



Inspiring new ways

TOURISM PERFORMANCE REPORT

JANUARY-MARCH
2019





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 - A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main reason other than to be employed by a resident entity in the country or place visited.

Same day visitor - A visitor is classified as same-day visitor if his/her trip does not include an overnight stay.

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 is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited. .

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

Trip - A trip refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.

Usual environment - The usual environment of an individual, a key concept in tourism, is defined as the geographical area within which an individual conducts his/her regular life routines. 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 Strategy, Insights and Analytics unit (SIA) provides a review of the performance of the tourism sector in the first quarter of 2019 compared with the same quarter in 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 arrivals universe. The sample is drawn to be representative of the population at a confidence interval of 95% and a margin of error of 1.6% for the airport monthly sample and 3.1% for the land border monthly.

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 disproportionally allocated to the main strata in order to ensure sufficient representation for 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.

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

A person with dark hair, wearing a light grey short-sleeved button-down shirt, mustard-colored cargo pants, and red and black sneakers, stands with their back to the camera on the edge of a dark, craggy rock formation. They are looking out over a deep, misty valley filled with dense green forests. In the distance, more rugged mountain peaks are visible under a hazy sky. A black shoulder bag is slung over their right shoulder. The overall scene conveys a sense of adventure and nature tourism.

TOURISM OUTLOOK

- The latest issue of the UNWTO World Tourism Barometer from the World Tourism Organization shows that international tourism continued to grow in the first quarter of 2019. Though at a slower rate when compared with the last two years, the 4% increase registered in early 2019 is a very positive sign. The Middle East (+8%) and Asia and the Pacific (+6%) experienced the highest increase in international arrivals. Numbers in both Europe and Africa were up by 4%, and in the Americas, growth was recorded at 3%.
- “International tourism continues to perform strongly worldwide fueled by a positive economy, increased air capacity and visa facilitation”, says UNWTO Secretary-General, Zurab Pololikashvili. “Growth in arrivals is easing slightly after two years of exceptional results, but the sector continues to outpace the global rate of economic growth.”
- Europe, the world’s largest tourism region, reported solid growth (+4%), led by destinations in Southern and Mediterranean Europe and Central and Eastern Europe (both +5%). Growth in Africa was driven by the ongoing recovery in North Africa (+11%). In the Americas, the Caribbean (+17%) rebounded strongly after weak results in 2018, following the impact of hurricanes Irma and Maria in late 2017. In Asia and the Pacific, results for the first three months showed a 6% increase led by North-East Asia (+9%) and a very solid performance from the Chinese market. “With this growth comes greater responsibility for translating it into better jobs and better lives”, Mr. Pololikashvili stresses. “We need to continue investing in innovation, digital transformation and education so that we can harness the many benefits tourism can bring while at the same time mitigating its impact on the environment and society with a better management of tourism flows.”
- **UNWTO Confidence Index Panel optimistic over future growth**
 - Confidence in global tourism has started to pick up again after slowing down at the end of 2018, according to the latest UNWTO Confidence Index survey. The outlook for the May-August 2019 period, the peak season for many destinations in the northern hemisphere, is more optimistic than in the recent periods and more than half of respondents are expecting a better performance in the coming four months.
 - Experts’ evaluation of tourism performance in the first four months of 2019 was also rather positive and in line with the expectations expressed at the beginning of that period.
 - UNWTO forecasts growth of 3% to 4% in international tourist arrivals in 2019.

<http://www2.unwto.org/press-release/2019-05-21/international-tourism-numbers-and-confidence-rise>

INTERNATIONAL TOURISM PERFORMANCE

JANUARY – MARCH 2019



INTERNATIONAL TOURIST ARRIVALS

2.7 million

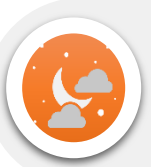
-3.0%



TOTAL FOREIGN DIRECT SPEND

25.7 billion

+24.1%



LENGTH OF STAY

11.2 days

+2.5%



TOTAL BEDNIGHTS

29.2 million

-0.5%



PROVINCIAL DISTRIBUTION

20.0%

-1.8
basis point



Seasonality

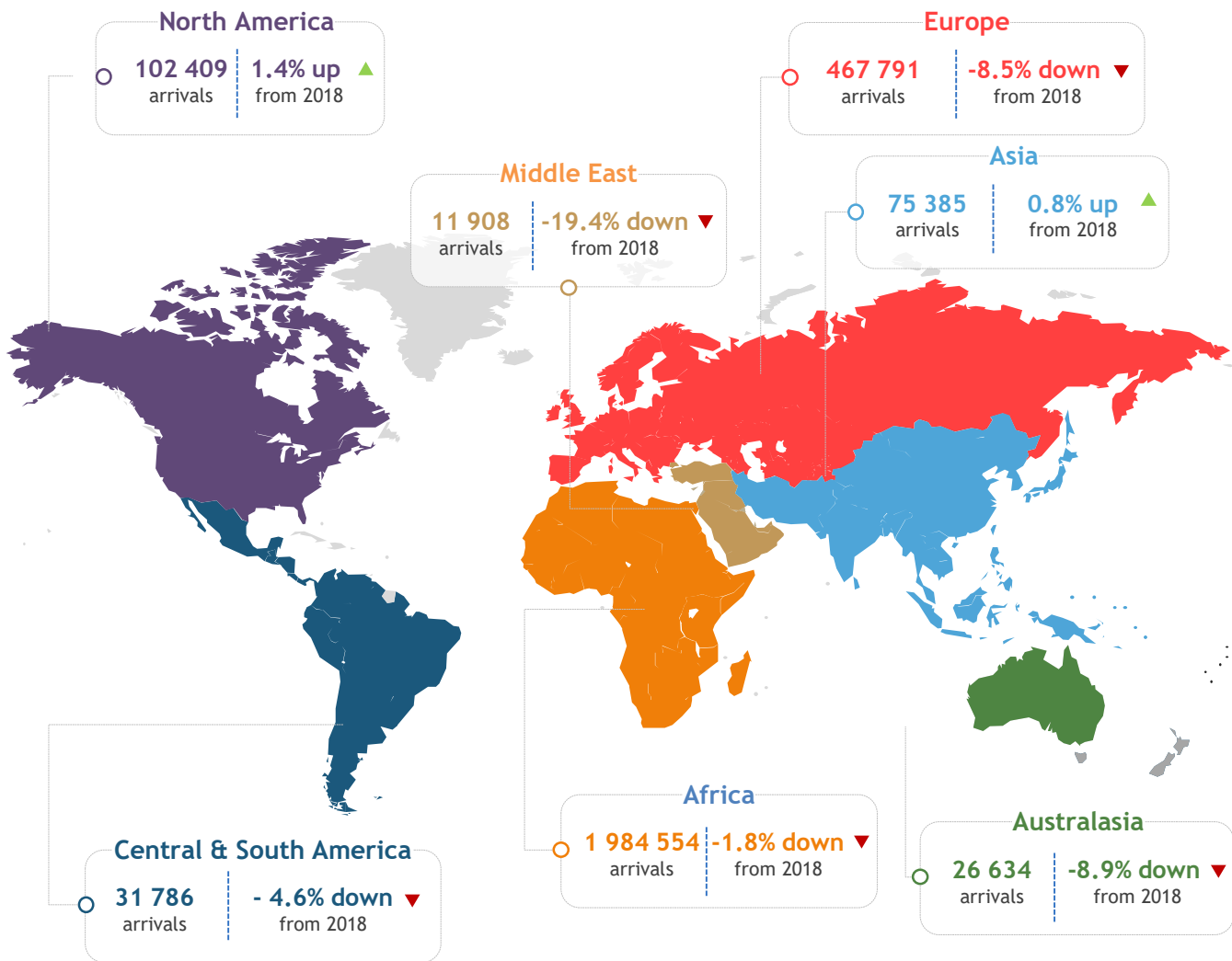
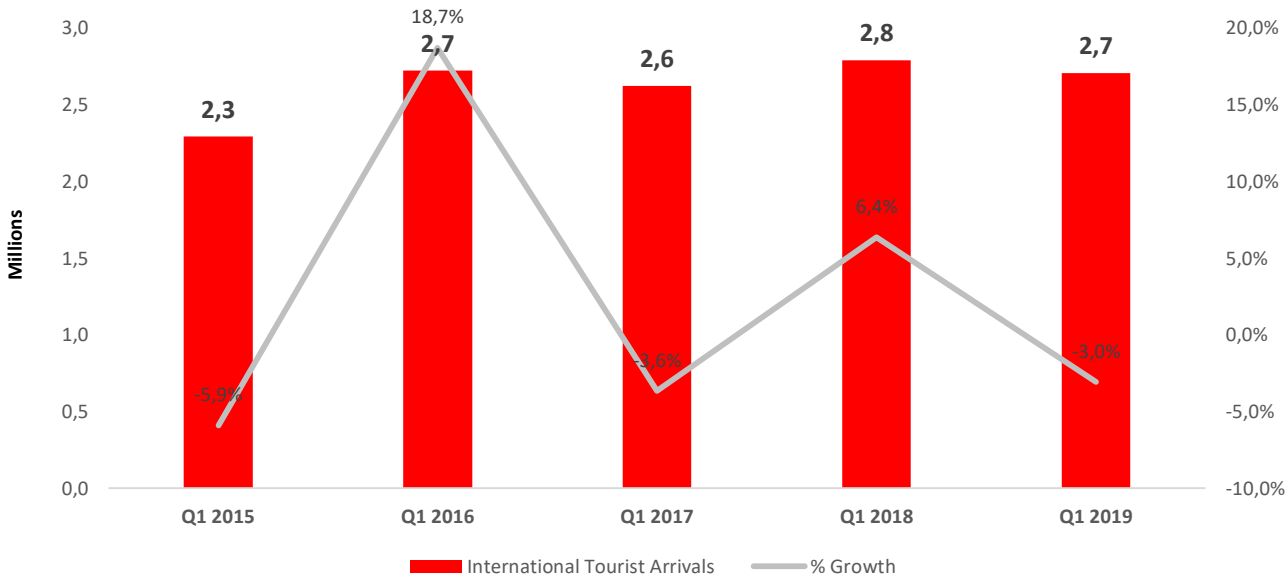
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INTERNATIONAL TOURIST ARRIVALS

2.7 Million

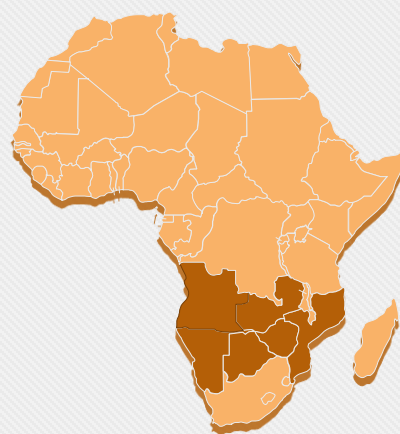
-3.0%



INTERNATIONAL TOURISM PERFORMANCE

AFRICA

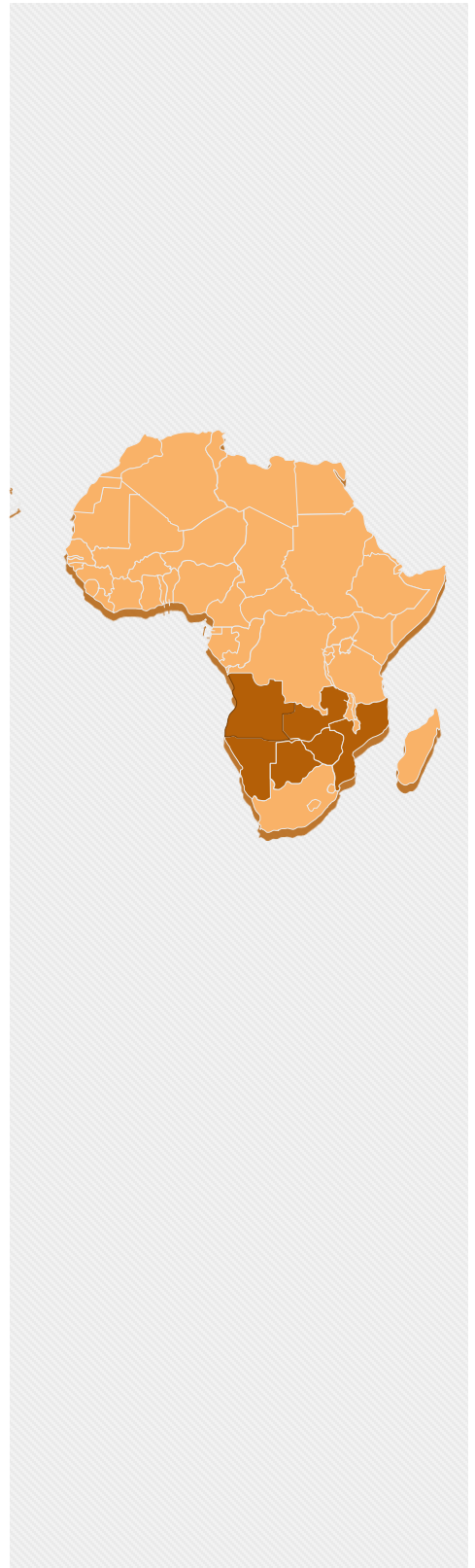
- Tourist arrivals from this region accounted for ~2.0 million in the first quarter of 2019 and has declined by -1.8% compared to the same period in 2018.
- **Africa land** markets (96%) declined by -2.0% to a total of approximately 1.9 million. Driving the decline was lesser travel interest from Botswana (-20.6%), Lesotho(-11.4%), Namibia(-6.5%) and Zambia(-4.0%). The recent notice issued about attacks on Lesotho motorists in Steynsrus and Heilbron in the Free State is hampering the recovery prospect from this market. 9 out of 10 international tourist arrivals to Free State are from this market and that has dropped by -19.5% in this quarter. Namibia is suffering from a major economic slowdown and has been in recession for the past 2 years. Recovery is not likely in the near future. The decline in Botswana was driven by declines in holiday travel to SA as the share dropped from 8.3% to 6.8%.
- Zimbabwe, Mozambique and Malawi are the only growing markets in this region. They grew by 7.4%, 3.7% and 1.7% **respectively**. The impact of cyclone Idai that hit these three markets in March 2019 did not have a devastating impact on travel to South Africa.
- **Africa air** markets (3.2% of total tourist arrivals) grew by 2.2% to reach 87 389 tourist arrivals. The markets that drove the growth were Ghana (8.4%), Kenya(9.8%), Tanzania(5.4%), Uganda(9.3%) and DRC(9.9%). Air ticket reservations for the next six months reported by FowardKeys suggest that we will maintain this growth from these markets except for Tanzania.
- In Kenya, the 9.8% recovery in this quarter comes from strong improvement in Kenyas positive affinity to SA. More Kenyans are searching and their consideration to visit South Africa is increasing. The usage of social networking site as a communication platform in this market is driving SA visibility as number of Kenyans seeing marketing communication on these platforms has improved to its all time high of 57% according SA Tourism Brand Tracker (2019 February Wave).



INTERNATIONAL TOURISM PERFORMANCE

AFRICA

- Arrivals from Ghana has been growing since quarter 1 2017. The Ghanaians are positive (34%) about South Africa and searches on country offerings have reached an all-time high of 31%. Travel to SA is predominantly for business (corporate travel and business events) and Visiting Friends and Relatives (VFR) ; however the growth in this quarter was driven by an increase in holiday travel (17.1% to 24.8%)
- Tanzania - the growth from this market is driven by business travel (corporate travel and business events). The share of corporate travel increased to 12.5% from 7.6% while business delegates increased to 30.9% from 22.4%. VFR travel dropped to 14.9% from 24.4% whereas holiday travel increased to 15.8% from 12.3%. According to SA Tourism's February 2019 brand tracker survey, **more and more** Tanzanians are considering visiting SA and are doing ongoing searches about the destination and its offering. They currently hold Dubai as their ideal travel destination with SA coming in second spot.
- Uganda - the brand image of the country is not making any strong inroads as a leisure destination. The growth in this quarter was mainly driven by increase in religious travel from 1.7% to 11.5% and VFR travel from 12.4% to 24.6%.
- DRC - is continuing to grow as a pure holiday market for SA. In this quarter, the holiday segment grew from 18% to 21.1%. The improving economic conditions of the Congolese is translating to travel and SA is the key beneficiary.
- Angola, which is the biggest source market in this region, slowed down (-0.6%) while Nigeria(-9.8%) and Ethiopia(-18.7%) have declined. Forward bookings are showing performance of 0.1%, -2.4% and -5.4% respectively. South Africa is not perceived as a welcoming destination by Nigerians and the score on this measure has dropped. Dubai, US, UK are top destinations for Nigerians and South Africa is ranked 4th.

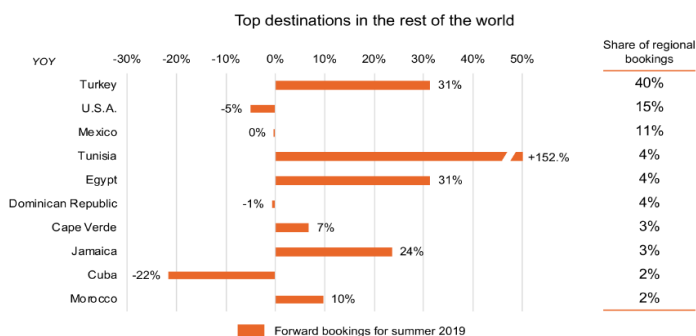


INTERNATIONAL TOURISM PERFORMANCE

EUROPE

This is the second biggest source region for international tourism to South Africa and it declined by -8.5% to record 467 791 tourist arrivals in the first quarter of 2019. There is continuous lack of growth from our key source markets in this region of UK (-4.9%), Germany (-14.1%), Netherlands (-1.8%) and France (-9.6%). Argentina is benefiting as tourists from these markets are taking advantage of the poorly performing Peso to boost the value of their holiday. According to the latest findings from ForwardKeys, travel to Argentina from UK, Germany, France grew by 33.5%, 16.5% and 19.2% respectively. The recovery of travel to North Africa and Asian countries is another challenge for South Africa.

- Travel from UK to SA has been stagnant (CAGR -0.3%) since 2017 and in this quarter it declined by -4.9%. The decline from UK was driven by declines in the market share of two of the major travel segments, i.e. Holiday(50.1%) and VFR (34.3%). The UK-SA route is one of the most expensive routes to fly and airfares further increased by +33.9%, with economy class fares increasing by +43.9%. According to ForwardKeys, forward bookings from this market for the next six months show a +13.9%. The bookings out of London (+16.5%) and Edinburgh(+41.1%) are growing the fastest. The positivity and consideration scores for SA are growing behind a resilient brand, but the cost to get here is one of the biggest barriers at consideration phase, according to the SA Tourism Brand Tracker survey. Brits are opting for long-haul travel over travel to the EU region as bookings to non-EU destinations are ahead at 13.8%. Turkey, with a huge share of non-EU holiday bookings, is growing at 31%, Tunisia 152%, Egypt 31%, Jamaica 24% and Morocco 10%.



INTERNATIONAL TOURISM PERFORMANCE

EUROPE

- Germany has been one of the best performing markets in the past 5 quarters but has declined by -14.1% in this quarter to 102 133. SA Tourism is declining the most from Munich(-17.4%) and Dusseldorf(-24.4%). Frankfurt, which is SA Tourism biggest source city (46.4%), is declining by -2.9%. We are losing share among business events delegates as the share dropped from 7.9% to 5.6%. On the leisure side, the awareness and positivity scores for SA has improved but consideration, both long-term and short term, have not improved. One of the main reasons Germans visit SA is for wildlife and the perception of SA on this attribute has dropped since 2017. Honk Kong and China are the best growing intercontinental destinations for Germans this year.

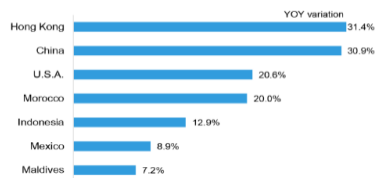
German intercontinental travel for the Easter holidays

(compared to equivalent Easter holidays period in 2018)

+ 2.7%

Forward bookings YOY

Intercontinental destinations with the most positive forward bookings* by German travellers in the Easter holidays



*Only considered destinations with at least 1.9% share of intercontinental bookings

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- In Netherlands, travel to SA declined by -1.8% to 36 594 international tourist arrivals. This is a second year of successive declines from this market. In this quarter, VFR and business travel have both increased to 20.4% and 4.8% respectively, the lack of travel to attend business events by business delegates is affecting the performance of this market the most. The awareness and positivity of South Africa as a leisure destination in this market is improving and as a result, more Dutch travelers are looking for more information about South Africa and the perception of South Africa as a scenically beautiful country and a country that has welcoming people you can interact with are growing in this market. We most likely to grow from this market as the forward bookings are predicting a +13.4% growth for the remaining's months of the year. The air ticket prices from this quarter were competitive and show a decline of -2.2% compared to the pervious wave with economy class reduced by -6.4%.



INTERNATIONAL TOURISM PERFORMANCE

EUROPE

- From France, traditionally we receive a lot of holiday, VFR, business travelers and business event delegates. The share of these tourists have increased except for holiday travel where there was a 77% to 67% drop. The forward bookings patterns are showing a potential growth up until September but immediately declines after that. This suggests that the temporary recovery we will get in the next few months will most likely driven by business travel. Air tickets issued by corporate travel agents increased by 15.3%.

DISTRIBUTION CHANN	Year 0	Year -1	VAR% Y0 vs Y-1
Online TA	3786	3755	+0.8%
Corporate TA	1293	1121	+15.3%
Retail TA	24206	24434	-0.9%
Other TA	6530	9958	-34.4%

- Italy declined by -1.0% to 13 525. Similar to France, the share of business delegates and business travel to SA increased in this review period. The challenge is lack of growth from the holiday travel segment as it declined from 71% to 51.%.
- Russia and Austria were the only two markets that grew in this region by 10.2% and 4.1% respectively. The travel out of these markets has been consistently growing for the past two years.
 - Austrians predominantly travel to SA for holiday(73%) and VFR(14%).
 - Russians interest seem to be more diverse and has a substantial business travel component driven by tourists attending business events and corporate travel. Arrivals from Russia comprise holiday (50%), business travel (11%), business events (10%) and VFR(17%).





INTERNATIONAL TOURISM PERFORMANCE

ASIA

International tourist arrivals from this region grew by 0.8% in this quarter to reach a total of 75 385. All major markets except for Japan (+15%) and China (+3.6%) declined; India (-4.0%), Malaysia (-8.4%), and Singapore (-1.3%).

- Tourist arrivals from **China** increased by +3.6% in this quarter. The expectation is to grow this market by 14.7% in 2019. The air ticket bookings are showing a 34.4% growth for the next six months which suggest that we most likely to meet the annual target. The bookings out of Hong Kong are showing a 131% growth while out of mainland China are showing a -23.7%. There seem to be a regional shift in interest for SA as we traditional get most of the bookings from Beijing. Shanghai is showing more interest and has overtaken them. Chinese interest to Argentina grew by 21.9% according ForwardKeys. There is exponential growth in VFR travel to SA from this market and in this quarter alone the share increased from 26% to 46%. The marketing communication is not cutting through the clutter in this market as the conversion curve scores has dropped from the 2017 levels. Australia as a competitor is winning from this market.
- Japan is growing ahead of its annual target at 15% and the growth is mainly driven by business delegates attending business events in SA.
- India, which is the second largest market in the region, declined by -4.0% to reach 20 562. The annual target is to grow the market by 10% and forward bookings are showing a 45.4% growth for the next six months with most of those arrivals expected in the month of May. Despite the lack of growth the share of holiday travel to the country has increased to +27.6%
- Singapore and Malaysia targets are 8.6% and 11% for 2019 but despite the slow start the forward bookings are currently at 37.4% and 140% for the next six months.
- UAE arrivals for the quarter declined by 26.5% to 289. The air ticket bookings are showing a decline of -7.5%.



INTERNATIONAL TOURISM PERFORMANCE

AUSTRALASIA

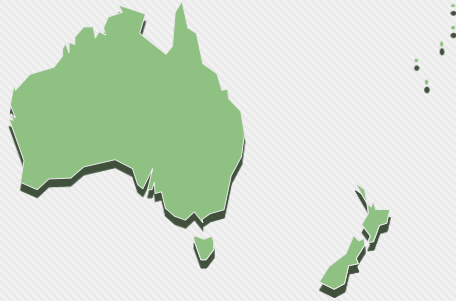
International tourist arrivals declined by -8.9% in this quarter to a total of 26 634.

- **Australia**, which is the key source market in this region, declined by -8.5% to 23 775. The expected growth is to grow this market by 10% in 2019. The air ticket bookings for the next 6 months are showing that we will recover (-0.6%) but that won't be enough to reach the annual target growth rate of 10%. Special focus in Sydney is required as the bookings are showing -3.6% decline while Melbourne and Brisbane are +1.7% and +7.4% up respectively. The VFR travel to SA from this market has grown from 36.3% to 48.5% while holiday travel to SA has declined to 35.4%. From 45.9% Two major shifts we will continue to monitor from this market is:

- Australia has shifted to be a VFR market for SA.
- The share of travelers between the ages 18 - 24 years has grown to become the 3rd largest in this quarter.

South Africa is seen in the same class as Brazil and Kenya in this markets. The awareness level has increased to 81% in this market however what Australians know did not make them more positive about the country. The safety and security perceptions for South Africa is worsening and is currently scoring 3.1 out of 7.

- **New Zealand continues to decline** and it declined by -12.7% to reach 23 775. New Zealand has been declining for the past 2 years since the reciprocal introduction of visas in 2017. The substantial share of arrivals that we get from this market is now shifted completely to VFR and business travel as the holiday travel has dropped to 26.7% from 46.0%. Predominantly those travelers have been into SA more than 4 times.



INTERNATIONAL TOURISM PERFORMANCE

NORTH AMERICA

South Africa welcomed 102 409 international tourist arrivals from this region in this quarter, a 1.4% growth compared to 2018. Both USA(0.9%) and Canada(3.2%) recorded a positive growth.

- Tourist arrivals from the **USA** increased to 83 185. The expected growth rate for the year on this market is 16%. The forward bookings are showing a decline -3.4% for the next six months. In the top 5 source cities, LA, Washington and Chicago bookings are negative while in New York(1.3%) and Atlanta(46.7%) bookings are positive. 5 out of 10 tourists from this market visited for holiday. This has dropped compared to the previous year. There were -9.4% fewer tourists who travelled for a safari wildlife experience than usual and also a -34.6% drop in those who wanted to experience SA's different cultures. The interest in natural scenery, experience a different country and diversity of attractions grew by 6.7%, 4.3% and 7.1% respectively. We are declining in all the elements of the conversion from awareness to consideration to visit SA in the next 18 months. The travelling population from this market is seeing less marketing communication about SA as a leisure destination, more specifically on channels they usually see SA on.
- Tourist arrivals from Canada increased strongly at 3.2% to reach 19 224. Despite the effort, the growth rate is still below the expected 4.8%. The bookings to SA are also showing a -1.1% decline. Vancouver and Montreal bookings are 12.3% and 6.0% up while Toronto, our biggest source city, the bookings are -2.6% down. VFR travel is driving the growth from this market. It increased from 19.3% to 25.0%. The travel from this market increased among tourists aged between 18 - 44 year old.

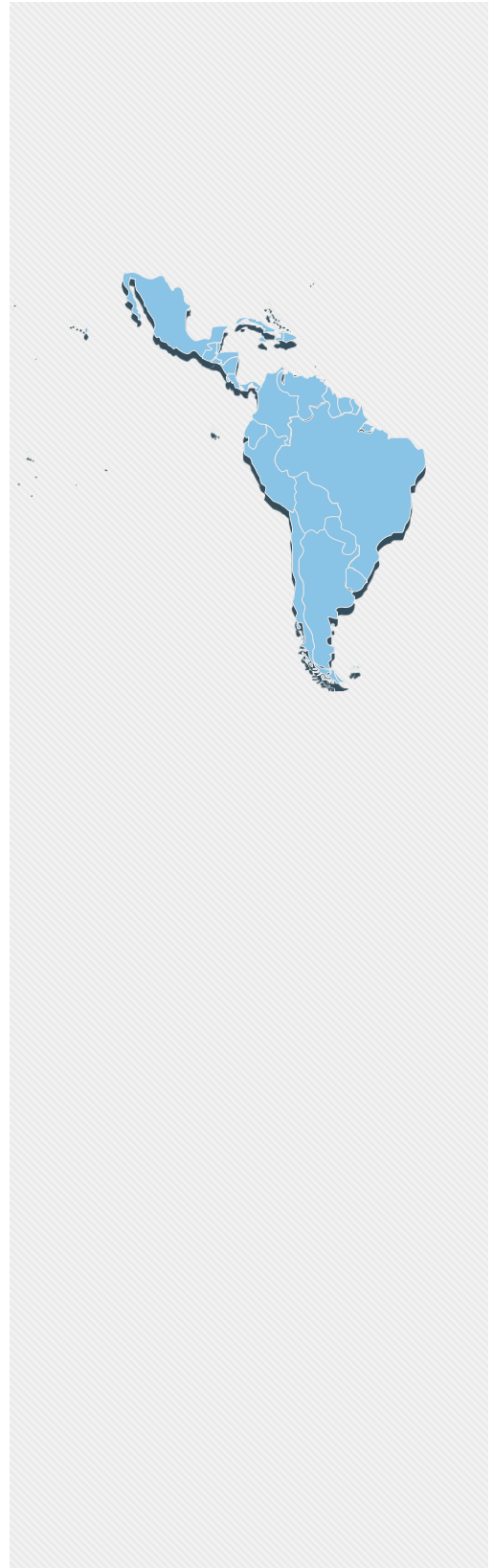


INTERNATIONAL TOURISM PERFORMANCE

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 Q1 2019, recorded a decline of 4.6%.

- **Brazil**, which the largest source market in this region, grew by 0.5% to reach 17 784. The target is to grow this market by 7% to 75 477 for the year. The air ticket bookings are -3.1% down. Sao Paulo has a predominant share of air tickets to SA and is showing a 1.8% growth. The reason why the forward bookings are down is that we are declining in the smaller cities. The growth recorded in this quarter was driven by business travel from this market. Delegates attending business events increased from 4.9% to 6.2% while corporate travel increased from 5.8% to 7.5%. Among the leisure segments, the positivity and long term consideration to visit SA are dropping although people are still searching for information on the destination.
- **Argentina**, which the second largest source market in this region, declined by -15.5% to a total of 7 460. Due to tight economic conditions in this market, the target was to maintain the arrivals we recorded in 2018. The forward bookings for the next six months are flat but encouraging is that we are likely to grow from Buenos Aires and Tucuman but decline elsewhere. The holiday travel to SA remained resilient in this quarter as the share of holiday travel grew to 87.3% from 70%. The decline recorded was in VFR, business travel and business delegates.

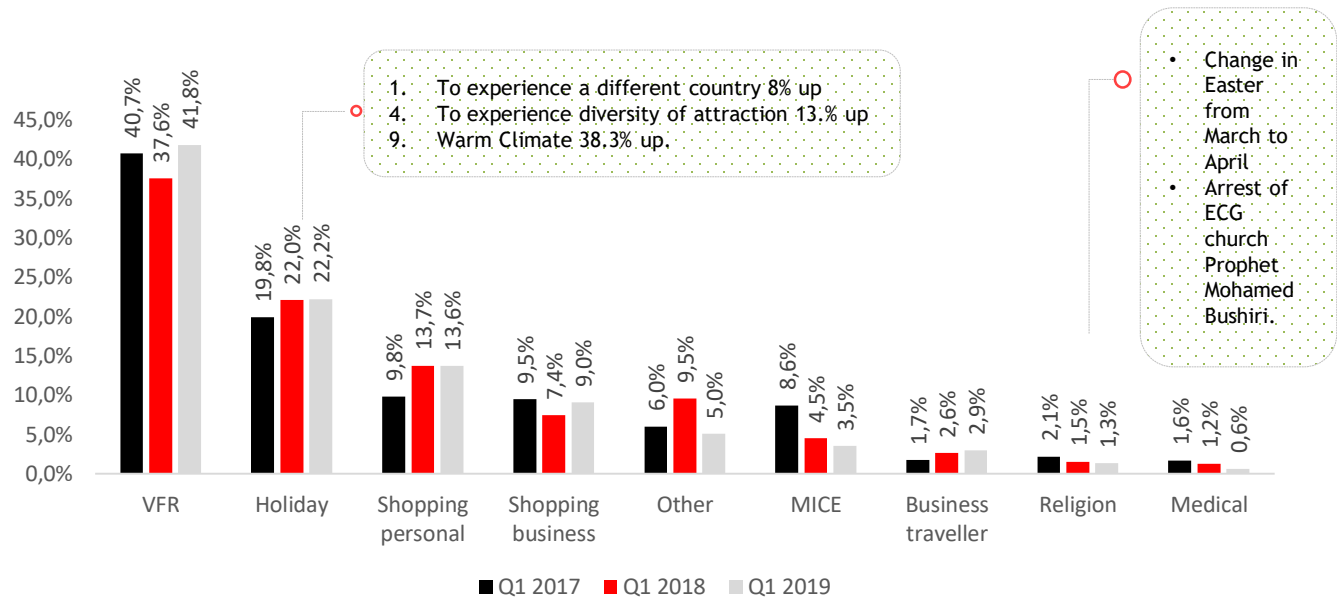




INTERNATIONAL TOURIST ARRIVALS

- Purpose of visit
- Repeat rate

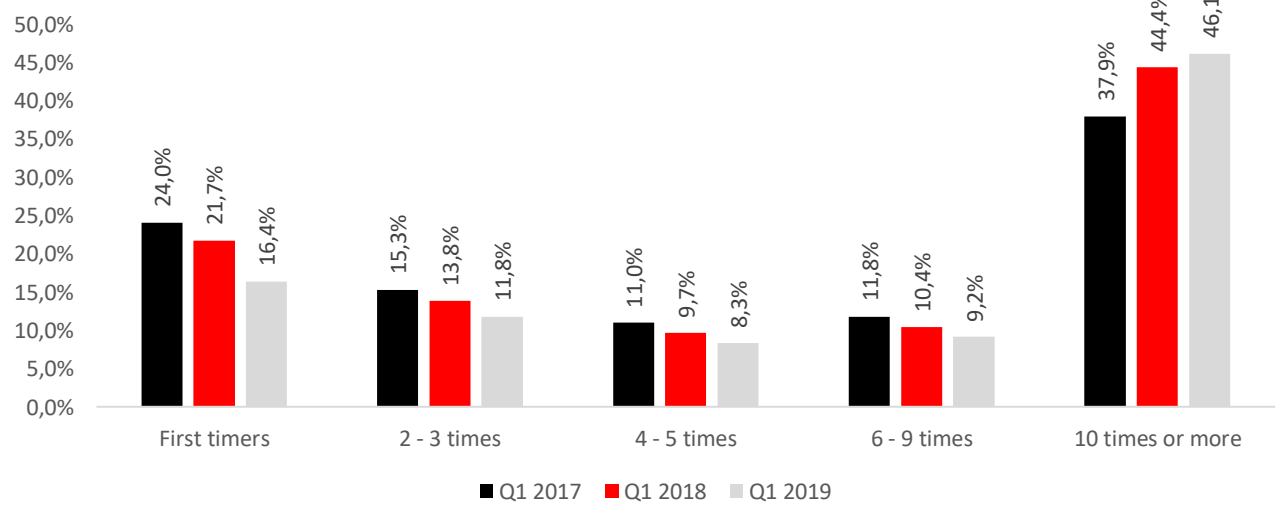
The main reason for international tourists visiting South Africa was to visit friends and relatives and the market has increased in this quarter to 41.8%. The share of holiday tourists remained stable at 22.2%. The key reason for holiday travel was to experience a different country, diversity of attractions and warm climate. The decline in tourist arrivals was driven by decreases in business event delegates, religious and medical tourism.



The majority of tourists that visit South Africa have visited the country before and only 16.5% were coming for the first time.

- The key focus for SA Tourism’s marketing strategy is to ensure that the share of first time travel to SA increases.

Repeat rate



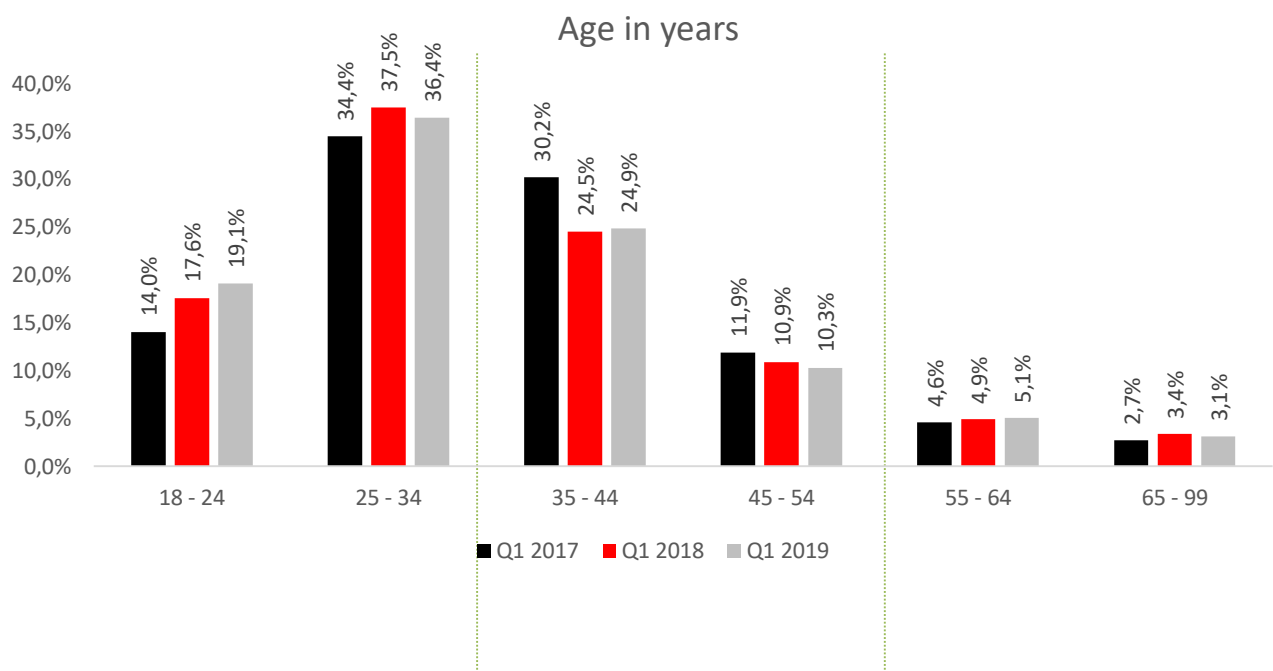


INTERNATIONAL TOURIST ARRIVALS

- Age breakdown

59.6% of international tourists that visited South Africa in this quarter were younger than 35 years (Millennials). The share of total arrivals for this segment has been increasing since 2016 and is driven by both younger and older Millennials. The popularity of South Africa among older travellers dropped significantly.

The significant difference among these segments is marked by an increased use of, and familiarity with communication, media and digital technologies. The fundamental travel needs remain similar.



Millennials



Generation-X



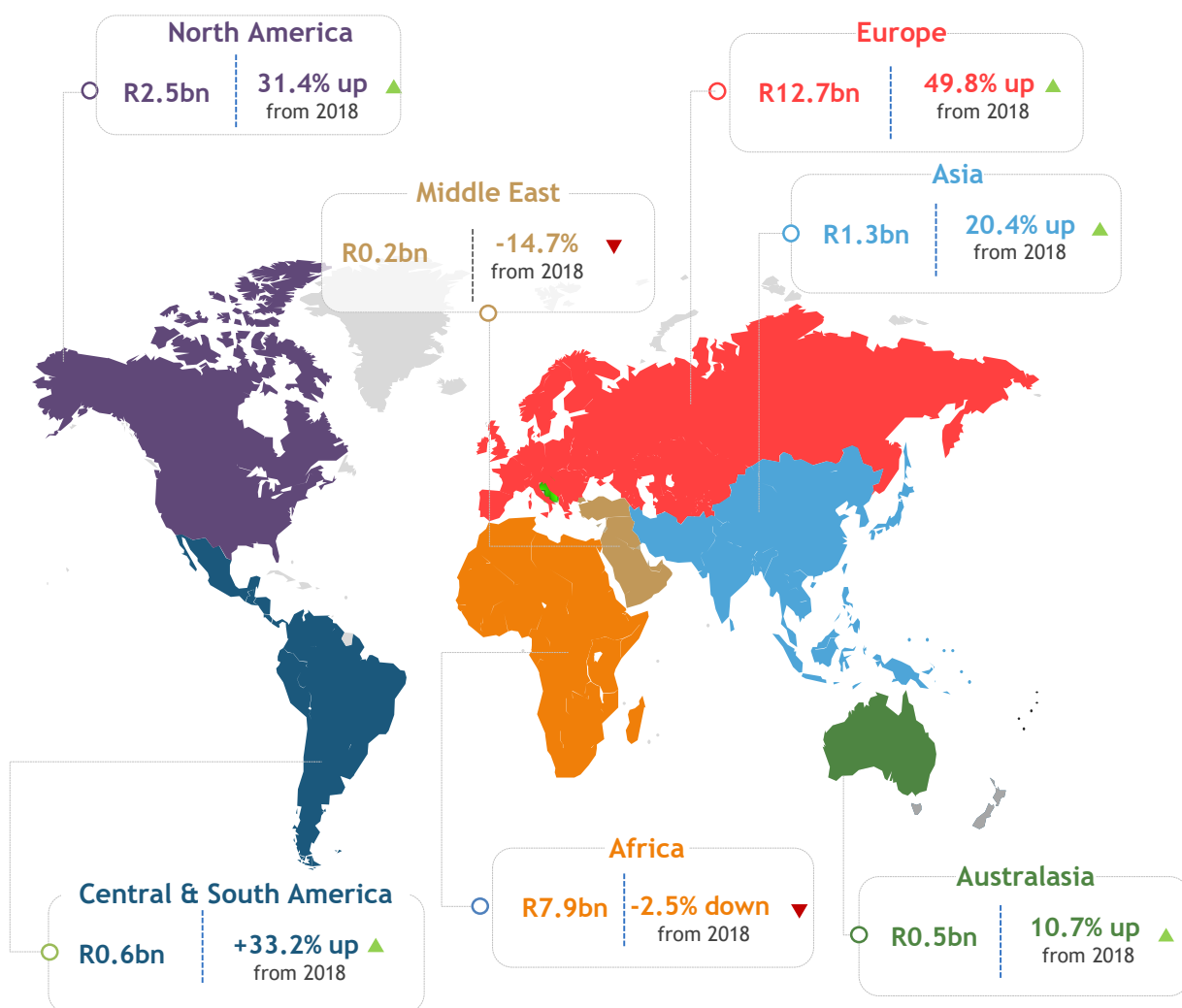
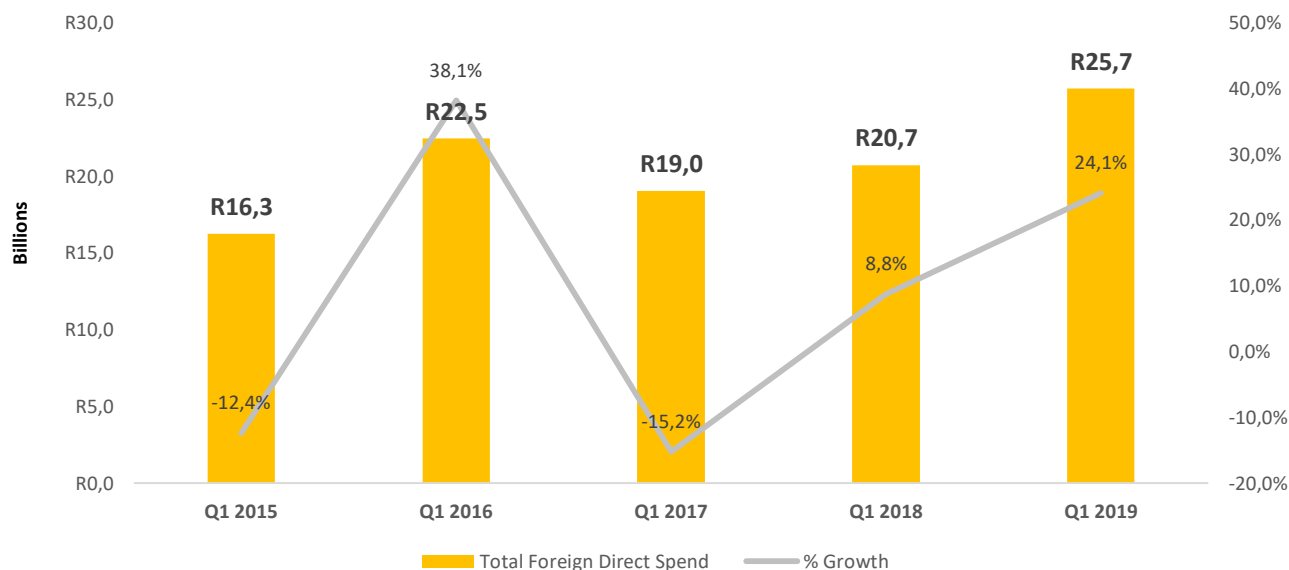
Baby Boomers



TOTAL FOREIGN DIRECT SPEND

R25.7 billion

+24.1%





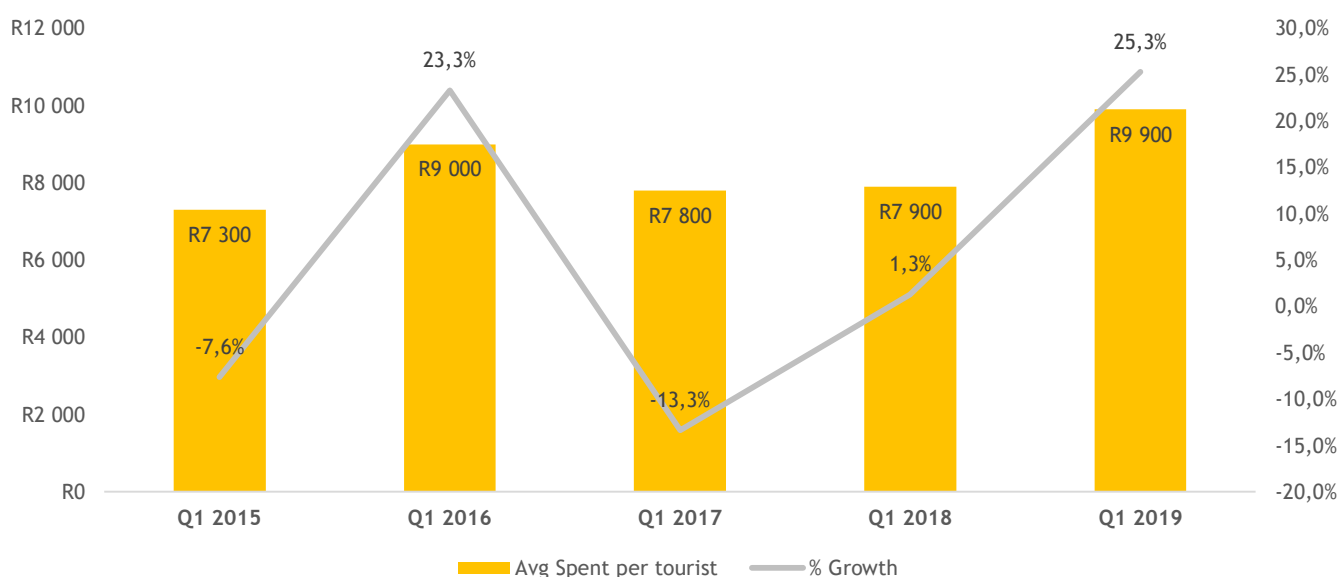
AVERAGE SPENT PER INTERNATIONAL

R9 900

+25.3%

The average amount spent by tourists in South Africa was R9 900. This increased by 25.3% compared to the same quarter in 2018. Tourists from Europe on average spent the most in this term and this increased by 54.9% to R30 200 compared to the same period in 2018. This is 3 times more than what an average tourist spends. The key drivers of spend was the 8.2% depreciation in Rand against Euro, 8.5% inflation (double from the 4,3% in previous year) increase and increase in length of stay. Against the USD, the Rand depreciated by 16.7% while against Pound, it depreciated by 7.1%.

The second biggest spenders, on average, were North Americans with an average of R26 500 per tourist.



	Q1 2015	Q1 2016	Q1 2017	Q1 2018	Q1 2019	% Growth
Africa	R5 200	R5 900	R4 500	R4 100	R4 000	-2,4%
Asia	R11 000	R12 800	R10 800	R17 100	R19 600	14,6%
Australasia	R14 700	R21 500	R20 600	R18 700	R22 300	19,3%
South America	R12 200	R20 900	R15 300	R14 000	R19 800	41,4%
Europe	R14 300	R19 000	R17 100	R19 500	R30 200	54,9%
Middle East	R11 700	R16 100	R22 000	R22 500	R23 000	2,2%
North America	R12 700	R21 900	R19 700	R21 300	R26 500	24,4%



AVERAGE SPENT PER INTERNATIONAL

R25.7 billion

International tourists predominantly spend their money on shopping and this has increased by 16.8% to R6.5 billion. Food was the second biggest spend category that recorded an increase of 45.0% to R5.6 billion. Accommodation expenditure increased by 68.6%. There were more nights spent in Hotels in this quarter while there was a decreasing in usage of self catering units, B&Bs and Backpacking hostels. According to STR global report the usage of 5 star hotel, occupancy increased from 68.7% to 71.7% .

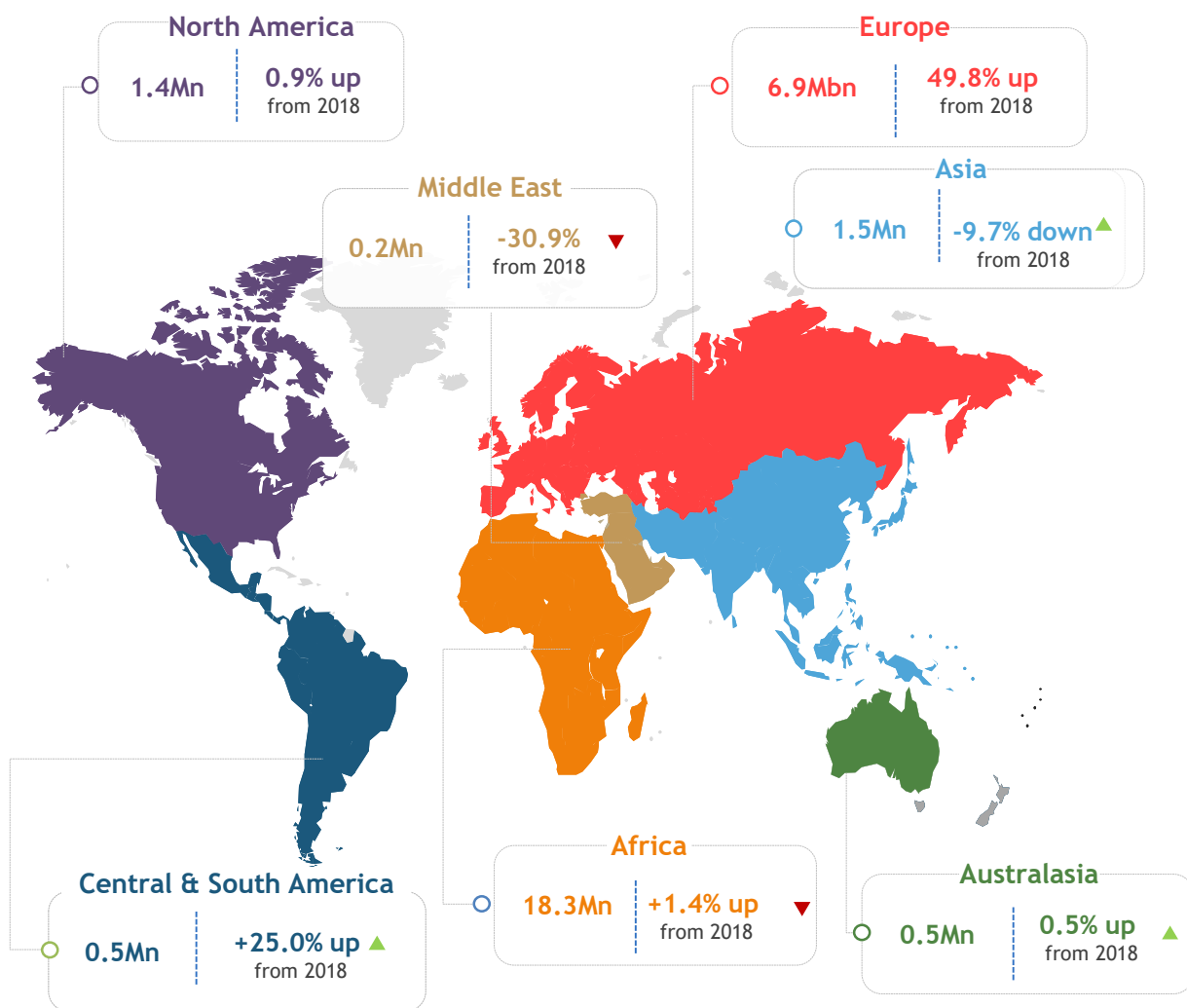
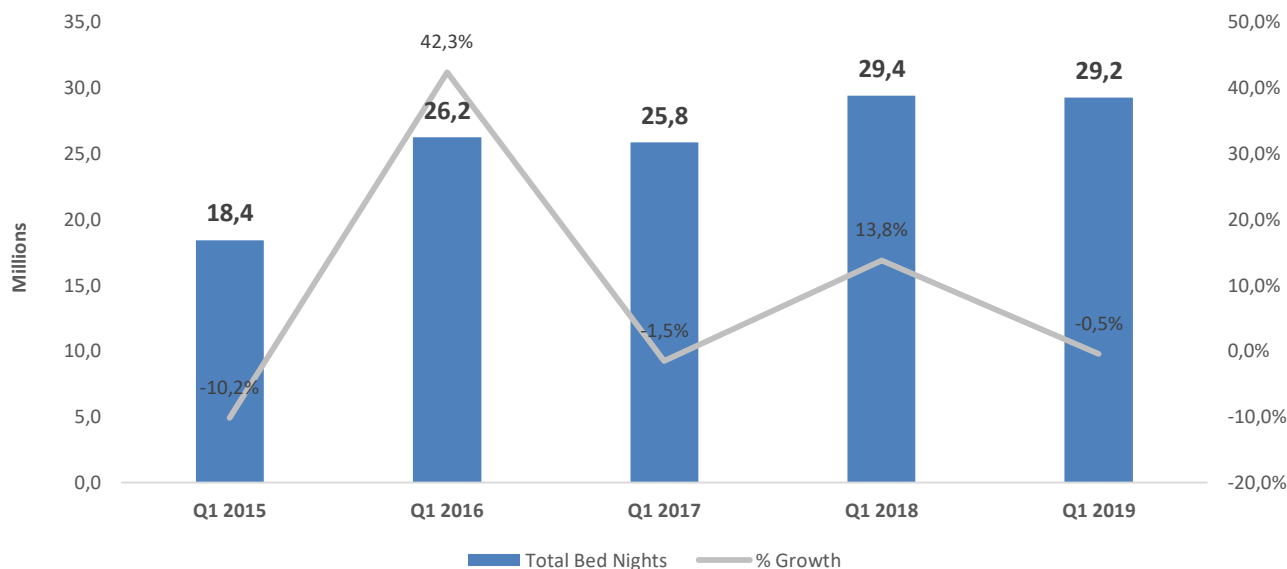
	Q1 2017 (Bn)	Q1 2018 (Bn)	Q1 2019 (Bn)	% Growth
 Shopping	R5,3	R5,6	R6,5	16,8%
 Food	R3,3	R3,8	R5,6	45,0%
 Accommodation	R2,5	R3,2	R5,5	68,6%
 Leisure	R2,0	R2,9	R3,2	9,3%
 Reselling	R97,1	R11,6	R7,4	-36,4%
 Transport	R1,6	R2,0	R3,2	62,3%
 Medical	R0,4	R0,2	R0,3	61,1%



TOTAL BEDNIGHTS

29.2 million

-0.5%

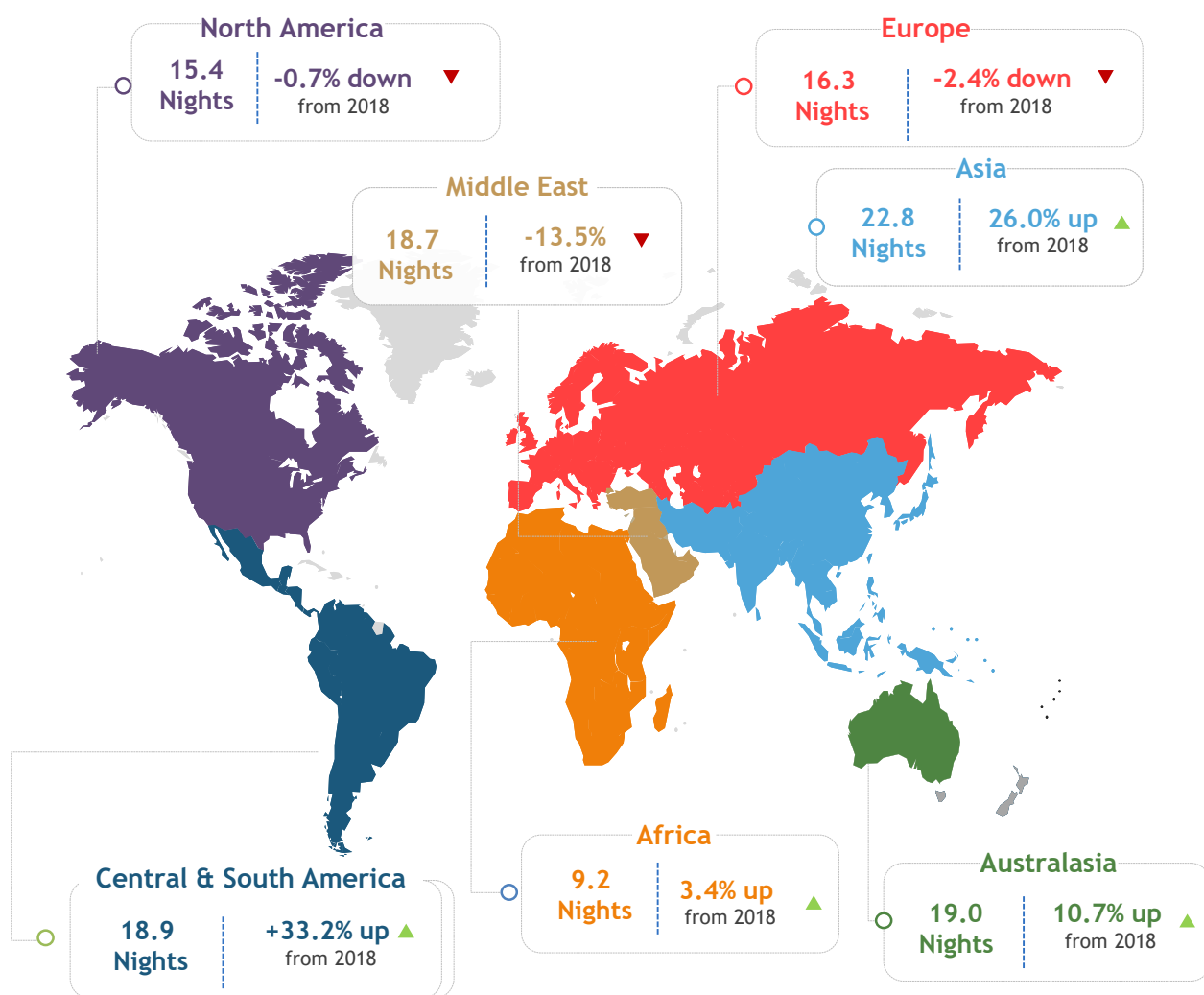
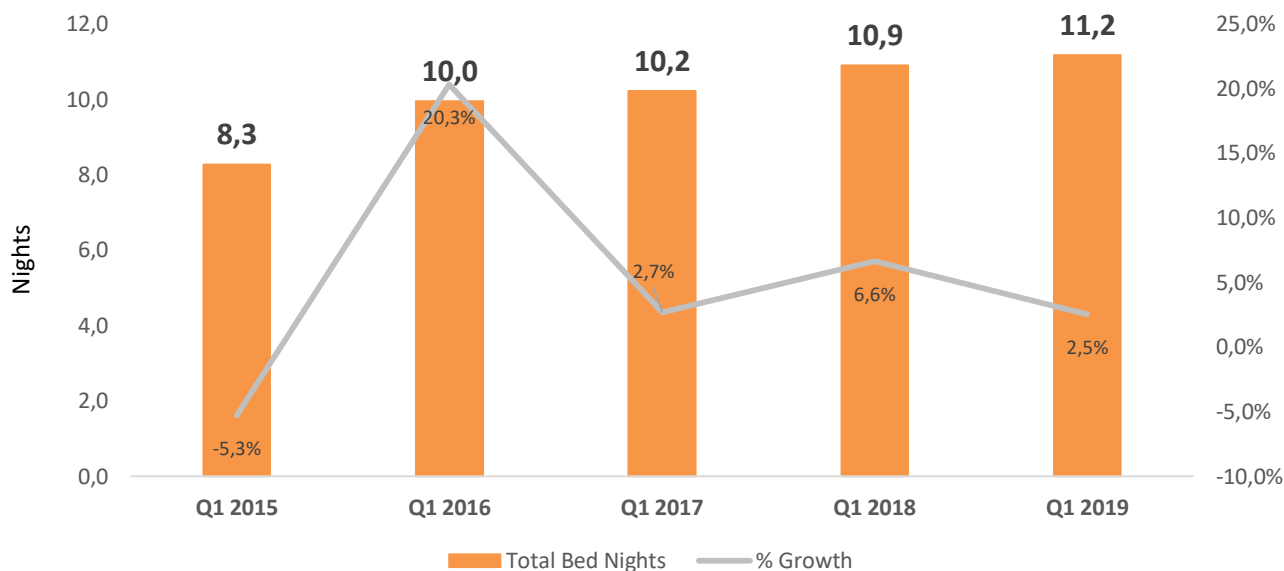




LENGTH OF STAY

11.2 Nights

+2.5%



A savanna landscape at sunset. In the foreground, three tourists (two men and one woman) are seen from behind, standing in a field of tall grass and looking towards a dense forest. A giraffe is partially visible in the background, standing among the trees. The sky is a warm orange color, and the overall scene is bathed in the golden light of the setting sun.

INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE



GEOGRAPHIC SPREAD

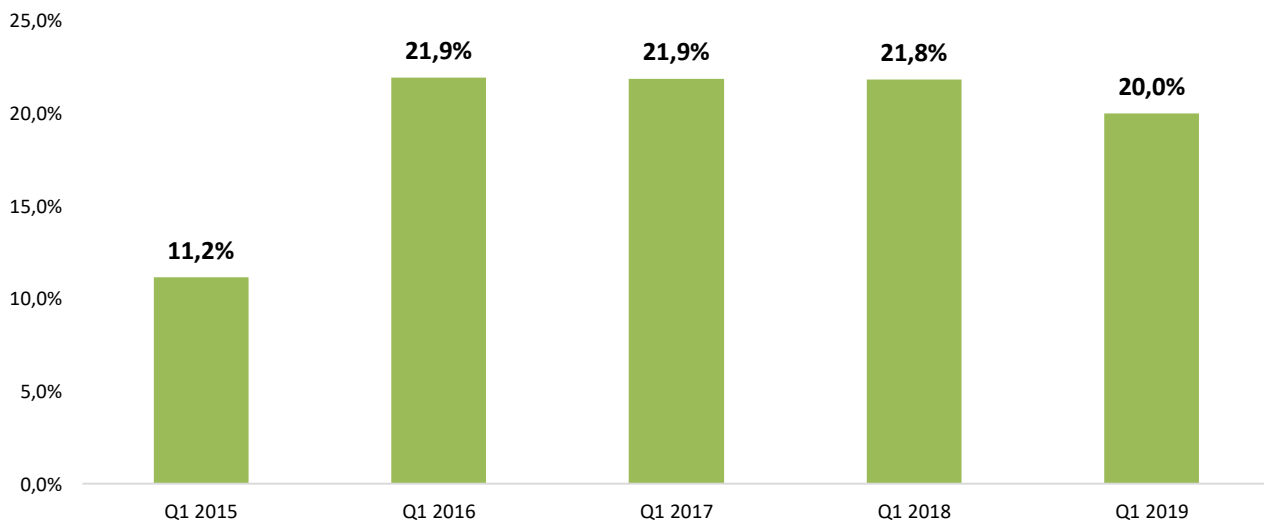
20.0%

-1.8

basis point

Of the international tourists that visited South Africa in this quarter, a fifth of them visited more than one province. This has dropped compared to the same quarter in the previous year.

Geographic Spread - % of tourist visiting > one province

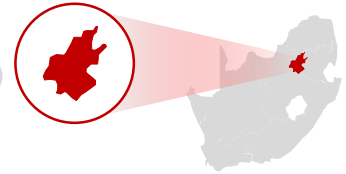


				
	International Tourist Arrivals (000)	Spend (R Billions)	Bednights (Millions)	Length of Stay (Nights)
Gauteng	939,1	R7.6 Bn	11.9 million	13.2
Limpopo	602,8	R1.8 Bn	2.8 million	4.9
Western Cape	487,7	R5.3 Bn	8.3 million	17.7
Mpumalanga	442,7	R3.6 Bn	5.6 million	13.2
Free State	280,8	R2.1 Bn	3.3 million	12.4
KwaZulu Natal	207,3	R2.2 Bn	3.3 million	17.0
North West	151,7	R1.2 Bn	1.8 million	12.7
Eastern Cape	112,8	R1.6 Bn	2.4million	22.5
Northern Cape	19,9	R0.2 Bn	0.3 million	18.3

International
Tourist Arrivals

939,1 Thousand

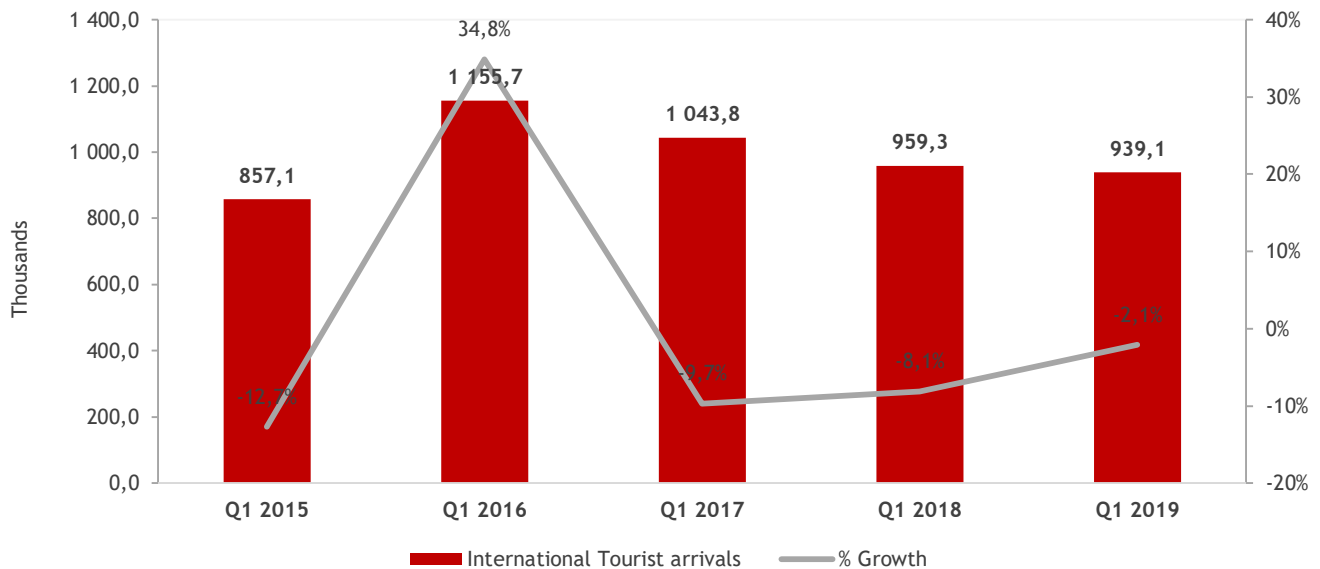
-2.1% ▼



GAUTENG

-2.1% ▼

Total number of international tourist arrivals to Gauteng decreased by -2.1% in 2018 to a total of 939 091.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Mozambique	180	162	-10,0%	UK	40	45	14,0%
Lesotho	126	145	14,9%	Malawi	45	40	-12,7%
Zimbabwe	109	109	0,0%	USA	43	37	-12,9%
Botswana	78	60	-23,2%	Zambia	40	32	-20,6%
Swaziland	78	53	-31,9%	Germany	26	29	11,8%



VFR

375K

% Growth

+0.5%



HOLIDAY

221K

+9.9%

MICE-
DELEGATES

58K

-26.6%

TRADERS

89K

+69.1%

SHOPPING
-PERSONAL

25k

-0.2%

MEDICAL

9k

-38.3%

RELIGION



13k

-3.7%

CORPORATE
TRAVEL

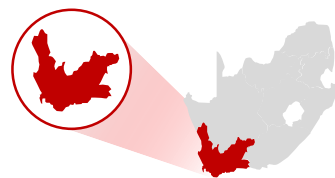
56K

18.3%

International
Tourist Arrivals

487.7 Thousand

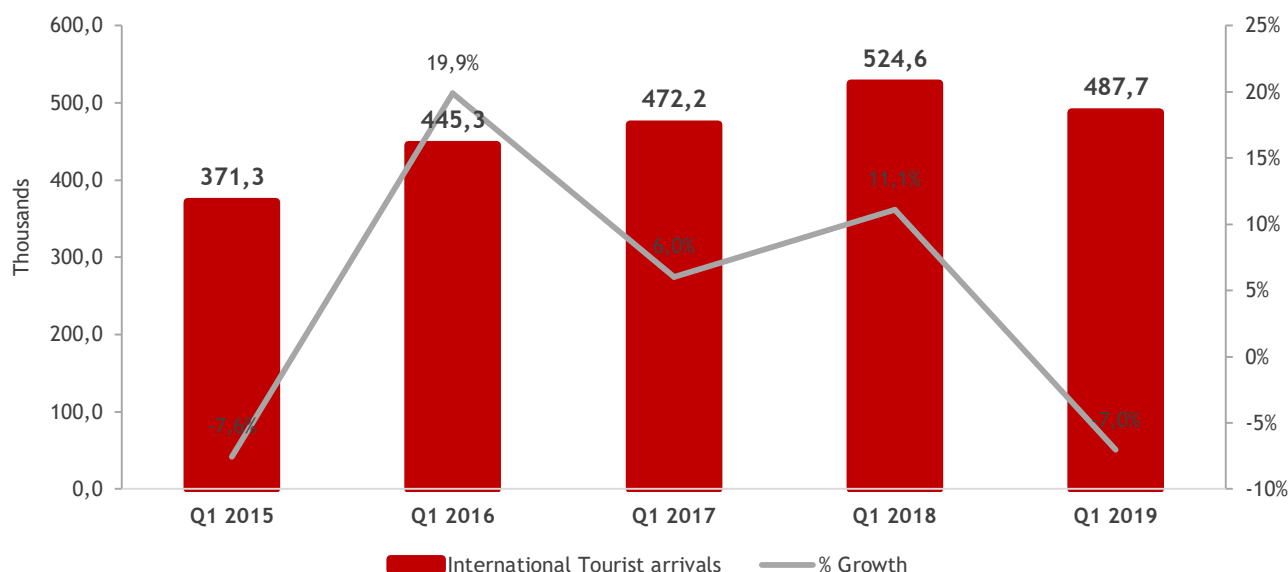
-7.0% ▼



WESTERN CAPE

-7.0% ▼

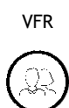
Total number of international tourist arrivals to Western Cape decreased by -7.0% to a total of 487 666.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
UK	67	88	32,6%	Namibia	28	21	-23,9%
Germany	57	71	24,9%	Brazil	12	13	5,1%
USA	51	45	-12,0%	Canada	10	12	18,9%
France	27	28	4,3%	China including Hong Kong	15	12	-22,7%
Netherlands	21	22	6,1%	Sweden	8	12	36,8%



VFR

97K

% Growth

+8.1%



HOLIDAY

298K

-10.8%

MICE-
DELEGATES

24K

-10.8%

TRADERS

0.6K

+420.9%

SHOPPING
-PERSONAL

0.6k

-28.3%

MEDICAL

1k

-57.2%



RELIGION

0.6k

+40.0%

CORPORATE
TRAVEL

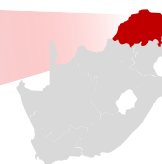
16K

-57.2%

International
Tourist Arrivals

602,8 Thousand

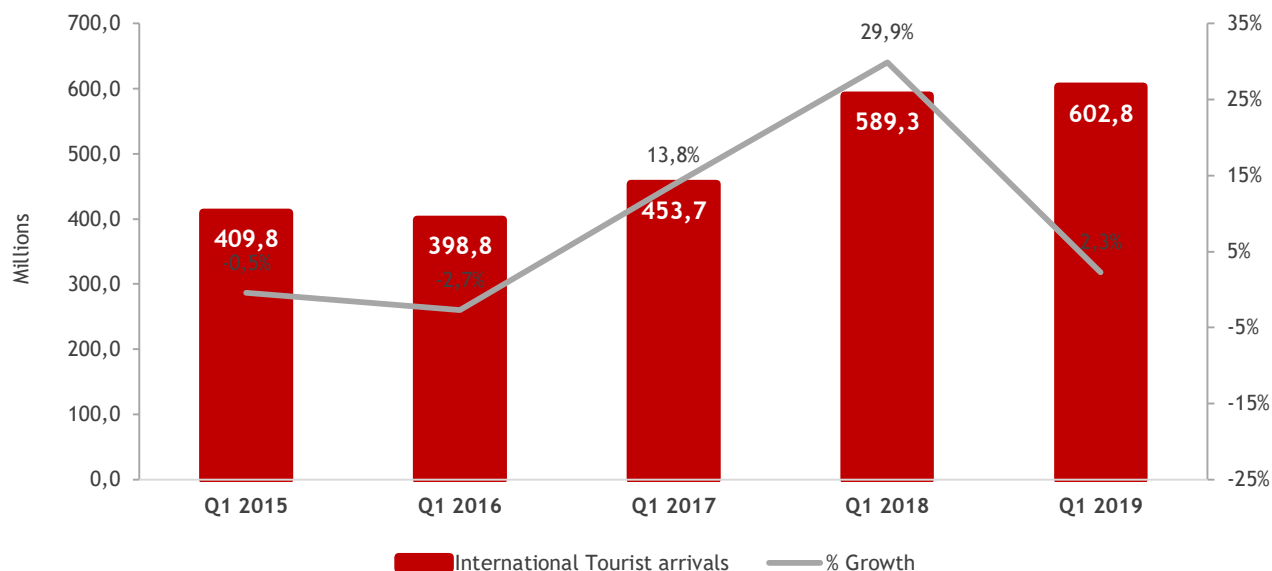
+2.3%▲



LIMPOPO

+2.3%▲

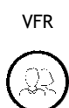
Total number of international tourist arrivals to Limpopo increased by +2.3% to a total of 602 812.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Zimbabwe	478	519	8,4%	Mozambique	4	3	-22,1%
Botswana	41	31	-24,6%	France	4	3	-15,4%
USA	11	6	-44,1%	Malawi	2	3	37,7%
Germany	6	6	5,5%	Netherlands	3	2	-7,3%
UK	6	5	-7,5%	Sweden	1	2	210,4%



VFR

80K

% Growth

+11.9%



HOLIDAY

63K

+45.9%

MICE-
DELEGATES

1K

-11.6%

TRADERS

116K

-10.3%

SHOPPING
-PERSONAL

292K

-2.3%

MEDICAL

2k

-1493.7%

RELIGION



10k

+17.5%

CORPORATE
TRAVEL

3K

+2.1%

International
Tourist Arrivals

112,8 Thousand

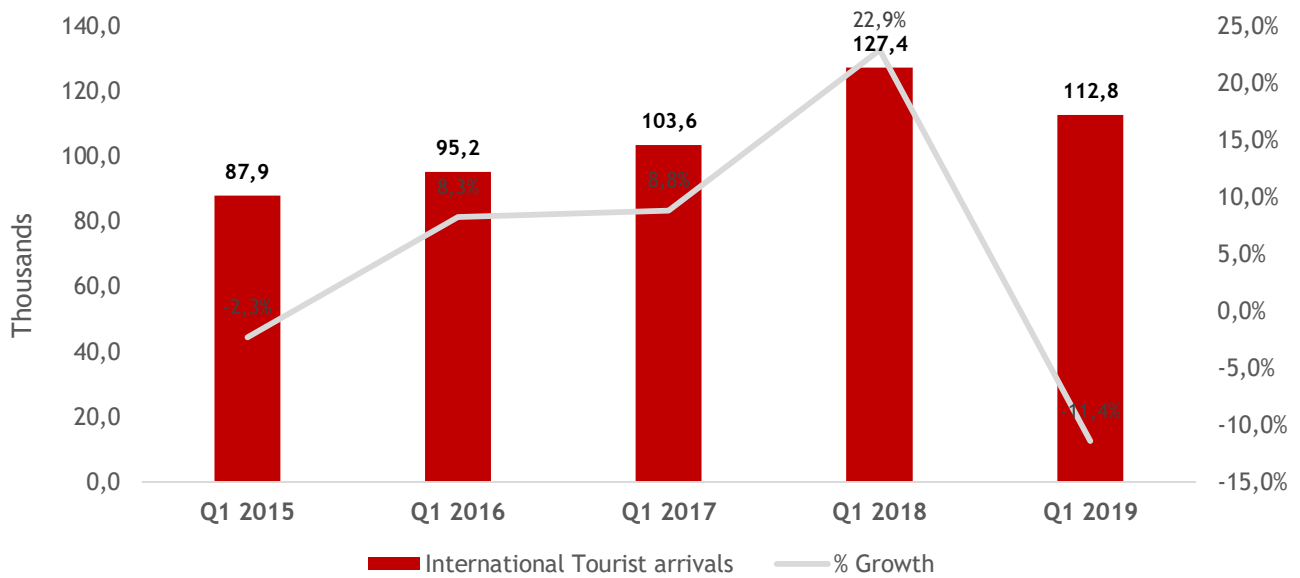
-11.4%▲



EASTERN CAPE

-11.4%▲

Total number of international tourist arrivals to Eastern Cape decreased by -11.4% to a total of 112 825.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Germany	22	24	10,1%	Brazil	3	3	35,0%
UK	16	18	11,8%	Australia	4	3	-9,7%
USA	10	7	-27,5%	China including Hong Kong	4	3	-14,8%
Netherlands	7	7	-8,3%	Switzerland	3	3	8,0%
France	6	5	-26,9%	Canada	2	3	35,8%



23K

% Growth

+15.8%



70K

-16.9%



2K

-29.0%

TRADERS

1K

0 %

SHOPPING
-PERSONAL

0.0k

-100.0%

MEDICAL

0.1k

-16.1%

RELIGION



0.8k

+110.3%

CORPORATE
TRAVEL

3K

-23.1%

International
Tourist Arrivals

280,8 Thousand

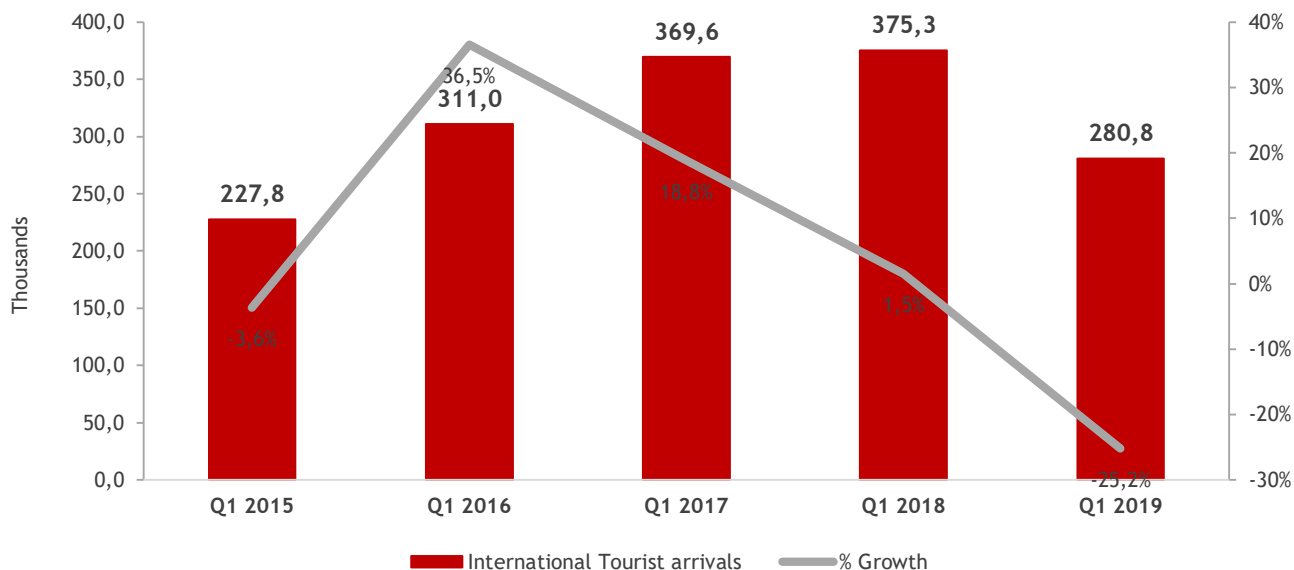
-25.2%



FREE STATE

-25.2%

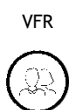
Total number of international tourist arrivals to Free State decreased by -25.2% to a total of 280 846.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Lesotho	316	255	-19,5%	USA	2	2	-29,4%
Botswana	3	5	50,4%	Malawi	0	1	265,4%
Germany	2	3	30,5%	China including Hong Kong	1	1	106,5%
UK	2	2	-1,0%	Netherlands	1	1	15,0%
Zimbabwe	1	2	39,6%	Australia	1	1	32,7%



VFR

206K

% Growth

+1.2%



HOLIDAY

11K

-64.2%

MICE-
DELEGATES

1K

-89.5%

TRADERS

4K

-39.6%

SHOPPING
-PERSONAL

0.2K

-97.6%

MEDICAL

19K

-40.6%

RELIGION



3K

-57.0%

CORPORATE
TRAVEL

1K

-62.4%

International
Tourist Arrivals

207,3 Thousand

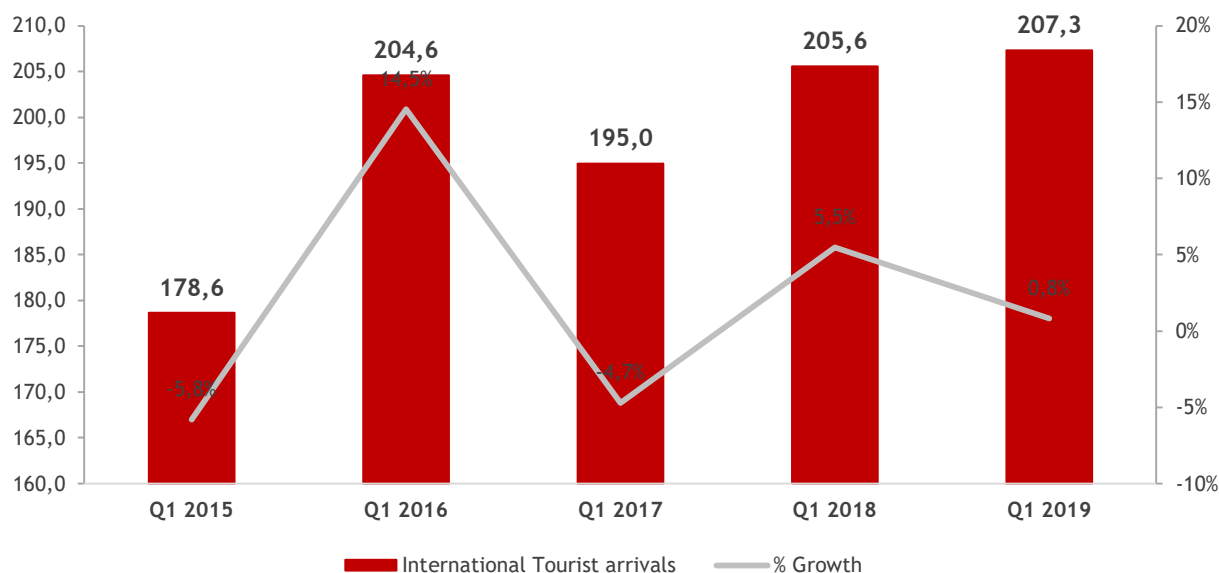
+0.8%▲



KWAZULU NATAL

+0.8%▲

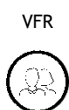
Total number of international tourist arrivals to KZN increased slightly by 0.8% to a total of 207,3.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Swaziland	79	72	-8,7%	Botswana	13	9	-31,0%
UK	13	16	15,8%	Lesotho	12	9	-28,6%
Germany	13	14	7,0%	France	9	8	-7,1%
USA	12	10	-16,9%	Netherlands	7	5	-17,7%
Zimbabwe	10	9	-6,0%	Australia	4	4	0,3%



VFR

88K

% Growth

+20.4%



HOLIDAY

66K

-0.7%

MICE-
DELEGATES

8K

-14.4%

TRADERS

9K

+19.8%

SHOPPING
-PERSONAL

3K

-40.9%

MEDICAL

0.4K

-37.0%

RELIGION



3K

-14.5%

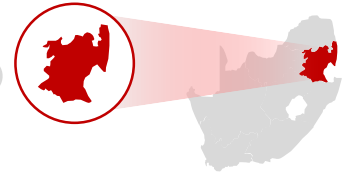
CORPORATE
TRAVEL

6K

-13.2%

International
Tourist Arrivals

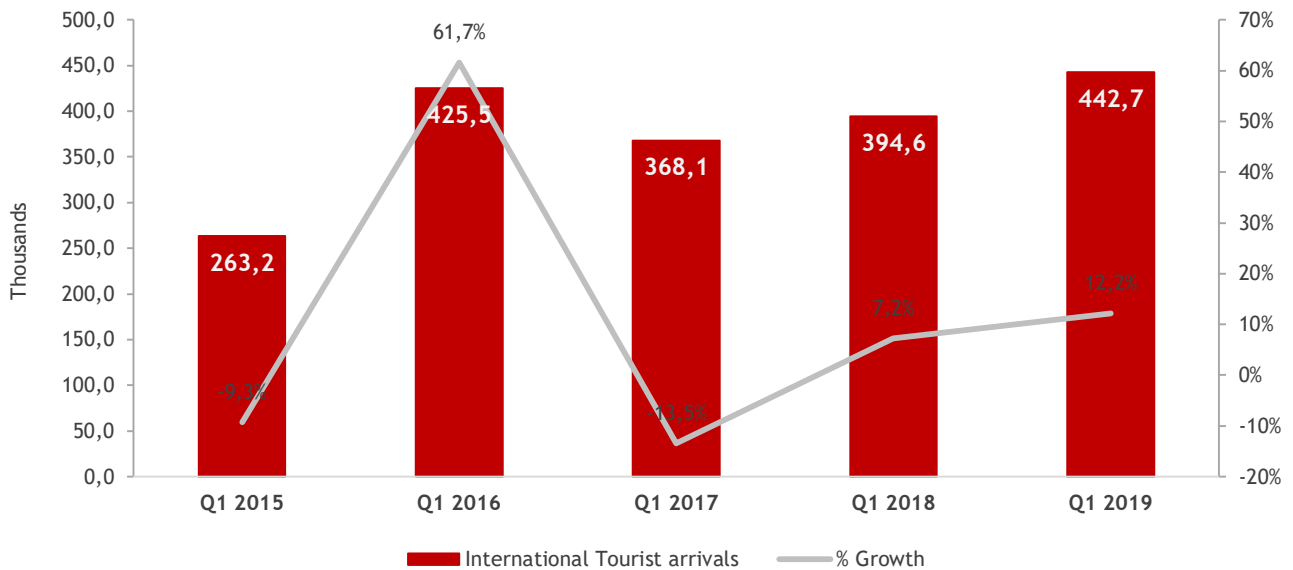
442,7 thousand +12.0%



MPUMALANGA

+12.0%

Total number of international tourist arrivals to Mpumalanga increased by 12.0% to a total of 442 679.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Mozambique	193	214	10,8%	France	14	12	-15,9%
Swaziland	81	93	15,3%	Lesotho	5	9	73,7%
Germany	21	21	-0,6%	Netherlands	9	8	-8,6%
USA	23	16	-28,2%	Brazil	5	5	0,0%
UK	16	16	-0,9%	Canada	4	4	5,7%



VFR

254K

% Growth

+22.1%



HOLIDAY

134K

+6.7%

MICE-
DELEGATES

3K

-11.0%

TRADERS

4K

+8.4%

SHOPPING
-PERSONAL

11K

-15.8%

MEDICAL

2K

-33.2%

RELIGION



4K

+17.5%

CORPORATE
TRAVEL

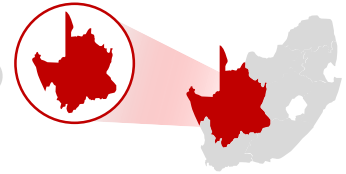
3K

+39.6%

International
Tourist Arrivals

19.9 Thousand

-30.0% ▼



NORTHERN CAPE

-30.0% ▼

Total number of international tourist arrivals to Northern Cape decreased by -30.0% to a total of 19 907.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Namibia	13	7	-45,8%	Botswana	1	1	-42,4%
Lesotho	2	3	31,1%	France	1	1	-18,8%
Germany	1	2	22,1%	Netherlands	1	0	-24,8%
UK	1	2	21,9%	Switzerland	0	0	107,2%
USA	1	1	-32,3%	Brazil	0	0	235,2%



VFR

9K

% Growth

+83.6%



HOLIDAY

3K

-54.0%

MICE-
DELEGATES

0.3K

-82.2%

TRADERS

1K

+316.4%

SHOPPING
-PERSONAL

1K

+413.4%

MEDICAL

0.0K

-100.0%

RELIGION



0K

-100.0%

CORPORATE
TRAVEL

1K

-28.3%

International
Tourist Arrivals

151.7 Thousand

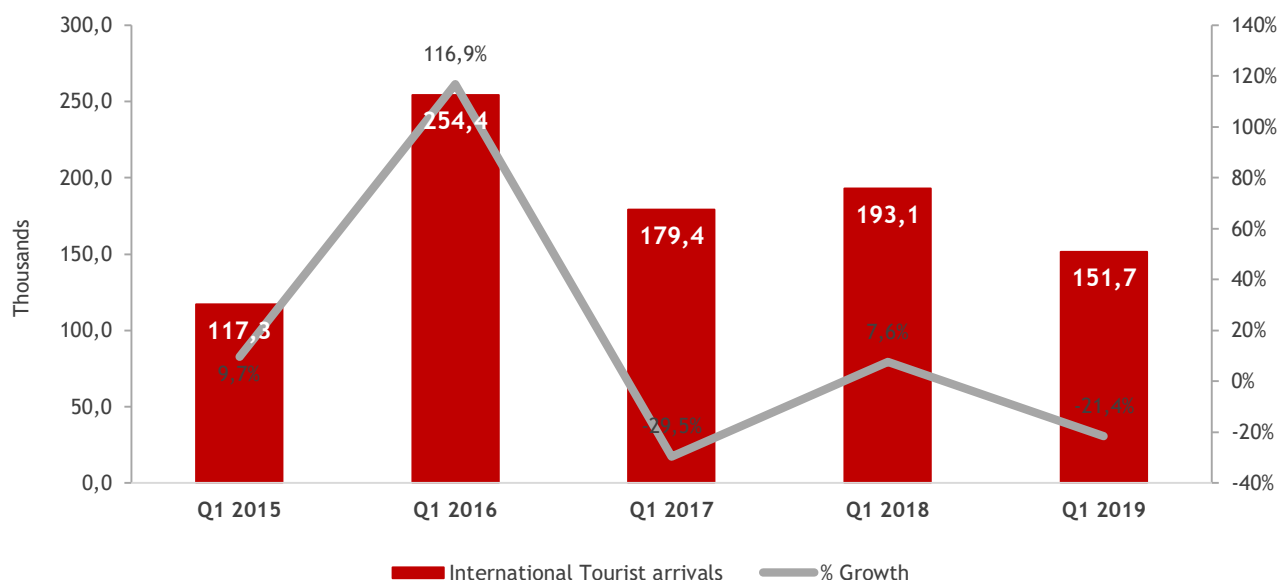
-21.4% ▼



NORTH WEST

-21.4% ▼

Total number of international tourist arrivals to North West decreased by -21.4% to a total of 151 698.



*improved ranking
#Dropped market

Top 10 Source Markets (000)

	Q1 2018	Q1 2019	% Growth		Q1 2018	Q1 2019	% Growth
Botswana	93	59	-36,9%	USA	5	5	2,1%
Lesotho	27	31	15,1%	Germany	3	4	20,4%
Mozambique	7	8	15,1%	Namibia	3	3	-7,3%
Zimbabwe	9	7	-18,5%	India	3	3	-4,3%
UK	4	6	52,1%	China including Hong Kong	2	2	-2,0%

VFR



71K

% Growth

-4.6%

HOLIDAY



28K

-54.0%

MICE-
DELEGATES

4K

+8.5%

TRADERS

85K

+16.6%

SHOPPING
-PERSONAL

3K

-64.9%

MEDICAL

0.5K

-4.7%

RELIGION



0.7K

-82.4%

CORPORATE
TRAVEL

6K

+136.5%



DOMESTIC TOURISM PERFORMANCE

JANUARY - MARCH



DOMESTIC TRIPS

4.8-million

+27.2%



DOMESTIC SPEND

R 8.2-billion

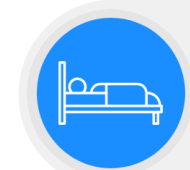
+64.0%



AVERAGE SPEND PER TRIP

R 1 540

+48.1%



BEDNIGHTS

18.5-million

+49.2%



LENGTH OF STAY

3.8 nights

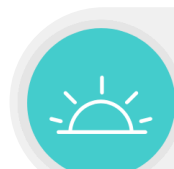
+16.0%



DAY TRIPS

34.9-million

+33.2%



DAY TRIP SPEND

R27.9-billion

+74.1%

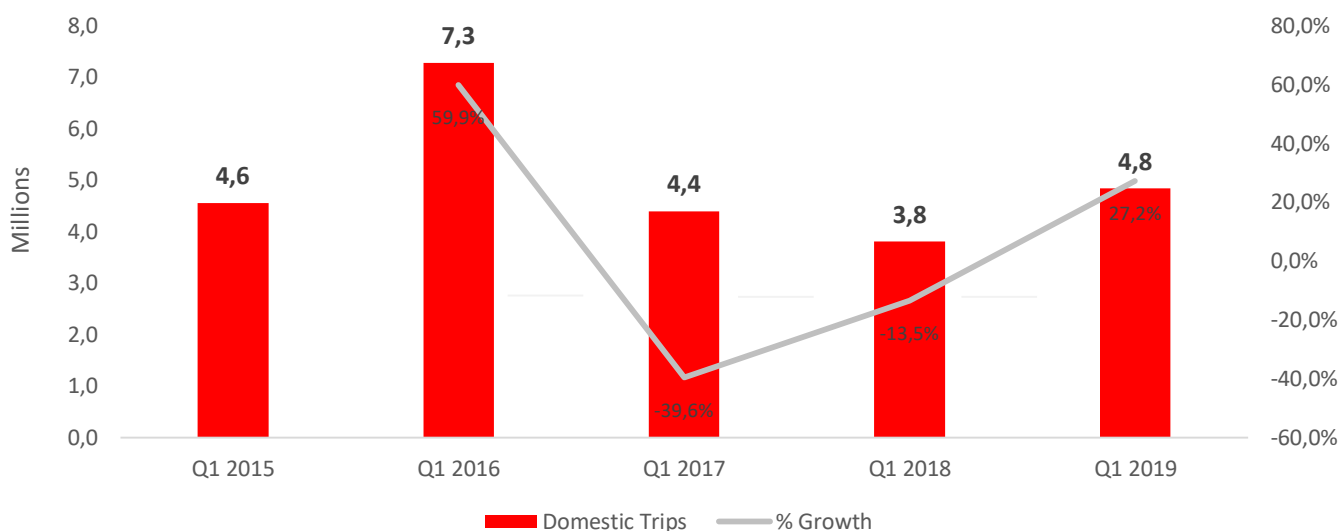


DOMESTIC TRIPS

4.8 million

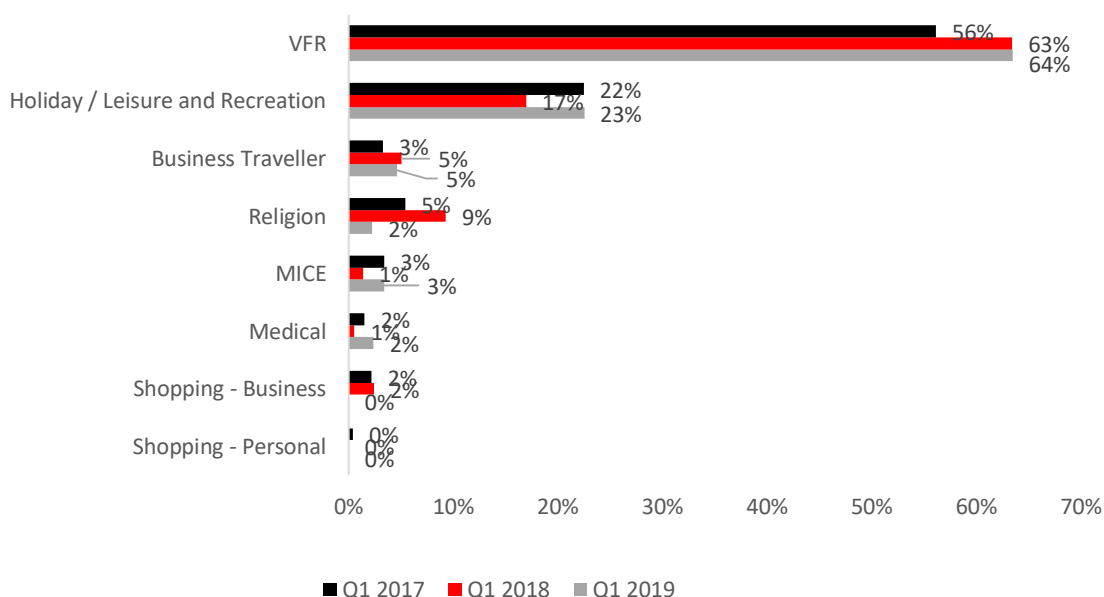
+27.2%

- There were 4.8 million domestic trips taken in Q1 2019, up +27,2% compared to Q1 2018. Visiting Friends and Relatives (VFR) is the largest single reason South Africans embark on domestic trips, standing at 64% in the first quarter of 2019. The importance of VFR is likely to continue given the socio-economic issues in South Africa (high unemployment and income inequality).
- Holiday travel grew to 23% from 17% whilst travel for religious purposes fell to 2% from 9%, compared to the same period in 2018.



*Domestic Trips = Domestic Travellers X Trips per Traveller

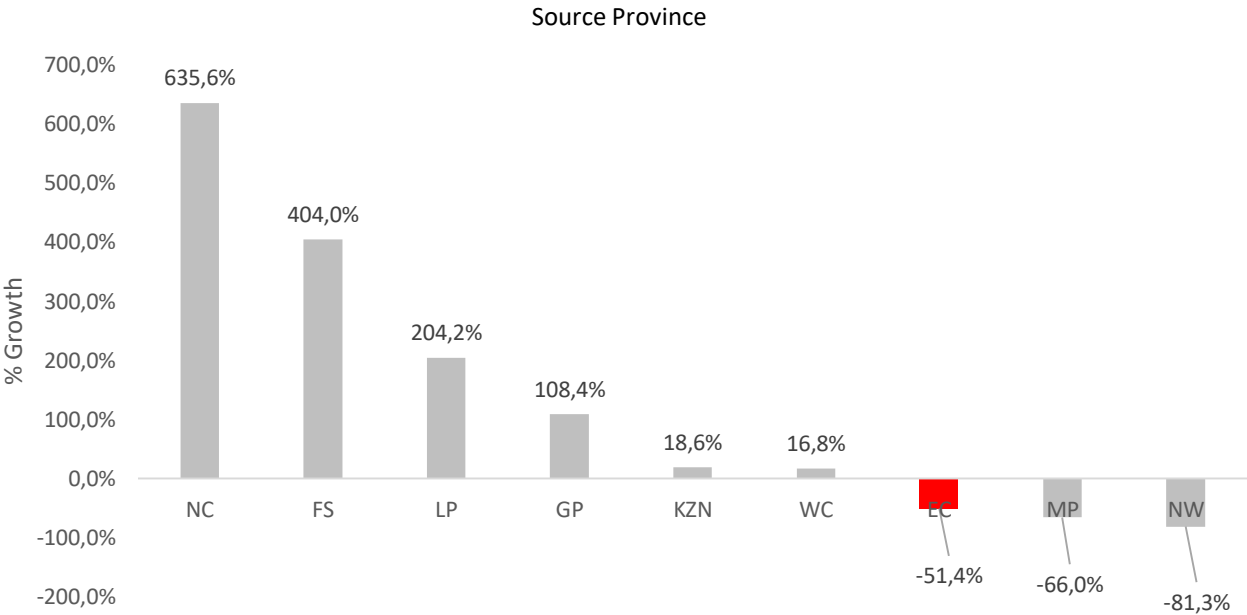
Purpose of the trip





DOMESTIC TRIPS – ORIGIN PROVINCE

- Across all periods, Gauteng has been the province from which most trips originated. These domestic travel volumes are indeed reflective of the province’s population distribution as Gauteng is the most populous province in South Africa.
- Travel from Northern Cape grew from over 19K trips to over 140K, representing the largest growth across all provinces with +635.6% in Q1 2019.
- Mpumalanga and North West as a source provinces fell by -66.0% and -81.3% in Q1 of 2019, respectively. This is a tremendous drop when comparing to how they grew in Q1 2018.

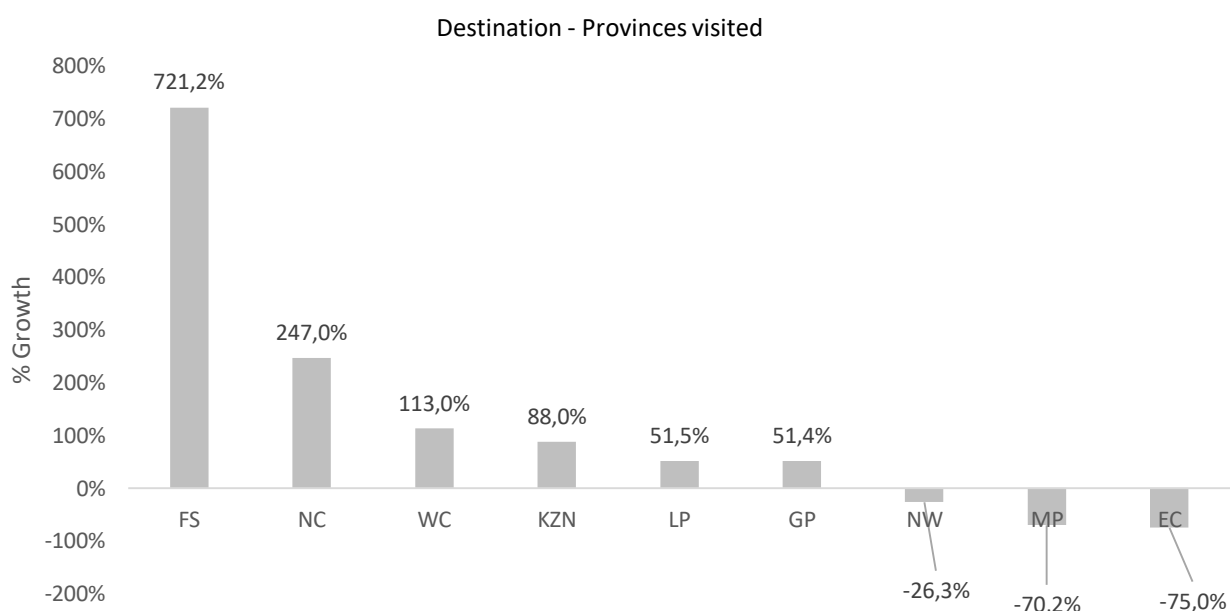


	Northern Cape	Free State	Limpopo	Gauteng	KwaZulu Natal	Western Cape	Eastern Cape	Mpumalanga	North West
Q1 2017	52 660	156 235	998 022	1 744 038	364 643	368 785	365 314	90 119	257 171
Q1 2018	19 121	55 593	265 605	1 158 315	327 511	159 575	495 709	863 234	458 726
Q1 2019	140 657	280 167	807 922	2 413 654	388 578	186 379	240 983	293 663	85 650



DOMESTIC TRIPS – DESTINATION PROVINCE

- 1.2Mn of the trips taken in this period were to Limpopo. In the review period, this province is the preferred province to travel to.
- Gauteng was the second most visited province recording a growth of 51.4%.
- All provinces except the North West, Mpumalanga and Eastern Cape provinces experienced growth in the share of arrivals.
- Free State accounted for the largest growth of 721.2%.



	Free State	Northern Cape	Western Cape	KwaZulu Natal	Limpopo	Gauteng	North West	Mpumalanga	Eastern Cape
Q1 2017	154 483	91 070	339 873	675 576	1 136 518	919 197	350 845	369 041	360 382
Q1 2018	69 680	23 444	237 012	448 211	802 897	687 244	351 504	610 381	573 014
Q1 2019	572 229	81 353	504 811	842 784	1 216 409	1 040 552	259 229	182 116	143 121

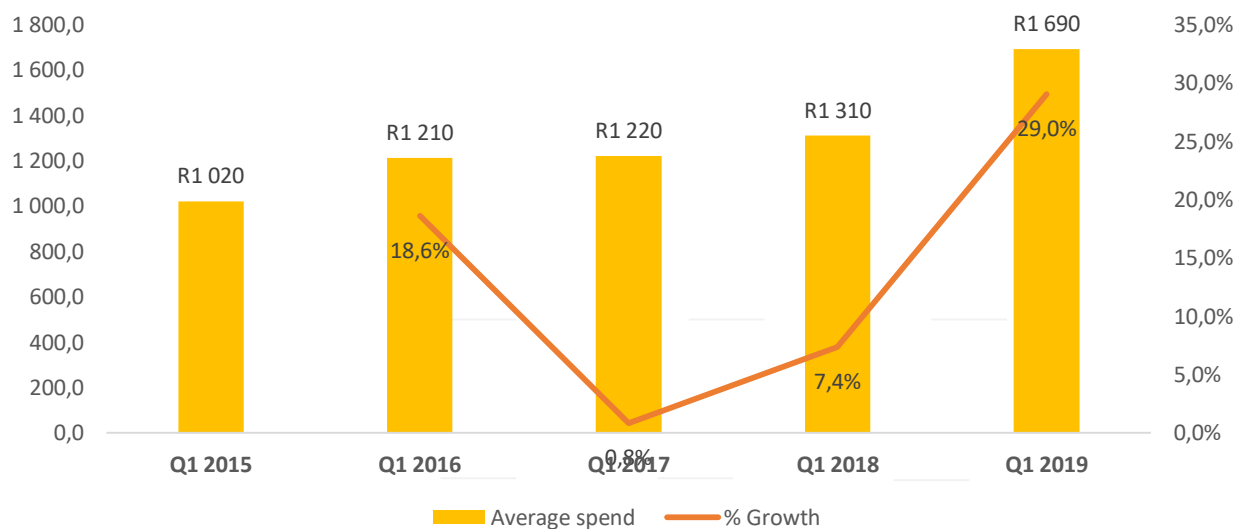
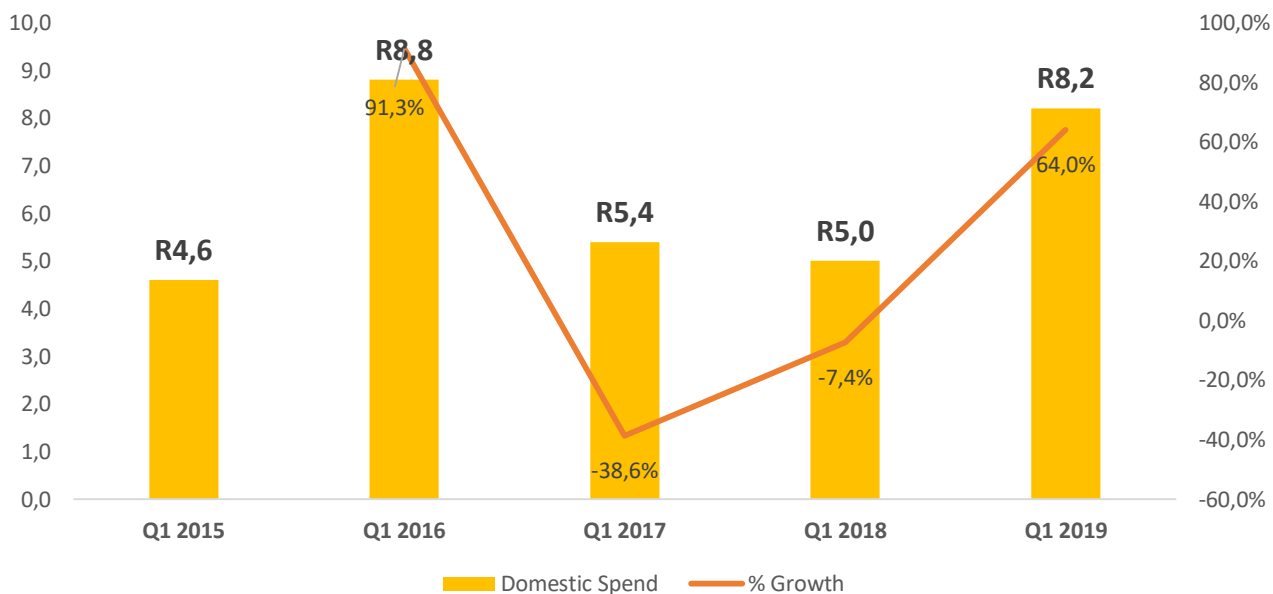


DOMESTIC SPEND

R8.2 billion

+64.0%

The revenue generated from overnight domestic tourism increased to R8.2 billion in this term. The increase in average expenditure per tourist increased from R1 310 to almost R1 700 resulted in the increase in revenue. South Africans who travelled were more open to spend in this quarter than the same quarter in previous years. The expenditure was largely influenced by an increase in expenditure by holiday travellers.



		Q1 2015	Q1 2016	Q1 2017	Q1 2018	Q1 2019
VFR	R	670 R	801 R	610 R	986 R	1 232
Holiday	R	2 146 R	3 318 R	1 878 R	2 252 R	3 020
MICE	R	4 443 R	3 055 R	4 280 R	1 003 R	2 240

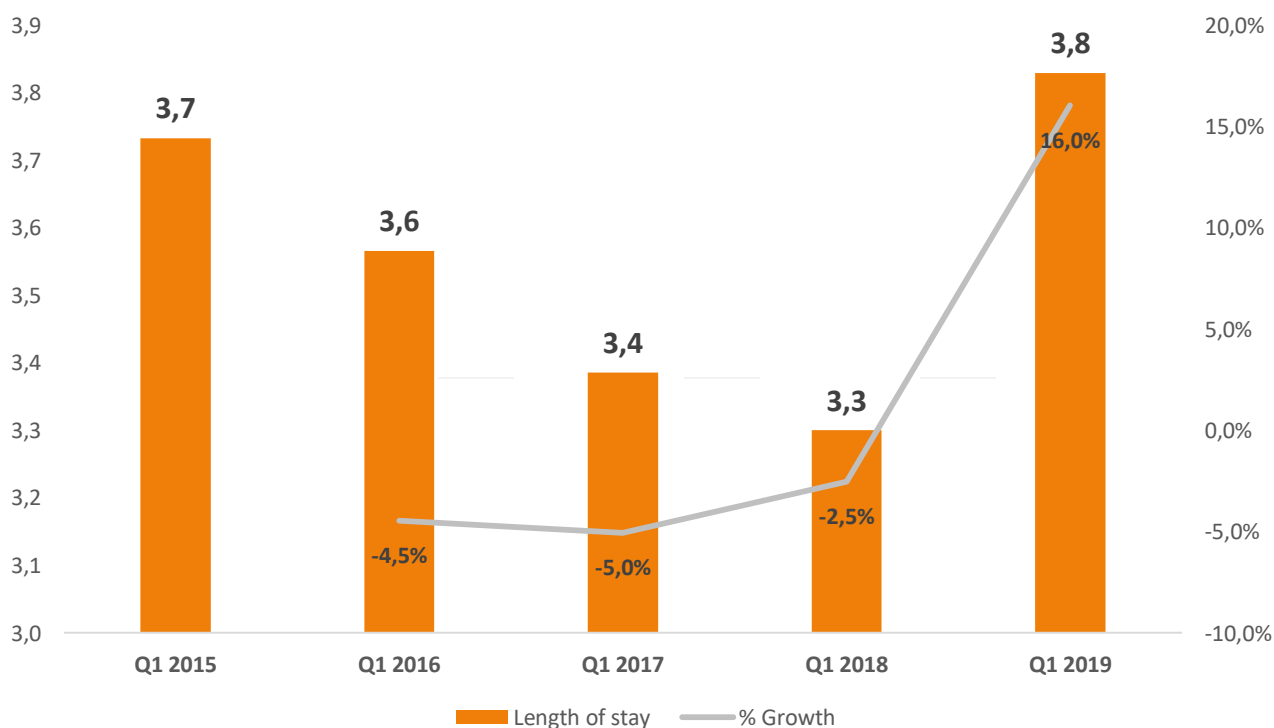
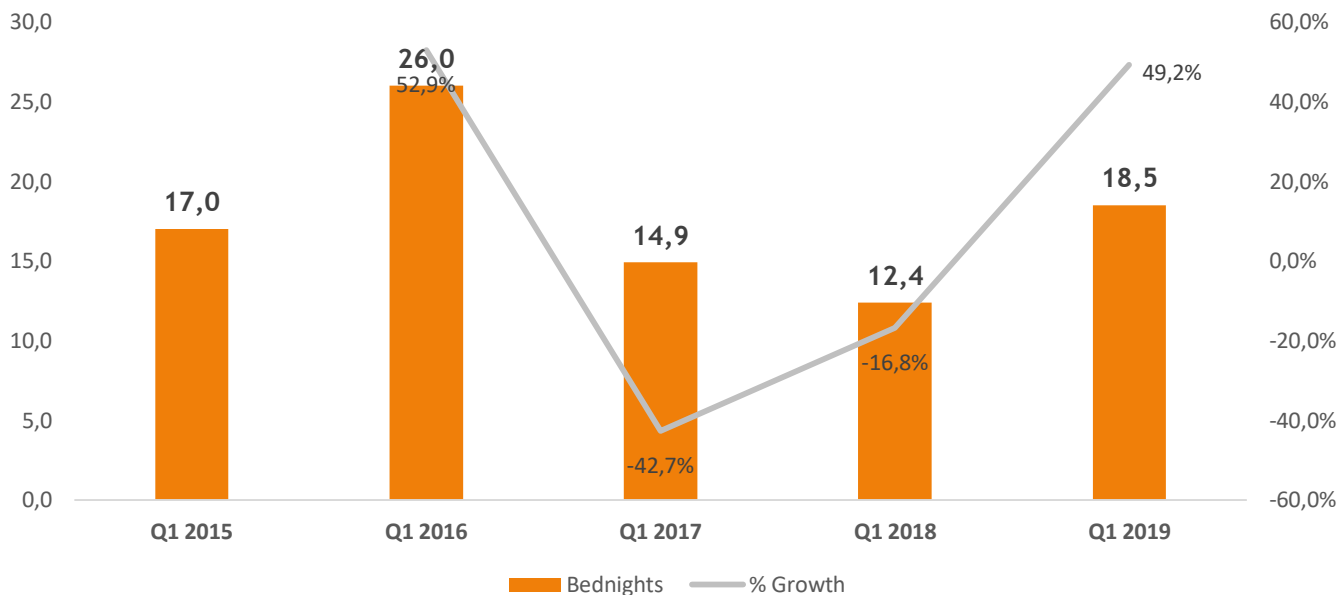


BEDNIGHTS

18.5 million

+49.2%

- Total number of bed nights spent by domestic travellers increased to 18.5 million, a growth of +49.2% compared to the same period of 2018.
- The length of stay during these trips also increased by 16.0% in this quarter.

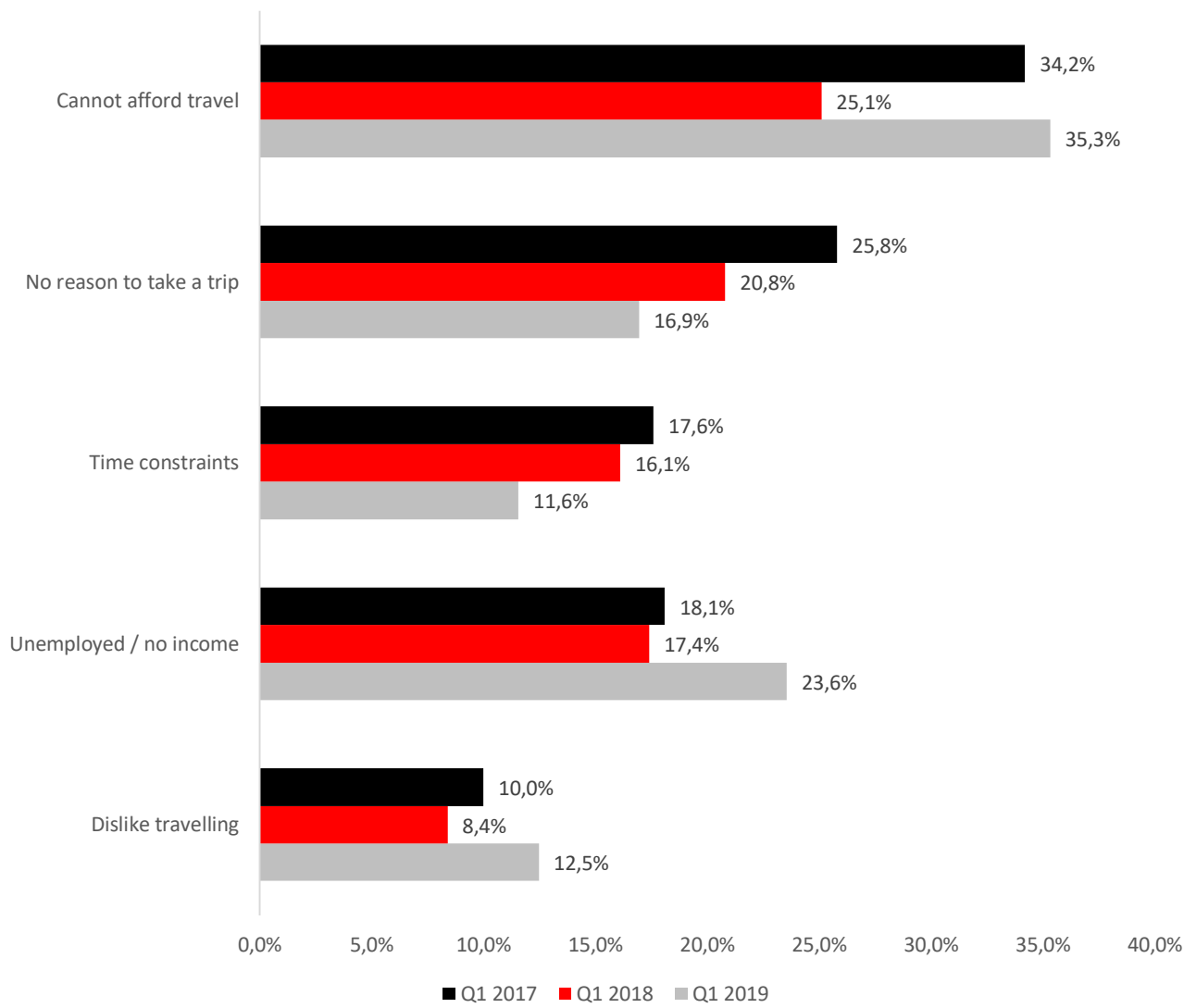




REASONS FOR NOT TRAVELLING

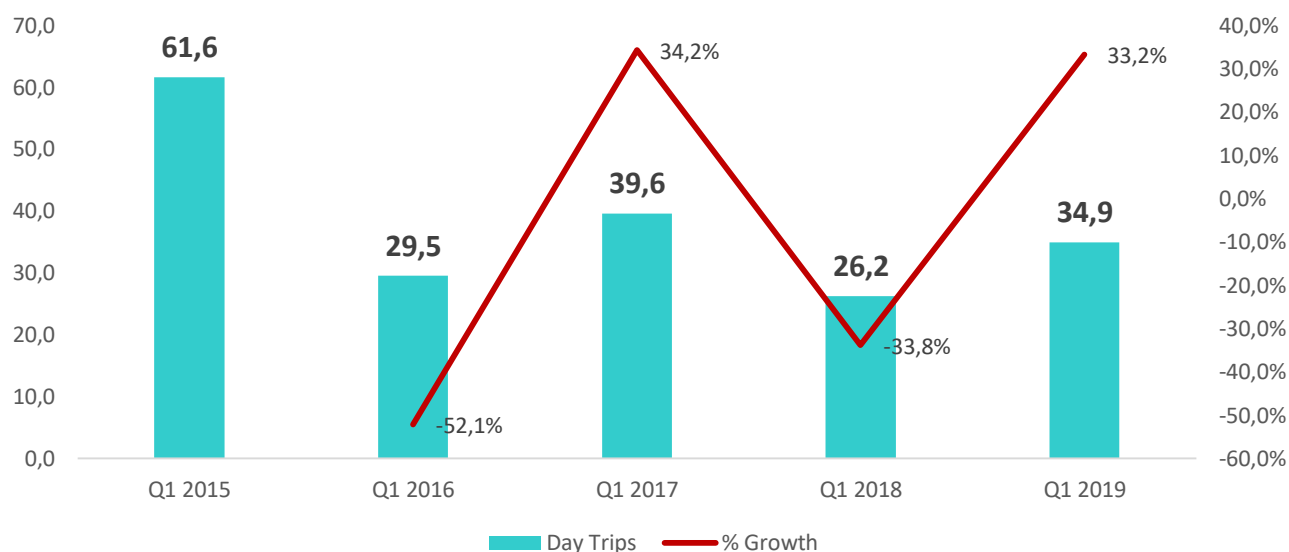
The main reason why most South Africans did not take a domestic trip is that they can't afford to travel. This increased compared to the same quarter in the previous year. Considering that the economic situation for the country has not improved, it is no surprise that most South Africans cannot afford to travel.

Reasons for not travelling



34.9 million

+33.2%



TOTAL DAY TRIPS

by purpose (millions)

Q1 2018

Q1 2019



PERSONAL SHOPPING
6.7m 25.4%
-52.5%

PERSONAL SHOPPING
30.9% **10.8m**
+61.8%



BUSINESS
1.7m 6.4%
+36.6%

7.1% **2.5m**
+46.8%



HOLIDAY
5.1m 19.5%
-67.7%

14.9% **5.2m**
+2.0%



RELIGIOUS
0.8m 2.9%
-62.2%

2.8% **1.0m**
+26.8%



APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q1 2017	Q1 2018	Q1 2019	% Growth
Total	2 622 215	2 788 941	2 704 067	-3,0%
Africa	1 868 827	2 021 673	1 984 554	-1,8%
Botswana	127 553	166 388	132 094	-20,6%
Lesotho	476 879	488 375	432 756	-11,4%
Malawi	39 859	47 386	48 212	1,7%
Mozambique	336 474	356 725	369 984	3,7%
Namibia	45 965	48 138	45 004	-6,5%
Swaziland	197 032	210 522	209 393	-0,5%
Zambia	39 964	39 284	37 708	-4,0%
Zimbabwe	522 647	579 353	622 014	7,4%
Angola	14 186	20 025	19 899	-0,6%
Dem Rep of Congo	6 364	7 263	7 985	9,9%
Ethiopia	2 113	2 362	1 920	-18,7%
Ghana	4 284	4 514	4 892	8,4%
Kenya	7 557	6 657	7 311	9,8%
Nigeria	13 235	12 663	11 427	-9,8%
Tanzania	9 201	8 709	9 176	5,4%
Uganda	3 601	3 433	3 753	9,3%
Other Africa	21 913	19 876	21 026	5,8%
Asia	78 166	74 758	75 385	0,8%
China including Hong Kong	29 479	24 680	25 589	3,7%
India	19 651	21 428	20 562	-4,0%
Japan	6 585	6 018	6 920	15,0%
Malaysia	1 683	1 564	1 432	-8,4%
Singapore	1 574	1 467	1 448	-1,3%
Rep of Korea	6 848	7 082	6 898	-2,6%
Other Asia	12 346	12 519	12 536	0,1%
Australasia	27 808	29 225	26 634	-8,9%
Australia	24 663	25 974	23 775	-8,5%
New Zealand	3 086	3 189	2 793	-12,4%
Other Australasia	59	62	66	6,5%
CENTRAL & SOUTH AMERICA	29 498	33 325	31 786	-4,6%
Argentina	6 163	8 832	7 460	-15,5%
Brazil	17 393	17 701	17 784	0,5%
Chile	2 276	2 365	2 293	-3,0%
Other Central & South America	3 666	4 427	4 249	-4,0%
Europe	501 000	511 171	467 791	-8,5%
Austria	9 736	10 234	10 658	4,1%
Belgium	13 295	14 719	13 079	-11,1%
Denmark	10 900	11 179	9 208	-17,6%
Finland	3 472	3 821	3 598	-5,8%
France	55 437	53 439	48 292	-9,6%
Germany	111 256	118 920	102 133	-14,1%
Ireland	9 401	9 861	8 831	-10,4%
Italy	13 191	13 656	13 525	-1,0%
Netherlands	39 183	37 228	36 549	-1,8%
Norway	6 952	8 109	6 241	-23,0%
Portugal	10 226	8 812	8 197	-7,0%
Russian Fed	2 636	4 576	5 043	10,2%
Spain	7 374	7 871	7 327	-6,9%
Sweden	18 879	20 056	16 612	-17,2%
Switzerland	18 048	18 385	16 658	-9,4%
Turkey	4 326	4 470	4 132	-7,6%
UK	147 358	146 673	139 530	-4,9%
Other Europe	19 330	19 162	18 178	-5,1%
Middle East	15 757	14 773	11 908	-19,4%
United Arab Emirates	422	393	289	-26,5%
Other Middle East	15 335	14 380	11 619	-19,2%
North America	98 387	101 042	102 409	1,4%
Canada	18 623	18 624	19 224	3,2%
USA	79 764	82 418	83 185	0,9%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q1 2019									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	11,7%	18,1%	12,0%	1,3%	2,1%	0,7%	47,7%	1,6%	4,8%
Botswana	6,8%	5,0%	30,7%	4,5%	3,5%	0,9%	34,1%	6,4%	8,2%
Lesotho	1,9%	7,0%	1,5%	0,0%	0,1%	0,0%	79,6%	1,2%	8,6%
Malawi	17,4%	2,6%	44,2%	2,3%	2,8%	0,1%	24,7%	0,4%	5,7%
Mozambique	23,5%	4,2%	1,9%	0,3%	0,7%	1,4%	66,0%	1,1%	0,8%
Namibia	6,8%	2,4%	24,8%	4,1%	8,4%	0,9%	33,0%	0,9%	18,7%
Swaziland	11,3%	0,5%	2,6%	0,0%	2,0%	0,5%	76,0%	2,5%	4,6%
Zambia	14,0%	1,7%	44,5%	5,4%	6,5%	1,1%	17,9%	4,3%	4,6%
Zimbabwe	10,6%	48,0%	20,4%	1,0%	1,6%	0,6%	15,7%	0,6%	1,5%
Angola	36,6%	3,0%	0,8%	6,8%	11,2%	6,5%	23,5%	0,4%	11,1%
Democratic Republic of Congo	21,1%	0,9%	2,8%	10,6%	4,8%	9,5%	31,4%	2,9%	16,0%
Ethiopia	15,1%	0,0%	0,0%	12,3%	24,6%	0,0%	23,8%	2,9%	21,3%
Ghana	24,8%	0,0%	0,0%	6,2%	27,0%	1,2%	18,1%	2,5%	20,2%
Kenya	10,3%	0,0%	0,8%	12,6%	34,4%	3,2%	14,0%	3,2%	21,4%
Nigeria	34,9%	0,0%	0,0%	11,0%	15,0%	1,4%	20,0%	4,6%	13,1%
Tanzania	15,8%	0,0%	1,7%	12,5%	30,9%	3,3%	14,9%	3,3%	17,5%
Uganda	13,1%	0,0%	0,0%	8,2%	18,0%	1,6%	24,6%	11,5%	23,0%
Other Africa	27,1%	2,4%	0,1%	13,6%	14,8%	1,8%	16,9%	2,8%	20,4%
ASIA	26,7%	0,0%	0,2%	16,3%	17,0%	0,4%	32,4%	0,3%	6,7%
China including Hong Kong	26,7%	0,0%	0,5%	10,3%	11,6%	0,6%	45,7%	0,3%	4,4%
India	27,6%	0,0%	0,0%	24,0%	24,0%	0,3%	12,7%	0,3%	11,0%
Japan	23,5%	0,0%	0,0%	17,5%	19,6%	1,1%	33,4%	0,0%	4,9%
Malaysia	21,2%	0,0%	0,0%	13,3%	20,4%	0,0%	36,8%	0,0%	8,3%
Singapore	35,6%	0,0%	0,0%	8,4%	13,3%	0,0%	29,4%	0,0%	13,3%
South Korea	31,7%	0,0%	0,0%	12,7%	12,8%	0,0%	38,6%	0,0%	4,3%
Other Asia	22,6%	0,0%	0,0%	20,7%	19,1%	0,0%	31,3%	0,4%	6,0%
AUSTRALASIA	34,5%	0,2%	0,0%	6,2%	4,9%	0,2%	49,1%	0,8%	4,1%
Australia	35,4%	0,2%	0,0%	5,5%	5,0%	0,3%	48,5%	0,9%	4,2%
New Zealand	26,7%	0,0%	0,0%	12,1%	4,0%	0,0%	54,0%	0,0%	3,1%
Other Australasia	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	100,0%	0,0%	0,0%
CENTRAL & SOUTH AMERICA	66,3%	0,0%	0,0%	4,8%	5,8%	0,0%	7,1%	0,1%	15,7%
Argentina	87,3%	0,0%	0,0%	0,0%	3,0%	0,0%	2,7%	0,0%	7,0%
Brazil	59,3%	0,0%	0,0%	7,5%	6,2%	0,0%	6,8%	0,0%	20,2%
Chile	77,2%	0,0%	0,0%	0,0%	9,9%	0,0%	3,9%	0,0%	9,1%
Other Central & South America	43,9%	0,0%	0,0%	5,1%	7,6%	0,0%	25,2%	1,6%	16,6%
EUROPE	59,4%	0,1%	0,0%	6,9%	6,9%	0,2%	21,9%	0,2%	4,3%
Austria	73,0%	0,0%	0,0%	3,1%	4,5%	0,0%	14,4%	0,0%	4,9%
Belgium	62,6%	0,0%	0,0%	6,7%	13,4%	0,0%	13,1%	0,0%	4,1%
Denmark	68,3%	0,0%	0,0%	11,2%	1,0%	0,7%	12,6%	1,2%	5,0%
Finland	55,6%	0,0%	0,0%	2,6%	5,4%	0,0%	21,5%	2,6%	12,4%
France	66,7%	0,0%	0,0%	8,2%	7,5%	0,2%	13,2%	0,2%	4,0%
Germany	66,9%	0,1%	0,0%	6,6%	5,6%	0,0%	15,4%	0,2%	5,2%
Ireland	59,0%	0,0%	0,0%	4,5%	5,5%	0,0%	27,7%	1,1%	2,2%
Italy	51,2%	0,0%	0,0%	11,8%	14,7%	0,5%	15,1%	0,4%	6,2%
Netherlands	66,5%	0,0%	0,0%	4,8%	4,2%	0,4%	20,4%	0,0%	3,7%
Norway	63,1%	1,8%	0,0%	5,2%	7,3%	0,0%	19,4%	0,0%	3,1%
Portugal	58,7%	0,0%	0,0%	9,0%	5,8%	0,7%	20,7%	0,0%	5,0%
Russian Fed	49,8%	0,0%	0,0%	10,7%	10,3%	0,0%	17,4%	0,0%	11,8%
Spain	48,0%	0,0%	0,0%	15,2%	12,5%	0,0%	19,5%	0,0%	4,8%
Sweden	70,0%	0,0%	0,0%	9,2%	1,8%	0,0%	13,7%	0,0%	5,3%
Switzerland	61,1%	0,0%	0,0%	6,7%	6,4%	0,0%	20,1%	0,0%	5,7%
Turkey	32,2%	0,0%	0,0%	21,9%	21,7%	0,0%	21,1%	0,0%	3,0%
UK	50,1%	0,2%	0,0%	5,1%	6,8%	0,2%	34,3%	0,2%	3,0%
Other Europe	51,7%	0,9%	0,0%	14,6%	13,1%	0,4%	14,9%	0,0%	4,5%
MIDDLE EAST	33,9%	0,0%	0,4%	13,7%	8,6%	0,0%	31,7%	0,8%	10,8%
UAE	14,2%	0,0%	0,0%	11,1%	25,5%	0,0%	46,0%	0,0%	3,2%
Other Middle East	34,5%	0,0%	0,4%	13,8%	8,1%	0,0%	31,3%	0,8%	11,0%
NORTH AMERICA	54,4%	0,1%	0,0%	6,4%	5,6%	0,2%	23,5%	1,6%	8,1%
Canada	58,3%	0,0%	0,0%	4,2%	5,9%	0,0%	25,0%	1,7%	4,8%
USA	53,5%	0,1%	0,0%	6,9%	5,6%	0,3%	23,2%	1,6%	8,9%
Total	22,2%	13,6%	9,0%	2,9%	3,5%	0,6%	41,8%	1,3%	5,0%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q1 2018									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	9,1%	18,3%	10,0%	1,1%	2,9%	1,6%	44,3%	1,9%	10,9%
Botswana	8,3%	6,0%	5,1%	0,5%	2,3%	0,6%	34,7%	5,2%	37,4%
Lesotho	8,4%	4,3%	2,3%	0,3%	2,2%	2,9%	60,1%	2,3%	17,3%
Malawi	5,8%	6,8%	36,3%	3,1%	7,5%	0,3%	33,3%	5,3%	1,6%
Mozambique	16,9%	5,7%	2,4%	0,4%	0,5%	1,9%	69,7%	0,6%	2,0%
Namibia	10,5%	0,6%	0,5%	3,3%	13,2%	4,5%	36,5%	2,0%	28,8%
Swaziland	8,9%	1,7%	3,5%	0,6%	2,0%	1,7%	68,9%	4,3%	8,5%
Zambia	3,0%	1,6%	36,1%	8,6%	10,6%	0,5%	26,3%	4,0%	9,2%
Zimbabwe	3,6%	53,3%	22,8%	0,7%	1,7%	0,1%	14,7%	0,2%	2,9%
Angola	38,2%	1,0%	0,4%	6,3%	5,2%	7,7%	24,1%	1,0%	15,9%
Democratic Republic of Congo	18,0%	1,9%	1,9%	6,7%	12,3%	4,7%	40,1%	0,0%	14,3%
Ethiopia	16,2%	0,0%	1,8%	9,4%	30,2%	0,0%	23,3%	1,6%	17,5%
Ghana	17,1%	0,0%	1,4%	7,4%	27,6%	1,4%	21,4%	3,1%	20,6%
Kenya	9,7%	0,7%	0,0%	15,2%	41,9%	1,3%	15,7%	0,0%	15,4%
Nigeria	20,7%	1,1%	0,8%	11,9%	24,6%	2,7%	17,9%	3,8%	16,5%
Tanzania	12,3%	0,0%	2,5%	7,6%	22,4%	4,9%	24,4%	2,4%	23,5%
Uganda	13,7%	4,6%	1,7%	5,4%	31,6%	0,0%	12,4%	1,7%	28,8%
Other Africa	31,3%	2,3%	0,5%	11,7%	19,7%	0,6%	18,1%	1,6%	14,1%
ASIA	32,2%	0,1%	0,1%	14,1%	20,9%	0,1%	24,5%	0,3%	7,7%
China including Hong Kong	42,9%	0,0%	0,2%	12,2%	12,0%	0,2%	26,3%	0,5%	5,6%
India	22,9%	0,3%	0,0%	18,5%	32,7%	0,0%	15,4%	0,3%	9,9%
Japan	33,0%	0,0%	0,0%	18,7%	17,4%	0,0%	25,2%	0,0%	5,8%
Malaysia	37,5%	0,0%	0,0%	5,7%	18,2%	0,0%	29,2%	0,0%	9,4%
Singapore	38,8%	0,0%	0,0%	8,1%	19,6%	0,0%	25,6%	0,0%	7,8%
South Korea	31,3%	0,0%	0,0%	7,7%	13,0%	0,0%	38,9%	0,0%	9,0%
Other Asia	21,9%	0,0%	0,3%	13,7%	27,8%	0,0%	27,4%	0,0%	8,7%
AUSTRALASIA	45,9%	0,0%	0,0%	4,1%	6,0%	0,1%	36,7%	0,3%	6,9%
Australia	45,9%	0,0%	0,0%	4,2%	6,3%	0,0%	36,3%	0,3%	7,0%
New Zealand	46,0%	0,0%	0,0%	3,2%	3,7%	1,0%	40,0%	0,0%	6,1%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
CENTRAL & SOUTH AMERICA	66,6%	0,0%	0,0%	6,4%	5,8%	0,0%	7,2%	0,4%	13,5%
Argentina	70,0%	0,0%	0,0%	6,5%	6,8%	0,0%	7,1%	0,0%	9,7%
Brazil	69,4%	0,0%	0,0%	5,8%	4,9%	0,0%	2,9%	0,0%	17,0%
Chile	67,6%	0,0%	0,0%	9,2%	2,3%	0,0%	10,4%	0,0%	10,4%
Other Central & South America	39,0%	0,0%	0,0%	7,9%	11,2%	0,0%	30,7%	4,8%	6,4%
EUROPE	64,7%	0,0%	0,0%	6,2%	7,8%	0,3%	16,4%	0,1%	4,5%
Austria	71,2%	0,0%	0,0%	7,2%	6,1%	0,0%	10,7%	0,0%	4,7%
Belgium	65,0%	0,0%	0,0%	5,1%	9,8%	1,4%	11,7%	0,0%	6,9%
Denmark	68,2%	0,0%	0,0%	8,5%	6,1%	0,0%	8,0%	0,0%	9,3%
Finland	69,2%	0,0%	0,0%	8,1%	9,8%	3,1%	4,6%	0,0%	5,2%
France	77,0%	0,0%	0,0%	6,0%	6,3%	0,2%	5,8%	0,0%	4,7%
Germany	68,3%	0,0%	0,0%	6,5%	7,9%	0,2%	12,9%	0,1%	4,1%
Ireland	70,6%	0,0%	0,0%	6,0%	6,1%	0,0%	16,0%	0,0%	1,3%
Italy	67,4%	0,0%	0,0%	6,7%	14,7%	0,8%	7,0%	0,0%	3,4%
Netherlands	67,9%	0,0%	0,0%	4,2%	6,1%	0,2%	16,5%	0,4%	4,7%
Norway	68,3%	0,0%	0,0%	8,1%	2,7%	0,0%	12,1%	0,0%	8,8%
Portugal	57,2%	0,0%	0,0%	6,9%	16,0%	0,8%	13,0%	0,7%	5,3%
Russian Fed	48,0%	0,0%	0,0%	13,2%	10,4%	0,0%	18,8%	1,6%	8,0%
Spain	57,2%	0,0%	0,0%	16,8%	8,4%	2,0%	12,1%	0,0%	3,4%
Sweden	72,2%	0,0%	0,0%	6,9%	5,5%	0,0%	11,1%	0,8%	3,5%
Switzerland	71,7%	0,6%	0,0%	3,5%	5,5%	0,6%	12,0%	0,0%	6,3%
Turkey	45,8%	0,0%	0,0%	14,4%	11,4%	0,0%	19,7%	0,0%	8,6%
UK	56,5%	0,0%	0,1%	4,2%	7,9%	0,2%	27,3%	0,1%	3,8%
Other Europe	55,0%	0,0%	0,0%	17,1%	10,8%	0,0%	10,2%	0,0%	6,8%
MIDDLE EAST	39,2%	0,0%	0,0%	12,2%	19,1%	2,3%	22,3%	0,1%	4,7%
UAE	30,8%	0,0%	0,0%	0,0%	11,1%	5,7%	45,0%	1,9%	5,4%
Other Middle East	39,5%	0,0%	0,0%	12,6%	19,4%	2,2%	21,6%	0,0%	4,7%
NORTH AMERICA	62,4%	0,0%	0,0%	5,4%	7,3%	0,1%	18,2%	0,6%	5,9%
Canada	66,3%	0,0%	0,0%	3,8%	6,9%	0,0%	19,3%	0,8%	2,9%
USA	61,6%	0,0%	0,0%	5,8%	7,4%	0,1%	18,0%	0,6%	6,5%
Total	22,0%	13,7%	7,4%	2,6%	4,5%	1,2%	37,6%	1,5%	9,5%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q1 2017									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	7,8%	13,3%	12,9%	0,6%	4,8%	2,1%	49,4%	2,7%	6,4%
Botswana	6,6%	7,0%	23,4%	1,9%	7,0%	4,2%	30,4%	10,8%	8,8%
Lesotho	1,8%	1,1%	5,6%	0,2%	2,7%	3,6%	68,0%	5,5%	11,4%
Malawi	5,5%	2,8%	38,7%	1,4%	7,9%	0,3%	32,9%	3,5%	7,0%
Mozambique	18,6%	6,3%	9,8%	0,1%	1,7%	1,1%	59,4%	0,5%	2,6%
Namibia	20,9%	0,5%	5,1%	1,8%	14,0%	4,2%	40,7%	0,8%	11,9%
Swaziland	3,6%	2,0%	4,1%	0,3%	4,1%	1,8%	76,8%	1,4%	5,9%
Zambia	5,5%	6,4%	48,8%	1,7%	9,9%	1,4%	16,0%	2,7%	7,5%
Zimbabwe	5,0%	38,7%	19,8%	0,3%	3,7%	0,6%	28,7%	0,4%	2,6%
Angola	43,2%	0,6%	0,6%	1,7%	11,2%	12,4%	26,2%	0,0%	4,1%
Democratic Republic of Congo	29,7%	1,9%	0,0%	8,6%	12,2%	9,5%	24,0%	2,8%	11,3%
Ethiopia	15,9%	0,0%	0,0%	3,0%	29,0%	2,8%	26,6%	1,2%	21,5%
Ghana	13,2%	0,0%	0,0%	8,6%	28,5%	1,3%	25,7%	2,5%	20,1%
Kenya	9,8%	0,7%	0,0%	6,3%	47,7%	1,3%	8,9%	0,7%	24,7%
Nigeria	30,8%	0,8%	0,0%	3,7%	32,2%	1,4%	20,4%	2,0%	8,7%
Tanzania	15,6%	0,8%	0,8%	9,3%	24,4%	4,1%	32,4%	0,8%	11,7%
Uganda	6,3%	0,0%	0,0%	6,2%	49,1%	0,0%	22,3%	3,3%	12,9%
Other Africa	22,8%	6,8%	0,7%	7,3%	36,3%	1,5%	14,3%	1,0%	9,1%
ASIA	33,7%	0,0%	0,1%	6,9%	30,9%	0,4%	25,1%	0,3%	2,7%
China including Hong Kong	43,4%	0,0%	0,0%	1,7%	26,6%	0,3%	27,7%	0,0%	0,3%
India	19,1%	0,0%	0,3%	16,8%	37,3%	0,3%	18,5%	1,1%	6,5%
Japan	33,7%	0,0%	0,0%	7,3%	42,5%	0,9%	11,7%	0,0%	4,0%
Malaysia	53,8%	0,0%	0,0%	0,0%	17,2%	0,0%	20,3%	0,0%	8,6%
Singapore	48,0%	0,0%	0,0%	8,5%	27,0%	0,0%	12,5%	0,0%	4,0%
South Korea	36,0%	0,0%	0,0%	3,9%	17,0%	0,0%	43,2%	0,0%	0,0%
Other Asia	22,8%	0,0%	0,0%	6,9%	37,8%	1,2%	28,8%	0,0%	2,5%
AUSTRALASIA	36,5%	0,7%	0,1%	2,0%	16,3%	0,0%	38,6%	0,8%	5,0%
Australia	37,7%	0,7%	0,0%	2,1%	15,7%	0,0%	37,8%	1,0%	5,0%
New Zealand	27,0%	0,0%	0,8%	1,4%	21,0%	0,0%	44,9%	0,0%	5,0%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
CENTRAL & SOUTH AMERICA	61,1%	0,0%	0,0%	4,0%	11,7%	0,1%	9,6%	0,0%	13,4%
Argentina	44,8%	0,0%	0,0%	5,2%	26,6%	0,0%	13,3%	0,0%	10,1%
Brazil	67,5%	0,0%	0,0%	2,8%	5,9%	0,0%	7,7%	0,0%	16,1%
Chile	58,5%	0,0%	0,0%	10,5%	13,2%	0,0%	7,9%	0,0%	9,7%
Other Central & South America	60,6%	0,0%	0,0%	3,0%	13,1%	1,0%	15,5%	0,0%	6,8%
EUROPE	56,6%	0,1%	0,1%	4,9%	18,5%	0,3%	14,8%	0,3%	4,3%
Austria	62,5%	0,0%	0,0%	6,9%	25,7%	0,0%	2,9%	0,0%	2,0%
Belgium	52,4%	0,0%	1,1%	5,7%	26,6%	1,2%	8,1%	0,0%	4,9%
Denmark	62,1%	0,0%	0,0%	4,8%	20,0%	0,7%	9,6%	0,0%	2,9%
Finland	52,4%	0,0%	0,0%	8,3%	28,2%	0,0%	2,0%	2,6%	6,5%
France	64,6%	0,0%	0,0%	3,1%	22,8%	0,2%	6,3%	0,4%	2,5%
Germany	65,2%	0,0%	0,0%	3,7%	17,1%	0,2%	9,0%	0,1%	4,8%
Ireland	49,3%	0,0%	0,0%	1,8%	18,0%	0,0%	26,1%	1,0%	3,8%
Italy	67,1%	0,5%	0,0%	2,2%	18,4%	0,0%	5,4%	2,3%	4,0%
Netherlands	61,3%	0,2%	0,0%	5,3%	14,1%	0,0%	12,7%	0,5%	5,9%
Norway	52,3%	0,0%	0,0%	5,7%	24,0%	0,0%	6,0%	0,0%	12,0%
Portugal	33,9%	0,0%	0,8%	8,2%	34,8%	0,0%	20,6%	0,0%	1,6%
Russian Fed	17,2%	0,0%	1,7%	30,6%	31,3%	0,0%	15,3%	0,0%	3,9%
Spain	31,1%	0,0%	2,9%	12,3%	28,5%	0,8%	16,0%	0,8%	7,4%
Sweden	59,6%	0,0%	0,0%	7,4%	17,2%	0,0%	9,0%	0,0%	6,8%
Switzerland	63,6%	0,6%	0,0%	3,3%	15,6%	0,0%	8,5%	0,4%	8,1%
Turkey	34,4%	0,0%	0,0%	20,0%	25,6%	2,9%	15,2%	0,0%	1,9%
UK	50,7%	0,2%	0,0%	3,6%	14,9%	0,5%	26,3%	0,4%	3,4%
Other Europe	36,2%	0,0%	0,0%	16,6%	32,1%	0,9%	10,3%	0,0%	3,9%
MIDDLE EAST	24,8%	0,0%	0,0%	10,4%	23,6%	0,0%	34,2%	1,6%	5,3%
UAE	50,8%	0,0%	0,0%	0,0%	25,6%	0,0%	23,6%	0,0%	0,0%
Other Middle East	23,8%	0,0%	0,0%	10,8%	23,5%	0,0%	34,6%	1,7%	5,5%
NORTH AMERICA	58,2%	0,2%	0,0%	2,7%	17,5%	0,3%	12,9%	1,7%	6,5%
Canada	62,8%	0,0%	0,0%	2,2%	15,9%	0,0%	14,8%	1,2%	3,1%
USA	57,2%	0,2%	0,0%	2,8%	17,8%	0,4%	12,5%	1,8%	7,3%
Total	19,8%	9,8%	9,5%	1,7%	8,6%	1,6%	40,7%	2,1%	6,0%

APPENDIX

	Q1 2019						
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99	Refused
Africa	21,0%	38,7%	27,8%	8,9%	2,4%	0,7%	0,6%
Botswana	10,1%	37,1%	36,9%	11,7%	2,9%	0,4%	0,8%
Lesotho	46,1%	39,2%	12,8%	1,2%	0,5%	0,0%	0,3%
Malawi	10,9%	31,2%	37,8%	15,4%	3,2%	1,3%	0,3%
Mozambique	19,4%	47,1%	27,0%	4,5%	1,3%	0,0%	0,7%
Namibia	10,2%	30,4%	25,0%	17,3%	10,7%	5,3%	1,1%
Swaziland	26,4%	47,0%	20,6%	4,7%	1,0%	0,3%	0,0%
Zambia	4,4%	30,4%	42,6%	20,1%	1,3%	0,6%	0,5%
Zimbabwe	8,8%	33,3%	37,7%	15,0%	3,5%	1,2%	0,6%
Angola	12,7%	30,8%	28,8%	16,7%	5,5%	1,8%	3,6%
Democratic Republic of Congo	3,8%	19,0%	30,4%	22,0%	16,1%	2,8%	5,8%
Ethiopia	10,6%	33,0%	18,6%	18,5%	12,0%	4,4%	2,9%
Ghana	7,2%	41,7%	24,5%	13,4%	6,5%	0,0%	6,7%
Kenya	2,2%	34,4%	34,6%	15,9%	6,5%	2,3%	4,0%
Nigeria	6,8%	33,5%	28,3%	17,4%	7,6%	1,3%	5,2%
Tanzania	6,7%	44,1%	30,9%	7,5%	7,5%	1,7%	1,7%
Uganda	14,8%	34,5%	27,8%	9,8%	4,9%	3,3%	4,9%
Other Africa	12,5%	32,9%	21,4%	16,0%	9,7%	3,8%	3,7%
Asia	14,6%	40,3%	21,2%	12,8%	5,5%	2,8%	2,7%
China including Hong Kong	17,7%	40,9%	18,5%	11,9%	5,2%	3,3%	2,6%
India	8,6%	44,4%	21,6%	13,7%	4,7%	2,7%	4,4%
Japan	21,8%	34,8%	17,1%	17,0%	4,4%	3,0%	1,8%
Malaysia	7,5%	42,0%	21,2%	8,4%	12,5%	3,8%	4,6%
Singapore	13,6%	36,4%	18,0%	19,5%	7,3%	5,2%	0,0%
South Korea	13,6%	41,7%	19,9%	13,3%	7,5%	3,9%	0,0%
Other Asia	15,7%	33,0%	32,6%	10,1%	6,0%	0,3%	2,2%
Australasia	16,7%	25,0%	15,0%	17,4%	15,8%	8,2%	1,9%
Australia	17,5%	24,9%	14,6%	17,0%	15,4%	8,7%	2,0%
New Zealand	10,1%	26,3%	18,3%	21,2%	18,5%	4,5%	1,1%
Other Australasia	0,0%	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%
South America	25,0%	41,4%	21,2%	5,3%	3,6%	0,6%	2,9%
Argentina	20,7%	46,6%	15,7%	4,0%	6,3%	1,7%	5,0%
Brazil	27,7%	40,8%	22,2%	5,7%	1,8%	0,0%	1,8%
Chile	25,6%	31,3%	28,7%	6,0%	6,0%	2,3%	0,0%
Other Central & South America	18,8%	38,9%	24,1%	5,5%	6,2%	0,0%	6,6%
Europe	12,3%	27,9%	15,3%	15,1%	14,7%	11,6%	3,2%
Austria	15,6%	33,0%	12,5%	18,1%	9,1%	7,2%	4,6%
Belgium	8,9%	28,4%	15,1%	21,1%	20,3%	5,7%	0,5%
Denmark	11,9%	21,8%	14,6%	19,7%	11,4%	17,7%	2,9%
Finland	12,6%	17,9%	25,8%	13,1%	12,4%	12,9%	5,4%
France	10,8%	29,1%	15,1%	14,4%	15,8%	12,7%	2,1%
Germany	16,4%	32,8%	13,0%	13,9%	14,2%	7,6%	2,1%
Ireland	7,7%	20,1%	17,7%	14,4%	11,1%	23,3%	5,6%
Italy	10,3%	31,9%	19,9%	16,1%	13,9%	6,2%	1,8%
Netherlands	14,1%	29,0%	11,5%	18,4%	13,9%	9,9%	3,2%
Norway	15,7%	21,2%	20,8%	16,4%	13,2%	7,4%	5,2%
Portugal	24,3%	36,1%	16,2%	10,6%	4,2%	8,6%	0,0%
Russian Fed	12,3%	47,6%	16,2%	14,7%	6,8%	2,4%	0,0%
Spain	10,4%	32,6%	21,2%	17,9%	14,0%	1,8%	2,0%
Sweden	12,5%	18,4%	18,1%	15,0%	10,3%	19,8%	6,0%
Switzerland	11,1%	30,2%	16,8%	17,9%	14,5%	8,0%	1,5%
Turkey	7,8%	26,2%	21,8%	19,9%	14,6%	6,7%	3,0%
UK	9,6%	22,8%	15,1%	13,9%	17,4%	16,4%	4,8%
Other Europe	12,3%	38,5%	22,7%	13,8%	9,2%	3,0%	0,4%
Middle East	21,0%	23,3%	16,6%	20,0%	12,6%	3,9%	2,7%
UAE	9,5%	33,1%	38,3%	12,8%	6,3%	0,0%	0,0%
Other Middle East	21,4%	23,0%	16,0%	20,2%	12,8%	4,0%	2,7%
North America	12,8%	26,2%	14,3%	14,7%	14,4%	14,9%	2,7%
Canada	12,4%	26,5%	12,5%	12,8%	14,2%	17,6%	4,0%
USA	12,9%	26,1%	14,7%	15,1%	14,4%	14,3%	2,5%
Total	19,1%	36,4%	24,9%	10,3%	5,1%	3,1%	1,2%

APPENDIX

	Q1 2018						
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99	Refused
Africa	19,1%	40,4%	27,3%	9,4%	2,3%	0,6%	0,9%
Botswana	7,1%	40,9%	37,2%	11,1%	2,3%	1,0%	0,4%
Lesotho	34,7%	41,4%	18,1%	4,2%	0,8%	0,0%	0,8%
Malawi	5,0%	33,3%	43,3%	15,4%	2,1%	0,1%	0,7%
Mozambique	20,2%	40,7%	28,7%	7,5%	2,0%	0,5%	0,4%
Namibia	8,0%	22,5%	22,7%	20,1%	16,5%	8,2%	1,9%
Swaziland	25,5%	47,6%	20,5%	4,5%	0,8%	0,0%	1,1%
Zambia	10,4%	28,2%	41,2%	14,0%	3,3%	0,4%	2,5%
Zimbabwe	10,5%	40,7%	31,8%	13,4%	2,3%	0,6%	0,7%
Angola	10,7%	40,2%	29,0%	14,4%	4,1%	0,6%	1,0%
Democratic Republic of Congo	3,8%	13,4%	24,7%	31,5%	16,1%	4,8%	5,7%
Ethiopia	9,1%	36,6%	21,2%	20,7%	8,5%	0,0%	4,0%
Ghana	8,4%	29,4%	33,1%	8,2%	8,6%	2,5%	9,7%
Kenya	3,5%	28,3%	36,9%	19,4%	5,3%	0,7%	5,8%
Nigeria	5,0%	26,4%	39,5%	17,3%	3,8%	1,1%	6,9%
Tanzania	8,4%	28,3%	30,7%	15,2%	8,3%	0,0%	9,1%
Uganda	8,8%	26,0%	23,6%	28,1%	4,7%	0,0%	8,7%
Other Africa	11,2%	32,7%	21,2%	17,3%	10,1%	1,6%	5,9%
Asia	12,6%	40,0%	22,4%	13,6%	4,7%	2,4%	4,3%
China including Hong Kong	15,3%	43,2%	16,7%	15,6%	3,9%	3,1%	2,2%
India	7,4%	39,4%	26,3%	10,7%	5,0%	2,7%	8,6%
Japan	12,2%	39,9%	22,5%	9,4%	6,1%	3,8%	6,1%
Malaysia	28,8%	34,9%	8,7%	23,9%	0,0%	0,0%	3,8%
Singapore	16,2%	24,0%	26,0%	26,0%	0,0%	0,0%	7,8%
South Korea	19,8%	34,5%	16,5%	19,4%	8,7%	1,2%	0,0%
Other Asia	8,2%	40,0%	34,9%	9,8%	3,9%	0,8%	2,4%
Australasia	14,8%	23,6%	15,8%	18,5%	14,0%	11,4%	1,9%
Australia	14,8%	24,0%	15,9%	17,4%	14,6%	11,4%	1,8%
New Zealand	14,0%	20,3%	14,9%	27,0%	9,1%	11,4%	3,2%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
South America	16,9%	45,3%	20,0%	9,2%	4,0%	2,7%	1,9%
Argentina	25,3%	40,9%	14,4%	8,8%	3,5%	5,3%	1,8%
Brazil	14,0%	48,5%	22,3%	7,7%	4,2%	1,2%	2,1%
Chile	20,4%	43,5%	19,5%	6,2%	2,1%	6,2%	2,1%
Other Central & South America	5,8%	41,1%	23,2%	21,9%	5,6%	1,4%	1,0%
Europe	12,8%	27,2%	15,8%	15,9%	13,8%	12,7%	1,8%
Austria	14,7%	25,4%	19,0%	19,8%	7,7%	11,5%	2,0%
Belgium	15,4%	30,4%	10,7%	21,2%	10,2%	10,2%	1,7%
Denmark	16,4%	17,7%	15,9%	15,4%	15,5%	18,1%	1,0%
Finland	0,0%	42,9%	9,6%	18,1%	16,5%	12,9%	0,0%
France	11,0%	30,8%	15,2%	15,1%	15,4%	11,4%	1,2%
Germany	16,6%	31,1%	16,4%	16,7%	10,9%	6,8%	1,5%
Ireland	10,1%	36,3%	16,9%	13,1%	9,4%	11,1%	3,1%
Italy	8,7%	26,7%	14,3%	19,1%	17,9%	12,9%	0,4%
Netherlands	15,0%	30,4%	16,5%	12,5%	12,9%	11,0%	1,7%
Norway	19,4%	24,0%	12,1%	11,5%	16,1%	16,9%	0,0%
Portugal	8,1%	37,2%	27,0%	14,2%	6,5%	7,0%	0,0%
Russian Fed	18,8%	32,0%	20,4%	14,0%	6,8%	4,8%	3,2%
Spain	12,7%	33,1%	16,3%	19,5%	10,8%	5,6%	2,0%
Sweden	9,2%	18,2%	8,5%	24,2%	20,5%	18,3%	1,0%
Switzerland	18,0%	30,9%	12,7%	16,5%	12,8%	7,4%	1,7%
Turkey	19,2%	26,5%	24,7%	15,4%	2,8%	8,6%	2,8%
UK	9,4%	21,5%	15,2%	14,5%	17,2%	19,3%	2,8%
Other Europe	12,7%	31,3%	27,9%	15,6%	6,1%	5,7%	0,6%
Middle East	13,5%	23,0%	20,4%	16,4%	11,3%	10,5%	5,0%
UAE	20,3%	42,2%	16,5%	9,5%	3,8%	0,0%	7,6%
Other Middle East	13,3%	22,3%	20,5%	16,6%	11,5%	10,9%	4,9%
North America	13,2%	26,1%	12,6%	14,4%	15,2%	15,9%	2,6%
Canada	9,8%	22,8%	11,1%	15,4%	21,3%	17,0%	2,6%
USA	14,0%	26,8%	13,0%	14,2%	13,9%	15,6%	2,6%
Total	17,6%	37,5%	24,5%	10,9%	4,9%	3,4%	1,2%

APPENDIX

	Q1 2017						
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 99	Refused
Africa	15,2%	37,1%	31,3%	9,8%	3,1%	1,1%	2,4%
Botswana	5,2%	32,5%	36,3%	15,4%	5,2%	2,6%	2,8%
Lesotho	31,8%	34,5%	20,0%	7,7%	2,5%	1,5%	2,0%
Malawi	5,4%	33,6%	43,9%	8,4%	4,3%	1,6%	2,7%
Mozambique	9,6%	40,7%	35,0%	8,9%	2,0%	0,1%	3,6%
Namibia	5,3%	24,3%	24,0%	21,7%	12,7%	6,1%	5,9%
Swaziland	22,0%	48,8%	20,3%	6,2%	1,5%	0,2%	1,0%
Zambia	2,1%	26,0%	48,9%	14,4%	6,1%	0,7%	2,0%
Zimbabwe	7,4%	37,3%	40,1%	9,8%	3,1%	0,8%	1,4%
Angola	7,7%	41,3%	28,8%	15,7%	4,5%	1,0%	1,0%
Democratic Republic of Congo	2,9%	23,8%	31,3%	23,9%	11,5%	4,7%	1,9%
Ethiopia	1,7%	30,9%	37,3%	9,5%	3,3%	6,0%	11,3%
Ghana	4,9%	27,0%	36,1%	14,6%	8,9%	1,1%	7,4%
Kenya	4,0%	22,8%	32,6%	19,8%	4,5%	1,7%	14,6%
Nigeria	3,8%	27,2%	35,2%	15,9%	2,9%	1,1%	13,9%
Tanzania	6,6%	26,6%	35,9%	17,5%	6,7%	0,8%	5,8%
Uganda	6,1%	26,2%	36,8%	12,9%	9,4%	0,0%	8,5%
Other Africa	7,0%	24,2%	33,9%	18,5%	4,7%	0,5%	11,2%
Asia	5,4%	25,4%	42,1%	19,3%	3,2%	0,8%	3,7%
China including Hong Kong	2,4%	23,2%	53,4%	19,0%	1,0%	0,5%	0,5%
India	5,5%	29,5%	36,1%	14,5%	5,8%	1,0%	7,5%
Japan	8,4%	27,5%	37,9%	18,3%	4,0%	0,9%	3,0%
Malaysia	28,1%	33,6%	20,3%	4,7%	13,3%	0,0%	0,0%
Singapore	16,0%	37,5%	18,4%	7,5%	8,1%	3,5%	9,0%
South Korea	9,1%	17,5%	34,4%	31,8%	0,0%	1,4%	5,8%
Other Asia	4,6%	24,9%	33,5%	26,8%	4,2%	0,8%	5,2%
Australasia	11,7%	25,0%	30,3%	17,8%	6,8%	6,7%	1,6%
Australia	12,0%	24,8%	30,8%	16,6%	7,3%	7,0%	1,6%
New Zealand	9,3%	26,9%	26,5%	28,0%	3,6%	4,3%	1,4%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
South America	18,0%	39,4%	24,0%	11,6%	2,6%	3,1%	1,3%
Argentina	19,2%	27,0%	29,3%	16,2%	3,6%	3,1%	1,6%
Brazil	19,2%	45,1%	21,3%	6,8%	2,9%	3,8%	0,9%
Chile	10,5%	31,3%	35,8%	22,3%	0,0%	0,0%	0,0%
Other Central & South America	13,8%	38,7%	17,5%	23,8%	0,6%	0,9%	4,6%
Europe	11,0%	26,8%	24,9%	17,7%	9,9%	8,3%	1,4%
Austria	5,5%	31,7%	37,1%	10,6%	7,1%	5,9%	2,1%
Belgium	8,5%	26,7%	29,9%	16,4%	9,1%	7,7%	1,7%
Denmark	12,9%	18,8%	18,0%	24,7%	17,9%	6,7%	1,0%
Finland	7,7%	41,4%	32,4%	10,3%	0,0%	5,7%	2,6%
France	7,8%	28,4%	24,0%	17,7%	11,0%	10,0%	1,1%
Germany	15,3%	26,0%	21,9%	19,8%	9,7%	6,0%	1,3%
Ireland	6,7%	33,2%	28,0%	14,1%	12,3%	3,7%	2,0%
Italy	5,0%	22,5%	34,4%	20,1%	5,7%	12,3%	0,0%
Netherlands	12,4%	30,2%	25,0%	17,3%	8,6%	6,1%	0,4%
Norway	16,7%	30,0%	21,8%	14,9%	6,0%	9,3%	1,3%
Portugal	5,8%	27,3%	34,7%	19,8%	5,8%	5,8%	0,8%
Russian Fed	3,5%	24,0%	35,9%	26,3%	8,6%	0,0%	1,7%
Spain	5,8%	29,7%	29,1%	26,9%	3,4%	4,0%	1,1%
Sweden	15,5%	22,4%	21,8%	13,6%	17,2%	6,4%	3,1%
Switzerland	15,2%	28,2%	27,3%	14,6%	9,3%	5,4%	0,0%
Turkey	13,3%	32,3%	34,3%	17,1%	2,9%	0,0%	0,0%
UK	9,5%	24,7%	24,1%	17,2%	10,6%	12,1%	1,8%
Other Europe	7,5%	38,6%	29,5%	14,2%	5,8%	2,4%	2,0%
Middle East	6,5%	26,3%	32,9%	21,0%	5,1%	3,5%	4,6%
UAE	0,0%	64,6%	23,0%	6,2%	0,0%	0,0%	6,2%
Other Middle East	6,7%	24,9%	33,2%	21,5%	5,3%	3,7%	4,6%
North America	11,7%	25,5%	25,5%	17,6%	9,8%	8,3%	1,6%
Canada	10,2%	24,5%	18,3%	19,5%	17,1%	9,5%	0,9%
USA	12,1%	25,7%	27,1%	17,1%	8,1%	8,1%	1,8%
Total	14,0%	34,4%	30,2%	11,8%	4,6%	2,7%	2,3%

APPENDIX

	Q1 2019					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more	Dont know
Africa	4,6%	9,3%	8,0%	9,2%	57,8%	11,0%
Botswana	2,6%	4,9%	6,0%	6,6%	49,5%	30,3%
Lesotho	1,3%	2,1%	2,3%	2,7%	85,7%	5,9%
Malawi	9,7%	24,2%	13,1%	7,1%	38,2%	7,7%
Mozambique	7,2%	15,6%	11,3%	10,6%	39,7%	15,6%
Namibia	2,9%	6,3%	5,1%	6,5%	61,8%	17,3%
Swaziland	1,7%	4,8%	6,5%	12,5%	65,6%	9,0%
Zambia	7,8%	15,0%	8,4%	8,4%	48,3%	12,1%
Zimbabwe	3,0%	10,5%	10,1%	12,5%	53,8%	10,0%
Angola	22,8%	19,4%	10,8%	11,0%	36,0%	0,0%
Democratic Republic of Congo	17,3%	15,4%	7,6%	15,5%	44,3%	0,0%
Ethiopia	33,2%	27,1%	16,6%	7,5%	15,6%	0,0%
Ghana	44,2%	25,9%	9,7%	11,1%	9,0%	0,0%
Kenya	31,1%	14,8%	20,2%	11,7%	22,2%	0,0%
Nigeria	39,3%	20,1%	12,4%	12,1%	16,1%	0,0%
Tanzania	32,4%	20,0%	15,8%	14,2%	17,5%	0,0%
Uganda	36,1%	14,7%	21,3%	9,8%	18,0%	0,0%
Other Africa	41,1%	15,6%	14,1%	12,4%	16,8%	0,0%
Asia	46,3%	21,0%	12,2%	9,4%	11,1%	0,0%
China including Hong Kong	39,8%	19,4%	15,7%	11,4%	13,7%	0,0%
India	56,6%	19,0%	9,1%	6,7%	8,6%	0,0%
Japan	41,4%	28,4%	11,9%	7,9%	10,3%	0,0%
Malaysia	46,6%	13,3%	15,8%	12,1%	12,1%	0,0%
Singapore	58,8%	7,3%	18,4%	8,1%	7,3%	0,0%
South Korea	49,1%	24,0%	12,7%	9,8%	4,5%	0,0%
Other Asia	42,5%	25,5%	7,6%	9,8%	14,5%	0,0%
Australasia	33,8%	17,2%	15,6%	15,4%	18,0%	0,0%
Australia	34,3%	16,8%	15,8%	14,7%	18,4%	0,0%
New Zealand	29,6%	20,5%	14,3%	21,1%	14,5%	0,0%
Other Australasia	50,0%	50,0%	0,0%	0,0%	0,0%	0,0%
South America	81,9%	13,1%	2,3%	1,0%	1,7%	0,0%
Argentina	89,4%	10,6%	0,0%	0,0%	0,0%	0,0%
Brazil	80,8%	12,7%	2,9%	0,8%	2,9%	0,0%
Chile	85,7%	8,3%	6,0%	0,0%	0,0%	0,0%
Other Central & South America	65,0%	27,3%	1,6%	6,0%	0,0%	0,0%
Europe	49,4%	19,7%	9,4%	9,6%	11,8%	0,0%
Austria	60,8%	11,1%	7,9%	11,4%	8,8%	0,0%
Belgium	56,1%	16,7%	9,0%	7,4%	10,8%	0,0%
Denmark	56,6%	20,5%	7,1%	8,1%	7,7%	0,0%
Finland	71,7%	7,3%	8,0%	4,9%	8,1%	0,0%
France	62,2%	19,6%	4,8%	5,7%	7,8%	0,0%
Germany	56,0%	20,3%	8,4%	7,3%	8,1%	0,0%
Ireland	39,1%	25,4%	12,2%	13,3%	10,0%	0,0%
Italy	56,2%	13,8%	12,4%	7,4%	10,3%	0,0%
Netherlands	48,5%	22,3%	8,8%	9,7%	10,7%	0,0%
Norway	52,2%	17,3%	9,6%	8,9%	12,0%	0,0%
Portugal	66,1%	12,1%	5,1%	6,5%	10,1%	0,0%
Russian Fed	59,5%	20,7%	6,7%	5,5%	7,7%	0,0%
Spain	49,4%	24,1%	7,7%	8,1%	10,7%	0,0%
Sweden	52,8%	19,3%	8,5%	10,4%	9,1%	0,0%
Switzerland	46,3%	21,4%	11,0%	7,3%	14,0%	0,0%
Turkey	49,0%	16,3%	8,5%	14,0%	12,2%	0,0%
UK	37,1%	20,3%	11,1%	13,5%	18,0%	0,0%
Other Europe	52,6%	19,2%	16,8%	6,1%	5,4%	0,0%
Middle East	49,3%	17,4%	11,5%	10,6%	11,2%	0,0%
UAE	8,0%	27,0%	17,4%	12,8%	34,8%	0,0%
Other Middle East	50,5%	17,1%	11,3%	10,6%	10,5%	0,0%
North America	61,2%	17,8%	6,5%	6,7%	7,7%	0,0%
Canada	61,3%	18,3%	5,8%	6,2%	8,4%	0,0%
USA	61,2%	17,7%	6,7%	6,9%	7,5%	0,0%
Other	16,4%	11,8%	8,3%	9,2%	46,1%	8,2%

APPENDIX

	Q1 2018					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more	Dont know
Africa	8,8%	11,9%	9,9%	11,4%	58,1%	0,0%
Botswana	2,5%	10,2%	6,7%	4,3%	76,3%	0,0%
Lesotho	20,3%	23,2%	12,1%	11,5%	32,9%	0,0%
Malawi	12,8%	17,5%	13,6%	7,7%	48,4%	0,0%
Mozambique	5,0%	11,6%	12,2%	12,2%	59,0%	0,0%
Namibia	2,7%	4,7%	4,2%	7,9%	80,4%	0,0%
Swaziland	2,1%	4,7%	8,0%	12,1%	73,1%	0,0%
Zambia	11,4%	12,7%	10,4%	11,0%	54,5%	0,0%
Zimbabwe	6,7%	8,5%	8,6%	13,1%	63,1%	0,0%
Angola	29,6%	21,9%	11,6%	11,9%	25,0%	0,0%
Democratic Republic of Congo	15,2%	9,5%	8,6%	11,4%	55,4%	0,0%
Ethiopia	32,9%	24,5%	14,5%	14,1%	14,0%	0,0%
Ghana	30,9%	22,4%	20,8%	13,8%	12,1%	0,0%
Kenya	20,8%	22,6%	14,3%	15,6%	26,6%	0,0%
Nigeria	32,9%	19,5%	15,8%	15,3%	16,4%	0,0%
Tanzania	24,1%	23,3%	14,3%	18,4%	19,9%	0,0%
Uganda	23,9%	26,3%	21,0%	20,7%	8,1%	0,0%
Other Africa	43,6%	22,5%	11,6%	9,5%	12,8%	0,0%
Asia	50,8%	20,5%	10,9%	9,0%	8,9%	0,0%
China including Hong Kong	51,7%	19,6%	9,7%	10,8%	8,2%	0,0%
India	53,4%	19,8%	11,6%	8,3%	6,9%	0,0%
Japan	50,8%	21,2%	6,9%	8,7%	12,4%	0,0%
Malaysia	53,8%	5,7%	27,4%	0,0%	13,2%	0,0%
Singapore	45,6%	13,8%	8,1%	12,5%	19,9%	0,0%
South Korea	41,4%	21,8%	16,2%	8,7%	11,9%	0,0%
Other Asia	49,6%	26,3%	9,3%	6,8%	8,0%	0,0%
Australasia	40,5%	20,9%	14,2%	14,3%	10,2%	0,0%
Australia	40,3%	20,2%	14,0%	15,1%	10,4%	0,0%
New Zealand	41,5%	26,5%	16,0%	7,9%	8,0%	0,0%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%
South America	79,9%	10,0%	3,5%	1,1%	5,5%	0,0%
Argentina	83,0%	10,6%	1,5%	0,0%	5,0%	0,0%
Brazil	82,5%	9,7%	3,7%	0,0%	4,1%	0,0%
Chile	72,2%	10,0%	2,3%	8,6%	6,9%	0,0%
Other Central & South America	62,0%	10,7%	9,3%	4,5%	13,6%	0,0%
Europe	53,8%	19,8%	9,5%	7,9%	9,1%	0,0%
Austria	53,9%	18,5%	10,1%	8,1%	9,3%	0,0%
Belgium	59,8%	13,8%	12,3%	7,4%	6,7%	0,0%
Denmark	56,4%	20,4%	8,4%	8,0%	6,8%	0,0%
Finland	59,5%	21,5%	2,5%	7,3%	9,2%	0,0%
France	70,4%	18,3%	4,2%	4,2%	2,9%	0,0%
Germany	56,4%	21,0%	9,7%	6,6%	6,4%	0,0%
Ireland	51,9%	15,2%	18,6%	3,7%	10,6%	0,0%
Italy	67,9%	13,8%	5,7%	5,3%	7,2%	0,0%
Netherlands	56,1%	20,8%	8,5%	7,8%	6,8%	0,0%
Norway	59,1%	23,4%	1,2%	7,9%	8,5%	0,0%
Portugal	42,0%	23,1%	10,2%	8,3%	16,3%	0,0%
Russian Fed	48,0%	24,0%	7,6%	10,0%	10,4%	0,0%
Spain	59,1%	20,3%	7,0%	7,2%	6,4%	0,0%
Sweden	62,4%	16,1%	10,3%	5,1%	6,0%	0,0%
Switzerland	60,2%	16,3%	8,6%	6,6%	8,4%	0,0%
Turkey	55,9%	13,3%	11,9%	11,4%	7,5%	0,0%
UK	41,4%	20,9%	11,5%	11,4%	14,9%	0,0%
Other Europe	58,7%	22,1%	8,5%	3,4%	7,4%	0,0%
Middle East	44,1%	15,5%	9,1%	13,0%	18,2%	0,0%
UAE	36,8%	19,0%	0,0%	16,5%	27,7%	0,0%
Other Middle East	44,4%	15,4%	9,4%	12,9%	17,9%	0,0%
North America	63,4%	16,2%	7,0%	6,1%	7,3%	0,0%
Canada	61,6%	16,9%	7,1%	4,9%	9,5%	0,0%
USA	63,8%	16,0%	7,0%	6,4%	6,8%	0,0%
Total	21,7%	13,8%	9,7%	10,4%	44,4%	0,0%

APPENDIX

	Q1 2017					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more	Dont know
Africa	5,3%	9,8%	11,1%	14,9%	58,8%	0,0%
Botswana	0,4%	2,5%	2,3%	3,9%	90,9%	0,0%
Lesotho	25,1%	47,6%	10,5%	14,2%	2,5%	0,0%
Malawi	14,3%	18,0%	16,5%	16,3%	34,9%	0,0%
Mozambique	3,3%	10,0%	10,0%	10,3%	66,4%	0,0%
Namibia	3,2%	16,1%	17,3%	23,9%	39,4%	0,0%
Swaziland	0,7%	2,8%	4,6%	6,3%	85,6%	0,0%
Zambia	6,3%	6,6%	13,7%	19,4%	54,0%	0,0%
Zimbabwe	2,2%	6,4%	17,6%	28,6%	45,2%	0,0%
Angola	25,9%	19,5%	10,4%	11,6%	32,6%	0,0%
Democratic Republic of Congo	19,8%	17,1%	11,5%	21,0%	30,5%	0,0%
Ethiopia	36,0%	34,3%	12,6%	8,9%	8,2%	0,0%
Ghana	39,3%	19,4%	18,5%	11,4%	11,3%	0,0%
Kenya	23,5%	29,6%	16,3%	12,4%	18,3%	0,0%
Nigeria	36,6%	30,0%	17,3%	7,0%	9,2%	0,0%
Tanzania	20,8%	21,9%	20,8%	15,8%	20,7%	0,0%
Uganda	32,1%	22,6%	22,6%	11,0%	11,7%	0,0%
Other Africa	33,5%	27,9%	15,3%	8,5%	14,8%	0,0%
Asia	54,3%	32,1%	8,2%	2,6%	2,7%	0,0%
China including Hong Kong	56,6%	34,6%	6,0%	0,8%	1,9%	0,0%
India	48,0%	29,3%	13,1%	5,0%	4,6%	0,0%
Japan	55,5%	33,3%	9,4%	0,9%	0,9%	0,0%
Malaysia	63,3%	20,3%	3,9%	4,7%	7,8%	0,0%
Singapore	62,0%	18,0%	8,5%	7,5%	4,0%	0,0%
South Korea	54,6%	35,8%	5,8%	1,4%	2,4%	0,0%
Other Asia	55,6%	30,4%	7,2%	4,5%	2,3%	0,0%
Australasia	36,3%	26,1%	17,3%	13,7%	6,6%	0,0%
Australia	37,0%	24,2%	18,3%	13,9%	6,6%	0,0%
New Zealand	30,1%	42,0%	8,7%	12,1%	7,1%	0,0%
Other Australasia	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%
South America	78,5%	12,3%	2,7%	3,0%	3,4%	0,0%
Argentina	59,0%	26,5%	6,2%	3,6%	4,7%	0,0%
Brazil	85,4%	7,8%	0,9%	3,0%	2,9%	0,0%
Chile	80,3%	10,9%	6,4%	0,0%	2,3%	0,0%
Other Central & South America	78,3%	9,5%	2,5%	4,3%	5,4%	0,0%
Europe	51,4%	23,7%	11,5%	7,2%	6,1%	0,0%
Austria	47,5%	32,3%	10,4%	5,3%	4,5%	0,0%
Belgium	51,3%	25,7%	14,8%	5,3%	2,9%	0,0%
Denmark	57,1%	20,2%	11,0%	4,2%	7,5%	0,0%
Finland	57,6%	31,4%	2,0%	4,5%	4,5%	0,0%
France	63,6%	20,3%	8,7%	4,1%	3,3%	0,0%
Germany	58,2%	20,4%	11,7%	5,5%	4,1%	0,0%
Ireland	43,5%	23,7%	10,4%	11,4%	11,0%	0,0%
Italy	66,5%	20,8%	6,0%	4,5%	2,2%	0,0%
Netherlands	55,8%	22,7%	8,6%	6,9%	6,0%	0,0%
Norway	66,9%	20,0%	11,4%	1,7%	0,0%	0,0%
Portugal	34,7%	30,6%	16,5%	13,2%	4,9%	0,0%
Russian Fed	41,0%	32,6%	14,3%	7,6%	4,5%	0,0%
Spain	38,2%	42,8%	12,6%	6,3%	0,0%	0,0%
Sweden	66,2%	17,7%	2,8%	4,4%	9,0%	0,0%
Switzerland	64,2%	19,2%	8,1%	5,7%	2,7%	0,0%
Turkey	54,4%	35,2%	6,7%	1,9%	1,9%	0,0%
UK	37,0%	26,4%	15,3%	11,1%	10,2%	0,0%
Other Europe	60,4%	26,0%	8,1%	4,2%	1,2%	0,0%
Middle East	38,6%	22,1%	15,0%	13,8%	10,4%	0,0%
UAE	52,0%	11,2%	18,0%	0,0%	18,8%	0,0%
Other Middle East	38,1%	22,5%	14,9%	14,3%	10,1%	0,0%
North America	59,5%	20,4%	8,8%	6,5%	4,7%	0,0%
Canada	65,4%	19,1%	6,1%	5,9%	3,4%	0,0%
USA	58,2%	20,7%	9,4%	6,7%	5,0%	0,0%
Total	24,0%	15,3%	11,0%	11,8%	37,9%	0,0%

APPENDIX

International Tourist Arrivals -Provisional Distribution									
	Q1 2019								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	671 279	67 439	11 119	114 118	322 431	561 753	114 505	11 476	265 450
Botswana	59 667	1 658	1 493	8 852	1 225	31 173	58 650	855	5 166
Lesotho	145 264	5 632	2 155	8 523	8 658	1 480	30 974	3 092	254 645
Malawi	39 577	4 260	793	703	703	2 932	1 563	0	1 369
Mozambique	162 142	4 302	299	3 248	213 585	3 465	8 500	109	109
Namibia	13 158	21 436	1 827	1 524	196	356	2 888	6 933	919
Swaziland	53 067	1 202	0	72 257	93 089	954	2 234	43	477
Zambia	32 078	1 470	851	3 931	1 075	1 521	218	52	108
Zimbabwe	108 718	9 605	1 635	9 229	2 335	518 841	7 313	0	1 817
Angola	13 122	5 861	235	750	350	0	350	114	160
Democratic Republic of Congo	5 700	702	127	571	0	123	494	0	67
Ethiopia	1 401	268	83	104	83	0	52	26	55
Ghana	3 874	957	121	342	55	55	55	0	176
Kenya	5 707	1 099	222	488	0	178	222	57	48
Nigeria	8 887	2 447	174	709	269	0	220	37	40
Tanzania	4 563	902	181	449	134	90	181	0	91
Uganda	2 911	176	175	351	115	0	289	59	57
Other Africa	11 444	5 462	746	2 086	559	585	301	99	146
Asia	41 723	29 949	6 312	9 901	5 206	2 445	6 580	314	2 117
China including Hong Kong	15 106	11 908	3 218	4 062	1 843	1 040	2 259	66	1 331
India	12 855	7 762	1 000	2 704	1 762	379	2 642	128	255
Japan	3 502	2 361	536	647	371	179	314	0	233
Malaysia	786	736	286	168	113	56	111	0	51
Singapore	789	687	0	208	59	0	0	0	0
South Korea	3 968	2 827	385	750	558	316	347	87	174
Other Asia	4 718	3 668	857	1 310	480	455	907	34	74
Australasia	12 062	12 564	3 557	5 072	4 133	1 573	1 941	254	983
Australia	10 751	11 324	3 327	4 432	3 864	1 407	1 631	227	927
New Zealand	1 309	1 239	230	639	268	166	310	26	54
Other Australasia	1	1	0	1	1	0	0	1	1
Central & South America	17 821	21 554	6 303	3 523	9 768	1 999	2 255	390	215
Argentina	4 288	5 531	1 755	1 266	3 434	242	489	0	0
Brazil	10 798	12 715	3 470	1 520	4 819	1 390	1 601	356	180
Chile	1 356	1 750	594	255	824	203	101	0	35
Other Central & South America	1 380	1 557	484	481	691	163	64	34	0
Europe	146 410	293 520	74 526	59 803	80 133	27 165	19 982	6 161	9 504
Austria	2 844	7 139	2 158	2 338	2 173	629	611	109	109
Belgium	4 578	8 113	2 354	2 004	2 707	1 217	744	59	207
Denmark	2 651	4 648	1 295	1 017	2 201	1 563	383	62	106
Finland	1 346	2 375	456	256	936	176	265	0	0
France	18 461	28 339	4 599	7 973	11 632	3 178	1 612	517	420
Germany	28 580	70 858	23 955	13 792	20 746	5 981	3 768	1 713	2 903
Ireland	2 306	5 386	1 737	1 835	482	573	573	190	0
Italy	4 512	8 601	2 488	1 904	2 559	812	580	169	407
Netherlands	11 175	22 327	6 592	5 349	8 483	2 443	1 164	493	1 256
Norway	1 786	4 110	970	743	1 208	543	611	167	132
Portugal	1 622	3 514	870	500	882	319	118	156	169
Russian Fed	2 316	2 882	300	515	913	192	264	62	183
Spain	3 105	3 717	887	502	1 293	479	468	60	74
Sweden	4 849	11 518	1 920	1 490	3 659	1 830	822	263	263
Switzerland	4 101	11 433	3 086	1 974	2 453	1 040	546	395	656
Turkey	1 695	2 058	73	311	0	0	142	0	119
UK	45 050	88 405	18 392	15 567	15 564	5 459	6 250	1 520	2 150
Other Europe	5 434	8 097	2 425	1 784	2 261	751	1 060	226	351
Middle East	5 040	5 523	1 266	1 495	841	296	475	90	429
UAE	201	126	19	51	9	0	9	14	0
Other Middle East	4 839	5 397	1 248	1 444	831	296	466	76	429
North America	44 755	57 118	9 741	13 367	20 168	7 580	5 961	1 223	2 147
Canada	7 505	11 963	2 670	3 595	4 000	1 487	1 032	241	410
USA	37 250	45 155	7 071	9 772	16 168	6 093	4 929	982	1 737
Total	939 091	487 666	112 825	207 279	442 679	602 812	151 698	19 907	280 846

APPENDIX

International Tourist Arrivals -Provisional Distribution									
	Q1 2018								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	693 235	79 592	19 323	120 590	275 236	540 307	177 032	18 550	360 297
Botswana	67 279	2 282	554	9 438	2 125	34 771	11 393	993	2 948
Lesotho	140 073	11 403	2 768	16 671	2 394	8 373	2 744	5 346	352 593
Malawi	39 332	5 107	1 240	3 355	67	2 679	878	0	0
Mozambique	170 503	3 193	775	1 575	203 835	2 039	668	47	2 000
Namibia	12 663	26 231	6 368	1 429	676	317	104	11 922	548
Swaziland	78 498	160	39	71 070	61 734	3 256	1 067	0	1 095
Zambia	37 791	937	228	2 437	331	878	288	0	55
Zimbabwe	93 031	9 947	2 415	9 593	2 235	487 101	159 599	0	602
Angola	13 377	5 866	1 424	351	0	0	0	76	122
Democratic Republic of Congo	5 004	1 277	310	521	58	115	38	0	173
Ethiopia	1 562	518	126	420	74	40	13	40	0
Ghana	3 135	927	225	454	0	154	51	54	0
Kenya	5 059	869	211	501	134	43	14	0	0
Nigeria	9 226	2 702	656	789	94	138	45	47	91
Tanzania	4 349	955	232	513	140	44	14	0	0
Uganda	2 526	591	143	215	46	106	35	0	46
Other Africa	9 828	6 629	1 609	1 259	1 293	252	83	25	24
Asia	40 258	31 856	7 734	7 026	6 349	2 568	841	590	1 843
China including Hong Kong	12 830	12 493	3 033	2 103	2 601	1 076	352	111	474
India	13 380	7 534	1 829	2 638	1 496	454	149	130	400
Japan	3 102	3 056	742	579	498	438	144	171	241
Malaysia	751	779	189	209	47	0	0	0	47
Singapore	865	929	225	119	64	64	21	0	64
South Korea	3 499	3 026	735	561	919	355	116	132	279
Other Asia	5 831	4 040	981	817	723	181	59	46	338
Australasia	13 306	14 387	3 493	3 896	4 597	2 443	800	585	636
Australia	12 353	12 647	3 070	3 370	4 253	2 054	673	553	607
New Zealand	953	1 739	422	526	344	388	127	32	29
Other Australasia	0	1	0	0	0	0	0	0	0
Central & South America	17 641	19 615	4 762	3 159	9 586	2 073	679	604	882
Argentina	4 312	5 060	1 229	1 372	1 912	439	144	312	437
Brazil	10 317	12 159	2 952	1 050	5 989	1 261	413	211	422
Chile	1 604	1 283	311	103	953	182	60	0	0
Other Central & South America	1 407	1 113	270	634	731	191	63	81	23
Europe	147 740	313 377	76 081	56 523	78 970	32 167	10 540	6 550	9 624
Austria	1 866	6 923	1 681	1 052	1 348	356	117	224	132
Belgium	4 538	8 936	2 169	2 164	3 105	1 110	364	170	507
Denmark	3 450	5 830	1 415	839	2 497	1 958	641	87	325
Finland	1 243	2 521	612	226	565	268	88	78	113
France	15 529	28 767	6 984	6 440	12 370	5 119	1 677	358	935
Germany	31 857	77 926	18 919	14 135	19 695	6 834	2 239	2 088	3 120
Ireland	2 833	7 037	1 709	827	1 085	837	274	0	203
Italy	4 325	7 991	1 940	636	1 192	1 397	458	112	120
Netherlands	9 593	22 723	5 517	4 643	6 718	2 664	873	538	757
Norway	2 442	5 432	1 319	302	1 706	597	196	0	115
Portugal	2 419	3 522	855	148	483	191	63	94	90
Russian Fed	1 315	2 309	560	495	804	239	78	51	68
Spain	2 764	4 666	1 133	825	1 168	194	64	460	304
Sweden	5 058	14 031	3 406	1 313	3 567	733	240	235	0
Switzerland	4 861	12 530	3 042	1 962	2 517	1 710	560	169	457
Turkey	1 551	2 362	573	287	370	491	161	85	0
UK	46 899	91 601	22 239	18 698	17 205	6 743	2 209	1 268	2 300
Other Europe	5 197	8 269	2 008	1 533	2 575	727	238	532	77
Middle East	6 886	6 741	1 637	1 456	1 906	603	197	72	23
UAE	212	209	51	68	46	0	0	0	23
Other Middle East	6 675	6 532	1 586	1 387	1 860	603	197	72	0
North America	40 214	59 020	14 329	12 943	17 981	9 107	2 984	1 478	2 003
Canada	6 759	11 641	2 826	3 151	3 399	1 024	335	313	283
USA	33 455	47 379	11 503	9 792	14 582	8 083	2 648	1 166	1 721
Total	959 281	524 589	127 359	205 592	394 625	589 267	193 074	28 429	375 309

APPENDIX

International Tourist Arrivals -Provisional Distribution									
	Q1 2017								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	748 259	70 579	9 616	106 809	256 420	414 133	156 359	14 236	346 095
Botswana	62 121	1 958	837	6 500	762	19 792	90 290	447	1 044
Lesotho	121 406	6 122	1 635	5 585	2 441	817	19 987	3 741	337 296
Malawi	36 935	2 688	129	1 848	781	1 183	1 151	0	0
Mozambique	240 238	3 843	1 241	1 766	168 962	8 272	16 392	49	3 528
Namibia	10 570	25 627	564	406	261	107	2 309	9 216	817
Swaziland	52 862	1 035	493	68 559	71 163	3 111	8 300	0	1 505
Zambia	40 040	976	220	2 835	259	757	412	0	56
Zimbabwe	127 483	11 691	2 151	15 134	10 556	379 021	15 435	706	1 249
Angola	10 100	4 243	453	387	344	64	426	0	0
Democratic Republic of Congo	4 984	914	0	354	98	256	352	52	52
Ethiopia	1 585	416	0	101	80	31	0	0	0
Ghana	3 266	836	264	213	97	49	49	0	0
Kenya	6 173	993	350	637	0	0	312	0	104
Nigeria	10 192	2 744	488	635	238	190	298	0	137
Tanzania	4 504	965	96	492	46	46	191	0	50
Uganda	2 455	606	103	383	0	60	167	0	103
Other Africa	13 345	4 923	591	974	332	376	287	25	152
Asia	52 568	28 349	2 240	4 598	3 610	1 025	3 967	474	1 136
China including Hong Kong	25 415	11 486	536	237	616	68	939	0	77
India	12 170	6 096	855	2 583	1 153	167	1 728	223	235
Japan	4 050	2 475	343	344	344	198	391	108	179
Malaysia	766	959	78	143	78	65	143	0	0
Singapore	724	899	129	232	191	56	0	129	64
South Korea	4 500	1 927	152	464	312	402	125	0	216
Other Asia	4 942	4 507	148	595	916	68	642	14	366
Australasia	12 323	10 798	3 038	4 137	3 314	1 904	850	544	165
Australia	10 963	9 447	2 616	3 795	2 892	1 674	767	481	123
New Zealand	1 351	1 350	421	342	422	230	82	64	42
Other Australasia	9	0	0	0	0	0	0	0	0
Central & South America	17 164	17 973	4 251	2 853	5 727	2 228	3 101	339	33
Argentina	3 387	3 709	1 051	804	1 088	395	450	0	0
Brazil	11 148	11 197	2 419	1 584	3 651	1 582	2 208	158	0
Chile	1 419	1 453	521	378	591	52	177	103	0
Other Central & South America	1 210	1 614	260	88	397	199	266	78	33
Europe	163 294	285 416	71 592	61 636	77 101	26 985	11 292	6 980	6 489
Austria	4 161	5 409	1 162	791	1 458	690	0	556	86
Belgium	4 953	6 914	1 273	1 629	2 013	789	0	67	224
Denmark	3 946	5 424	1 909	949	1 424	1 263	369	251	298
Finland	1 300	1 853	346	168	290	149	103	0	66
France	21 590	28 349	4 026	7 764	13 985	3 123	1 031	387	384
Germany	35 847	68 735	23 657	15 990	21 005	6 544	3 322	2 292	1 937
Ireland	3 157	5 493	1 650	514	443	92	172	0	0
Italy	3 728	7 397	897	656	1 559	1 411	177	115	397
Netherlands	11 076	23 869	7 398	6 851	8 268	2 642	1 187	820	842
Norway	1 977	3 957	721	493	1 069	274	83	148	166
Portugal	3 845	2 603	354	887	1 240	60	119	60	59
Russian Fed	1 303	842	291	154	29	0	126	68	0
Spain	3 134	3 447	896	377	536	490	122	394	120
Sweden	5 862	12 108	2 676	1 679	3 811	1 596	280	224	140
Switzerland	4 642	12 643	4 726	2 896	3 345	564	198	96	198
Turkey	1 815	2 239	550	0	77	0	0	78	0
UK	44 943	85 341	17 791	18 138	15 115	6 499	3 676	1 066	1 304
Other Europe	6 015	8 795	1 272	1 701	1 432	800	326	358	269
Middle East	5 921	5 363	928	1 344	270	111	228	0	74
UAE	136	326	57	0	0	0	27	0	0
Other Middle East	5 785	5 037	870	1 344	270	111	201	0	74
North America	44 224	53 678	11 960	13 581	21 629	7 328	3 607	1 303	2 175
Canada	8 003	11 537	3 188	3 093	4 767	798	839	228	228
USA	36 221	42 141	8 772	10 487	16 861	6 530	2 768	1 075	1 947
Total	1 043 754	472 156	103 625	194 959	368 070	453 713	179 404	23 876	356 167

APPENDIX

TFDS BY COUNTRY						
	Q1 2017		Q1 2018		Q1 2019	% Growth
Africa	R	8 547 176 670	R	8 089 870 626	R 7 886 372 547	-2,5%
Botswana	R	920 563 489	R	689 023 911	R 352 579 455	-48,8%
Lesotho	R	387 656 371	R	686 143 818	R 641 914 455	-6,4%
Malawi	R	404 014 272	R	608 943 507	R 525 353 421	-13,7%
Mozambique	R	1 278 632 153	R	951 454 283	R 904 363 675	-4,9%
Namibia	R	351 364 958	R	261 715 697	R 264 601 642	1,1%
Swaziland	R	280 079 158	R	453 661 091	R 346 684 763	-23,6%
Zambia	R	1 028 711 363	R	419 153 772	R 503 793 851	20,2%
Zimbabwe	R	2 791 851 359	R	2 804 294 917	R 2 964 875 957	5,7%
Angola	R	284 540 685	R	346 107 189	R 369 630 267	6,8%
Democratic Republic of Congo	R	143 311 195	R	110 835 869	R 161 908 190	46,1%
Ethiopia	R	18 645 425	R	24 261 872	R 23 467 039	-3,3%
Ghana	R	46 915 706	R	64 855 960	R 72 780 542	12,2%
Kenya	R	72 485 052	R	86 271 035	R 81 897 424	-5,1%
Nigeria	R	167 240 670	R	240 300 927	R 230 648 339	-4,0%
Tanzania	R	84 095 593	R	71 759 145	R 83 082 379	15,8%
Uganda	R	36 441 288	R	49 825 155	R 53 571 171	7,5%
Other Africa	R	250 627 934	R	221 262 476	R 305 219 975	37,9%
Asia	R	708 248 173	R	1 079 069 314	R 1 298 823 009	20,4%
China including Hong Kong	R	228 465 604	R	425 460 289	R 541 828 876	27,4%
India	R	219 795 755	R	291 884 223	R 326 770 563	12,0%
Japan	R	61 289 040	R	84 745 009	R 123 404 589	45,6%
Malaysia	R	19 670 178	R	26 417 518	R 23 076 290	-12,6%
Singapore	R	17 755 742	R	20 562 562	R 20 902 786	1,7%
South Korea	R	54 279 751	R	93 646 121	R 100 780 534	7,6%
Other Asia	R	106 992 103	R	136 353 592	R 160 997 552	18,1%
Australasia	R	522 894 647	R	490 240 185	R 542 560 157	10,7%
Australia	R	466 412 890	R	444 998 338	R 469 756 051	5,6%
New Zealand	R	56 028 459	R	45 237 299	R 72 764 107	60,8%
Other Australasia	R	453 298	R	4 549	R 40 000	779,3%
Central & South America	R	400 829 912	R	421 953 681	R 561 982 648	33,2%
Argentina	R	74 656 888	R	78 776 086	R 102 624 583	30,3%
Brazil	R	247 838 022	R	270 869 968	R 338 886 816	25,1%
Chile	R	39 091 577	R	32 485 096	R 41 460 608	27,6%
Other Central & South America	R	39 243 425	R	39 822 531	R 79 010 642	98,4%
Europe	R	7 390 452 786	R	8 542 926 144	R 12 736 956 252	49,1%
Austria	R	125 190 039	R	180 534 100	R 351 926 515	94,9%
Belgium	R	200 417 418	R	296 000 340	R 281 533 506	-4,9%
Denmark	R	197 994 315	R	172 285 387	R 241 394 680	40,1%
Finland	R	46 650 296	R	85 520 157	R 54 269 222	-36,5%
France	R	594 736 527	R	735 772 245	R 991 127 852	34,7%
Germany	R	1 570 115 631	R	1 939 151 623	R 2 570 696 675	32,6%
Ireland	R	151 991 248	R	178 335 252	R 251 842 438	41,2%
Italy	R	275 046 280	R	277 836 843	R 351 058 302	26,4%
Netherlands	R	553 307 904	R	603 918 586	R 1 164 693 695	92,9%
Norway	R	82 781 667	R	130 166 832	R 243 399 241	87,0%
Portugal	R	113 983 501	R	94 215 389	R 106 127 490	12,6%
Russian Fed	R	37 036 582	R	65 806 022	R 115 656 013	75,8%
Spain	R	119 933 998	R	124 222 924	R 246 773 895	98,7%
Sweden	R	251 246 822	R	387 348 587	R 495 728 225	28,0%
Switzerland	R	345 459 909	R	355 879 431	R 514 212 144	44,5%
Turkey	R	72 511 396	R	67 671 580	R 98 114 444	45,0%
UK	R	2 412 254 371	R	2 613 489 773	R 4 374 778 797	67,4%
Other Europe	R	239 794 882	R	234 771 073	R 284 684 938	21,3%
Middle East	R	245 167 024	R	263 406 302	R 224 720 489	-14,7%
UAE	R	6 103 115	R	6 440 566	R 5 063 348	-21,4%
Other Middle East	R	239 063 909	R	256 965 736	R 219 657 140	-14,5%
North America	R	1 686 574 687	R	1 911 076 630	R 2 447 319 893	28,1%
Canada	R	287 333 663	R	329 546 808	R 403 402 499	22,4%
USA	R	1 399 241 025	R	1 581 529 822	R 2 043 917 394	29,2%
Total	R	19 043 748 109	R	20 710 740 200	R 25 698 734 994	23,6%

APPENDIX

AVERAGE SPEND							
	Q1 2017		Q1 2018		Q1 2019	% Growth	
Africa	R	4 812	R	4 118	R	4 073	-1,1%
Botswana	R	7 396	R	4 338	R	2 781	-35,9%
Lesotho	R	918	R	1 481	R	1 537	3,8%
Malawi	R	10 358	R	12 856	R	10 897	-15,2%
Mozambique	R	3 828	R	2 719	R	2 489	-8,5%
Namibia	R	7 836	R	5 574	R	6 046	8,5%
Swaziland	R	1 459	R	2 171	R	1 660	-23,5%
Zambia	R	26 596	R	10 672	R	13 519	26,7%
Zimbabwe	R	5 436	R	4 856	R	4 799	-1,2%
Angola	R	20 787	R	18 300	R	20 237	10,6%
Democratic Republic of Congo	R	35 879	R	19 164	R	25 384	32,5%
Ethiopia	R	10 181	R	11 501	R	13 667	18,8%
Ghana	R	12 513	R	15 754	R	16 638	5,6%
Kenya	R	11 247	R	14 065	R	12 180	-13,4%
Nigeria	R	14 057	R	20 784	R	21 887	5,3%
Tanzania	R	15 537	R	13 968	R	15 846	13,4%
Uganda	R	11 419	R	16 306	R	15 856	-2,8%
Other Africa	R	14 510	R	14 378	R	19 209	33,6%
Asia	R	10 832	R	17 165	R	19 698	14,8%
China including Hong Kong	R	8 137	R	19 186	R	22 047	14,9%
India	R	13 739	R	16 043	R	18 037	12,4%
Japan	R	10 979	R	16 114	R	21 646	34,3%
Malaysia	R	14 324	R	19 495	R	17 710	-9,2%
Singapore	R	12 171	R	14 552	R	15 540	6,8%
South Korea	R	9 292	R	15 833	R	16 242	2,6%
Other Asia	R	15 161	R	15 942	R	18 634	16,9%
Australasia	R	20 629	R	18 717	R	22 328	19,3%
Australia	R	20 661	R	19 018	R	21 644	13,8%
New Zealand	R	20 269	R	16 202	R	28 051	73,1%
Other Australasia	R	50 366	R	4 549	R	20 000	339,7%
Central & South America	R	15 396	R	14 094	R	19 837	40,7%
Argentina	R	12 803	R	9 605	R	14 513	51,1%
Brazil	R	15 639	R	16 192	R	20 410	26,1%
Chile	R	18 148	R	14 464	R	18 940	31,0%
Other Central & South America	R	17 823	R	14 423	R	32 040	122,1%
Europe	R	17 131	R	19 682	R	30 274	53,8%
Austria	R	14 036	R	20 823	R	35 591	70,9%
Belgium	R	17 335	R	23 507	R	23 989	2,0%
Denmark	R	21 133	R	17 463	R	28 076	60,8%
Finland	R	15 049	R	25 747	R	16 702	-35,1%
France	R	13 764	R	18 374	R	24 427	32,9%
Germany	R	16 149	R	18 881	R	27 748	47,0%
Ireland	R	17 062	R	20 193	R	30 114	49,1%
Italy	R	23 238	R	23 353	R	28 024	20,0%
Netherlands	R	17 004	R	19 665	R	36 217	84,2%
Norway	R	13 922	R	18 861	R	42 208	123,8%
Portugal	R	17 872	R	17 469	R	20 854	19,4%
Russian Fed	R	16 056	R	18 805	R	24 862	32,2%
Spain	R	18 865	R	18 754	R	37 361	99,2%
Sweden	R	14 870	R	22 697	R	31 808	40,1%
Switzerland	R	23 143	R	21 991	R	33 622	52,9%
Turkey	R	19 143	R	17 438	R	25 718	47,5%
UK	R	17 913	R	19 695	R	33 600	70,6%
Other Europe	R	17 811	R	17 819	R	20 305	14,0%
Middle East	R	22 011	R	22 569	R	23 018	2,0%
UAE	R	16 630	R	16 709	R	17 829	6,7%
Other Middle East	R	22 195	R	22 769	R	23 173	1,8%
North America	R	19 729	R	21 942	R	26 525	20,9%
Canada	R	18 258	R	20 646	R	23 649	14,5%
USA	R	20 061	R	22 233	R	27 177	22,2%
Total	R	8 055	R	7 950	R	9 971	25,4%

APPENDIX

	Average Length of Stay			
	Q1 2017	Q1 2018	Q1 2019	% Growth
Africa	8,7	8,9	9,2	3,4%
Botswana	3,1	4,1	5,1	23,9%
Lesotho	9,6	11,7	12,4	6,0%
Malawi	10,7	11,9	12,8	7,4%
Mozambique	15,3	12,9	12,4	-4,4%
Namibia	8,1	9,8	10,6	8,7%
Swaziland	7,8	9,6	9,4	-1,7%
Zambia	6,9	10,1	8,5	-15,5%
Zimbabwe	5,0	4,3	5,0	15,9%
Angola	11,3	9,9	11,4	15,6%
Democratic Republic of Congo	19,2	21,9	17,7	-19,2%
Ethiopia	11,6	13,3	14,4	8,7%
Ghana	10,7	12,8	11,5	-10,2%
Kenya	10,9	10,0	14,3	43,4%
Nigeria	12,7	15,4	16,1	4,8%
Tanzania	9,8	11,7	17,5	49,6%
Uganda	9,6	25,9	13,6	-47,6%
Other Africa	10,8	14,5	18,7	28,7%
Asia	14,1	18,1	22,8	26,0%
China including Hong Kong	7,2	15,9	21,0	31,6%
India	24,2	22,9	29,4	28,8%
Japan	10,7	13,9	19,5	41,0%
Malaysia	24,2	11,1	23,9	115,3%
Singapore	8,9	10,1	16,5	63,1%
South Korea	8,4	17,8	14,3	-19,7%
Other Asia	22,5	18,9	23,1	21,9%
Australasia	15,7	17,1	19,0	10,8%
Australia	15,4	16,4	18,6	13,3%
New Zealand	17,3	22,9	22,2	-3,1%
Other Australasia	27,0	19,0	32,5	71,1%
South America	14,9	14,2	18,9	33,5%
Argentina	13,0	12,9	15,3	18,0%
Brazil	14,8	14,8	20,7	39,8%
Chile	20,3	15,3	16,4	6,9%
Other Central & South America	16,1	13,2	19,6	49,1%
Europe	14,5	16,7	16,3	-2,4%
Austria	11,8	18,3	16,6	-9,2%
Belgium	13,4	21,7	16,8	-22,8%
Denmark	12,2	17,9	14,2	-20,3%
Finland	15,8	10,0	15,8	58,1%
France	12,8	15,6	14,2	-8,7%
Germany	16,1	18,0	17,9	-0,5%
Ireland	16,8	16,3	21,9	34,3%
Italy	12,7	14,2	17,0	19,6%
Netherlands	15,8	17,5	17,6	0,5%
Norway	10,7	14,9	14,1	-5,3%
Portugal	10,1	15,2	14,3	-6,0%
Russian Fed	12,0	17,1	15,9	-6,7%
Spain	13,0	22,4	14,3	-36,4%
Sweden	13,2	15,9	16,9	6,8%
Switzerland	16,9	17,9	18,8	5,4%
Turkey	13,5	18,9	10,5	-44,4%
UK	14,3	15,5	15,5	0,0%
Other Europe	13,6	14,7	13,4	-9,2%
Middle East	14,3	21,6	18,7	-13,5%
UAE	7,9	14,9	16,8	12,5%
Other Middle East	14,6	21,9	18,8	-14,2%
North America	14,2	15,5	15,4	-0,7%
Canada	14,1	16,4	17,1	4,3%
USA	14,2	15,3	15,0	-2,0%
Total	10,22	10,90	11,18	2,5%

APPENDIX

	BEDSNIGHT BY COUNTRY			
	Q1 2017	Q1 2018	Q1 2019	% Growth
Africa	16 159 817	17 965 458	18 209 176	1,4%
Botswana	390 153	685 866	674 970	-1,6%
Lesotho	4 558 806	5 702 060	5 357 434	-6,0%
Malawi	427 034	565 262	618 221	9,4%
Mozambique	5 152 355	4 613 824	4 576 557	-0,8%
Namibia	370 334	467 936	475 547	1,6%
Swaziland	1 530 273	2 022 494	1 976 775	-2,3%
Zambia	276 778	394 867	320 296	-18,9%
Zimbabwe	2 622 779	2 493 110	3 101 657	24,4%
Angola	154 820	188 186	208 833	11,0%
Democratic Republic of Congo	97 923	129 221	113 929	-11,8%
Ethiopia	22 022	28 527	24 780	-13,1%
Ghana	43 955	54 773	52 993	-3,3%
Kenya	76 885	61 894	96 350	55,7%
Nigeria	156 426	180 692	169 963	-5,9%
Tanzania	54 648	61 566	91 650	48,9%
Uganda	31 311	80 165	46 581	-41,9%
Other Africa	193 316	235 017	302 641	28,8%
Asia	976 816	1 202 457	1 508 117	25,4%
China including Hong Kong	203 735	377 782	517 136	36,9%
India	418 705	433 281	535 206	23,5%
Japan	61 338	78 326	111 341	42,2%
Malaysia	38 625	16 502	31 177	88,9%
Singapore	13 700	14 298	23 131	61,8%
South Korea	51 656	111 721	88 887	-20,4%
Other Asia	189 056	170 546	200 804	17,7%
Australasia	405 437	464 771	467 191	0,5%
Australia	356 086	396 542	409 477	3,3%
New Zealand	49 108	68 211	57 649	-15,5%
Other Australasia	243	19	65	242,1%
South America	393 045	429 148	536 614	25,0%
Argentina	75 957	109 634	107 879	-1,6%
Brazil	236 258	248 245	344 485	38,8%
Chile	43 699	34 440	35 876	4,2%
Other Central & South America	37 131	36 830	48 374	31,3%
Europe	6 455 007	7 626 974	6 890 778	-9,7%
Austria	104 895	172 848	164 166	-5,0%
Belgium	158 778	287 224	196 981	-31,4%
Denmark	122 967	185 077	122 495	-33,8%
Finland	50 087	35 503	52 786	48,7%
France	569 757	670 448	580 182	-13,5%
Germany	1 623 068	1 928 600	1 668 291	-13,5%
Ireland	149 365	152 219	183 307	20,4%
Italy	153 622	178 492	213 685	19,7%
Netherlands	531 240	564 059	565 070	0,2%
Norway	65 904	108 656	82 411	-24,2%
Portugal	69 292	84 722	72 733	-14,2%
Russian Fed	27 933	70 389	74 065	5,2%
Spain	86 557	161 002	95 046	-41,0%
Sweden	231 111	297 331	264 080	-11,2%
Switzerland	277 375	298 138	288 196	-3,3%
Turkey	53 757	78 647	40 147	-49,0%
UK	1 983 336	2 141 332	2 040 409	-4,7%
Other Europe	195 964	212 288	186 727	-12,0%
Middle East	166 997	264 182	182 660	-30,9%
UAE	3 296	5 861	4 765	-18,7%
Other Middle East	163 702	258 321	177 895	-31,1%
North America	1 256 103	1 414 678	1 427 531	0,9%
Canada	232 535	269 841	293 095	8,6%
USA	1 023 569	1 144 837	1 134 436	-0,9%
Total	25 813 222	29 367 669	29 222 066	-0,5%

APPENDIX

	Q1 2019								
	hotels	Guest House	BB	Self_catering	Game_Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	792 062	405 342	39 698	278 633	71 301	148 644	4 284	15 618 537	42 007
Botswana	41 636	65 124	2 621	16 455	7 642	188	188	393 059	
Lesotho	33 023	18 337	1 431	24 520	9 827	158	1 182	5 267 325	
Malawi	77 202	8 169	312	13 137	7 506	8 644		475 760	187
Mozambique	60 162	23 217	335	67 016	5 865	14 804	120	4 388 487	2 019
Namibia	42 088	18 047	5 755	35 603	2 734	32 316	378	266 267	2 370
Swaziland	33 900	14 186	5 564	2 051	8 265	1 134		1 867 073	
Zambia	85 879	25 091	1 634	1 638		2 837		167 486	556
Zimbabwe	173 691	137 135	5 768	37 630	18 962	15 204	657	2 332 222	4 765
Angola	42 047	27 857	10 168	11 021	533	1 986		102 216	7 868
Democratic Republic of Congo	15 545	7 195		16 937		7 296		66 208	304
Ethiopia	6 777	514	386	716	177	5 637		10 010	439
Ghana	17 878	7 875		2 581		699		22 892	748
Kenya	24 707	5 705	1 861	18 771		93		37 901	1 692
Nigeria	50 689	8 669	525	12 669	1 093	8 184		68 075	3 045
Tanzania	18 733	5 100	89	2 557	346	11 004		37 704	2 257
Uganda	11 986	4 234	1 744	1 968		1 860		24 561	57
Other Africa	56 119	28 889	1 504	13 362	8 351	36 598	1 758	91 294	15 700
Asia	245 773	141 451	11 381	204 386	22 358	10 880	7 498	682 108	26 930
China including Hong Kong	67 479	30 820	4 485	45 007	7 857	6 137	2 356	278 610	15 418
India	102 646	64 629	3 398	140 677	6 649		185	135 276	4 886
Japan	20 187	14 580	1 867	1 149	1 178	589	262	65 737	839
Malaysia	6 280	11 060	323	3 340	1 250			8 600	323
Singapore	5 620	185	507		372			5 668	664
South Korea	10 304	3 273	120	2 702	4 472	2 352	360	62 378	2 805
Other Asia	33 057	16 903	593	11 510	432	1 802	4 336	125 838	1 994
Australasia	54 510	19 554	13 467	27 819	21 963	20 671	10 765	270 642	15 476
Australia	49 495	15 770	12 516	23 420	19 669	20 403	8 274	234 064	13 543
New Zealand	5 015	3 782	946	4 398	2 288	269	2 491	36 529	1 933
Other Australasia		3	6		6			50	
Central & South America	129 504	39 037	4 671	89 515	23 598	72 616	4 783	71 900	49 402
Argentina	33 407	9 042	564	4 939	5 866	15 384	3 218	11 677	15 888
Brazil	74 117	19 803	3 311	79 727	13 228	42 954	1 072	43 693	29 837
Chile	12 509	5 214		4 751	2 712	6 117	494	2 525	1 555
Other Central & South America	9 471	4 979	796	99	1 792	8 161		14 005	2 121
Europe	1 562 729	706 831	360 015	476 354	606 894	327 899	135 267	1 937 292	502 094
Austria	36 381	21 149	6 728	8 329	15 909	13 584		30 342	20 699
Belgium	55 738	25 266	10 657	6 745	15 714	14 905	2 140	48 864	11 031
Denmark	30 065	16 474	2 460	7 930	24 004	7 712	3 212	15 872	6 972
Finland	12 323	3 936	992	233	14 643	2 586		11 592	2 830
France	163 625	57 446	18 843	38 662	70 532	30 081	16 582	135 358	29 198
Germany	326 490	220 523	123 005	138 156	143 176	145 299	42 645	311 076	154 372
Ireland	31 176	21 499	6 821	9 277	25 564	2 940	2 477	72 804	9 624
Italy	49 215	17 673	13 074	9 750	18 550	20 711	8 805	50 861	18 701
Netherlands	127 662	65 518	35 186	35 790	57 222	24 869	13 691	138 582	36 083
Norway	18 386	7 031	2 625	1 025	10 654	3 219	724	30 495	8 180
Portugal	13 205	7 545	3 058	3 847	5 350	5 904	672	20 305	8 949
Russian Fed	15 402	5 831	1 155	9 193	4 307	1 738	709	19 259	9 456
Spain	24 581	11 017	5 855	1 294	6 832	7 459	1 532	24 450	11 662
Sweden	73 079	23 587	14 184	50 734	21 256	1 273	7 102	52 262	10 134
Switzerland	61 662	33 432	11 248	16 712	22 946	13 495	7 470	95 965	15 909
Turkey	10 046	3 015	2 973	3 467	480	634		15 082	343
UK	467 197	153 327	88 268	118 649	127 480	25 202	26 223	823 955	123 322
Other Europe	46 497	12 562	12 885	16 561	22 276	6 288	1 284	40 170	24 630
Middle East	31 203	13 377	1 850	12 886	3 953	6 525	1 004	83 813	15 724
UAE	502		216		18			2 293	124
Other Middle East	30 701	13 377	1 634	12 886	3 935	6 525	1 004	81 519	15 600
North America	356 672	78 869	38 954	80 750	144 557	65 231	13 888	496 390	83 346
Canada	65 738	18 815	7 658	10 722	45 179	22 425	2 961	90 341	24 558
USA	290 934	60 055	31 296	70 028	99 378	42 806	10 928	406 049	58 788
Total	3 172 454	1 404 462	470 037	1 170 342	894 625	652 465	177 490	19 160 682	734 978

APPENDIX

	Q1 2018								
	hotels	Guest House	BB	Self_catering	Game_Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	782 842	316 784	110 678	549 776	55 683	445 605	24 477	14 176 201	12 119
Botswana	49 440	26 884	2 895	2 254	9 954	13 162	2 704	475 848	98
Lesotho	93 026	93 494	33 520	9 106	7 652	242 799		4 660 269	
Malawi	66 175	4 918	775	3 417	389			470 070	
Mozambique	59 546	30 076	24 478	304 801	1 134	39 114	10 106	4 138 956	542
Namibia	38 689	31 868	25 573	39 028	1 011	8 361	7 917	261 531	2 414
Swaziland	24 853	13 085	5 743	1 138	9 337	3 415	1 371	1 776 547	
Zambia	104 170	7 647	917	3 607	388			175 253	
Zimbabwe	136 478	33 286	7 173	36 116	17 366	59 808		1 818 619	1 709
Angola	35 606	33 392	874	12 305	1 768	2 976		91 441	1 802
Democratic Republic of Congo	11 210	1 407	2 682	16 743		172		96 783	
Ethiopia	7 031	834	300	978	115	7 999	200	10 189	214
Ghana	22 329	2 063		4 929	219			24 234	431
Kenya	18 506	7 051	609	458	291	6 663		26 951	199
Nigeria	48 849	7 759	1 770	36 906	227	20 750		47 821	272
Tanzania	14 516	2 485	1 086	9 110		12 656		20 961	
Uganda	9 124	5 874	353	267		18 128		14 519	346
Other Africa	43 294	14 662	1 931	68 610	5 832	9 603	2 179	66 209	4 092
Asia	265 601	105 316	12 546	128 175	31 098	43 197	8 295	402 637	26 194
China including Hong Kong	95 459	29 307	4 442	22 891	12 177	12 363	3 037	153 077	8 327
India	104 971	20 722	2 507	82 887	4 465	20 200	1 362	97 474	2 996
Japan	16 805	11 032	1 083	4 442	8 109	2 488	149	22 579	4 074
Malaysia	2 489	3 465	2 202	799		792	676	5 627	454
Singapore	4 759		248		495	309		7 482	383
South Korea	10 824	25 838	213	3 904	3 283	5 493	2 389	50 699	9 078
Other Asia	30 294	14 953	1 852	13 252	2 570	1 552	682	65 699	883
Australasia	75 378	30 445	8 969	22 434	32 264	22 894	2 269	219 452	17 678
Australia	67 528	27 180	7 834	19 201	29 294	13 514	2 016	181 395	16 940
New Zealand	7 840	3 265	1 135	3 233	2 961	9 380	253	38 057	738
Other Australasia	10				9				
Central & South America	121 271	36 707	5 758	50 207	26 613	41 315	7 754	84 297	36 038
Argentina	34 566	6 528		866	3 971	17 078	6 035	27 837	5 213
Brazil	71 613	28 639	5 318	41 065	17 372	19 659	1 510	31 990	26 871
Chile	7 250	440	440	7 122	1 652	2 401	95	8 014	522
Other Central & South America	7 842	1 099	1 155	3 617	2 177	114		16 456	3 433
Europe	1 472 436	914 484	319 997	530 929	674 050	454 852	129 283	2 033 757	618 536
Austria	29 648	21 234	8 697	16 597	14 464	6 391	5 286	50 930	19 603
Belgium	47 393	49 263	13 899	11 470	22 806	14 020	7 811	40 629	11 060
Denmark	35 990	21 509	1 947	13 115	45 631	10 775	3 200	33 537	2 482
Finland	16 032	2 630	2 243		7 897	1 147		3 332	1 416
France	137 964	78 128	27 265	54 810	69 404	66 595	10 514	104 653	61 365
Germany	333 303	308 292	119 399	180 261	166 374	132 787	32 922	376 426	185 394
Ireland	34 106	17 113	4 686	12 624	12 088	20 672	2 415	41 396	6 530
Italy	47 425	20 733	6 155	11 342	14 114	7 693	3 163	44 422	8 243
Netherlands	105 286	71 247	26 742	33 031	74 181	43 224	14 922	116 212	51 667
Norway	19 774	12 896	3 268	2 008	7 729	17 150	815	15 939	28 092
Portugal	14 248	10 630	736	11 070	2 915	6 914	640	28 982	3 507
Russian Fed	11 054	10 219	1 554	3 629	5 465	3 121		24 318	3 172
Spain	20 395	23 034	2 356	9 452	18 437	10 392	2 016	47 043	4 377
Sweden	83 006	27 956	17 571	18 312	23 037	6 198	4 272	58 092	24 687
Switzerland	56 678	33 911	15 580	13 459	33 227	16 799	12 911	58 991	40 488
Turkey	14 202	4 284	3 634	15 573	4 019	6 760	1 155	26 846	2 173
UK	419 864	171 161	56 606	110 911	136 722	74 381	22 587	900 254	152 714
Other Europe	46 069	30 245	7 659	13 265	15 539	9 833	4 653	61 755	11 564
Middle East	39 660	14 253	27 977	20 915	7 597	7 201	107	120 234	2 683
UAE	1 782	193	45	276	28			3 225	313
Other Middle East	37 879	14 060	27 932	20 639	7 569	7 201	107	117 009	2 370
North America	319 802	84 489	36 101	62 737	138 041	61 157	23 458	495 444	131 331
Canada	55 939	20 765	6 163	3 022	23 333	16 201	6 528	104 763	18 360
USA	263 863	63 723	29 938	59 714	114 707	44 956	16 931	390 680	112 971
Total	3 076 989	1 502 477	522 026	1 365 172	965 345	1 076 222	195 643	17 532 022	844 579

APPENDIX

	Q1 2017								
	hotels	Guest House	BB	Self_catering	Game_Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	730 441	264 953	41 544	360 634	26 338	97 377	44 573	14 068 181	9 126
Botswana	55 542	31 798	6 595		2 984	953		226 547	865
Lesotho	34 959	6 810	1 587		2 361	14 027	23 255	4 446 778	
Malawi	51 921	12 852	1 888	2 215	124	26 956		302 235	371
Mozambique	73 501	51 030	834	188 821	3 504	36 439	7 669	4 776 074	
Namibia	37 577	35 563	7 156	21 080	1 644	3 734	6 880	245 780	994
Swaziland	35 197	12 771	818		5 942	9 216		1 344 792	
Zambia	102 525	7 926	623	8 099	720			116 982	
Zimbabwe	124 053	41 365	6 746	112 034	4 550		5 437	2 165 763	
Angola	23 900	30 477	2 309	2 805	1 669	873		85 306	1 336
Democratic Republic of Congo	13 188	1 321	98					67 982	
Ethiopia	5 035	1 924	97		70		162	12 620	765
Ghana	7 199	2 245	2 001	473	703	481		26 722	694
Kenya	21 009	8 888	4 759	6 639		751		28 213	2 951
Nigeria	47 736	3 365	2 708	9 091	934	1 136		84 576	340
Tanzania	13 706	2 440	685	844				35 747	
Uganda	9 752	1 650	336	115	346	404		17 538	767
Other Africa	73 641	12 528	2 305	8 418	786	2 408	1 170	84 527	43
Asia	235 779	57 115	10 000	65 900	12 333	16 754	1 671	393 415	4 256
China including Hong Kong	81 461	9 887	1 321	582	1 524	5 544		92 796	74
India	83 887	38 714	3 861	63 282	5 738	5 137		102 652	966
Japan	18 157	2 610	460		700	2 729	411	14 224	419
Malaysia	4 562	1 802			1 054	873		24 643	500
Singapore	4 877	124	587	381	228	538	806	4 922	1 238
South Korea	11 766	1 767		1 656	419	435	414	34 295	904
Other Asia	31 069	2 210	3 772		2 671	1 499	40	119 882	156
Australasia	60 658	20 970	14 550	8 938	30 251	10 443	3 123	231 881	13 451
Australia	53 464	19 289	13 851	8 938	26 263	9 942	3 123	197 624	13 331
New Zealand	6 951	1 681	699		3 988	501		34 257	121
Other Australasia	243								
Central & South America	117 915	18 026	10 583	39 671	30 202	41 638	1 895	80 039	15 106
Argentina	23 526	4 053	751	3 245	9 606	12 492	774	19 561	1 951
Brazil	75 624	13 449	7 146	32 911	14 152	21 061	940	43 793	7 382
Chile	11 749	364	695	2 812	1 190	7 249	181	6 846	
Other Central & South America	7 017	161	1 991	703	5 254	836		9 841	5 774
Europe	1 463 834	777 621	451 968	426 682	580 580	409 342	101 808	1 612 282	224 721
Austria	29 531	16 127	8 250	7 278	9 186	13 129	674	15 708	3 326
Belgium	35 575	27 577	15 641	8 302	15 167	7 652	864	15 363	4 619
Denmark	41 945	6 528	10 138	1 090	29 585	2 820	2 231	22 681	2 029
Finland	11 097	2 774	1 808	10 388	4 179	1 295	646	14 873	2 785
France	164 105	64 514	36 875	43 573	61 947	22 267	9 766	90 362	46 106
Germany	347 853	270 408	102 809	71 489	158 691	158 504	23 684	327 535	69 096
Ireland	26 503	19 913	5 885	18 616	1 971	2 219	2 576	61 884	1 603
Italy	27 114	24 686	39 419	2 703	19 208	8 452	179	25 977	1 392
Netherlands	108 402	68 511	44 626	37 525	57 582	52 684	8 385	109 187	12 672
Norway	19 816	9 272	4 231	4 169	6 681	10 489	961	4 205	3 673
Portugal	25 045	4 231	1 818		5 286	2 395	113	30 120	283
Russian Fed	15 154	1 500	311	1 759	85			7 995	53
Spain	17 785	10 003	4 444	7 875	6 551	3 091	2 263	15 713	2 779
Sweden	69 555	26 905	15 725	15 394	23 207	16 094	6 204	41 082	9 063
Switzerland	58 260	39 109	21 989	26 220	20 906	36 917	2 223	25 867	4 665
Turkey	13 543	11 588	1 314	14 330	298	2 327		5 402	
UK	388 541	164 831	102 802	154 573	144 656	62 452	40 071	750 107	58 182
Other Europe	64 008	9 146	33 884	1 399	15 393	6 554	967	48 221	2 396
Middle East	34 760	13 259	5 035	24 207	1 907	6 906	464	71 151	1 716
UAE	1 505		387	375				1 029	
Other Middle East	33 255	13 259	4 648	23 832	1 907	6 906	464	70 121	1 716
North America	333 028	96 617	61 114	52 422	146 719	52 573	27 943	332 642	40 870
Canada	66 357	27 130	17 168	2 472	25 425	15 613	9 161	48 008	7 889
USA	266 671	69 487	43 946	49 950	121 295	36 960	18 783	284 634	32 981
Total	2 976 414	1 248 562	594 794	978 454	828 332	635 031	181 477	16 789 590	309 247

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.

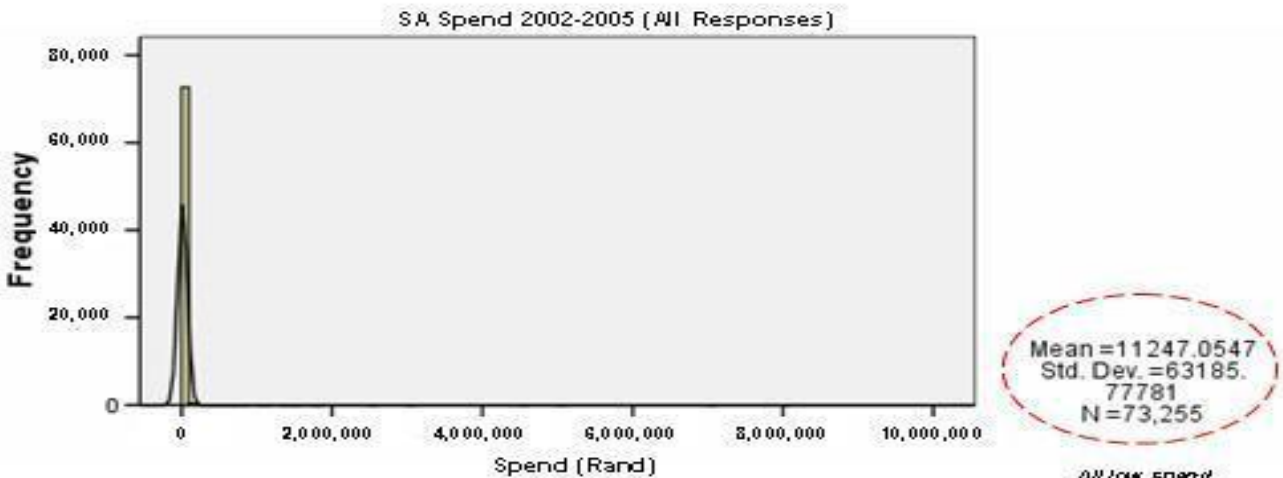
For more details on the methodology used in the survey, please consult our website. SA Tourism's Departure Survey is weighted using the data published by StatsSA. Should this data be incorrect, there would be a direct impact on the data released by SA Tourism.

7. Appendix 4: 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



Note: Each bar represents a spend of R50 000
Source: 2002 - 2005 SAT Departure Survey, Model for Analysis
Calculating the value of outliers to 2 standard deviations - 2 x 63185.77781

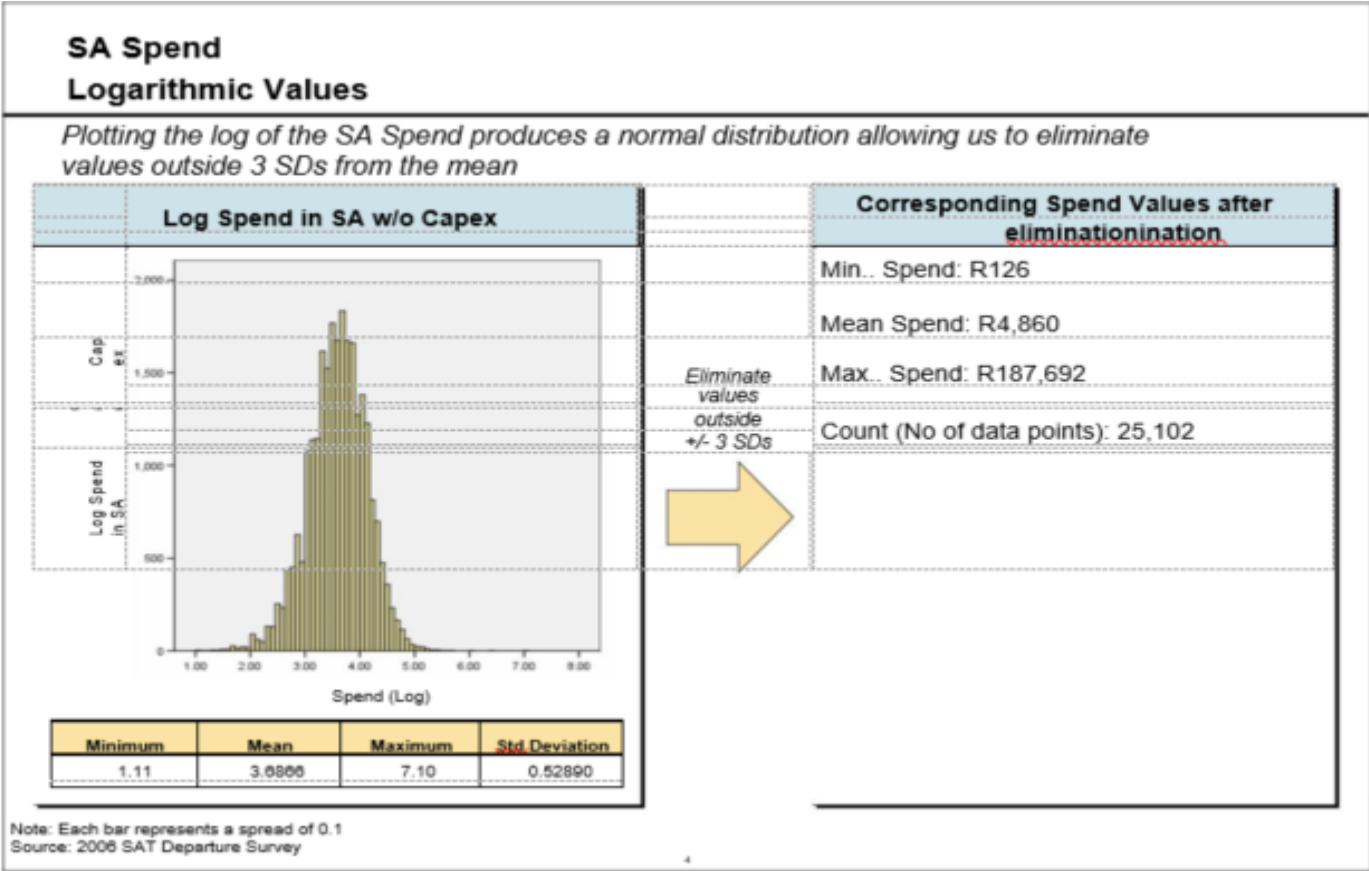
Transform the log values back to spend values using the following formula:

Exclude all variables that fall outside the cut-off values.
The normalization process leads to the following results for 2006:

$$\text{Log_Low_cut_off} = \text{Mean} - 3 \times \text{Stdev}$$
$$\text{Log_Upper_cut_off} = \text{Mean} + 3 \times \text{Stdev}$$

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

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:



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