40,9%</b>	<b>22,9%</b>	<b>15,2%</b>	<b>14,2%</b>	<b>6,7%</b>
Australia	41,1%	22,2%	15,2%	14,8%	6,7%
New Zealand	39,7%	26,7%	15,3%	11,4%	6,9%
Other Australasia	25,0%	0,0%	0,0%	50,0%	25,0%
<b>South America</b>	<b>73,1%</b>	<b>13,3%</b>	<b>5,9%</b>	<b>2,8%</b>	<b>4,8%</b>
Argentina	73,6%	16,1%	5,6%	2,9%	1,8%
Brazil	69,2%	13,6%	6,8%	3,2%	7,1%
Chile	74,8%	10,6%	4,7%	5,9%	3,9%
Other Central & South America	84,6%	10,7%	3,6%	0,5%	0,5%
<b>Europe</b>	<b>52,2%</b>	<b>26,9%</b>	<b>9,3%</b>	<b>6,2%</b>	<b>5,3%</b>
Austria	65,3%	24,8%	3,7%	2,8%	3,4%
Belgium	57,9%	28,7%	8,2%	3,0%	2,1%
Denmark	67,3%	17,9%	8,6%	4,4%	1,9%
Finland	63,2%	32,0%	1,1%	1,5%	2,1%
France	58,2%	29,4%	8,3%	2,5%	1,7%
Germany	56,1%	25,2%	9,2%	5,7%	3,8%
Ireland	51,3%	23,5%	9,6%	8,9%	6,7%
Italy	64,9%	26,0%	5,8%	1,8%	1,4%
Netherlands	59,5%	23,4%	8,1%	5,2%	3,8%
Norway	70,6%	23,4%	1,2%	3,0%	1,8%
Portugal	49,4%	33,9%	7,6%	6,1%	3,0%
Russian Fed	44,7%	41,2%	9,7%	4,3%	0,0%
Spain	56,7%	31,6%	7,9%	2,7%	1,1%
Sweden	62,1%	26,8%	4,9%	2,0%	4,2%
Switzerland	68,7%	16,4%	6,9%	2,4%	5,5%
Turkey	60,6%	27,3%	6,4%	3,8%	1,8%
UK	37,9%	29,1%	12,7%	10,5%	9,8%
Other Europe	59,6%	28,1%	6,0%	2,5%	3,9%
<b>Middle East</b>	<b>35,8%</b>	<b>22,6%</b>	<b>13,2%</b>	<b>12,0%</b>	<b>16,4%</b>
UAE	44,1%	17,0%	8,1%	17,5%	13,3%
Other Middle East	35,3%	23,0%	13,5%	11,6%	16,6%
<b>North America</b>	<b>65,6%</b>	<b>20,4%</b>	<b>7,1%</b>	<b>3,8%</b>	<b>3,1%</b>
Canada	66,9%	21,0%	5,8%	3,2%	3,1%
USA	65,4%	20,3%	7,3%	3,9%	3,1%
Other	0,0%	0,0%	0,0%	0,0%	0,0%

# APPENDIX

INTERNATIONAL TOURIST ARRIVALS -PROVINCIAL DISTRIBUTION									
	2018								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>Africa</b>	<b>717 219</b>	<b>74 923</b>	<b>12 511</b>	<b>127 937</b>	<b>270 900</b>	<b>484 876</b>	<b>21 275</b>	<b>140 168</b>	<b>288 957</b>
Botswana	74 963	2 399	1 544	17 019	3 196	39 353	13 144	86 598	1 241
Lesotho	119 199	7 797	4 310	10 028	5 117	75	4 059	26 744	283 553
Malawi	49 703	5 882	310	2 118	81	1 646	144	947	73
Mozambique	188 135	2 425	286	1 771	164 732	5 209	1 052	6 933	623
Namibia	12 368	26 148	741	1 046	409	553	297	1 955	323
Swaziland	63 119	2 597	1 202	75 585	91 545	1 129	617	4 068	1 165
Zambia	40 120	960	359	2 015	116	1 432	10	64	685
Zimbabwe	109 969	9 449	1 558	10 625	3 811	434 895	1 675	11 034	422
Angola	10 007	3 684	408	685	116	0	10	66	174
Democratic Republic of Congo	8 135	1 194	92	1 288	580	0	60	394	0
Ethiopia	1 793	305	0	178	35	30	0	0	35
Ghana	4 058	946	131	406	135	0	41	269	203
Kenya	5 632	556	332	443	112	54	34	224	107
Nigeria	11 165	2 808	381	1 968	258	218	67	440	58
Tanzania	4 892	763	148	337	43	43	21	139	0
Uganda	2 927	493	108	233	105	125	15	102	159
Other Africa	11 034	6 518	602	2 192	509	115	29	191	136
<b>Asia</b>	<b>45 196</b>	<b>31 147</b>	<b>5 442</b>	<b>10 220</b>	<b>5 762</b>	<b>2 250</b>	<b>826</b>	<b>5 439</b>	<b>1 968</b>
China including Hong Kong	16 688	12 265	2 707	3 080	2 143	1 140	324	2 134	827
India	13 388	6 321	859	2 479	1 297	255	273	1 798	439
Japan	3 912	3 237	388	1 165	778	198	44	287	223
Malaysia	1 149	931	149	149	188	89	15	99	60
Singapore	1 976	1 777	100	100	361	0	36	236	100
South Korea	3 037	1 956	396	770	550	439	48	319	242
Other Asia	5 045	4 659	843	2 477	445	129	86	566	77
<b>Australasia</b>	<b>17 358</b>	<b>18 257</b>	<b>4 693</b>	<b>4 928</b>	<b>8 793</b>	<b>3 131</b>	<b>456</b>	<b>3 003</b>	<b>690</b>
Australia	15 515	16 172	4 407	4 427	7 857	2 681	385	2 534	647
New Zealand	1 823	2 086	286	500	936	449	71	468	43
Other Australasia	20	0	0	0	0	1	0	0	0
<b>South America</b>	<b>17 809</b>	<b>16 452</b>	<b>3 976</b>	<b>1 531</b>	<b>7 264</b>	<b>1 912</b>	<b>283</b>	<b>1 867</b>	<b>47</b>
Argentina	2 841	2 559	438	246	1 214	193	47	307	0
Brazil	10 811	11 377	2 473	901	4 629	1 536	207	1 362	0
Chile	1 183	849	188	135	511	43	0	0	0
Other Central & South America	2 973	1 667	877	250	910	140	30	198	47
<b>Europe</b>	<b>116 259</b>	<b>182 130</b>	<b>57 117</b>	<b>53 108</b>	<b>88 306</b>	<b>26 952</b>	<b>1 766</b>	<b>11 637</b>	<b>8 294</b>
Austria	2 476	2 350	770	620	1 183	582	40	262	156
Belgium	5 291	7 150	2 471	4 800	6 381	2 141	94	621	358
Denmark	1 286	2 368	541	593	794	796	32	209	98
Finland	250	781	27	169	382	287	0	0	68
France	14 425	21 545	6 029	9 645	13 903	3 373	144	948	1 283
Germany	20 402	35 022	14 022	9 843	16 702	4 696	387	2 551	1 492
Ireland	2 154	3 288	1 008	627	761	251	38	253	126
Italy	8 369	14 340	4 150	2 068	7 667	1 965	102	675	289
Netherlands	12 100	20 481	8 715	8 912	12 230	3 529	170	1 117	1 654
Norway	778	1 625	418	312	714	172	9	62	81
Portugal	1 879	2 739	915	523	1 006	368	34	226	37
Russian Fed	1 897	1 540	479	492	757	111	35	229	102
Spain	4 914	8 408	1 771	1 467	4 651	1 116	52	340	289
Sweden	1 375	2 931	875	409	954	648	19	125	57
Switzerland	3 006	5 657	2 265	1 311	2 596	631	50	331	165
Turkey	1 126	1 925	272	84	484	304	19	128	60
UK	31 385	45 333	11 049	9 943	14 706	5 028	441	2 905	1 872
Other Europe	3 146	4 647	1 339	1 290	2 434	954	99	655	106
<b>Middle East</b>	<b>6 759</b>	<b>6 062</b>	<b>1 957</b>	<b>2 603</b>	<b>3 072</b>	<b>828</b>	<b>126</b>	<b>831</b>	<b>169</b>
UAE	940	669	76	161	188	125	26	174	0
Other Middle East	5 819	5 393	1 880	2 442	2 884	703	100	656	169
<b>North America</b>	<b>52 975</b>	<b>56 433</b>	<b>11 403</b>	<b>14 906</b>	<b>29 251</b>	<b>13 933</b>	<b>1 049</b>	<b>6 912</b>	<b>3 516</b>
Canada	6 472	7 340	1 523	2 902	3 025	1 311	116	766	384
USA	46 503	49 094	9 880	12 004	26 226	12 622	933	6 146	3 132

# APPENDIX

	TOTAL FOREIGN DIRECT SPEND BY COUNTRY				
	2016	2017	2018	% GROWTH	
<b>Africa</b>	R 37 311 655 841	R 34 962 101 570	R 35 424 473 536	1,3%	
Botswana	R 3 366 534 551	R 2 897 386 741	R 2 432 088 704	-16,1%	
Lesotho	R 1 772 516 896	R 3 421 816 737	R 2 923 226 893	-14,6%	
Malawi	R 2 373 820 775	R 2 205 925 494	R 2 887 019 478	30,9%	
Mozambique	R 5 799 498 471	R 4 579 821 815	R 3 618 520 675	-21,0%	
Namibia	R 1 078 054 976	R 1 609 587 292	R 1 073 802 936	-33,3%	
Swaziland	R 1 744 766 669	R 1 345 123 944	R 1 840 478 683	36,8%	
Zambia	R 3 650 629 346	R 3 375 601 275	R 2 666 235 802	-21,0%	
Zimbabwe	R 12 469 564 497	R 10 709 010 578	R 12 295 567 710	14,8%	
Angola	R 1 150 984 377	R 1 064 080 494	R 1 283 035 453	20,6%	
Democratic Republic of Congo	R 663 870 020	R 538 174 274	R 727 802 297	35,2%	
Ethiopia	R 77 370 875	R 97 068 283	R 125 042 590	28,8%	
Ghana	R 247 797 029	R 285 775 433	R 324 657 603	13,6%	
Kenya	R 404 776 273	R 392 708 845	R 396 927 136	1,1%	
Nigeria	R 889 879 570	R 748 035 975	R 1 112 494 735	48,7%	
Tanzania	R 317 698 692	R 339 438 724	R 305 926 247	-9,9%	
Uganda	R 183 120 058	R 253 844 592	R 238 732 564	-6,0%	
Other Africa	R 1 120 772 766	R 1 098 701 076	R 1 172 914 029	6,8%	
<b>Asia</b>	R 3 522 281 763	R 4 204 171 081	R 5 338 726 481	27,0%	
China including Hong Kong	R 1 075 909 313	R 1 401 438 043	R 2 371 666 767	69,2%	
India	R 1 201 670 653	R 1 367 320 414	R 1 299 727 386	-4,9%	
Japan	R 275 610 924	R 332 493 791	R 390 087 262	17,3%	
Malaysia	R 145 732 798	R 146 505 728	R 120 927 328	-17,5%	
Singapore	R 133 478 141	R 152 626 907	R 144 615 552	-5,2%	
South Korea	R 184 941 375	R 253 039 050	R 291 084 240	15,0%	
Other Asia	R 504 938 559	R 550 495 372	R 720 478 269	30,9%	
<b>Australasia</b>	R 2 319 996 930	R 2 408 704 391	R 2 307 862 394	-4,2%	
Australia	R 1 904 760 939	R 2 108 581 868	R 2 006 368 325	-4,8%	
New Zealand	R 414 499 389	R 299 299 134	R 301 117 518	0,6%	
Other Australasia	R 736 601	R 823 389	R 376 550	-54,3%	
<b>South America</b>	R 955 923 253	R 1 496 706 877	R 1 870 865 799	25,0%	
Argentina	R 140 219 534	R 203 936 947	R 260 525 500	27,7%	
Brazil	R 573 360 494	R 983 616 984	R 1 232 009 223	25,3%	
Chile	R 64 116 689	R 109 772 618	R 106 557 144	-2,9%	
Other Central & South America	R 178 226 536	R 199 380 328	R 271 773 932	36,3%	
<b>Europe</b>	R 23 368 188 089	R 27 401 440 175	R 27 445 715 268	0,2%	
Austria	R 394 660 707	R 465 644 630	R 460 051 305	-1,2%	
Belgium	R 784 785 740	R 809 090 706	R 917 283 797	13,4%	
Denmark	R 625 757 924	R 538 704 695	R 459 704 053	-14,7%	
Finland	R 131 692 431	R 156 211 197	R 204 334 673	30,8%	
France	R 1 836 976 301	R 2 764 800 480	R 2 713 954 655	-1,8%	
Germany	R 4 424 434 791	R 5 747 830 921	R 5 864 414 900	2,0%	
Ireland	R 394 422 283	R 512 715 541	R 587 686 343	14,6%	
Italy	R 852 420 542	R 1 273 685 901	R 1 141 737 693	-10,4%	
Netherlands	R 2 170 319 815	R 2 488 649 285	R 2 516 677 077	1,1%	
Norway	R 248 159 732	R 375 018 788	R 319 424 181	-14,8%	
Portugal	R 455 540 360	R 441 775 220	R 385 860 760	-12,7%	
Russian Fed	R 137 842 473	R 250 943 831	R 304 993 963	21,5%	
Spain	R 828 073 227	R 667 630 203	R 706 012 947	5,7%	
Sweden	R 629 631 361	R 815 003 581	R 878 812 158	7,8%	
Switzerland	R 939 317 720	R 1 257 101 635	R 1 161 066 817	-7,6%	
Turkey	R 231 807 371	R 249 847 689	R 246 933 592	-1,2%	
UK	R 7 564 350 507	R 7 769 928 423	R 7 808 956 698	0,5%	
Other Europe	R 717 994 804	R 817 109 224	R 767 949 335	-6,0%	
<b>Middle East</b>	R 907 970 808	R 1 032 155 440	R 1 032 393 717	0,0%	
UAE	R 49 611 965	R 51 846 835	R 46 836 656	-9,7%	
Other Middle East	R 858 358 843	R 980 308 605	R 985 557 061	0,5%	
<b>North America</b>	R 7 159 982 562	R 9 219 734 979	R 9 108 591 068	-1,2%	
Canada	R 903 038 736	R 1 197 219 714	R 1 169 237 275	-2,3%	
USA	R 6 256 943 826	R 8 022 515 265	R 7 939 353 793	-1,0%	
<b>Total</b>	R 75 545 999 246	R 80 725 014 513	R 82 528 628 263	2,2%	

# APPENDIX

	TOTAL FOREIGN DIRECT SPEND BY COUNTRY				
	2016	2017	2018	% Growth	
<b>Africa</b>	R 5 245	R 4 830	R 4 686	-3,0%	
Botswana	R 5 057	R 4 516	R 3 700	-18,1%	
Lesotho	R 1 136	R 2 130	R 1 762	-17,3%	
Malawi	R 15 793	R 12 794	R 14 658	14,6%	
Mozambique	R 4 591	R 3 445	R 2 712	-21,3%	
Namibia	R 5 090	R 7 939	R 5 507	-30,6%	
Swaziland	R 2 117	R 1 571	R 2 102	33,7%	
Zambia	R 22 020	R 19 872	R 16 096	-19,0%	
Zimbabwe	R 6 206	R 5 357	R 5 620	4,9%	
Angola	R 28 202	R 23 019	R 21 382	-7,1%	
Democratic Republic of Congo	R 41 075	R 24 606	R 25 768	4,7%	
Ethiopia	R 10 958	R 13 141	R 15 470	17,7%	
Ghana	R 17 114	R 17 679	R 16 478	-6,8%	
Kenya	R 16 150	R 15 456	R 14 861	-3,8%	
Nigeria	R 15 170	R 16 407	R 22 633	37,9%	
Tanzania	R 14 583	R 15 665	R 13 879	-11,4%	
Uganda	R 15 844	R 20 669	R 19 595	-5,2%	
Other Africa	R 16 653	R 17 047	R 18 914	11,0%	
<b>Asia</b>	R 12 520	R 15 869	R 17 394	9,6%	
China including Hong Kong	R 9 647	R 15 881	R 18 858	18,7%	
India	R 14 966	R 16 591	R 15 742	-5,1%	
Japan	R 12 081	R 13 865	R 15 374	10,9%	
Malaysia	R 18 907	R 17 012	R 17 480	2,7%	
Singapore	R 17 706	R 14 805	R 16 389	10,7%	
South Korea	R 11 537	R 13 720	R 15 638	14,0%	
Other Asia	R 14 252	R 16 731	R 18 541	10,8%	
<b>Australasia</b>	R 19 652	R 20 220	R 19 288	-4,6%	
Australia	R 19 538	R 20 243	R 18 965	-6,3%	
New Zealand	R 20 188	R 20 040	R 21 808	8,8%	
Other Australasia	R 26 307	R 31 669	R 7 685	-75,7%	
<b>South America</b>	R 17 411	R 16 031	R 18 109	13,0%	
Argentina	R 15 864	R 14 783	R 14 294	-3,3%	
Brazil	R 16 866	R 15 786	R 18 685	18,4%	
Chile	R 19 914	R 18 913	R 17 042	-9,9%	
Other Central & South America	R 20 140	R 17 403	R 21 068	21,1%	
<b>Europe</b>	R 17 766	R 19 865	R 19 803	-0,3%	
Austria	R 16 134	R 18 219	R 17 478	-4,1%	
Belgium	R 19 570	R 18 697	R 19 408	3,8%	
Denmark	R 25 688	R 22 061	R 18 352	-16,8%	
Finland	R 15 964	R 17 627	R 22 013	24,9%	
France	R 14 988	R 18 936	R 18 923	-0,1%	
Germany	R 16 685	R 19 472	R 19 763	1,5%	
Ireland	R 14 084	R 17 978	R 20 161	12,1%	
Italy	R 15 689	R 23 741	R 19 833	-16,5%	
Netherlands	R 18 696	R 20 485	R 21 381	4,4%	
Norway	R 15 011	R 23 123	R 18 677	-19,2%	
Portugal	R 18 001	R 18 334	R 19 472	6,2%	
Russian Fed	R 18 647	R 23 238	R 20 678	-11,0%	
Spain	R 26 739	R 19 621	R 19 282	-1,7%	
Sweden	R 15 942	R 18 955	R 20 081	5,9%	
Switzerland	R 19 893	R 25 084	R 22 691	-9,5%	
Turkey	R 16 203	R 20 573	R 19 286	-6,3%	
UK	R 18 523	R 19 453	R 19 784	1,7%	
Other Europe	R 16 931	R 19 173	R 17 976	-6,2%	
<b>Middle East</b>	R 19 873	R 22 358	R 25 175	12,6%	
UAE	R 20 913	R 19 310	R 19 366	0,3%	
Other Middle East	R 19 816	R 22 547	R 25 539	13,3%	
<b>North America</b>	R 19 918	R 24 450	R 22 911	-6,3%	
Canada	R 16 933	R 21 493	R 19 718	-8,3%	
USA	R 20 438	R 24 963	R 23 471	-6,0%	

# APPENDIX

AVERAGE LENGTH OF STAY			
	2016	2017	2018
AFRICA	8,0	10,4	9,4
Botswana	2,9	4,6	4,1
Lesotho	9,4	14,7	12,5
Malawi	8,4	11,4	12,1
Mozambique	13,1	14,1	13,9
Namibia	8,7	11,2	9,6
Swaziland	6,1	8,2	8,9
Zambia	6,5	7,9	9,1
Zimbabwe	5,2	6,4	4,5
Angola	13,3	14,4	12,6
Democratic Republic of Congo	26,1	23,3	25,5
Ethiopia	13,0	17,3	16,2
Ghana	13,7	16,1	13,6
Kenya	11,8	16,1	14,6
Nigeria	13,8	16,8	18,3
Tanzania	12,9	13,4	14,5
Uganda	14,1	14,9	20,6
Other Africa	14,1	16,9	21,7
ASIA	12,3	18,6	19,7
China including Hong Kong	7,6	13,7	17,6
India	18,6	25,0	24,8
Japan	8,1	10,4	16,0
Malaysia	11,9	17,3	19,5
Singapore	14,1	12,2	10,1
South Korea	8,1	10,8	18,0
Other Asia	16,0	27,7	21,9
AUSTRALASIA	13,1	14,1	15,5
Australia	12,8	13,9	14,9
New Zealand	14,8	15,4	20,3
Other Australasia	16,5	19,7	7,1
CENTRAL & SOUTH AMERICA	17,8	14,7	15,2
Argentina	12,8	14,2	13,5
Brazil	19,2	14,5	15,7
Chile	10,6	16,1	13,2
Other Central & South America	20,7	15,6	16,6
EUROPE	13,1	16,1	17,8
Austria	12,2	13,6	16,4
Belgium	12,4	17,4	20,1
Denmark	13,2	14,0	17,5
Finland	11,3	15,3	11,5
France	12,1	16,5	18,9
Germany	15,1	18,1	19,1
Ireland	12,3	17,4	17,9
Italy	11,1	14,7	15,0
Netherlands	15,5	18,2	20,7
Norway	17,5	14,1	16,1
Portugal	9,1	11,0	17,7
Russian Fed	7,4	12,1	16,2
Spain	10,3	16,3	20,4
Sweden	12,7	14,3	17,0
Switzerland	13,0	16,6	18,7
Turkey	8,7	12,1	17,9
UK	12,8	14,7	16,1
Other Europe	11,6	17,4	14,7
MIDDLE EAST	15,1	19,5	21,3
UAE	9,2	15,5	17,2
Other Middle East	15,4	19,7	21,5
NORTH AMERICA	13,4	14,5	15,7
Canada	12,9	15,0	16,5
USA	13,4	14,4	15,6
Other	0,0	0,0	0,0

# APPENDIX

TOTAL BEDNIGHTS - BY COUNTRY			
	2016	2017	2018
<b>Africa</b>	59 278 338	81 003 354	75 844 009
Botswana	2 005 997	3 200 565	2 947 129
Lesotho	16 226 903	26 880 735	22 709 671
Malawi	1 259 913	2 224 296	2 754 095
Mozambique	16 591 419	18 251 451	18 795 685
Namibia	1 825 154	2 358 609	1 869 692
Swaziland	5 764 866	7 415 026	8 112 924
Zambia	1 138 782	1 543 367	1 519 129
Zimbabwe	10 292 308	13 385 001	10 826 985
Angola	542 920	794 959	1 154 298
Democratic Republic of Congo	565 752	772 921	815 546
Ethiopia	99 272	132 972	155 983
Ghana	238 037	336 925	333 525
Kenya	335 076	616 281	460 025
Nigeria	902 082	950 815	1 151 510
Tanzania	328 832	422 292	423 471
Uganda	186 328	285 657	342 533
Other Africa	974 696	1 431 484	1 471 810
<b>Asia</b>	3 759 467	5 650 944	6 597 683
China including Hong Kong	832 238	1 390 060	2 331 258
India	1 773 346	2 370 041	2 308 648
Japan	192 068	286 900	423 794
Malaysia	89 905	148 660	133 533
Singapore	103 943	138 065	81 810
South Korea	130 828	290 468	351 313
Other Asia	636 463	1 026 678	966 611
<b>Australasia</b>	1 581 472	1 844 532	1 907 671
Australia	1 272 432	1 596 801	1 624 283
New Zealand	308 855	247 103	283 092
Other Australasia	186	628	296
<b>South America</b>	920 876	1 469 141	1 738 817
Argentina	110 760	216 464	251 380
Brazil	557 904	957 495	1 114 422
Chile	38 818	101 479	106 872
Other Central & South America	213 394	193 704	266 143
<b>Europe</b>	17 706 271	23 638 798	24 799 524
Austria	308 810	375 426	432 411
Belgium	524 885	792 729	916 580
Denmark	331 340	370 219	422 924
Finland	91 930	143 486	149 264
France	1 562 407	2 565 417	2 767 299
Germany	4 073 603	5 633 598	5 726 850
Ireland	355 499	489 468	517 112
Italy	622 687	784 530	986 098
Netherlands	1 832 980	2 386 560	2 352 175
Norway	262 559	290 316	327 141
Portugal	238 463	301 820	362 964
Russian Fed	54 680	186 226	234 399
Spain	348 502	567 408	715 662
Sweden	515 661	759 733	727 340
Switzerland	634 239	898 681	938 724
Turkey	130 456	150 943	224 439
UK	5 306 342	6 197 370	6 346 022
Other Europe	511 904	744 942	652 836
<b>Middle East</b>	712 388	1 052 728	872 322
UAE	23 512	40 785	40 488
Other Middle East	688 876	1 011 943	831 834
<b>North America</b>	4 860 255	5 901 019	6 385 381
Canada	707 472	912 360	959 675
USA	4 152 783	4 988 659	5 425 705
Other	59 278 338	81 003 354	75 844 009

# APPENDIX

	2018									
	Hotels	Guest House	B&B	Self-catering	Game Lodge	Backpacker	Camping	Friends family	Air B&B	
AFRICA	954 751	399 855	111 495	688 060	110 911	191 636	14 015	14 664 734	21 876	
Botswana	70 362	35 499	2 930	4 027	15 399	1 236	4 279	444 795	201	
Lesotho	102 331	88 302	36 420		6 468	28 439	3 075	4 885 082	230	
Malawi	102 732	11 854	2 873	1 908	1 680	8 544		470 842	659	
Mozambique	52 102	34 388	27 094	195 978	3 920	1 020	1 004	4 516 737	192	
Namibia	41 030	11 667	10 372	20 038	961	15 038	174	197 451	2 376	
Swaziland	79 845	25 036	3 129		19 031			1 687 953		
Zambia	106 372	20 727	6 975	7 875	1 178	17 840		115 835	306	
Zimbabwe	176 630	74 199	9 915	165 221	53 534	48 545	4 958	1 690 195	1 778	
Angola	28 235	10 528	280	73 455	462	1 603		54 342	8 106	
Democratic Republic of Congo	15 854	18 344	826	33 120	427	16 954	213	172 133		
Ethiopia	5 069	1 436	3 369	915	58			12 143		
Ghana	17 947	4 411	1 381	5 863	345			30 944	664	
Kenya	26 500	4 149	2 022	23 973	3 753	748		18 727		
Nigeria	52 589	27 670	888	26 937	1 128	17 565		101 425	452	
Tanzania	15 140	6 477	340	3 024	248	7 394		48 616		
Uganda	7 171	6 099	1 207	23 991	138	7 969		24 506		
Other Africa	54 841	19 070	1 472	101 735	2 181	18 742	312	193 009	6 914	
ASIA	310 214	141 403	17 582	138 991	36 027	15 654	2 411	540 480	31 376	
China including Hong Kong	117 996	39 908	4 600	28 924	21 775	5 200	902	191 502	4 782	
India	90 348	62 124	3 241	82 034	4 970	6 997		85 185	20 393	
Japan	34 333	25 256		7 620	3 073	1 514	1 347	64 086	785	
Malaysia	13 856	2 109	1 360	1 118	362	288		7 366	805	
Singapore	11 918	2 609			1 507	862		4 334	965	
South Korea	9 022	3 495	126	2 317	1 528			70 419	296	
Other Asia	32 742	5 903	8 255	16 978	2 813	793	37	117 589	3 350	
AUSTRALASIA	112 102	25 947	7 275	29 536	71 050	16 318	7 113	207 683	17 620	
Australia	100 619	25 128	6 786	23 703	63 301	15 621	6 827	182 256	16 634	
New Zealand	11 343	819	489	5 834	7 742	696	286	25 427	986	
Other Australasia	139				7					
CENTRAL & SOUTH AMERICA	126 414	37 185	10 745	37 981	35 318	35 059	1 804	59 299	12 166	
Argentina	15 960	5 441	247	1 669	2 697	4 939	618	11 186	1 944	
Brazil	80 607	28 329	10 289	36 024	24 079	26 567	1 055	23 744	8 569	
Chile	9 008	1 055		288	1 696	2 821		2 005	694	
Other Central & South America	20 838	2 359	209		6 846	732	131	22 364	959	
EUROPE	950 978	595 812	142 370	407 235	661 607	403 256	106 422	1 143 738	313 906	
Austria	12 457	8 021	3 342	1 259	8 431	6 714	2 060	11 223	6 538	
Belgium	40 890	33 226	7 815	3 293	40 051	9 586	7 722	32 459	15 754	
Denmark	12 042	5 825	3 115	346	11 524	5 538	1 401	5 835	4 545	
Finland	3 426	2 205	168		3 714	3 928	298	3 452	983	
France	94 339	80 453	15 825	58 757	72 816	101 964	17 570	82 485	69 212	
Germany	164 670	117 412	40 514	77 193	121 098	122 846	34 974	177 529	55 154	
Ireland	18 885	2 973	1 164	559	9 674	2 040	311	33 515	6 481	
Italy	78 514	27 466	6 752	11 146	54 037	7 811	3 948	20 488	6 609	
Netherlands	115 514	102 923	23 403	85 608	103 978	39 250	9 182	96 297	55 375	
Norway	8 177	4 527	300	1 518	4 742	4 396	673	6 685	2 751	
Portugal	13 909	5 988	2 462	21 941	10 183	2 344	397	20 091	6 258	
Russian Fed	17 135	4 026	620	3 499	4 717	3 356	433	23 480	303	
Spain	79 968	19 463	2 823	10 815	34 683	4 245	7 896	49 675	9 787	
Sweden	13 168	6 151	2 511	10 625	7 678	1 811	953	20 548	3 282	
Switzerland	22 038	15 586	2 925	5 006	21 781	27 911	2 014	26 571	9 836	
Turkey	7 945	7 439	646	406	5 499	3 464	980	22 114	1 629	
UK	217 584	118 594	24 887	107 681	126 342	52 700	12 560	491 321	54 952	
Other Europe	30 317	33 535	3 099	7 583	20 660	3 353	3 052	19 967	4 456	
MIDDLE EAST	43 672	22 725	2 855	14 840	20 070	4 389	1 356	143 943	7 501	
UAE	2 140	1 224	242	1 260	982			17 428	27	
Other Middle East	41 532	21 501	2 613	13 581	19 088	4 389	1 356	126 516	7 475	
NORTH AMERICA	360 861	122 258	44 606	165 741	251 764	67 544	53 089	404 352	81 322	
Canada	41 414	29 281	2 423	20 962	16 511	11 989	6 910	71 765	9 656	
USA	319 447	92 977	42 182	144 779	235 254	55 555	46 179	332 587	71 666	

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	2017							
	Hotels	Guest House	BB	Self-catering	Game Lodge	Backpacker	Camping	Friends family
<b>AFRICA</b>	796 296	374 886	103 292	898 065	55 392	680 342	57 442	15 881 861
Botswana	62 179	29 287	15 477	26 449	13 497	3 616	2 189	604 075
Lesotho	24 711	58 712	3 783		2 474	148 116	28 585	5 713 866
Malawi	97 472	10 711		30 902	414	716		371 918
Mozambique	67 820	38 804		175 085	3 515	11 665	4 584	4 118 591
Namibia	35 998	39 472	16 555	20 214	1 866	72 713	3 480	305 021
Swaziland	56 139	29 592	311	7 420	5 614	46 564		1 621 900
Zambia	140 971	16 768	7 929	36 083	2 169	18 689		111 122
Zimbabwe	105 848	52 542	48 245	477 796	18 409	203 391	18 371	2 551 586
Angola	19 858	15 151	1 916	4 808	142	11 808		98 418
Democratic Republic of Congo	21 765	4 019		10 946	808	1 431		119 147
Ethiopia	8 586	3 812	485	3 331		6 495		13 933
Ghana	13 742	4 678	288	6 753		750		19 062
Kenya	20 742	2 736	228	43 087		29 223	205	42 517
Nigeria	44 171	18 021	425	20 164	1 134	39 254		62 100
Tanzania	17 863	6 901	90		203	7 577		30 723
Uganda	15 970	11 648	1 213	1 691		8 451		13 558
Other Africa	42 461	32 034	6 348	33 337	5 147	69 884	29	84 324
<b>ASIA</b>	345 145	101 748	50 665	147 704	48 215	55 479	9 158	440 127
China including Hong Kong	108 942	26 131	7 680	32 148	19 621	8 064	3 211	195 955
India	140 164	51 683	8 654	77 572	11 933	16 029	1 432	120 114
Japan	33 335	5 717	2 758	679	2 248	738	158	13 922
Malaysia	9 146	834	3 058	574	3 370	1 408	574	7 656
Singapore	9 631	1 982	1 472		3 356			6 692
South Korea	14 919	2 886	275	1 730	4 151	1 271	1 409	41 010
Other Asia	29 008	12 515	26 767	35 001	3 537	27 970	2 374	54 780
<b>AUSTRALASIA</b>	103 707	21 936	17 379	35 596	68 424	16 524	5 596	188 848
Australia	91 127	16 715	14 244	34 659	59 734	13 157	5 343	160 035
New Zealand	12 581	5 221	3 135	937	8 690	3 367	253	28 602
Other Australasia								211
<b>CENTRAL &amp; SOUTH AMERICA</b>	88 118	31 529	264	19 991	28 817	51 412	5 153	75 614
Argentina	9 914	10 911		655	5 589	9 409	318	4 206
Brazil	60 631	10 179		18 165	11 015	38 843	4 297	45 831
Chile	5 056	1 513	264	1 166	1 422	1 070	280	9 019
Other Central & South America	12 517	8 926		6	10 791	2 090	259	16 558
<b>EUROPE</b>	945 248	566 112	279 229	602 396	604 351	398 737	112 491	969 415
Austria	19 630	10 239	2 812	1 177	7 560	15 998	1 710	7 569
Belgium	36 898	18 600	12 018	29 835	17 981	15 989	2 339	38 107
Denmark	10 793	9 342	3 953	1 440	11 476	2 475	289	8 891
Finland	4 438	1 745	2 485		1 337	42		2 557
France	102 706	79 094	26 371	108 880	98 567	33 713	11 917	64 190
Germany	185 853	117 492	65 102	109 464	111 605	83 118	34 452	119 088
Ireland	21 266	3 814	4 031	17 231	8 113	14 158	1 856	42 028
Italy	60 870	33 571	26 280	13 270	46 805	21 128	6 358	48 302
Netherlands	101 233	79 607	39 350	115 164	82 674	69 596	23 893	104 823
Norway	4 980	4 134	2 472	5 275	6 181	6 251	834	4 755
Portugal	17 639	8 133	3 988	9 092	8 602	2 352	864	8 747
Russian Fed	8 627	6 744	2 658	256	4 312	782		4 608
Spain	52 511	14 572	11 375	56 996	18 855	20 003	2 134	24 188
Sweden	10 627	5 476	4 066	8 113	8 563	4 455	1 002	18 135
Switzerland	21 139	22 812	12 209	13 821	15 630	17 437	8 484	14 131
Turkey	7 725	4 244	1 337	4 186	4 203	598	60	11 991
UK	252 422	116 674	53 861	97 709	138 211	83 937	14 356	403 632
Other Europe	25 890	29 821	4 861	10 488	13 675	6 703	1 945	43 672
<b>MIDDLE EAST</b>	60 292	6 428	8 159	34 229	18 148	26 314	1 821	177 599
UAE	1 744	400	542	11 643				16 101
Other Middle East	58 547	6 028	7 617	22 585	18 148	26 314	1 821	161 498
<b>NORTH AMERICA</b>	384 190	197 134	77 873	141 757	259 780	91 632	40 646	294 061
Canada	51 313	19 078	9 053	12 649	24 202	12 479	1 334	33 845
USA	332 877	178 056	68 820	129 108	235 578	79 153	39 311	260 216

# TFDS

Average TTFDS By (Category)				
	2016	2017	2018	% GROWTH
Holiday	R14 323	R16 399	R14 503	-11,6%
Shopping personal	R5 954	R4 465	R4 307	-3,5%
Shopping business	R14 112	R11 889	R9 724	-18,2%
Business traveller	R17 162	R20 763	R20 609	-0,7%
MICE	R8 787	R11 589	R11 395	-1,7%
Medical	R10 648	R10 946	R10 799	-1,3%
VFR	R4 066	R3 656	R4 345	18,8%
Religion	R2 704	R2 496	R4 007	60,5%
Other	R8 735	R10 876	R10 807	-0,6%

# APPENDIX

<b>2018</b>									
<b>ANNUAL</b>	<b>hotels</b>	<b>Guest House</b>	<b>BB</b>	<b>Self_catering</b>	<b>Game_Lodge</b>	<b>Backpacker</b>	<b>Camping</b>	<b>Friends_family</b>	<b>Air B&amp;B</b>
Africa	3 467 868	1 454 863	320 867	3 725 381	322 298	1 722 643	170 239	57 480 832	89 942
Botswana	222 423	114 114	25 242	53 894	48 157	56 768	14 948	1 868 737	1 839
Lesotho	463 503	293 827	80 064	261 760	17 320	316 626	72 883	19 040 918	230
Malawi	336 079	64 580	4 633	11 411	2 069	63 930		1 963 993	1 006
Mozambique	184 366	114 499	53 282	994 708	19 940	117 112	17 742	17 251 850	1 183
Namibia	155 151	90 869	45 507	232 169	5 965	117 114	12 912	923 046	9 158
Swaziland	192 865	89 760	11 590	12 986	72 907	9 105	19 424	7 112 546	
Zambia	423 861	40 720	11 251	69 899	8 429	89 115		558 510	4 604
Zimbabwe	620 699	286 206	40 646	744 699	114 554	362 993	4 958	6 779 064	17 238
Angola	113 094	84 600	3 031	359 498	2 569	60 826	176	381 673	13 459
Democratic Republic of Congo	67 899	32 845	3 786	125 113	1 253	55 449	213	499 639	
Ethiopia	21 960	12 730	4 283	36 872	670	11 783	200	36 604	824
Ghana	75 607	24 514	2 984	36 241	1 596	27 525		99 498	1 673
Kenya	96 332	19 661	4 859	71 484	5 555	22 383	20 544	86 904	16 174
Nigeria	194 578	62 096	15 859	224 333	2 010	149 774	2 217	293 485	1 686
Tanzania	68 499	24 921	3 359	62 332	849	98 723		108 755	1 118
Uganda	36 582	28 561	3 550	40 952	374	36 702		92 165	858
Other Africa	194 370	70 362	6 939	387 031	18 081	126 715	4 022	383 444	18 893
Asia	1 472 369	606 919	140 628	783 088	130 838	210 920	27 342	2 235 619	106 928
China including Hong Kong	581 560	205 795	25 074	201 458	67 344	67 205	8 686	914 818	27 069
India	495 707	255 514	24 097	447 267	15 987	73 380	2 100	511 625	38 925
Japan	108 358	47 916	1 742	18 254	16 873	22 416	4 265	134 553	9 496
Malaysia	26 900	8 401	4 363	36 158	733	1 950	676	26 492	2 736
Singapore	33 687	4 561	248	1 869	3 476	1 171		27 043	5 318
South Korea	49 387	34 852	1 340	23 285	9 687	19 562	2 921	170 863	11 733
Other Asia	176 075	49 880	83 764	54 798	16 738	25 237	8 694	450 225	11 651
	346 492	97 734	38 030	118 634	211 506	60 466	25 301	805 241	90 123
Australia	309 230	85 775	34 125	86 928	185 751	48 484	23 823	674 768	75 429
New Zealand	36 982	11 959	3 905	31 707	25 739	11 982	1 478	130 473	14 694
Other Australasia	280				16				
South America	486 888	208 153	35 090	162 191	114 199	180 904	11 398	277 061	73 882
Argentina	88 633	15 903	2 579	10 076	14 477	30 785	6 910	59 046	14 568
Brazil	315 365	168 444	31 150	129 762	75 449	96 784	3 338	101 534	48 953
Chile	26 967	2 454	440	15 752	7 956	15 100	202	16 828	2 519
Other Central & South America	55 924	21 351	921	6 601	16 318	38 234	948	99 653	7 843
Europe	4 713 382	2 825 693	838 606	2 011 857	2 529 301	1 568 229	467 305	5 683 950	1 851 172
Austria	84 478	57 838	17 025	50 156	44 970	20 937	11 373	94 167	43 385
Belgium	190 720	136 761	39 005	38 898	112 276	42 835	22 214	130 974	73 406
Denmark	73 774	45 523	6 954	24 385	82 553	32 715	8 042	80 768	15 342
Finland	39 410	18 630	4 473		18 553	7 973	352	22 147	19 375
France	522 201	270 324	87 199	274 850	299 161	260 919	49 921	374 007	239 256
Germany	975 027	853 135	268 914	498 096	574 347	451 083	131 671	1 004 728	465 905
Ireland	98 078	63 502	11 385	25 203	45 611	36 472	4 204	169 564	28 416
Italy	229 631	92 106	28 493	69 567	152 469	42 396	26 740	144 364	52 374
Netherlands	408 204	298 282	94 164	200 744	302 495	156 626	49 062	387 822	215 447
Norway	49 203	34 681	8 483	42 738	23 862	42 996	3 528	52 166	39 183
Portugal	68 618	27 070	5 902	73 991	28 913	17 780	1 798	84 563	24 974
Russian Fed	53 654	22 473	5 053	12 571	21 763	10 004	1 773	81 460	12 368
Spain	167 076	80 870	8 034	46 642	76 612	45 010	11 883	135 262	23 596
Sweden	177 486	69 846	37 948	61 687	61 082	40 687	11 561	148 868	53 806
Switzerland	172 726	92 706	29 816	71 623	108 635	66 362	33 416	173 148	90 994
Turkey	38 703	26 847	9 783	21 282	18 175	18 970	4 435	72 582	4 610
UK	1 191 217	538 200	157 776	460 439	487 873	245 927	72 228	2 404 605	416 584
Other Europe	173 871	96 897	18 200	38 985	69 953	28 537	23 104	122 755	32 151
Middle East	141 059	60 346	34 460	85 020	43 759	29 378	2 060	344 248	24 667
UAE	6 308	1 663	301	1 907	1 156		15	28 694	444
Other Middle East	134 751	58 682	34 159	83 113	42 603	29 378	2 045	315 554	24 222
North America	1 364 752	445 309	157 487	562 963	819 268	286 015	147 737	1 659 138	370 914
Canada	198 176	105 834	22 938	44 831	102 866	47 813	24 390	314 855	66 195
USA	1 166 577	339 475	134 549	518 132	716 402	238 202	123 347	1 344 283	304 719





# APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
ANNUAL	2018								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>Africa</b>	<b>2 652 388</b>	<b>277 302</b>	<b>56 020</b>	<b>468 150</b>	<b>1 042 068</b>	<b>1 943 372</b>	<b>540 333</b>	<b>64 332</b>	<b>1 184 413</b>
Botswana	282 257	8 128	5 091	46 605	8 683	150 241	337 716	5 395	12 481
Lesotho	459 235	30 529	9 586	43 351	18 117	14 912	97 769	8 568	1 149 679
Malawi	164 669	16 673	2 816	8 282	199	7 738	5 420	0	1 362
Mozambique	654 701	10 541	3 654	8 041	700 765	16 156	26 823	1 552	5 653
Namibia	49 779	102 403	3 674	6 001	1 735	2 212	11 315	46 483	4 200
Swaziland	283 124	4 783	7 231	287 575	293 339	7 009	18 891	0	2 726
Zambia	146 836	4 614	2 896	9 925	1 635	3 255	2 165	115	931
Zimbabwe	394 888	34 561	11 204	35 689	11 572	1 738 510	32 596	1 267	4 732
Angola	42 033	16 788	1 570	2 269	434	202	427	244	502
Democratic Republic of Congo	25 184	4 260	482	2 805	774	293	912	257	286
Ethiopia	6 220	1 371	100	985	164	125	152	68	92
Ghana	14 596	3 802	730	1 608	194	403	938	113	322
Kenya	21 300	3 418	1 269	2 244	540	289	868	52	240
Nigeria	38 545	10 257	1 840	4 527	522	485	1 761	93	393
Tanzania	17 914	3 203	908	1 816	408	362	416	0	182
Uganda	9 947	1 573	604	905	244	308	408	52	243
Other Africa	41 158	20 396	2 367	5 521	2 743	871	1 757	73	390
<b>Asia</b>	<b>191 316</b>	<b>132 561</b>	<b>25 038</b>	<b>35 788</b>	<b>27 424</b>	<b>9 825</b>	<b>24 817</b>	<b>4 466</b>	<b>7 030</b>
China including Hong Kong	74 402	56 001	13 722	13 265	12 368	4 334	8 376	2 260	2 342
India	59 601	31 412	3 756	10 209	6 514	1 926	10 031	825	1 527
Japan	15 258	11 665	1 665	2 747	2 524	1 081	1 653	654	614
Malaysia	3 938	3 495	369	719	287	284	140	0	172
Singapore	4 925	4 997	420	840	762	478	381	227	158
South Korea	10 796	7 684	1 724	2 181	2 455	926	973	371	1 128
Other Asia	22 396	17 219	3 383	5 807	2 514	797	3 263	130	1 089
<b>Australasia</b>	<b>58 387</b>	<b>59 358</b>	<b>15 076</b>	<b>18 128</b>	<b>23 860</b>	<b>9 927</b>	<b>9 052</b>	<b>2 212</b>	<b>2 733</b>
Australia	52 338	52 106	13 395	16 058	21 483	8 685	7 807	1 919	2 540
New Zealand	6 002	7 252	1 680	2 067	2 377	1 242	1 245	294	194
Other Australasia	47	1	1	3	0	1	0	0	0
<b>South America</b>	<b>63 689</b>	<b>64 764</b>	<b>15 110</b>	<b>9 128</b>	<b>27 820</b>	<b>7 739</b>	<b>7 092</b>	<b>872</b>	<b>1 380</b>
Argentina	11 137	11 561	3 213	1 931	5 305	1 174	1 523	302	483
Brazil	40 324	43 980	9 338	4 761	17 518	5 642	4 239	386	725
Chile	4 014	3 231	535	490	1 984	249	340	0	0
Other Central & South America	8 214	5 992	2 023	1 946	3 012	674	990	185	171
<b>Europe</b>	<b>491 644</b>	<b>896 343</b>	<b>259 006</b>	<b>201 446</b>	<b>312 081</b>	<b>98 135</b>	<b>55 096</b>	<b>23 614</b>	<b>31 111</b>
Austria	8 399	16 997	4 842	3 275	6 419	1 493	784	595	625
Belgium	16 533	28 432	9 832	10 607	15 305	4 549	1 671	1 020	1 156
Denmark	8 553	12 683	2 983	2 498	5 334	4 435	1 605	343	433
Finland	3 191	6 138	1 290	791	1 882	536	422	75	174
France	59 503	98 716	22 860	31 171	50 267	13 647	4 269	2 312	3 381
Germany	92 863	206 179	79 063	46 824	75 818	20 608	11 377	5 098	8 084
Ireland	9 762	19 798	6 446	2 925	4 281	2 194	1 222	385	455
Italy	21 969	37 414	8 906	5 761	14 605	4 634	1 616	1 162	1 154
Netherlands	41 656	76 495	26 109	23 619	33 729	9 574	5 456	2 381	3 970
Norway	5 352	12 001	2 513	1 270	3 450	1 508	798	146	304
Portugal	8 580	11 504	2 561	1 560	3 018	996	820	440	123
Russian Fed	6 114	7 289	1 639	1 904	2 932	647	996	261	365
Spain	14 676	22 645	5 163	3 535	8 724	1 744	1 113	2 628	809
Sweden	15 180	30 604	7 158	4 257	8 504	2 142	2 452	589	417
Switzerland	14 495	35 316	10 380	6 431	10 236	4 240	2 727	692	1 158
Turkey	5 039	7 291	1 072	903	1 625	1 319	380	83	58
UK	143 629	242 349	59 756	48 836	57 056	21 446	14 928	4 533	7 891
Other Europe	16 151	24 580	6 432	5 299	8 896	2 423	2 461	870	554
<b>Middle East</b>	<b>21 351</b>	<b>20 002</b>	<b>5 274</b>	<b>6 340</b>	<b>6 759</b>	<b>2 349</b>	<b>2 302</b>	<b>764</b>	<b>420</b>
UAE	1 489	1 229	188	303	240	167	191	15	22
Other Middle East	19 863	18 772	5 086	6 037	6 519	2 182	2 111	749	398
<b>North America</b>	<b>182 295</b>	<b>222 969</b>	<b>42 594</b>	<b>53 545</b>	<b>95 570</b>	<b>44 858</b>	<b>20 611</b>	<b>6 202</b>	<b>10 413</b>
Canada	26 891	36 555	7 148	10 790	13 754	5 275	3 077	929	1 474
USA	155 404	186 413	35 446	42 755	81 816	39 584	17 533	5 273	8 940

# APPENDIX

PROVINCIAL SPREAD: PROPORTION OF TOURISTS WHO VISIT MORE THAN ONE PROVINCE			
	2016	2017	2018
<b>Africa</b>	<b>49,6%</b>	<b>42,7%</b>	<b>29,7%</b>
Botswana	13,0%	13,1%	9,9%
Lesotho	2,9%	2,5%	6,0%
Malawi	1,3%	0,7%	0,5%
Mozambique	22,2%	17,9%	4,3%
Namibia	0,8%	1,4%	1,5%
Swaziland	1,0%	0,9%	1,4%
Zambia	0,9%	0,7%	0,4%
Zimbabwe	5,9%	3,6%	3,1%
Angola	0,1%	0,2%	0,3%
Democratic Republic of Congo	0,2%	0,3%	0,4%
Ethiopia	0,0%	0,0%	0,1%
Ghana	0,1%	0,1%	0,2%
Kenya	0,1%	0,2%	0,2%
Nigeria	0,3%	0,3%	0,5%
Tanzania	0,1%	0,1%	0,1%
Uganda	0,1%	0,1%	0,1%
Other Africa	0,4%	0,5%	0,7%
<b>Asia</b>	<b>5,7%</b>	<b>5,6%</b>	<b>7,2%</b>
China including Hong Kong	3,0%	1,7%	3,1%
India	1,2%	1,9%	2,0%
Japan	0,3%	0,5%	0,6%
Malaysia	0,1%	0,2%	0,1%
Singapore	0,2%	0,3%	0,2%
South Korea	0,3%	0,3%	0,4%
Other Asia	0,5%	0,7%	0,8%
<b>Australasia</b>	<b>2,8%</b>	<b>2,7%</b>	<b>3,8%</b>
Australia	2,3%	2,4%	3,3%
New Zealand	0,5%	0,3%	0,4%
Other Australasia	0,0%	0,0%	0,0%
<b>South America</b>	<b>1,6%</b>	<b>3,3%</b>	<b>3,9%</b>
Argentina	0,3%	0,5%	0,7%
Brazil	1,0%	2,3%	2,5%
Chile	0,1%	0,2%	0,2%
Other Central & South America	0,2%	0,4%	0,4%
<b>Europe</b>	<b>29,1%</b>	<b>34,2%</b>	<b>41,7%</b>
Austria	0,6%	0,6%	0,8%
Belgium	0,9%	1,2%	1,6%
Denmark	0,5%	0,6%	0,7%
Finland	0,2%	0,2%	0,2%
France	3,2%	4,2%	5,3%
Germany	7,3%	8,5%	10,2%
Ireland	0,5%	0,6%	0,9%
Italy	1,1%	1,0%	1,7%
Netherlands	3,5%	3,6%	4,1%
Norway	0,3%	0,3%	0,5%
Portugal	0,4%	0,4%	0,4%
Russian Fed	0,1%	0,2%	0,3%
Spain	0,5%	0,8%	1,1%
Sweden	0,9%	1,1%	1,3%
Switzerland	1,4%	1,6%	1,5%
Turkey	0,2%	0,2%	0,3%
UK	7,0%	8,2%	9,8%
Other Europe	0,7%	0,9%	1,0%
<b>Middle East</b>	<b>0,8%</b>	<b>0,9%</b>	<b>1,1%</b>
UAE	0,0%	0,1%	0,1%
Other Middle East	0,8%	0,8%	1,0%
<b>North America</b>	<b>10,4%</b>	<b>10,6%</b>	<b>12,6%</b>
Canada	1,5%	1,8%	2,0%
USA	8,9%	8,9%	10,7%

# ACTIVITIES







# DOMESTIC

# Appendix

Source Province	Destination Province									
	2018									
	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape	
Eastern Cape	1 141 712	-	133 325	21 406	-	-	4 738	-	166 295	
Free State	73 288	293 821	156 424	27 029	-	-	73 961	36 775	27 422	
Gauteng	476 311	725 645	1 474 218	940 273	1 600 013	861 042	51 646	890 826	209 720	
KwaZulu Natal	20 447	38 233	108 205	1 260 901	0	40 676	-	-	43 006	
Limpopo	23 771	14 084	341 563	70 398	1 527 604	136 693	61 106	143 373	4 302	
Mpumalanga	-	-	294 256	400 573	147 228	1 376 526	9 978	-	-	
Northern Cape	-	16 821	14 955	-	-	-	122 237	3 269	52 537	
North West	-	73 405	427 820	27 639	-	13 871	75 002	412 032	18 247	
Western Cape	371 735	-	19 922	57 614	20 401	-	22 747	-	577 330	

Source Province	Destination Province									
	2017									
	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape	
Eastern Cape	698 210	-	116 690	79 953	-	-	25 964	13 707	183 140	
Free State	26 606	236 263	46 692	13 980	-	42 043	41 876	-	3 598	
Gauteng	216 851	430 465	1 596 155	759 112	1 224 194	1 299 627	173 736	446 098	98 187	
KwaZulu Natal	139 872	29 791	258 961	1 316 378		68 972	-	-	-	
Limpopo	27 350	12 365	438 727	187 680	2 748 786	30 814	-	95 697	-	
Mpumalanga	17 839	6 128	256 532	181 217	258 078	605 749	-	-	14 733	
Northern Cape	-	-	66 218	9 515	-	-	110 264	54 214	13 321	
North West	16 106	39 395	124 436	16 335	134 705	35 395	28 129	527 466	78 885	
Western Cape	368 629	-	48 815	142 089	-	17 502	-	-	874 524	

Source Province	Destination Province									
	2016									
	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape	
Eastern Cape	1 609 853	99 027	153 174	210 876	-	-	51 556	50 169	229 042	
Free State	-	311 959	88 930	-	20 297	23 828	11 946	47 540	-	
Gauteng	179 382	501 314 163 640		989 702	1 515 137	879 676	33 214	789 209	111 089	
KwaZulu Natal	67 278	152 443	320 987	2 467 005	39 522	45 824	-	-	107 555	
Limpopo	-	-1 209 237		7 124	4 930 358	171 565	10 741	-	-	
Mpumalanga	51 065	-	45 944	-	138 512	496 261	-	60 919	4 148	
Northern Cape	7 696	7 321	26 078	12 290	-	-	146 331	-	16 786	
North West	45 144	44 902	190 475	-	42 893	21 195	27 246	349 044	17 021	
Western Cape	950 059	23 065	318 031	288 527	36 441	-	182 769	-	1 653 449	

# Appendix

Purpose of Domestic Trip by Source Province (million)					
	2018				
	VFR	Holiday	Business	Religion	Medical
Eastern Cape	8,8	0,2	0,2	0,0	0,5
Free State	0,3	0,0	0,0	0,2	0,0
Gauteng	0,5	1,0	0,2	0,3	0,0
KwaZulu Natal	1,0	0,3	0,0	0,1	0,0
Limpopo	1,5	0,2	0,2	0,3	0,0
Mpumalanga	1,4	0,2	0,0	0,2	0,0
Northern Cape	0,1	0,0	0,0	0,0	0,0
North West	0,6	0,1	0,0	0,0	0,0
Western Cape	0,6	0,4	0,0	0,0	0,0

Purpose of Domestic Trip by Source Province (million)					
	2017				
	VFR	Holiday	Business	Religion	Medical
Eastern Cape	0,7	0,0	0,2	0,2	0,0
Free State	0,3	0,0	0,1	0,0	0,0
Gauteng	3,6	1,4	0,5	0,7	0,0
KwaZulu Natal	1,5	0,1	0,1	0,0	0,0
Limpopo	2,3	0,4	0,3	0,4	0,1
Mpumalanga	0,7	0,2	0,0	0,3	0,0
Northern Cape	0,2	0,0	0,0	0,0	0,0
North West	0,7	0,1	0,1	0,1	0,0
Western Cape	0,5	0,5	0,1	0,1	0,1

Purpose of Domestic Trip by Source Province (million)					
	2016				
	VFR	Holiday	Business	Religion	Medical
Eastern Cape	1,4	0,3	0,3	0,2	0,1
Free State	0,4	0,0	0,0	0,0	0,0
Gauteng	4,8	0,6	0,7	0,3	0,1
KwaZulu Natal	2,7	0,3	0,1	0,1	0,0
Limpopo	4,5	0,5	0,5	0,7	0,0
Mpumalanga	0,6	0,1	0,0	0,2	0,0
Northern Cape	0,2	0,0	0,0	0,0	0,0
North West	0,6	0,1	0,0	0,0	0,0
Western Cape	2,0	1,0	0,4	0,1	0,0

# Appendix

Purpose of Domestic Trip by Destination Province (million)					
	2018				
	VFR	Holiday	Business	Religion	Medical
<b>Eastern Cape</b>	1,5	0,4	0,2	0,1	0,0
<b>Free State</b>	0,8	0,0	0,0	0,1	0,0
<b>Gauteng</b>	2,1	0,3	0,2	0,2	0,0
<b>KwaZulu Natal</b>	1,7	0,7	0,0	0,1	0,0
<b>Limpopo</b>	2,4	0,3	0,0	0,5	0,0
<b>Mpumalanga</b>	1,8	0,4	0,2	0,4	0,0
<b>Northern Cape</b>	0,3	0,0	0,0	0,0	0,0
<b>North West</b>	1,1	0,3	0,0	0,0	0,0
<b>Western Cape</b>	0,5	0,6	0,0	0,0	0,0

Purpose of Domestic Trip by Destination Province (million)					
	2017				
	VFR	Holiday	Business	Religion	Medical
<b>Eastern Cape</b>	1,1	0,1	0,0	0,2	0,0
<b>Free State</b>	0,6	0,1	0,0	0,0	0,0
<b>Gauteng</b>	1,9	0,5	0,1	0,4	0,0
<b>KwaZulu Natal</b>	1,7	0,6	0,0	0,1	0,0
<b>Limpopo</b>	3,2	0,6	0,0	0,7	0,0
<b>Mpumalanga</b>	1,2	0,4	0,0	0,5	0,0
<b>Northern Cape</b>	0,3	0,0	0,0	0,0	0,0
<b>North West</b>	0,8	0,2	0,0	0,0	0,0
<b>Western Cape</b>	0,6	0,7	0,0	0,0	0,0

Purpose of Domestic Trip by Destination Province (million)					
	2016				
	VFR	Holiday	Business	Religion	Medical
<b>Eastern Cape</b>	2,0	0,4	0,0	0,3	0,0
<b>Free State</b>	0,8	0,0	0,0	0,2	0,0
<b>Gauteng</b>	3,1	0,2	0,1	0,3	0,1
<b>KwaZulu Natal</b>	3,0	0,6	0,2	0,1	0,1
<b>Limpopo</b>	5,9	0,2	0,2	0,8	0,0
<b>Mpumalanga</b>	1,1	0,4	0,0	0,0	0,0
<b>Northern Cape</b>	0,3	0,2	0,0	0,0	0,0
<b>North West</b>	1,1	0,0	0,1	0,0	0,0
<b>Western Cape</b>	1,3	0,6	0,0	0,0	0,0

# Appendix

Total Direct Domestic Spend by Destination Province (R' billion)			
	2016	2017	2018
Eastern Cape	12%	9%	15%
Free State	5%	5%	6%
Gauteng	20%	17%	12%
KwaZulu Natal	17%	16%	19%
Limpopo	25%	24%	18%
Mpumalanga	7%	12%	9%
Northern Cape	2%	2%	3%
North West	4%	7%	10%
Western Cape	10%	7%	7%
<b>TOTAL</b>	<b>R26,5</b>	<b>R22,1</b>	<b>R26,4</b>

Average Spend by Destination Province (R')			
	2016	2017	2018
Eastern Cape	R 1 050	R 1 826	R 1 720
Free State	R 1 060	R 884	R 1 423
Gauteng	R 1 160	R 845	R 1 036
KwaZulu Natal	R 1 080	R 1 271	R 1 724
Limpopo	R 800	R 1 074	R 1 444
Mpumalanga	R 1 050	R 1 290	R 793
Northern Cape	R 890	R 2 214	R 1 708
North West	R 820	R 936	R 1 709
Western Cape	R 1 180	R 1 064	R 1 445

Total Direct Domestic Spend by Purpose of Travel (R' billion)			
	2016	2017	2018
VFR	49%	42%	41%
Holiday	26%	27%	31%
Business	16%	17%	8%
Religious	4%	4%	3%
Medical	1%	1%	0%
<b>TOTAL</b>	<b>R26,5</b>	<b>R22.1</b>	<b>R26.4</b>

# Appendix

Total Direct Domestic Spend by Purpose of Travel (R' billion)			
	2016	2017	2018
VFR	49%	42%	41%
Holiday	26%	27%	31%
Business	16%	17%	8%
Religious	4%	4%	3%
Medical	1%	1%	0%
<b>TOTAL</b>	<b>R26,5</b>	<b>R22.1</b>	<b>R26.4</b>

Average Spend by Purpose of Travel			
	2016	2017	2018
VFR	R750	R890	R953
Holiday	R2 700	R2 290	R3 162
Business	R2 080	R2 780	R2 973
Religious	R700	R490	R653
Medical	R680	R1 740	R1 187

# Appendix

Average Length of Stay at Destination Province			
	2016	2017	2018
<b>Eastern Cape</b>	4,3	5,8	4,5
<b>Free State</b>	4,4	2,8	3,7
<b>Gauteng</b>	4,8	2,5	2,7
<b>KwaZulu Natal</b>	4,5	4,1	4,5
<b>Limpopo</b>	3,3	3,4	3,8
<b>Mpumalanga</b>	4,4	4,2	2,1
<b>Northern Cape</b>	3,7	7,0	4,5
<b>North West</b>	3,4	3,0	4,5
<b>Western Cape</b>	4,9	3,4	3,8

Average Length of Stay by Purpose of Travel			
	2016	2017	2018
VFR	4,4	4,7	4,3
Holiday	5,1	3,6	3,8
Business	3,7	3,2	1,9
Religious	2,3	2,8	2,7
Medical	4,6	1,1	5,2



## COLLECTION OF TOURISM STATISTICS IN SOUTH AFRICA

### Who is a Tourist?

According to global standards, a tourist is any visitor travelling to a place other than that of his/her usual environment for more than 1 night but less than 12 months, and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited. There are three types of tourists:

- **Inbound tourist** - A non-resident visitor who visits within the economic territory of the country of reference.
- **Domestic tourist** - A resident visitor who visits within the economic territory of the country of reference.
- **Outbound tourist** - A resident visitor who visits outside the economic territory of the country of reference.

In line with global definitions a domestic trip is defined as all those trips taken within the borders of South Africa by an adult resident in South Africa. For such a trip to be considered a domestic tourism trip, the trip must have:

- Been to a destination more than 40kms from the respondent's home (one way)
- Lasted one night but less than 365 nights
- Not been for relocation purposes
- Not been part of the respondent's regular commuting (unless it was for leisure or recreational purposes)
- Not result in the respondent receiving payment in the place visited for services rendered or goods delivered in the place visited.

As part of the project to develop a Tourism Satellite Account (TSA) for South Africa, the National Department of Tourism, Statistics South Africa and SA Tourism undertook an exercise to develop a set of tourism definitions that are aligned to the UNWTO's International Recommendations for Tourism Statistics (IRTS). This process involved user consultation and the approved definitions now form part of the official statistics framework for South Africa. For the complete list of concepts and definitions, please consult Statistics SA's publication "Concepts and Definitions for Statistics South Africa 2007" ([www.statssa.gov.za](http://www.statssa.gov.za)).



## COLLECTION OF TOURISM STATISTICS IN SOUTH AFRICA (CONT...)

### How is inbound tourism measured in South Africa?

There are two primary sources of inbound tourism data in South Africa: the Department of Home Affairs (DHA) movement control system which is used at all borders in South Africa; and the South African Tourism's Departure Surveys.

#### SA Tourism's Departure Surveys

The Departure Survey was designed to provide SA Tourism with information to support its marketing strategies. However, over time, the need for this information spread beyond just SA Tourism and requests for information on the international tourism market in South Africa were received from other users. The Departure Survey is the only detailed source of data on the international tourist market in South Africa.

The Departure Survey measures the travel behaviour of foreign tourists as they leave SA from both land and air ports of entry (the number of people arriving by sea is statistically insignificant). As it is not possible to interview every tourist leaving the country, a stratified random sample is used and the results are subsequently weighted up to the arrivals population in a given time period. This allows us to continuously track more specifically expenditure patterns, accommodation usage, travel behaviour, experiences, buying-process and travel patterns.

Data is collected using computer-aided personal interviewing method where a structured questionnaire is completed by qualifying respondents. In the Departure Survey it is almost impossible to back check as the survey deals with foreign tourists who are departing the country. Conducting back checks on foreign tourists is costly. To reduce response errors, the field coordinator, field supervisor, and field manager check errors on the questionnaires before data processing. During the 2003 to 2005 period rejection of questionnaires was commonly used but

There are a large number of responses that fall below the mean while there are a few very large outliers. Scrutiny of the data revealed that the responses were indeed valid as those low spenders were mainly from SADC staying 1 or 2 nights, while the higher SADC spenders were purchasing items such as houses, motor cars, etc. As expected, people who stay longer do spend more.

Furthermore, spend is seasonal and varies from month-to-month. Therefore, what is an outlier in one month, is not an outlier in the next month. Therefore, the rules for normalizing data must be consistent and take into account these seasonal variations.

since the beginning of year 2006 imputation methods are being used. For most of the questions in the Departure Survey the item non response rate is zero. The total spend in South Africa has an item non response rate non response of 0.8% rate and justifies using face to face interviews rather than self-completion.

Two main reports are released based on this survey: SA Tourism's quarterly and annual tourism reports. These reports are posted on our website [www.southafrica.net/research](http://www.southafrica.net/research).

For more details on the methodology used in the survey, please consult our website. SA Tourism's Departure Survey is weighted using the data published by StatsSA. Should this data be incorrect, there would be a direct impact on the data released by SA Tourism.

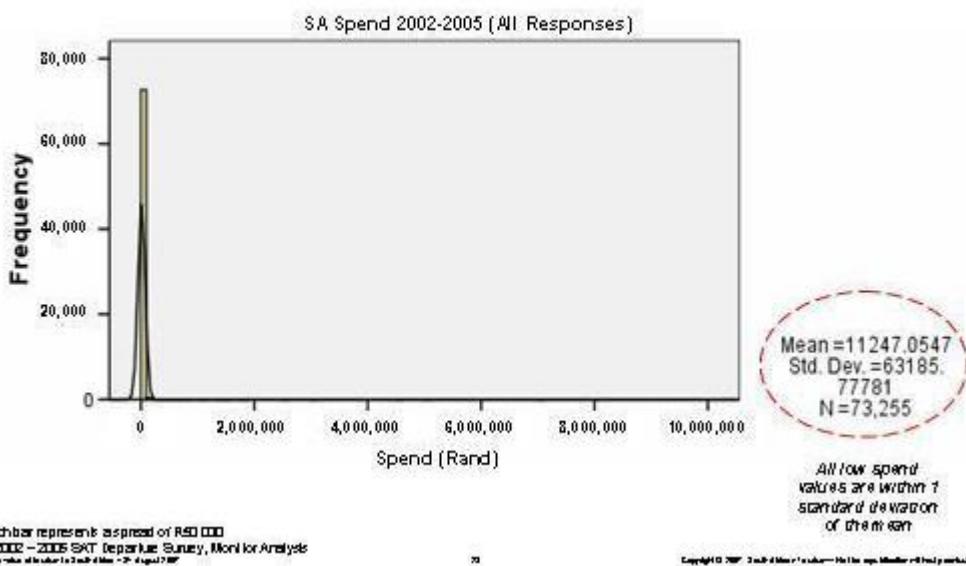


## NORMALISING DEPARTURE SURVEY SPEND DATA

South African Tourism undertook a review to analyse its performance over the past four years. In those four years we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts on a monthly basis as well. The review was an opportunity to measure what has been achieved in the past four years in marketing, but also gave us the opportunity to review the Departure Survey methodology with the hindsight of trend data.

Of particular concern to us was the spend data which we have been cleaning on a quarterly basis by necessity. Analysis of spend data showed that the distribution of spend closely displays an exponential curve rather than a normal curve that we have been using in our cleaning rules.

**SA Spend distribution is much closer to an exponential curve than a normal curve; the majority of responses are below the mean with a few very high outliers**





## NORMALISING DEPARTURE SURVEY SPEND DATA (CONT...)

Transform the log values back to spend values using the following formula:

Exclude all variables that fall outside the cut-off values.

The normalization process leads to the following results for 2006:

$$\text{Log_Low_cut_off} = \text{Mean} - 3^*\text{Stdev}$$

$$\text{Log_Upper_cut_off} = \text{Mean} + 3^*\text{Stdev}$$

$$\text{Lower-cut-off Value} = 10^{(\text{Log_Low_cut_off})}$$

$$\text{Upper-cut-off Value} = 10^{(\text{Log_Upper_cut_off})}$$

Based on this information, SA Tourism has revised the methodology for normalizing spend data.

This chapter provides the details of how the data has been normalized.

SA Tourism now normalizes the spend data by eliminating 3-standard deviations from the logarithmic mean.

$$y = \log_{10}(x)$$

Compute log of spend variable using the formula above

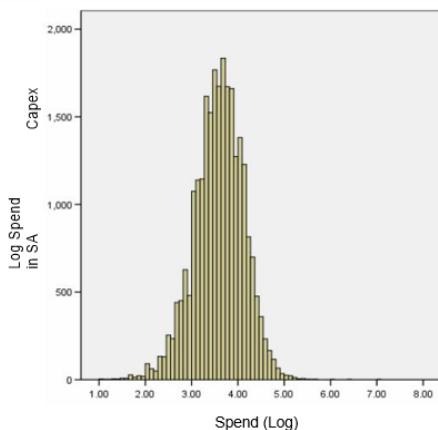
Calculate the mean of the result obtained in (1) above.

Determine the cut-off criteria using the following formula:

### SA Spend Logarithmic Values

*Plotting the log of the SA Spend produces a normal distribution allowing us to eliminate values outside 3 SDs from the mean*

Log Spend in SA w/o Capex



Corresponding Spend Values after elimination

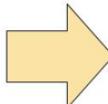
Min. Spend: R126

Mean Spend: R4,860

Max. Spend: R187,692

Count (No. of data points): 25,102

Eliminate values outside +/- 3 SDs





*Inspiring new ways*

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