



2009 Annual Tourism Report

Total Foreign arrivals	9,933,966		3.6%
Africa land markets	7,490,425		5.7%
Africa air markets	317,122		3.3%
Americas	379,907		6.8%
Asia & Australasia	322,290		0.1%
Europe	1,348,502		4.1%

Source: Statssa, South African Tourism analysis. Note: Regions do not add up to total due to 75,720 "Unspecified"-details in report body.

	2008	2009
Total Foreign Direct Spend in SA (Including capital expenditure)	R83,4 billion (up 7.3% over 2007)	R89,3 billion (up 7.1% over 2008)
Total Foreign Direct Spend in SA (Excluding capital expenditure)	R74,2 billion (up 23.4% over 2007)	R79,4 billion (up 7.0% over 2008)
<ul style="list-style-type: none"> Land markets¹ Air markets² 	R43,5 billion R30,7 billion	R52,2 billion R27,2 billion
Average spend in SA per foreign tourist (Excluding capital expenditure)	R8,100	R8,400
<ul style="list-style-type: none"> Land markets¹ Air markets² 	R6,200 R13,800	R7,100 R13,000
Average spend in SA per foreign tourist per day (Excluding capital expenditure)	R980	R1,110
<ul style="list-style-type: none"> Land markets¹ Air markets² 	R1,220 R770	R1,430 R780
Average Length of Stay	8.2 nights	7.5 nights
<ul style="list-style-type: none"> Land markets¹ Air markets² 	5.1 nights 17.8 nights	5.0 nights 16.6 nights
Total bednights spent in SA	75,3 million	71,2 million
<ul style="list-style-type: none"> Land markets¹ Air markets² 	35,5 million 39,8 million	36,5 million 34,7 million
Seasonality index	1.44%	1.13%
<ul style="list-style-type: none"> Land markets Air markets 	1.81% 2.50%	1.37% 2.17%
Average number of provinces visited by all foreign tourists	1.2	1.2
<ul style="list-style-type: none"> Land markets¹ Air markets² 	1.1 1.8	1.1 1.7
Tourism to GDP (Direct and indirect) ³	R184,4 billion (up 8.1%)	R194,5 billion (up 7.9%)
Direct employment in tourism	421,800	389,100
Indirect employment in tourism	571,600	530,700

Source: South African Tourism Departure Surveys, South African Tourism analysis

Total Direct Domestic Spend	R25.8 Billion (up 29%)	R22.4 Billion (down 14%)
Average Spend per Domestic Trip	R780	R740
Average Nights per Domestic Trip	4.5 nights	4.2 nights
Total Annual Domestic Bednights	149.0 million	125.1 million

Source: South African Tourism Domestic Survey, South African Tourism analysis

¹ Land markets are those countries where at least 60% of arrivals from the country arrive by land. The countries are Botswana, Lesotho, Mozambique, Malawi, Namibia, Swaziland, Zambia and Zimbabwe.

² Air markets are those countries where at least 60% of arrivals from the country arrive by air.

³ Source: WTTC - Travel and Tourism economic impact, South Africa 2009



2009 Annual Tourism Report

South African Tourism Strategic Research Unit, June 2010

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1. Foreword

As the tourism marketing arm of the South African Government, South African Tourism has developed an integrated marketing strategy that focuses on three platforms: leisure, business and event tourism. Part of our business is to monitor and evaluate the performance of the tourism sector. This consolidated report prepared by the Strategic Research Unit provides a review of the performance of the tourism sector in 2009 against the South African Tourism mandate.

This report by the Strategic Research Unit is based on the systems and methodologies that were developed and applied in 2003. In 2002, South African Tourism extended the survey of departing foreign tourists at OR Tambo International Airport throughout the year from only in summer and winter. In 2003, this was extended to Cape Town International Airport. The data collection was also expanded to include monthly surveys of the largest segment of foreign arrivals, land border arrivals. Annually, the sample sizes of the both the airport surveys and land border post surveys are reviewed to ensure a more robust sample of tourists as part of SA Tourism's efforts to sustainably grow tourism in our country.

This report provides an overview of the trends in tourism in 2009 by providing a detailed commentary on five of the six key objectives of South African Tourism. Transformation (the sixth objective) is driven by the BEE Scorecard and Charter that was launched in 2006 and will be incorporated into the report as soon as data becomes available. Detailed data is contained in the appendices at the back of this report.

We have been able to track key metrics consistently over the years and thereby conduct comparative analyses from 2007 to 2009. This report is based on

- South African Tourism's monthly departure surveys conducted at OR Tambo International Airport and Cape Town International Airport as well as 10 land border posts during 2009.
- Monthly foreign arrivals statistics provided by Statistics South Africa. This is for land, sea and air arrivals.
- Euromonitor's IMIS for Travel & Tourism, 2009.
- WTTC - Travel and Tourism economic impact, South Africa 2009

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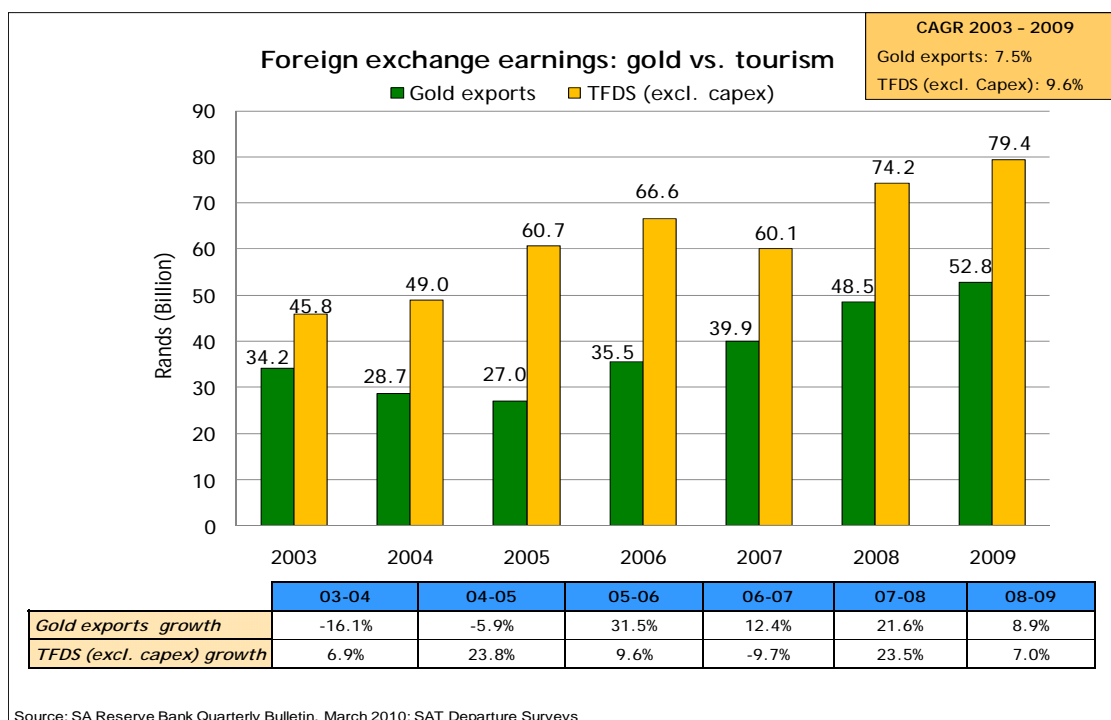
The data in this report is based on statistics collected by the Department of Home Affairs at ports of entry to South Africa. It is processed and released by StatsSA and SA Tourism uses these statistics in good faith. The survey results are weighted to the total arrivals into South Africa by air and road as SA Tourism is not able to extract the number of tourist arrivals by air and road from the data released by StatsSA.



2. Introduction

Worldwide, international visitors declined by 4.3% in 2009. Despite the overall decline, several destinations, including South Africa reported growth in international arrivals in 2009. France held onto the top international destination spot with an impressive 74 million visitors in 2009. This is however a decline of 6.6% from 2008. USA, Spain, China and Italy also retained their positions as the top 5 destinations. Saudi Arabia showed impressive growth from 24th position to 14th position, growing at 46.2% over 2008. Malaysia and Turkey also showed good growth of 5.7% and 2.6% respectively.

Foreign arrivals to South Africa continued its upward growth closing the year with a 3.6% increase over 2008. Revenue generated from foreign tourism increased by 7.0% during the same period. Tourism generated more foreign exchange earnings since 2003 compared to gold exports. Gold exports grew by 7.5% between 2003 and 2009 while foreign tourism direct spend grew by 9.6% in the same period.



Tourism's contribution to the economy increased by an estimated 2.7% from R184,4 billion in 2008 to R189,4 billion in 2009, resulting in an overall contribution of 7.9% to the GDP. However, the number of tourism jobs (direct and indirect) decreased by -7.4% from 993,400 in 2008 to 919,800 in 2009.

2.1. International tourism

South Africa recorded its highest number of foreign arrivals in 2009 and has grown by 3.6% over 2008 to 9,933,966 million arrivals. This performance surpasses the global average which saw a decline of -4.3%. Arrivals to South Africa were boosted by the sports events that South Africa hosted in 2009, namely the FIFA Confederations Cup, the British and Irish Lions tour and the Indian Premier League. This resulted in South Africa's global tourism destination ranking moving from 29th position in 2008 to 26th position in 2009.

Arrivals from Africa land markets remained very strong in 2009 with a 5.7% (402,973) growth over 2008. The increase in arrivals from this region was driven by arrivals from Zimbabwe, Mozambique and Botswana which grew by 28.3% (346,878), 10.9% (134,144) and 3.9% (31,371) respectively. Arrivals from Africa air markets also recorded growth in 2009 of 3.3% (10,161). This growth was driven by growth from all markets in the region with the exception of Mauritius which declined by -3.0% (-485). Nigeria and Angola continued their growth in 2009, increasing by 4.7% (2,038) and 8.9% (3,214) respectively. However, in line with global trends, arrivals from overseas markets declined by -4% as the major source markets of Europe and the USA still suffer the effects of the global financial crisis. All overseas markets contributed to this decline, with declines of -4.1% (-57,848) from Europe, -6.8% (-27,501) from the Americas and -0.1% (-296) from Asia and Australasia.

Revenue generated by foreign arrivals increased by 7.0% (R5,2 billion) compared to 2008. The key drivers of the increase in revenue were the increases in foreign arrivals and average spend per day of all tourists. In 2009, the Rand also depreciated against the US dollar but was stronger against the Pound and Euro. The largest appreciation was against the Pound (7.1%), followed by an appreciation of 3.0% against the Euro. Average TFDS in Rand terms has increased by 3.7% while in US dollar terms it has increased by 2.1%. Adjusting revenue for inflationary⁴ effects results in a decrease in revenue of -0.1% (compared to 7.0% in nominal terms).

Expenditure on shopping (both goods for resale and goods for personal use) and on food and drink were the only categories of expenditure which increased with the greatest increase being on shopping for resale (up 36.2% or R5,1 billion).

The land markets were the largest contributors to total revenue. The revenue of R52,2 billion generated by these markets represents an increase of R8,7 billion (19.9%) from 2008. The increase in arrivals and average spend per foreign tourist were the drivers of the increase in revenue of land markets. Revenue generated by air markets decreased by -11.4% (-R3.5 billion) from R30,7 billion in 2008 to R27,2 billion in 2009 due to the decreases in arrivals and average spend per foreign tourist from these markets.

Africa land markets recorded the largest increase in revenue (R8,7 billion or 19.9%). There was an increase in revenue from Swaziland (R5,8 billion), Zimbabwe (R2,0 billion) and Lesotho (R0,8 billion). The large increase in revenue from Swaziland was due to the increase in average spend in South Africa per Swazi tourist from R7,000 to R12,400. Most of the expenditure by Swazi tourists was on shopping for goods for resale. Approximately 34% of all Swazi tourists to South Africa visited for the primary purpose of shopping for business. This is an increase of 2% from 2008. The proportion of Swazi tourists travelling by truck or lorry was 17.6% in 2009, supporting the trend towards bulk buying. The increase in revenue from Zimbabwe was due to increase in arrivals from this market. The increase in revenue from Lesotho was driven by an increase in average spend per tourist from Lesotho, which increased by 20.1% from R3,300 in 2008 to R4,000 in 2009.

There was good growth in arrivals from **African air** markets (3.3% or 10,161). Revenue from these markets decreased by -R0,1 billion (-2.6%) with the largest decline coming from Nigeria

⁴ Inflation reached 7.1% in 2009.

R0,1 billion. The decrease in revenue can be attributed to the decrease in average spend per foreign tourist from R14,900 in 2008 to R14,700 in 2009. The region accounted for total revenue of R3,8 billion.

Arrivals from the Americas declined by -6.8% as a result of declines in Canada (-9.0%) and USA (-8.5%). The Americas recorded a -22.8% (-R1,3 billion) decrease in revenue driven by a decrease in average spend per foreign tourist from R15,400 in 2008 to R13,200 in 2009.

Asia and Australasia declined by -0.1% due to decreases in Australia (-7.5%) and Japan (-10.7%). However, there was positive performance from China and India which grew by 12.4% and 17.5% respectively. The growth in arrivals from India was boosted by the Indian Premier League which took place between April and May 2009. Revenue from the region increased by R0.2 billion (4.1%) as average spend per foreign tourist increased from R14,300 in 2008 to R15,000 in 2009.

Europe was down 4.1% due to declines from most markets in the region. Italy (7.8%) and UK (0.3%) were the only major markets that experienced growth in 2009. The performance out of the UK was largely a result of the Lions Tour that took place in June/ July 2009. Revenue from Europe also decreased by -13.5% (-R2,3 billion) as average spend per foreign tourist from the region decreased from R12,900 in 2008 to R12,100 in 2009.

Overall, there has been an improvement in seasonality for all foreign arrivals which decreased from 1.44% in 2008 to 1.13% in 2009. Air markets showed a steady improvement in seasonality since 2004. The seasonal pattern of land markets has worsened since 2006; however 2009 showed an improvement with 2.17% which has been the lowest recorded seasonality since 2003. Asia & Australasia was the worst performing region with seasonality increasing from 0.84% 2008 to 2.06% in 2009. All the remaining regions had improving seasonality patterns. Africa & the Middle East saw an improving seasonality pattern decreasing from 1.73% in 2008 to 1.32% in 2009. Seasonality in the Americas moved from 3.52% in 2008 to 3.23% in 2008 while Europe moved from 6.13% in 2008 to 5.56% in 2009.

The average length of stay of all foreign tourists decreased from 8.2 nights in 2008 to 7.5 nights in 2009. There has been a steady decline in overall length of stay between 2002 and 2009 with a slight recovery in 2008. On average, trips to South Africa have become two nights shorter between 2002 and 2009 driven by the shorter stays of land tourists. The most frequent length of stay for air arrivals remained constant at 6 nights and land arrivals also remained constant at one night in 2009. Tourists spent on average more nights in Gauteng and fewer nights on average in Western Cape, Eastern Cape, KwaZulu Natal, Limpopo, Mpumalanga, Limpopo and North West.

Leisure⁵ continues to be the major reason for travel to South Africa accounting for over 58% of total arrivals. VFR continued to surpassed holiday as the primary purpose of visit to South Africa as holiday declined from 20.0% in 2008 to 19.8% in 2009 and VFR travel remained constant at 25.1% in 2009. This trend is set to continue as the UNWTO⁶ states that VFR travel is expected to be more resilient in tough economic times. According to UNWTO⁶, the demand for business tourism fell in 2009, as some companies were reluctant to be seen spending on items such as meeting and incentives in a recession and at a time when people were losing their jobs. The number of business tourists⁷ in South Africa decreased from 5.8% in 2008 to 4.7% in 2009.

There has been a steady decline in the number of provinces visited by tourists overall since 2002 when tourists visited on average 1.8 provinces to visiting on 1.2 provinces in 2009. The average number of provinces visited by all foreign tourists to South Africa remained flat at 1.2 provinces in 2009. Land tourists visited an average of 1.09 provinces in 2009, up from 1.07 in 2008. Air tourists visited on average 1.68 provinces in 2009, down from 1.75 in 2008. Gauteng

⁵ Leisure travel consists of holiday, personal shopping and VFR.

⁶ UNWTO, IPK - World Travel Trends Report March 2009

⁷ Business tourists include tourists travelling for meetings, conferences and events.

and Western Cape are by far the most popular provinces among foreign tourists and account for almost two thirds of total bednights spent in the country.

The hospitable and friendly people, good service and scenic beauty were the highlights for tourists to South Africa in 2009. Tourists were most satisfied with the hospitable and friendly people. Quite significantly, 87% of foreign tourists did not have a negative experience while in South Africa. Of those who did, 8.1% mentioned general issues of safety and security and personal safety as negative experiences.

2.2. Domestic tourism

The domestic market was affected by the financial crisis as domestic tourism decreased by 8% in 2009 with 30 million trips being undertaken compared to the 33 million in 2008. About 48% of the South African adult population travelled (i.e. approximately 15 million domestic tourists took on average 2.1 domestic trips in 2009), which means that more South Africans travelled but took fewer trips. This trend started in 2007.

VFR continues to be the major reason for domestic trips accounting for 76% of all domestic trips taken in 2009. Holiday trips accounted for 12%, business trips 5%, religious trips 5% and medical trips 1%. While there was an overall decline in the number of domestic trips in 2009, the share of VFR increased from 71% in 2008 to 76% in 2009, while the share of holiday and business travel decreased.

Domestic tourists also tightened their spending in 2009 as total revenue declined by 14% to R22 billion, from R26 billion in 2008. The main driver for this decline in revenue was the decline in the number of trips taken in 2009 while average spend per trip also declined from R780 to R730.

Travellers also took shorter trips, with total bednights declining by 14% from 149 million in 2008 to 128 million in 2009.

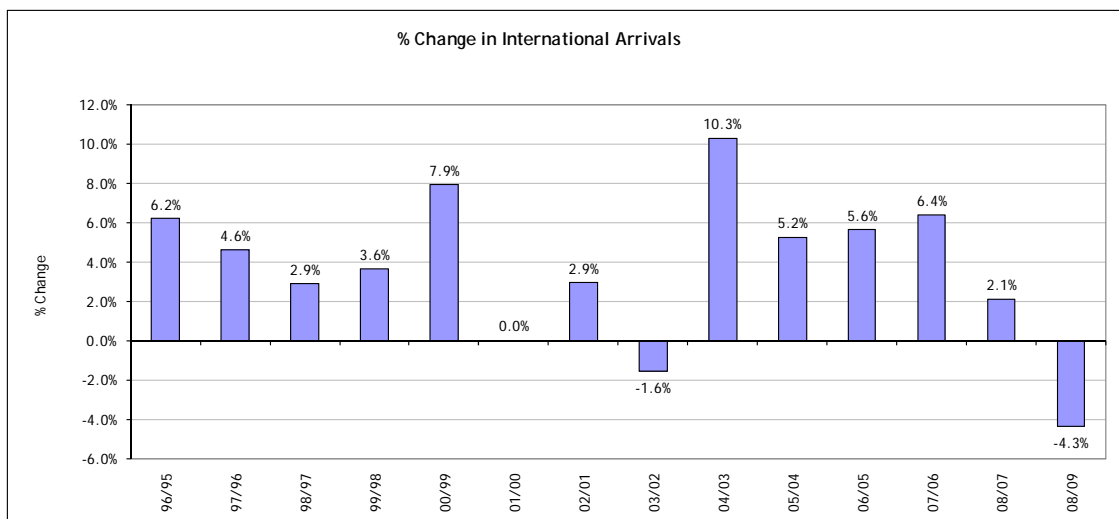
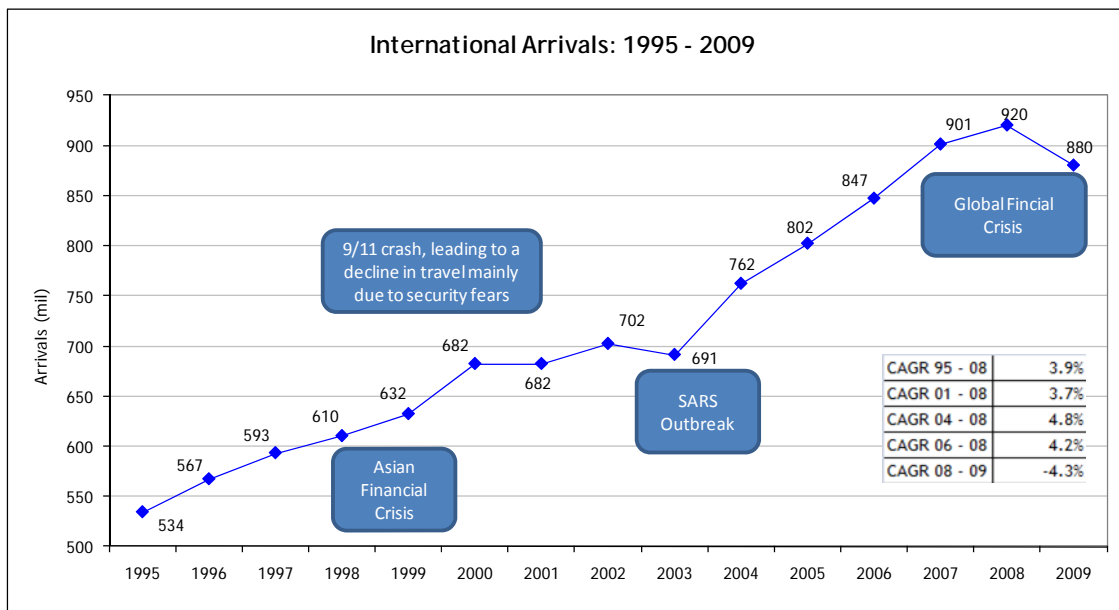
In 2009, most people travelled to KwaZulu Natal while most travellers were from Gauteng..

Economic constraints remain the major barrier to taking a domestic trip which could explain the decline in domestic travel in 2009 as the South African consumer faced economic pressures due to the recession that brought about job losses in South Africa.

3. Tourism in 2009

3.1. Global tourism 2009

According to the UNWTO⁸, international tourist arrivals are estimated to have declined worldwide by 4.3% in 2009 to 880 million. The 2% growth gained in the last quarter of 2009, after 14 months of negative results contributed to a better than expected full-year performance. The year-on-year decline in arrivals is the first since the SARS outbreak in 2003. With only a minority of countries still having to report full year data, worldwide international receipts are estimated to have amounted to US\$ 852 billion in 2009, down from US\$ 942 billion recorded the previous years.



⁸ Source: UNWTO Barometer, Interim update April 2009

Europe, despite a 5.6% decline over 2008, continued to be the number one tourism region with an estimated 460 million arrivals accounting for 52% of the global arrivals in 2009. France remained the top country attracting over 74 million arrivals in 2009, a decline of 6.6% over 2008. Spain, which is ranked 3rd in global destination rankings fell by 10% to over 51 million arrivals. Sweden was the only European market which grew and had double-digit growth of 14.2% in 2009.

Asia and the Pacific, the second largest tourism region accounting for 21% of global arrivals, experienced a 1.9% decline over 2008 with 180 million tourist visits in 2009. China maintained its 4th position on the list of international tourist destinations with 45,4 million arrivals in 2009, a decline of 19.5% over 2008. Malaysia showed good growth of 5.7% over 2008, attracting just over 23 million arrivals. Hong Kong, Macau and Japan decreased by 3.5%, 8.6% and 28.7% over 2008.

The Americas had 140 million tourist arrivals in 2009, a decrease of 5.1% over 2009. This region accounted for 16% of global arrivals in 2009. The USA maintained its 2nd position in global arrivals, with 52 million arrivals, a decline of 9.5% from 2008. Mexico also showed decline of 2.6% over 2008, attracting over 21 million arrivals. Canada experienced a decline of 7.6% in 2009, continuing the declining trend since 2004.

The **Middle East** had 52 million tourist arrivals in 2009, a decrease of 5.6% over 2009. This region accounted for 6% of global arrivals, although still far from the growth levels of previous years, had a positive second half in 2009. Saudi Arabia was the fastest growing country in the region and has grown by 46.2% in 2009. This growth has enabled the country to be the top ranked from position 24 to position 14 in the global rankings.

Africa had 48 million tourist arrivals in 2009, a robust increase of 5.1% over 2009 making it the only region that grew. This region accounted for 5% of global arrivals. Egypt holds 1st position in the region with 11,2 million tourists arriving in 2009, although declining by -4.6% in 2009. South Africa occupied second place in the region with increases of 3.6% in 2009. South Africa⁹ improved by three points on global rankings to 26th position in 2009.

⁹ Data for South Africa has been sourced from SA Tourism's Table A December 2009.

4. Foreign arrivals to South Africa 2009

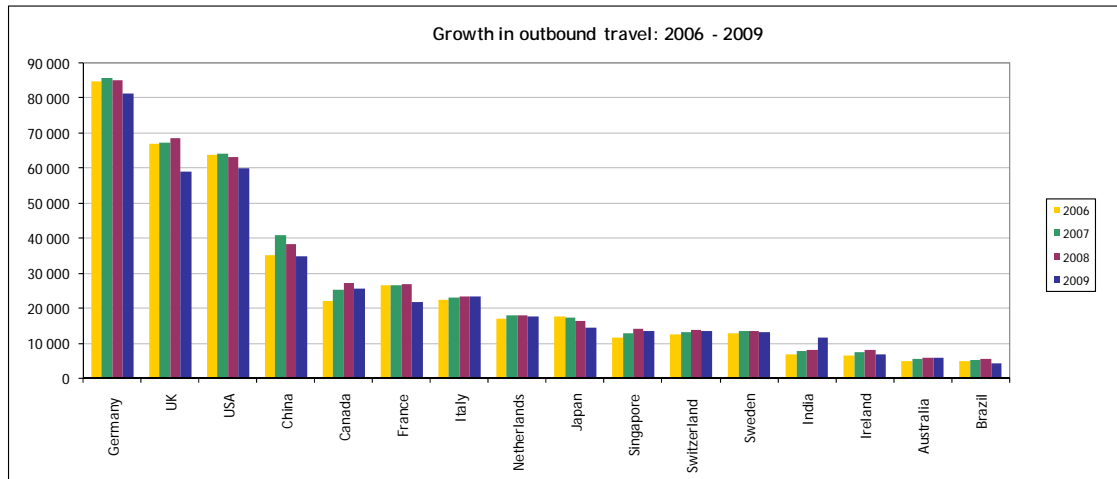
The top destination, France, retained its position. USA, Spain, China and Italy also retained their positions as the top 5 destinations. Germany moved up one position from 2008. The biggest movers were Malaysia (moving from 14th position in 2006 to 9th in 2009) and Saudi Arabia (moving from 28th position in 2006 to 14th in 2009). Turkey, Malaysia and Saudi Arabia were the top performers achieving a growth of over 2 million arrivals in 2009.

Rank 2006	Rank 2007	Rank 2008	Rank 2009	Country	2003	2004	2005	2006	2007	2008	2009	% Change
1	1	1	1	France	74,360.12	74,311.89	75,908.06	79,100.04	81,900.02	79,418.35	74,150.00	-6.6%
4	4	2	2	USA	41,218.06	46,086.30	49,206.00	50,977.00	55,970.37	58,029.80	52,544.76	-9.5%
2	2	3	3	Spain	50,847.07	52,422.65	55,905.78	58,448.32	59,193.30	57,444.40	51,707.84	-10.0%
3	3	4	4	China	33,883.72	41,413.39	48,976.01	55,019.49	58,778.83	56,457.65	45,457.49	-19.5%
5	5	5	5	Italy	33,476.95	34,815.55	36,081.35	37,631.76	38,708.60	39,398.07	37,541.34	-4.7%
6	6	6	6	United Kingdom	22,977.74	25,865.51	28,235.28	30,859.29	30,914.08	30,627.55	28,409.97	-7.2%
11	9	7	7	Turkey	14,050.98	17,506.57	21,148.73	19,792.24	23,340.90	25,981.12	26,656.27	2.6%
8	8	9	8	Germany	18,400.30	20,138.45	21,501.64	23,570.93	24,419.10	24,784.50	23,404.90	-5.6%
14	12	13	9	Malaysia	10,670.11	15,814.84	16,567.27	17,701.24	20,972.38	22,051.33	23,301.47	5.7%
9	10	11	10	Mexico	18,572.57	20,619.74	21,920.12	21,359.11	21,423.54	22,170.46	21,598.20	-2.6%
7	7	8	11	Russia	22,503.30	22,676.80	23,303.60	24,507.90	25,768.70	24,986.90	21,447.80	-14.2%
10	13	12	12	Austria	19,170.90	20,155.00	20,069.85	20,268.53	20,820.90	22,140.40	20,939.00	-5.4%
12	11	10	13	Ukraine	13,510.99	14,652.00	17,631.16	18,900.30	21,254.66	22,986.57	19,538.59	-15.0%
28	25	24	14	Saudi Arabia	7,332.21	8,599.30	8,036.00	8,622.00	11,513.00	11,620.20	16,983.22	46.2%
16	16	15	15	Hong Kong, China	9,675.98	13,654.60	14,773.09	15,821.31	17,153.86	17,325.49	16,725.30	-3.5%
13	14	16	16	Canada	17,420.00	19,032.10	18,612.00	17,964.26	17,765.90	17,089.15	15,791.94	-7.6%
15	15	14	17	Greece	13,965.40	13,309.90	14,275.99	16,034.34	17,518.10	17,893.35	15,690.90	-12.3%
18	17	17	18	Singapore	9,805.16	12,622.91	13,581.58	14,874.52	16,302.38	16,042.92	15,220.88	-5.1%
20	20	19	19	Switzerland	10,813.10	11,318.10	11,878.80	12,754.50	13,507.40	13,952.70	13,145.22	-5.8%
19	19	18	20	Thailand	10,550.46	11,850.32	11,678.43	13,940.38	14,605.54	14,243.15	12,504.39	-12.2%
23	23	21	21	Portugal	9,798.33	10,700.70	10,768.24	11,546.40	12,749.93	12,896.02	12,268.75	-4.9%
26	28	28	22	Sweden	9,113.50	9,429.08	9,533.75	9,809.80	10,349.56	10,464.60	11,948.60	14.2%
21	21	22	23	Denmark	12,585.00	12,515.80	12,553.40	12,656.65	13,161.72	12,601.24	11,916.69	-5.4%
17	18	20	24	Poland	13,803.80	14,299.20	15,240.94	15,672.70	14,985.05	12,929.41	11,609.09	-10.2%
27	27	23	25	Egypt	7,455.10	8,329.70	9,008.60	9,414.50	10,408.30	11,844.80	11,299.64	-4.6%
30	29	29	26	South Africa	6,504.89	6,677.84	7,368.74	8,395.83	9,090.88	9,591.83	9,919.50	3.4%
25	22	27	27	Macau	6,308.53	8,323.46	9,014.31	10,682.87	12,945.48	10,604.00	9,688.30	-8.6%
29	30	31	28	Croatia	7,430.93	7,748.40	8,120.44	8,416.30	8,919.90	8,975.40	8,863.91	-1.2%
31	31	32	29	United Arab	6,070.15	6,666.02	7,606.79	7,944.64	8,451.38	8,768.40	8,714.50	-0.6%
24	26	26	30	Netherlands	9,180.59	9,646.22	10,011.79	10,737.95	11,007.90	11,108.40	8,652.58	-22.1%
35	35	34	31	Morocco	4,903.38	5,290.21	5,901.33	6,694.84	7,429.62	8,044.01	8,245.75	2.5%
39	34	30	32	Romania	5,662.60	6,726.46	5,839.40	6,037.00	7,752.50	9,463.00	8,123.90	-14.2%
22	24	25	33	Hungary	12,141.14	12,212.00	10,048.00	12,419.00	12,090.19	11,596.23	8,058.93	-30.5%
32	33	35	34	Ireland	6,368.99	6,574.02	6,978.00	7,709.15	8,011.70	7,900.53	6,778.38	-14.2%
33	32	33	35	Japan	5,069.31	6,005.35	6,652.98	7,312.11	8,262.06	8,351.15	5,955.75	-28.7%

Source: © Euromonitor International 2009; SAT Table A December 2009

3.2. Outbound travel¹⁰ from key markets

Over the past four years Germany, the UK and USA remained the three largest outbound travel markets in the world. Outbound travel from Germany and USA continued the downward trend since 2007. Outbound travel was negatively affected by the global financial crisis which seen a shift in travel to short-haul destinations or domestic travel.

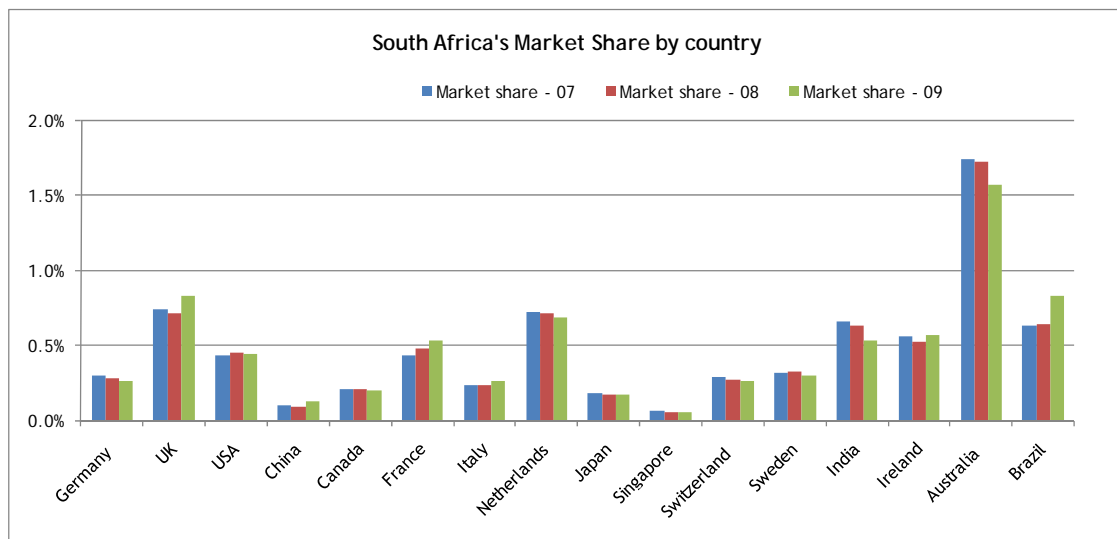


Source: © Euromonitor International 2009

Growth of outbound travel from selected markets

	Germany	UK	USA	China	Canada	France	Italy	Netherlands	Japan	Singapore	Switzerland	Sweden	India	Ireland	Australia	Brazil
CAGR 05 - 09	-1.6%	-1.9%	-1.4%	3.4%	4.8%	-4.3%	1.7%	1.0%	-4.3%	5.3%	3.4%	-0.7%	16.9%	4.0%	5.5%	-1.2%
CAGR 07 - 09	-2.5%	-6.4%	-3.3%	-7.6%	1.1%	-9.5%	0.2%	-0.2%	-8.2%	2.5%	0.5%	-0.4%	21.3%	-4.7%	3.7%	-7.0%
CAGR 08 - 09	-4.5%	-13.8%	-5.2%	-9.0%	-4.9%	-18.4%	-0.6%	-1.6%	-11.5%	-4.9%	-2.0%	-3.0%	40.1%	-14.9%	2.0%	-20.2%

South Africa gained market share in some key markets, such as UK, France, Ireland and Brazil although the movement has been small.



Source: © Euromonitor International 2009 and SA Tourism Table A December 2009

Note: * China excluding Hong Kong

¹⁰ Outbound travel refers to departing travel out of source markets

3.3. South Africa in the global context

South Africa performed well in 2009, with 9,9 million foreign arrivals, an increase of 3.6% over 2008. Among our competitors¹¹, Kenya experienced the strongest growth 23.6% over 2008, as the country recovered from post-election violence early in 2008. Arrivals to Australia decreased by 1.9% over 2008, while Brazil experienced a 6.7% decrease in arrivals.

Country	International Arrivals 2008 (M's)	International Arrivals 2009 (M's)	Difference (000's)	% change
Thailand	14 243	12 504	-1 739	-12.2%
South Africa	9 592	9 920	328	3.4%
Brazil	5 157	4 810	-347	-6.7%
Australia	5 586	5 479	-108	-1.9%
Kenya	1 363	1 685	322	23.6%

Source: © Euromonitor International 2009, SAT Table A December 2009, Tourism Australia Visitor arrival data

In 2009, tourism to Thailand faced a serious crisis, not only from international factors (such as the outbreak of the H1N1 virus and the global financial crisis) but also from the political problems the country faced. The pictures of tanks on the main roads of Bangkok and protesters closing the major airports in 2008 affected travel to Thailand in 2009.

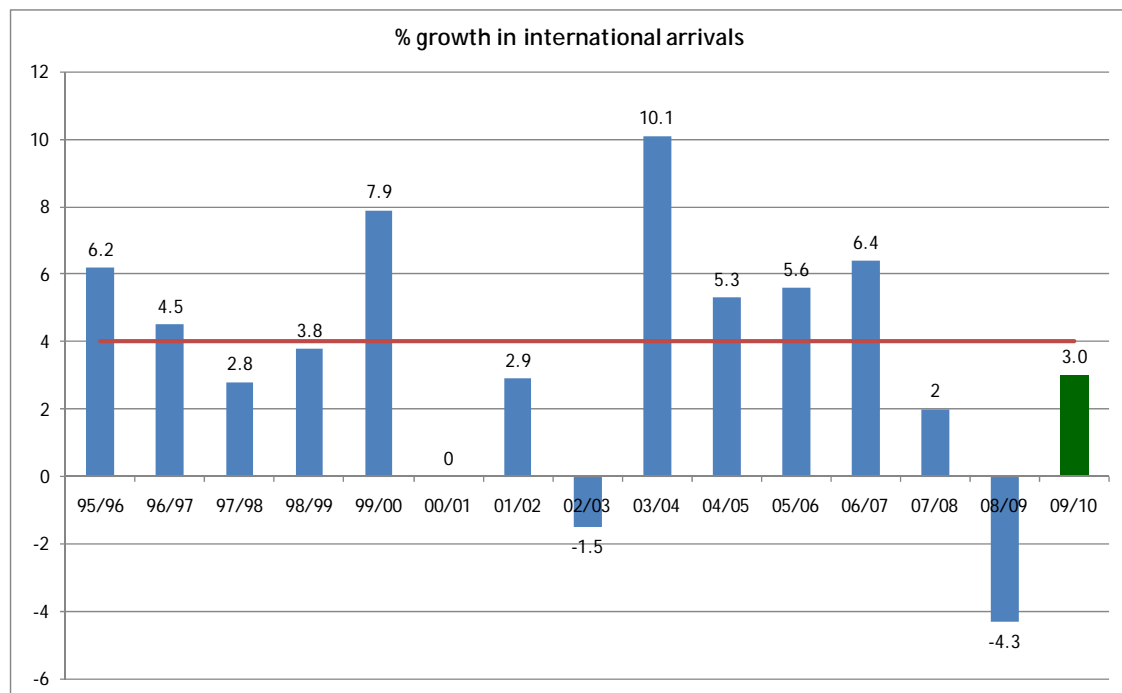
Fluctuating exchange rates continued to impact travel to Brazil, mainly as the Real continued to strengthen through 2009. While at the beginning of 2009, a weaker Real against the US Dollar reduced the cost of travelling to Brazil, by the end of the year the scenario was completely different, with the Real reaching a low R\$1.70 against the US Dollar, and making Brazil a less affordable international destination once again.

The global financial crisis had a large impact on inbound travel to Australia, with arrivals falling by 2% in 2009 after a fall of 1% in 2008. The main impediment to increasing travel to Australia is the distance and therefore the cost involved in getting there which makes the destination less attractive. The appreciation of the Australian dollar created a further barrier to travellers.

¹¹ South Africa has a group of competitor destinations that have been identified from a consumer standpoint. These destinations are high up on the consumer consideration list. We benchmark our performance against these destinations.

3.4. Prospects beyond 2009

According to the International Monetary Fund (IMF), the global economy is recovering “significantly” faster than expected, with business and consumer confidence picking up and the upturn in international arrivals in the last quarter of 2009. UNWTO¹² expects demand for tourism in 2010 to grow between 3% and 4%. According to UNWTO, the first four months of 2010 showed an increase in arrivals of 7% and the number of events, e.g. the Winter Olympics in Vancouver, to the FIFA Football World Cup in South Africa and the Shanghai World Expo, are also expected to boost travel in 2010. However, the challenge remains the increasing unemployment and public deficits that affect major outbound travel markets.



Source: UNWTO Barometer, Volume 8 January 2010

According to Euromonitor¹³, threats to future growth of outbound travel still remains economic based. The potential future weakness of the US Dollar against foreign currencies, the volatile fuel price, which have led to airfare increases and/or fuel surcharges and with capacity cuts by airlines on long hauls flights, might help prevent the growth of outbound travel from the US.

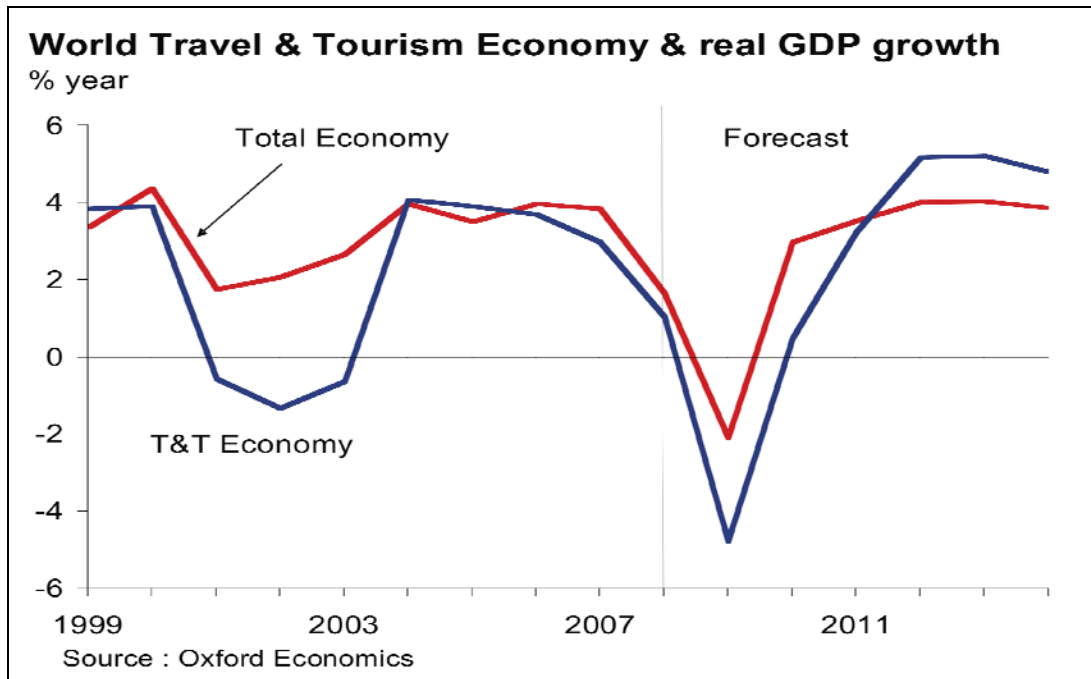
The economic downturn will continue to affect European countries, with 2010 expected to see another decline in outbound travel, however it is forecast that from 2011 onwards outbound travel will return to growth.

China's outbound market is considered to be the future of global tourism, with a predicted annual average of growth of 3% between 2008 and 2013. The success of the 2008 Beijing Olympic Games and Chinese team, the Chinese have become more interested in the Olympics and the Olympics hosts and thus UK in 2012 are likely to benefit from this.

¹² Source: UNWTO Barometer Interim update, April 2009

¹³ Source: Euromonitor International, Tourism Flows Outbound -US, March 2010

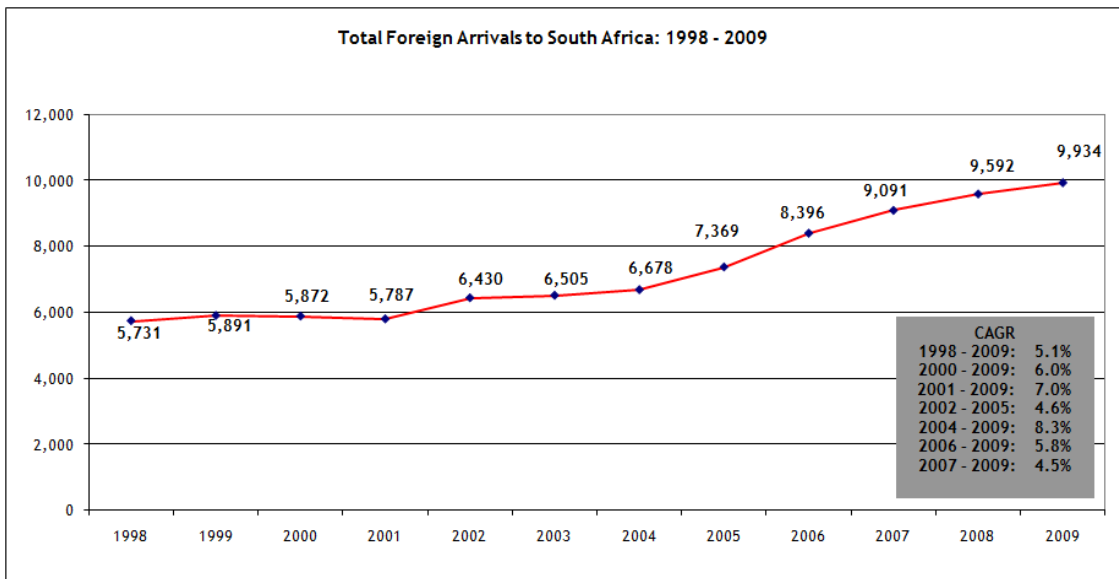
WTTC predict that travel and tourism will remain a dynamic driver of economic growth in the long term, with a forecast of 0.5% GDP growth in 2010, 3% growth in 2011 and by 2020 the travel and tourism economy will account for 9.6% of global GDP. The emerging markets are expected to become increasingly important in driving demand for travel and tourism over the next ten years.



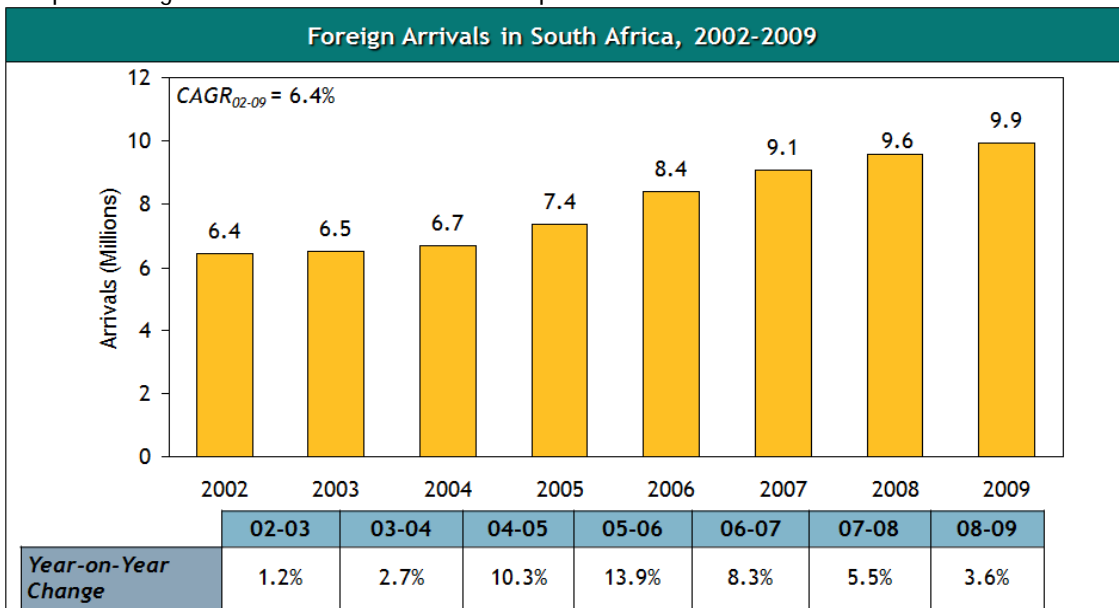
4. Foreign arrivals to South Africa 2009

In 2009, there were 9,933,966 foreign arrivals to South Africa, which represented an additional 342,138 arrivals from the 9,591,828 in 2008. The 3.6% growth was well above the global average decline of -4.3%.

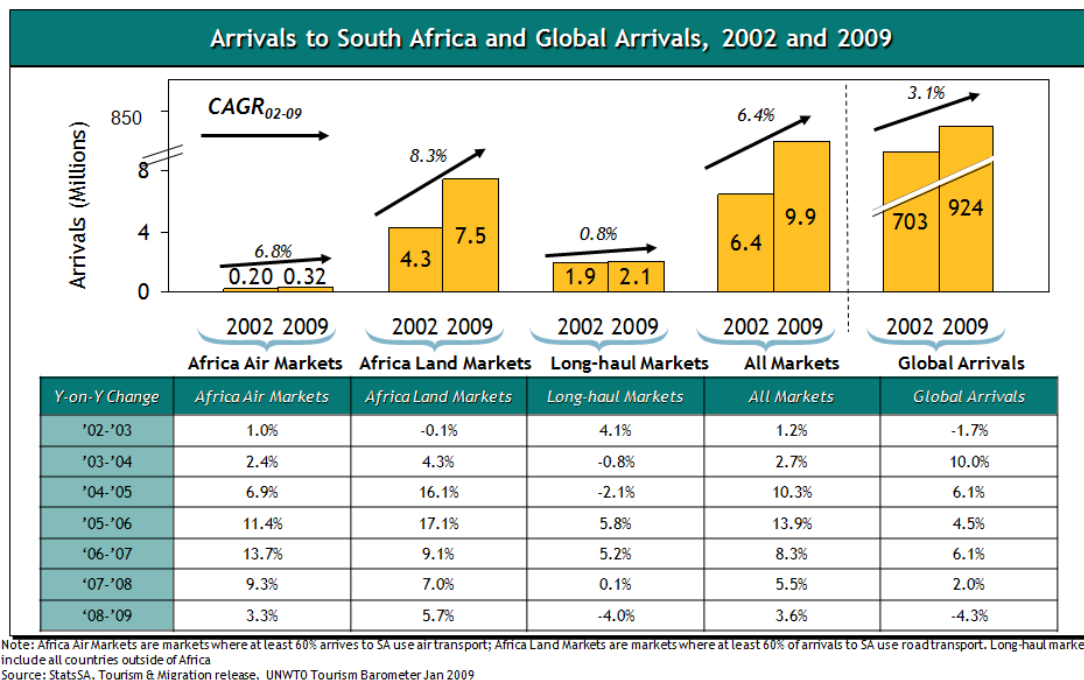
Tourism to South Africa has been growing steadily since 2001 but, growth in 2009 was slower than in the past 3 years due to the global economic crisis that affected mainly overseas arrivals to South Africa. Due to the crisis, overseas arrivals fell by 4% while arrivals from Africa grew by 5.7% resulting in an overall growth in arrivals in 2009.



There were over 64 million foreign arrivals to South Africa over the period 2002 and 2009, a compounded growth rate of 6.4% in the same period.



The growth in total arrivals has been driven by the increase in arrivals from Africa land markets.



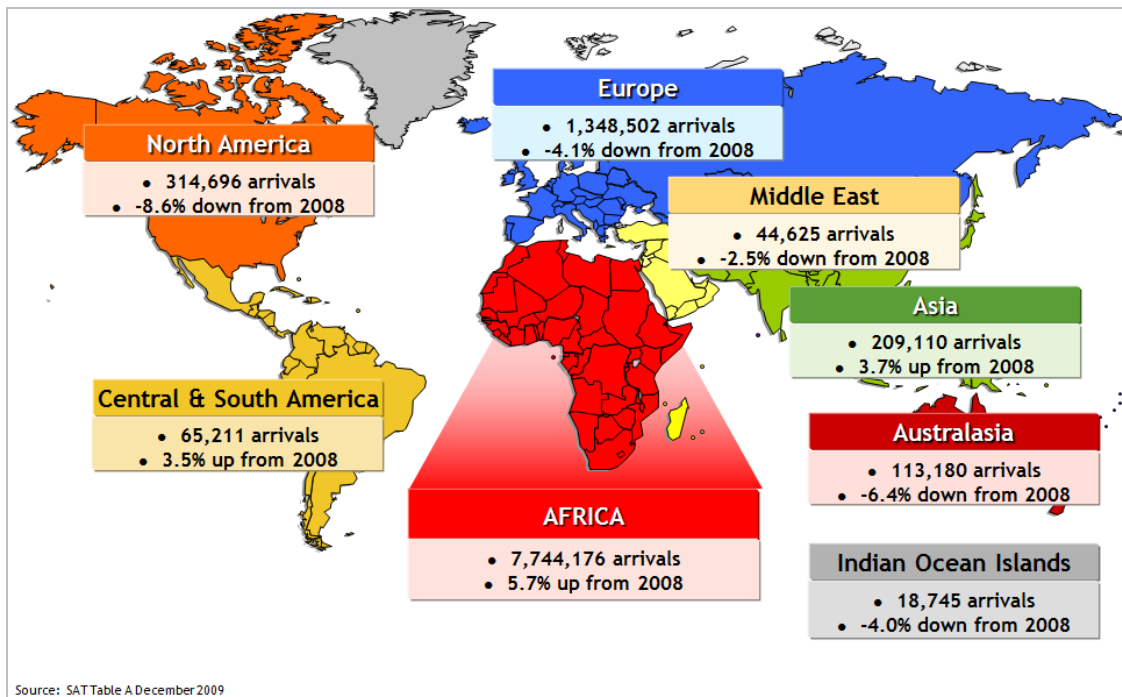
4.1. Drivers of growth in foreign arrivals

The increase in total arrivals was driven by increases in arrivals from Africa, Asia and Central and South America. The increase in Africa was driven largely by Zimbabwe which increased by 28.3% (346,878) over 2008. Lesotho however continued its decline in 2009, this time declining by -3.0% (-65,094) over 2008.

The USA declined for the first time in 5 years, a decline of -8.5% (-24,572) over 2008. This decline, along with the decline other markets in the region excluding Argentina and Brazil, contributed to the 6.8% decline in arrivals from the Americas. Argentina and Brazil grew by 23.5% (2,046) and 3.7% (1,307) respectively.

The overall decrease in Europe (-4.1%) was due to decreases in most major markets in the region with Germany, France and Netherlands having the largest declines of -11.5% (-27,389), -8.9% (-11,439) and -4.3% (-5,493) respectively. The UK recovered in the second half of the year after the British and Irish Lions rugby tour which took place between June and July 2009. As a result UK arrivals increased by 0.3% (1,526) over 2008.

Asia saw a 3.7% (7,453) increase from 2008, which was a good increase considering there was a 7.6% decline over 2007. This increase was driven by increases in China (including Hong Kong) and India which grew by 19.6% (1,286) and 12.4% (5,006) respectively. The increase out of India was helped by the Indian Premier League which South Africa hosted between April and May 2009. Arrivals out of Australasia did however decline, driven by declines out of Australia and New Zealand of -7.5% (-7,483) and -0.9% (-174) respectively. This decline led to the overall decline of -0.1% from the Asia and Australasia region.



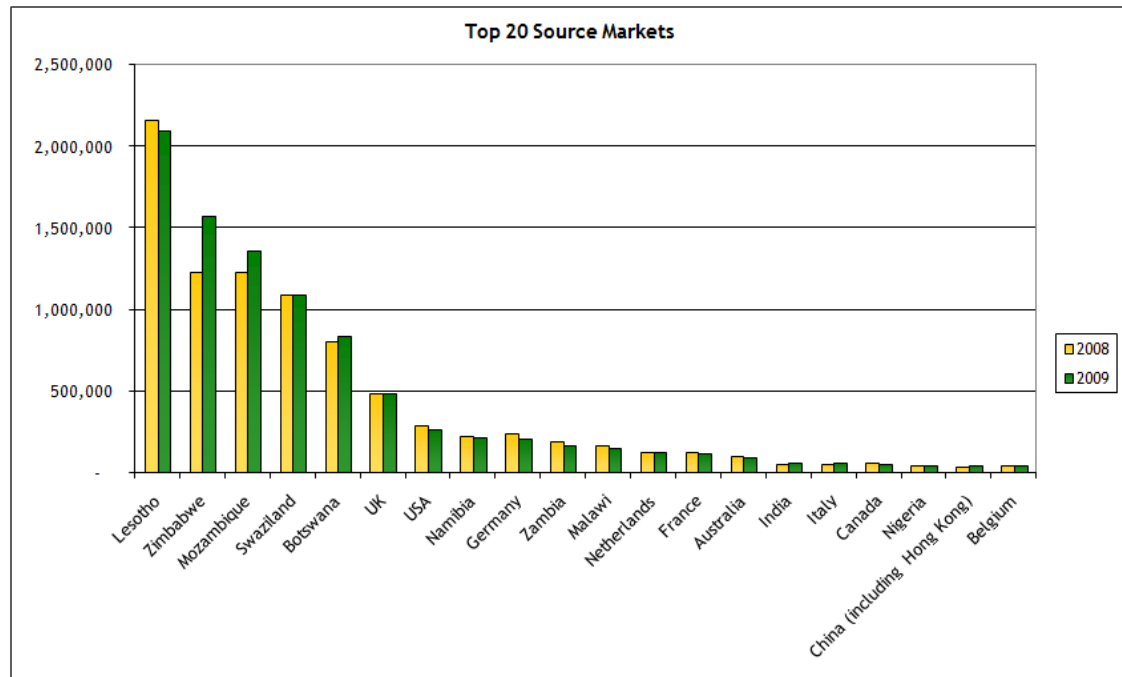
Top 10 Decline Markets				
	2008	2009	Growth	% Change
Lesotho	2,163,372	2,098,278	-65,094	-3.0%
Zambia	192,041	164,276	-27,765	-14.5%
Germany	238,306	210,917	-27,389	-11.5%
USA	287,438	262,866	-24,572	-8.5%
France	127,956	116,517	-11,439	-8.9%
Malawi	163,328	152,358	-10,970	-6.7%
Australia	100,133	92,650	-7,483	-7.5%
Netherlands	128,097	122,604	-5,493	-4.3%
Namibia	221,995	216,698	-5,297	-2.4%
Canada	56,904	51,765	-5,139	-9.0%

Top 10 Growth Markets				
	2008	2009	Growth	% Change
Zimbabwe	1,226,993	1,573,871	346,878	28.3%
Mozambique	1,226,989	1,361,133	134,144	10.9%
Botswana	804,701	836,072	31,371	3.9%
India	51,929	61,007	9,078	17.5%
China (including Hong Kong)	40,320	45,326	5,006	12.4%
Italy	55,545	59,899	4,354	7.8%
Portugal	31,762	35,879	4,117	13.0%
Angola	35,993	39,207	3,214	8.9%
Argentina	8,704	10,750	2,046	23.5%
Nigeria	43,489	45,527	2,038	4.7%

Note: Shaded cells represent land markets¹⁰

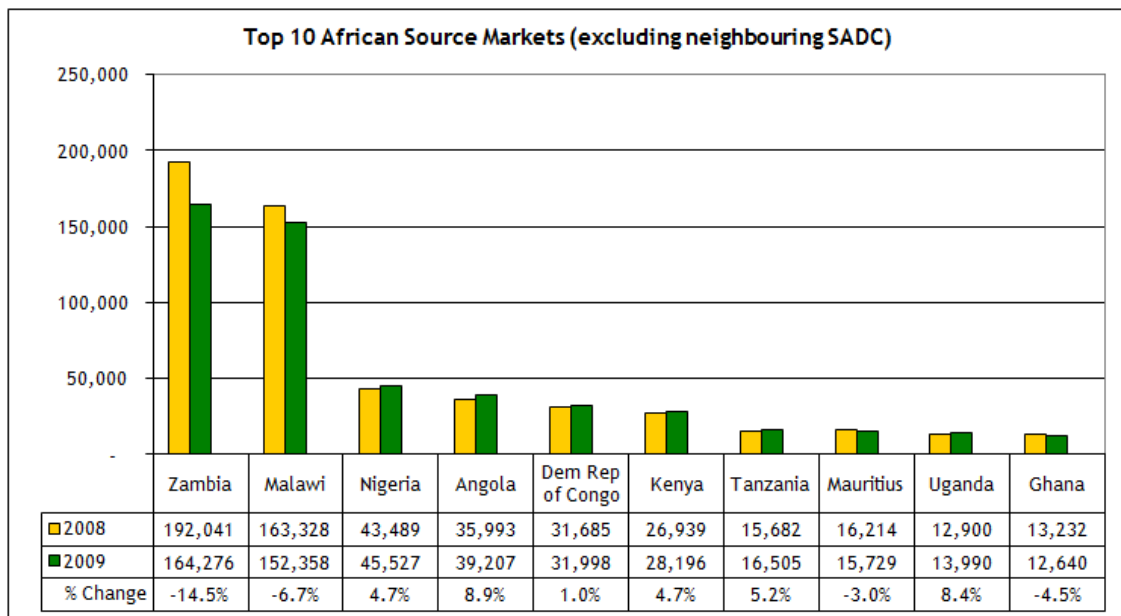
4.2. Source markets of arrivals to South Africa

Neighbouring SADC continued to be the major source of foreign arrivals to South Africa, with Lesotho retaining its status as the largest source market. The continued increase in arrivals from Zimbabwe has led to Zimbabwe its position at number two.

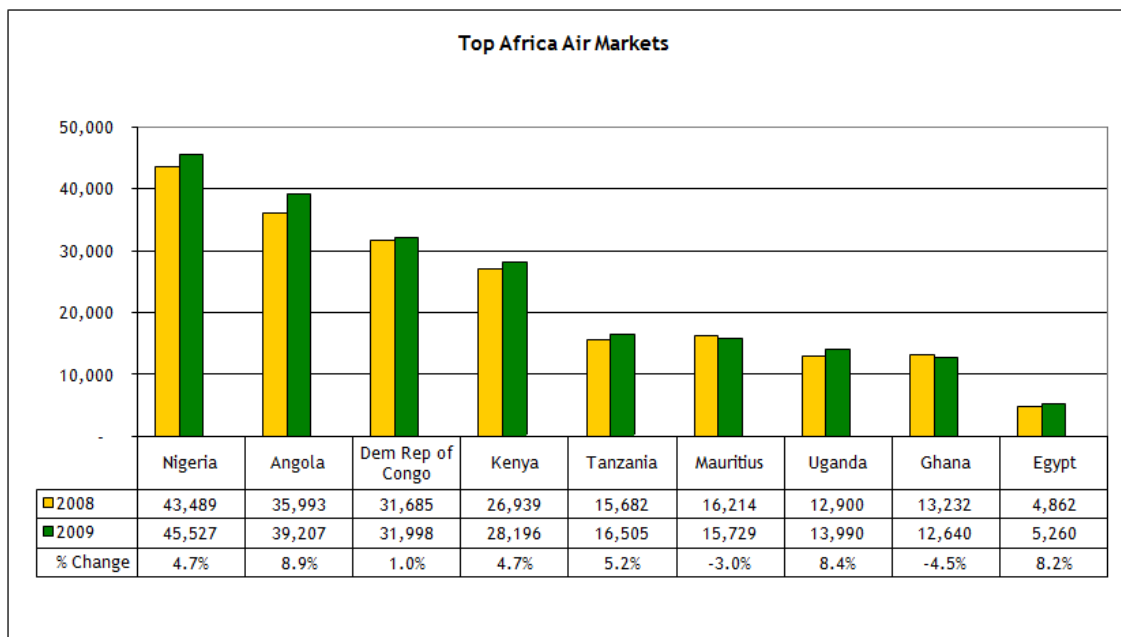


GROWTH OF ARRIVALS FROM SELECTED MARKETS											
	Lesotho	Zimbabwe	Mozambique	Swaziland	Botswana	UK	USA	Namibia	Germany	Zambia	
% Change 08 vs. 09)	-3.0%	28.3%	10.9%	0.0%	3.9%	0.3%	-8.5%	-2.4%	-11.5%	-14.5%	
	Malawi	Netherlands	France	Australia	India	Italy	Canada	Nigeria	China (incl HK)	Belgium	
% Change 08 vs. 09)	-6.7%	-4.3%	-8.9%	-7.5%	17.5%	7.8%	-9.0%	4.7%	12.4%	-3.3%	

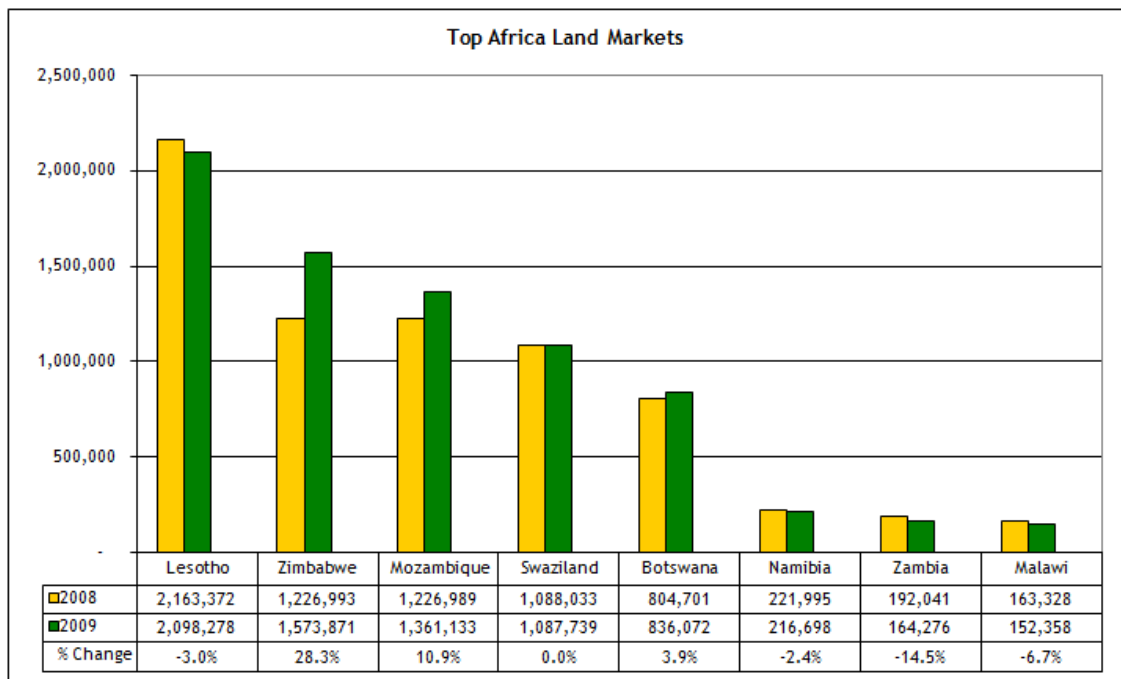
Zambia and Malawi continued to hold the top two positions of arrivals from Africa, excluding neighbouring SADC. The arrivals in both these markets did however decline in 2009 by -14.5% (-27,765) and -6.7% (-10,970) respectively. Nigeria also grew at a slower rate of 4.7% (2,038) in 2009, but held its position as the third important source market in Africa (excluding neighbouring SADC). Conversely, arrivals from Angola arrivals grew at a faster rate by 8.9% (3,214 arrivals) in 2009.



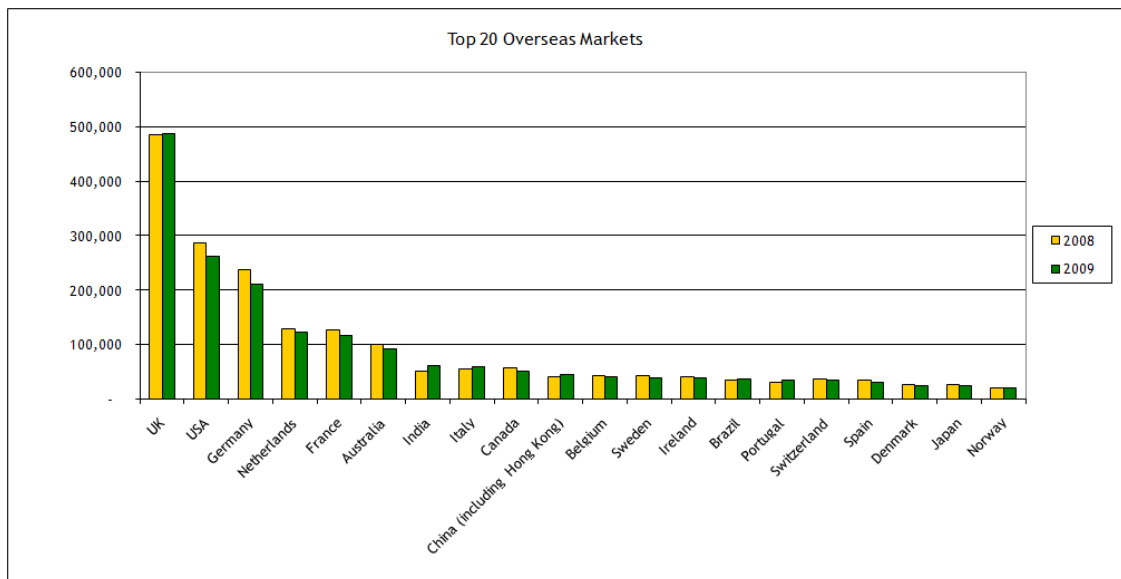
Arrivals from the top African air markets grew in 2009 with the exception of Mauritius and Ghana which declined by -3.0% (-485) and -4.5% (-592) respectively.



Arrivals from African land markets increased in 2009 except for Lesotho, Namibia, Zambia and Malawi, which saw a decrease of -3.0% (-65,094), -2.4% (5,297), -14.5% (-27,765) and -6.7% (-10,970) respectively. Zimbabwe recorded the highest growth of 28.3% (346,878), contributing the most to the growth from this region.



The UK, USA, Germany, Netherlands and France remain the top 5 overseas source markets. They all did however decline in arrivals in 2009, with the exception of UK which grew by 0.3% (1,526) over 2008.



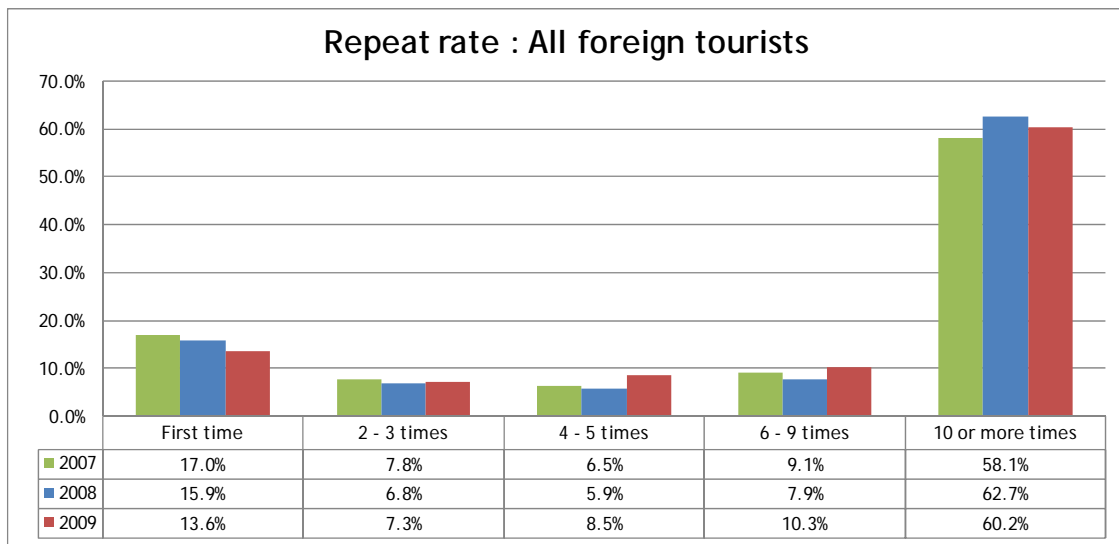
GROWTH OF ARRIVALS FROM SELECTED MARKETS

	UK	USA	Germany	Netherlands	France	Australia	India	Italy	Canada	China (including Hong Kong)
% Change 08 vs. 09)	0.3%	-8.5%	-11.5%	-4.3%	-8.9%	-7.5%	17.5%	7.8%	-9.0%	12.4%
	Belgium	Sweden	Ireland	Brazil	Portugal	Switzerland	Spain	Denmark	Japan	Norway
% Change 08 vs. 09)	-3.3%	-11.6%	-8.1%	3.7%	13.0%	-4.1%	-7.2%	-7.6%	-10.7%	-3.5%

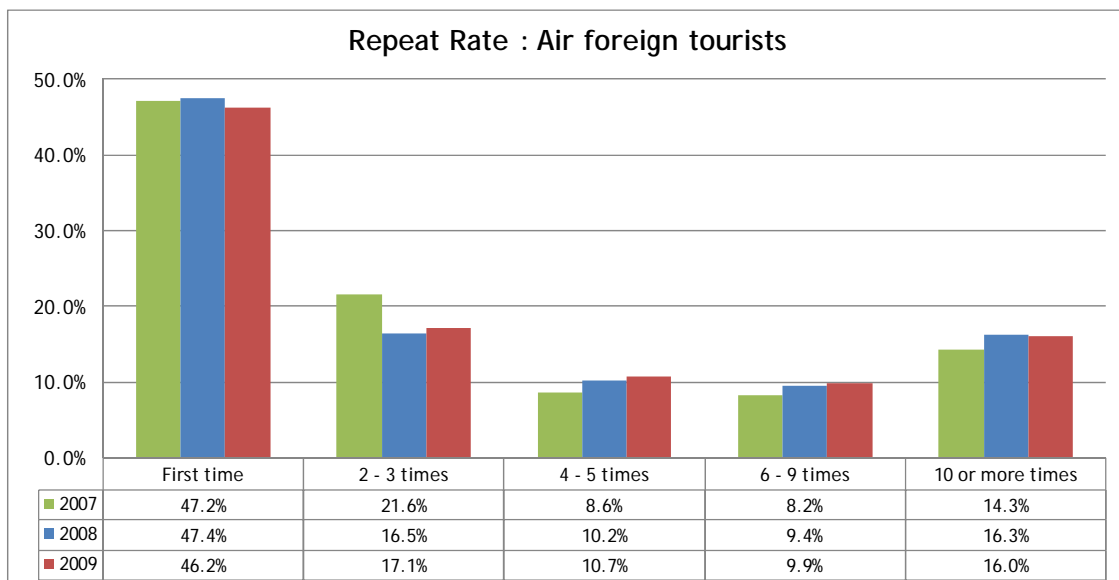
4.3. Profile of foreign arrivals in 2009

4.3.1. Repeater rate

The number of first-time foreign tourists decreased from 15.9% in 2008 to 13.6% in 2009. This declining trend has been observed since 2007. The most frequent visitors (10 times or more) also decreased, while the number of tourists who were visiting for the second or third to the sixth or ninth time increased significantly.

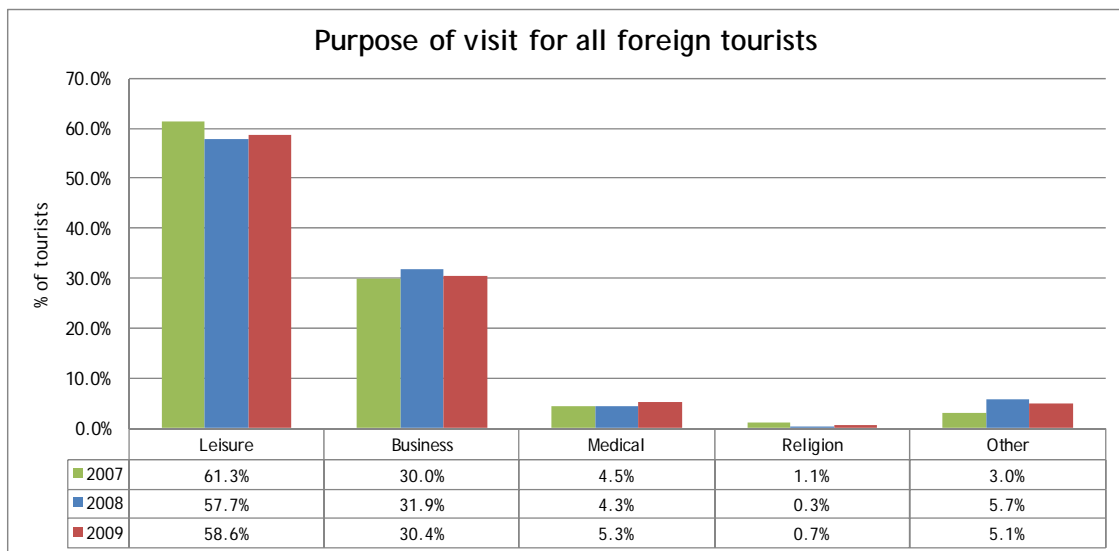


Over 46% of all air tourists in 2009 were first-time visitors, down from 47.4% in 2008. There was an increase in visitors who have been to South Africa 3-2 times, 4-5 times and 6-9 times previously.

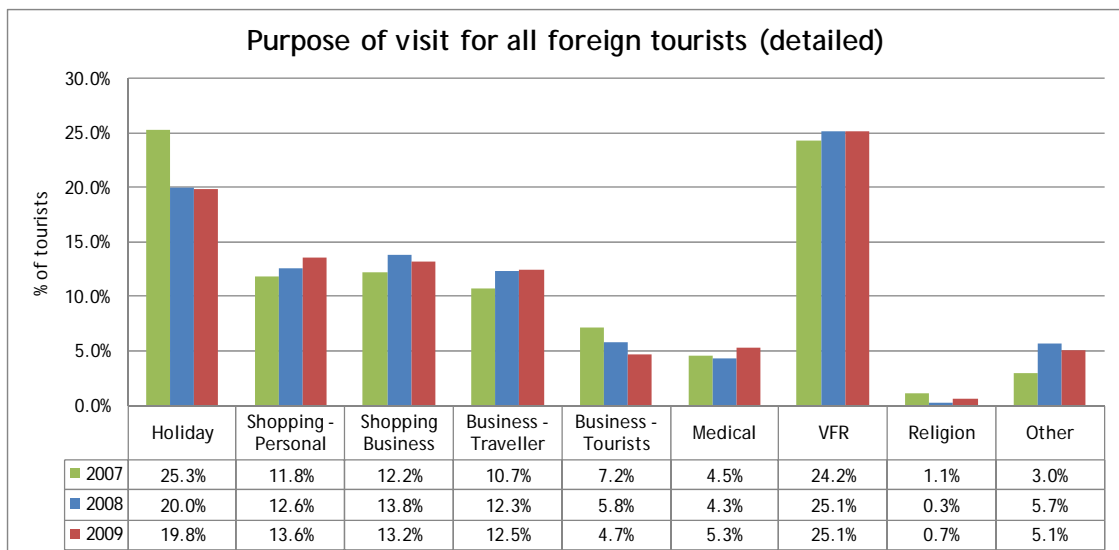


4.3.2. Purpose of travel

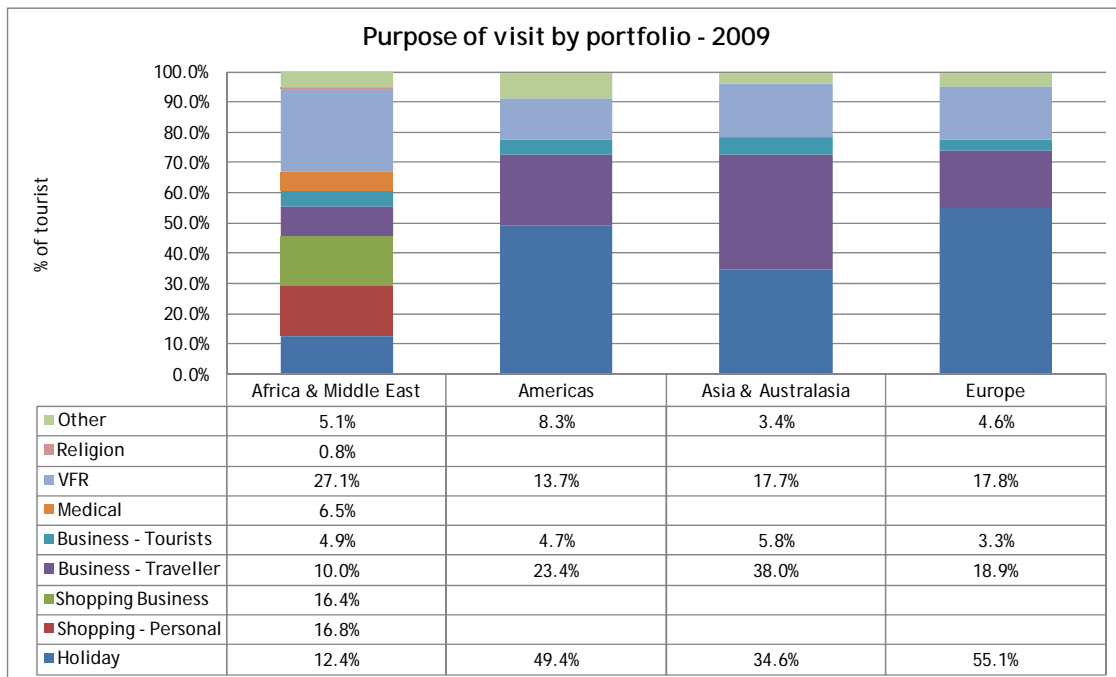
Leisure remains the primary purpose of visit of tourists to South Africa and this has grown from 57.7% in 2008 to 58.6% in 2009. This is driven by the increase in tourists visiting for personal shopping up from 12.6% in 2008 to 13.6% in 2009. VFR travel remained constant at 25.1% in 2008 while holiday tourists decreased from 20.0% in 2008 to 19.8% in 2009. Tourists visiting for shopping for business purposes and business tourists have decreased.



Note: Leisure includes holiday, VFR and shopping-personal goods; Business includes shopping - business goods, business travellers and business tourists.

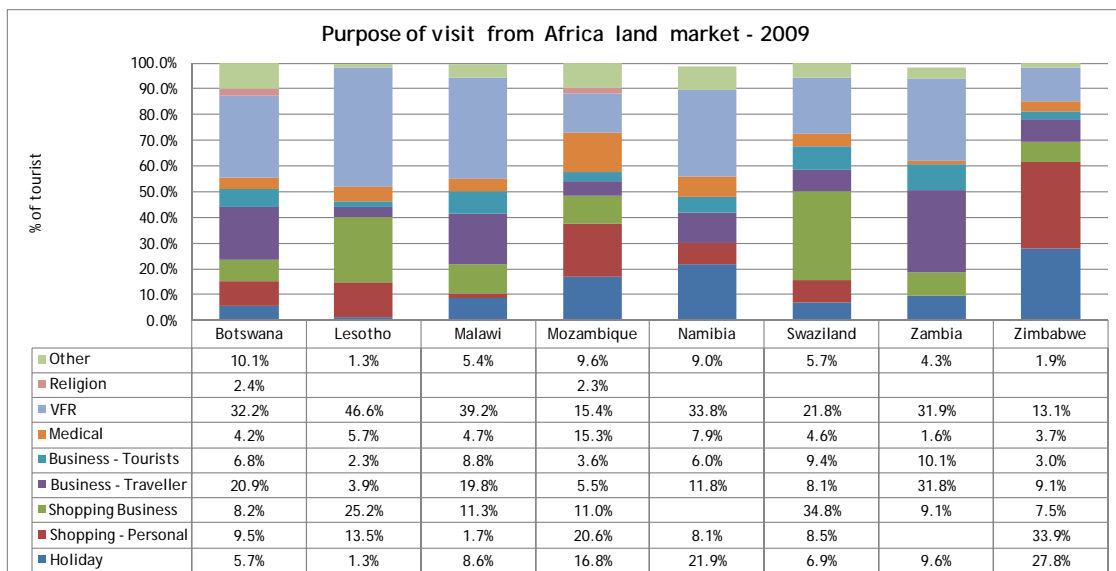


The analysis of purpose of visit by region shows that most holiday tourists come from overseas markets (Europe, the Americas and Asia & Australasia) while the shoppers and VFR tourists come from Africa.



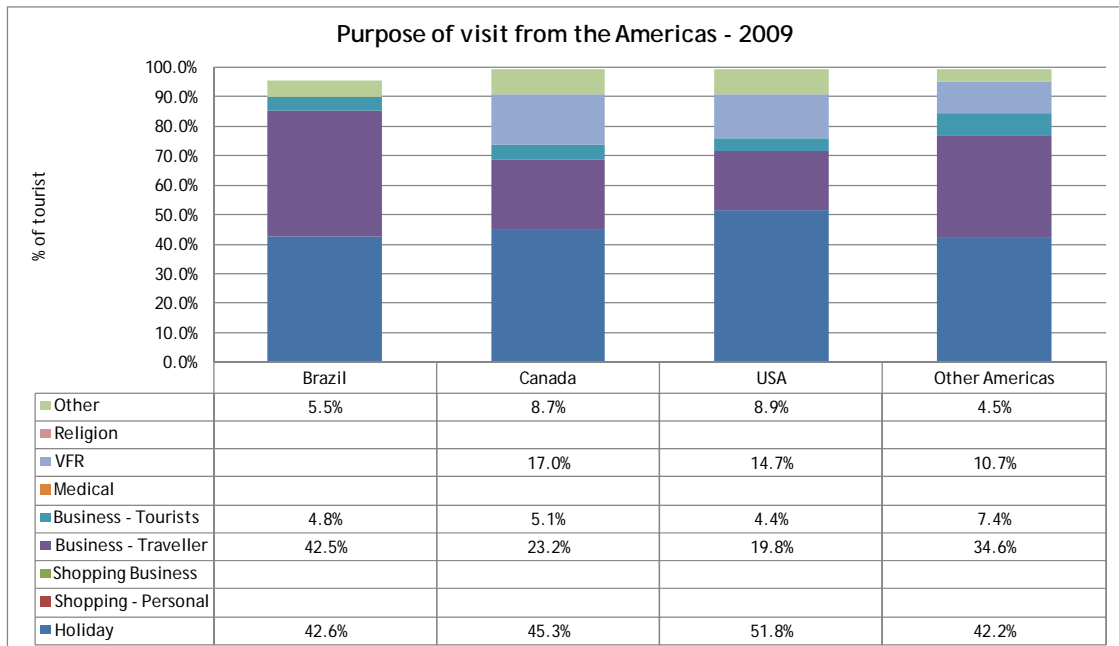
Blank cells indicate that the sample is too small for a valid interpretation

Tourists from Mozambique, Swaziland and Zimbabwe visited South Africa primarily to shop, while VFR was the main purpose of visit for those from Botswana, Lesotho, Namibia, Malawi and Zambia.



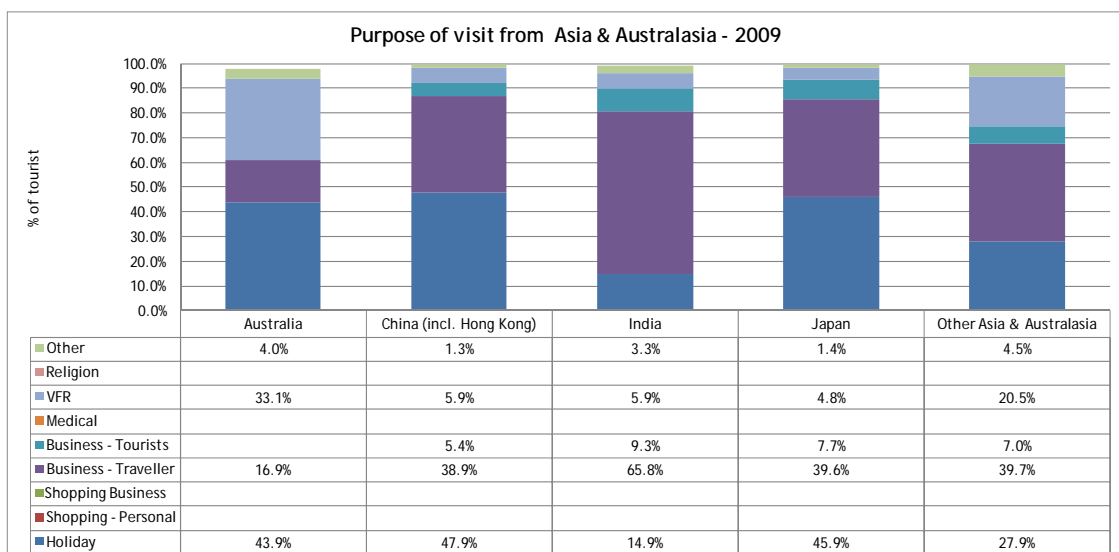
Blank cells indicate that the sample is too small for a valid interpretation

Business travel was the second most important purpose of visit for tourists from the Americas.



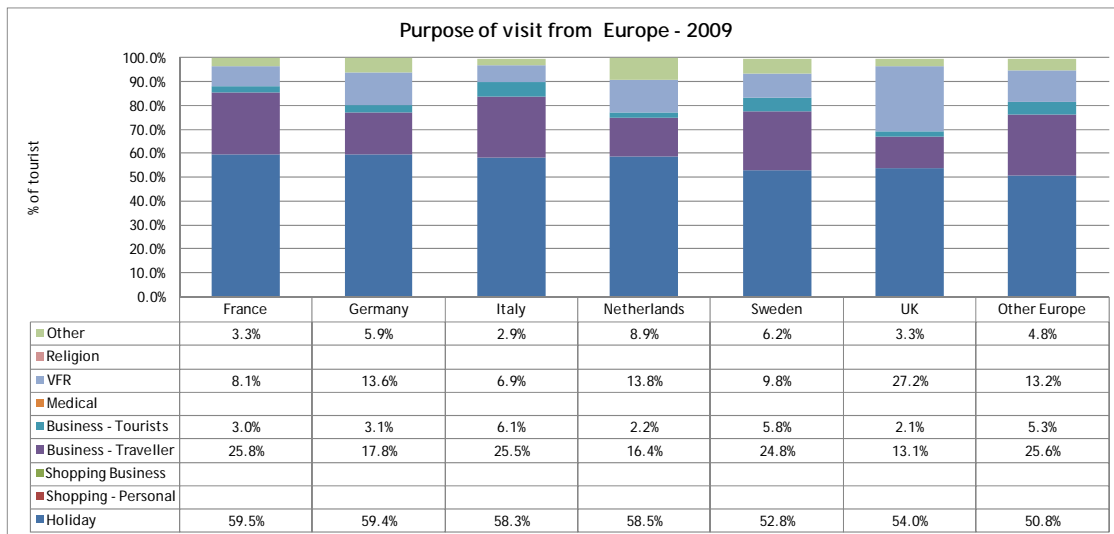
Blank cells indicate that the sample is too small for a valid interpretation

China and Japan had the largest number of holiday visitors (47.9% and 45.9%) followed by Australia (43.9%). India had the largest number of business travellers (65.8%).



Blank cells indicate that the sample is too small for a valid interpretation

The UK had the largest number of VFR tourists with more than one out of four tourists having visited family and relatives in South Africa in 2009. France (25.8%), Italy (25.5%) and Sweden (24.8%) had the largest number of business travellers.

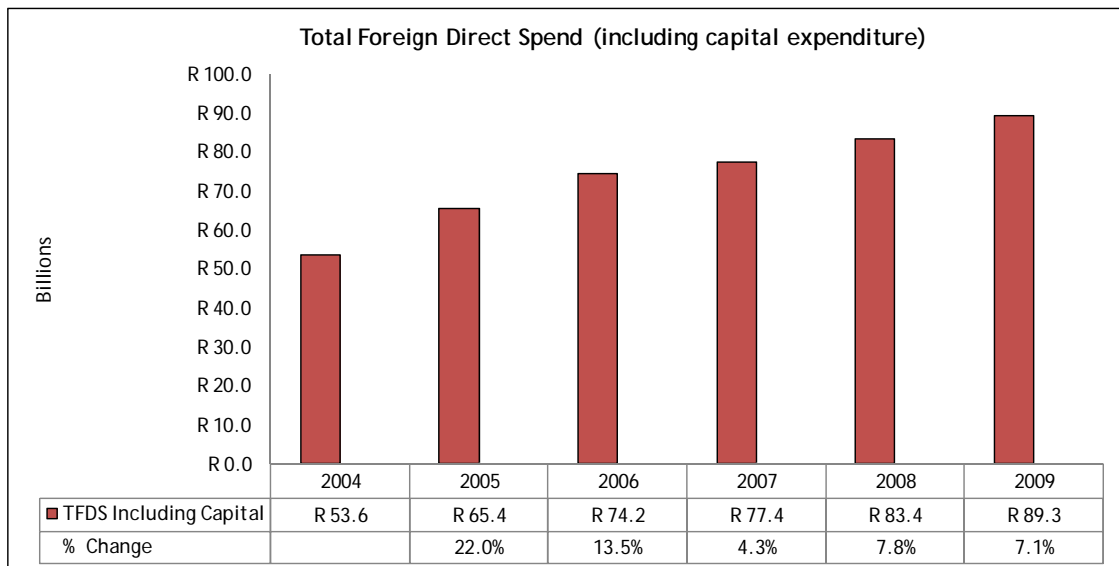


Blank cells indicate that the sample is too small for a valid interpretation

5. Spend by foreign tourists¹⁴

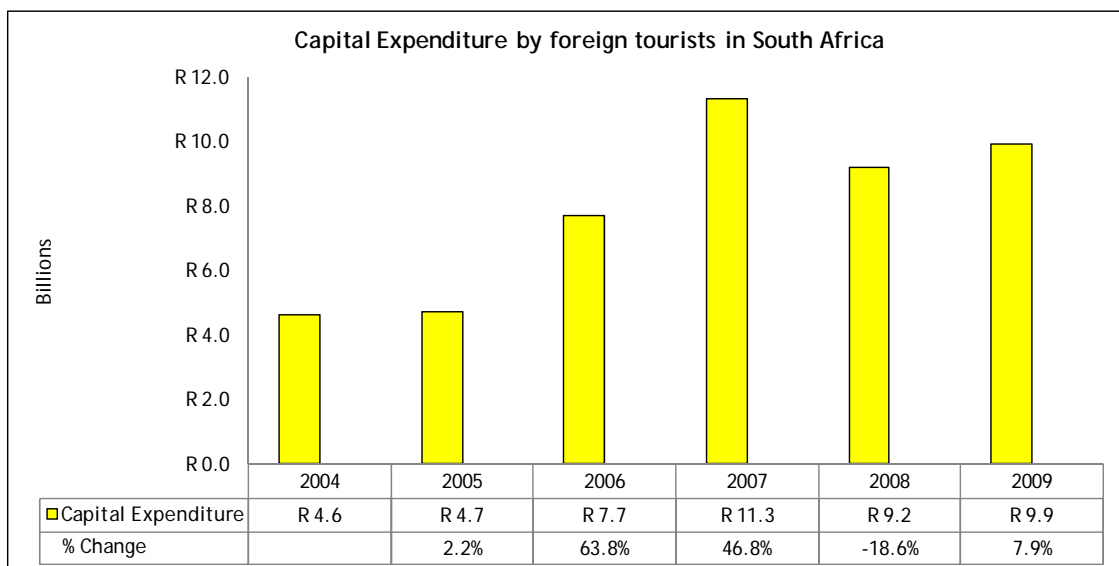
5.1. Total foreign direct spend in SA (including capital expenditure)

Total foreign direct spend (TFDS) reached a record high of R89,3 billion in 2009. This was an increase of 7.1% (R5,9 billion) compared to 2008.



5.2. Expenditure on capital goods

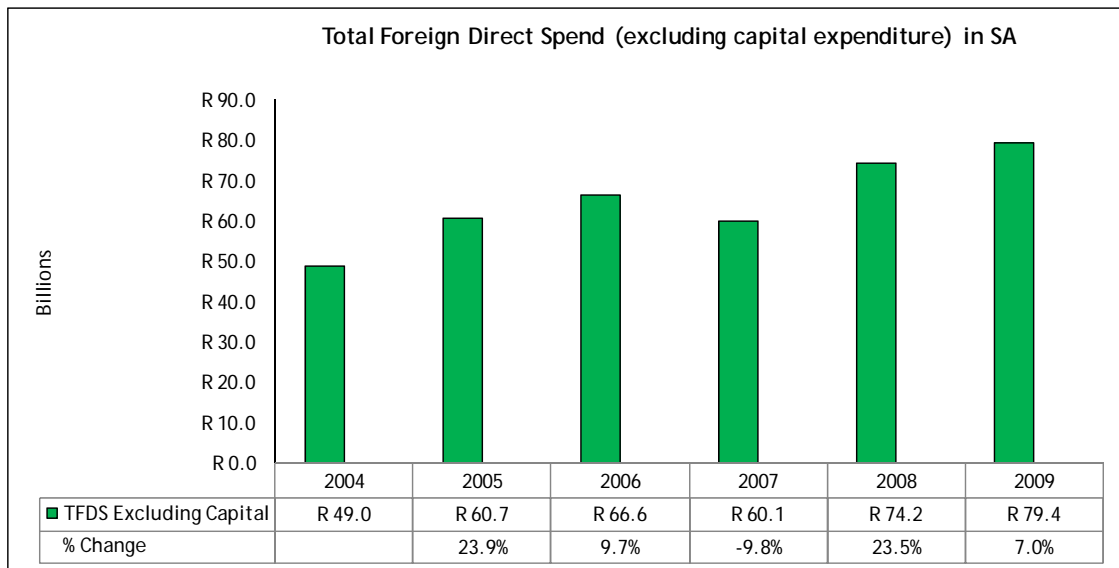
Expenditure on capital goods increased by 7.9% (R0.7 billion), to reach R9.9 billion in 2009. This type of expenditure is unpredictable and when it occurs it has a very high impact on overall TFDS.



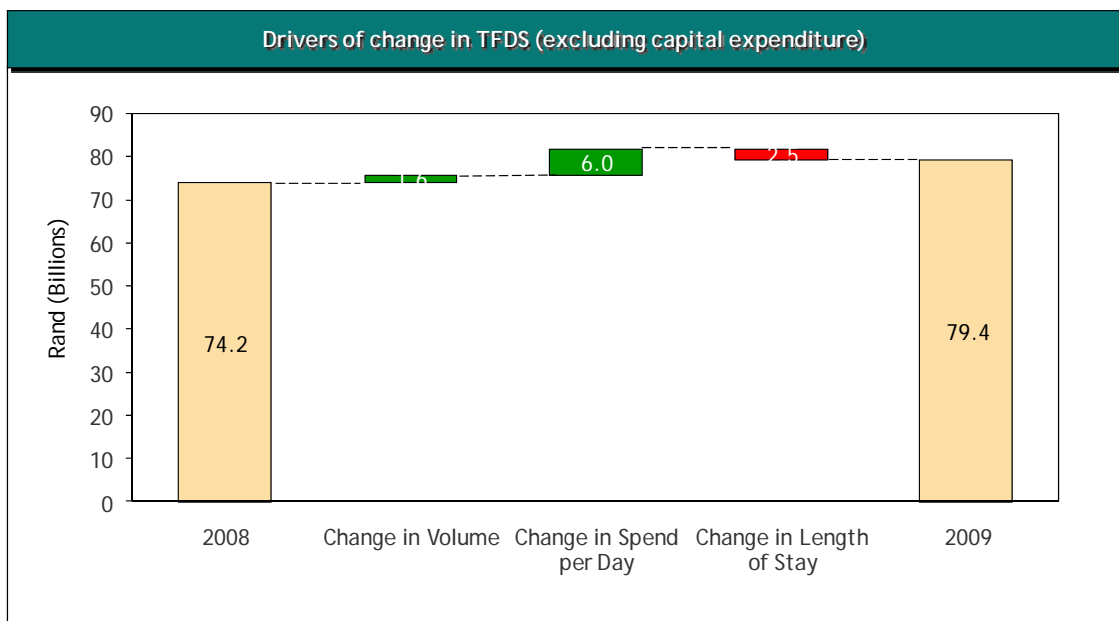
¹⁴ Please see appendix 17 for details on how spend data was normalised.
All spend data reported in this document represent nominal values, unless otherwise stated.
Detailed spend tables are included in Appendix 9.

5.3. TFDS (excluding capital expenditure)

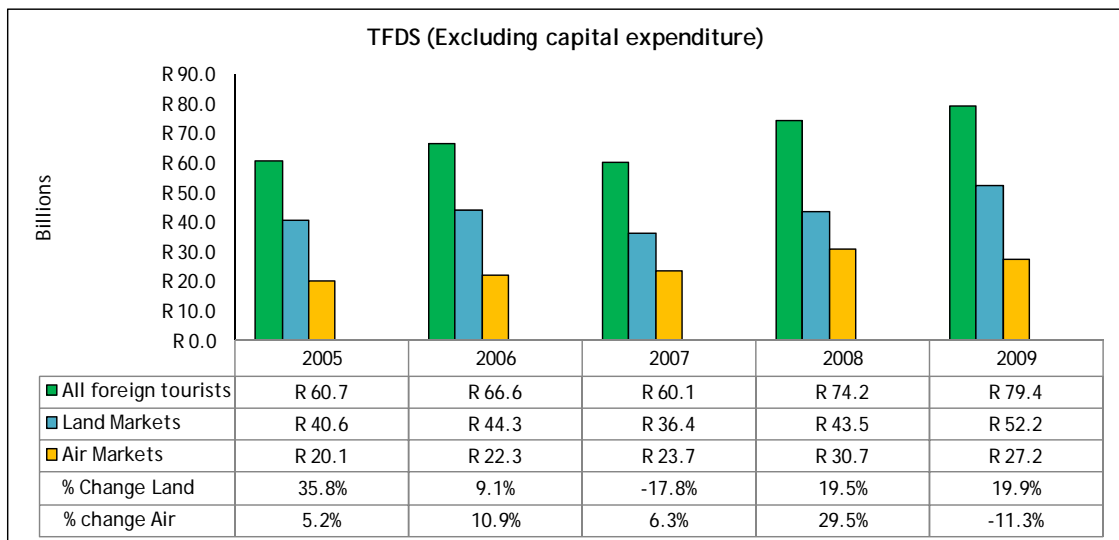
Total foreign direct spend (excluding capital expenditure) increased to R79.4 billion in 2009 from R74.2 billion in 2008. This is a 7.0% (R5.2 billion) increase compared to that of 2008.



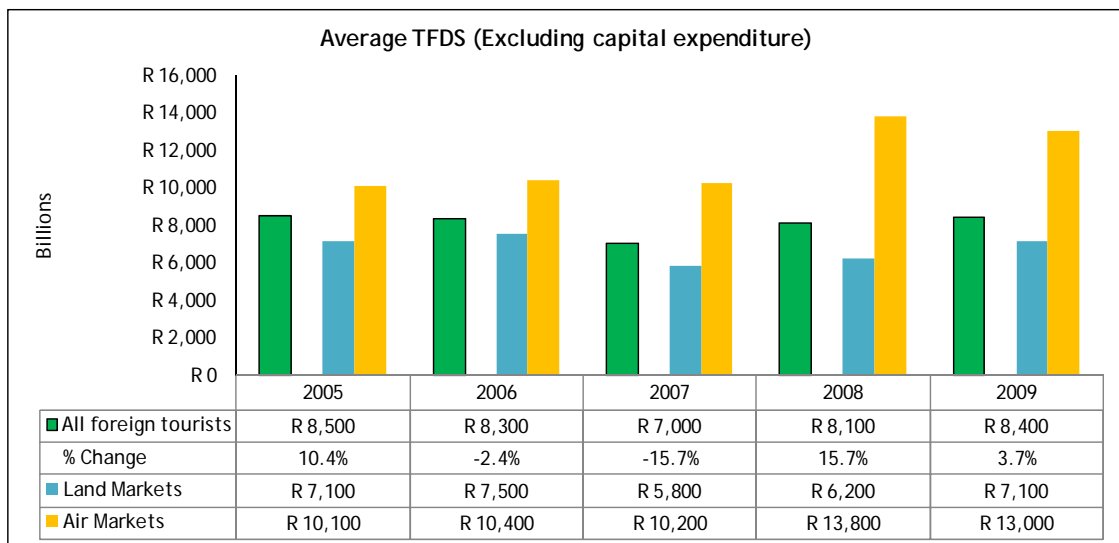
The biggest drivers for the increase in TFDS (excluding capital expenditure) were the increases in average spend per day and volume of foreign arrivals. The increase of these two measures resulted in a gain of R6.0 billion and R1.6 billion respectively. Decrease in length of stay deflated TFDS by R2.5 billion.



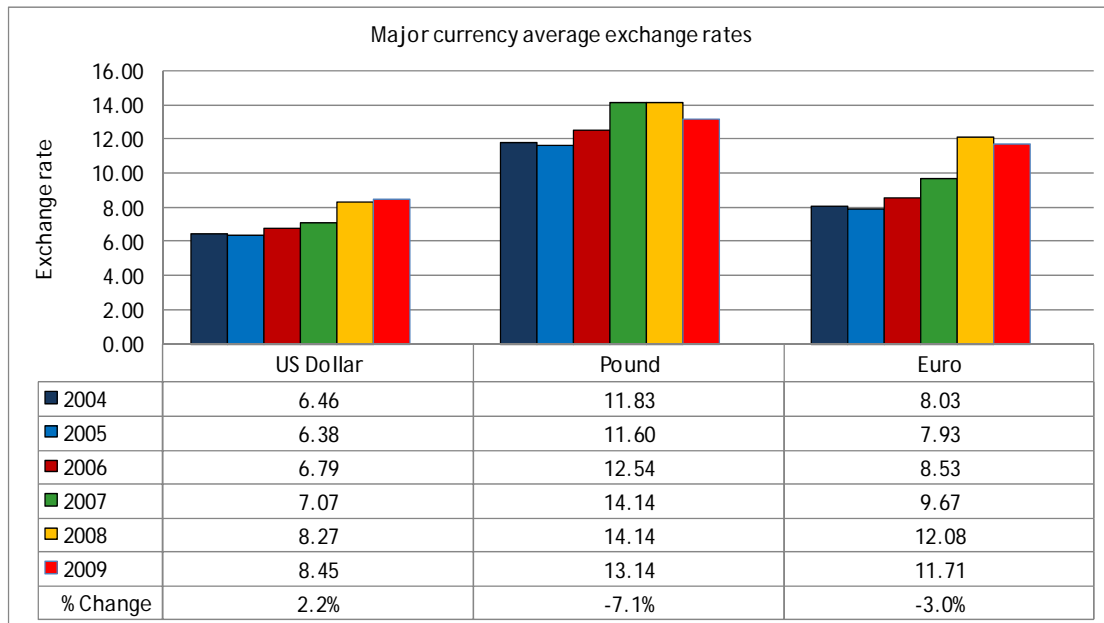
TFDS (excluding capital expenditure) generated by air markets decreased by -11.3% (-R3.5 billion) to reach R27.2 billion while TFDS generated by land markets increased by 19.9% (R8.7 billion) to reach R52.2 billion.



The average TFDS (excluding capital expenditure) of all tourists increased by 3.7% (R300) in 2009 to reach R8,400. Average TFDS (excluding capital expenditure) from air markets decreased by R800 to reach R13,000 while from land markets it increased by R900 to reach R7,100.

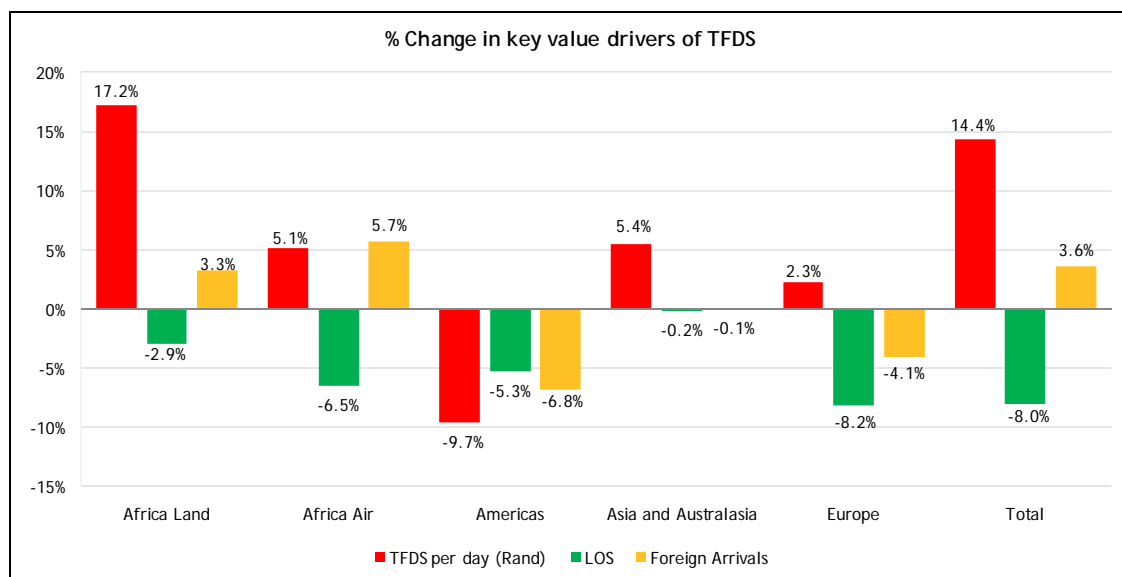


South African Rand depreciated against the US Dollar while it appreciated against the Euro and the Pound. This means that tourists got more Rands for their US Dollars than for the Euro and/or Pound. This currency fluctuation does affect the overall amount spent in South Africa, but is difficult to quantify at an aggregate level.

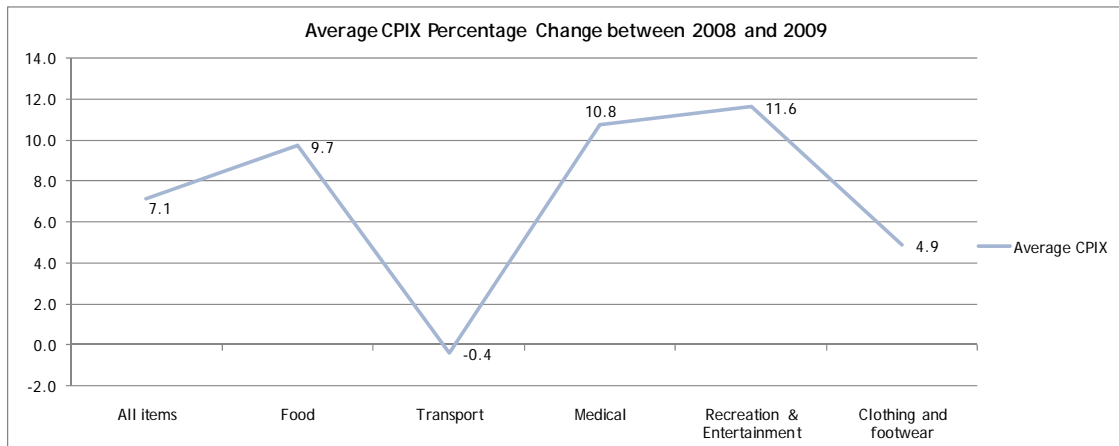


Source: www.oanda.com

Average spend per day contributed the most to the increase in TFDS (excluding capital expenditure) followed by the increase in foreign arrivals. Length of stay contributed negatively as tourists stayed fewer nights on average in the country in 2009. Although the South African Rand depreciated against the US Dollar, tourists from the Americas spent less per day on average and this was the key driver to the decline in TFDS (excluding capital expenditure) from this region.



The inflation rate (CPI) in South Africa increased by 7.1% in 2009. The increase in food prices was estimated at 9.7%, medical costs at 10.8%, recreation & entertainment at 11.6% and clothing and footwear at 4.9%. Transport prices remained flat at -0.4%.

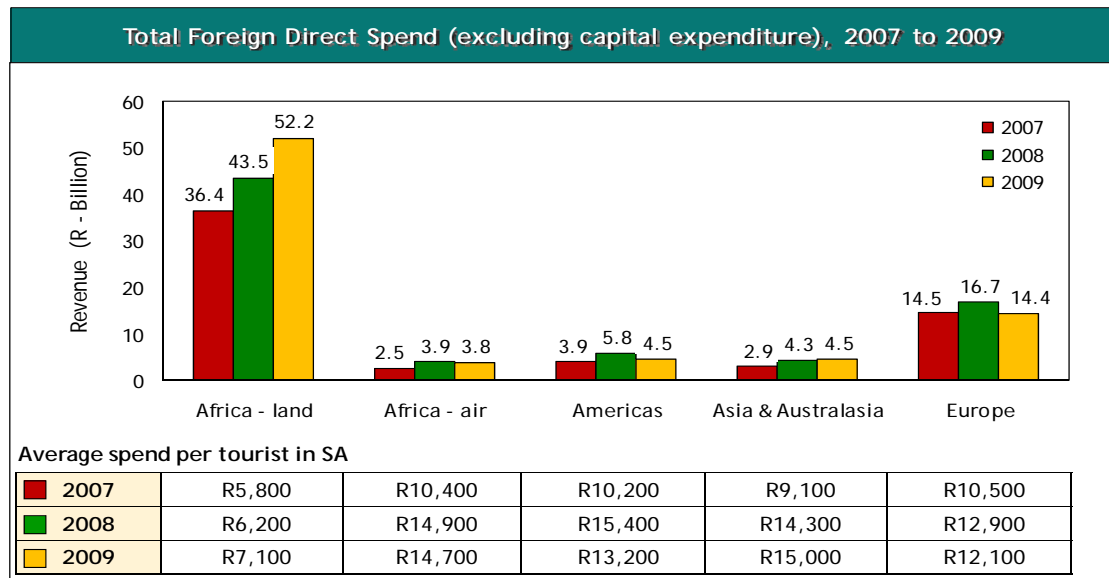


When adjusting the 2009 spend for inflation, tourism revenue declined by 0.1% over 2008 (see table below). This means that in nominal terms, revenue increased by 7%, but in real terms declined by 0.1% meaning that tourists did not spend more in South Africa in 2009 and that the increase was due to inflationary increases.

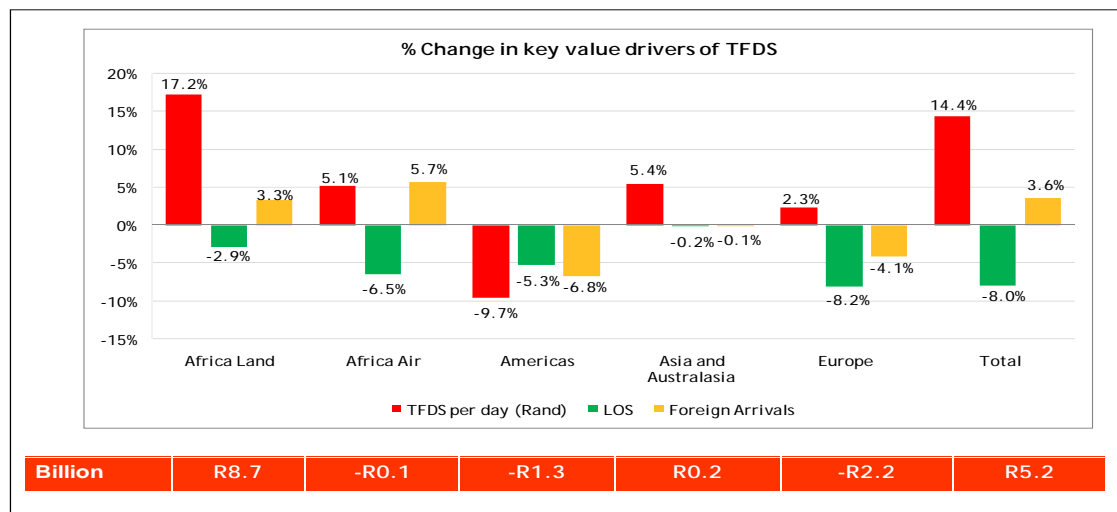
	Nominal Value				Adjusted for CPI (7.1%)		
	Year 2008	Year 2009	Difference	% change	Year 2009	Difference	% change
TFDS (Excluding Capital Expenditure) - Billion	R 74.2	R 79.4	R 5.20	7.0%	R 74.1	R 0.10	-0.1%

5.3.1 Drivers of TFDS (excluding capital expenditure)

Most of the revenue to South Africa came from the Africa land markets (R52.2 billion) and revenue from this region increased by 19.9% (R8.7 billion) from R43.5 billion in 2008. Europe accounted for R14.4 billion of total revenue, which was a -13.8% (-R2.3 billion) decrease in 2009 from the R16,7 billion in 2008. The global financial crisis and the appreciation of the South African Rand against the Euro and the Pound had a negative impact on spending power of tourists from Europe. TFDS (excluding capital expenditure) from the Americas and Africa air markets also decreased in 2009 compared to 2008. Revenue from Asia and Australasia increased from R4.3 billion in 2008 to R4.5 billion in 2009.

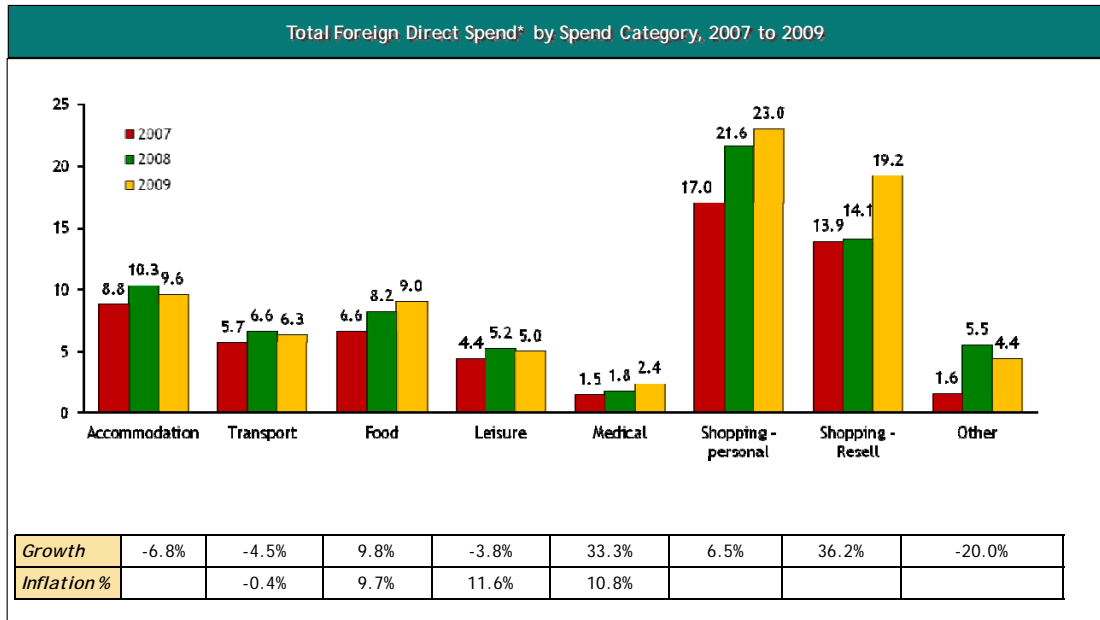


The R8.7 billion increase in TFDS (excluding capital expenditure) from Africa land markets in 2009, was driven by increases in average spend per day and volume of arrivals. In Africa air markets, the decrease in TFDS (excluding capital expenditure) was because of the -6.5% decrease in average length of stay. The decline from the Americas was mainly due to the decrease in average spending per day (despite the Rand depreciating against the US Dollar), foreign arrivals and length of stay. The European tourists spent more per day but are staying shorter periods in South Africa on average. The increases in revenue from Asia and Australasia was driven mostly by an increase in average spend per day as their length of stay and arrivals were flat to declining relative to 2008.

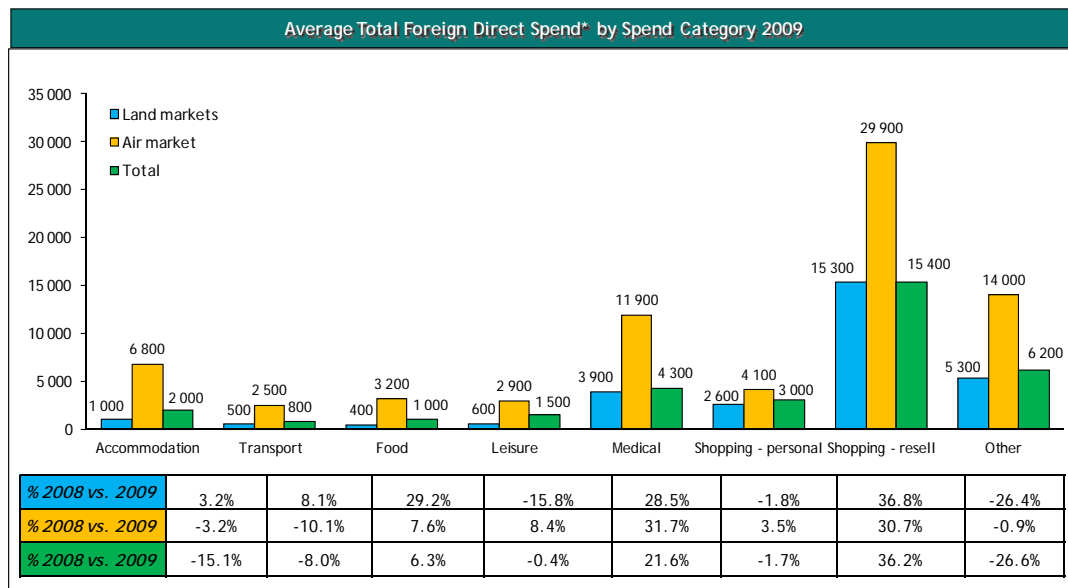


5.5. Spend per category

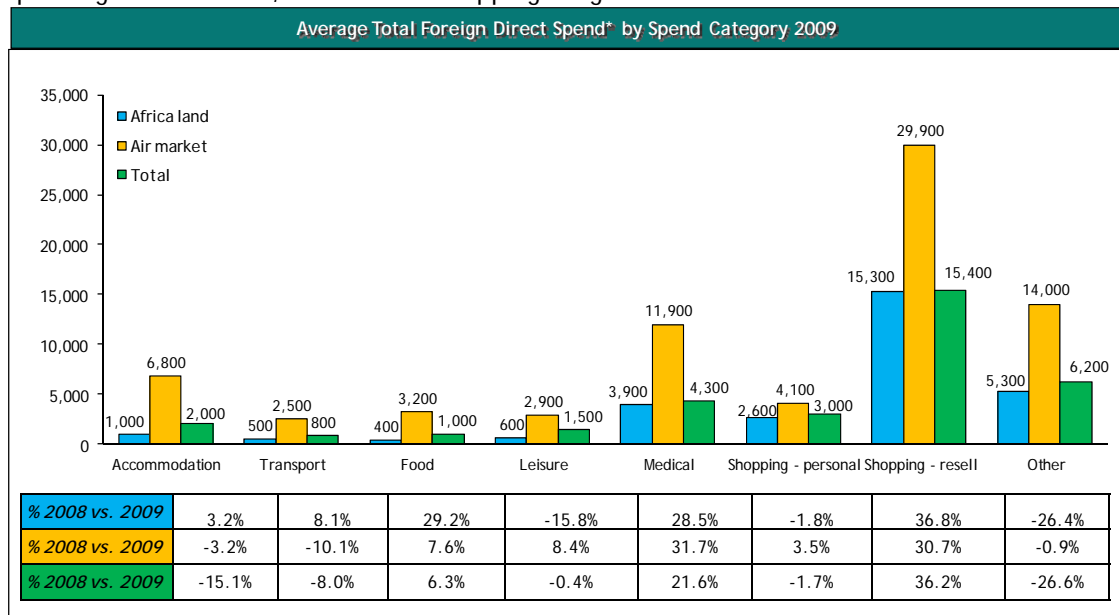
Expenditure on food and drink increased by 9.8% (in line with the 9.7% inflation increase in this category), medical costs by 33.3% (R0.6 billion), spend on shopping for goods for personal use by 6.5% (R1.4 billion) and on goods for resale by 36.2% (R5.1 billion). Expenditure on transport declined by -4.5% to R6.3 billion.



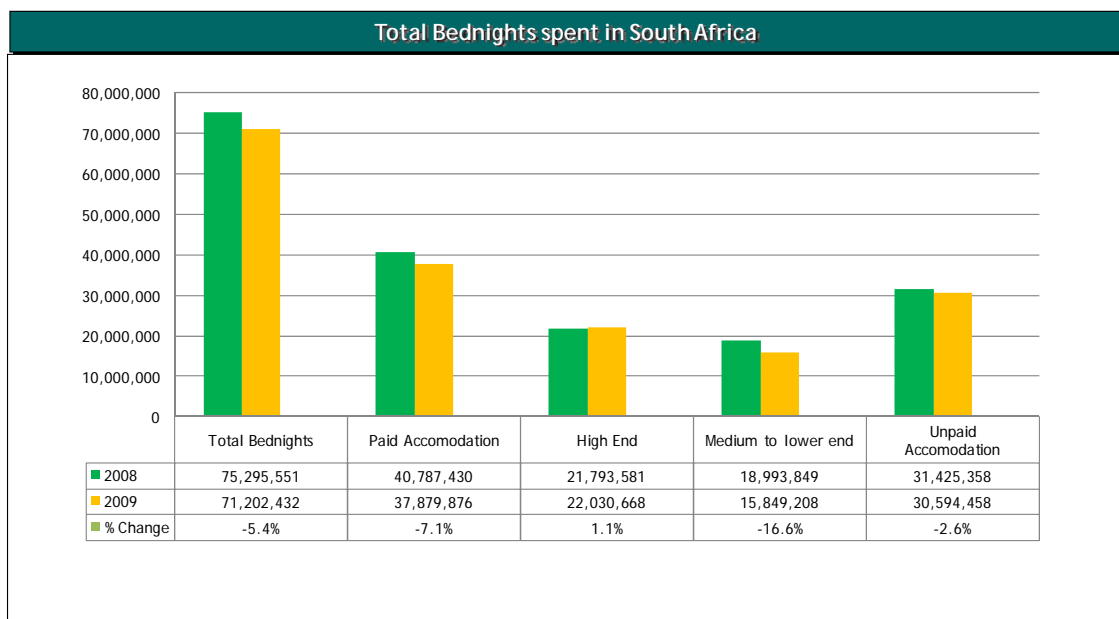
Africa land markets contributed more than 100% (R5,2 billion) to the increase of R5,1 billion in shopping for goods for resale, with Swaziland being the biggest contributor in the region. The increases in revenue on all spend categories were mainly driven by tourists from the land markets.



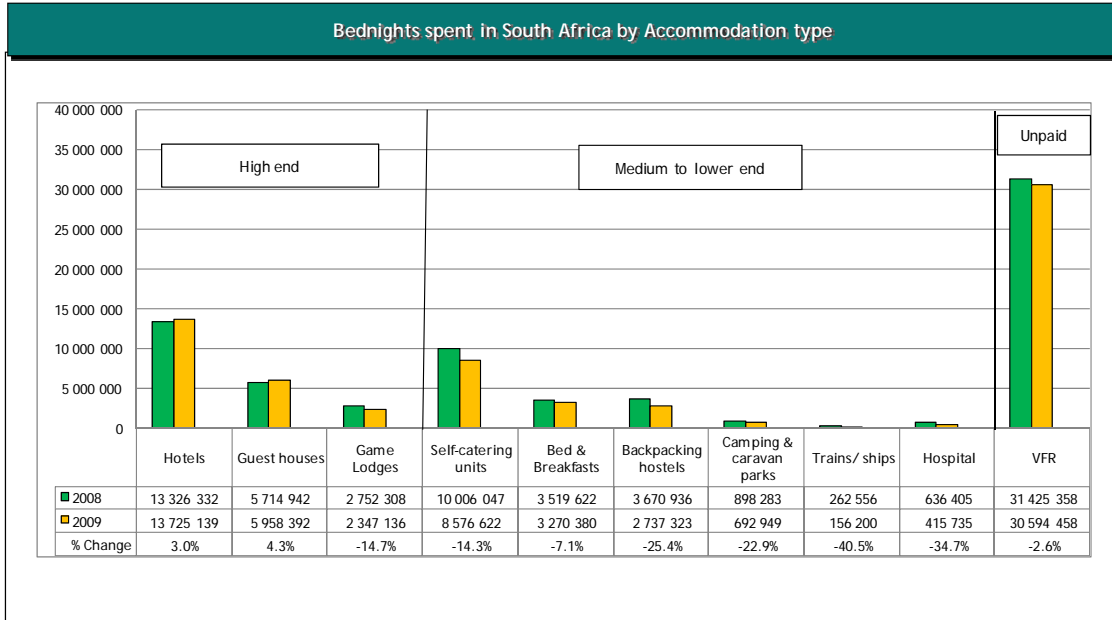
Average spend per tourist increased from R8,100 in 2008 to R8,300 in 2009 with tourists spending more on food, medical and shopping for goods for resale than in 2008.



Revenue from accommodation, the 3rd highest expenditure category, declined by -6.8% (-R0,6 billion) in 2009 as tourists spent fewer nights in both paid and unpaid accommodation. The number of nights spent in high-end accommodation grew by 1.1% while the nights spent in medium to lower end accommodation types declined by 16.6%.

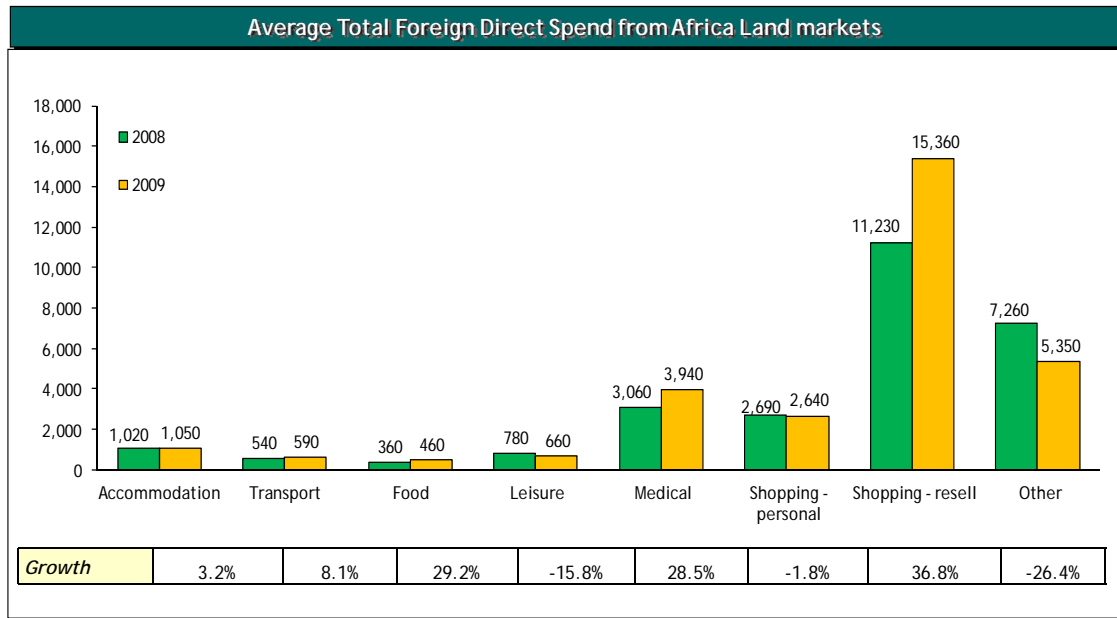


Nights spent in hotels (3.0%) and guest houses (4.3%) increased compared to 2008 while nights spent in game lodges declined by -14.7%. The demand for medium- to lower-end accommodation decreased across the board.

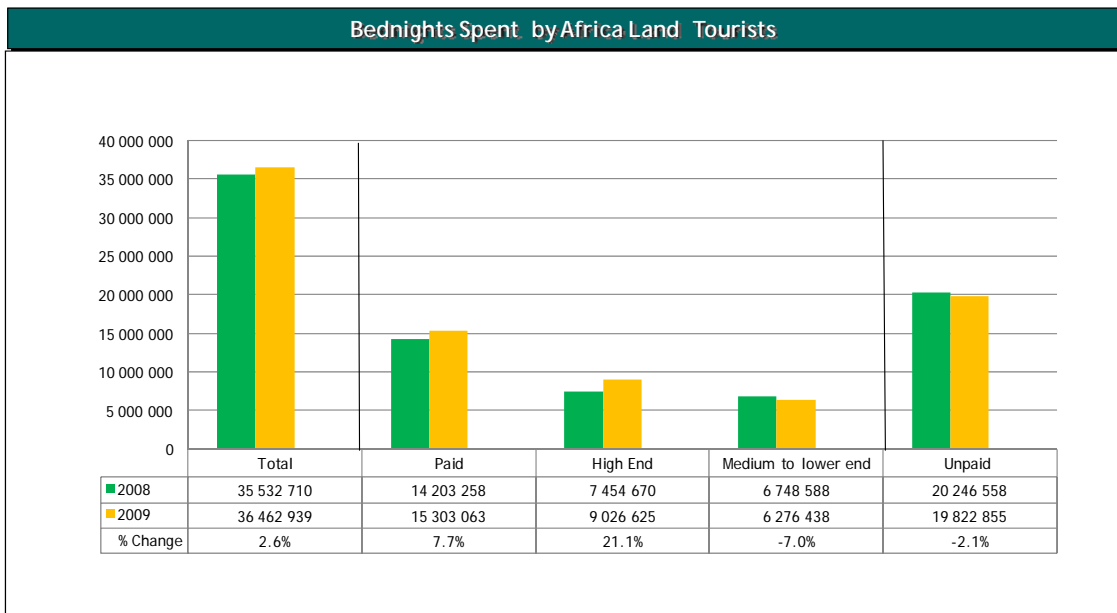


5.6. Spend by region

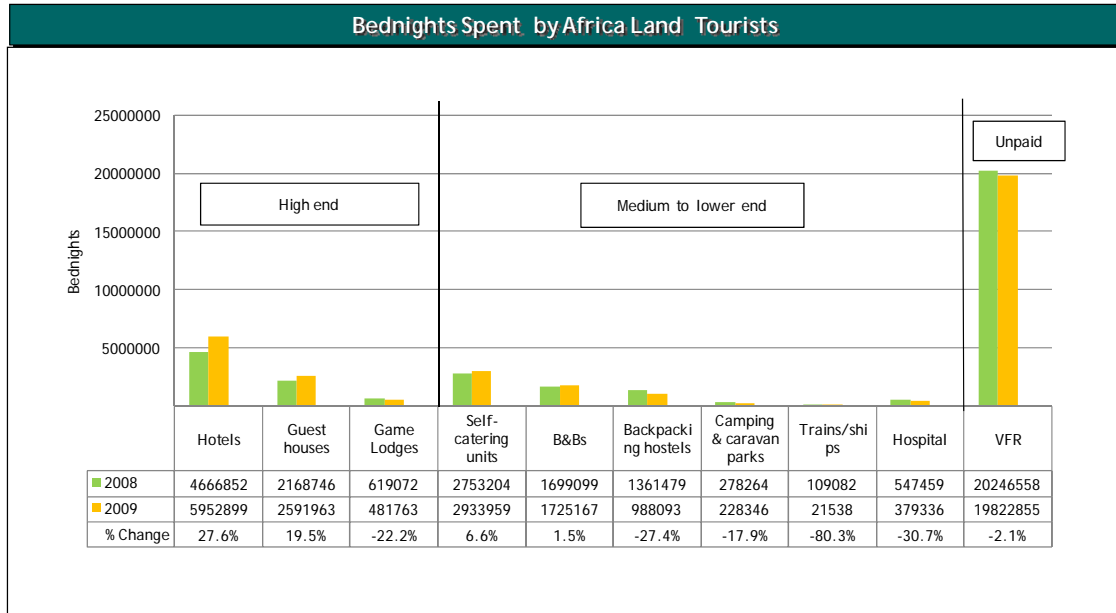
Tourists from Africa land markets spent more on average across all categories except for leisure and shopping for goods for personal use. Tourists spent significantly more than usual on transport (8.1%), food (29.2%) and shopping for goods for resale.



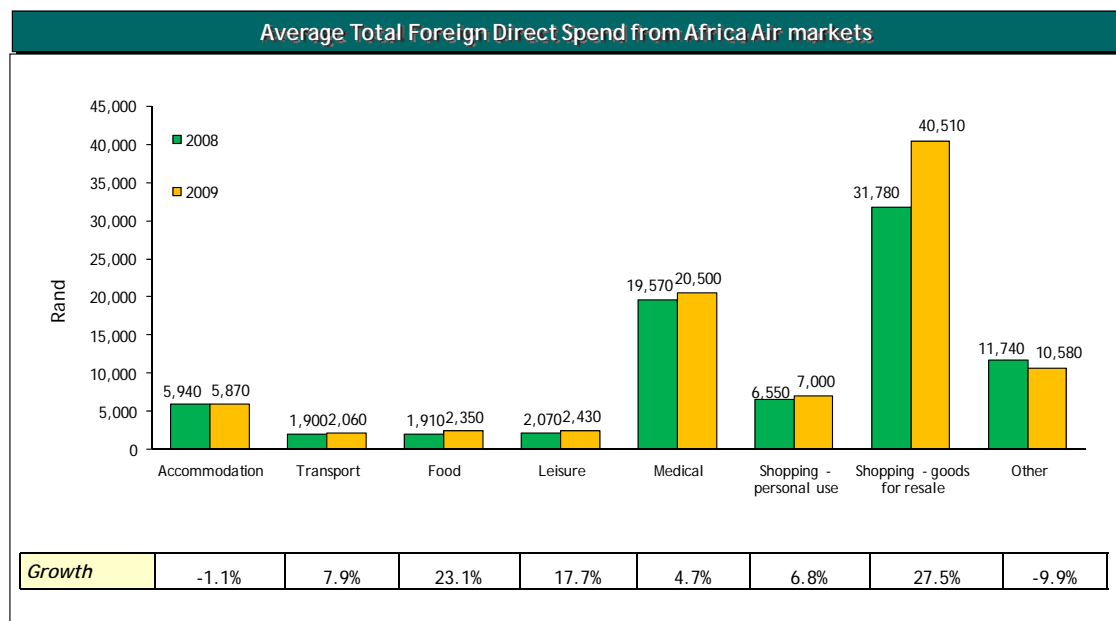
The total number of nights spent in South Africa by land tourists increased by 2.6% to 36 million nights. The driver in this growth was the 7.7% increase in paid accommodation particularly high-end accommodation (21.1%). The nights spent in medium- to lower-end and unpaid accommodation decreased by -7% and -2.1% respectively.



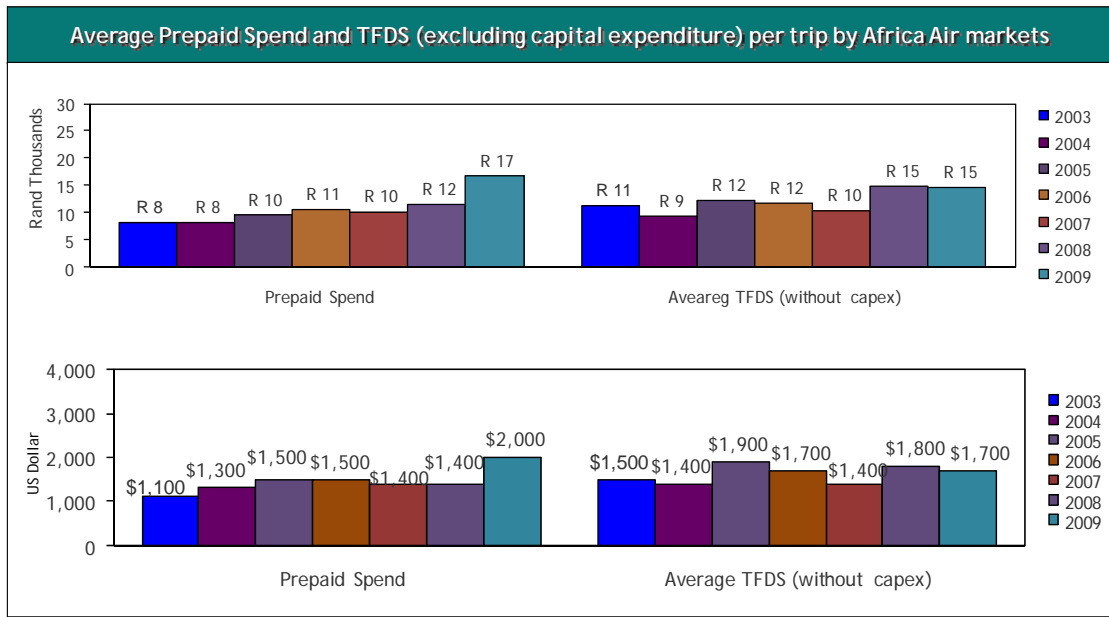
The nights spent in hotels increased by 27.6% while those spent in guest houses increased by 19.5%. The number of nights spent in game lodges declined by -22.2%. Nights spent in medium-to lower-end accommodation decreased except for self-catering and B&Bs which increased by 6.6% and 1.5% respectively.



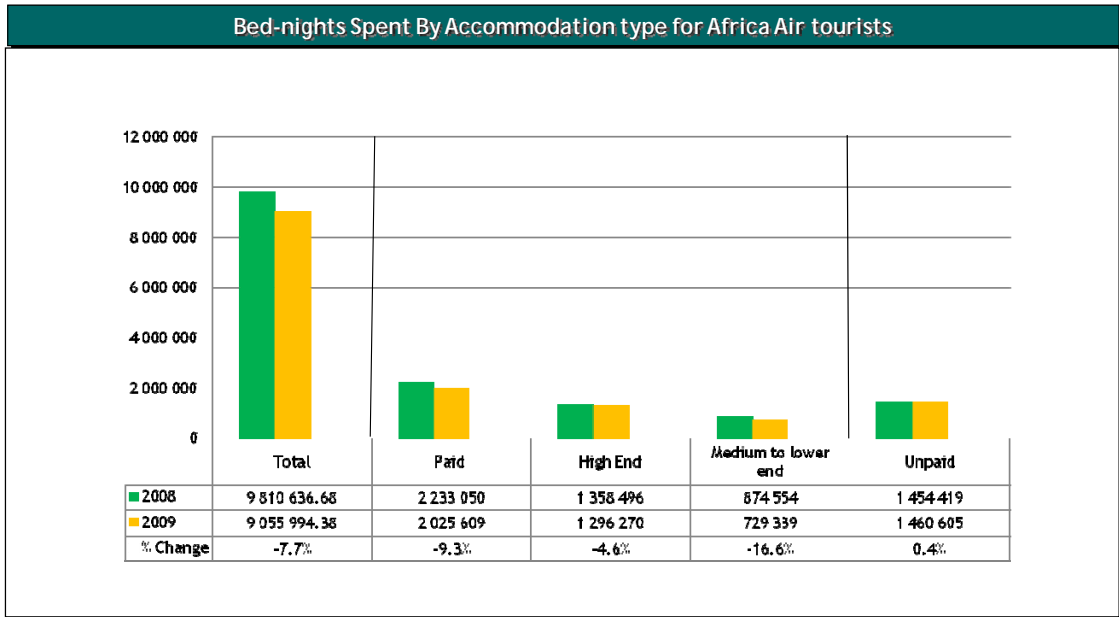
Average spend by tourists from Africa air markets increased on all categories except for accommodation which declined by -1.1%. Average spends on food, leisure and shopping for goods for resale were the fastest growing categories in 2009.



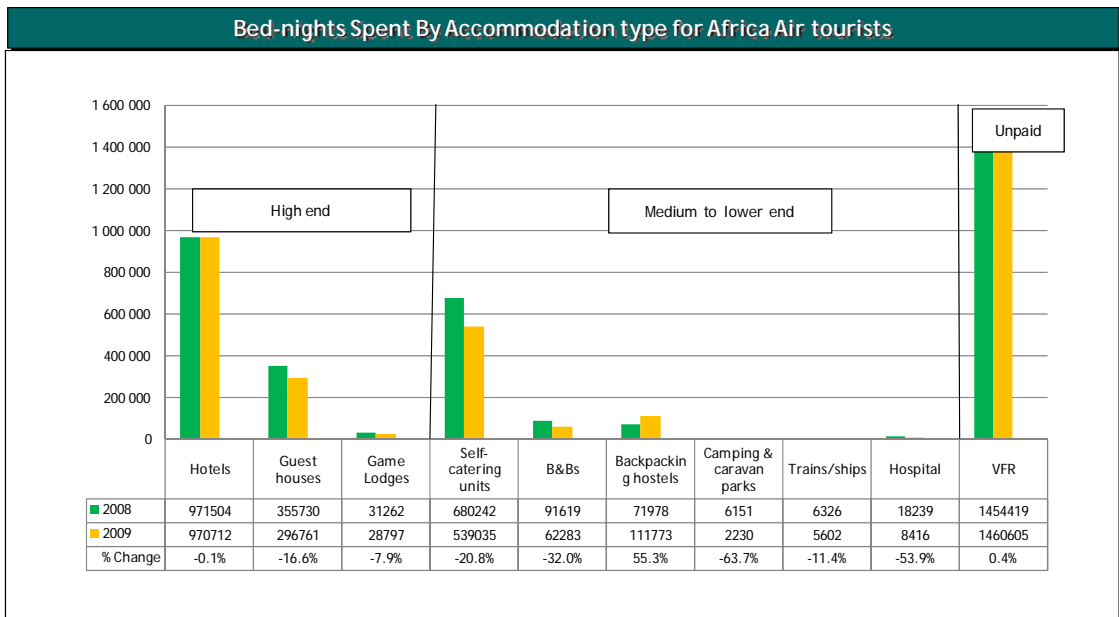
There was a significant increase in the amount prepaid South Africa by tourists from Africa air markets in both Rand and US Dollar terms. The average spend directly in South Africa remained flat in Rand terms and declined in US Dollar terms.



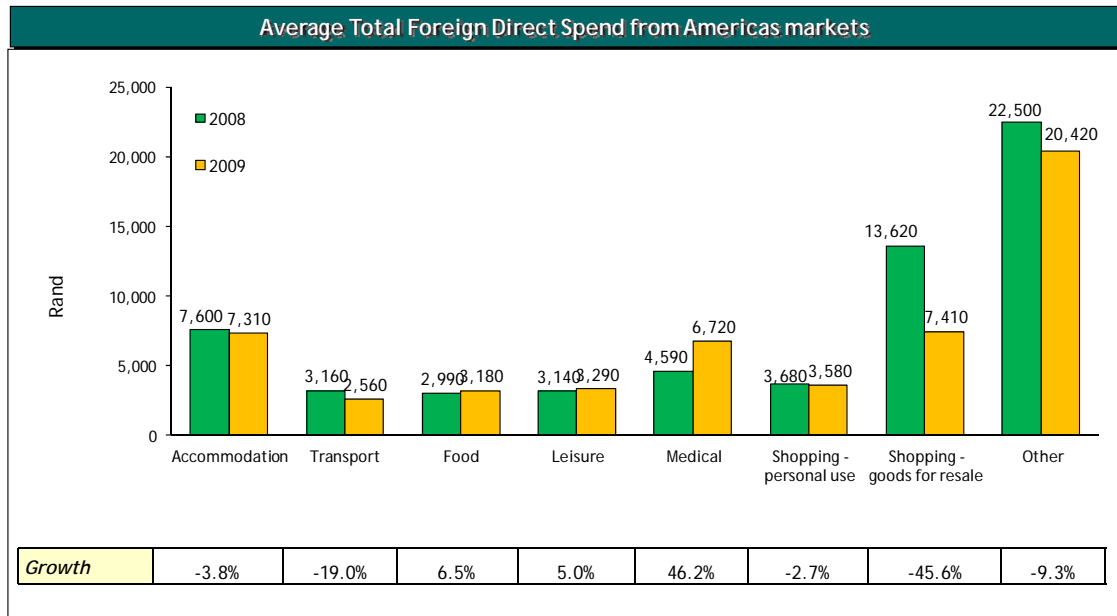
Nights spent in paid accommodation by tourists from this region decreased by 9.3% with high-end accommodation usage decreasing by -4.6% and usage of medium- to lower-end decreasing by -16.6%.



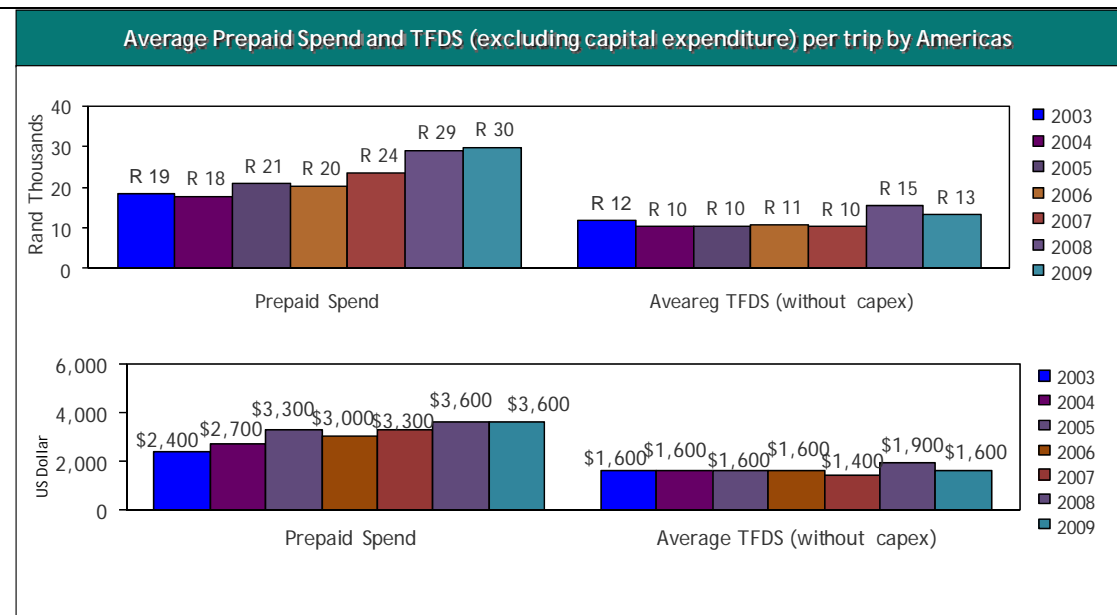
There was a marked increase in the number of nights spent in backpacking hostels which grew by 55.3% in 2009 compared to 2008.



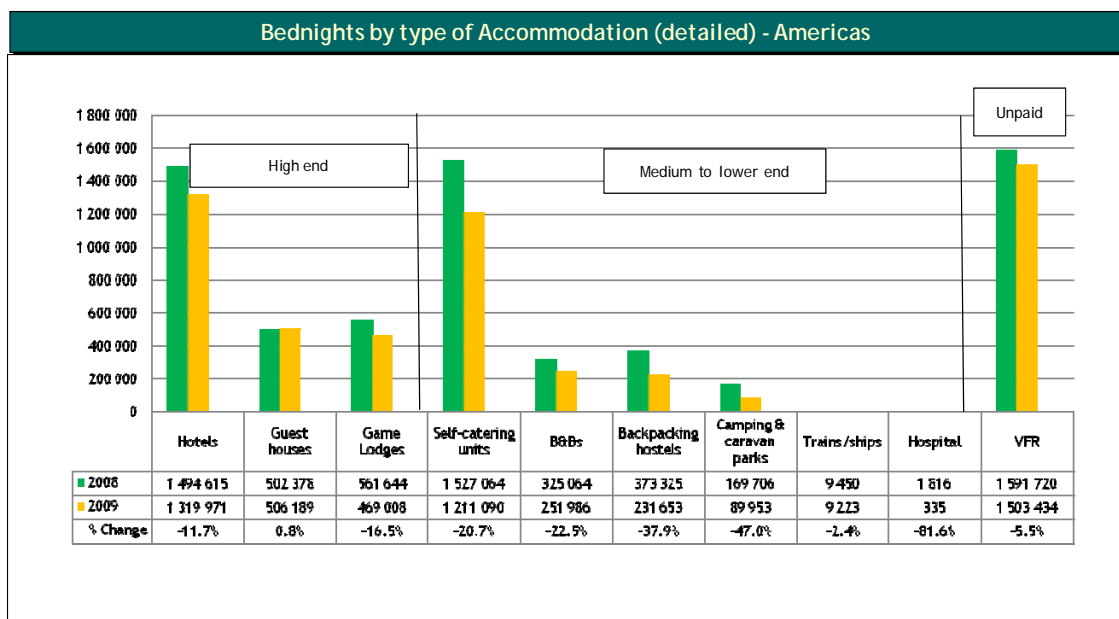
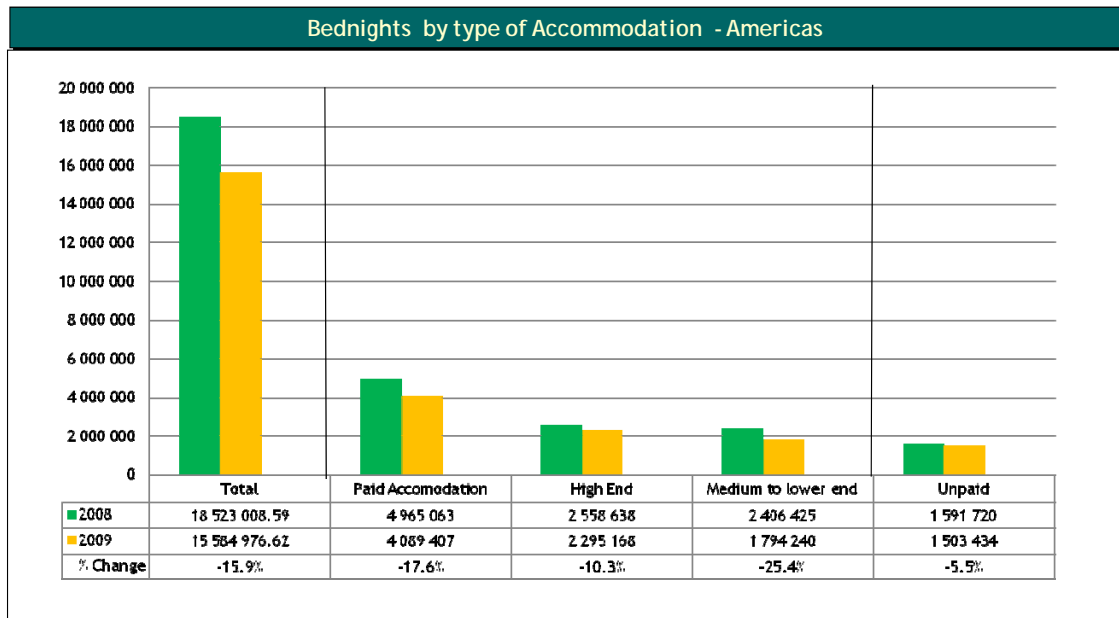
Foreign visitors from the Americas region spent more on average on food, leisure and medical costs. In all other categories, the average expenditure declined with expenditure on transport recording the largest decrease.



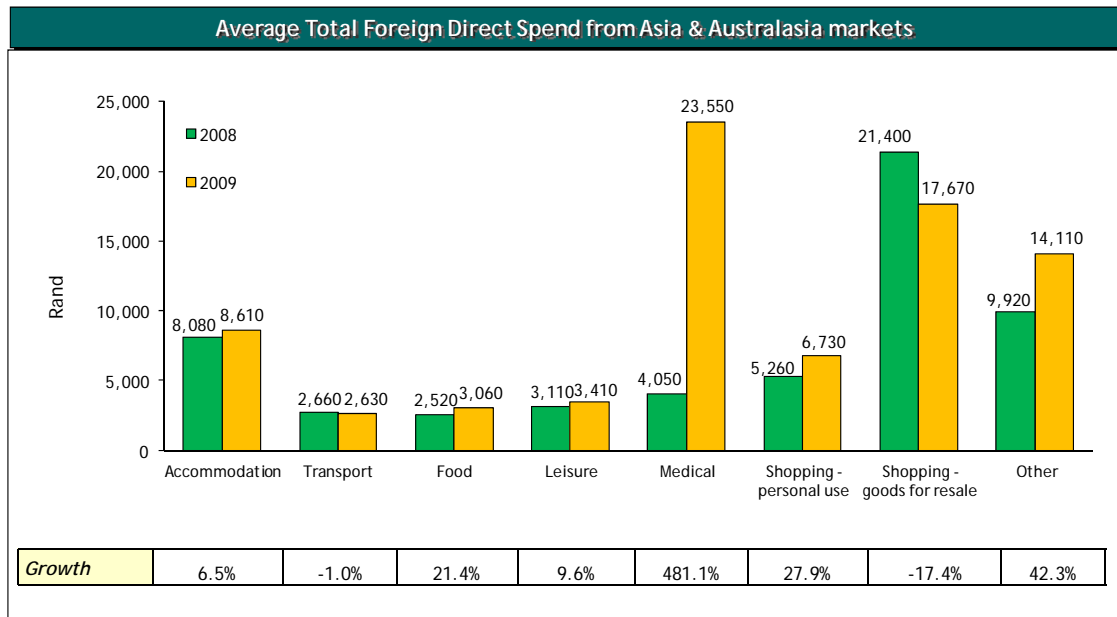
Tourists from the Americas region spent on average the same amount on prepaid trip costs while spending less in South Africa in US Dollar terms between 2008 and 2009.



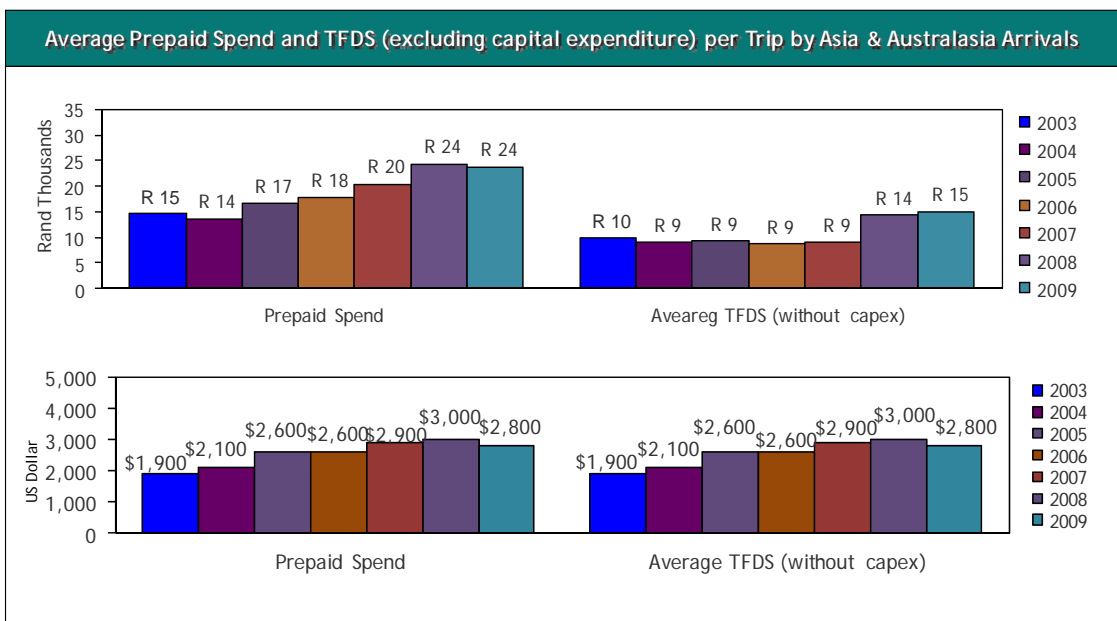
Tourists from the Americas region spent fewer nights (-17.6%) in paid accommodation in 2009. Although tourists from this region tend to stay in high-end accommodation, this declined in 2009 by -10.3% while nights spent in medium- to lower-end accommodation declined by -25.4%.



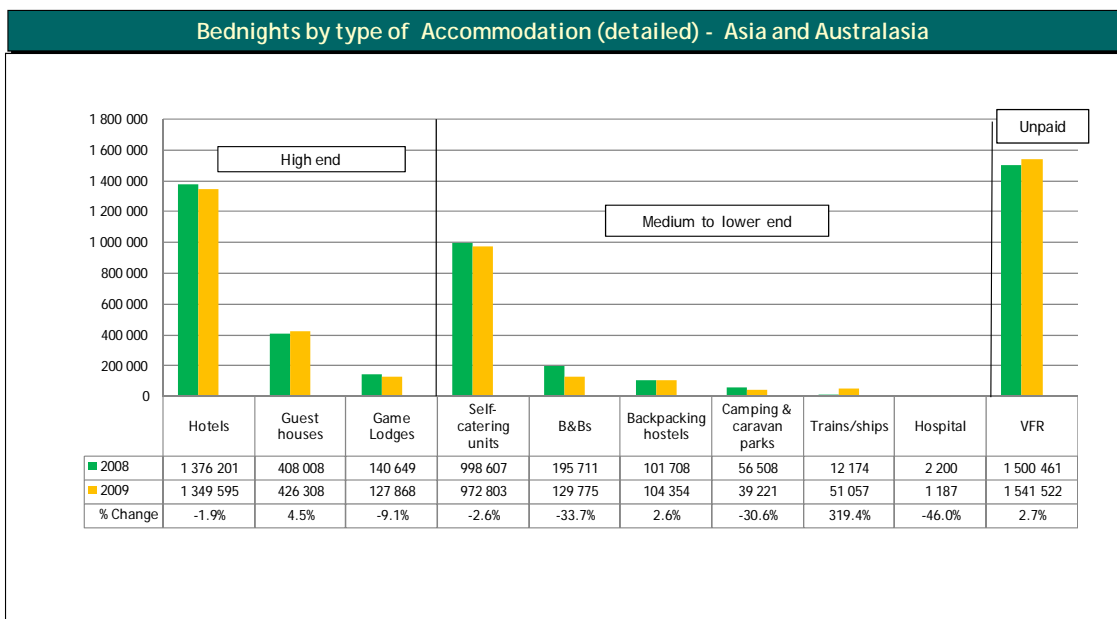
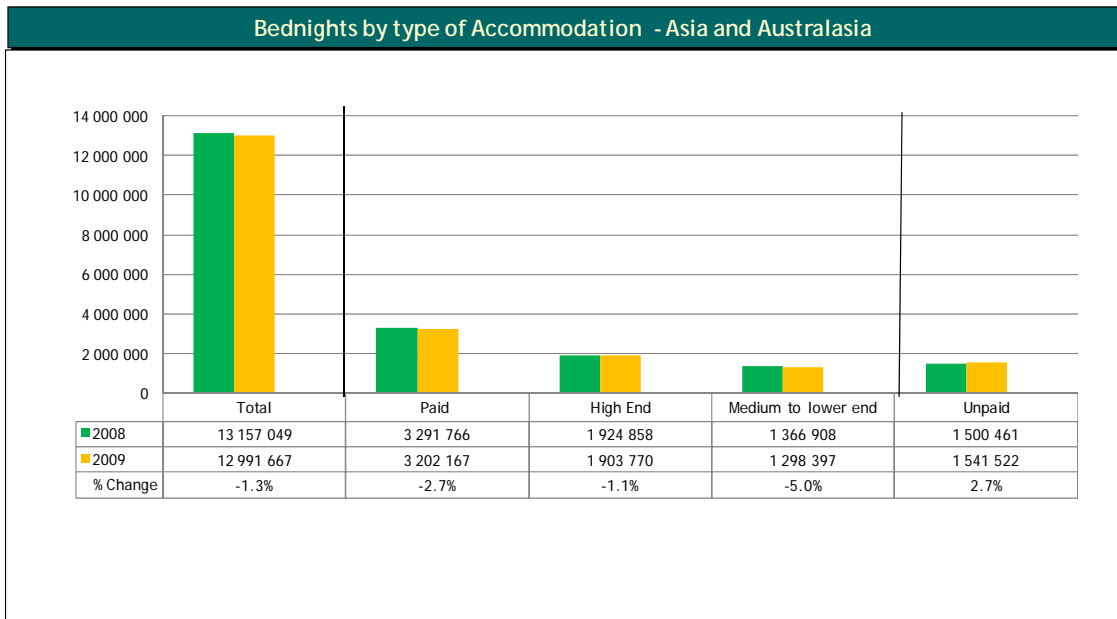
Tourists from Asia & Australasia spent more on average on all items except for transport and shopping for goods for resale.



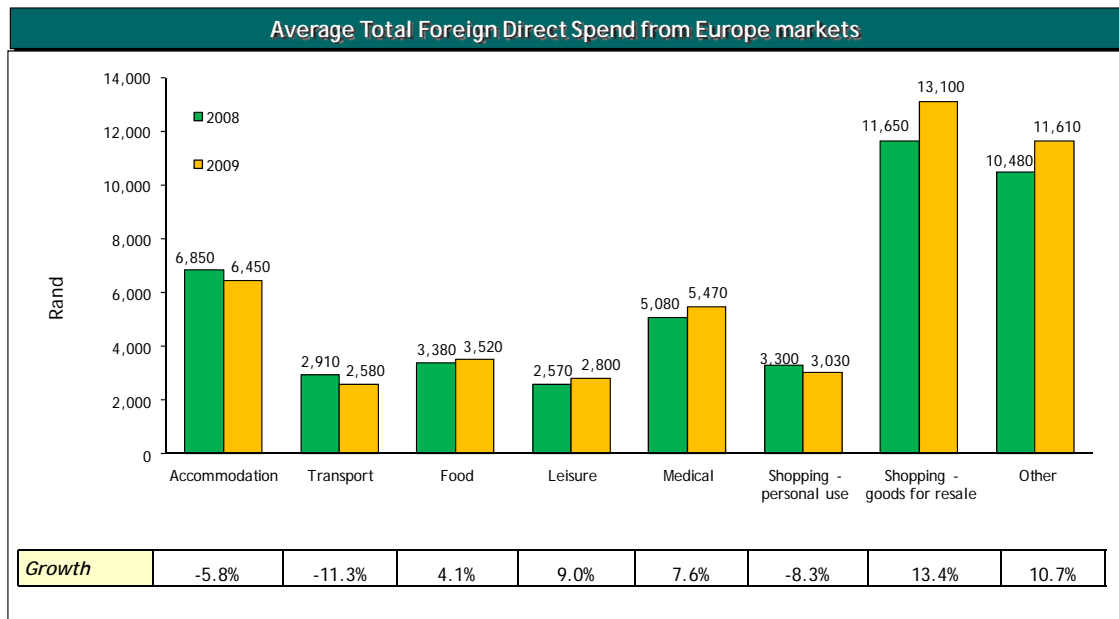
Tourists from this region spent less on average on both prepaid and TFDS in US Dollar terms.



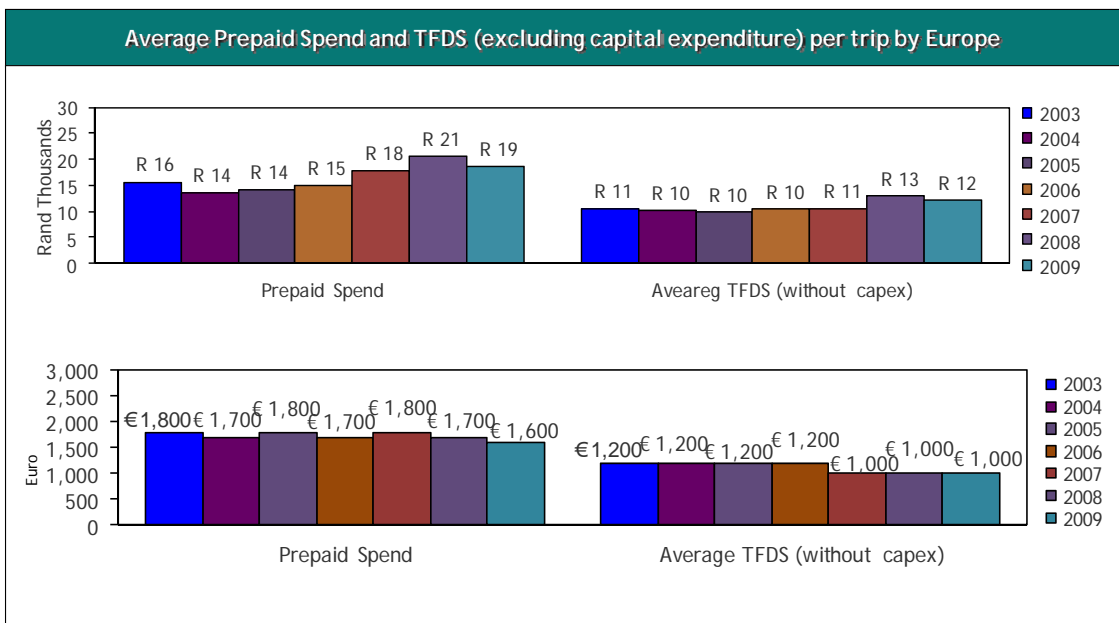
Tourists from Asia & Australasia spend more nights in paid accommodation but this has decreased by -2.7% in 2009. Usage of high-end accommodation decreased by 1.1% in 2009 while usage of medium- to lower-end accommodation decreased by -5.0%.



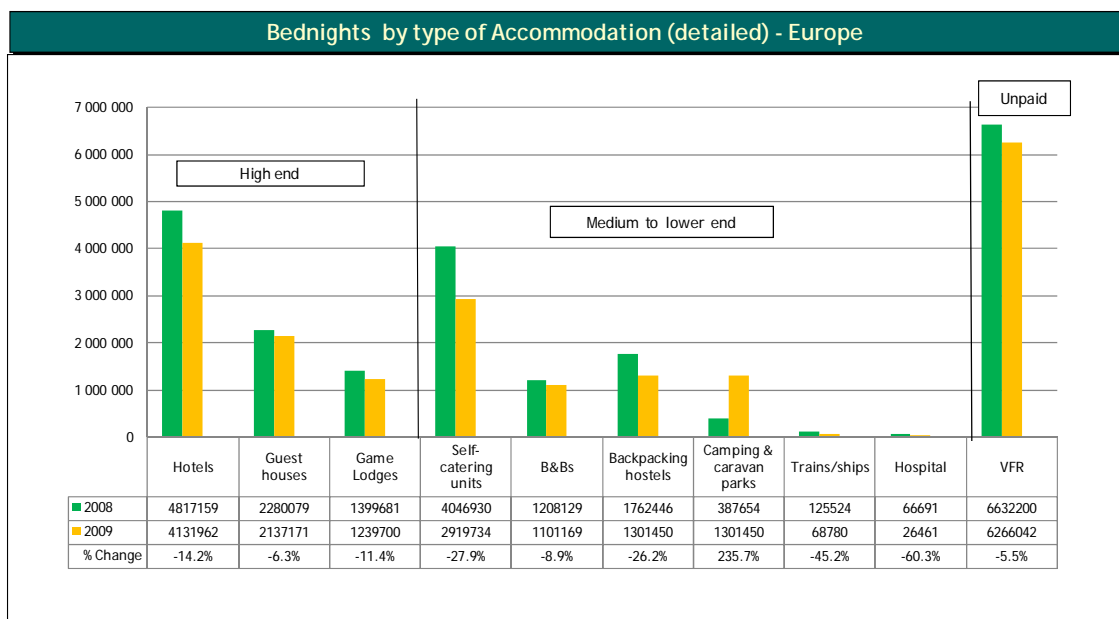
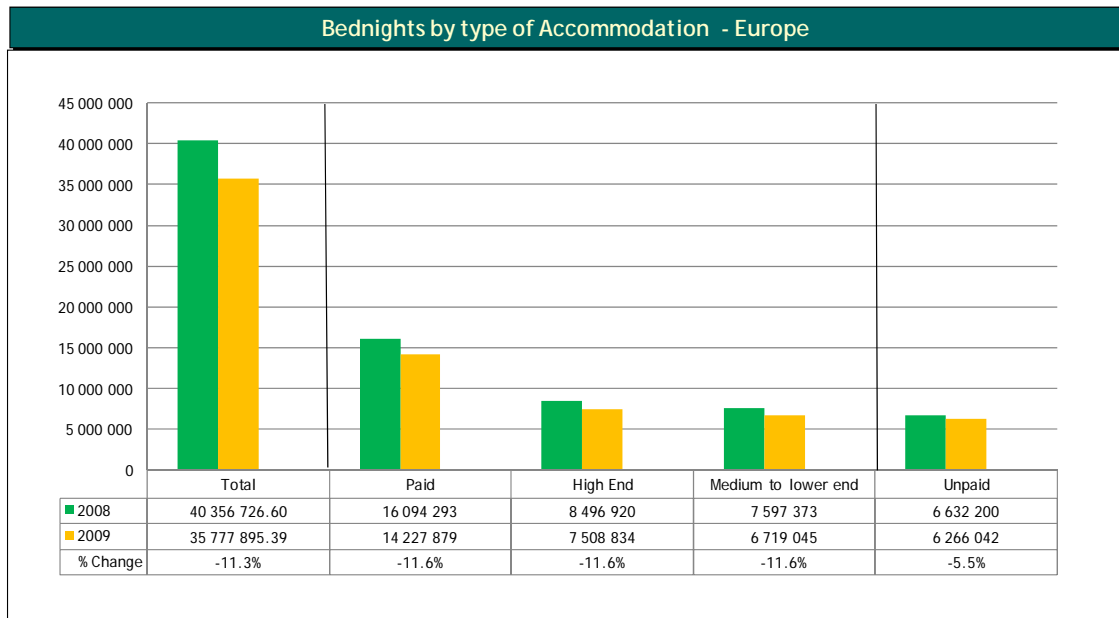
The Europeans spent less on average on all items except for food, leisure, medical and shopping for goods for resale.



The average prepaid expenditure by Europeans declined in Euro terms, but they spent the same amount in South Africa since 2007.

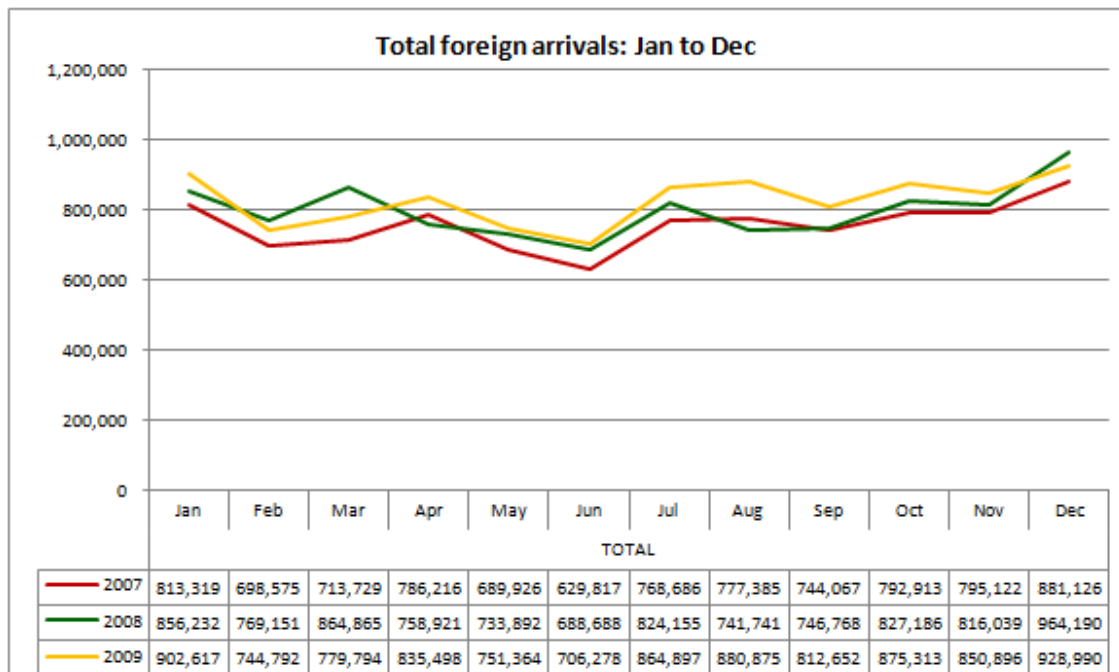
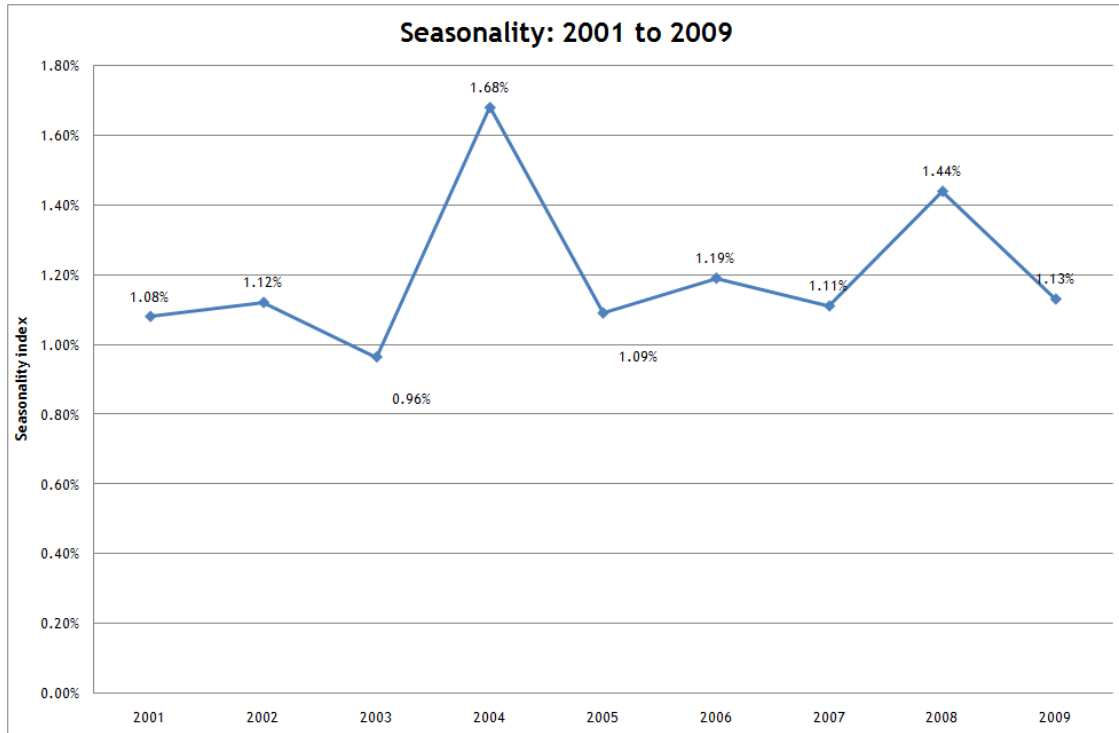


The total number of bednights spent by Europeans in South Africa decreased by -11.3% in 2009. The key driver in this decline was the -11.6% decline in nights spent in paid accommodation and -5.5% in unpaid accommodation.



6. Seasonality of foreign arrivals¹⁵

Seasonality improved by 0.31 points from 2008 to 2009.



¹⁵ In 2003, South African Tourism developed an index to measure seasonality. The seasonality index allows seasonality to be tracked over time. An index value of 0% represents perfect seasonality, i.e. the market is not characterised by large fluctuations from month to month. An index value of 100% represents very poor seasonality, i.e. the market is characterised by large fluctuations from month to month. Perfect seasonality in a country allows for sustainable growth in the tourism industry.

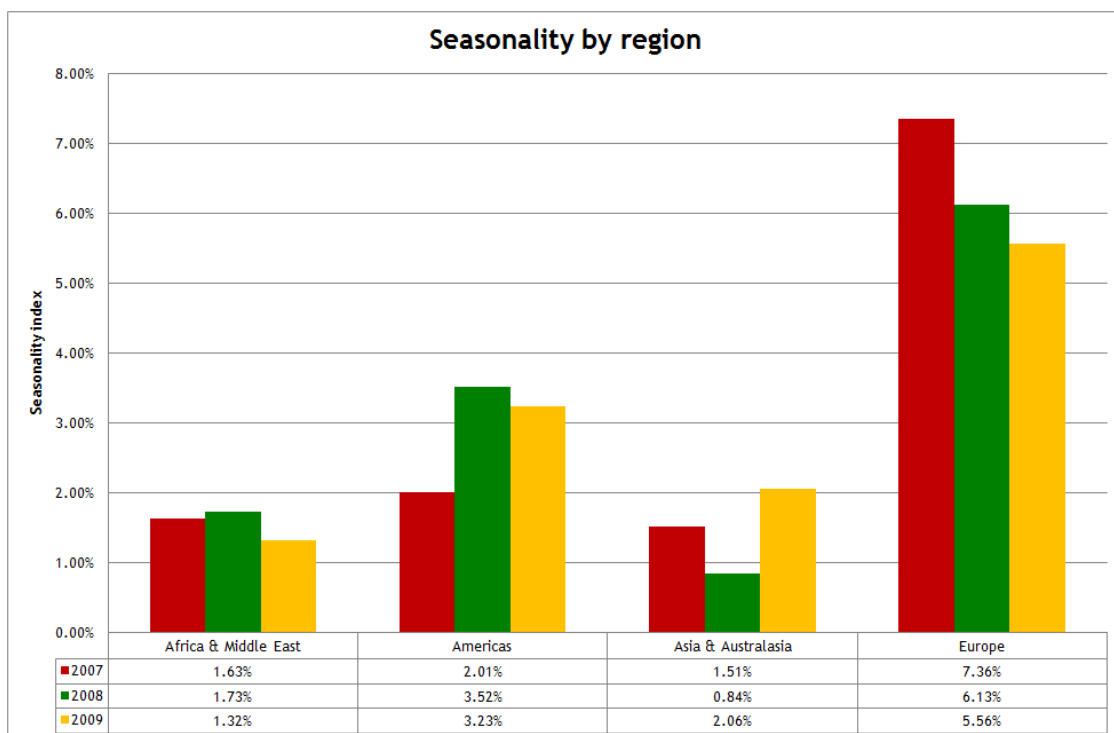
6.1. Seasonality by region

Seasonality out of Africa improved from 1.73% in 2008 to 1.32% in 2009, making the region the best performer in 2009. The worst performing market in the region was Namibia with seasonality worsening from 5.37% to 9.32% while Angola was the best performing market in the region with seasonality improving from 5.37% to 1.57%.

Seasonality out of the Americas region improved from 3.52% in 2008 to 3.23% in 2009. Brazil, Canada and USA showed an improvement in seasonality from 2008 to 2009.

Seasonality out of Asia & Australasia worsened from 0.84% in 2008 to 2.06% in 2009. India was the driver of worsening seasonality for the region, from 6.10% in 2008 to 25.40% in 2009. China (including Hong Kong) was the best performing market.

Europe showed an improvement in seasonality in 2009, decreasing from 6.13% to 5.56%. Italy is the worst performing market in the region from 32.08% in 2008 to 42.39% in 2009.

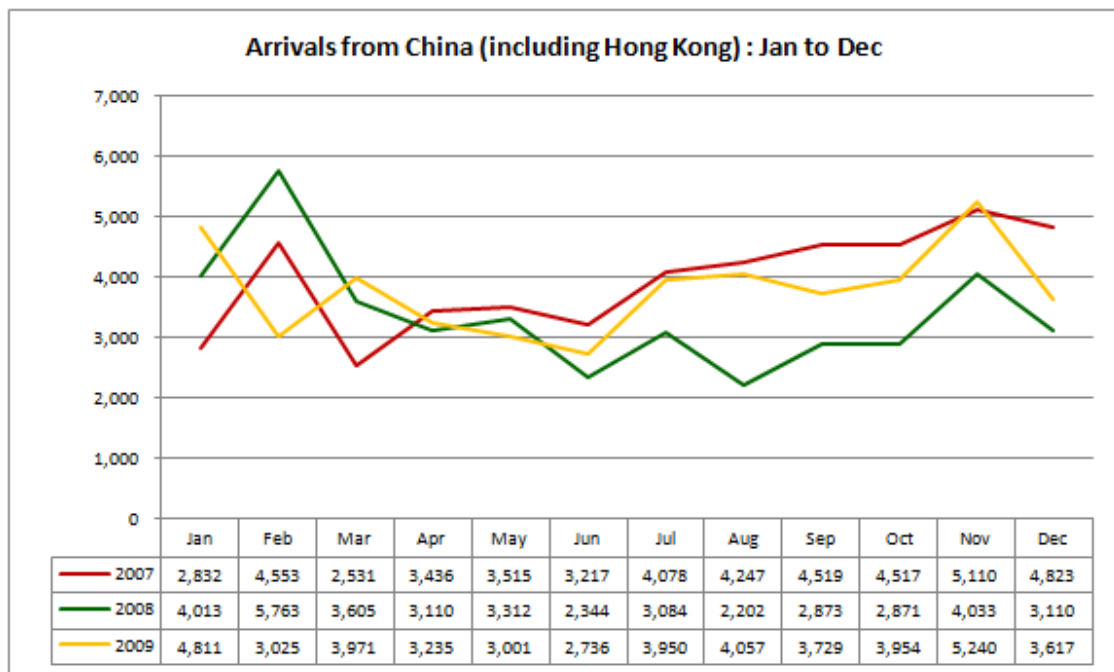


6.2. Top 5 markets with improving seasonality

6.2.1. China

Seasonality out of China (including Hong Kong) improved in 2009 decreasing from 12.43% to 5.63%. The shift in the February peak to March and the smaller peak in March appears to be the contributing factor of the improvement in seasonality.

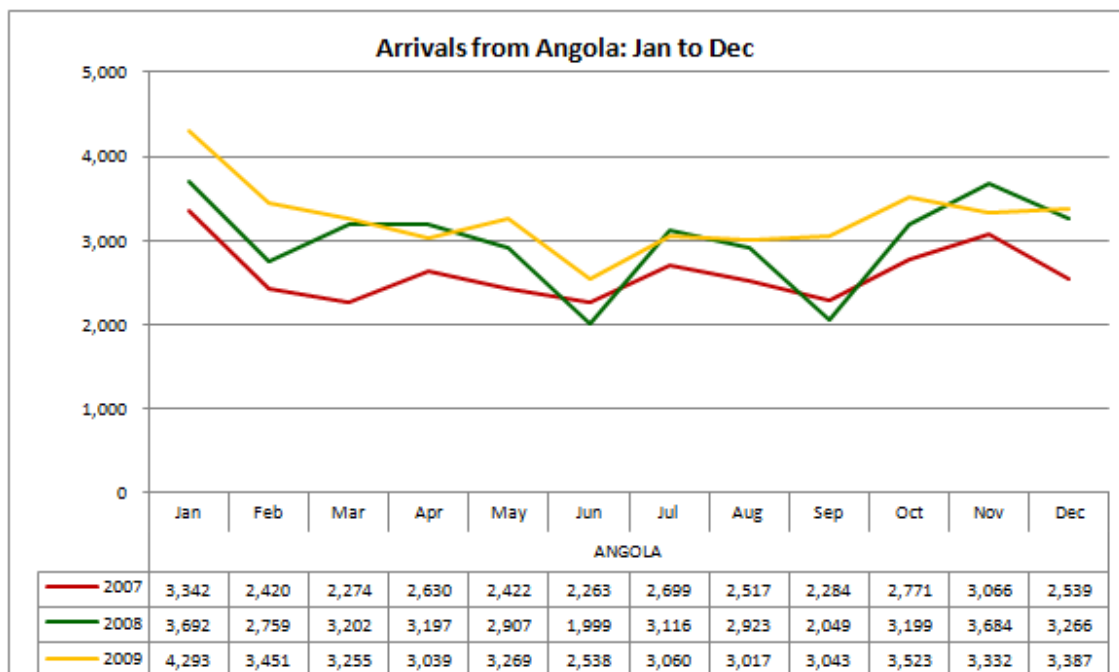
	2007	2008	2009
Asia & Australasia	1.51%	0.84%	2.06%
Australia	3.18%	2.75%	2.50%
China (including Hong Kong)	6.29%	12.43%	5.63%
India	2.41%	6.10%	25.40%
Japan	24.82%	16.36%	16.00%
Other Asia & Australasia	1.83%	1.28%	1.21%



6.2.2. Angola

Seasonality improved out of Angola, decreasing from 5.37% in 2008 to 1.57% in 2009. The peak in January 2009 appeared to have slightly counter-balanced the effect of the June dip.

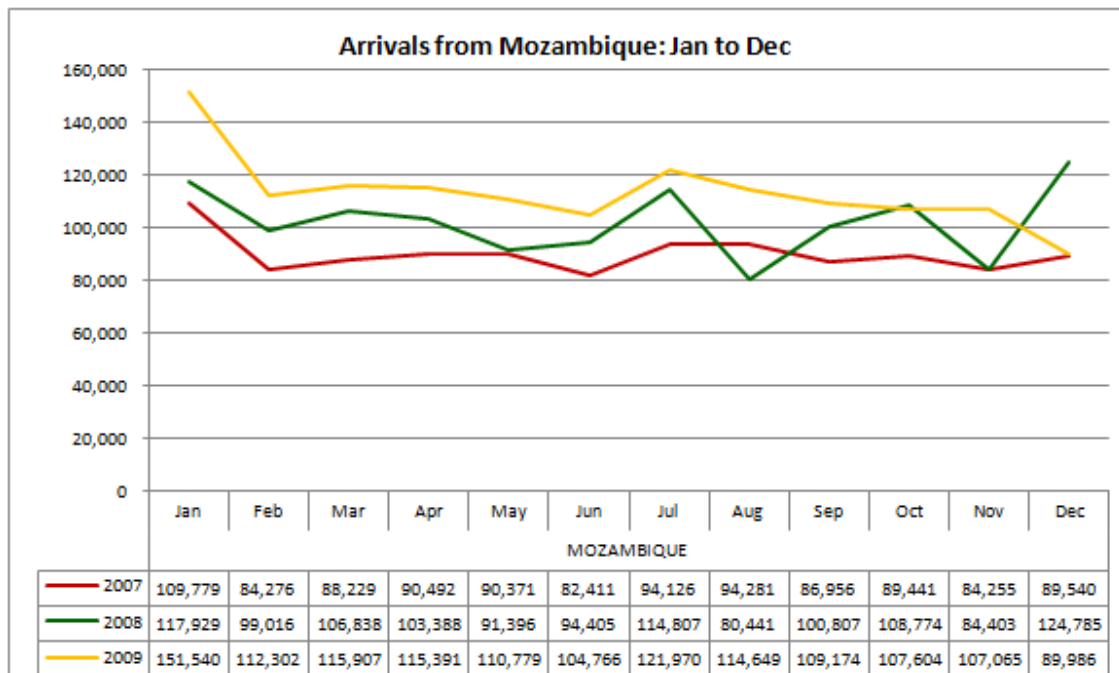
	2007	2008	2009
Africa & Middle East	1.63%	1.73%	1.32%
Angola	1.73%	5.37%	1.57%
Botswana	6.05%	5.93%	6.12%
Kenya	1.63%	1.62%	2.34%
Lesotho	2.49%	2.45%	1.30%
Malawi	1.23%	1.66%	2.82%
Mauritius	4.36%	4.50%	3.26%
Mozambique	0.68%	4.28%	0.92%
Namibia	8.07%	5.69%	9.32%
Nigeria	1.76%	1.41%	2.13%
Swaziland	2.05%	1.36%	1.95%
Tanzania	3.11%	2.69%	0.73%
Zambia	1.14%	1.00%	1.88%
Zimbabwe	1.11%	1.88%	3.53%
Other Africa & Middle East	2.30%	2.80%	1.39%



6.2.3. Mozambique

Seasonality improved out of Mozambique, decreasing from 4.28% in 2008 to 0.92% in 2009. The low variation in month-on-month arrivals from February to June and from July to November was a contributor to the improving seasonality.

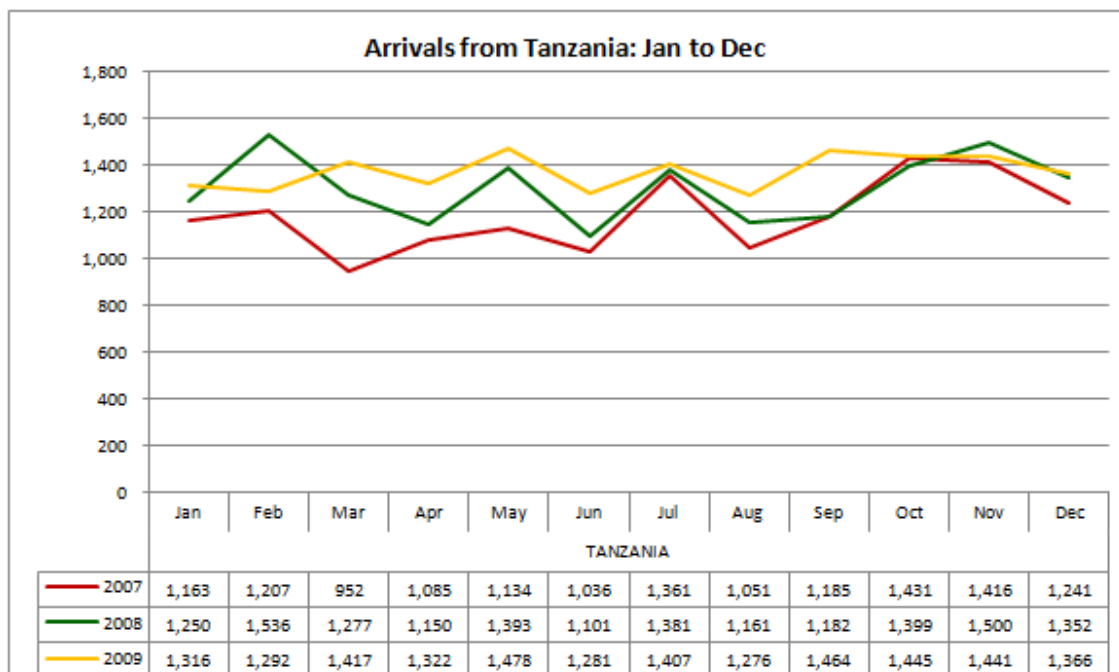
	2007	2008	2009
Africa & Middle East	1.63%	1.73%	1.32%
Angola	1.73%	5.37%	1.57%
Botswana	6.05%	5.93%	6.12%
Kenya	1.63%	1.62%	2.34%
Lesotho	2.49%	2.45%	1.30%
Malawi	1.23%	1.66%	2.82%
Mauritius	4.36%	4.50%	3.26%
Mozambique	0.68%	4.28%	0.92%
Namibia	8.07%	5.69%	9.32%
Nigeria	1.76%	1.41%	2.13%
Swaziland	2.05%	1.36%	1.95%
Tanzania	3.11%	2.69%	0.73%
Zambia	1.14%	1.00%	1.88%
Zimbabwe	1.11%	1.88%	3.53%
Other Africa & Middle East	2.30%	2.80%	1.39%



6.2.4. Tanzania

Seasonality out of Tanzania improved, decreasing from 2.69% in 2008 to 0.73% in 2009. The low variation in month-on-month arrivals was a contributor to the improving seasonality.

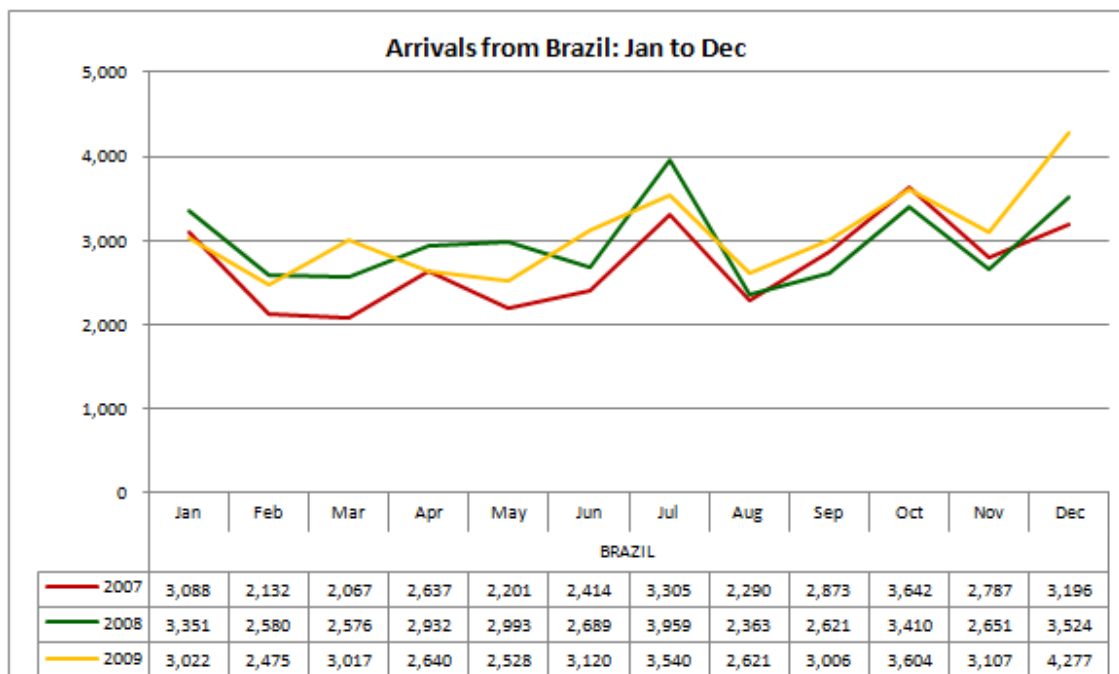
	2007	2008	2009
Africa & Middle East	1.63%	1.73%	1.32%
Angola	1.73%	5.37%	1.57%
Botswana	6.05%	5.93%	6.12%
Kenya	1.63%	1.62%	2.34%
Lesotho	2.49%	2.45%	1.30%
Malawi	1.23%	1.66%	2.82%
Mauritius	4.36%	4.50%	3.26%
Mozambique	0.68%	4.28%	0.92%
Namibia	8.07%	5.69%	9.32%
Nigeria	1.76%	1.41%	2.13%
Swaziland	2.05%	1.36%	1.95%
Tanzania	3.11%	2.69%	0.73%
Zambia	1.14%	1.00%	1.88%
Zimbabwe	1.11%	1.88%	3.53%
Other Africa & Middle East	2.30%	2.80%	1.39%



6.2.5. Brazil

Seasonality out of Brazil improved, decreasing from 7.16% in 2008 to 5.25% in 2009. The decrease in arrivals in the first half of the year counter-balanced the increase in arrivals in the second half of the year.

	2007	2008	2009
Americas	2.01%	3.52%	3.23%
Brazil	6.65%	7.16%	5.25%
Canada	2.84%	4.27%	3.94%
USA	2.84%	5.34%	3.70%
Other Americas	4.08%	3.36%	6.69%

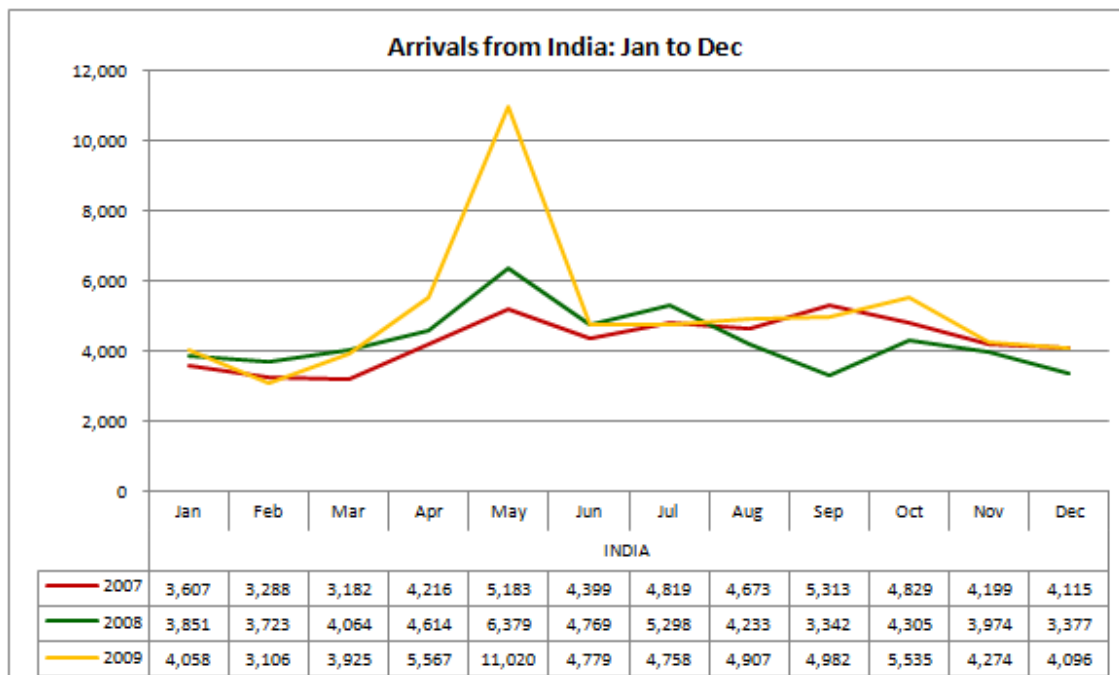


6.3. Top 5 markets with worsening seasonality

6.3.1. India

Seasonality out of India worsened, from 6.10% in 2008 to 25.40% in 2009. The worsening seasonality can be attributed to the peak in May arrivals, due to the IPL being hosted in South Africa.

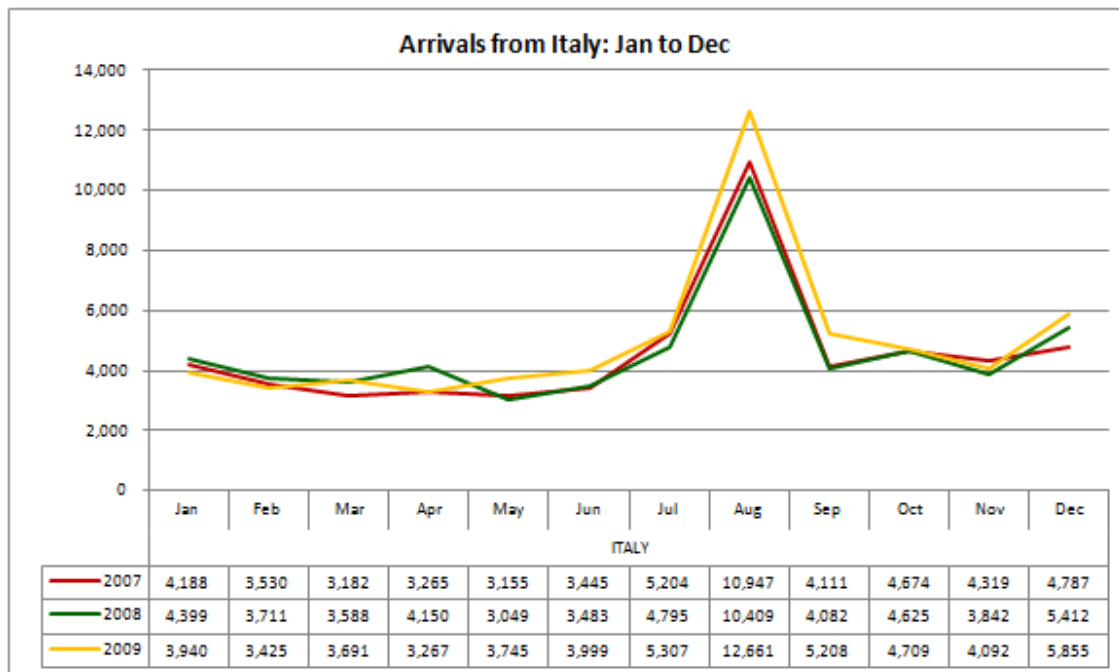
	2007	2008	2009
Asia & Australasia	1.51%	0.84%	2.06%
Australia	3.18%	2.75%	2.50%
China (including Hong Kong)	6.29%	12.43%	5.63%
India	2.41%	6.10%	25.40%
Japan	24.82%	16.36%	16.00%
Other Asia & Australasia	1.83%	1.28%	1.21%



6.3.2. Italy

Seasonality out of Italy remains bad as Italians traditionally travel in August, their summer holiday period.

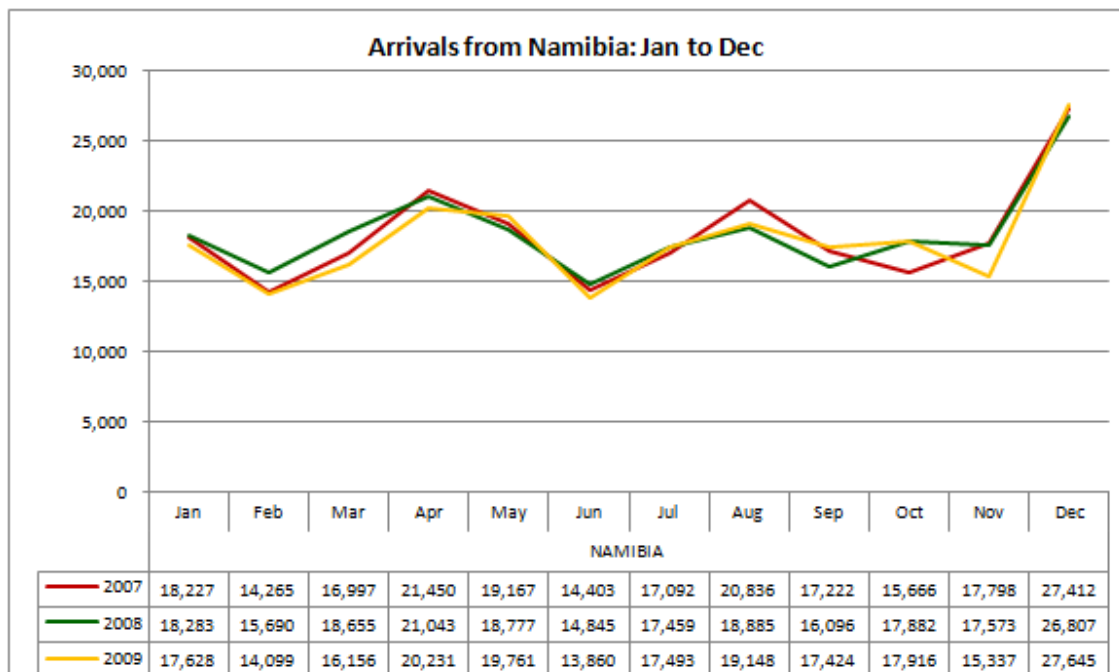
	2007	2008	2009
Europe	7.36%	6.13%	5.56%
France	9.38%	10.75%	10.74%
Germany	13.57%	10.30%	12.58%
Italy	34.26%	32.08%	42.39%
Netherlands	16.86%	15.84%	15.87%
Sweden	21.18%	18.29%	21.88%
UK	8.19%	8.32%	6.71%
Other Europe	7.01%	4.56%	5.11%



6.3.3. Namibia

Seasonality out of the Namibia worsened, increasing from 5.69% in 2008 to 9.32% in 2009. The variance in arrivals on a month-to-month basis and the new dip in November have led to the worsening seasonality from this market.

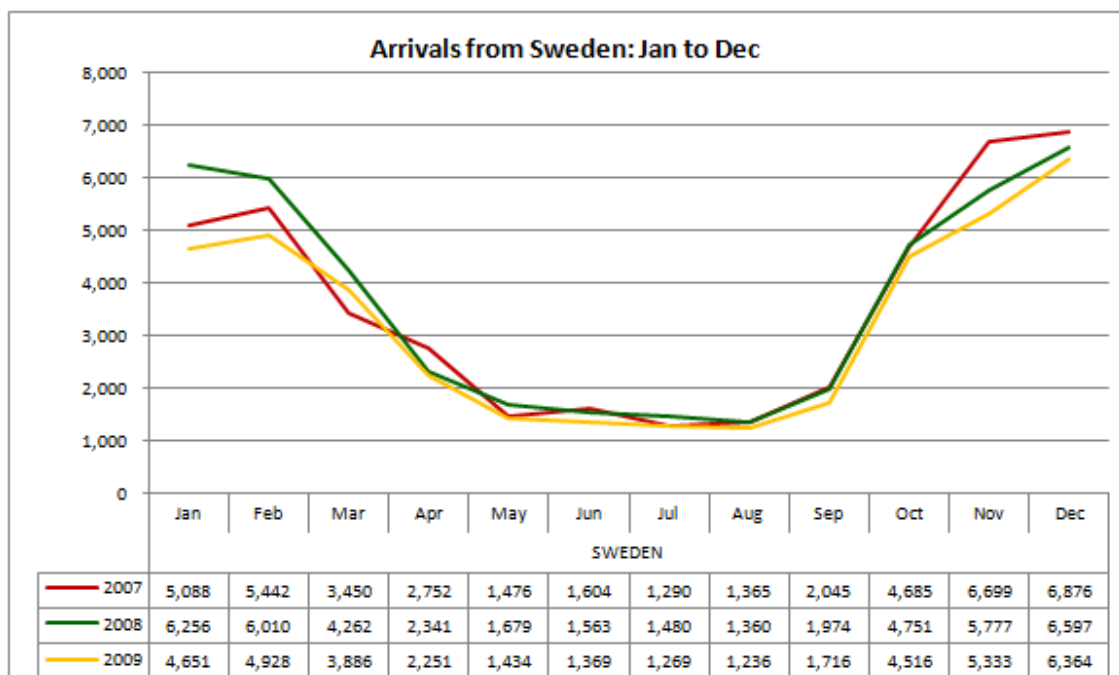
	2007	2008	2009
Africa & Middle East	1.63%	1.73%	1.32%
Angola	1.73%	5.37%	1.57%
Botswana	6.05%	5.93%	6.12%
Kenya	1.63%	1.62%	2.34%
Lesotho	2.49%	2.45%	1.30%
Malawi	1.23%	1.66%	2.82%
Mauritius	4.36%	4.50%	3.26%
Mozambique	0.68%	4.28%	0.92%
Namibia	8.07%	5.69%	9.32%
Nigeria	1.76%	1.41%	2.13%
Swaziland	2.05%	1.36%	1.95%
Tanzania	3.11%	2.69%	0.73%
Zambia	1.14%	1.00%	1.88%
Zimbabwe	1.11%	1.88%	3.53%
Other Africa & Middle East	2.30%	2.80%	1.39%



6.3.4. Sweden

Seasonality out of the Sweden worsened, increasing from 18.29% in 2008 to 21.88% in 2009. The seasonality pattern of Sweden worsened in 2009 due to a strong increase in arrivals from September relative to the declines in the first eight months of the year.

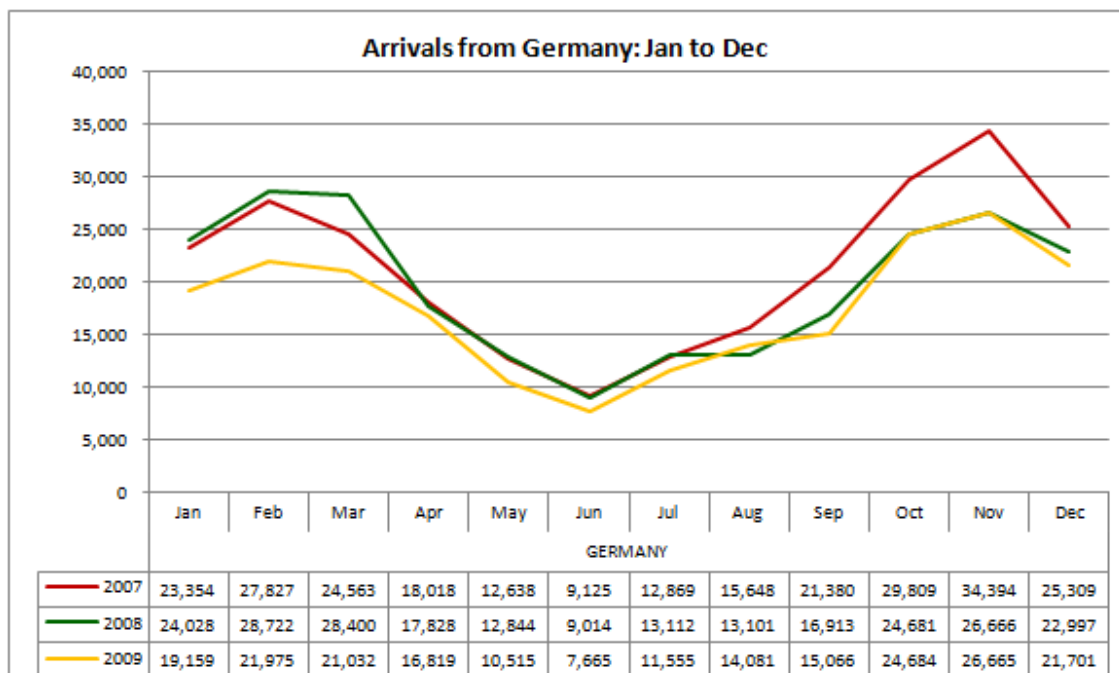
	2007	2008	2009
Europe	7.36%	6.13%	5.56%
France	9.38%	10.75%	10.74%
Germany	13.57%	10.30%	12.58%
Italy	34.26%	32.08%	42.39%
Netherlands	16.86%	15.84%	15.87%
Sweden	21.18%	18.29%	21.88%
UK	8.19%	8.32%	6.71%
Other Europe	7.01%	4.56%	5.11%



6.3.5. Germany

Seasonality out of the Germany worsened, increasing from 10.30% in 2008 to 12.58% in 2009. The trough in arrivals in June is the contributing factor to the worsening seasonality.

	2007	2008	2009
Europe	7.36%	6.13%	5.56%
France	9.38%	10.75%	10.74%
Germany	13.57%	10.30%	12.58%
Italy	34.26%	32.08%	42.39%
Netherlands	16.86%	15.84%	15.87%
Sweden	21.18%	18.29%	21.88%
UK	8.19%	8.32%	6.71%
Other Europe	7.01%	4.56%	5.11%

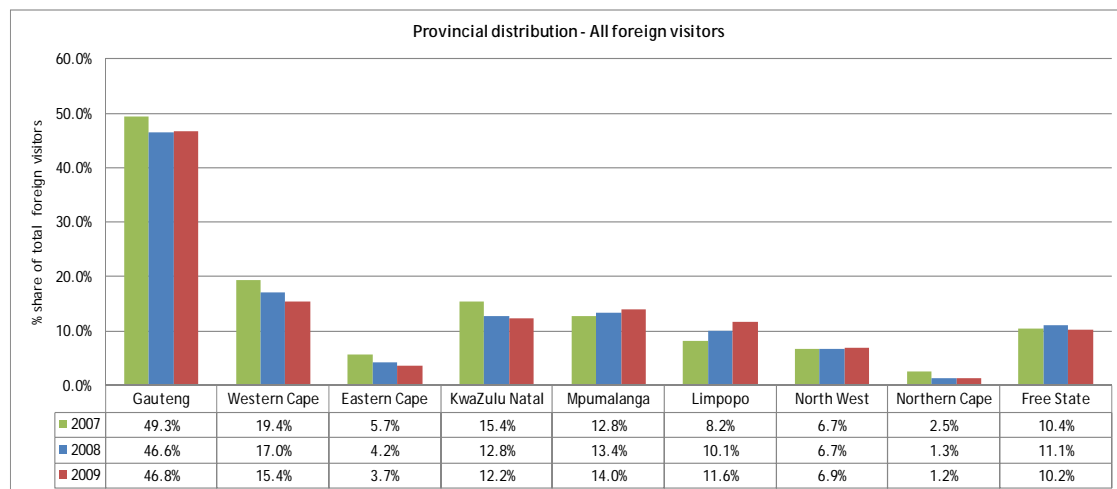


7. Provincial distribution

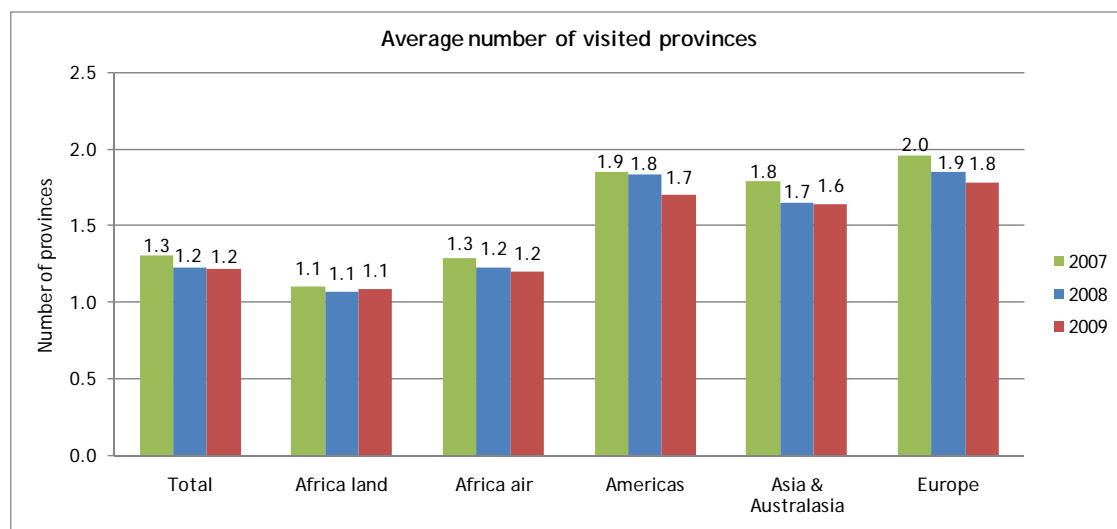
Provincial distribution is viewed from three perspectives: how many provinces are visited by foreign tourists, the distribution of bednights and the distribution of value across the nine provinces.

7.1. Provincial distribution (visitors¹⁶)

Gauteng remained the most visited province with a 46.8% share of total arrivals. This has increased marginally by 0.2% compared to 2008. The Western Cape remained in second place and Mpumalanga in third place with a share of 15.4% and 14.0% respectively. Mpumalanga gained 0.6% share and continued to surpass KwaZulu Natal this year. Limpopo and North West also gained 1.5% and 0.2% market share respectively.

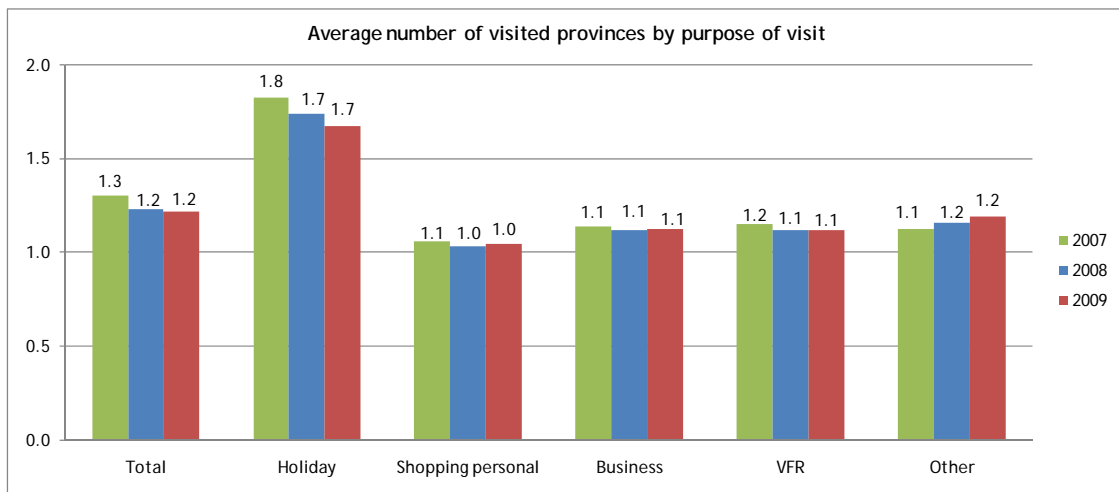


The average number of provinces visited by all foreign tourists to South Africa remained constant at 1.2 in 2009. This was driven down by tourists from Africa and Middle East who account for a large share of total arrivals and visit only one province. Tourists from Europe, Americas and Asia and Australasia visited on average 2 provinces.



¹⁶ Visitors refer to those tourists who visit a province but do not necessarily spend a night in the province. Visitors may visit more than one province; therefore the sum of all visitors would exceed 100%. The percentages in the graph above represent the proportion of visitors.

Provincial distribution has been showing a flat trend across all purposes of travel. Holiday-makers visit more provinces than any other tourists, but the number of provinces they have been visiting has been declining since 2007.



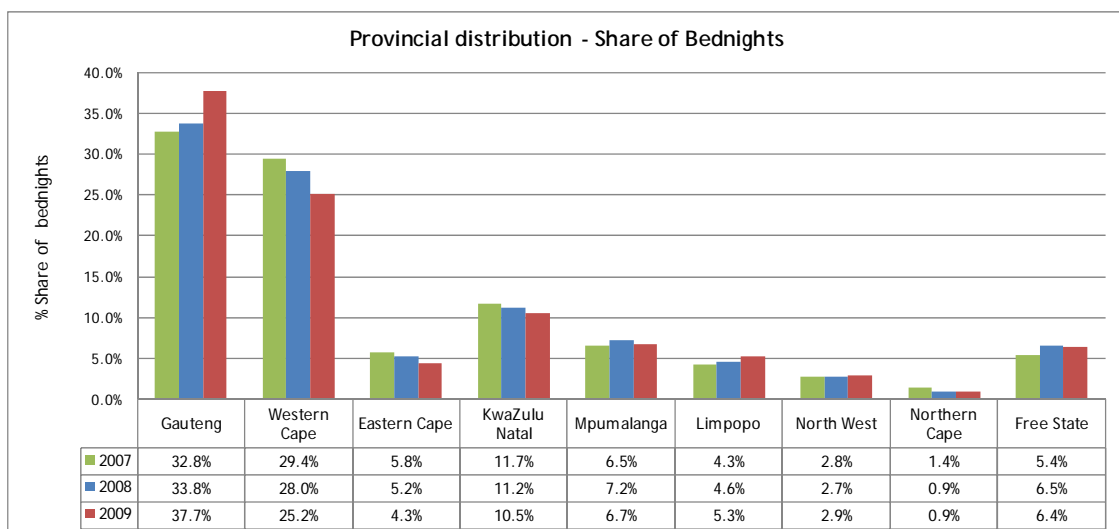
7.2. Provincial distribution (bednights)

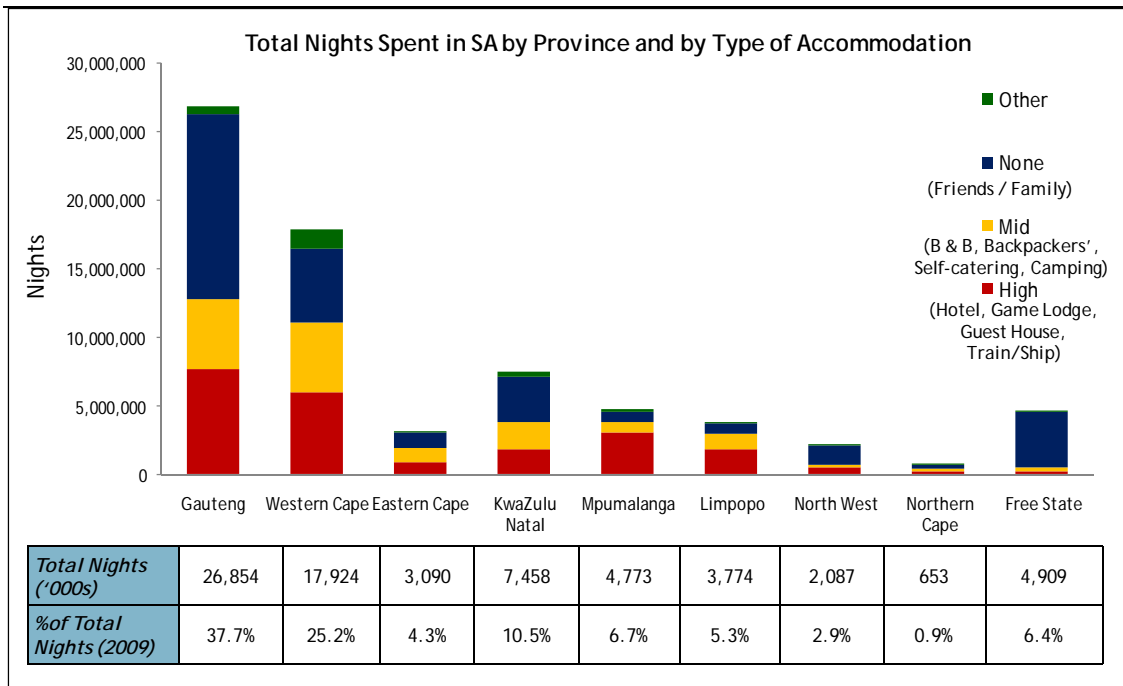
There were 4 million fewer bednights spent in South Africa in 2009 compared to 2008. This is a -5.4% decrease over 2008.

	2007	2008	2009	Difference vs 2008	% Change
Total number of bed nights	66,496,528	75,294,552	71,202,432	-4,092,121	-5.4%

Foreign tourists spent most of their nights in Gauteng and Western Cape. Nights spent in Gauteng, Limpopo and North West all increased compared to 2008, while the number of nights spent in Western Cape, Eastern Cape, KwaZulu Natal, Mpumalanga, and Free State declined.

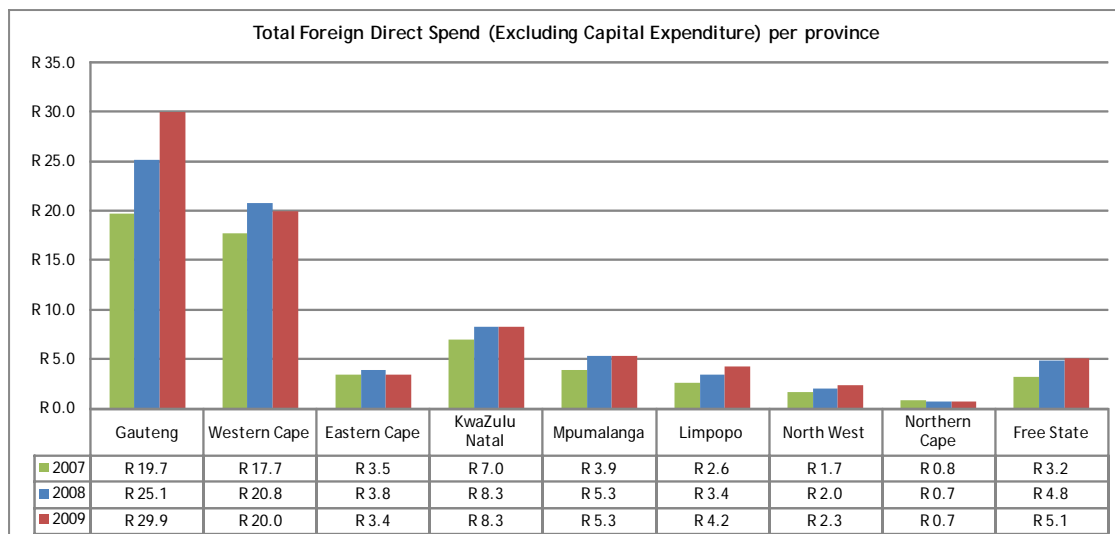
Gauteng, which captured 37.7% of bednights in 2009, maintained top spot over Western Cape. Gauteng increased its share of bednights spent in the province by 3.9%, while the Western Cape experienced the largest decrease of -2.8%.





7.3. Provincial distribution (value¹⁷)

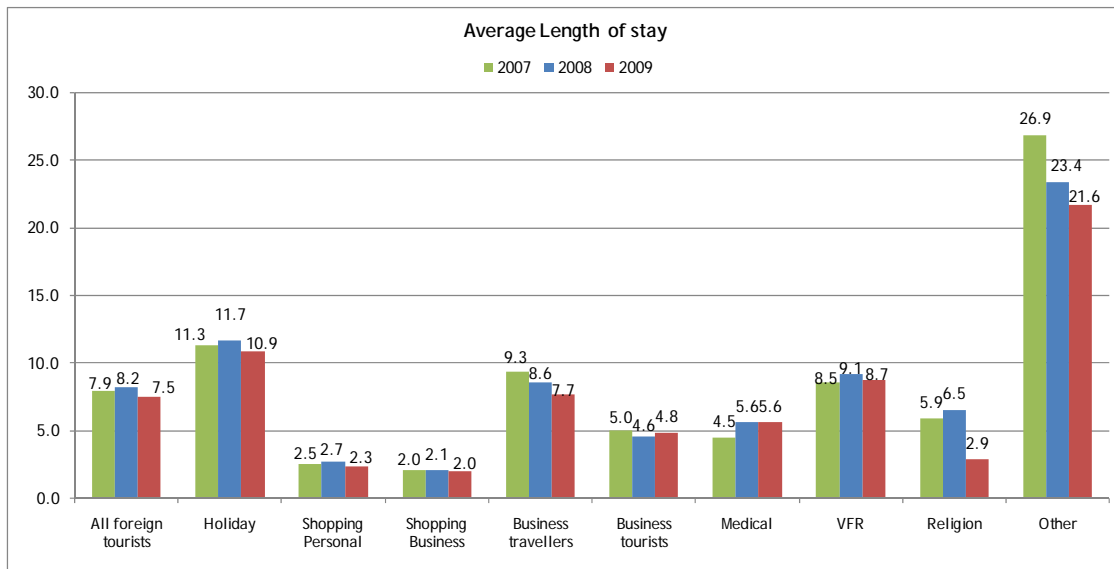
Gauteng and Western Cape continued to capture most of the tourism revenue to South Africa. In 2009, these two provinces captured over 63% of foreign tourism receipts (excluding capital expenditure).



¹⁷ Total Foreign Direct Spend (excluding Capital Expenditure) per province is calculated as the province's share of bednights multiplied by the Total Foreign Direct Spend (excluding Capital Expenditure)

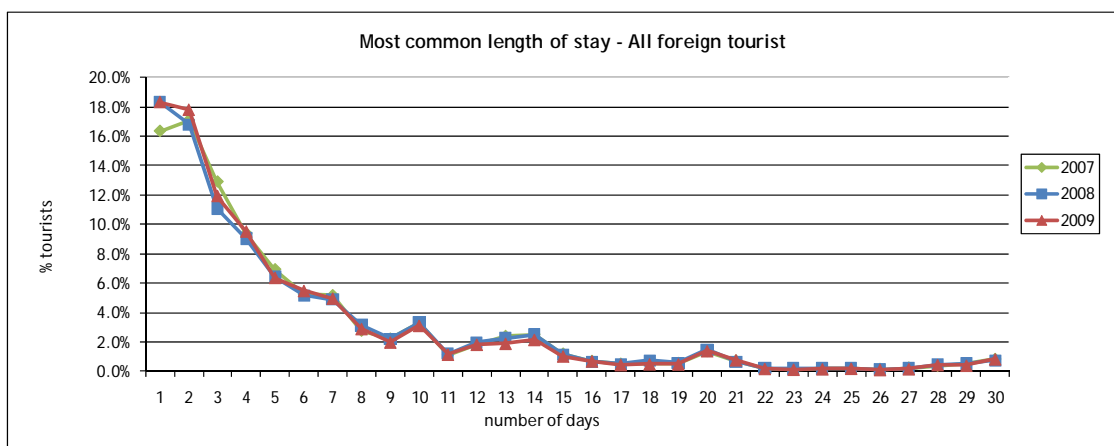
8. Length of stay

The average length of stay of all foreign tourists decreased from 8.2 nights in 2008 to 7.5 nights in 2009 in line with global trends towards shorter holidays. Holiday tourists spent fewer nights in South Africa in 2009, the lowest since 2007. The length of stay of business tourists increased in 2009.

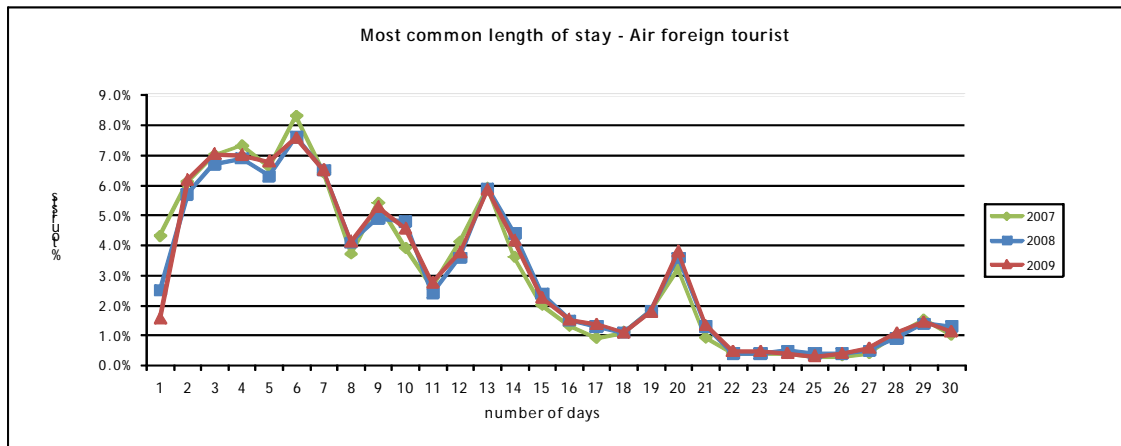


The average length of trips is higher than the most common length of stay. In this case “statistical mode” is a better indicator of the (most common or frequent) length of stay due to the asymmetric nature of this variable (it is possible for a few data points to be much higher than the mode and skew the mean upwards while it is impossible for outliers to be far below the mean and counter balance the skew since “length of stay” cannot be negative).

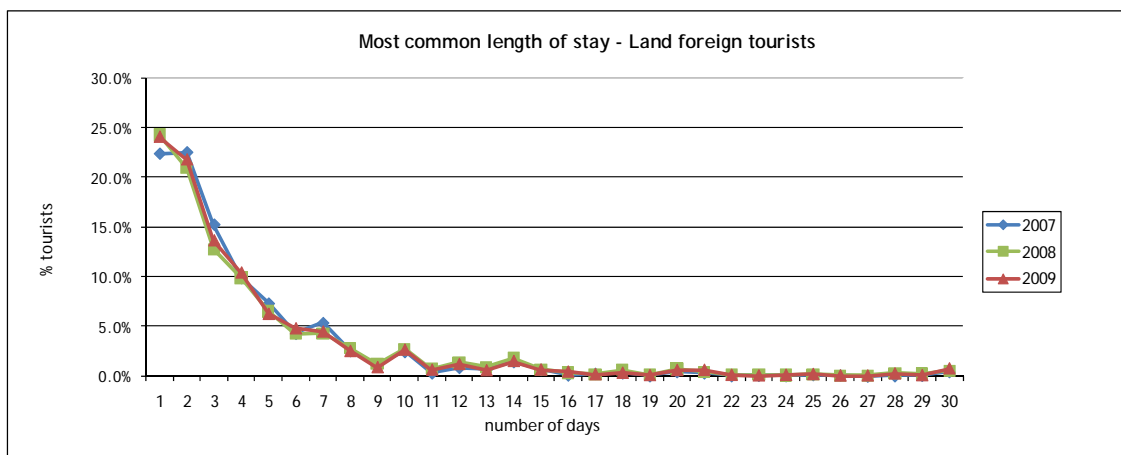
Most foreign tourists stay one night in South Africa, driven by tourists from land markets.



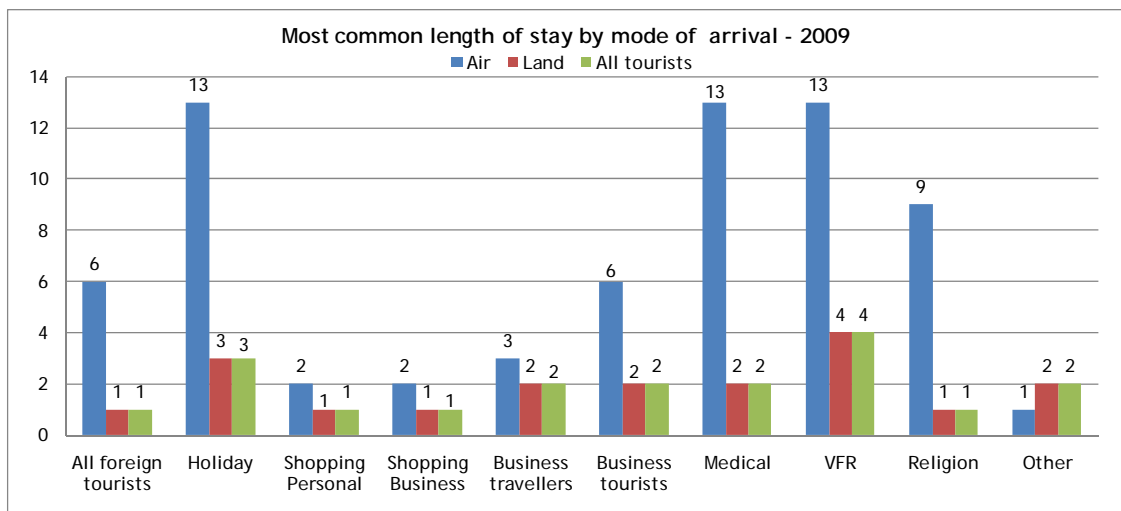
In 2009, the most common length of stay of air tourists remained constant at 6 nights. This could possibly be explained by the increase in usage of indirect flights to South Africa which cuts into the overall time available to spend in South Africa.



The most common length of stay for land tourists remained constant at 1 night in 2009.



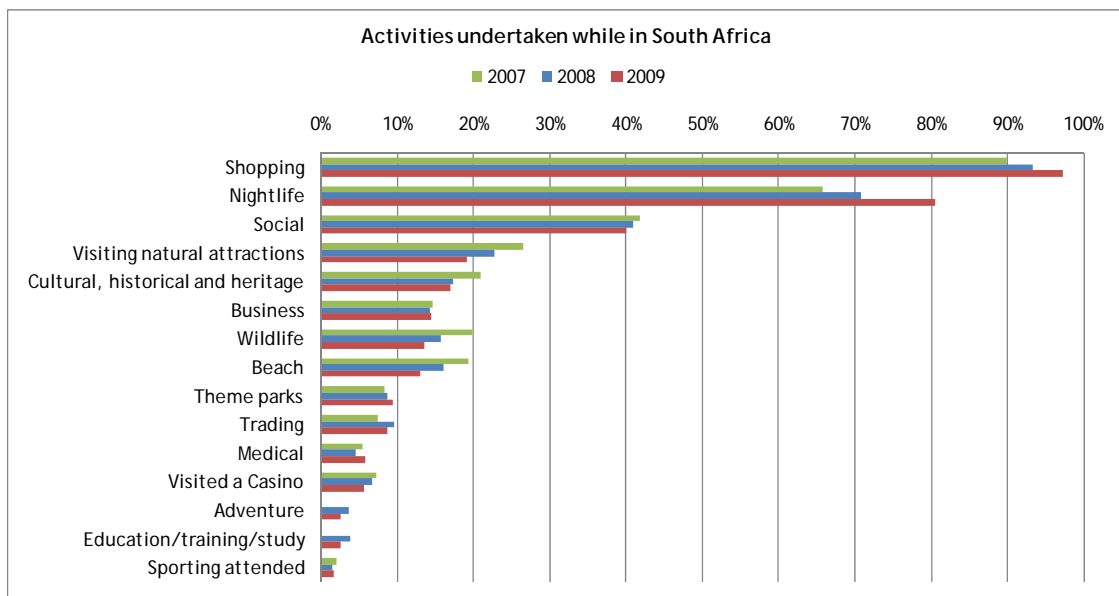
Tourists arriving by air in 2009 stayed 6 nights in South Africa, with holiday and VFR tourists staying the longest in the country.



9. Activities and experiences of foreign tourists in South Africa

9.1. Activities undertaken in South Africa

Apart from shopping, nightlife and social activities (activities normally undertaken by most foreign tourists globally), visiting natural attractions, cultural and historic sites, business and wildlife are popular activities undertaken by foreign tourists in 2009.

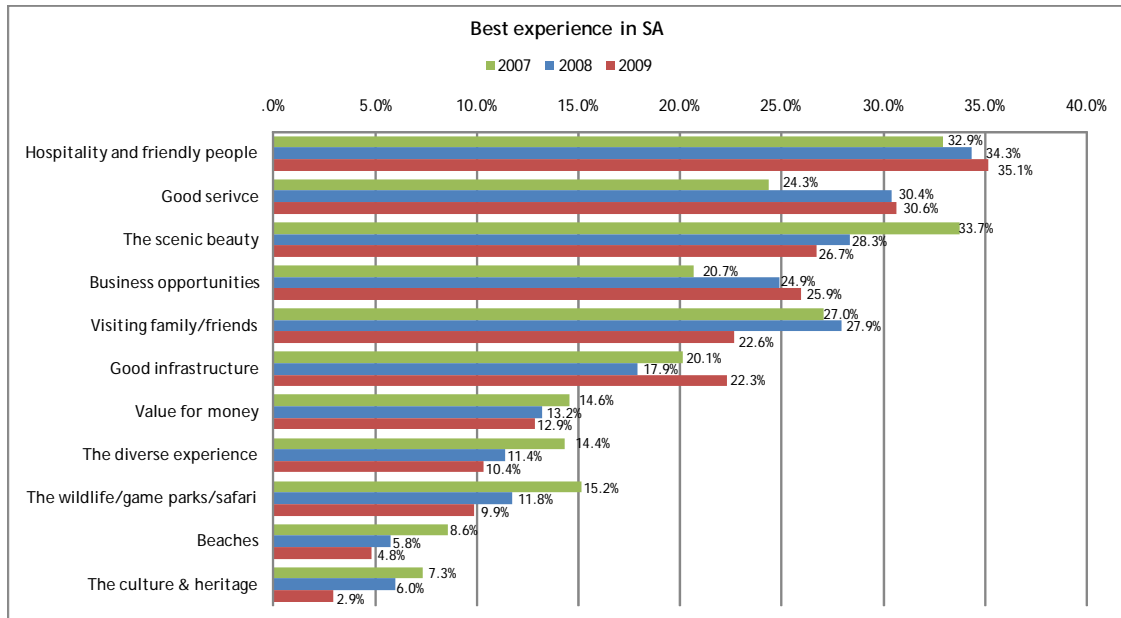


Shopping was the most popular activity across all purposes of visit. Nightlife, visiting natural attractions and wildlife were most popular with holiday tourists. Social activities, however, were most popular with VFR tourists.

	Holiday	Shopping - Personal	Shopping - Business	Business traveller	Business tourist	Medical	VFR	Religion	Other
Shopping	97.6%	99.7%	98.7%	92.2%	95.7%	91.8%	98.6%	99.1%	98.2%
Nightlife	95.4%	76.0%	64.5%	85.5%	81.8%	64.1%	78.2%	91.1%	91.1%
Social	34.2%	21.3%	11.0%	13.3%	15.6%	34.1%	92.4%	26.2%	27.9%
Visiting natural attractions	55.6%	1.4%	0.3%	14.4%	12.8%	1.8%	16.9%		23.2%
Cultural, historical and heritage	42.6%	2.8%	1.6%	7.6%	11.8%	2.3%	21.1%		18.5%
Business	2.0%	1.2%	2.8%	78.4%	73.3%		0.7%		3.2%
Wildlife	46.7%	1.0%		8.8%	6.9%		7.7%		15.2%
Beach	34.5%	1.5%	2.7%	8.4%	8.3%	2.6%	12.8%		17.8%
Theme parks	25.1%	1.5%	0.6%	6.1%	5.2%	1.1%	10.2%		10.6%
Trading	0.7%	2.0%	59.3%	2.3%			0.4%		
Medical	1.8%			0.4%		94.0%	1.3%		0.7%
Visited a Casino	13.4%	1.8%		5.1%	5.4%		6.0%		3.7%
Adventure	9.5%			1.1%	0.8%		1.5%		4.8%
Education/training/study	0.7%			0.5%	2.0%		0.6%		44.1%
Sporting attended	3.5%			1.4%			1.1%		8.4%

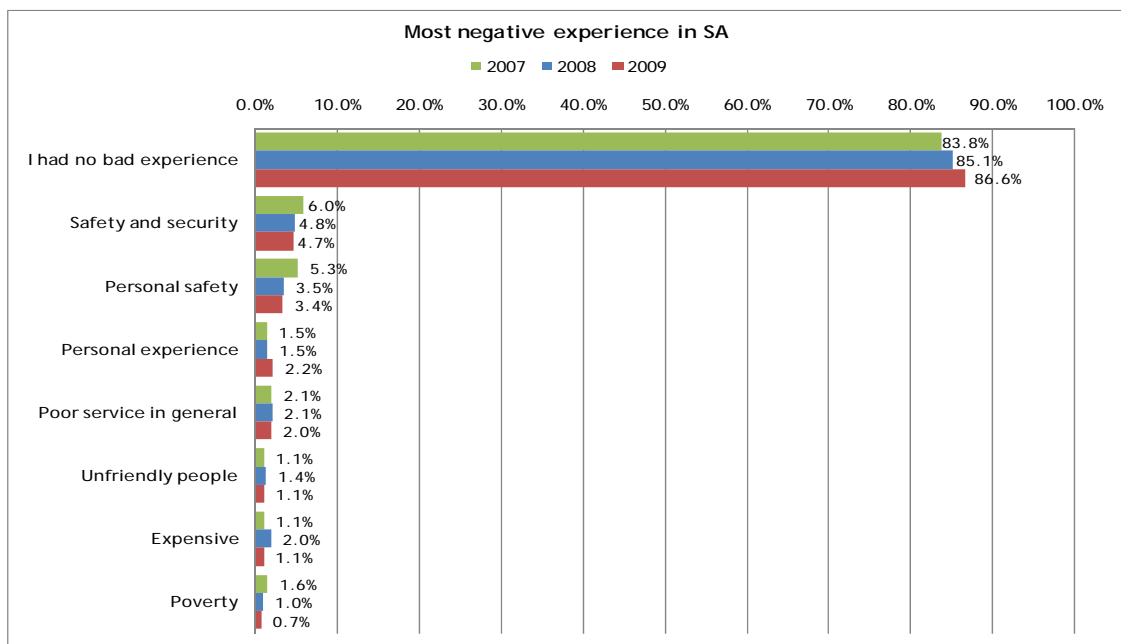
9.2 Experience of tourists

The hospitable and friendly people, good service and scenic beauty were the highlights of tourists visit to South Africa in 2009.



Note: The results of 2009 for positive experiences should not be compared to results from 2005 due to a change in the phrasing of the question.

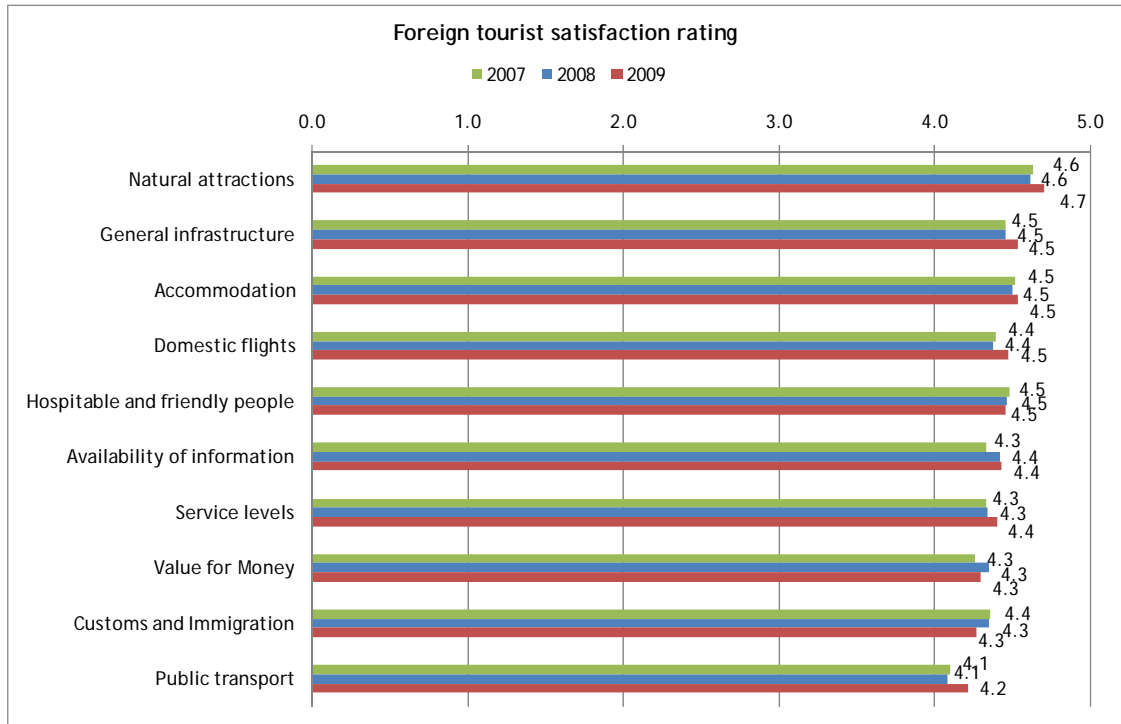
86.6% of foreign tourists in 2009 did not have a negative experience in South Africa. Of those who did, 8.1% mentioned general issues of safety and security and personal safety. Poor service in general was also mentioned as a bad experience.



Note: Safety and Security refers to 'general safety'. Theft, robbery and crime are issues of personal safety.

9.3 Satisfaction of tourists

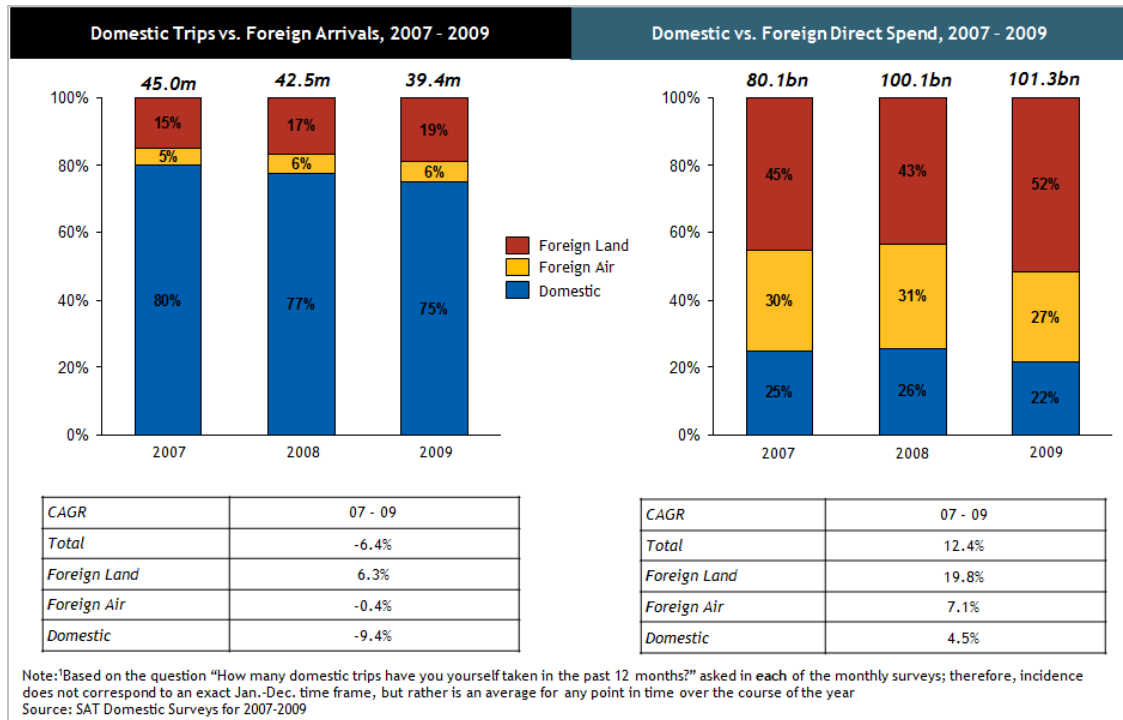
Tourists who visited South Africa in 2009 were most satisfied with the South Africa's natural attractions, general infrastructure, accommodation and domestic flights. Our ratings have improved compared to 2008.



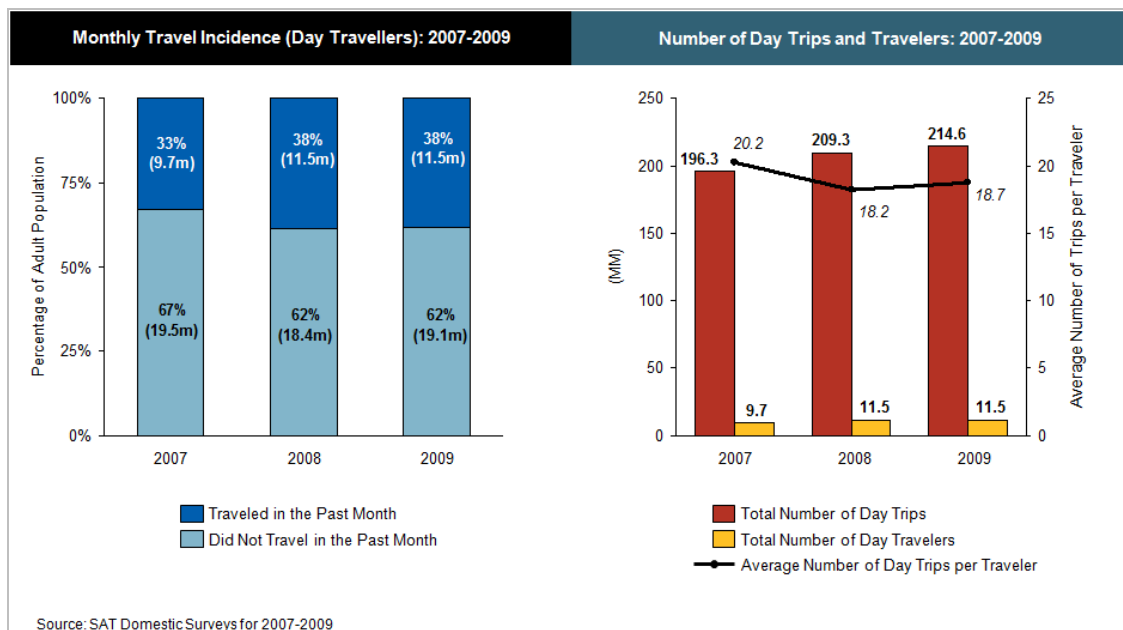
* The above graph is based on a 5 point scale, where 5 mean that the tourist was 'extremely satisfied' and 1 means that the tourist was 'not at all satisfied'.

10. Domestic Tourism

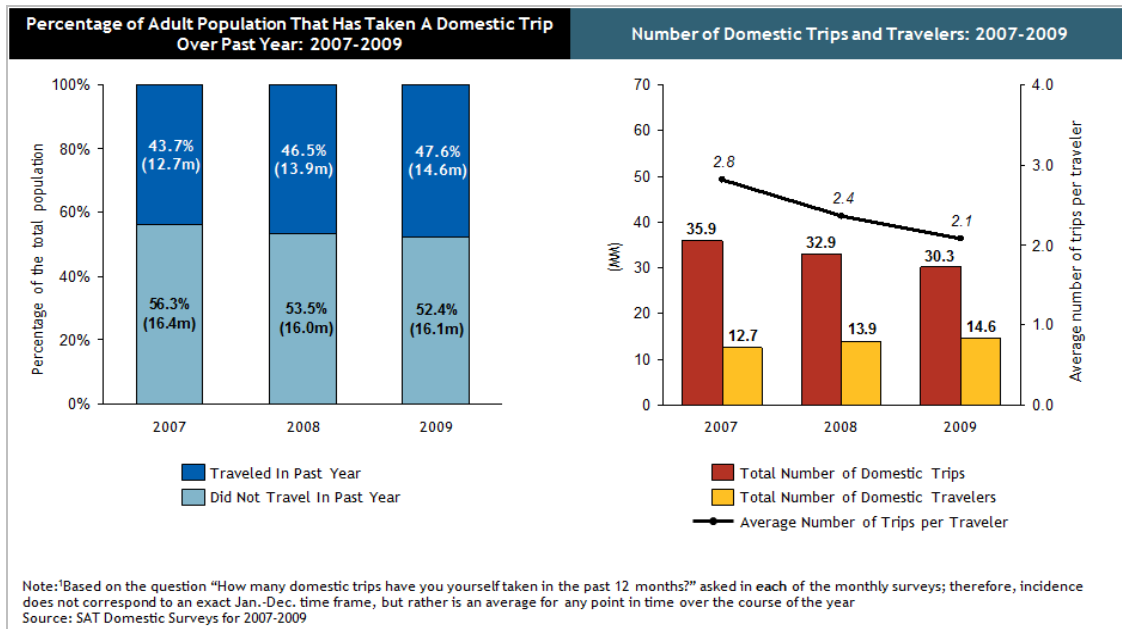
Domestic tourism contributes significantly to the tourism sector accounting for 75% of total tourism volume in South Africa in 2009. It however contributed only 22% of total tourism revenue in the year of review.



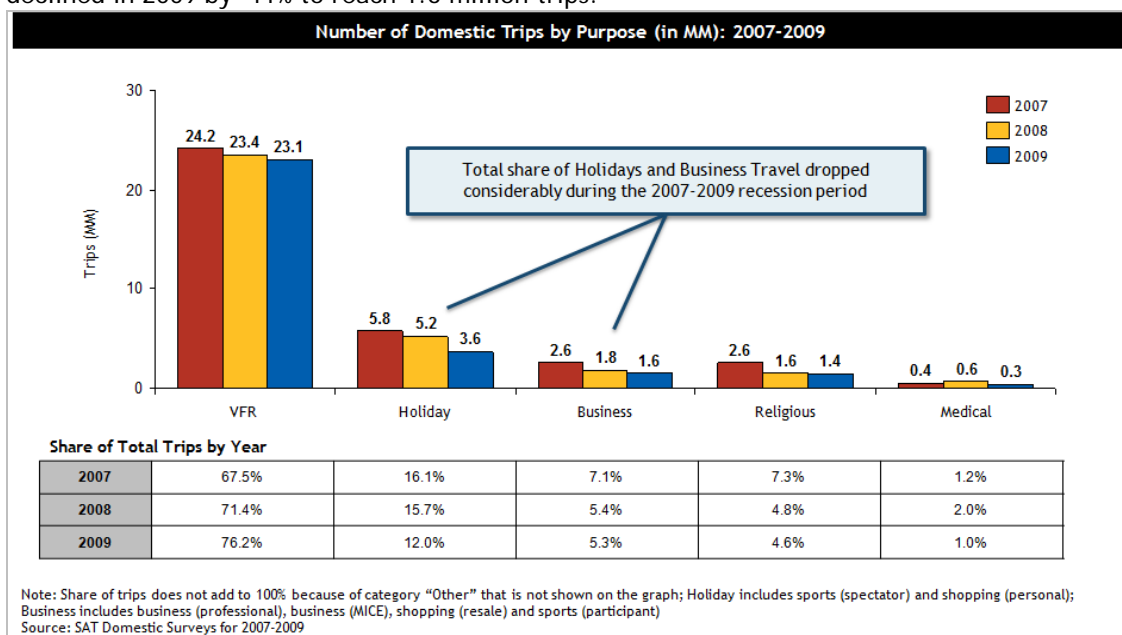
In 2009, 38% of the South African adult population took on average 19 domestic tourism day trips. Although the number of day trips increased in the last three years, the average number of day trips per traveller is still below the 2007 levels.



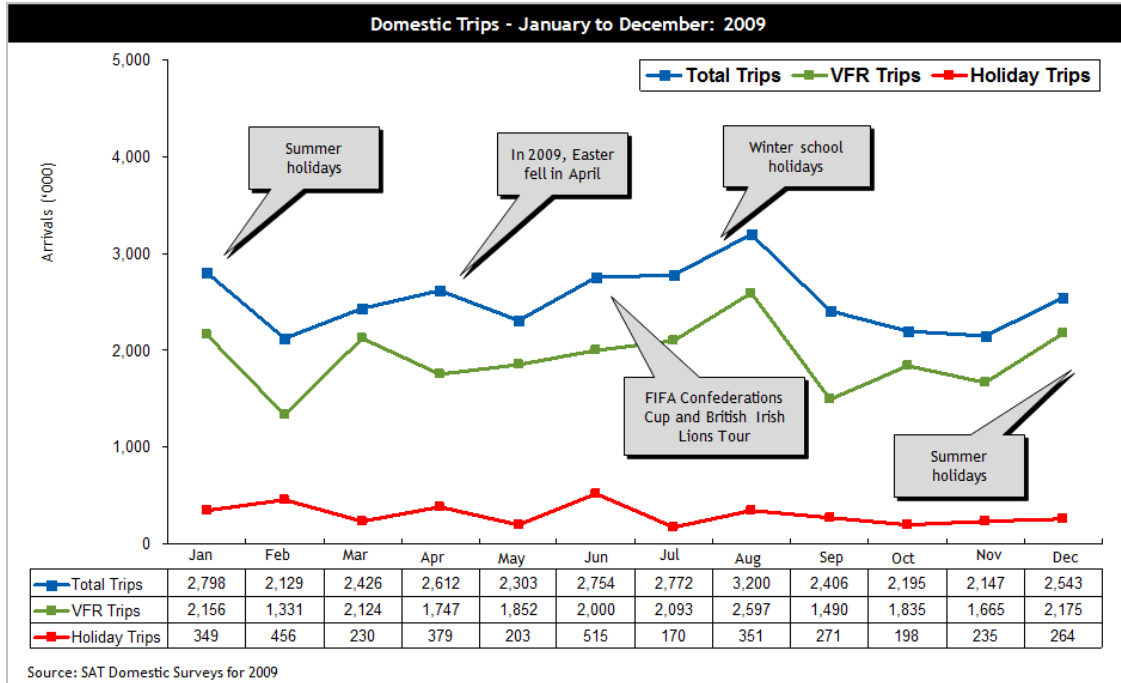
Domestic tourism is emerging in South Africa with 48% of the adult population (approximately 14.6 million people) taking on average only 2.1 domestic tourism trips in 2009. This resulted in 30.3 million domestic trips. There is an increase in the number of people travelling since 2007, showing that domestic travel in South Africa is becoming more attractive. However, while the number of domestic travellers have increased, the number of trips per traveller has decreased since 2007.



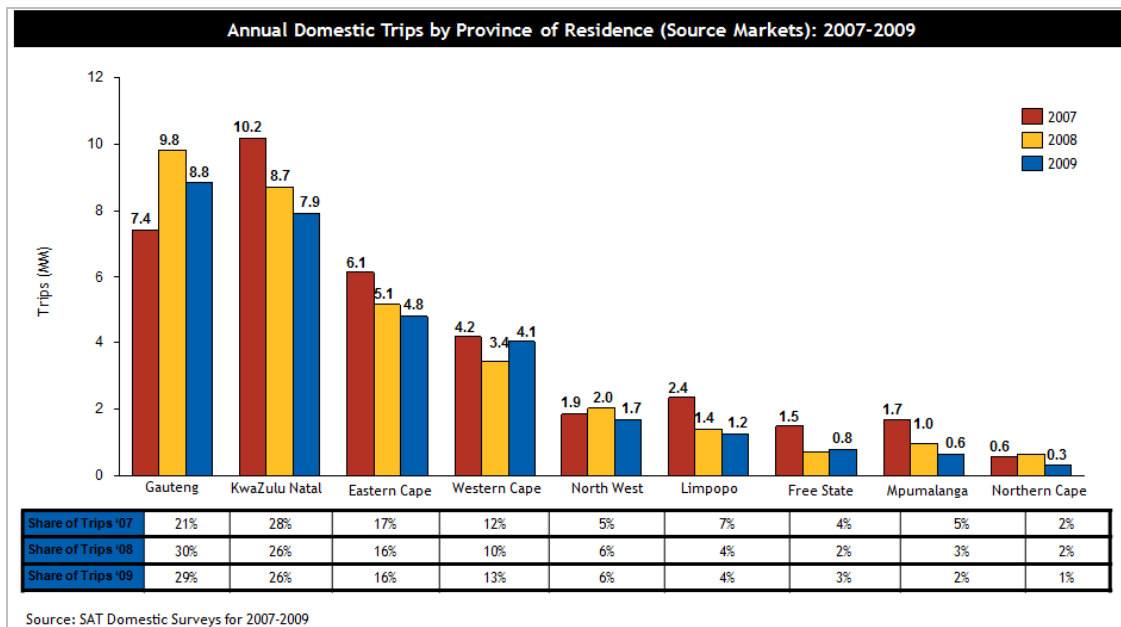
Domestic tourism in South Africa is largely purpose driven with VFR accounting for 76.2% (23,1 million) of all domestic trips. This proportion has increased in 2009 from 71.4% in 2008 possibly driven by the economic crisis. More than 870,000 employees in South Africa lost their jobs since the start of the economic downswing in the third quarter of 2008. According to the UNWTO, VFR is expected to be more resilient in tough economic conditions. Holiday accounted for only 12.0% (3.6 million) of all domestic tourism trips, a decline of 30% over 2008. Business trips also declined in 2009 by -11% to reach 1.6 million trips.



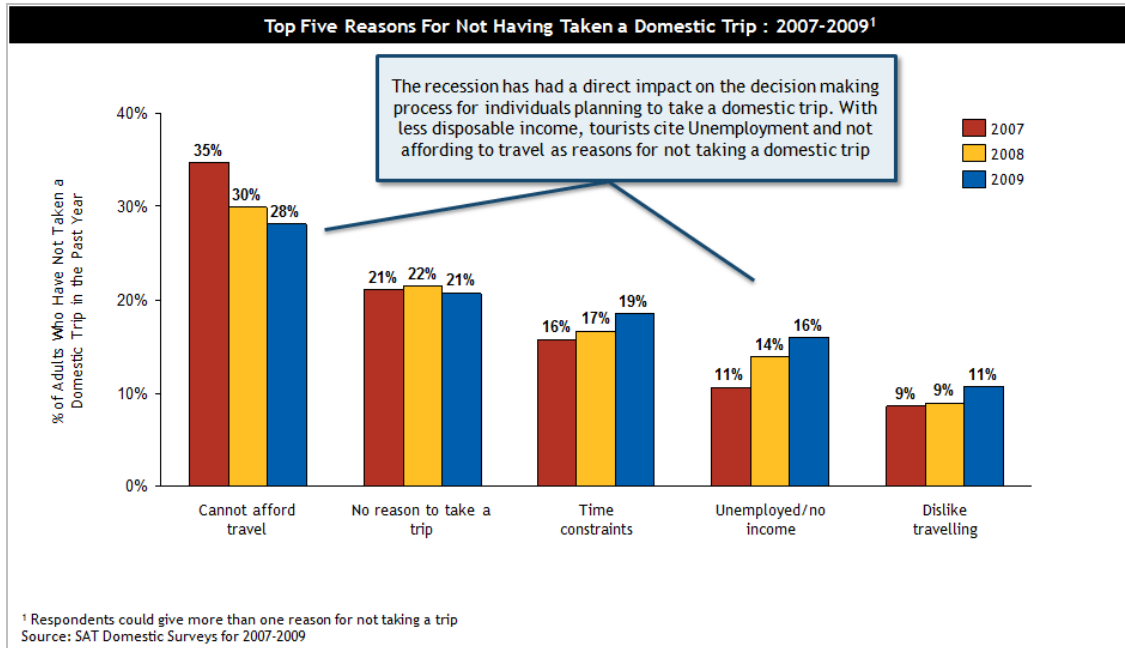
Domestic tourism is very seasonal with most of the travel occurring during school holidays. Due to the high incidence of VFR in this market, domestic trips generally follow the trend major holiday periods. In 2009, there was an increase in travel in June possibly due the Confederations Cup and the British Irish Lions tour that took place in that period. This is also seen in the increase in holiday trips in June.



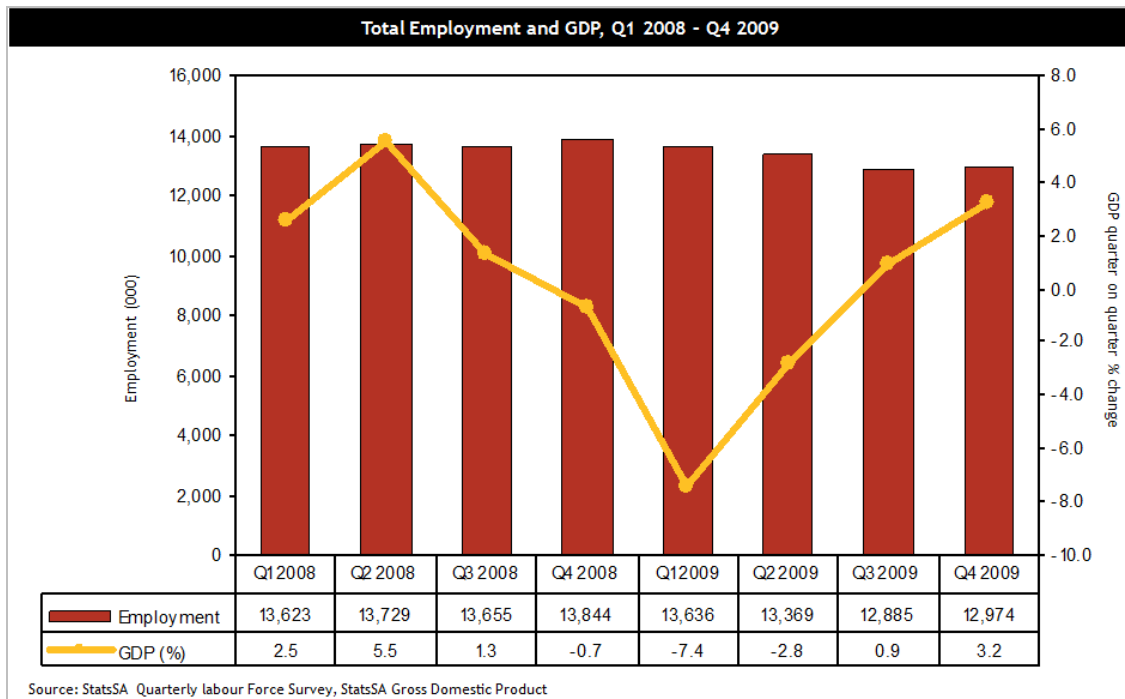
Gauteng and KwaZulu Natal are the main source markets for domestic tourism accounting for 55% of all domestic tourism trips taken in 2009.



Of the 52% that didn't take a trip in 2009, most of them cited economic constraints as the major barrier to travel.

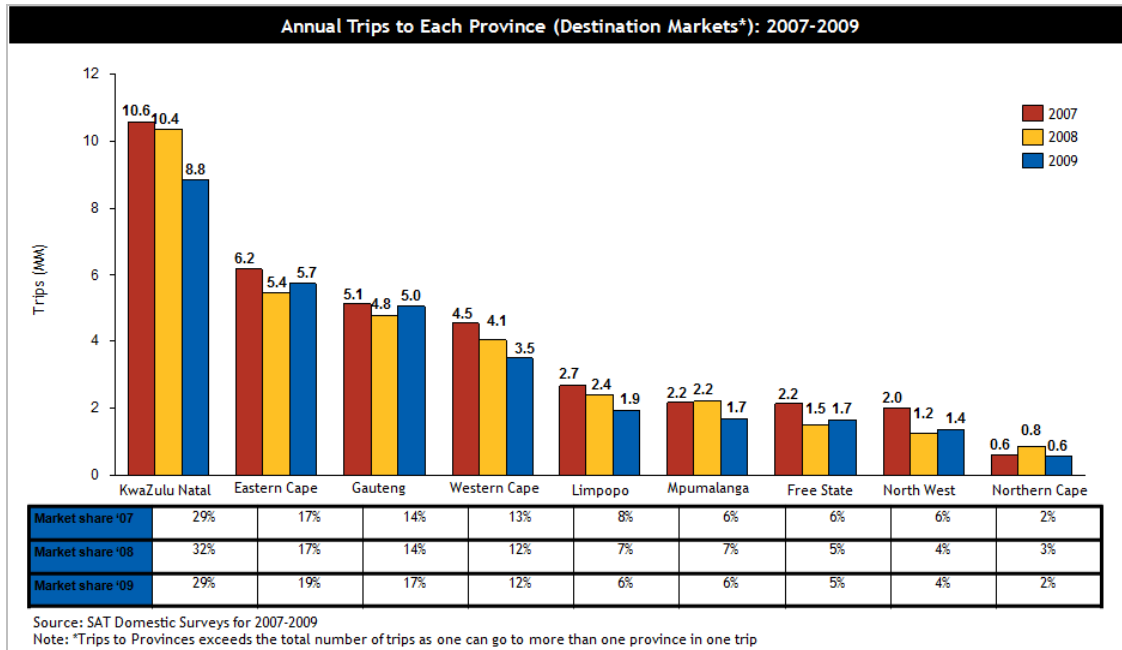


This is supported by the decline in employment from Q4 2008 to Q4 2009. Approximately 870,000 people lost their jobs in that period, which is a -6% decrease in employment. GDP also fell sharply from Q2 2008, but did start picking up after Q1 2009. This however did not help the decline in employment or the negative sentiment that was already felt throughout the country.

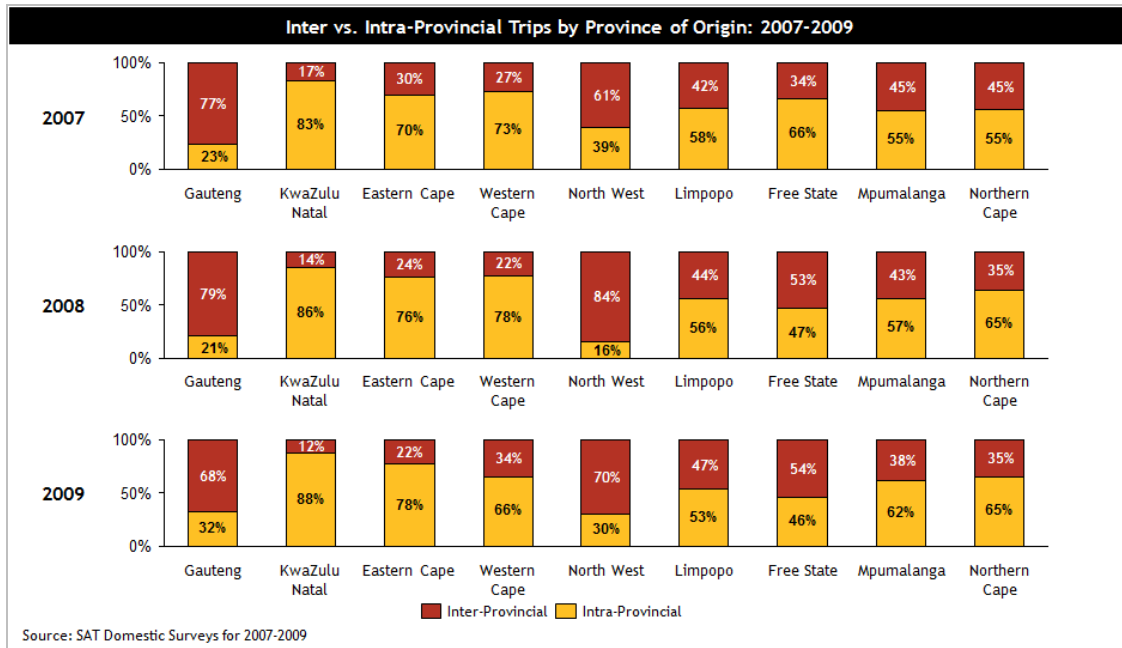


11. Provincial distribution

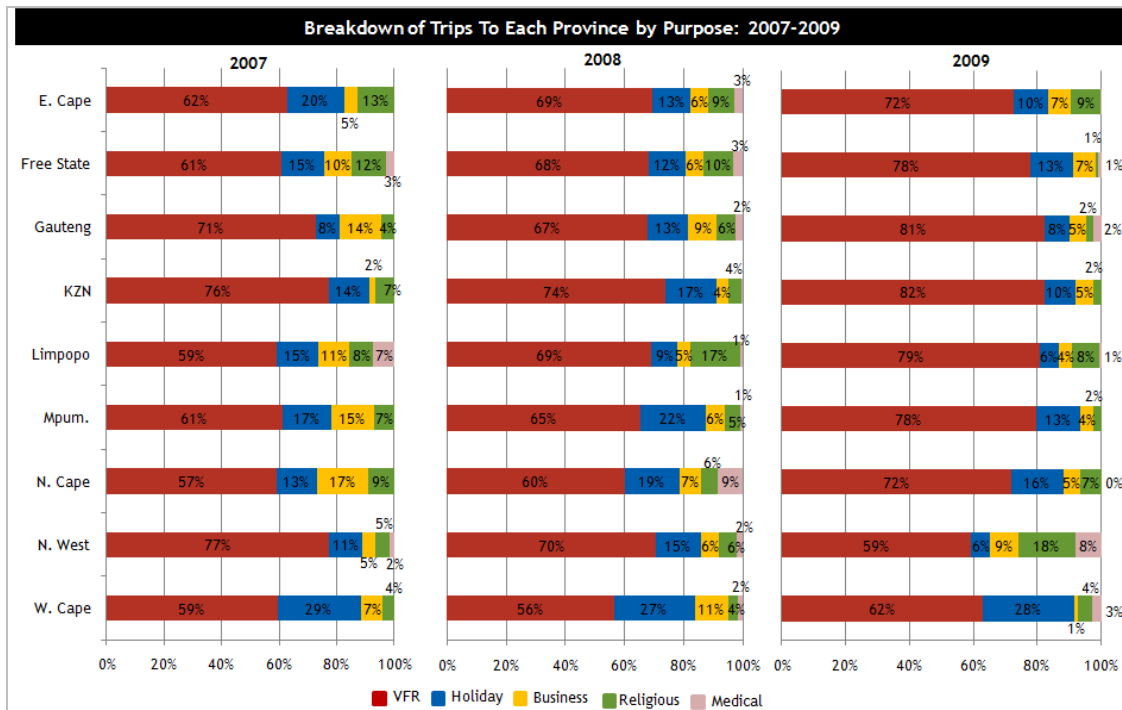
KwaZulu Natal is the biggest destination for domestic tourism and received 8.8 million trips in 2009, a share of 29% of all trips taken. However, the number of trips to KwaZulu Natal has declined since 2007, with 2009 seeing the biggest decline of 15% from 2008. Trips to Eastern Cape and Gauteng increased in 2009, with both these provinces accounting for 36% of all trips in 2009 (31% in 2008).



Although KwaZulu Natal accounts for the most trips to a destination, 88% of those trips are from people in KwaZulu Natal travelling within KwaZulu Natal. In contrast, only 32% of trips to Gauteng and were generated from within the province. The share of intra-provincial travel has increased in all provinces with the exception of Western Cape, Limpopo and Free State, further showing that the impact of the recession has led more domestic tourists to travel closer to home.

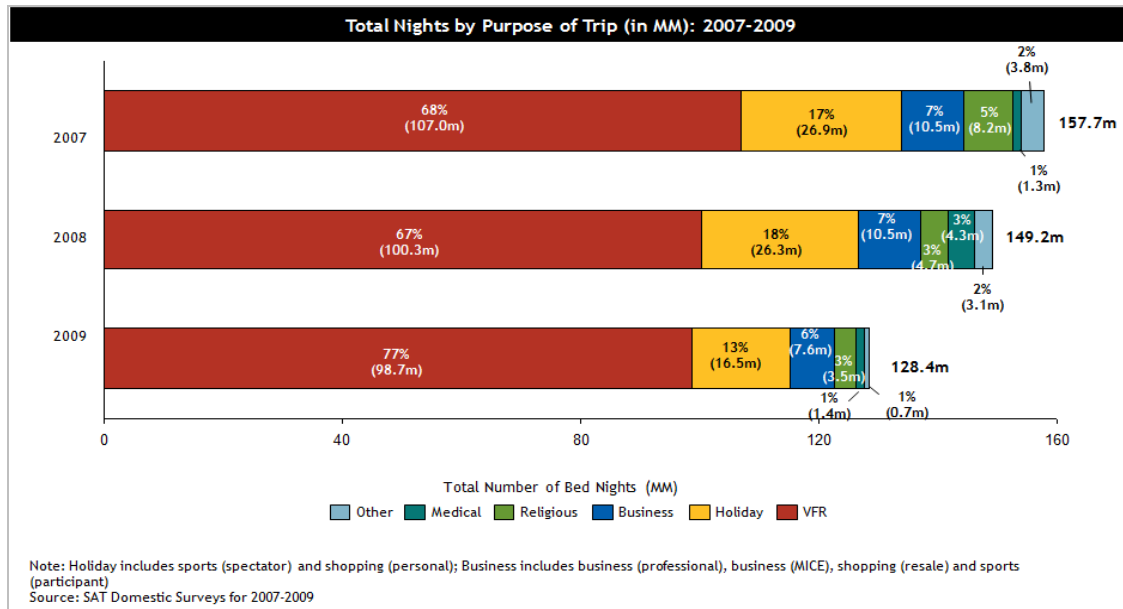


The Western Cape continued to have the largest share of holiday tourists while KwaZulu Natal have the highest number of VFR tourists. The decline in the number of tourists travelling for both VFR and holiday led to the overall decline in number of trips to KwaZulu Natal. The VFR share increased in all provinces with the exception of North West, which gained share in business trips.

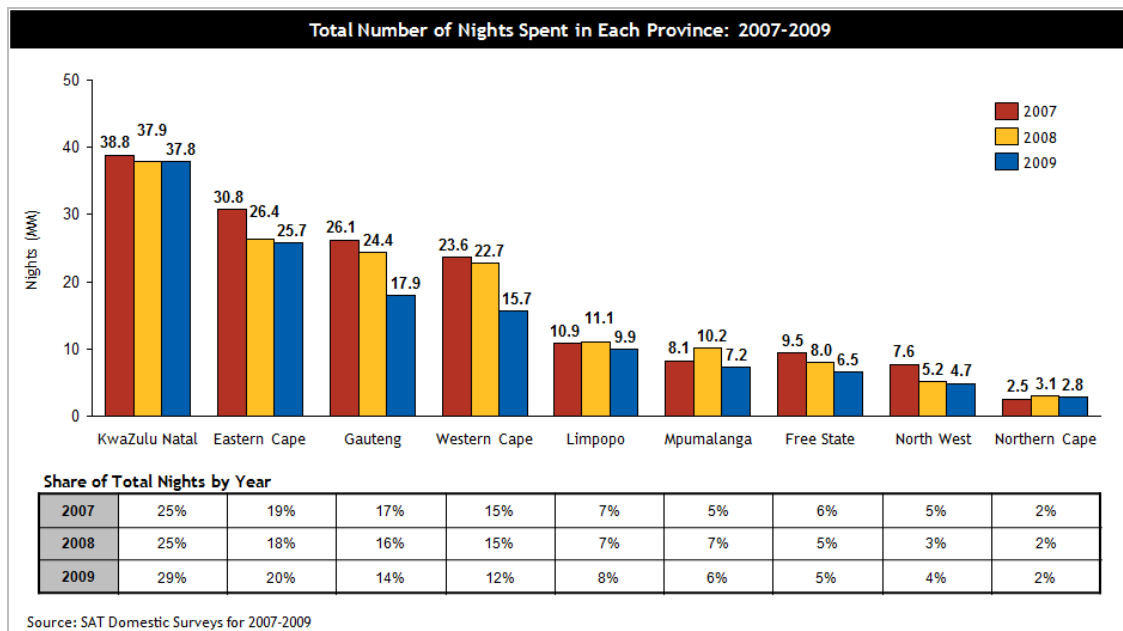


12. Length of stay

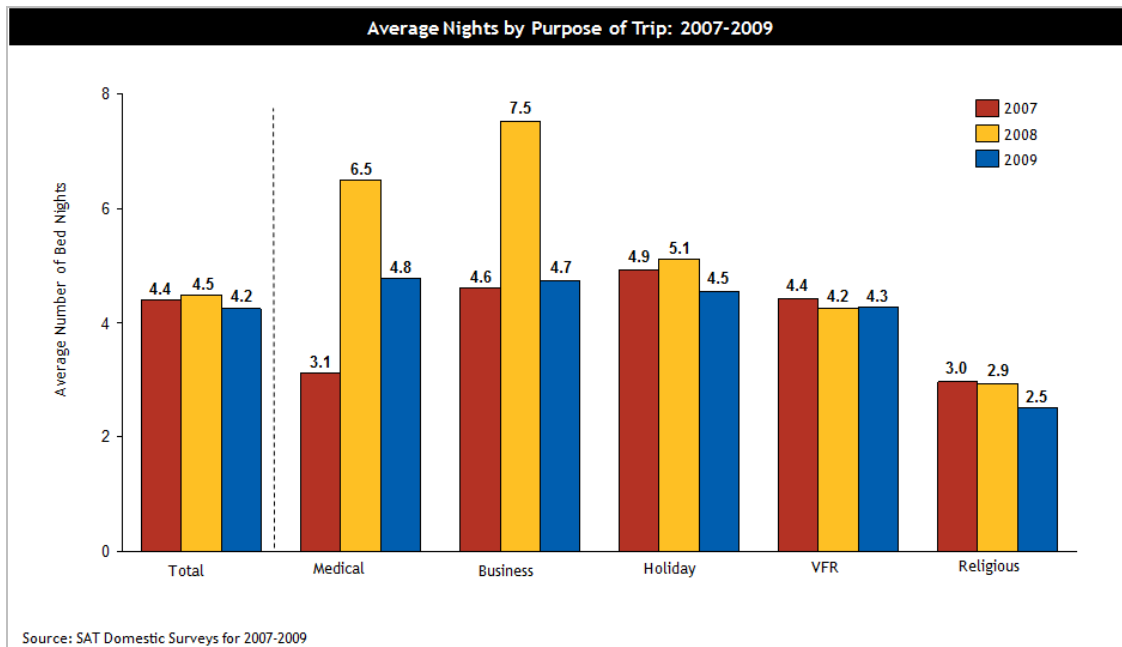
Over 128 million nights were spent by domestic tourists in 2009, a -14% decline from 2008. The total bednights has consistently declined since 2007, which is mainly attributed to the decline in the number of trips taken. The largest share of nights (77%) continues to be for VFR trips, and its share has increased in 2009.



Together, 75% of all bednights were spent in just four provinces, namely, KwaZulu Natal, Eastern Cape, Gauteng and Western Cape. Although trips to KwaZulu Natal have declined from 2008, the number of bednights has remained relatively unchanged.

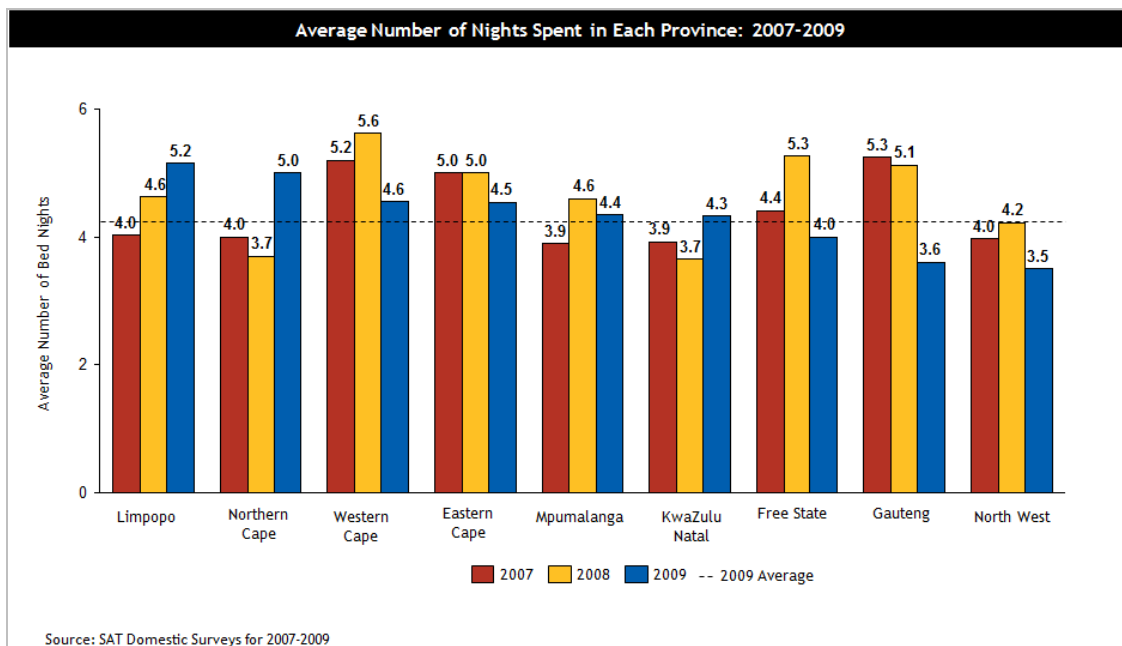


The average trip lasted 4.2 nights. Business trips and holiday trips continue to be longer than the average of all domestic trips; however the length of these trips declined sharply in comparison with 2008. The number of VFR nights has remained relatively unchanged since 2007.

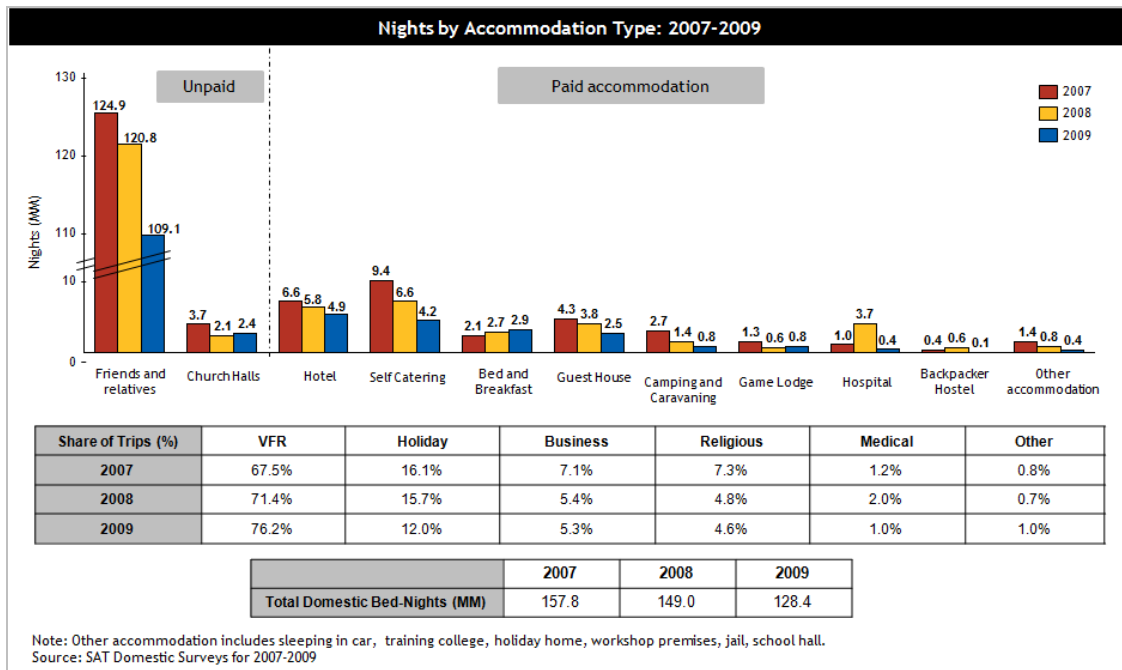


Note: The average length of stay of business tourists in 2008 is high as there were a number of tourists who travelled for professional reasons (meetings, sales calls, etc.) who took trips that lasted more than 2 weeks.

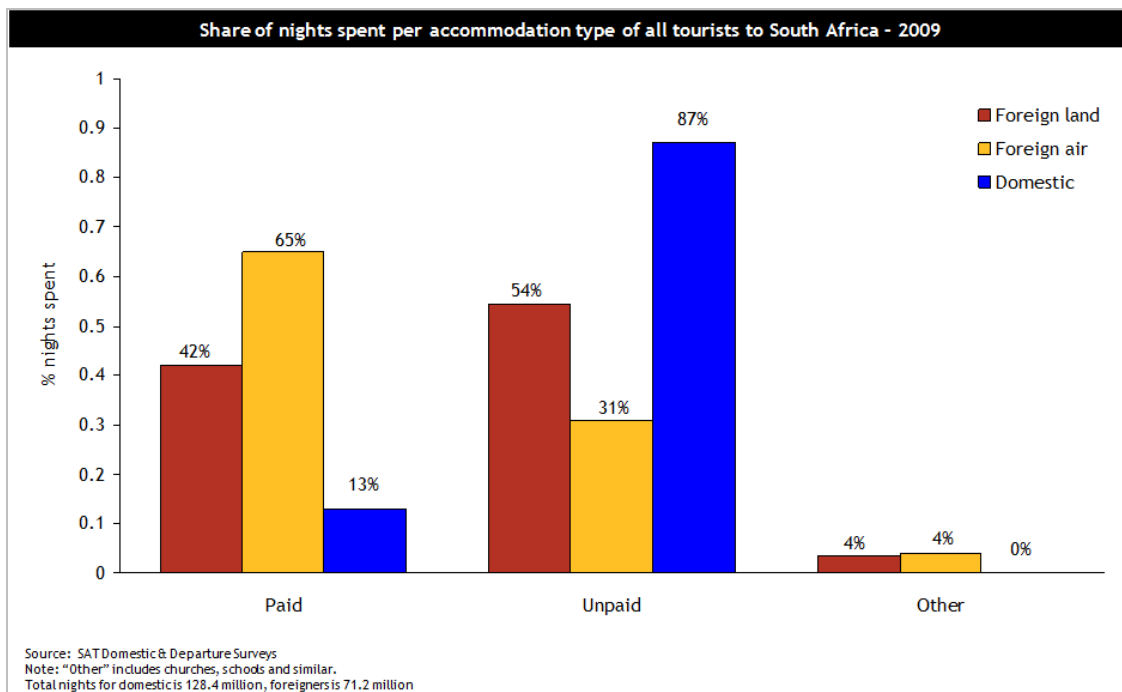
Tourists to Limpopo and Northern Cape stayed on average longer than in any other provinces. However, due to easy accessibility to Gauteng and North West, mainly from KwaZulu Natal which is the second highest source market, tourists stay shorter in those provinces than any other province.



Due to the prevalence of VFR travel, the bulk of nights are spent in unpaid accommodation. The share of nights in unpaid accommodation increased from 82% to 87% in 2009, possibly due to economic constraints that people were faced with in 2009.

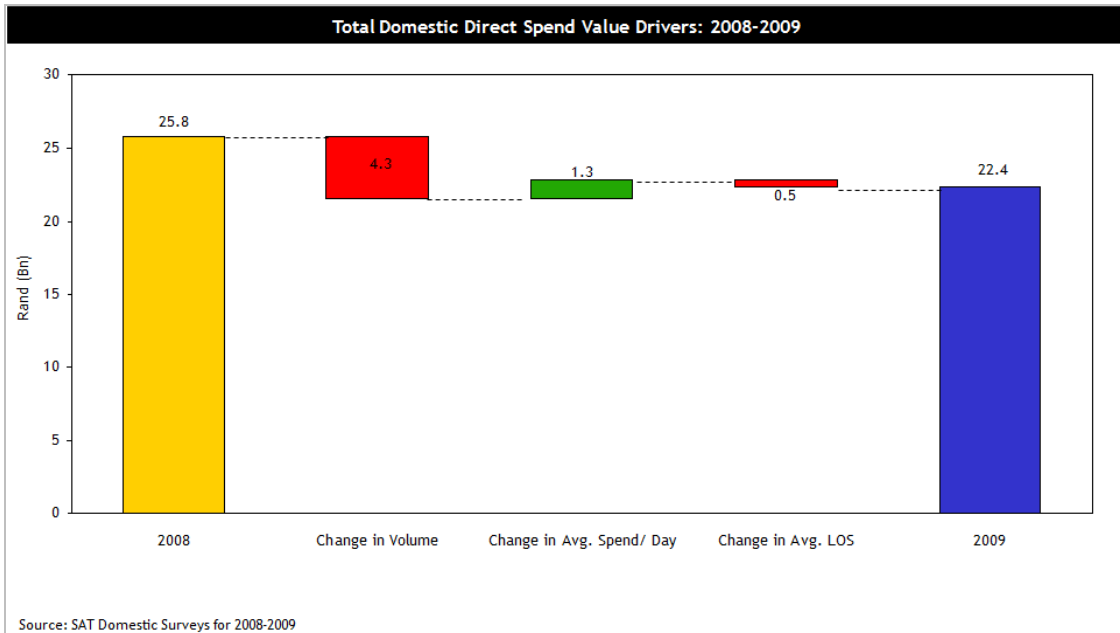


Despite accounting for a large number of bednights away from home, it is foreign air tourists who remain an important source market for the accommodation sector in South Africa as they spend most of their time in paid accommodation.

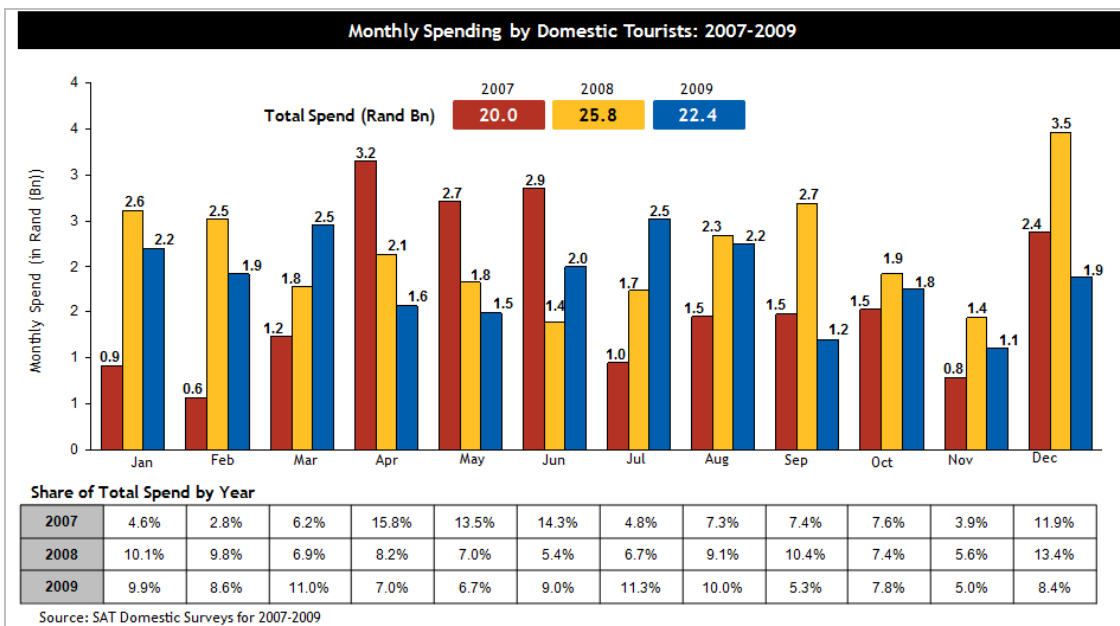


13. Spend

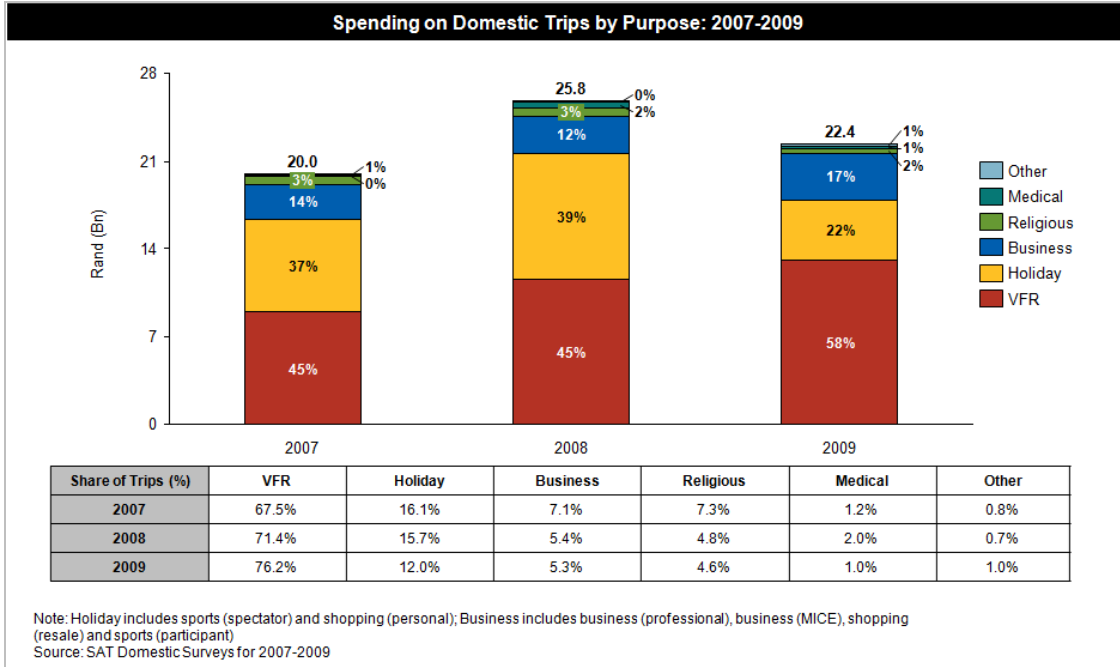
The revenue generated through domestic tourists' direct expenditure in South Africa (Total Direct Domestic Spend - TDDS) was approximately R22 billion in 2009. This is a 13% decrease from 2008. This decline in spend was mainly driven by the decline in trips from 2008 to 2009.



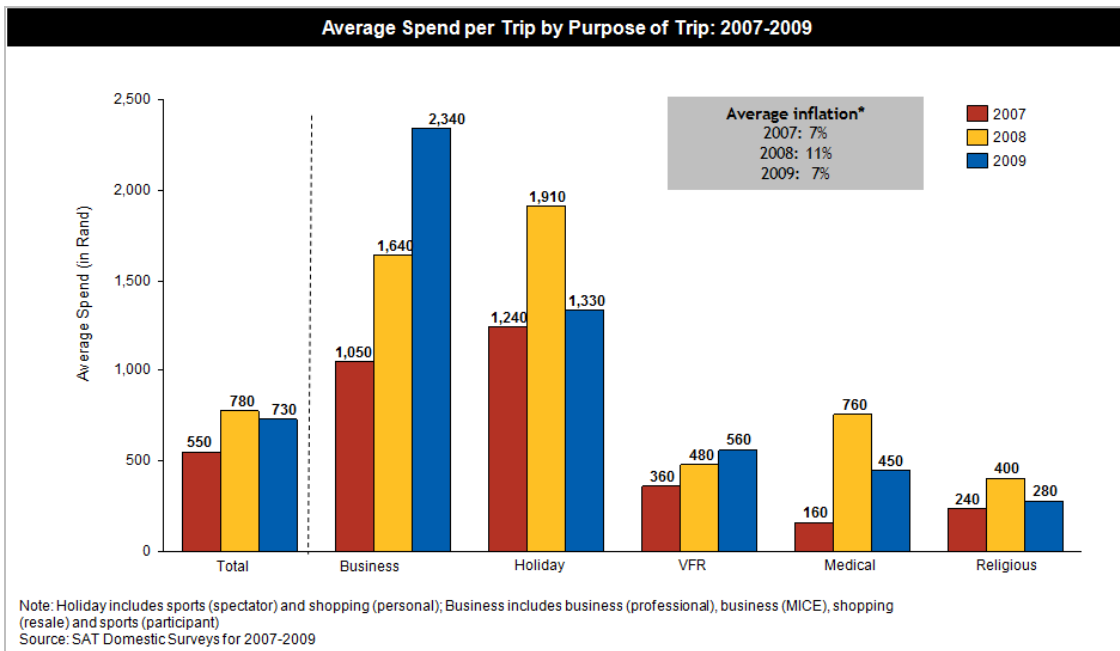
January, March, July and December, the school holiday periods, accounted for 41% of the total revenue generated in 2009, while June accounted for 9% of the revenue, and increased revenue by 43% from 2008, possibly due to the sporting events period that took place in South Africa in 2009, which included the Indian Premier League (cricket), FIFA Confederations Cup (soccer) and the British and Irish Lions tour (rugby).



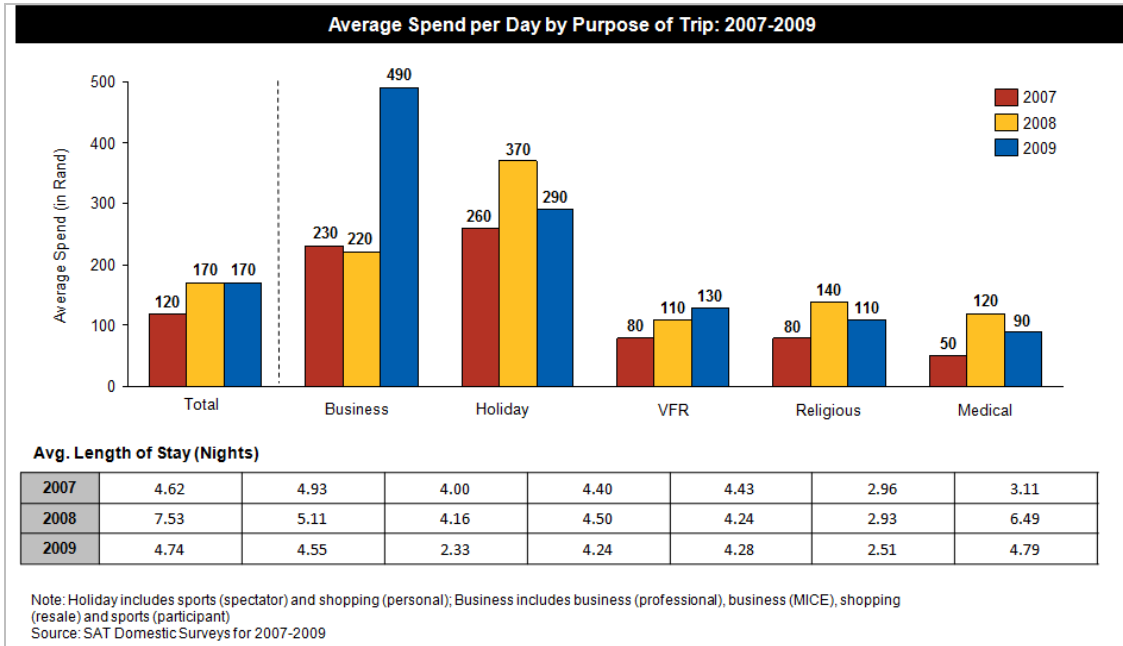
While VFR trips accounted for 76% of total domestic volume, it contributed 58% to total domestic revenue. Business trips, on the other hand, accounting for a mere 5% of total domestic volume, contributed 17% to total domestic revenue. Contribution of holiday travel to total domestic tourism spends declined sharply in 2009.



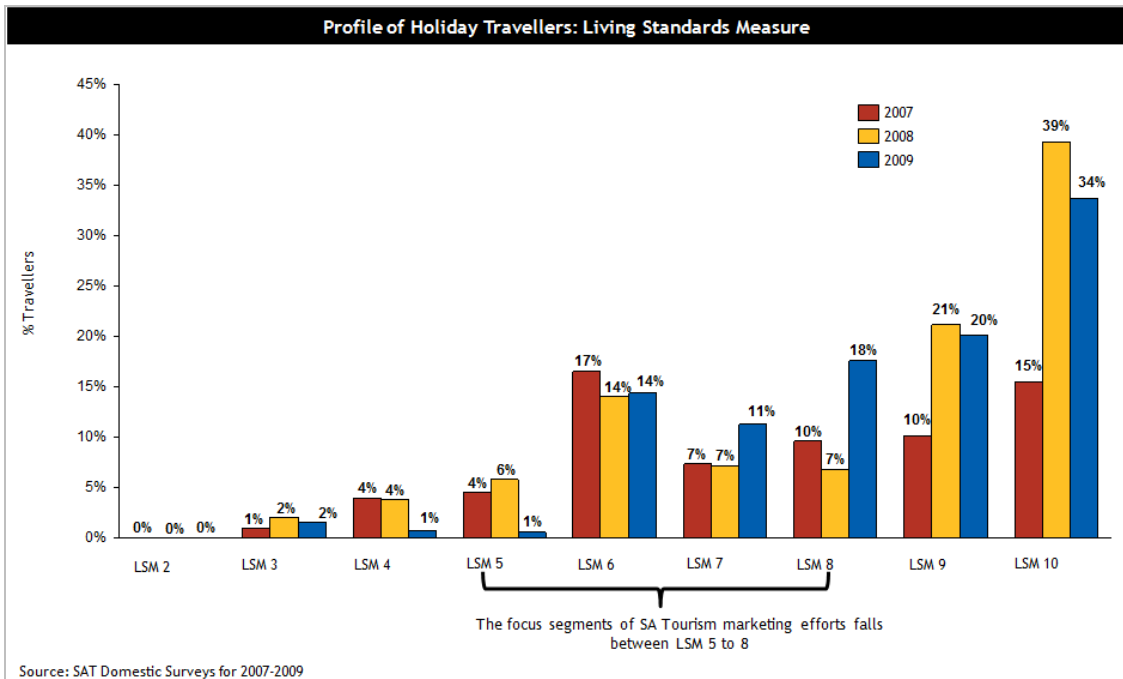
On average, a domestic tourist spent R780 per trip in 2008 compared to R730 per trip in 2009 (in nominal terms). Spend per trip increased for business and VFR travel but declined by 30% for holiday travel. The low spend on VFR trips, accompanied by the increased incidence of VFR, contributed to the decline total spend in 2009.



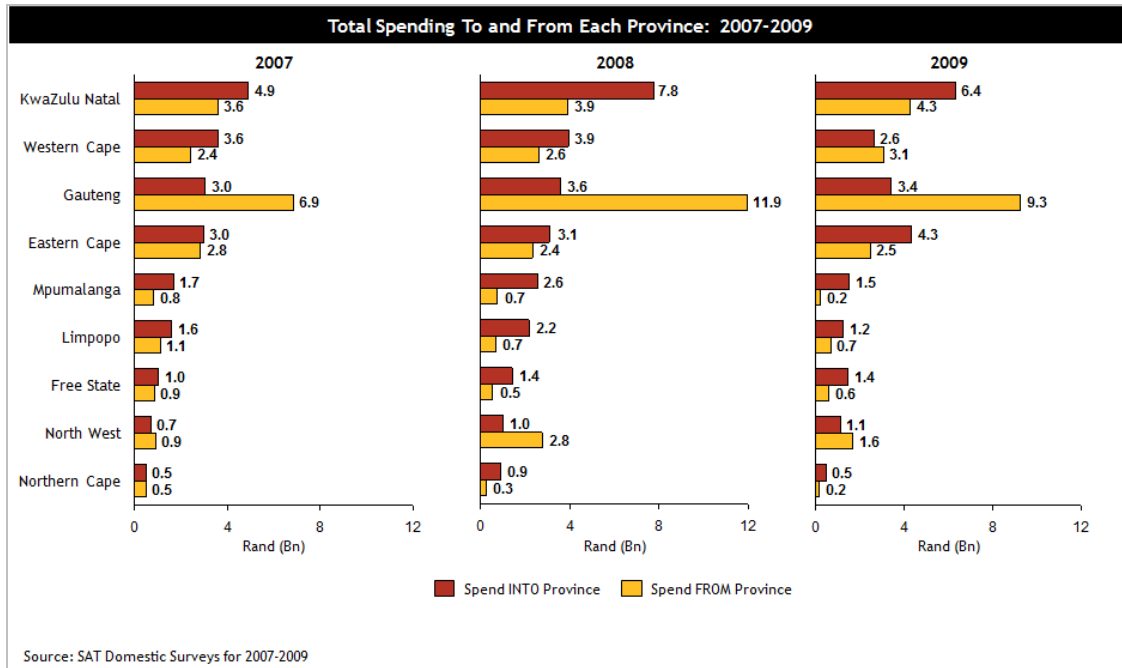
Business tourists spent R490 per day on their trip which is a 123% increase from 2008. Holiday tourists spend per day decreased by 22% from 2008.



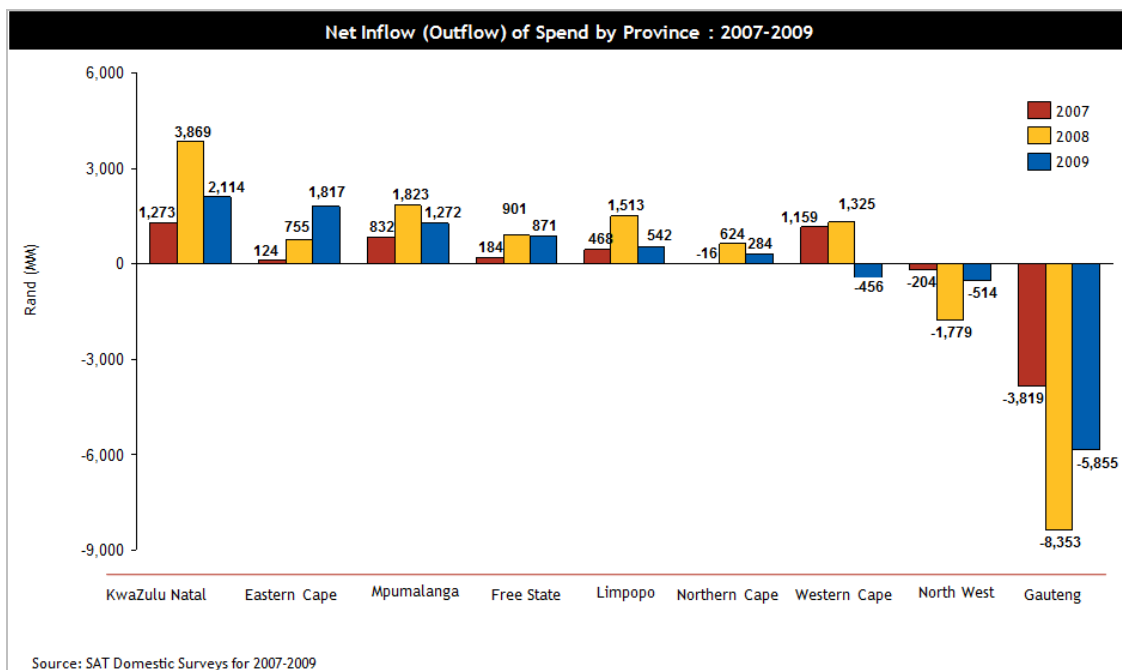
In 2009, there was a decrease in the number of domestic holiday trips taken by travellers that fall between LSM 9 and 10. This could explain the decrease in average spend per trip in this year.



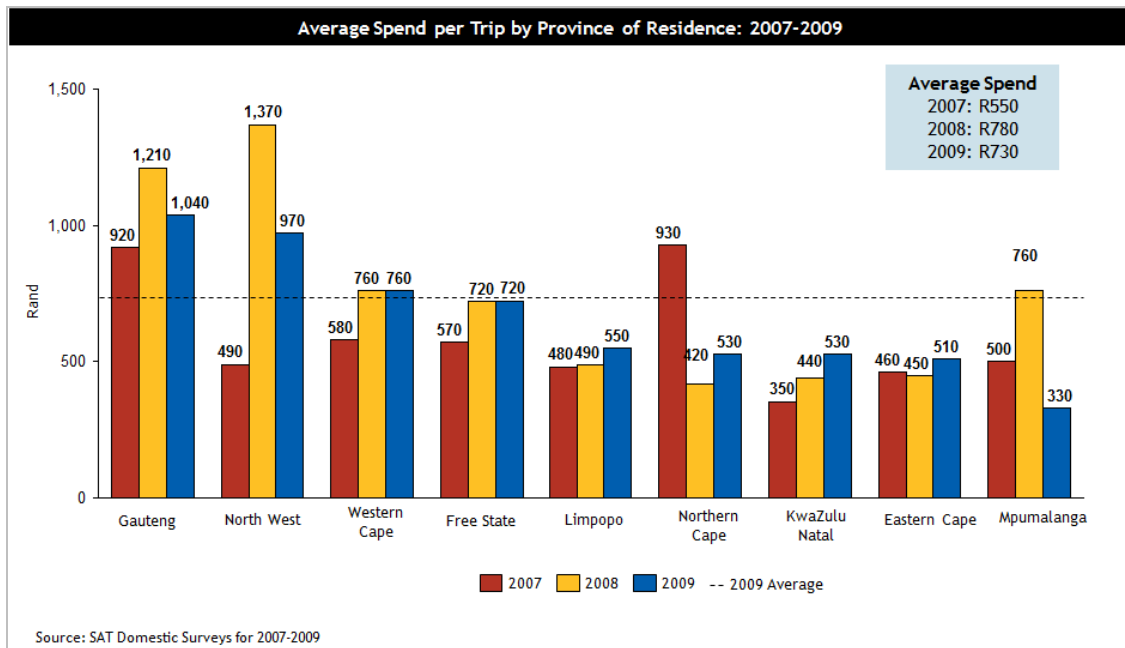
Gauteng was the largest contributor to total domestic revenue at approximately R9 billion, while KwaZulu Natal and Eastern Cape was the biggest earners from domestic tourism. For the first time since 2007, Western Cape contributed more to total domestic revenue than it earned in 2009, making Gauteng the second biggest earner from domestic tourism.



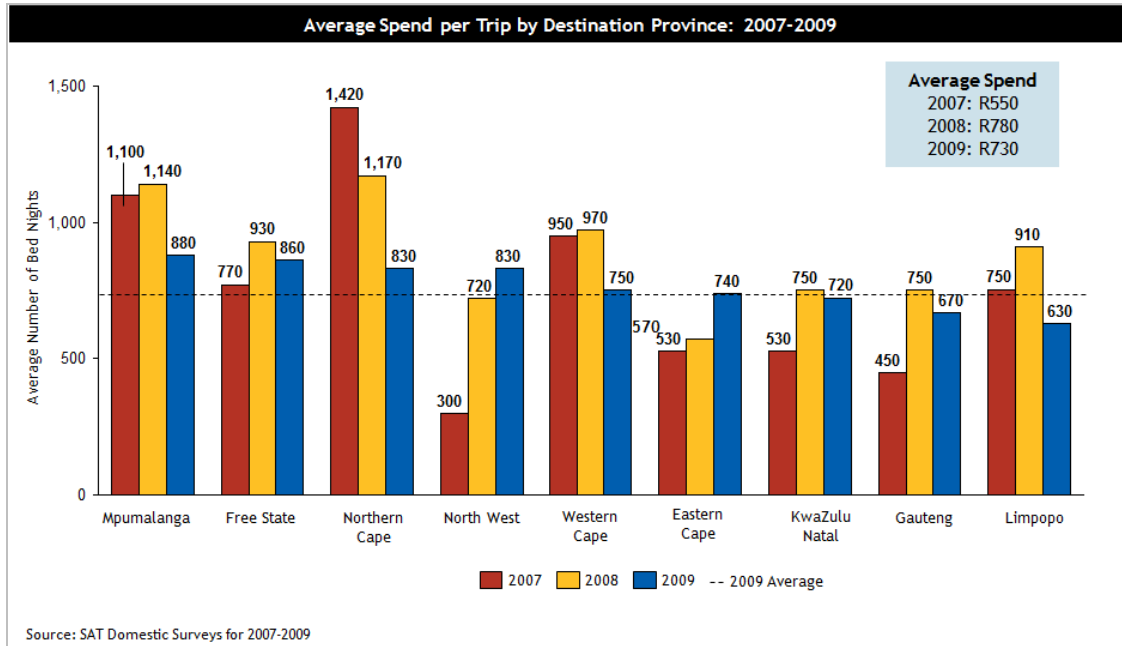
As a result, Gauteng, along with Western Cape and North West saw a net outflow of revenue from domestic tourism in 2009 while KwaZulu Natal and Eastern Cape saw a net inflow.



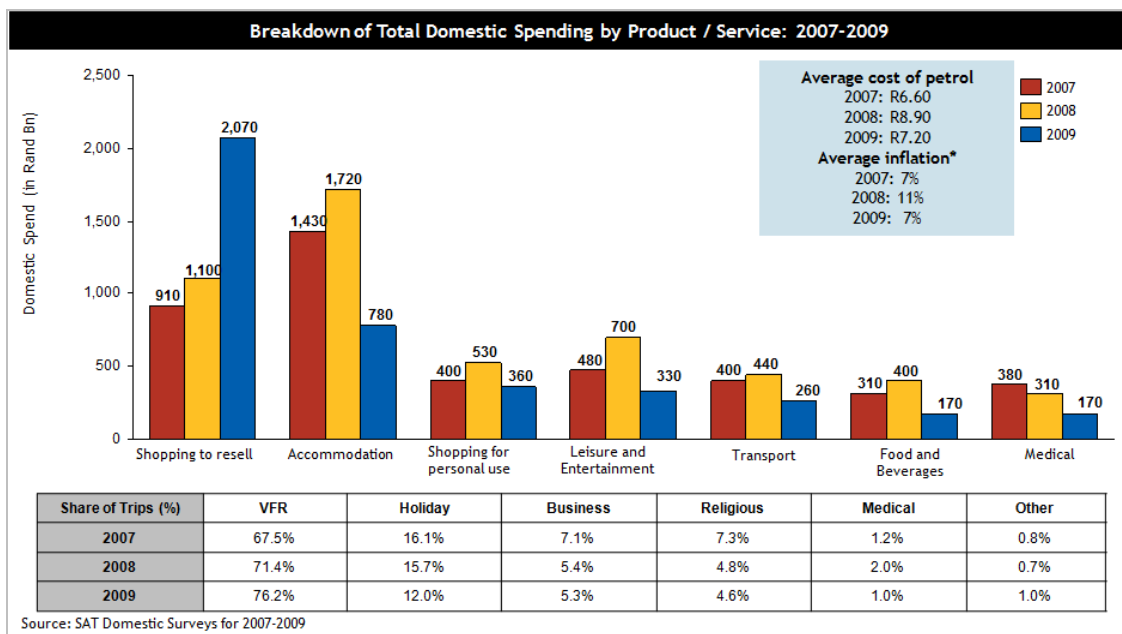
Tourists from Gauteng and North West, on average, spent more than tourists from the other provinces in 2009, while tourists from Mpumalanga spent the least, on average, per trip in 2009.



Although KwaZulu Natal and Eastern Cape received a large number of trips, tourists visiting Mpumalanga spent more on average compared to all other provinces.

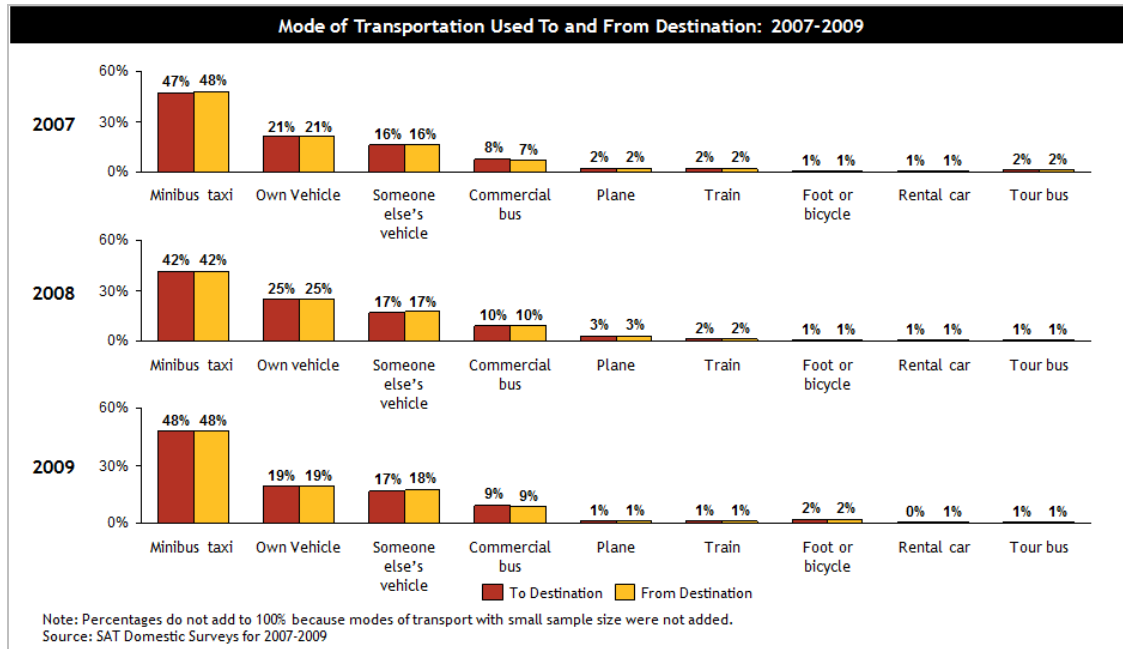


Shopping for resale constituted the largest average spend in 2009, and for the first time this was higher than average spent on accommodation. Spend on all categories, with the exception of shopping for resale, declined in 2009 possibly due to the decline in inflation and petrol costs in 2009. The decline in spend on accommodation correlates with the increase in the share of VFR in domestic travel in 2009.

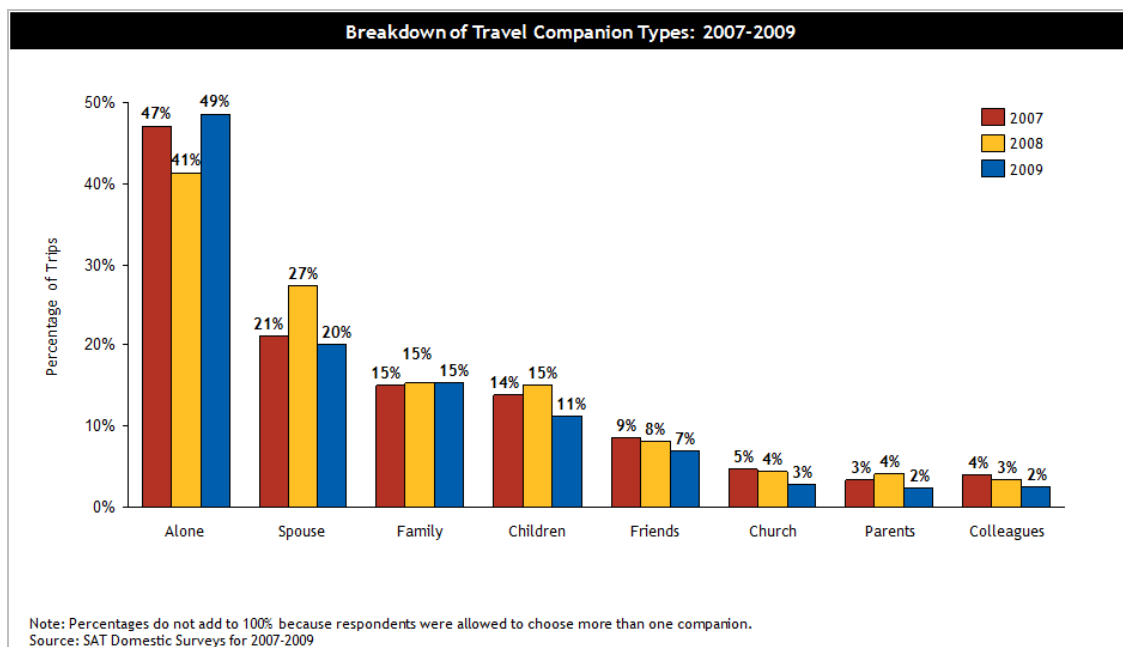


14. Trip characteristics

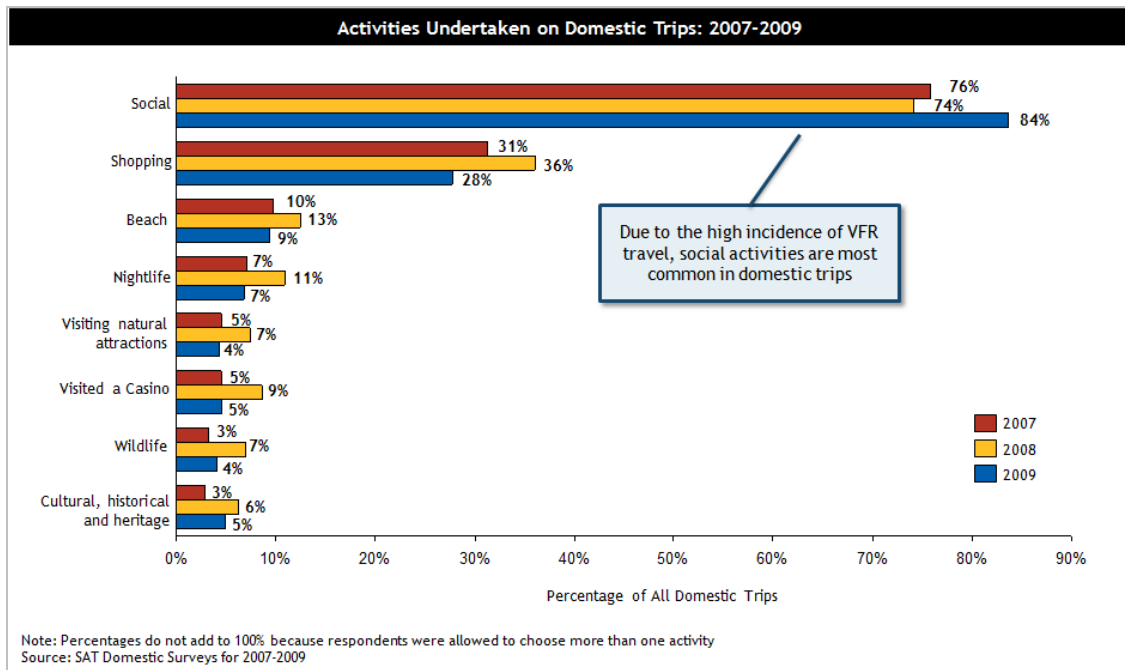
Mini bus taxis and private vehicles continue to be the most popular forms of transportation used by domestic tourists. In 2009, the use of busses and planes decreased as modes of transport.



Just under half of all trips were undertaken by people travelling alone, possibly due to the incidence of VFR in domestic tourism. This could also explain why travelling with family has remained unchanged since 2007. Travelling with spouses and friends declined in 2009.

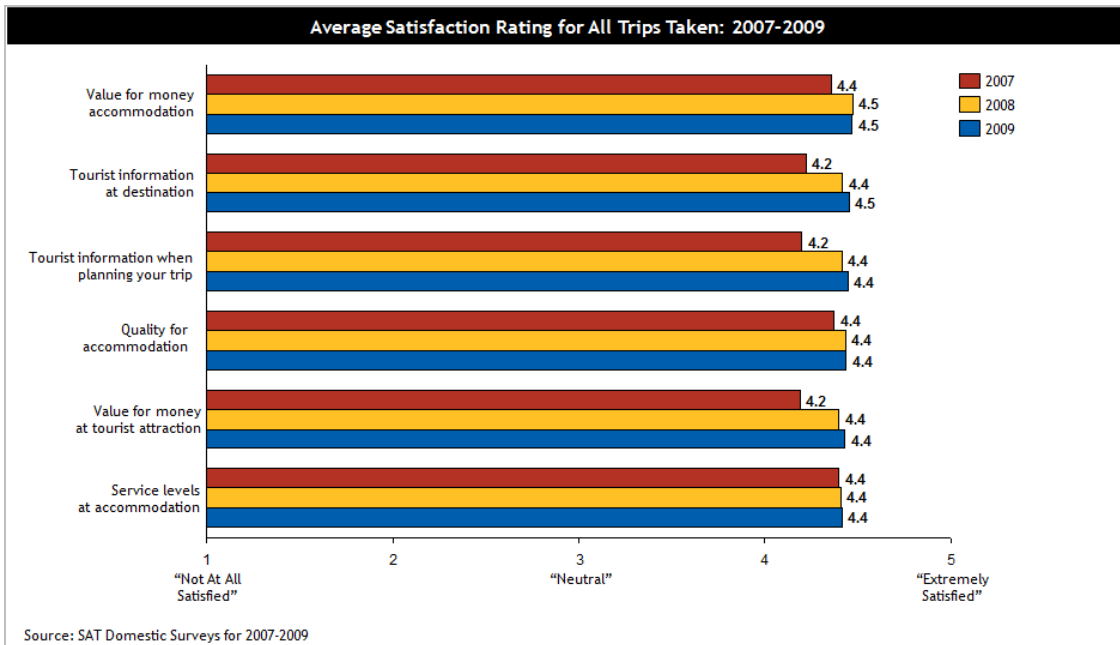


Domestic tourists engage mostly in unpaid activities, such as social activities associated with VFR travel. Apart from shopping, a small number of domestic tourists engage in income-generating activities for the tourism sector.

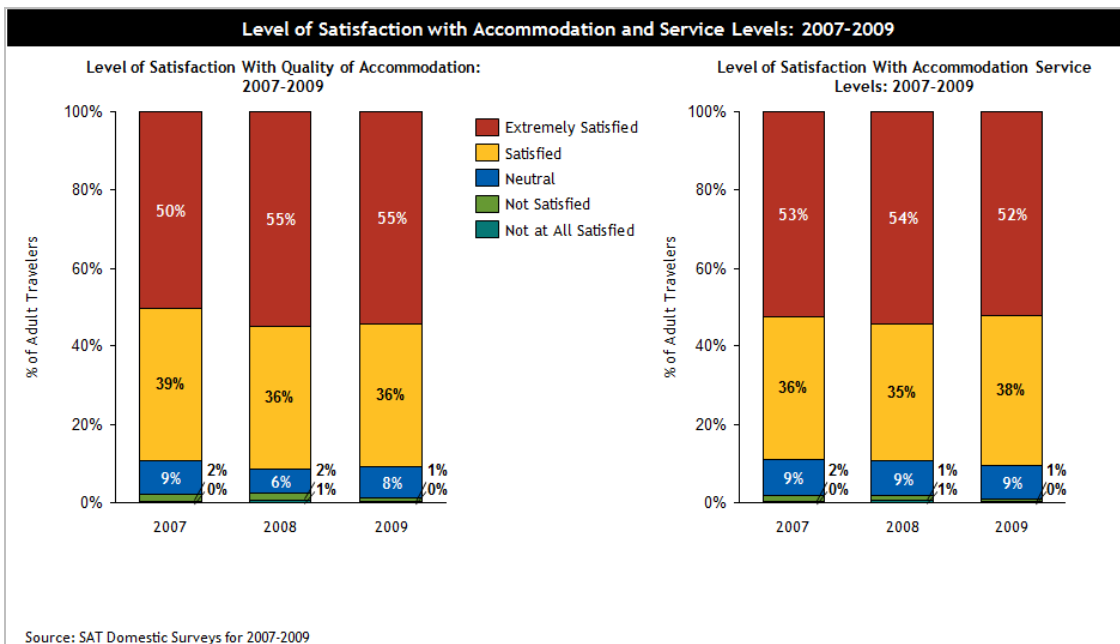


15. Satisfaction ratings

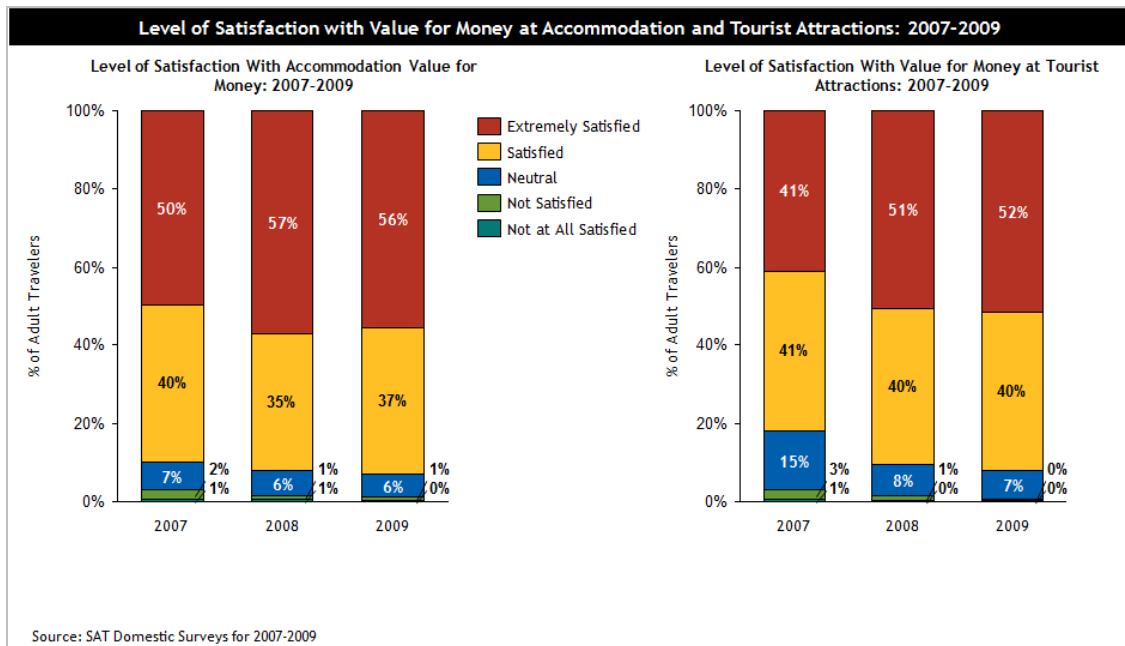
Overall, domestic tourist satisfaction does not appear to be a problem area as tourists have rated most aspects of their trip satisfactory, with an improvement over 2007.



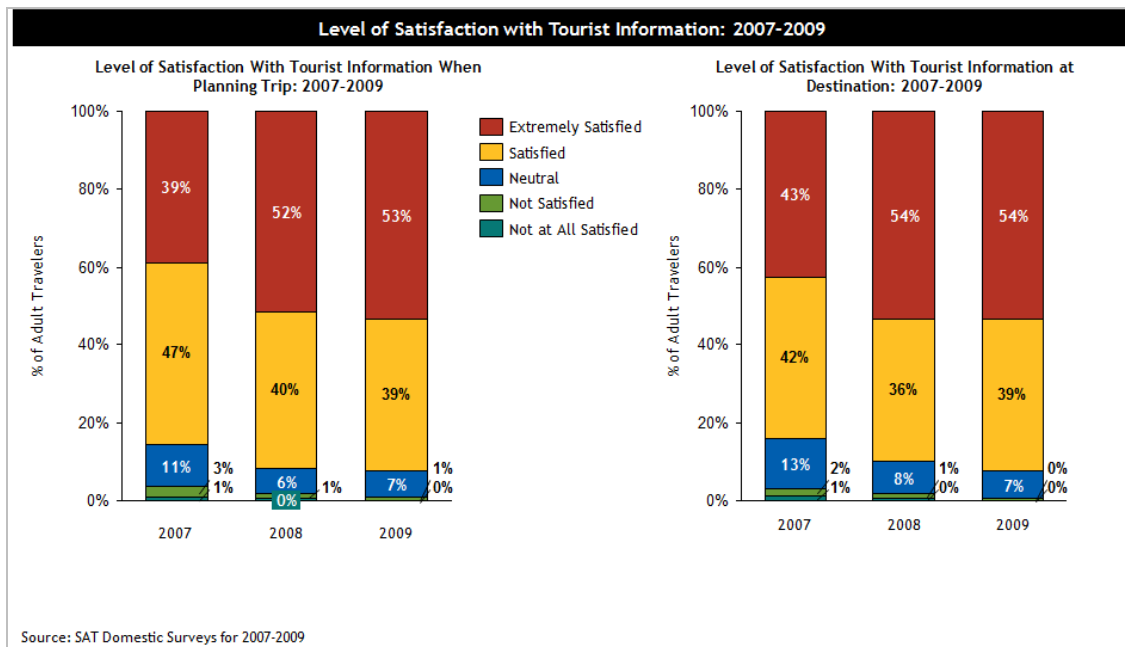
In 2009, domestic tourists reported extremely high satisfaction ratings with respect to accommodation quality, but a decline in satisfaction with regard to accommodation service levels.



However, domestic tourists' satisfaction with the value they got for their money at accommodation and tourist attractions remained unchanged.

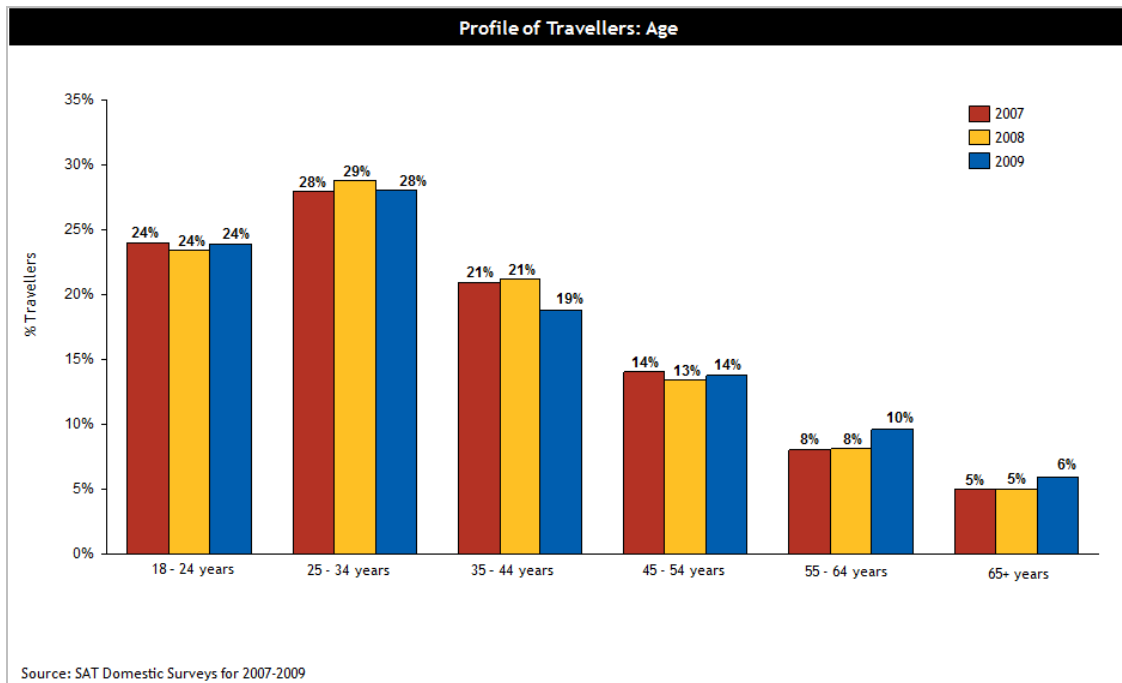


Satisfaction levels were generally high with respect to tourist information at the destination and when planning a trip, which is a good improvement from 2007.

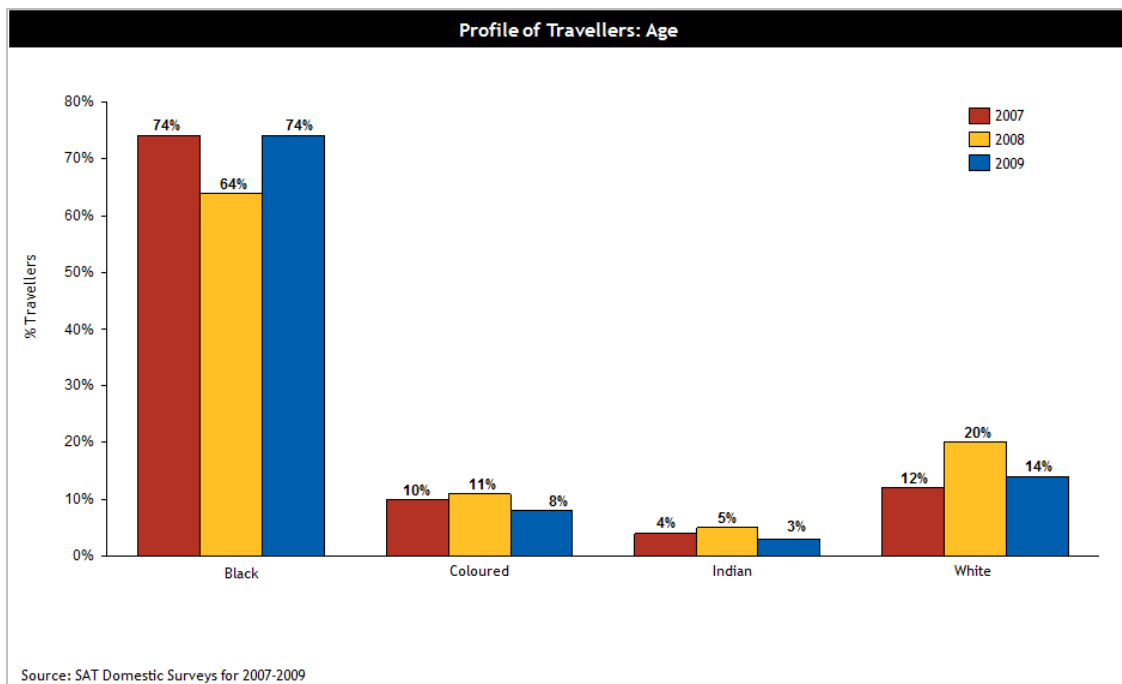


16. Consumer profile

More than half of the domestic tourists in 2009 were between the ages of 18 and 34 years, with most being between 25 and 34 years, showing a high rate of travel within the younger adult population of South Africa.



Most of these travellers in 2009 are Black, and this proportion has increased to the level it was in 2007. The proportion of White travellers decreased in 2009.



17. Appendix 1: Monthly foreign arrivals

TABLE A - January 2009				
TOTAL TOURISTS*				
*Foreign tourist arrivals, according to the WTO, are all foreign arrivals less all those who stayed for less than one day and more than 365 days, and excludes travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less "workers" and "contract workers". SATourism uses this definition. The				
JAN 2009 COMPARED WITH JAN 2008				
COUNTRY OF RESIDENCE	JAN 2009	JAN 2008	DIFFERENCE	%
EUROPE:				
Austria	1.887	2.350	-463	-19.7%
Belgium	3.181	3.327	-146	-4.4%
Denmark	2.591	3.226	-635	-19.7%
Finland	1.178	1.158	20	1.7%
France	9.985	10.869	-884	-8.1%
Germany	19.159	24.028	-4.869	-20.3%
Greece	746	788	-42	-5.3%
Hungary	334	386	-52	-13.5%
Ireland	3.443	4.864	-1.421	-29.2%
Italy	3.940	4.399	-459	-10.4%
Netherlands	9.346	10.920	-1.574	-14.4%
Norway	2.287	2.307	-20	-0.9%
Poland	998	1.011	-13	-1.3%
Portugal	3.080	2.477	603	24.3%
Russian Fed	1.369	1.616	-247	-15.3%
Spain	1.449	1.877	-428	-22.8%
Sweden	4.651	6.256	-1.605	-25.7%
Switzerland	3.249	3.673	-424	-11.5%
UK	43.518	47.489	-3.971	-8.4%
Other	2.380	2.678	-298	-11.1%
EUROPE	118,771	135,699	-16,928	-12.5%
NORTH AMERICA:				
Canada	4.339	4.672	-333	-7.1%
USA	17.390	18.586	-1,196	-6.4%
Other	7	6	1	1.7%
NORTH AMERICA	21,736	23,264	-1,528	-6.6%
CENTRAL & SOUTH AMERICA:				
Argentina	1.062	1.128	-66	-5.9%
Brazil	3.022	3.351	-329	-9.8%
Chile	206	298	-92	-30.9%
Mexico	163	225	-62	-27.6%
Venezuela	102	106	-4	-3.8%
Other	896	773	123	8.2%
CENTRAL & SOUTH AMERICA	5,391	5,881	-490	-8.3%
AUSTRALASIA:				
Australia	7.091	7.836	-745	-9.5%
New Zealand	1.235	1.553	-318	-20.5%
Other	66	60	6	10.0%
AUSTRALASIA	8,392	9,449	-1,057	-11.2%
ASIA:				
China (including Hong Kong)	4.811	4.013	798	19.9%
India	4.058	3.851	207	5.4%
Indonesia	124	241	-117	-48.5%
Japan	1.296	1.923	-627	-32.6%
Rep of Korea	1.603	2.742	-1,139	-41.5%
Malaysia	533	546	-13	-2.4%
Philippines	293	358	-65	-18.2%
Singapore	444	321	123	38.3%
Rep of China (Taiwan)	1.555	1.142	413	36.2%
Thailand	486	423	63	14.9%
Other	1.585	1.523	62	4.1%
ASIA	16,788	17,083	-295	-1.7%
MIDDLE EAST:				
Israel	1.179	1.531	-352	-23.0%
Saudi Arabia	193	228	-35	-15.4%
Turkey	713	1.075	-362	-33.7%
United Arab Emirates	119	200	-81	-40.5%
Other	654	901	-247	-27.4%
MIDDLE EAST	3,058	3,935	-877	-22.3%
AFRICA MAINLAND:				
Angola	4.293	3.692	601	16.3%
Dem Rep of Congo	2.447	2.619	-172	-6.6%
Botswana	62.473	56,400	6,073	10.8%
Egypt	446	416	30	7.2%
Ghana	951	1,153	-202	-17.5%
Kenya	2.369	2.226	143	6.4%
Lesotho	212,067	221,277	-9,210	-4.2%
Malawi	14,768	14,231	537	3.8%
Mozambique	151,540	117,929	33,611	28.5%
Namibia	17,628	18,283	-655	-3.6%
Nigeria	3,493	3,524	-31	-0.9%
Swaziland	99,534	92,032	7,502	8.2%
Tanzania	1,316	1,250	66	5.3%
Uganda	1,351	1,308	43	3.3%
Zambia	14,948	15,632	-684	-4.4%
Zimbabwe	125,019	96,250	28,769	29.9%
Other	4,871	4,642	229	4.9%
TOTAL AFRICA MAINLAND	719,514	652,864	66,650	10.2%
INDIAN OCEAN ISLANDS:				
Mauritius	1.429	1.252	177	14.1%
Reunion	91	130	-39	-30.0%
Seychelles	160	172	-12	-7.0%
TOTAL INDIAN OCEAN ISLANDS	1,680	1,554	126	8.1%
TOTAL AFRICA	721,194	654,418	66,776	10.2%
Unspecified	7,287	6,503	784	12.1%
GRAND TOTAL	902,617	856,232	46,385	5.4%
**OVERSEAS TOTAL	174,136	195,311	-21,175	-10.8%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001				

TABLE A - FEBRUARY 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the WTO, are all foreign arrivals less all those who stayed for less than one day and more than 30 days, and excludes travellers who were re-entrants from within the place they travelled to. The closest possible approximation to the definition, given the current format of statistics issued by Statistics South Africa, is All Foreign Arrivals less "overstays" and "without authority". SA Tourism uses this definition. The variability of the difference between this definition and the closest alternative definition has been limited to be less than 0.5%.								
JAN TO FEB 2009 COMPARED WITH JAN TO FEB 2008								
COUNTRY OF RESIDENCE	FEB 2009	FEB 2008	DIFFERENCE	%	JAN TO FEB 2009	JAN TO FEB 2008	DIFFERENCE	%
EUROPE:								
Austria	2,009	2,692	-683	-25.4%	3,896	5,042	-1,146	-22.7%
Belgium	3,297	3,791	-494	-13.0%	6,478	7,118	-640	-9.0%
Denmark	3,024	3,712	-688	-18.5%	5,615	6,938	-1,323	-19.1%
Finland	1,287	1,298	-11	-0.8%	2,465	2,456	9	0.4%
France	10,568	13,067	-2,499	-19.1%	20,553	23,936	-3,383	-14.1%
Germany	21,975	28,722	-6,747	-23.5%	41,134	52,750	-11,616	-22.0%
Greece	633	741	-108	-14.6%	1,379	1,529	-150	-9.8%
Hungary	329	536	-207	-38.6%	663	922	-259	-28.1%
Ireland	3,250	4,115	-865	-21.0%	6,693	8,979	-2,286	-25.5%
Italy	3,425	3,711	-286	-7.7%	7,365	8,110	-745	-9.2%
Netherlands	10,343	11,885	-1,542	-13.0%	19,689	22,805	-3,116	-13.7%
Norway	2,661	2,852	-191	-6.7%	4,948	5,159	-211	-4.1%
Poland	1,002	928	74	8.0%	2,000	1,939	61	3.1%
Portugal	2,590	2,455	135	5.5%	5,670	4,932	738	15.0%
Russian Fed	873	1,049	-176	-16.8%	2,242	2,665	-423	-15.9%
Spain	1,425	2,067	-642	-31.1%	2,874	3,944	-1,070	-27.1%
Sweden	4,928	6,010	-1,082	-18.0%	9,579	12,266	-2,687	-21.9%
Switzerland	3,349	3,905	-556	-14.2%	6,598	7,578	-980	-12.9%
UK	50,741	59,247	-8,506	-14.4%	94,259	106,736	-12,477	-11.7%
Other	2,327	2,950	-623	-21.1%	4,707	5,628	-921	-16.4%
EUROPE	130,036	155,733	-25,697	-16.5%	248,807	291,432	-42,625	-14.6%
NORTH AMERICA:								
Canada	4,506	5,850	-1,344	-23.0%	8,845	10,522	-1,677	-15.9%
USA	16,412	19,654	-3,242	-16.5%	33,802	38,240	-4,438	-11.6%
Other	3	6	-3	-50.0%	10	12	-2	-16.7%
NORTH AMERICA	20,921	25,510	-4,589	-18.0%	42,657	48,774	-6,117	-12.5%
CENTRAL & SOUTH AMERICA:								
Argentina	891	1,004	-113	-11.3%	1,953	2,132	-179	-8.4%
Brazil	2,475	2,580	-105	-4.1%	5,497	5,931	-434	-7.3%
Chile	369	385	-16	-4.2%	575	683	-108	-15.8%
Mexico	127	154	-27	-17.5%	290	379	-89	-23.5%
Venezuela	78	106	-28	-26.4%	180	212	-32	-15.1%
Other	637	718	-81	-11.3%	1,473	1,491	-18	-1.2%
CENTRAL & SOUTH AMERICA	4,577	4,947	-370	-7.5%	9,968	10,828	-860	-7.9%
AUSTRALASIA:								
Australia	6,313	7,300	-987	-13.5%	13,404	15,136	-1,732	-11.4%
New Zealand	1,273	1,233	40	3.2%	2,508	2,786	-278	-10.0%
Other	53	85	-32	-37.6%	119	145	-26	-17.9%
AUSTRALASIA	7,639	8,618	-979	-11.4%	16,031	18,067	-2,036	-11.3%
ASIA:								
China (including Hong Kong)	3,025	5,763	-2,738	-47.5%	7,836	9,776	-1,940	-19.8%
India	3,106	3,723	-617	-16.6%	7,164	7,574	-410	-5.4%
Indonesia	184	316	-132	-41.8%	308	557	-249	-44.7%
Japan	1,490	2,425	-935	-38.6%	2,786	4,348	-1,562	-35.9%
Rep of Korea	1,224	1,794	-570	-31.8%	2,827	4,536	-1,709	-37.7%
Malaysia	432	718	-286	-39.8%	965	1,264	-299	-23.7%
Philippines	288	316	-28	-8.9%	581	674	-93	-13.8%
Singapore	432	569	-137	-24.1%	876	890	-14	-1.6%
Rep of China (Taiwan)	727	1,212	-485	-40.0%	2,282	2,354	-72	-3.1%
Thailand	391	478	-87	-18.2%	877	901	-24	-2.7%
Other	1,752	1,529	223	14.6%	3,337	3,052	285	9.3%
ASIA	13,051	18,843	-5,792	-30.7%	29,839	35,926	-6,087	-16.9%
MIDDLE EAST:								
Israel	1,315	1,839	-524	-28.5%	2,494	3,370	-876	-26.0%
Saudi Arabia	445	409	36	8.8%	638	637	1	0.2%
Turkey	778	801	-23	-2.9%	1,491	1,876	-385	-20.5%
United Arab Emirates	109	111	-2	-1.8%	228	311	-83	-26.7%
Other	857	937	-80	-8.5%	1,711	1,838	-127	-6.9%
MIDDLE EAST	3,504	4,097	-593	-14.5%	6,562	8,032	-1,470	-18.3%
AFRICA MAINLAND:								
Angola	3,451	2,759	692	25.1%	7,744	6,451	1,293	20.0%
Dem Rep of Congo	2,470	2,364	106	4.5%	4,917	4,983	-66	-1.3%
Botswana	52,753	55,248	-2,495	-4.5%	115,226	111,648	3,578	3.2%
Egypt	389	475	-86	-18.1%	835	891	-56	-6.3%
Ghana	964	1,081	-117	-10.8%	1,915	2,234	-319	-14.3%
Kenya	1,932	2,192	-260	-11.9%	4,301	4,418	-117	-2.6%
Lesotho	155,999	158,484	-2,485	-1.6%	368,066	379,761	-11,695	-3.1%
Malawi	12,336	12,656	-320	-2.5%	27,104	26,887	217	0.8%
Mozambique	112,302	99,016	13,286	13.4%	263,842	216,945	46,897	21.6%
Namibia	14,099	15,690	-1,591	-10.1%	31,727	33,973	-2,246	-6.6%
Nigeria	3,430	3,360	70	2.1%	6,923	6,884	39	0.6%
Swaziland	82,391	78,859	3,532	4.5%	181,925	170,891	11,034	6.5%
Tanzania	1,292	1,536	-244	-15.9%	2,608	2,786	-178	-6.4%
Uganda	1,020	1,137	-117	-10.3%	2,371	2,445	-74	-3.0%
Zambia	13,275	14,987	-1,712	-11.4%	28,223	30,619	-2,396	-7.8%
Zimbabwe	95,384	90,520	4,864	5.4%	220,403	186,770	33,633	18.0%
Other	4,803	4,755	48	1.0%	9,674	9,397	277	2.9%
TOTAL AFRICA MAINLAND	558,290	545,119	13,171	2.4%	1,277,804	1,197,983	79,821	6.7%
INDIAN OCEAN ISLANDS:								
Mauritius	1,220	1,191	29	2.4%	2,649	2,443	206	8.4%
Reunion	73	34	39	114.7%	164	164	0	0.0%
Seychelles	185	176	9	5.1%	345	348	-3	-0.9%
TOTAL INDIAN OCEAN ISLANDS	1,478	1,401	77	5.5%	3,158	2,955	203	6.9%
TOTAL AFRICA	559,768	546,520	13,248	2.4%	1,280,962	1,200,938	80,024	6.7%
Unspecified	5,296	4,883	413	8.5%	12,583	11,386	1,197	10.5%
GRAND TOTAL	744,792	769,151	-24,359	-3.2%	1,647,409	1,625,383	22,026	1.4%
2009 OVERSEAS TOTAL	179,728	217,748	-38,020	-17.5%	353,864	413,059	-59,195	-14.3%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - MARCH 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less all those who stayed for less than one day and more than 200 days, and excludes travellers who were remunerated from within the place they travelled to. The closest possible approximation to the definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less 'visitors' and 'border activity'. SA7 Tourism uses this definition. The sensitivity of the difference between this definition and the closest alternative definition has been tested to be less than 0.1%.								
JAN TO MAR 2009 COMPARED WITH JAN TO MAR 2008								
COUNTRY OF RESIDENCE	MAR 2009	MAR 2008	DIFFERENCE	%	JAN TO MAR 2009	JAN TO MAR 2008	DIFFERENCE	%
EUROPE:								
Austria	1,541	1,960	-419	-21.4%	5,437	7,002	-1,565	-22.4%
Belgium	2,899	4,437	-1,538	-34.7%	9,377	11,555	-2,178	-18.8%
Denmark	2,362	2,858	-496	-17.4%	7,977	9,796	-1,819	-18.6%
Finland	1,168	936	232	24.8%	3,633	3,392	241	7.1%
France	10,680	12,752	-2,072	-16.2%	31,233	36,688	-5,455	-14.9%
Germany	21,032	28,400	-7,368	-25.9%	62,166	81,150	-18,984	-23.4%
Greece	689	955	-266	-27.9%	2,068	2,484	-416	-16.7%
Hungary	286	344	-58	-16.9%	949	1,266	-317	-25.0%
Ireland	3,633	4,810	-1,177	-24.5%	10,326	13,789	-3,463	-25.1%
Italy	3,691	3,588	103	2.9%	11,056	11,698	-642	-5.5%
Netherlands	8,296	9,745	-1,449	-14.9%	27,985	32,550	-4,565	-14.0%
Norway	2,072	2,802	-730	-26.1%	7,020	7,961	-941	-11.8%
Poland	969	1,056	-87	-8.2%	2,969	2,995	-26	-0.9%
Portugal	3,004	2,917	87	3.0%	8,674	7,849	825	10.5%
Russian Fed	813	1,116	-303	-27.2%	3,055	3,781	-726	-19.2%
Spain	2,133	2,848	-715	-25.1%	5,007	6,792	-1,785	-26.3%
Sweden	3,886	4,262	-376	-8.8%	13,465	16,528	-3,063	-18.5%
Switzerland	2,828	3,659	-831	-22.7%	9,426	11,237	-1,811	-16.1%
UK	45,303	52,411	-7,108	-13.6%	139,562	159,147	-19,585	-12.3%
Other	2,361	2,879	-518	-18.0%	7,068	8,507	-1,439	-16.9%
EUROPE	119,646	144,735	-25,089	-17.3%	368,453	436,167	-67,714	-15.5%
NORTH AMERICA:								
Canada	5,307	6,419	-1,112	-17.3%	14,152	16,941	-2,789	-16.5%
USA	22,278	26,067	-3,789	-14.5%	56,080	64,307	-8,227	-12.8%
Other	8	3	5	166.7%	18	15	3	20.0%
NORTH AMERICA	27,593	32,489	-4,896	-15.1%	70,250	81,263	-11,013	-13.6%
CENTRAL & SOUTH AMERICA:								
Argentina	896	905	-9	-1.0%	2,849	3,037	-188	-6.2%
Brazil	3,017	2,576	441	17.1%	8,514	8,507	7	0.1%
Chile	327	290	37	12.8%	902	973	-71	-7.3%
Mexico	199	360	-161	-44.7%	489	739	-250	-33.8%
Venezuela	101	166	-65	-39.2%	281	378	-97	-25.7%
Other	686	870	-184	-21.1%	2,159	2,361	-202	-8.6%
CENTRAL & SOUTH AMERICA	5,226	5,167	59	1.1%	15,194	15,995	-801	-5.0%
AUSTRALASIA:								
Australia	7,457	8,193	-736	-9.0%	20,861	23,329	-2,468	-10.6%
New Zealand	1,414	1,511	-97	-6.4%	3,922	4,297	-375	-8.7%
Other	64	74	-10	-13.5%	183	219	-36	-16.4%
AUSTRALASIA	8,935	9,778	-843	-8.6%	24,966	27,845	-2,879	-10.3%
ASIA:								
China (including Hong Kong)	3,971	3,805	366	10.2%	11,807	13,381	-1,574	-11.8%
India	3,925	4,064	-139	-3.4%	11,089	11,638	-549	-4.7%
Indonesia	267	510	-243	-47.6%	575	1,067	-492	-46.1%
Japan	1,751	2,463	-712	-28.9%	4,537	6,811	-2,274	-33.4%
Rep of Korea	1,123	1,711	-588	-34.4%	3,950	6,247	-2,297	-36.8%
Malaysia	554	783	-229	-29.2%	1,519	2,047	-528	-25.8%
Philippines	317	504	-187	-37.1%	898	1,178	-280	-23.8%
Singapore	416	622	-206	-33.1%	1,292	1,512	-220	-14.6%
Rep of China (Taiwan)	879	861	18	2.1%	3,161	3,215	-54	-1.7%
Thailand	459	688	-229	-33.3%	1,336	1,589	-253	-15.9%
Other	1,725	1,767	-42	-2.4%	5,062	4,819	243	5.0%
ASIA	15,387	17,578	-2,191	-12.5%	45,226	53,504	-8,278	-15.5%
MIDDLE EAST:								
Israel	1,434	1,726	-292	-16.9%	3,928	5,096	-1,168	-22.9%
Saudi Arabia	279	261	18	6.9%	917	898	19	2.1%
Turkey	701	850	-149	-17.5%	2,192	2,726	-534	-19.6%
United Arab Emirates	136	144	-8	-5.6%	364	455	-91	-20.0%
Other	2,100	1,694	406	24.0%	3,811	3,532	279	7.9%
MIDDLE EAST	4,650	4,675	-25	-0.5%	11,212	12,707	-1,495	-11.8%
AFRICA MAINLAND:								
Angola	3,255	3,202	53	1.7%	10,999	9,653	1,346	13.9%
Dem Rep of Congo	2,315	2,678	-363	-13.6%	7,232	7,661	-429	-5.6%
Botswana	58,757	84,716	-25,959	-30.6%	173,983	196,364	-22,381	-11.4%
Egypt	437	595	-158	-26.6%	1,272	1,486	-214	-14.4%
Ghana	1,057	1,219	-162	-13.3%	2,972	3,453	-481	-13.9%
Kenya	2,332	2,494	-162	-6.5%	6,633	6,912	-279	-4.0%
Lesotho	171,108	199,804	-28,696	-14.4%	539,174	579,565	-40,391	-7.0%
Malawi	13,353	13,298	55	0.4%	40,457	40,185	272	0.7%
Mozambique	115,907	106,838	9,069	8.5%	379,749	323,783	55,966	17.3%
Namibia	16,156	18,655	-2,499	-13.4%	47,883	52,628	-4,745	-9.0%
Nigeria	4,124	3,672	452	12.3%	11,047	10,556	491	4.7%
Swaziland	85,878	92,578	-6,700	-7.2%	267,803	263,469	4,334	1.6%
Tanzania	1,417	1,277	140	11.0%	4,025	4,063	-38	-0.9%
Uganda	1,114	1,152	-38	-3.3%	3,485	3,597	-112	-3.1%
Zambia	13,691	16,740	-3,049	-18.2%	41,914	47,359	-5,445	-11.5%
Zimbabwe	95,587	89,059	6,528	7.3%	315,990	275,829	40,161	14.6%
Other	5,010	5,465	-455	-8.3%	14,684	14,862	-178	-1.2%
TOTAL AFRICA MAINLAND	591,498	643,442	-51,944	-8.1%	1,869,302	1,841,425	27,877	1.5%
INDIAN OCEAN ISLANDS:								
Mauritius	1,251	1,241	10	0.8%	3,900	3,684	216	5.9%
Reunion	110	168	-58	-34.5%	274	332	-58	-17.5%
Seychelles	197	200	-3	-1.5%	542	548	-6	-1.1%
TOTAL INDIAN OCEAN ISLANDS	1,558	1,609	-51	-3.2%	4,716	4,564	152	3.3%
TOTAL AFRICA	593,056	645,051	-51,995	-8.1%	1,874,018	1,846,989	28,029	1.5%
Unspecified	5,301	5,392	-91	-1.7%	17,884	16,778	1,106	6.6%
GRAND TOTAL	779,794	864,865	-85,071	-9.8%	2,427,203	2,490,248	-63,045	-2.5%
***OVERSEAS TOTAL	181,437	214,422	-32,985	-15.4%	535,301	627,481	-92,180	-14.7%

TABLE A - APRIL 2009								
TOTAL FOREIGN ARRIVALS*								
<small>* Foreign tourist arrivals, according to the ITC, are all foreign arrivals less of those who stayed for less than one day and more than 300 days, and exclude travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics, is all Foreign Arrivals less "transient visitors". See Annexure for the definition. The comparability of the information between the definition and the report alternative definition has been tested to be less than 0.5%.</small>								
JAN TO APR 2009 COMPARED WITH JAN TO APR 2008								
COUNTRY OF RESIDENCE	APR 2009	APR 2008	DIFFERENCE	%	JAN TO APR 2009	JAN TO APR 2008	DIFFERENCE	%
EUROPE:								
Austria	1,409	1,638	-229	-14.0%	6,846	8,640	-1,794	-20.8%
Belgium	3,324	2,751	573	20.8%	12,701	14,306	-1,605	-11.2%
Denmark	1,936	1,692	244	14.4%	9,913	11,488	-1,575	-13.7%
Finland	633	749	-116	-15.5%	4,266	4,141	125	3.0%
France	9,717	11,253	-1,536	-13.6%	40,950	47,941	-6,991	-14.6%
Germany	16,819	17,828	-1,009	-5.7%	78,985	98,978	-19,993	-20.2%
Greece	805	902	-97	-10.8%	2,873	3,386	-513	-15.2%
Hungary	157	203	-46	-22.7%	1,106	1,469	-363	-24.7%
Ireland	3,038	2,395	643	26.8%	13,364	16,184	-2,820	-17.4%
Italy	3,267	4,150	-883	-21.3%	14,323	15,848	-1,525	-9.6%
Netherlands	8,285	9,647	-1,362	-14.1%	36,270	42,197	-5,927	-14.0%
Norway	1,726	1,277	449	35.2%	8,746	9,238	-492	-5.3%
Poland	659	769	-110	-14.3%	3,628	3,764	-136	-3.6%
Portugal	3,153	2,734	419	15.3%	11,827	10,583	1,244	11.8%
Russian Fed	851	1,158	-307	-26.5%	3,906	4,939	-1,033	-20.9%
Spain	2,300	2,799	-499	-17.8%	7,307	9,591	-2,284	-23.8%
Sweden	2,251	2,341	-90	-3.8%	15,716	18,869	-3,153	-16.7%
Switzerland	2,950	3,056	-106	-3.5%	12,376	14,293	-1,917	-13.4%
UK	39,464	37,391	2,073	5.5%	179,026	196,538	-17,512	-8.9%
Other	2,252	3,009	-757	-25.2%	9,320	11,516	-2,196	-19.1%
EUROPE	104,996	107,742	-2,746	-2.5%	473,449	543,909	-70,460	-13.0%
NORTH AMERICA:								
Canada	4,103	4,413	-310	-7.0%	18,255	21,354	-3,099	-14.5%
USA	18,823	19,666	-843	-4.3%	74,903	83,973	-9,070	-10.8%
Other	4	7	-3	-42.9%	22	22	0	0.0%
NORTH AMERICA	22,930	24,086	-1,156	-4.8%	93,180	105,349	-12,169	-11.6%
CENTRAL & SOUTH AMERICA:								
Argentina	982	577	405	70.2%	3,831	3,614	217	6.0%
Brazil	2,640	2,932	-292	-10.0%	11,154	11,439	-285	-2.5%
Chile	168	285	-117	-41.1%	1,070	1,258	-188	-14.9%
Mexico	254	301	-47	-15.6%	743	1,040	-297	-28.6%
Venezuela	157	119	38	31.9%	438	497	-59	-11.9%
Other	827	776	51	6.6%	2,986	3,137	-151	-4.8%
CENTRAL & SOUTH AMERICA	5,020	4,990	30	0.6%	20,222	20,905	-683	-3.3%
AUSTRALASIA:								
Australia	7,935	8,742	-807	-9.2%	28,796	32,071	-3,275	-10.2%
New Zealand	1,855	1,909	-54	-2.8%	5,777	6,206	-429	-6.9%
Other	63	82	-19	-23.2%	246	301	-55	-18.3%
AUSTRALASIA	9,853	10,733	-880	-8.2%	34,819	38,578	-3,759	-9.7%
ASIA:								
China (including Hong Kong)	3,235	3,110	125	4.0%	15,042	16,491	-1,449	-8.8%
India	5,567	4,614	953	20.7%	16,656	16,252	404	2.5%
Indonesia	171	261	-90	-34.5%	746	1,328	-582	-43.8%
Japan	1,570	1,807	-237	-13.1%	6,107	8,618	-2,511	-29.1%
Rep of Korea	964	1,616	-652	-40.3%	4,914	7,863	-2,949	-37.5%
Malaysia	652	601	51	8.5%	2,171	2,648	-477	-18.0%
Philippines	430	459	-29	-6.3%	1,328	1,637	-309	-18.9%
Singapore	540	458	82	17.9%	1,832	1,970	-138	-7.0%
Rep of China (Taiwan)	821	823	-2	-0.2%	3,982	4,038	-56	-1.4%
Thailand	489	745	-256	-34.4%	1,825	2,334	-509	-21.8%
Other	1,802	1,786	16	0.9%	6,864	6,605	259	3.9%
ASIA	16,241	16,280	-39	-0.2%	61,467	69,784	-8,317	-11.9%
MIDDLE EAST:								
Israel	1,578	1,701	-123	-7.2%	5,506	6,797	-1,291	-19.0%
Saudi Arabia	318	330	-12	-3.6%	1,235	1,228	7	0.6%
Turkey	534	791	-257	-32.5%	2,726	3,517	-791	-22.5%
United Arab Emirates	153	291	-138	-47.4%	517	746	-229	-30.7%
Other	729	117	612	523.1%	4,540	3,649	891	24.4%
MIDDLE EAST	3,312	3,230	82	2.5%	14,524	15,937	-1,413	-8.9%
AFRICA MAINLAND:								
Angola	3,039	3,197	-158	-4.9%	14,038	12,850	1,188	9.2%
Dem Rep of Congo	2,372	3,024	-652	-21.6%	9,604	10,685	-1,081	-10.1%
Botswana	91,173	69,728	21,445	30.8%	265,156	266,092	-936	-0.4%
Egypt	316	455	-139	-30.5%	1,588	1,941	-353	-18.2%
Ghana	1,051	1,132	-81	-7.2%	4,023	4,585	-562	-12.3%
Kenya	2,191	2,248	-57	-2.5%	8,824	9,160	-336	-3.7%
Lesotho	183,878	154,801	29,077	18.8%	723,052	734,366	-11,314	-1.5%
Malawi	11,991	12,357	-366	-3.0%	52,448	52,542	-94	-0.2%
Mozambique	115,391	103,388	12,003	11.6%	495,140	427,171	67,969	15.9%
Namibia	20,231	21,043	-812	-3.9%	68,114	73,671	-5,557	-7.5%
Nigeria	4,013	3,303	710	21.5%	15,060	13,859	1,201	8.7%
Swaziland	101,159	85,607	15,552	18.2%	368,962	348,076	19,886	5.7%
Tanzania	1,322	1,150	172	15.0%	5,347	5,213	134	2.6%
Uganda	1,126	1,027	99	9.6%	4,611	4,624	-13	-0.3%
Zambia	14,223	17,362	-3,139	-18.1%	56,137	64,721	-8,584	-13.3%
Zimbabwe	106,994	99,895	7,099	7.1%	422,984	375,724	47,260	12.6%
Other	4,848	5,187	-339	-6.5%	19,532	20,049	-517	-2.6%
TOTAL AFRICA MAINLAND	665,318	584,904	80,414	13.7%	2,534,620	2,426,329	108,291	4.5%
INDIAN OCEAN ISLANDS:								
Mauritius	1,479	1,534	-55	-3.6%	5,379	5,218	161	3.1%
Reunion	71	54	17	31.5%	345	386	-41	-10.6%
Seychelles	145	199	-54	-27.1%	687	747	-60	-8.0%
TOTAL INDIAN OCEAN ISLANDS	1,695	1,787	-92	-5.1%	6,411	6,351	60	0.9%
TOTAL AFRICA	667,013	586,691	80,322	13.7%	2,541,031	2,432,680	108,351	4.5%
Unspecified	6,125	5,169	956	18.5%	24,009	21,947	2,062	9.4%
GRAND TOTAL	835,498	758,921	76,577	10.1%	3,262,701	3,249,169	13,532	0.4%
**OVERSEAS TOTAL	162,360	167,061	-4,701	-2.8%	697,661	794,542	-96,881	-12.2%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - MAY 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less all those who stayed for less than one day and more than 300 days, and exclude travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less 'visitors' and 'business visitors'. See Tourism uses this definition. The accuracy of the difference between this definition and the closest alternative definition has been tested to be less than 0.5%.								
JAN TO MAY 2009 COMPARED WITH JAN TO MAY 2008								
COUNTRY OF RESIDENCE	MAY 2009	MAY 2008	DIFFERENCE	%	JAN TO MAY 2009	JAN TO MAY 2008	DIFFERENCE	%
EUROPE:								
Austria	812	1,121	-309	-27.6%	7,658	9,761	-2,103	-21.5%
Belgium	1,848	2,138	-290	-13.6%	14,549	16,444	-1,895	-11.5%
Denmark	1,318	1,367	-49	-3.6%	11,231	12,855	-1,624	-12.6%
Finland	425	589	-164	-27.8%	4,691	4,730	-39	-0.8%
France	7,898	9,433	-1,535	-16.3%	48,848	57,374	-8,526	-14.9%
Germany	10,515	12,844	-2,329	-18.1%	89,500	111,822	-22,322	-20.0%
Greece	567	644	-77	-12.0%	3,440	4,030	-590	-14.6%
Hungary	153	165	-12	-7.3%	1,259	1,634	-375	-22.9%
Ireland	1,882	2,091	-209	-10.0%	15,246	18,275	-3,029	-16.6%
Italy	3,745	3,049	696	22.8%	18,068	18,897	-829	-4.4%
Netherlands	5,661	5,693	-32	-0.6%	41,931	47,890	-5,959	-12.4%
Norway	736	988	-252	-25.5%	9,482	10,226	-744	-7.3%
Poland	439	565	-126	-22.3%	4,067	4,329	-262	-6.1%
Portugal	2,652	2,279	373	16.4%	14,479	12,862	1,617	12.6%
Russian Fed	789	729	60	8.2%	4,695	5,668	-973	-17.2%
Spain	2,011	2,154	-143	-6.6%	9,318	11,745	-2,427	-20.7%
Sweden	1,434	1,679	-245	-14.6%	17,150	20,548	-3,398	-16.5%
Switzerland	1,697	1,909	-212	-11.1%	14,073	16,202	-2,129	-13.1%
UK	24,046	28,294	-4,248	-15.0%	203,072	224,832	-21,760	-9.7%
Other	1,287	2,258	-971	-43.0%	10,607	13,774	-3,167	-23.0%
EUROPE	69,915	79,989	-10,074	-12.6%	543,364	623,898	-80,534	-12.9%
NORTH AMERICA:								
Canada	3,427	4,054	-627	-15.5%	21,682	25,408	-3,726	-14.7%
USA	22,353	26,342	-3,989	-15.1%	97,256	110,315	-13,059	-11.8%
Other	6	6	0	0.0%	28	28	0	0.0%
NORTH AMERICA	25,786	30,402	-4,616	-15.2%	118,966	135,751	-16,785	-12.4%
CENTRAL & SOUTH AMERICA:								
Argentina	782	613	169	27.6%	4,613	4,227	386	9.1%
Brazil	2,528	2,993	-465	-15.5%	13,682	14,432	-750	-5.2%
Chile	229	256	-27	-10.5%	1,299	1,514	-215	-14.2%
Mexico	169	228	-59	-25.9%	912	1,268	-356	-28.1%
Venezuela	85	102	-17	-16.7%	523	599	-76	-12.7%
Other	706	622	84	13.5%	3,692	3,759	-67	-1.8%
CENTRAL & SOUTH AMERICA	4,499	4,814	-315	-6.5%	24,721	25,799	-1,078	-4.2%
AUSTRALASIA:								
Australia	6,914	7,093	-179	-2.5%	35,710	39,164	-3,454	-8.8%
New Zealand	1,558	1,394	164	11.8%	7,335	7,600	-265	-3.5%
Other	63	62	1	1.6%	309	363	-54	-14.9%
AUSTRALASIA	8,535	8,549	-14	-0.2%	43,354	47,127	-3,773	-8.0%
ASIA:								
China (including Hong Kong)	3,001	3,312	-311	-9.4%	18,043	19,803	-1,760	-8.9%
India	11,020	6,379	4,641	72.8%	27,676	22,631	5,045	22.3%
Indonesia	396	286	110	38.5%	1,142	1,614	-472	-29.2%
Japan	1,470	2,662	-1,192	-44.8%	7,577	11,280	-3,703	-32.8%
Rep of Korea	982	1,410	-428	-30.4%	5,896	9,273	-3,377	-36.4%
Malaysia	777	840	-63	-7.5%	2,948	3,488	-540	-15.5%
Philippines	387	457	-70	-15.3%	1,715	2,094	-379	-18.1%
Singapore	1,041	1,034	7	0.7%	2,873	3,004	-131	-4.4%
Rep of China (Taiwan)	685	1,015	-330	-32.5%	4,667	5,053	-386	-7.6%
Thailand	351	565	-214	-37.9%	2,176	2,899	-723	-24.9%
Other	1,859	1,681	178	10.6%	8,723	8,286	437	5.3%
ASIA	21,969	19,641	2,328	11.9%	83,436	89,425	-5,989	-6.7%
MIDDLE EAST:								
Israel	857	1,321	-464	-35.1%	6,363	8,118	-1,755	-21.6%
Saudi Arabia	178	246	-68	-27.6%	1,413	1,474	-61	-4.1%
Turkey	526	515	11	2.1%	3,252	4,032	-780	-19.3%
United Arab Emirates	104	240	-136	-56.7%	621	986	-365	-37.0%
Other	773	278	495	178.1%	5,313	3,927	1,386	35.3%
MIDDLE EAST	2,438	2,600	-162	-6.2%	16,962	18,537	-1,575	-8.5%
AFRICA MAINLAND:								
Angola	3,269	2,907	362	12.5%	17,307	15,757	1,550	9.8%
Dem Rep of Congo	1,922	2,444	-522	-21.4%	11,526	13,129	-1,603	-12.2%
Botswana	64,276	62,804	1,472	2.3%	329,432	328,896	536	0.2%
Egypt	475	377	98	26.0%	2,063	2,318	-255	-11.0%
Ghana	1,021	1,179	-158	-13.4%	5,044	5,764	-720	-12.5%
Kenya	2,417	2,115	302	14.3%	11,241	11,275	-34	-0.3%
Lesotho	157,481	179,412	-21,931	-12.2%	880,533	913,778	-33,245	-3.6%
Malawi	10,729	11,785	-1,056	-9.0%	63,177	64,327	-1,150	-1.8%
Mozambique	110,779	91,396	19,383	21.2%	605,919	518,567	87,352	16.8%
Namibia	19,761	18,777	984	5.2%	87,875	92,448	-4,573	-4.9%
Nigeria	3,116	3,260	-144	-4.4%	18,176	17,119	1,057	6.2%
Swaziland	94,111	90,761	3,350	3.7%	463,073	439,837	23,236	5.3%
Tanzania	1,478	1,393	85	6.1%	6,825	6,606	219	3.3%
Uganda	1,165	1,127	38	3.4%	5,776	5,751	25	0.4%
Zambia	13,459	15,727	-2,268	-14.4%	69,596	80,448	-10,852	-13.5%
Zimbabwe	120,316	91,023	29,293	32.2%	543,300	466,747	76,553	16.4%
Other	5,300	4,792	508	10.6%	24,832	24,841	-9	0.0%
TOTAL AFRICA MAINLAND	611,075	581,279	29,796	5.1%	3,145,695	3,007,608	138,087	4.6%
INDIAN OCEAN ISLANDS:								
Mauritius	1,241	1,313	-72	-5.5%	6,620	6,531	89	1.4%
Reunion	57	36	21	58.3%	402	422	-20	-4.7%
Seychelles	184	210	-26	-12.4%	871	957	-86	-9.0%
TOTAL INDIAN OCEAN ISLANDS	1,482	1,559	-77	-4.9%	7,893	7,910	-17	-0.2%
TOTAL AFRICA	612,557	582,838	29,719	5.1%	3,153,588	3,015,518	138,070	4.6%
Unspecified	5,665	5,059	606	12.0%	29,674	27,006	2,668	9.9%
GRAND TOTAL	751,364	733,892	17,472	2.4%	4,014,065	3,983,061	31,004	0.8%
OVERSEAS TOTAL	133,142	145,995	-12,853	-8.8%	830,803	940,537	-109,734	-11.7%

2009 GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001

South African Tourism - Strategic Research Unit

TABLE A - JUNE 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less all those who stayed for less than one day and more than 300 days, and exclude travellers who were remunerated from within the place they travelled to. The closest possible approximation to the definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less 'visitors' and 'business visitors'. **Tourists uses this definition. The sensitivity of the difference between the definition and the closest alternative definition has been tested to be less than 0.5%.								
JAN TO JUNE 2009 COMPARED WITH JAN TO JUNE 2008								
COUNTRY OF RESIDENCE	JUNE 2009	JUNE 2008	DIFFERENCE	%	JAN TO JUNE 2009	JAN TO JUNE 2008	DIFFERENCE	%
EUROPE:								
Austria	714	695	19	2.7%	8,372	10,456	-2,084	-19.9%
Belgium	1,690	1,923	-233	-12.1%	16,239	18,367	-2,128	-11.6%
Denmark	1,326	1,163	163	14.0%	12,557	14,018	-1,461	-10.4%
Finland	437	495	-58	-11.7%	5,128	5,225	-97	-1.9%
France	4,973	5,414	-441	-8.1%	53,821	62,788	-8,967	-14.3%
Germany	7,665	9,014	-1,349	-15.0%	97,165	120,836	-23,671	-19.6%
Greece	539	559	-20	-3.6%	3,979	4,589	-610	-13.3%
Hungary	124	136	-12	-8.8%	1,383	1,770	-387	-21.9%
Ireland	4,286	2,360	1,926	81.6%	19,532	20,635	-1,103	-5.3%
Italy	3,999	3,483	516	14.8%	22,067	22,380	-313	-1.4%
Netherlands	4,464	5,360	-896	-16.7%	46,395	53,250	-6,855	-12.9%
Norway	879	1,014	-135	-13.3%	10,361	11,240	-879	-7.8%
Poland	457	535	-78	-14.6%	4,524	4,864	-340	-7.0%
Portugal	2,366	2,134	232	10.9%	16,845	14,996	1,849	12.3%
Russian Fed	529	507	22	4.3%	5,224	6,175	-951	-15.4%
Spain	2,716	2,816	-100	-3.6%	12,034	14,561	-2,527	-17.4%
Sweden	1,369	1,563	-194	-12.4%	18,519	22,111	-3,592	-16.2%
Switzerland	1,464	1,291	173	13.4%	15,537	17,493	-1,956	-11.2%
UK	37,900	24,214	13,686	56.5%	240,972	249,046	-8,074	-3.2%
Other	1,222	1,326	-104	-7.8%	11,829	15,100	-3,271	-21.7%
EUROPE	79,119	66,002	13,117	19.9%	622,483	689,900	-67,417	-9.8%
NORTH AMERICA:								
Canada	3,298	3,734	-436	-11.7%	24,980	29,142	-4,162	-14.3%
USA	25,574	30,673	-5,099	-16.6%	122,830	140,988	-18,158	-12.9%
Other	5	3	2	66.7%	33	31	2	6.5%
NORTH AMERICA	28,877	34,410	-5,533	-16.1%	147,843	170,161	-22,318	-13.1%
CENTRAL & SOUTH AMERICA:								
Argentina	625	421	204	48.5%	5,238	4,648	590	12.7%
Brazil	3,120	2,689	431	16.0%	16,802	17,121	-319	-1.9%
Chile	227	200	27	13.5%	1,526	1,714	-188	-11.0%
Mexico	241	314	-73	-23.2%	1,153	1,582	-429	-27.1%
Venezuela	102	153	-51	-33.3%	625	752	-127	-16.9%
Other	831	783	48	6.1%	4,523	4,542	-19	-0.4%
CENTRAL & SOUTH AMERICA	5,146	4,560	586	12.9%	29,867	30,359	-492	-1.6%
AUSTRALASIA:								
Australia	7,102	7,533	-431	-5.7%	42,812	46,697	-3,885	-8.3%
New Zealand	1,561	1,588	-27	-1.7%	8,896	9,188	-292	-3.2%
Other	68	56	12	21.4%	377	419	-42	-10.0%
AUSTRALASIA	8,731	9,177	-446	-4.9%	52,085	56,304	-4,219	-7.5%
ASIA:								
China (including Hong Kong)	2,736	2,344	392	16.7%	20,779	22,147	-1,368	-6.2%
India	4,779	4,769	10	0.2%	32,455	27,400	5,055	18.4%
Indonesia	218	208	10	4.8%	1,360	1,822	-462	-25.4%
Japan	1,810	2,269	-459	-20.2%	9,387	13,549	-4,162	-30.7%
Rep of Korea	1,398	1,391	7	0.5%	7,294	10,664	-3,370	-31.6%
Malaysia	687	764	-77	-10.1%	3,635	4,252	-617	-14.5%
Philippines	336	373	-37	-9.9%	2,051	2,467	-416	-16.9%
Singapore	589	771	-182	-23.6%	3,462	3,775	-313	-8.3%
Rep of China (Taiwan)	861	828	33	4.0%	5,528	5,881	-353	-6.0%
Thailand	543	591	-48	-8.1%	2,719	3,490	-771	-22.1%
Other	1,675	1,562	113	7.2%	10,398	9,848	550	5.6%
ASIA	15,632	15,870	-238	-1.5%	99,068	105,295	-6,227	-5.9%
MIDDLE EAST:								
Israel	1,141	1,154	-13	-1.1%	7,504	9,272	-1,768	-19.1%
Saudi Arabia	312	410	-98	-23.9%	1,725	1,884	-159	-8.4%
Turkey	606	472	134	28.4%	3,858	4,504	-646	-14.3%
United Arab Emirates	182	233	-51	-21.9%	803	1,219	-416	-34.1%
Other	831	761	70	9.2%	6,144	4,688	1,456	31.1%
MIDDLE EAST	3,072	3,030	42	1.4%	20,034	21,567	-1,533	-7.1%
AFRICA MAINLAND:								
Angola	2,538	1,999	539	27.0%	19,845	17,756	2,089	11.8%
Dem Rep of Congo	1,916	2,091	-175	-8.4%	13,442	15,220	-1,778	-11.7%
Botswana	56,408	57,185	-777	-1.4%	385,840	386,081	-241	-0.1%
Egypt	678	353	325	92.1%	2,741	2,671	70	2.6%
Ghana	965	1,015	-50	-4.9%	6,009	6,779	-770	-11.4%
Kenya	1,915	1,868	47	2.5%	13,156	13,143	13	0.1%
Lesotho	154,405	171,481	-17,076	-10.0%	1,034,938	1,085,259	-50,321	-4.6%
Malawi	10,765	9,851	914	9.3%	73,942	74,178	-236	-0.3%
Mozambique	104,766	94,405	10,361	11.0%	710,685	612,972	97,713	15.9%
Namibia	13,860	14,845	-985	-6.6%	101,735	107,293	-5,558	-5.2%
Nigeria	3,463	2,877	586	20.4%	21,639	19,996	1,643	8.2%
Swaziland	75,925	84,897	-8,972	-10.6%	538,998	524,734	14,264	2.7%
Tanzania	1,281	1,101	180	16.3%	8,106	7,707	399	5.2%
Uganda	971	897	74	8.2%	6,747	6,648	99	1.5%
Zambia	10,053	15,708	-5,655	-36.0%	79,649	96,156	-16,507	-17.2%
Zimbabwe	114,679	85,553	29,126	34.0%	657,979	552,300	105,679	19.1%
Other	4,559	4,263	296	6.9%	29,391	29,104	287	1.0%
TOTAL AFRICA MAINLAND	559,147	550,389	8,758	1.6%	3,704,842	3,557,997	146,845	4.1%
INDIAN OCEAN ISLANDS:								
Mauritius	962	1,158	-196	-16.9%	7,582	7,689	-107	-1.4%
Reunion	37	29	8	27.6%	439	451	-12	-2.7%
Seychelles	126	131	-5	-3.8%	997	1,088	-91	-8.4%
TOTAL INDIAN OCEAN ISLANDS	1,125	1,318	-193	-14.6%	9,018	9,228	-210	-2.3%
TOTAL AFRICA	560,272	551,707	8,565	1.6%	3,713,860	3,567,225	146,635	4.1%
Unspecified	5,429	3,932	1,497	38.1%	35,103	30,938	4,165	13.5%
GRAND TOTAL	706,278	688,688	17,590	2.6%	4,720,343	4,671,749	48,594	1.0%
**OVERSEAS TOTAL	140,577	133,049	7,528	5.7%	971,380	1,073,586	-102,206	-9.5%

2009 GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001

South African Tourism - Strategic Research Unit

TABLE A - JULY 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less those who stayed for less than one day and more than 200 days, and excludes travellers who were remunerated from within the place they travelled to. The closest possible approximation to the definition given the current format of statistics issued by Statistics SA, All Foreign Arrivals less "workers" and "border workers". SA Tourism uses this definition. The comparability of the difference between the previous and the current definition has been tested to be less than 0.5%.								
JAN TO JULY 2009 COMPARED WITH JAN TO JULY 2008								
COUNTRY OF RESIDENCE	JULY 2009	JULY 2008	DIFFERENCE	%	JAN TO JULY 2009	JAN TO JULY 2008	DIFFERENCE	%
EUROPE:								
Austria	1.134	1.295	-161	-12.4%	9.506	11.751	-2.245	-19.1%
Belgium	4.347	4.548	-201	-4.4%	20.586	22.915	-2.329	-10.2%
Denmark	1.909	1.898	11	0.6%	14.466	15.916	-1.450	-9.1%
Finland	459	525	-66	-12.6%	5.587	5.750	-163	-2.8%
France	10.470	10.220	250	2.4%	64.291	73.008	-8.717	-11.9%
Germany	11.555	13.112	-1.557	-11.9%	108.720	133.948	-25.228	-18.8%
Greece	645	643	2	0.3%	4.624	5.232	-608	-11.6%
Hungary	137	170	-33	-19.4%	1.520	1.940	-420	-21.6%
Ireland	3.066	2.788	298	10.7%	22.618	23.423	-805	-3.4%
Italy	5.307	4.795	512	10.7%	27.374	27.175	199	0.7%
Netherlands	12.964	13.643	-679	-5.0%	59.359	66.893	-7.534	-11.3%
Norway	1.154	1.138	16	1.4%	11.515	12.378	-863	-7.0%
Poland	568	649	-81	-12.5%	5.092	5.513	-421	-7.6%
Portugal	2.769	2.580	189	7.3%	19.614	17.576	2.038	11.6%
Russian Fed	591	723	-132	-18.3%	5.815	6.898	-1.083	-15.7%
Spain	3.638	3.704	-66	-1.8%	15.672	18.265	-2.593	-14.2%
Sweden	1.269	1.480	-211	-14.3%	19.788	23.591	-3.803	-16.1%
Switzerland	2.330	2.528	-198	-7.8%	17.867	20.021	-2.154	-10.8%
UK	36.754	36.265	489	1.3%	277.726	285.311	-7.585	-2.7%
Other	1.720	1.611	109	6.8%	13.549	16.711	-3.162	-18.9%
EUROPE	102.806	104.315	-1.509	-1.4%	725.289	794.215	-68.926	-8.7%
NORTH AMERICA:								
Canada	4.245	4.559	-314	-6.9%	29.225	33.701	-4.476	-13.3%
USA	29.443	34.865	-5.422	-15.6%	152.273	175.853	-23.580	-13.4%
Other	6	9	-3	-33.3%	39	40	-1	-2.5%
NORTH AMERICA	33.694	39.433	-5.739	-14.6%	181.537	209.594	-28.057	-13.4%
CENTRAL & SOUTH AMERICA:								
Argentina	1.084	723	361	49.9%	6.322	5.371	951	17.7%
Brazil	3.540	3.959	-419	-10.6%	20.342	21.080	-738	-3.5%
Chile	252	311	-59	-19.0%	1.778	2.025	-247	-12.2%
Mexico	392	790	-398	-50.4%	1.545	2.372	-827	-34.9%
Venezuela	119	127	-8	-6.3%	744	879	-135	-15.4%
Other	925	939	-14	-1.5%	5.448	5.481	-33	-0.6%
CENTRAL & SOUTH AMERICA	6.312	6.849	-537	-7.8%	36.179	37.208	-1.029	-2.8%
AUSTRALASIA:								
Australia	8.589	9.347	-758	-8.1%	51.401	56.044	-4.643	-8.3%
New Zealand	2.001	1.842	159	8.6%	10.897	11.030	-133	-1.2%
Other	62	43	19	44.2%	439	462	-23	-5.0%
AUSTRALASIA	10.652	11.232	-580	-5.2%	62.737	67.536	-4.799	-7.1%
ASIA:								
China (including Hong Kong)	3.950	3.084	866	28.1%	24.729	25.231	-502	-2.0%
India	4.758	5.298	-540	-10.2%	37.213	32.698	4.515	13.8%
Indonesia	257	268	-11	-4.1%	1.617	2.090	-473	-22.6%
Japan	2.167	2.340	-173	-7.4%	11.554	15.889	-4.335	-27.3%
Rep of Korea	1.775	2.584	-809	-31.3%	9.069	13.248	-4.179	-31.5%
Malaysia	473	808	-335	-41.5%	4.108	5.060	-952	-18.8%
Philippines	349	334	15	4.5%	2.400	2.801	-401	-14.3%
Singapore	442	420	22	5.2%	3.904	4.195	-291	-6.9%
Rep of China (Taiwan)	1,029	1,084	-55	-5.1%	6,557	6,965	-408	-5.9%
Thailand	447	504	-57	-11.3%	3,166	3,994	-828	-20.7%
Other	2,004	1,901	103	5.4%	12,402	11,749	653	5.6%
ASIA	17.651	18.625	-974	-5.2%	116.719	123.920	-7.201	-5.8%
MIDDLE EAST:								
Israel	1.342	1.713	-371	-21.7%	8.846	10.985	-2.139	-19.5%
Saudi Arabia	1.819	1.389	430	31.0%	3.544	3.273	271	8.3%
Turkey	613	760	-147	-19.3%	4.471	5.264	-793	-15.1%
United Arab Emirates	308	409	-101	-24.7%	1.111	1.628	-517	-31.8%
Other	1.236	1.068	168	15.7%	7.380	5.756	1.624	28.2%
MIDDLE EAST	5.318	5.339	-21	-0.4%	25.352	26.906	-1.554	-5.8%
AFRICA MAINLAND:								
Angola	3.060	3.116	-56	-1.8%	22.905	20.872	2.033	9.7%
Dem Rep of Congo	2.923	2.988	-65	-2.2%	16.365	18.208	-1.843	-10.1%
Botswana	74.058	65.477	8.581	13.1%	459.898	451.558	8.340	1.8%
Egypt	451	470	-19	-4.0%	3.192	3.141	51	1.6%
Ghana	1.089	1.109	-20	-1.8%	7.098	7.888	-790	-10.0%
Kenya	2.383	2.243	140	6.2%	15.539	15.386	153	1.0%
Lesotho	181.495	182.368	-873	-0.5%	1,216.433	1,267.627	-51.194	-4.0%
Malawi	14.566	14.071	495	3.5%	88.508	88.249	259	0.3%
Mozambique	121.970	114.807	7.163	6.2%	832.655	727.779	104.876	14.4%
Namibia	17.493	17.459	34	0.2%	119.228	124.752	-5.524	-4.4%
Nigeria	3.665	3.819	-154	-4.0%	25.304	23.815	1.489	6.3%
Swaziland	92.839	88.182	4.657	5.3%	631.837	612.916	18.921	3.1%
Tanzania	1.407	1.381	26	1.9%	9.513	9.088	425	4.7%
Uganda	1.296	1.028	270	26.3%	8.043	7.674	369	4.8%
Zambia	13.136	17.803	-4.667	-26.2%	92.785	113.959	-21.174	-18.6%
Zimbabwe	141.302	108.899	32.403	29.8%	799.281	661.199	138.082	20.9%
Other	4.794	5.187	-393	-7.6%	34.185	34.291	-106	-0.3%
TOTAL AFRICA MAINLAND	677.927	630.405	47.522	7.5%	4,382.769	4,188.402	194.367	4.6%
INDIAN OCEAN ISLANDS:								
Mauritius	1.431	1.575	-144	-9.1%	9.013	9.264	-251	-2.7%
Reunion	57	100	-43	-43.0%	496	551	-55	-10.0%
Seychelles	164	227	-63	-27.8%	1.161	1.315	-154	-11.7%
TOTAL INDIAN OCEAN ISLANDS	1.652	1.902	-250	-13.1%	10.670	11.130	-460	-4.1%
TOTAL AFRICA	679.579	632.307	47.272	7.5%	4,393.439	4,199.532	193.907	4.6%
Unspecified	8.885	6.055	2.830	46.7%	43.988	36.993	6.995	18.9%
GRAND TOTAL	864.897	824.155	40.742	4.9%	5,585.240	5,495.904	89.336	1.6%
**OVERSEAS TOTAL	176.433	185.793	-9.360	-5.0%	1,147.813	1,259.379	-111.566	-8.9%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - AUGUST 2009								
TOTAL FOREIGN ARRIVALS*								
<small>*Foreign tourist arrivals, according to the WTO, are all foreign arrivals who stay for more than one day and more than 300 days, and excludes travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less "workers" and "contract workers".</small>								
JANUARY TO AUGUST 2009 COMPARED WITH JANUARY TO AUGUST 2008								
COUNTRY OF RESIDENCE	AUG 2009	AUG 2008	DIFFERENCE	%	JAN TO AUG 2009	JAN TO AUG 2008	DIFFERENCE	%
EUROPE:								
Austria	1,426	1,358	68	5.0%	10,932	13,109	-2,177	-16.6%
Belgium	3,277	2,938	339	11.5%	23,863	25,853	-1,990	-7.7%
Denmark	1,232	1,257	-25	-2.0%	15,698	17,173	-1,475	-8.6%
Finland	467	405	62	15.3%	6,054	6,155	-101	-1.6%
France	11,876	10,832	1,044	9.6%	76,167	83,840	-7,673	-9.2%
Germany	14,081	13,101	980	7.5%	122,801	147,049	-24,248	-16.5%
Greece	874	853	21	2.5%	5,498	6,085	-587	-9.6%
Hungary	154	138	16	11.6%	1,674	2,078	-404	-19.4%
Ireland	2,843	2,908	-65	-2.2%	25,461	26,331	-870	-3.3%
Italy	12,661	10,409	2,252	21.6%	40,035	37,584	2,451	6.5%
Netherlands	10,418	8,862	1,556	17.6%	69,777	75,755	-5,978	-7.9%
Norway	945	809	136	16.8%	12,460	13,187	-727	-5.5%
Poland	837	602	235	39.0%	5,929	6,115	-186	-3.0%
Portugal	3,363	2,707	656	24.2%	22,977	20,283	2,694	13.3%
Russian Fed	616	747	-131	-17.5%	6,431	7,645	-1,214	-15.9%
Spain	5,437	5,449	-12	-0.2%	21,109	23,714	-2,605	-11.0%
Sweden	1,236	1,360	-124	-9.1%	21,024	24,951	-3,927	-15.7%
Switzerland	1,957	1,878	79	4.2%	19,824	21,899	-2,075	-9.5%
UK	35,211	32,971	2,240	6.8%	312,937	318,282	-5,345	-1.7%
Other	1,807	1,620	187	11.6%	15,356	18,331	-2,975	-16.2%
EUROPE	110,718	101,204	9,514	9.4%	836,007	895,419	-59,412	-6.6%
NORTH AMERICA:								
Canada	3,790	3,907	-117	-3.0%	33,015	37,608	-4,593	-12.2%
USA	24,709	25,403	-694	-2.7%	176,982	201,256	-24,274	-12.1%
Other	3	4	-1	-25.0%	42	44	-2	-4.5%
NORTH AMERICA	28,502	29,314	-812	-2.8%	210,039	238,908	-28,869	-12.1%
CENTRAL & SOUTH AMERICA:								
Argentina	665	791	-126	-15.9%	6,987	6,162	825	13.4%
Brazil	2,621	2,363	258	10.9%	22,963	23,443	-480	-2.0%
Chile	229	232	-3	-1.3%	2,007	2,257	-250	-11.1%
Mexico	217	276	-59	-21.4%	1,762	2,648	-886	-33.5%
Venezuela	109	238	-129	-54.2%	853	1,117	-264	-23.6%
Other	813	759	54	7.1%	6,261	6,240	21	0.3%
CENTRAL & SOUTH AMERICA	4,654	4,659	-5	-0.1%	40,833	41,867	-1,034	-2.5%
AUSTRALASIA:								
Australia	7,416	8,636	-1,220	-14.1%	58,817	64,680	-5,863	-9.1%
New Zealand	1,915	1,767	148	8.4%	12,812	12,797	15	0.1%
Other	65	78	-13	-16.7%	504	540	-36	-6.7%
AUSTRALASIA	9,396	10,481	-1,085	-10.4%	72,133	78,017	-5,884	-7.5%
ASIA:								
China, People's Rep of	34,42	1,712	1,430	83.5%	23,173	22,875	298	1.3%
Hong Kong	915	490	425	86.7%	5,613	4,558	1,055	23.1%
China (including Hong Kong)	4,057	2,202	1,855	84.2%	28,786	27,433	1,353	4.9%
India	4,907	4,233	674	15.9%	42,120	36,931	5,189	14.1%
Indonesia	271	193	78	40.4%	1,888	2,283	-395	-17.3%
Japan	2,666	2,503	163	6.5%	14,220	18,392	-4,172	-22.7%
Rep of Korea	1,818	2,213	-395	-17.8%	10,887	15,461	-4,574	-29.6%
Malaysia	611	639	-28	-4.4%	4,719	5,699	-980	-17.2%
Philippines	384	351	33	9.4%	2,704	3,152	-360	-11.7%
Singapore	420	613	-193	-31.5%	4,324	4,808	-484	-10.1%
Rep of China (Taiwan)	907	683	224	32.8%	7,464	7,648	-184	-2.4%
Thailand	607	609	-2	-0.3%	3,773	4,603	-830	-18.0%
Other	2,025	1,462	563	38.5%	14,427	13,211	1,216	9.2%
ASIA	18,673	15,701	2,972	18.9%	135,392	139,621	-4,229	-3.0%
MIDDLE EAST:								
Israel	1,793	1,548	245	15.8%	10,639	12,533	-1,894	-15.1%
Saudi Arabia	648	1,109	-461	-41.6%	4,192	4,382	-190	-4.3%
Turkey	741	529	212	40.1%	5,212	5,793	-581	-10.0%
United Arab Emirates	150	239	-89	-37.2%	1,261	1,867	-606	-32.5%
Other	1,090	1,156	-66	-5.7%	8,470	6,912	1,558	22.5%
MIDDLE EAST	4,422	4,581	-159	-3.5%	29,774	31,487	-1,713	-5.4%
AFRICA MAINLAND:								
Angola	3,017	2,923	94	3.2%	25,922	23,795	2,127	8.9%
Dem Rep of Congo	3,435	3,034	401	13.2%	19,800	21,242	-1,442	-6.8%
Botswana	71,938	59,788	12,150	20.3%	531,836	511,346	20,490	4.0%
Egypt	374	306	68	22.2%	3,566	3,447	119	3.5%
Ghana	1,066	1,102	-36	-3.3%	8,164	8,990	-826	-9.2%
Kenya	2,546	2,032	514	25.3%	18,085	17,418	667	3.8%
Lesotho	167,540	163,392	4,148	2.5%	1,383,973	1,431,019	-47,046	-3.3%
Malawi	15,892	14,183	1,709	12.0%	104,400	102,432	1,968	1.9%
Mozambique	114,649	80,441	34,208	42.5%	947,304	808,220	139,084	17.2%
Namibia	19,148	18,885	263	1.4%	138,376	143,637	-5,261	-3.7%
Nigeria	4,322	3,786	536	14.2%	29,626	27,601	2,025	7.3%
Swaziland	103,811	95,575	8,236	8.6%	735,648	708,491	27,157	3.8%
Tanzania	1,276	1,161	115	9.9%	10,789	10,249	540	5.3%
Uganda	1,101	802	299	37.3%	9,144	8,476	668	7.9%
Zambia	14,157	14,700	-543	-3.7%	106,942	128,659	-21,717	-16.9%
Zimbabwe	166,067	103,023	63,044	62.0%	966,140	764,222	201,926	26.4%
Other	5,325	4,683	642	13.7%	39,510	38,974	536	1.4%
TOTAL AFRICA MAINLAND	696,464	569,816	126,648	22.2%	5,079,233	4,758,218	321,015	6.7%
INDIAN OCEAN ISLANDS:								
Mauritius	1,199	1,226	-27	-2.2%	10,212	10,490	-278	-2.7%
Reunion	26	65	-39	-60.0%	522	616	-94	-15.3%
Seychelles	194	223	-29	-13.0%	1,355	1,538	-183	-11.9%
TOTAL INDIAN OCEAN ISLANDS	1,419	1,514	-95	-6.3%	12,089	12,644	-555	-4.4%
TOTAL AFRICA	697,883	571,330	126,553	22.2%	5,091,322	4,770,862	320,460	6.7%
Unspecified	6,627	4,471	2,156	48.2%	50,615	41,464	9,151	22.1%
GRAND TOTAL	800,875	741,741	139,134	18.8%	6,466,115	6,237,645	228,470	3.7%
**OVERSEAS TOTAL	176,365	165,940	10,425	6.3%	1,324,178	1,425,319	-101,141	-7.1%
<small>** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001</small>								

TABLE A - SEPTEMBER 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less those who stayed for less than one day and more than 365 days, and exclude travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics, is all Foreign Arrivals less "returnee" and "contract workers". SA Tourism uses the definition. The accuracy of the difference between the definition and the closest alternative definition has been tested to be less than 0.5%.								
JAN TO SEP 2009 COMPARED WITH JAN TO SEP 2008								
COUNTRY OF RESIDENCE	SEPTEMBER	SEPTEMBER	DIFFERENCE	%	JAN TO SEP		DIFFERENCE	%
	2009	2008			2009	2008		
EUROPE:								
Austria	1,197	1,180	17	1.4%	12,129	14,289	-2,160	-15.1%
Belgium	3,556	3,134	422	13.5%	27,419	28,987	-1,568	-5.4%
Denmark	1,681	1,565	116	7.4%	17,379	18,738	-1,359	-7.3%
Finland	534	547	-13	-2.4%	6,588	6,702	-114	-1.7%
France	7,148	7,124	24	0.3%	83,315	90,964	-7,649	-8.4%
Germany	15,066	16,913	-1,847	-10.9%	137,867	163,962	-26,095	-15.9%
Greece	669	493	176	35.7%	6,167	6,578	-411	-6.2%
Hungary	137	160	-23	-14.4%	1,811	2,238	-427	-19.1%
Ireland	2,513	2,763	-250	-9.0%	27,974	29,094	-1,120	-3.8%
Italy	5,208	4,082	1,126	27.6%	45,243	41,666	3,577	8.6%
Netherlands	9,879	9,989	-110	-1.1%	79,656	85,744	-6,088	-7.1%
Norway	1,336	1,170	166	14.2%	13,796	14,357	-561	-3.9%
Poland	868	840	28	3.3%	6,797	6,955	-158	-2.3%
Portugal	2,823	2,285	538	23.5%	25,800	22,568	3,232	14.3%
Russian Fed	658	719	-61	-8.5%	7,089	8,364	-1,275	-15.2%
Spain	2,810	3,027	-217	-7.2%	23,919	26,741	-2,822	-10.6%
Sweden	1,716	1,974	-258	-13.1%	22,740	26,925	-4,185	-15.5%
Switzerland	2,702	2,764	-62	-2.2%	22,526	24,663	-2,137	-8.7%
UK	31,306	29,276	2,030	6.9%	344,243	347,558	-3,315	-1.0%
Other	1,973	1,520	453	29.8%	17,329	19,851	-2,522	-12.7%
EUROPE	93,780	91,525	2,255	2.5%	929,787	986,944	-57,157	-5.8%
NORTH AMERICA:								
Canada	3,684	3,758	-74	-2.0%	36,699	41,366	-4,667	-11.3%
USA	20,339	21,183	-844	-4.0%	197,321	222,439	-25,118	-11.3%
Other	9	4	5	125.0%	51	48	3	6.3%
NORTH AMERICA	24,032	24,945	-913	-3.7%	234,071	263,853	-29,782	-11.3%
CENTRAL & SOUTH AMERICA:								
Argentina	741	678	63	9.3%	7,728	6,840	888	13.0%
Brazil	3,006	2,621	385	14.7%	25,969	26,064	-95	-0.4%
Chile	224	320	-96	-30.0%	2,231	2,577	-346	-13.4%
Mexico	217	290	-73	-25.2%	1,979	2,938	-959	-32.6%
Venezuela	94	229	-135	-59.0%	947	1,346	-399	-29.6%
Other	908	740	168	22.7%	7,169	6,980	189	2.7%
CENTRAL & SOUTH AMERICA	5,190	4,878	312	6.4%	46,023	46,745	-722	-1.5%
AUSTRALASIA:								
Australia	8,543	9,498	-955	-10.1%	67,360	74,178	-6,818	-9.2%
New Zealand	1,631	1,611	20	1.2%	14,503	14,408	95	0.7%
Other	57	44	13	29.5%	561	584	-23	-3.9%
AUSTRALASIA	10,291	11,153	-862	-7.7%	82,424	89,170	-6,746	-7.6%
ASIA:								
China (including Hong Kong)	3,729	2,873	856	29.8%	32,515	30,306	2,209	7.3%
India	4,982	3,342	1,640	49.1%	47,102	40,273	6,829	17.0%
Indonesia	471	605	-134	-22.1%	2,359	2,888	-529	-18.3%
Japan	2,458	2,047	411	20.1%	16,678	20,439	-3,761	-18.4%
Rep of Korea	1,119	1,229	-110	-9.0%	12,006	16,690	-4,684	-28.1%
Malaysia	632	680	-48	-7.1%	5,351	6,379	-1,028	-16.1%
Philippines	347	311	36	11.6%	3,131	3,463	-332	-9.6%
Singapore	559	481	78	16.2%	4,883	5,289	-406	-7.7%
Rep of China (Taiwan)	939	861	78	9.1%	8,403	8,509	-106	-1.2%
Thailand	381	412	-31	-7.5%	4,154	5,015	-861	-17.2%
Other	1,823	1,252	571	45.6%	16,250	14,463	1,787	12.4%
ASIA	17,440	14,093	3,347	23.7%	152,832	153,714	-882	-0.6%
MIDDLE EAST:								
Israel	1,391	1,323	68	5.1%	12,030	13,856	-1,826	-13.2%
Saudi Arabia	324	126	198	157.1%	4,516	4,508	8	0.2%
Turkey	673	622	51	8.2%	5,885	6,415	-530	-8.3%
United Arab Emirates	89	118	-29	-24.6%	1,350	1,985	-635	-32.0%
Other	888	622	266	42.8%	9,358	7,534	1,824	24.2%
MIDDLE EAST	3,365	2,811	554	19.7%	33,139	34,298	-1,159	-3.4%
AFRICA MAINLAND:								
Angola	3,043	2,049	994	48.5%	28,965	25,844	3,121	12.1%
Dem Rep of Congo	2,804	2,228	576	25.9%	22,604	23,470	-866	-3.7%
Botswana	73,873	66,687	7,186	10.8%	605,709	578,033	27,676	4.8%
Egypt	322	200	122	61.0%	3,888	3,647	241	6.6%
Ghana	1,027	897	130	14.5%	9,191	9,887	-696	-7.0%
Kenya	2,248	1,862	386	20.7%	20,333	19,280	1,053	5.5%
Lesotho	170,537	173,138	-2,601	-1.5%	1,554,510	1,604,157	-49,647	-3.1%
Malawi	13,257	14,463	-1,206	-8.3%	117,657	116,895	762	0.7%
Mozambique	109,174	100,807	8,367	8.3%	1,056,478	909,027	147,451	16.2%
Namibia	17,424	16,096	1,328	8.3%	155,800	159,733	-3,933	-2.5%
Nigeria	3,739	3,542	197	5.6%	33,365	31,143	2,222	7.1%
Swaziland	86,755	89,731	-2,976	-3.3%	822,403	798,222	24,181	3.0%
Tanzania	1,464	1,182	282	23.9%	12,253	11,431	822	7.2%
Uganda	1,110	868	242	27.9%	10,254	9,344	910	9.7%
Zambia	13,421	14,388	-967	-6.7%	120,363	143,047	-22,684	-15.9%
Zimbabwe	146,149	99,271	46,878	47.2%	1,112,297	863,493	248,804	28.8%
Other	4,696	3,855	841	21.8%	44,206	42,829	1,377	3.2%
TOTAL AFRICA MAINLAND	651,043	591,264	59,779	10.1%	5,730,276	5,349,482	380,794	7.1%
INDIAN OCEAN ISLANDS:								
Mauritius	1,131	1,063	68	6.4%	11,343	11,553	-210	-1.8%
Reunion	32	35	-3	-8.6%	554	651	-97	-14.9%
Seychelles	169	167	2	1.2%	1,524	1,705	-181	-10.6%
TOTAL INDIAN OCEAN ISLANDS	1,332	1,265	67	5.3%	13,421	13,909	-488	-3.5%
TOTAL AFRICA	652,375	592,529	59,846	10.1%	5,743,697	5,363,391	380,306	7.1%
Unspecified	6,179	4,834	1,345	27.8%	56,794	46,298	10,496	22.7%
GRAND TOTAL	812,652	746,768	65,884	8.8%	7,278,767	6,984,413	294,354	4.2%
**OVERSEAS TOTAL	154,098	149,405	4,693	3.1%	1,478,276	1,574,724	-96,448	-6.1%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - OCTOBER 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the WTO, are all foreign arrivals less those who stayed for less than one day and more than 365 days, and exclude travellers who were remunerated from within the place they travelled to. The closest possible approximation to this definition, given the current format of statistics issued by Statistics SA, is all Foreign Arrivals less "returnees" and "returned workers". SA Tourism uses this definition. The reliability of the information between the two definitions and the closest alternative definition has been tested to be less than 3%.								
JAN TO OCT 2009 COMPARED WITH JAN TO OCT 2008								
COUNTRY OF RESIDENCE	OCTOBER	OCTOBER	DIFFERENCE	%	JAN TO OCT		DIFFERENCE	%
	2009	2008			2009	2008		
EUROPE:								
Austria	2 008	1 824	184	10.1%	14 137	16 113	-1 976	-12.3%
Belgium	5 293	4 704	589	12.5%	32 712	33 691	-979	-2.9%
Denmark	2 998	3 537	-539	-15.2%	20 377	22 275	-1 898	-8.5%
Finland	864	1 026	-162	-15.8%	7 452	7 728	-276	-3.6%
France	13 070	13 087	-17	-0.1%	96 385	104 051	-7 666	-7.4%
Germany	24 684	24 681	3	0.0%	162 551	188 643	-26 092	-13.8%
Greece	671	731	-60	-8.2%	6 838	7 309	-471	-6.4%
Hungary	334	181	153	84.5%	2 145	2 419	-274	-11.3%
Ireland	3 135	3 612	-477	-13.2%	31 109	32 706	-1 597	-4.9%
Italy	4 709	4 625	84	1.8%	49 952	46 291	3 661	7.9%
Netherlands	16 362	16 655	-293	-1.8%	96 018	102 399	-6 381	-6.2%
Norway	1 873	1 684	189	11.2%	15 669	16 041	-372	-2.3%
Poland	1 155	855	300	35.1%	7 952	7 810	142	1.8%
Portugal	3 184	2 754	430	15.6%	28 984	25 322	3 662	14.5%
Russian Fed	891	918	-27	-2.9%	7 980	9 282	-1 302	-14.0%
Spain	3 099	3 026	73	2.4%	27 018	29 767	-2 749	-9.2%
Sweden	4 516	4 751	-235	-4.9%	27 256	31 676	-4 420	-14.0%
Switzerland	4 438	4 246	192	4.5%	26 964	28 909	-1 945	-6.7%
UK	44 160	44 081	79	0.2%	388 403	391 639	-3 236	-0.8%
Other	3 445	2 729	716	26.2%	20 774	22 580	-1 806	-8.0%
EUROPE	140 889	139 707	1 182	0.8%	1 070 676	1 126 651	-55 975	-5.0%
NORTH AMERICA:								
Canada	5 037	5 267	-230	-4.4%	41 736	46 633	-4 897	-10.5%
USA	22 115	24 385	-2 270	-9.3%	219 436	246 824	-27 388	-11.1%
Other	4	12	-8	-66.7%	55	60	-5	-8.3%
NORTH AMERICA	27 156	29 664	-2 508	-8.5%	261 227	293 517	-32 290	-11.0%
CENTRAL & SOUTH AMERICA:								
Argentina	977	630	347	55.1%	8 705	7 470	1 235	16.5%
Brazil	3 604	3 410	194	5.7%	29 573	29 474	99	0.3%
Chile	298	209	89	42.6%	2 529	2 786	-257	-9.2%
Mexico	406	290	116	40.0%	2 385	3 228	-843	-26.1%
Venezuela	131	143	-12	-8.4%	1 078	1 489	-411	-27.6%
Other	1 118	948	170	17.9%	8 287	7 928	359	4.5%
CENTRAL & SOUTH AMERICA	6 534	5 630	904	16.1%	52 557	52 375	182	0.3%
AUSTRALASIA:								
Australia	7 989	8 753	-764	-8.7%	75 349	82 931	-7 582	-9.1%
New Zealand	1 439	1 789	-350	-19.6%	15 942	16 197	-255	-1.6%
Other	51	77	-26	-33.8%	612	661	-49	-7.4%
AUSTRALASIA	9 479	10 619	-1 140	-10.7%	91 903	99 789	-7 886	-7.9%
ASIA:								
China (including Hong Kong)	3 954	2 871	1 083	37.7%	36 469	33 177	3 292	9.9%
India	5 535	4 305	1 230	28.6%	52 637	44 578	8 059	18.1%
Indonesia	450	399	51	12.8%	2 809	3 287	-478	-14.5%
Japan	3 787	3 904	-117	-3.0%	20 465	24 343	-3 878	-15.9%
Rep of Korea	1 046	1 365	-319	-23.4%	13 052	18 055	-5 003	-27.7%
Malaysia	687	650	37	5.7%	6 038	7 029	-991	-14.1%
Philippines	520	331	189	57.1%	3 651	3 794	-143	-3.8%
Singapore	570	554	16	2.9%	5 453	5 843	-390	-6.7%
Rep of China (Taiwan)	1 197	779	418	53.7%	9 600	9 288	312	3.4%
Thailand	635	867	-232	-26.8%	4 789	5 882	-1 093	-18.6%
Other	2 262	1 397	865	61.9%	18 512	15 860	2 652	16.7%
ASIA	20 643	17 422	3 221	18.5%	173 475	171 136	2 339	1.4%
MIDDLE EAST:								
Israel	1 561	1 731	-170	-9.8%	13 591	15 587	-1 996	-12.8%
Saudi Arabia	338	347	-9	-2.6%	4 854	4 855	-1	0.0%
Turkey	807	586	221	37.7%	6 692	7 001	-309	-4.4%
United Arab Emirates	134	213	-79	-37.1%	1 484	2 198	-714	-32.5%
Other	1 028	909	119	13.1%	10 386	8 443	1 943	23.0%
MIDDLE EAST	3 868	3 786	82	2.2%	37 007	38 084	-1 077	-2.8%
AFRICA MAINLAND:								
Angola	3 523	3 199	324	10.1%	32 488	29 043	3 445	11.9%
Dem Rep of Congo	2 785	2 455	330	13.4%	25 389	25 925	-536	-2.1%
Botswana	68 865	60 586	8 279	13.7%	674 574	638 619	35 955	5.6%
Egypt	559	498	61	12.2%	4 447	4 145	302	7.3%
Ghana	1 166	1 107	59	5.3%	10 357	10 994	-637	-5.8%
Kenya	2 416	2 378	38	1.6%	22 749	21 658	1 091	5.0%
Lesotho	177 241	173 315	3 926	2.3%	1 731 751	1 777 472	-45 721	-2.6%
Malawi	13 558	15 679	-2 121	-13.5%	131 215	132 574	-1 359	-1.0%
Mozambique	107 604	108 774	-1 170	-1.1%	1 164 082	1 017 801	146 281	14.4%
Namibia	17 916	17 882	34	0.2%	173 716	177 615	-3 899	-2.2%
Nigeria	4 361	3 930	431	11.0%	37 726	35 073	2 653	7.6%
Swaziland	88 061	90 263	-2 202	-2.4%	910 464	888 485	21 979	2.5%
Tanzania	1 445	1 399	46	3.3%	13 698	12 830	868	6.8%
Uganda	1 146	1 119	27	2.4%	11 400	10 463	937	9.0%
Zambia	13 849	15 415	-1 566	-10.2%	134 212	158 462	-24 250	-15.3%
Zimbabwe	148 149	110 273	37 876	34.3%	1 260 446	973 766	286 680	29.4%
Other	5 560	5 064	496	9.8%	49 766	47 893	1 873	3.9%
TOTAL AFRICA MAINLAND	658 204	613 336	44 868	7.3%	6 388 480	5 962 818	425 662	7.1%
INDIAN OCEAN ISLANDS:								
Mauritius	1 468	1 438	30	2.1%	12 811	12 991	-180	-1.4%
Reunion	27	65	-38	-58.5%	581	716	-135	-18.9%
Seychelles	315	193	122	63.2%	1 839	1 898	-59	-3.1%
TOTAL INDIAN OCEAN ISLANDS	1 810	1 696	114	6.7%	15 231	15 605	-374	-2.4%
TOTAL AFRICA	660 014	615 032	44 982	7.3%	6 403 711	5 978 423	425 288	7.1%
Unspecified	6 730	5 326	1 404	26.4%	63 524	51 624	11 900	23.1%
GRAND TOTAL	875 313	827 186	48 127	5.8%	8 154 080	7 811 599	342 481	4.4%
**OVERSEAS TOTAL	208 569	206 828	1 741	0.8%	1 686 845	1 781 552	-94 707	-5.3%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - NOVEMBER 2009								
TOTAL FOREIGN ARRIVALS*								
* Foreign tourist arrivals, according to the WTO, are all foreign arrivals less of those who stayed for less than one day and more than 365 days, and excludes travellers who were remunerated from within the place they travelled to. The closest possible approximation to the definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less "weekend" and "contract workers". SA Tourism uses this definition. The accuracy of the difference between the definition and the closest alternative definition has been tested to be less than 0.1%.								
JAN TO NOV 2009 COMPARED WITH JAN TO NOV 2008								
COUNTRY OF RESIDENCE	NOVEMBER	NOVEMBER	DIFFERENCE	%	JAN TO NOV	JAN TO NOV	DIFFERENCE	%
	2009	2008			2009	2008		
EUROPE:								
Austria	2,453	2,773	-320	-11.5%	16,590	18,886	-2,296	-12.2%
Belgium	4,622	4,765	-143	-3.0%	37,334	38,456	-1,122	-2.9%
Denmark	2,234	2,282	-48	-2.1%	22,611	24,557	-1,946	-7.9%
Finland	1,324	1,008	316	31.3%	8,776	8,736	40	0.5%
France	10,997	14,614	-3,617	-24.8%	107,382	118,665	-11,283	-9.5%
Germany	26,665	26,666	-1	0.0%	189,216	215,309	-26,093	-12.1%
Greece	693	749	-56	-7.5%	7,531	8,058	-527	-6.5%
Hungary	401	311	90	28.9%	2,546	2,730	-184	-6.7%
Ireland	3,746	4,936	-1,190	-24.1%	34,855	37,642	-2,787	-7.4%
Italy	4,092	3,842	250	6.5%	54,044	50,133	3,911	7.8%
Netherlands	14,342	13,123	1,219	9.3%	110,360	115,522	-5,162	-4.5%
Norway	2,239	2,477	-238	-9.6%	17,908	18,518	-610	-3.3%
Poland	1,409	1,463	-54	-3.7%	9,361	9,273	88	0.9%
Portugal	3,175	2,968	207	7.0%	32,159	28,290	3,869	13.7%
Russian Fed	1,118	1,140	-22	-1.9%	9,098	10,422	-1,324	-12.7%
Spain	2,475	2,254	221	9.8%	29,493	32,021	-2,528	-7.9%
Sweden	5,333	5,777	-444	-7.7%	32,589	37,453	-4,864	-13.0%
Switzerland	4,355	4,071	284	7.0%	31,319	32,980	-1,661	-5.0%
UK	43,323	41,632	1,691	4.1%	431,726	433,271	-1,545	-0.4%
Other	2,894	2,947	-53	-1.8%	23,668	25,527	-1,859	-7.3%
EUROPE	137,890	139,798	-1,908	-1.4%	1,208,566	1,266,449	-57,883	-4.6%
NORTH AMERICA:								
Canada	4,537	4,734	-197	-4.2%	46,273	51,367	-5,094	-9.9%
USA	18,859	19,910	-1,051	-5.3%	238,295	266,734	-28,439	-10.7%
Other	7	9	-2	-22.2%	62	69	-7	-10.1%
NORTH AMERICA	23,403	24,653	-1,250	-5.1%	284,630	318,170	-33,540	-10.5%
CENTRAL & SOUTH AMERICA:								
Argentina	699	628	71	11.3%	9,404	8,098	1,306	16.1%
Brazil	3,107	2,651	456	17.2%	32,680	32,125	555	1.7%
Chile	217	253	-36	-14.2%	2,746	3,039	-293	-9.6%
Mexico	212	415	-203	-48.9%	2,597	3,643	-1,046	-28.7%
Venezuela	107	153	-46	-30.1%	1,185	1,642	-457	-27.8%
Other	898	929	-31	-3.3%	9,185	8,857	328	3.7%
CENTRAL & SOUTH AMERICA	5,240	5,029	211	4.2%	57,797	57,404	393	0.7%
AUSTRALASIA:								
Australia	7,665	7,396	269	3.6%	83,014	90,327	-7,313	-8.1%
New Zealand	1,532	1,381	151	10.9%	17,474	17,578	-104	-0.6%
Other	63	116	-53	-45.7%	675	777	-102	-13.1%
AUSTRALASIA	9,260	8,893	367	4.1%	101,163	108,682	-7,519	-6.9%
ASIA:								
China (including Hong Kong)	5,240	4,033	1,207	29.9%	41,709	37,210	4,499	12.1%
India	4,274	3,974	300	7.5%	56,911	48,552	8,359	17.2%
Indonesia	456	268	188	70.1%	3,265	3,555	-290	-8.2%
Japan	1,746	1,751	-5	-0.3%	22,211	26,094	-3,883	-14.9%
Rep of Korea	1,357	998	359	36.0%	14,409	19,053	-4,644	-24.4%
Malaysia	986	670	316	47.2%	7,024	7,699	-675	-8.8%
Philippines	435	322	113	35.1%	4,086	4,116	-30	-0.7%
Singapore	828	638	190	29.8%	6,281	6,481	-200	-3.1%
Rep of China (Taiwan)	857	883	-26	-2.9%	10,457	10,171	286	2.8%
Thailand	414	681	-267	-39.2%	5,203	6,563	-1,360	-20.7%
Other	1,922	1,694	228	13.5%	20,434	17,554	2,880	16.4%
ASIA	18,515	15,912	2,603	16.4%	191,990	187,048	4,942	2.6%
MIDDLE EAST:								
Israel	1,378	1,304	74	5.7%	14,969	16,891	-1,922	-11.4%
Saudi Arabia	459	250	209	83.6%	5,313	5,105	208	4.1%
Turkey	1,167	932	235	25.2%	7,859	7,933	-74	-0.9%
United Arab Emirates	187	112	75	67.0%	1,671	2,310	-639	-27.7%
Other	1,003	990	13	1.3%	11,389	9,433	1,956	20.7%
MIDDLE EAST	4,194	3,588	606	16.9%	41,201	41,672	-471	-1.1%
AFRICA MAINLAND:								
Angola	3,332	3,684	-352	-9.6%	35,820	32,727	3,093	9.5%
Dem Rep of Congo	2,783	2,552	231	9.1%	28,172	28,477	-305	-1.1%
Botswana	69,344	69,201	143	0.2%	743,918	707,820	36,098	5.1%
Egypt	505	366	139	38.0%	4,952	4,511	441	9.8%
Ghana	1,135	1,233	-98	-7.9%	11,492	12,227	-735	-6.0%
Kenya	2,529	2,580	-51	-2.0%	25,278	24,238	1,040	4.3%
Lesotho	174,066	176,821	-2,755	-1.6%	1,905,817	1,954,293	-48,476	-2.5%
Malawi	11,690	16,094	-4,404	-27.4%	142,905	148,668	-5,763	-3.9%
Mozambique	107,065	84,403	22,662	26.8%	1,271,147	1,102,204	168,943	15.3%
Namibia	15,337	17,573	-2,236	-12.7%	189,053	195,188	-6,135	-3.1%
Nigeria	3,766	4,037	-271	-6.7%	41,492	39,110	2,382	6.1%
Swaziland	82,346	90,001	-7,655	-8.5%	992,810	978,486	14,324	1.5%
Tanzania	1,441	1,500	-59	-3.9%	15,139	14,330	809	5.6%
Uganda	1,227	1,265	-38	-3.0%	12,627	11,728	899	7.7%
Zambia	13,964	15,873	-1,909	-12.0%	148,176	174,335	-26,159	-15.0%
Zimbabwe	148,828	119,332	29,496	24.7%	1,409,274	1,093,098	316,176	28.9%
Other	5,607	4,906	701	14.3%	55,373	52,799	2,574	4.9%
TOTAL AFRICA MAINLAND	644,965	611,421	33,544	5.5%	7,033,445	6,574,239	459,206	7.0%
INDIAN OCEAN ISLANDS:								
Mauritius	1,428	1,766	-338	-19.1%	14,239	14,757	-518	-3.5%
Reunion	17	30	-13	-43.3%	598	746	-148	-19.8%
Seychelles	336	373	-37	-9.9%	2,175	2,271	-96	-4.2%
TOTAL INDIAN OCEAN ISLANDS	1,781	2,169	-388	-17.9%	17,012	17,774	-762	-4.3%
TOTAL AFRICA	646,746	613,590	33,156	5.4%	7,050,457	6,592,013	458,444	7.0%
Unspecified	5,648	4,576	1,072	23.4%	69,172	56,200	12,972	23.1%
GRAND TOTAL	850,896	816,039	34,857	4.3%	9,004,976	8,627,638	377,338	4.4%
**OVERSEAS TOTAL	198,502	197,873	629	0.3%	1,885,347	1,979,425	-94,078	-4.8%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

TABLE A - DECEMBER 2009								
TOTAL FOREIGN ARRIVALS*								
*Foreign tourist arrivals, according to the ITC, are all foreign arrivals less those who stayed for less than one day and more than 30 days, and excludes travellers who were remunerated from within the place they visited. The closest possible approximation to the definition, given the current format of statistics issued by Statistics, is All Foreign Arrivals less "tourists" and "contract workers". (S.A. Tourism uses this definition). The magnitude of the difference between the definition and the closest alternative definition has been noted in the text that follows.								
JAN TO DEC 2009 COMPARED WITH JAN TO DEC 2008								
COUNTRY OF RESIDENCE	DECEMBER 2009	DECEMBER 2008	DIFFERENCE	%	JAN TO DEC 2009	JAN TO DEC 2008	DIFFERENCE	%
EUROPE:								
Austria	2,079	2,018	61	3.0%	18,669	20,904	-2,235	-10.7%
Belgium	3,530	3,820	-290	-7.6%	40,864	42,276	-1,412	-3.3%
Denmark	2,107	2,190	-83	-3.8%	24,718	26,747	-2,029	-7.6%
Finland	1,079	1,173	-94	-8.0%	9,855	9,909	-54	-0.5%
France	9,135	9,291	-156	-1.7%	116,517	127,956	-11,439	-8.9%
Germany	21,701	22,997	-1,296	-5.6%	210,917	238,306	-27,389	-11.5%
Greece	1,134	1,190	-56	-4.7%	8,665	9,248	-583	-6.3%
Hungary	222	311	-89	-28.6%	2,768	3,041	-273	-9.0%
Ireland	3,750	4,373	-623	-14.2%	38,605	42,015	-3,410	-8.1%
Italy	5,855	5,412	443	8.2%	59,899	55,545	4,354	7.8%
Netherlands	12,244	12,575	-331	-2.6%	122,604	128,097	-5,493	-4.3%
Norway	1,904	2,019	-115	-5.7%	19,812	20,537	-725	-3.5%
Poland	752	768	-16	-2.1%	10,113	10,041	72	0.7%
Portugal	3,720	3,472	248	7.1%	35,879	31,762	4,117	13.0%
Russian Fed	1,116	1,523	-407	-26.7%	10,214	11,945	-1,731	-14.5%
Spain	1,952	1,862	90	4.8%	31,445	33,883	-2,438	-7.2%
Sweden	6,364	6,597	-233	-3.5%	38,953	44,050	-5,097	-11.6%
Switzerland	3,771	3,627	144	4.0%	35,090	36,607	-1,517	-4.1%
UK	54,966	51,895	3,071	5.9%	486,692	485,166	1,526	0.3%
Other	2,555	2,788	-233	-8.4%	26,223	28,315	-2,092	-7.4%
EUROPE	139,936	139,901	35	0.0%	1,348,502	1,406,350	-57,848	-4.1%
NORTH AMERICA:								
Canada	5,492	5,537	-45	-0.8%	51,765	56,904	-5,139	-9.0%
USA	24,571	20,704	3,867	18.7%	262,866	287,438	-24,572	-8.5%
Other	3	9	-6	-66.7%	65	78	-13	-16.7%
NORTH AMERICA	30,066	26,250	3,816	14.5%	314,696	344,420	-29,724	-8.6%
CENTRAL & SOUTH AMERICA:								
Argentina	1,346	606	740	122.1%	10,750	8,704	2,046	23.5%
Brazil	4,277	3,524	753	21.4%	36,957	35,649	1,308	3.7%
Chile	260	230	30	13.0%	3,006	3,269	-263	-8.0%
Mexico	334	282	52	18.4%	2,931	3,925	-994	-25.3%
Venezuela	181	127	54	42.5%	1,366	1,769	-403	-22.8%
Other	1,016	815	201	24.7%	10,201	9,672	529	5.5%
CENTRAL & SOUTH AMERICA	7,414	5,584	1,830	32.8%	65,211	62,988	2,223	3.5%
AUSTRALASIA:								
Australia	9,636	9,806	-170	-1.7%	92,650	100,133	-7,483	-7.5%
New Zealand	2,297	2,367	-70	-3.0%	19,771	19,945	-174	-0.9%
Other	84	74	10	13.5%	759	851	-92	-10.8%
AUSTRALASIA	12,017	12,247	-230	-1.9%	113,180	120,929	-7,749	-6.4%
ASIA:								
China (including Hong Kong)	3,617	3,110	507	16.3%	45,326	40,320	5,006	12.4%
India	4,096	3,377	719	21.3%	61,007	51,929	9,078	17.5%
Indonesia	310	394	-84	-21.3%	3,575	3,949	-374	-9.5%
Japan	2,444	1,527	917	60.1%	24,655	27,621	-2,966	-10.7%
Rep of Korea	1,454	1,232	222	18.0%	15,863	20,285	-4,422	-21.8%
Malaysia	803	836	-33	-3.9%	7,827	8,535	-708	-8.3%
Philippines	372	394	-22	-5.6%	4,458	4,510	-52	-1.2%
Singapore	838	1,005	-167	-16.6%	7,119	7,486	-367	-4.9%
Rep of China (Taiwan)	820	683	137	20.1%	11,277	10,854	423	3.9%
Thailand	323	563	-240	-42.6%	5,526	7,126	-1,600	-22.5%
Other	2,043	1,488	555	37.3%	22,477	19,042	3,435	18.0%
ASIA	17,120	14,609	2,511	17.2%	209,110	201,657	7,453	3.7%
MIDDLE EAST:								
Israel	1,540	1,400	140	10.0%	16,509	18,291	-1,782	-9.7%
Saudi Arabia	106	434	-328	-75.6%	5,419	5,539	-120	-2.2%
Turkey	652	1,012	-360	-35.6%	8,511	8,945	-434	-4.9%
United Arab Emirates	121	144	-23	-16.0%	1,792	2,454	-662	-27.0%
Other	1,006	1,124	-118	-10.5%	12,395	10,557	1,838	17.4%
MIDDLE EAST	3,425	4,114	-689	-16.7%	44,626	45,786	-1,160	-2.5%
AFRICA MAINLAND:								
Angola	3,387	3,266	121	3.7%	39,207	35,993	3,214	8.9%
Dem Rep of Congo	3,826	3,208	618	19.3%	31,998	31,685	313	1.0%
Botswana	92,154	96,881	-4,727	-4.9%	836,072	804,701	31,371	3.9%
Egypt	308	351	-43	-12.3%	5,260	4,862	398	8.2%
Ghana	1,148	1,005	143	14.2%	12,640	13,232	-592	-4.5%
Kenya	2,918	2,701	217	8.0%	28,196	26,939	1,257	4.7%
Lesotho	192,461	209,079	-16,618	-7.9%	2,098,278	2,163,372	-65,094	-3.0%
Malawi	9,453	14,660	-5,207	-35.5%	152,358	163,328	-10,970	-6.7%
Mozambique	89,986	124,785	-34,799	-27.9%	1,361,133	1,226,989	134,144	10.9%
Namibia	27,645	26,807	838	3.1%	216,698	221,995	-5,297	-2.4%
Nigeria	4,035	4,379	-344	-7.9%	45,527	43,489	2,038	4.7%
Swaziland	94,929	109,547	-14,618	-13.3%	1,087,739	1,088,033	-294	0.0%
Tanzania	1,366	1,352	14	1.0%	16,505	15,682	823	5.2%
Uganda	1,363	1,172	191	16.3%	13,990	12,900	1,090	8.4%
Zambia	16,100	17,706	-1,606	-9.1%	164,276	192,041	-27,765	-14.5%
Zimbabwe	164,597	133,895	30,702	22.9%	1,573,871	1,226,993	346,878	28.3%
Other	5,055	4,070	985	24.2%	60,428	56,869	3,559	6.3%
TOTAL AFRICA MAINLAND	710,731	754,864	-44,133	-5.8%	7,744,176	7,329,103	415,073	5.7%
INDIAN OCEAN ISLANDS:								
Mauritius	1,490	1,457	33	2.3%	15,729	16,214	-485	-3.0%
Reunion	37	84	-47	-56.0%	635	830	-195	-23.5%
Seychelles	206	209	-3	-1.4%	2,381	2,480	-99	-4.0%
TOTAL INDIAN OCEAN ISLANDS	1,733	1,750	-17	-1.0%	18,745	19,524	-779	-4.0%
TOTAL AFRICA	712,464	756,614	-44,150	-5.8%	7,762,921	7,348,627	414,294	5.6%
Unspecified	6,548	4,871	1,677	34.4%	75,720	61,071	14,649	24.0%
GRAND TOTAL	928,990	964,190	-35,200	-3.7%	9,933,966	9,591,828	342,138	3.6%
**OVERSEAS TOTAL	209,978	202,705	7,273	3.6%	2,095,325	2,182,130	-86,805	-4.0%
** GRAND TOTAL LESS TOTAL AFRICA W.E.F. JANUARY 2001								

18. Appendix 2: Purpose of visit 2009 - 2007

PURPOSE OF VISIT : 2009					
	Leisure	Business	Medical	Religion	Other
AFRICA & MIDDLE EAST	56.3%	31.3%	6.5%	0.8%	5.1%
Angola	50.7%	34.2%	10.8%		4.3%
Botswana	47.4%	35.9%	4.2%	2.4%	10.1%
Kenya	18.4%	70.2%			10.2%
Lesotho	61.3%	31.4%	5.7%		1.3%
Malawi	49.6%	40.0%	4.7%		5.4%
Mozambique	52.8%	20.1%	15.3%	2.3%	9.6%
Namibia	63.8%	19.2%	7.9%		9.0%
Nigeria	31.3%	59.5%			7.3%
Swaziland	37.2%	52.3%	4.6%		5.7%
Tanzania	16.6%	65.9%			12.4%
Zambia	42.7%	51.0%			4.3%
Zimbabwe	74.9%	19.6%	3.7%		1.9%
Other Africa and Middle East	44.0%	46.0%	2.7%		7.3%
AMERICAS	63.3%	28.2%			8.3%
Brazil	46.9%	47.6%			5.5%
Canada	62.4%	28.3%			8.7%
USA	66.6%	24.2%			8.9%
Other Americas	53.0%	42.5%			4.5%
ASIA & AUSTRALASIA	52.5%	44.0%			3.4%
Australia	77.1%	18.8%			4.0%
China (including Hong Kong)	53.8%	44.6%			
India	21.1%	75.4%			3.3%
Japan	50.7%	47.9%			
Other Asia and Australasia	48.5%	46.8%			4.5%
EUROPE	73.0%	22.3%			4.6%
France	67.7%	28.9%			3.3%
Germany	73.1%	20.9%			5.9%
Italy	65.4%	31.7%			2.9%
Netherlands	72.4%	18.6%			8.9%
Sweden	63.0%	30.8%			6.2%
UK	81.3%	15.3%			3.3%
Other Europe	64.0%	31.0%			4.8%
ALL FOREIGN TOURISTS	58.6%	30.4%	5.3%	0.7%	5.1%
NOTES:					
Blank cells indicate that the sample is too small for a valid statistical interpretation					
Totals do not add up to 100% due to rounding errors					

PURPOSE OF VISIT : 2008					
	Leisure	Business	Medical	Religion	Other
AFRICA & MIDDLE EAST	55.0%	33.4%	5.5%	0.4%	5.7%
Angola	52.8%	27.2%	12.3%		7.7%
Botswana	47.1%	34.2%	6.6%	1.7%	10.3%
Kenya	18.5%	71.3%			9.5%
Lesotho	59.0%	32.7%	5.4%		2.7%
Malawi	46.5%	44.7%	2.2%		6.2%
Mozambique	43.6%	34.9%	10.7%		10.4%
Namibia	62.6%	20.3%	7.1%		10.1%
Nigeria	28.2%	59.3%			11.0%
Swaziland	38.2%	51.5%	4.7%		5.4%
Tanzania	23.5%	53.3%			21.8%
Zambia	46.2%	46.5%			6.2%
Zimbabwe	84.8%	12.3%	1.6%		1.1%
Other Africa and Middle East	38.1%	47.7%	3.2%		11.0%
AMERICAS	63.4%	26.9%			9.5%
Brazil	49.4%	41.8%			8.5%
Canada	67.5%	25.7%			6.8%
USA	65.2%	24.4%			10.2%
Other Americas	51.7%	39.1%			9.2%
ASIA & AUSTRALASIA	53.7%	41.5%			4.6%
Australia	75.8%	19.6%			4.5%
China (including Hong Kong)	45.2%	50.5%			4.3%
India	19.0%	76.5%			4.4%
Japan	50.3%	47.6%			
Other Asia and Australasia	54.7%	39.3%			5.8%
EUROPE	72.3%	22.4%	0.1%		5.1%
France	70.6%	26.6%			2.7%
Germany	74.3%	19.6%			6.0%
Italy	63.9%	31.6%			4.3%
Netherlands	70.1%	18.7%			11.1%
Sweden	61.0%	32.1%			6.6%
UK	79.1%	17.1%			3.6%
Other Europe	64.5%	29.5%			5.4%
ALL FOREIGN TOURISTS	57.7%	31.9%	4.3%	0.3%	5.7%
NOTES:					
Blank cells indicate that the sample is too small for a valid statistical interpretation					
Totals do not add up to 100% due to rounding errors					

PURPOSE OF VISIT : 2007					
	Leisure	Business	Medical	Religion	Other
AFRICA & MIDDLE EAST	57.8%	32.5%	5.9%	1.3%	2.4%
Angola	54.1%	26.5%	11.2%		7.8%
Botswana	58.8%	29.0%	7.4%	2.0%	2.9%
Kenya	28.2%	61.7%	3.5%		5.3%
Lesotho	56.0%	30.4%	9.0%	1.8%	2.8%
Malawi	55.3%	38.1%			4.9%
Mozambique	52.2%	39.4%	6.1%		1.4%
Namibia	64.9%	23.8%	5.0%		4.1%
Nigeria	37.3%	56.7%			
Swaziland	46.1%	45.5%	4.9%		2.0%
Tanzania	22.8%	66.1%			
Zambia	49.9%	44.0%			4.2%
Zimbabwe	83.5%	13.0%	1.7%		1.2%
Other Africa and Middle East	44.8%	46.1%	3.8%		4.9%
AMERICAS	66.0%	22.7%		1.2%	9.9%
Brazil	45.6%	40.0%			13.1%
Canada	73.3%	19.2%			7.0%
USA	67.8%	20.7%		1.3%	10.1%
Other Americas	53.7%	34.5%			9.9%
ASIA & AUSTRALASIA	55.6%	39.6%			4.3%
Australia	76.9%	15.4%			7.0%
China (including Hong Kong)	49.0%	49.2%			
India	20.5%	75.8%			
Japan	55.4%	42.4%			
Other Asia and Australasia	55.6%	39.3%			4.5%
EUROPE	77.9%	18.0%	0.2%	0.4%	3.4%
France	77.3%	20.4%			2.1%
Germany	79.7%	15.7%			4.4%
Italy	70.4%	24.9%			3.3%
Netherlands	81.4%	13.6%			4.2%
Sweden	67.1%	27.8%			3.9%
UK	82.0%	14.4%		0.3%	3.0%
Other Europe	70.7%	25.0%		0.7%	3.6%
ALL FOREIGN TOURISTS	61.3%	30.0%	4.5%	1.1%	3.0%
NOTES:					
Blank cells indicate that the sample is too small for a valid statistical interpretation					
Totals do not add up to 100% due to rounding errors					

PURPOSE OF VISIT : 2009									
	Holiday	Shopping - Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA & MIDDLE EAST	12.4%	16.8%	16.4%	10.0%	4.9%	6.5%	27.1%	0.8%	5.1%
Angola	30.6%	7.2%	6.5%	23.4%	4.3%	10.8%	12.8%		4.3%
Botswana	5.7%	9.5%	8.2%	20.9%	6.8%	4.2%	32.2%	2.4%	10.1%
Kenya	6.5%			45.2%	24.2%		11.0%		10.2%
Lesotho	1.3%	13.5%	25.2%	3.9%	2.3%	5.7%	46.6%		1.3%
Malawi	8.6%	1.7%	11.3%	19.8%	8.8%	4.7%	39.2%		5.4%
Mozambique	16.8%	20.6%	11.0%	5.5%	3.6%	15.3%	15.4%	2.3%	9.6%
Namibia	21.9%	8.1%		11.8%	6.0%	7.9%	33.8%		9.0%
Nigeria	14.1%			48.3%	10.3%		16.1%		7.3%
Swaziland	6.9%	8.5%	34.8%	8.1%	9.4%	4.6%	21.8%		5.7%
Tanzania				47.6%	17.2%				12.4%
Zambia	9.6%		9.1%	31.8%	10.1%		31.9%		4.3%
Zimbabwe	27.8%	33.9%	7.5%	9.1%	3.0%	3.7%	13.1%		1.9%
Other Africa and Middle East	21.7%			32.4%	12.9%	2.7%	22.0%		7.3%
AMERICAS	49.4%			23.4%	4.7%		13.7%		8.3%
Brazil	42.6%			42.5%	4.8%				5.5%
Canada	45.3%			23.2%	5.1%		17.0%		8.7%
USA	51.8%			19.8%	4.4%		14.7%		8.9%
Other Americas	42.2%			34.6%	7.4%		10.7%		4.5%
ASIA & AUSTRALASIA	34.6%			38.0%	5.8%		17.7%		3.4%
Australia	43.9%			16.9%			33.1%		4.0%
China (including Hong Kong)	47.9%			38.9%	5.4%		5.9%		
India	14.9%			65.8%	9.3%		5.9%		3.3%
Japan	45.9%			39.6%	7.7%		4.8%		
Other Asia and Australasia	27.9%			39.7%	7.0%		20.5%		4.5%
EUROPE	55.1%	0.1%		18.9%	3.3%		17.8%		4.6%
France	59.5%			25.8%	3.0%		8.1%		3.3%
Germany	59.4%			17.8%	3.1%		13.6%		5.9%
Italy	58.3%			25.5%	6.1%		6.9%		2.9%
Netherlands	58.5%			16.4%	2.2%		13.8%		8.9%
Sweden	52.8%			24.8%	5.8%		9.8%		6.2%
UK	54.0%			13.1%	2.1%		27.2%		3.3%
Other Europe	50.8%			25.6%	5.3%		13.2%		4.8%
ALL FOREIGN TOURISTS	19.8%	13.6%	13.2%	12.5%	4.7%	5.3%	25.1%	0.7%	5.1%

NOTES:
Blank cells indicate that the sample is too small for a valid statistical interpretation
Totals do not add up to 100% due to rounding errors

PURPOSE OF VISIT : 2008									
	Holiday	Shopping - Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA & MIDDLE EAST	11.2%	16.0%	17.5%	9.6%	6.3%	5.5%	27.8%	0.4%	5.7%
Angola	32.3%	4.2%	5.8%	18.3%	3.1%	12.3%	16.3%		7.7%
Botswana	7.5%	9.6%	10.8%	13.5%	10.0%	6.6%	30.0%	1.7%	10.3%
Kenya	6.9%			47.9%	22.9%		11.5%		9.5%
Lesotho	1.8%	13.2%	25.0%	4.6%	3.1%	5.4%	44.0%		2.7%
Malawi	9.6%	3.6%	16.5%	18.2%	10.0%	2.2%	33.3%		6.2%
Mozambique	17.8%	9.4%	18.2%	8.2%	8.5%	10.7%	16.5%		10.4%
Namibia	22.9%	7.6%		13.4%	5.2%	7.1%	32.1%		10.1%
Nigeria	13.3%			42.0%	17.0%		13.6%		11.0%
Swaziland	4.6%	6.9%	32.1%	9.4%	10.0%	4.7%	26.7%		5.4%
Tanzania				33.7%	19.6%				21.8%
Zambia	10.5%		9.6%	30.3%	6.6%		33.8%		6.2%
Zimbabwe	24.8%	47.8%	4.0%	6.7%	1.6%	1.6%	12.1%		1.1%
Other Africa and Middle East	17.4%			32.3%	14.3%	3.2%	20.4%		11.0%
AMERICAS	51.5%			22.4%	4.4%		11.8%		9.5%
Brazil	43.9%			35.5%	6.3%		5.5%		8.5%
Canada	52.9%			22.0%	3.7%		14.6%		6.8%
USA	52.5%			20.5%	3.9%		12.6%		10.2%
Other Americas	47.0%			28.9%	9.9%		4.7%		9.2%
ASIA & AUSTRALASIA	37.5%			34.7%	6.8%		16.2%		4.6%
Australia	48.5%			15.4%	4.2%		27.1%		4.5%
China (including Hong Kong)	37.9%			43.3%	7.2%		7.2%		4.3%
India	11.2%			66.2%	10.3%		7.7%		4.4%
Japan	46.1%			40.7%	6.9%		4.1%		
Other Asia and Australasia	37.4%			31.8%	7.4%		17.2%		5.8%
EUROPE	56.2%			18.9%	3.4%	0.1%	16.0%		5.1%
France	63.9%			23.6%	3.1%		6.7%		2.7%
Germany	62.9%			17.1%	2.4%		11.3%		6.0%
Italy	55.9%			26.7%	5.0%		7.4%		4.3%
Netherlands	59.0%			16.4%	2.3%		11.1%		11.1%
Sweden	53.1%			26.4%	5.6%		7.8%		6.6%
UK	52.4%			14.1%	2.9%		26.6%		3.6%
Other Europe	53.5%			24.8%	4.7%		11.0%		5.4%
ALL FOREIGN TOURISTS	20.0%	12.6%	13.8%	12.3%	5.8%	4.3%	25.1%	0.3%	5.7%
NOTES:									
Blank cells indicate that the sample is too small for a valid statistical interpretation									
Totals do not add up to 100% due to rounding errors									

PURPOSE OF VISIT : 2007									
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion	Other
AFRICA & MIDDLE EAST	14.9%	15.6%	16.0%	8.6%	7.9%	5.9%	27.3%	1.3%	2.4%
Angola	27.5%			18.3%	5.4%	11.2%	23.8%		7.8%
Botswana	0.0%	16.9%	10.9%	7.8%	10.2%	7.4%	34.0%	2.0%	2.9%
Kenya	12.3%			45.2%	15.5%	3.5%	15.1%		5.3%
Lesotho	5.4%	15.1%	15.6%	5.5%	9.3%	9.0%	35.4%	1.8%	2.8%
Malawi	20.0%		15.2%	11.2%	11.7%		32.1%		4.9%
Mozambique	22.2%	14.2%	26.3%	7.3%	5.8%	6.1%	15.8%		1.4%
Namibia	20.0%	11.1%		13.7%	8.9%	5.0%	33.7%		4.1%
Nigeria	17.2%			36.6%	18.7%		19.7%		
Swaziland	9.5%	9.5%	30.3%	6.7%	8.5%	4.9%	27.1%		2.0%
Tanzania				38.5%	24.0%				
Zambia	19.3%		8.2%	25.6%	10.1%		28.9%		4.2%
Zimbabwe	32.7%	32.4%	3.0%	7.8%	2.3%	1.7%	18.5%		1.2%
Other Africa and Middle East	19.7%			29.7%	14.4%	3.8%	24.6%		4.9%
AMERICAS	53.3%			16.6%	6.2%		12.6%	1.2%	9.9%
Brazil	42.1%			33.0%	7.1%				13.1%
Canada	54.7%			13.1%	6.1%		18.6%		7.0%
USA	54.7%			15.0%	5.7%		13.1%	1.3%	10.1%
Other Americas	48.3%			23.1%	11.4%		5.3%		9.9%
ASIA & AUSTRALASIA	38.9%			31.3%	8.0%		16.5%		4.3%
Australia	51.1%			11.4%	3.9%		25.5%		7.0%
China (including Hong Kong)	40.7%			38.3%	10.8%		8.2%		
India	12.4%			65.1%	10.7%		8.2%		
Japan	51.7%			34.7%	7.7%				
Other Asia and Australasia	35.1%			29.2%	9.3%		20.5%		4.5%
EUROPE	63.3%	0.1%		14.3%	3.7%	0.2%	14.5%	0.4%	3.4%
France	69.9%			17.0%	3.3%		7.3%		2.1%
Germany	70.0%			12.3%	3.4%		9.4%		4.4%
Italy	63.7%			18.2%	6.7%		6.7%		3.3%
Netherlands	69.7%			10.9%	2.7%		11.6%		4.2%
Sweden	61.8%			22.2%	5.5%		5.3%		3.9%
UK	59.0%			11.6%	2.7%		22.9%	0.3%	3.0%
Other Europe	59.3%			19.6%	5.4%		11.3%	0.7%	3.6%
ALL FOREIGN TOURISTS	25.3%	11.8%	12.2%	10.7%	7.2%	4.5%	24.2%	1.1%	3.0%
NOTES:									
Blank cells indicate that the sample is too small for a valid statistical interpretation									
Totals do not add up to 100% due to rounding errors									

19. Appendix 3: Length of stay 2009 - 2007

LENGTH OF STAY - 2009		
	AVERAGE NUMBER OF NIGHTS¹	MOST COMMON LENGTH OF STAY²
AFRICA & MIDDLE EAST	5.2	1
Angola	12.3	7
Botswana	2.7	1
Kenya	10.6	4
Lesotho	5.2	1
Malawi	9.2	3
Mozambique	4.9	2
Namibia	8.6	3
Nigeria	10.3	4
Swaziland	2.6	1
Tanzania	10.1	3
Zambia	7.2	2
Zimbabwe	6.4	2
Other Africa and Middle East	15.6	6
AMERICAS	16.9	7
Brazil	11.6	7
Canada	19.6	7
USA	17.4	7
Other Americas	14.3	5
ASIA & AUSTRALASIA	16.2	5
Australia	15.4	6
China (including Hong Kong)	13.2	5
India	21.4	4
Japan	7.7	3
Other Asia and Australasia	17.6	6
EUROPE	17.3	13
France	14.0	10
Germany	19.8	13
Italy	12.5	6
Netherlands	21.1	13
Sweden	17.5	13
UK	17.3	13
Other Europe	16.4	6
ALL FOREIGN TOURISTS	7.5	1
Notes:		
¹ This represents the arithmetic average, i.e. the sum of all values divided by the number of respondents.		
² This represents the most frequently occurring value, i.e. the statistical mode		

LENGTH OF STAY - 2008		
	AVERAGE NUMBER OF NIGHTS¹	MOST COMMON LENGTH OF STAY²
AFRICA & MIDDLE EAST	5.4	1
Angola	15.0	7
Botswana	3.3	1
Kenya	11.1	3
Lesotho	4.8	1
Malawi	8.9	3
Mozambique	5.7	2
Namibia	8.9	3
Nigeria	10.7	4
Swaziland	2.9	1
Tanzania	13.8	3
Zambia	8.5	2
Zimbabwe	6.3	2
Other Africa and Middle East	16.0	6
AMERICAS	17.9	7
Brazil	13.4	7
Canada	20.0	6
USA	18.2	7
Other Americas	15.1	5
ASIA & AUSTRALASIA	16.2	5
Australia	14.6	7
China (including Hong Kong)	16.8	5
India	25.4	6
Japan	7.3	4
Other Asia and Australasia	15.3	7
EUROPE	18.8	13
France	13.9	10
Germany	20.9	13
Italy	13.4	6
Netherlands	26.1	7
Sweden	19.4	13
UK	18.6	13
Other Europe	17.8	6
ALL FOREIGN TOURISTS	8.2	1
Notes:		
¹ This represents the arithmetic average, i.e. the sum of all values divided by the number of respondents.		
² This represents the most frequently occurring value, i.e. the statistical mode		

LENGTH OF STAY - 2007		
	AVERAGE NUMBER OF NIGHTS ¹	MOST COMMON LENGTH OF STAY ²
AFRICA & MIDDLE EAST	5.1	2
Angola	14.3	6
Botswana	2.7	1
Kenya	9.8	4
Lesotho	4.2	2
Malawi	7.4	3
Mozambique	4.6	1
Namibia	7.5	3
Nigeria	13.1	6
Swaziland	3.1	1
Tanzania	10.5	4
Zambia	7.2	3
Zimbabwe	8.1	3
Other Africa and Middle East	15.0	6
AMERICAS	16.4	6
Brazil	13.5	6
Canada	18.3	10
USA	16.6	6
Other Americas	13.5	9
ASIA & AUSTRALASIA	14.8	5
Australia	14.4	7
China (including Hong Kong)	12.9	5
India	22.1	5
Japan	8.3	3
Other Asia and Australasia	14.7	6
EUROPE	17.1	13
France	12.7	10
Germany	20.6	13
Italy	11.8	9
Netherlands	19.1	3
Sweden	16.1	13
UK	16.8	13
Other Europe	16.2	6
ALL FOREIGN TOURISTS	7.9	2
Notes:		
¹ This represents the arithmetic average, i.e. the sum of all values divided by the number of respondent		
² This represents the most frequently occurring value, i.e. the statistical mode		

MOST COMMON LENGTH OF STAY*: 2009								
	Holiday	Shopping - Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion
AFRICA & MIDDLE EAST	3	1	1	2	2	2	4	1
Angola	7	5	7	2	4	20	6	
Botswana	1	1	1	1	2	1	2	1
Kenya	5			4	7		20	
Lesotho	5	1	1	2	4	1	4	
Malawi	4	4	2	2	2	4	10	
Mozambique	4	2	2	2	3	2	4	1
Namibia	6	2		2	3	5	5	
Nigeria	6			4	6		13	
Swaziland	3	1	1	1	2	2	3	
Tanzania				3	6			
Zambia	4		2	2	4		3	
Zimbabwe	3	2	2	2	7	10	7	
Other Africa and Middle East	7			4	4	13	6	
AMERICAS	7			3	6		7	
Brazil	7			2	6			
Canada	10			6	7		20	
USA	9			3	6		10	
Other Americas	6			5	4		13	
ASIA & AUSTRALASIA	5			3	5		12	
Australia	7			3			6	
China (including Hong Kong)	5			5	5		6	
India	9			4	5		10	
Japan	3			3	6		8	
Other Asia and Australasia	6			3	5		12	
EUROPE	13	4		3	5		13	
France	10			4	3		9	
Germany	13			3	3		13	
Italy	10			5	4		9	
Netherlands	13			3	5		13	
Sweden	13			4	6		13	
UK	13			3	5		13	
Other Europe	13			3	7		12	
ALL FOREIGN TOURISTS	3	1	1	2	2	2	4	1
NOTES:								
Blank cells indicate that the sample is too small for a valid statistical interpretation								
* This represents the most frequently occurring value, i.e. the statistical mode								

MOST COMMON LENGTH OF STAY*: 2008								
	Holiday	Shopping Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion
AFRICA & MIDDLE EAST	3	1	1	2	2	1	4	2
Angola	7	9	7	3	6	14	7	
Botswana	1	1	1	1	2	2	2	2
Kenya	7			3	4		3	
Lesotho	3	1	1	2	4	1	4	
Malawi	4	3	2	2	2	15	10	
Mozambique	4	1	1	2	2	2	8	
Namibia	7	3		3	3	5	3	
Nigeria	6			3	4		13	
Swaziland	2	1	1	1	2	1	2	
Tanzania				3	4			
Zambia	4		2	2	2		6	
Zimbabwe	3	2	2	2	9	7	3	
Other Africa and Middle East	6			3	4	29	13	
AMERICAS	7			3	6		7	
Brazil	9			3	6		29	
Canada	5			6	7		14	
USA	7			7	6		7	
Other Americas	10			4	9		20	
ASIA & AUSTRALASIA	4			5	6		14	
Australia	4			5	7		10	
China (including Hong Kong)	6			5	5		20	
India	6			5	4		2	
Japan	4			3	6		7	
Other Asia and Australasia	7			3	6		9	
EUROPE	13			3	4	34	13	
France	10			3	3		12	
Germany	13			3	3		20	
Italy	6			5	5		13	
Netherlands	16			3	7		13	
Sweden	13			4	5		20	
UK	13			3	4		13	
Other Europe	13			4	5		13	
ALL FOREIGN TOURISTS	3	1	1	2	2	1	4	2
NOTES:								
Blank cells indicate that the sample is too small for a valid statistical interpretation								
* This represents the most frequently occurring value, i.e. the statistical mode								

MOST COMMON LENGTH OF STAY*: 2007								
	Holiday	Shopping - Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion
AFRICA & MIDDLE EAST	4	1	1	2	3	2	3	2
Angola	14			3	5	14	6	
Botswana	2	1	1	1	2	1	2	1
Kenya	4			4	6	4	7	
Lesotho	4	1	1	2	3	2	4	5
Malawi	2		3	2	2		7	
Mozambique	2	1	1	1	3	2	7	
Namibia	10	3		2	2	5	3	
Nigeria	6			6	6		10	
Swaziland	3	1	1	1	2	1	2	
Tanzania				4	6			
Zambia	3		4	2	3		6	
Zimbabwe	4	3	2	2	2	6	7	
Other Africa and Middle East	6			6	6	4	6	
AMERICAS	6			4	6		13	8
Brazil	6			3	5			
Canada	14			4	6		10	
USA	7			4	6		13	8
Other Americas	9			4	4		19	
ASIA & AUSTRALASIA	5			5	5		14	
Australia	7			9	5		13	
China (including Hong Kong)	5			6	7		10	
India	9			5	3		5	
Japan	3			3	5			
Other Asia and Australasia	6			3	3		20	
EUROPE	13	20		3	4	7	13	15
France	10			3	4		8	
Germany	13			5	4		14	
Italy	9			5	5		10	
Netherlands	3			5	4		12	
Sweden	13			3	4		13	
UK	13			3	2		13	42
Other Europe	13			6	6		13	9
ALL FOREIGN TOURISTS	4	1	1	2	3	2	3	2
NOTES:								
Blank cells indicate that the sample is too small for a valid statistical interpretation								
* This represents the most frequently occurring value, i.e. the statistical mode								

20. Appendix 4: Age profile 2009 - 2007

AGE OF RESPONDENTS - 2009						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA & MIDDLE EAST	7.5%	33.2%	34.1%	17.3%	6.0%	1.8%
Angola	11.2%	37.6%	31.0%	15.5%	3.4%	
Botswana	3.7%	35.0%	37.7%	19.4%	3.5%	
Kenya	5.7%	34.5%	38.5%	16.8%	3.5%	
Lesotho	13.0%	43.4%	27.6%	12.8%	2.8%	
Malawi	5.6%	24.9%	42.5%	22.5%	3.7%	
Mozambique	8.4%	33.9%	32.1%	18.7%	4.1%	2.2%
Namibia	4.8%	22.0%	30.7%	21.2%	15.0%	5.9%
Nigeria	4.5%	26.0%	42.8%	23.1%		
Swaziland	4.4%	37.2%	45.0%	10.6%	2.4%	
Tanzania		31.4%	27.6%	26.6%		
Zambia	4.6%	29.4%	43.8%	17.1%	4.8%	
Zimbabwe	4.8%	19.7%	33.0%	23.2%	14.2%	4.8%
Other Africa and Middle East	8.3%	26.9%	30.6%	22.3%	9.4%	2.6%
AMERICAS	14.1%	22.7%	18.1%	18.7%	16.2%	10.2%
Brazil	8.0%	42.8%	29.8%	12.4%	5.0%	
Canada	13.8%	20.7%	18.6%	20.5%	15.2%	11.1%
USA	15.2%	19.7%	15.2%	19.4%	18.7%	11.8%
Other Americas	11.7%	28.7%	30.8%	16.7%	8.3%	
ASIA & AUSTRALASIA	9.0%	31.8%	26.8%	17.5%	10.1%	4.8%
Australia	13.8%	27.6%	18.5%	18.1%	14.6%	7.4%
China (including Hong Kong)	5.8%	36.9%	27.8%	15.6%	9.8%	3.8%
India	7.1%	40.3%	30.9%	14.6%	5.0%	
Japan	3.7%	28.4%	27.9%	19.2%	13.1%	7.8%
Other Asia and Australasia	8.6%	28.5%	31.6%	19.3%	8.2%	3.7%
EUROPE	10.8%	27.2%	20.1%	17.0%	14.7%	10.2%
France	7.0%	23.8%	20.3%	19.8%	19.0%	10.1%
Germany	11.2%	26.2%	23.2%	18.3%	11.5%	9.4%
Italy	4.3%	34.9%	32.8%	16.0%	7.5%	4.5%
Netherlands	13.7%	26.1%	18.6%	16.8%	14.7%	9.9%
Sweden	12.5%	20.0%	19.3%	18.2%	18.9%	11.2%
UK	11.7%	26.2%	16.7%	15.5%	16.9%	13.0%
Other Europe	10.5%	30.9%	21.8%	17.6%	12.2%	7.0%
ALL FOREIGN TOURISTS	8.2%	32.0%	31.5%	17.3%	7.6%	3.3%

AGE OF RESPONDENTS - 2008						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA & MIDDLE EAST	8.4%	34.2%	31.3%	15.7%	5.3%	2.1%
Angola	11.3%	37.9%	32.2%	14.5%	2.9%	
Botswana	3.4%	34.1%	37.9%	17.1%	3.7%	0.7%
Kenya	4.9%	29.2%	41.1%	18.7%	5.1%	
Lesotho	15.1%	41.1%	24.7%	11.3%	2.3%	1.5%
Malawi	4.5%	30.5%	40.4%	17.9%	3.4%	
Mozambique	11.0%	33.3%	29.7%	18.4%	3.3%	0.9%
Namibia	5.6%	25.9%	30.7%	21.1%	10.4%	5.7%
Nigeria	4.4%	26.2%	44.0%	20.8%		
Swaziland	3.6%	43.1%	40.3%	7.7%	1.6%	
Tanzania		25.9%	36.6%	23.3%		
Zambia	7.0%	36.1%	36.2%	15.7%	2.3%	
Zimbabwe	4.0%	18.3%	28.9%	24.4%	16.0%	6.5%
Other Africa and Middle East	7.2%	32.1%	30.9%	18.9%	8.7%	2.1%
AMERICAS	12.2%	22.4%	16.7%	19.6%	18.3%	10.7%
Brazil	9.4%	45.0%	25.7%	13.8%	4.6%	
Canada	11.2%	19.5%	15.0%	21.5%	22.0%	10.7%
USA	12.8%	19.7%	15.2%	20.1%	19.7%	12.4%
Other Americas	11.0%	28.9%	27.6%	17.2%	12.2%	
ASIA & AUSTRALASIA	9.0%	31.8%	25.3%	18.0%	11.4%	4.1%
Australia	13.6%	27.9%	17.1%	18.7%	16.3%	6.4%
China (including Hong Kong)	8.0%	39.1%	29.2%	17.5%	4.9%	
India	5.2%	40.2%	34.8%	12.8%	5.0%	
Japan	5.9%	26.9%	25.5%	17.2%	16.2%	8.3%
Other Asia and Australasia	7.8%	29.5%	26.8%	20.7%	11.3%	3.2%
EUROPE	11.0%	26.3%	20.6%	16.7%	15.9%	9.3%
France	6.1%	20.1%	19.5%	19.1%	23.6%	11.3%
Germany	11.9%	25.3%	22.5%	17.8%	13.7%	8.6%
Italy	6.5%	35.7%	29.9%	14.9%	8.8%	4.2%
Netherlands	16.4%	25.6%	18.8%	16.7%	13.4%	9.0%
Sweden	9.5%	22.9%	19.9%	18.2%	18.4%	11.0%
UK	11.9%	25.9%	17.0%	15.5%	17.7%	11.9%
Other Europe	10.0%	29.2%	24.6%	16.9%	13.5%	5.7%
ALL FOREIGN TOURISTS	9.0%	32.5%	29.0%	16.1%	7.5%	3.6%

AGE OF RESPONDENTS - 2007						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA & MIDDLE EAST	9.6%	36.3%	32.0%	13.4%	5.5%	2.1%
Angola	9.0%	37.3%	33.6%	14.8%	4.6%	
Botswana	4.2%	36.7%	39.4%	13.2%	4.1%	1.2%
Kenya	6.2%	28.7%	41.4%	17.9%	4.5%	
Lesotho	19.0%	43.7%	23.9%	7.8%	3.2%	1.5%
Malawi	5.7%	37.1%	36.4%	15.5%	4.3%	
Mozambique	8.4%	38.1%	34.9%	12.8%	3.0%	
Namibia	6.6%	29.7%	34.6%	15.5%	10.1%	2.9%
Nigeria	4.2%	29.7%	45.8%	16.1%	3.6%	
Swaziland	6.4%	42.7%	39.0%	9.1%	2.0%	
Tanzania		31.9%	35.9%	24.1%		
Zambia	5.8%	35.0%	41.0%	14.4%	3.1%	
Zimbabwe	3.8%	15.8%	26.8%	27.5%	17.1%	8.2%
Other Africa and Middle East	7.2%	33.1%	30.5%	19.2%	7.7%	2.0%
AMERICAS	12.4%	24.3%	18.9%	18.3%	16.5%	9.1%
Brazil	10.3%	44.0%	26.5%	14.0%		
Canada	9.8%	21.8%	18.3%	19.4%	19.7%	10.5%
USA	13.1%	21.9%	17.8%	18.8%	17.7%	10.2%
Other Americas	11.7%	34.9%	24.2%	15.6%	10.3%	
ASIA & AUSTRALASIA	9.3%	30.1%	26.6%	19.1%	10.8%	3.9%
Australia	10.9%	26.8%	18.9%	19.5%	17.4%	6.0%
China (including Hong Kong)	6.3%	34.1%	33.7%	20.0%	4.4%	
India	7.6%	38.9%	31.7%	16.2%	4.6%	
Japan	4.3%	25.4%	28.8%	16.2%	16.1%	8.7%
Other Asia and Australasia	11.7%	28.5%	27.2%	20.8%	8.8%	2.9%
EUROPE	9.9%	28.1%	20.4%	17.6%	15.2%	8.5%
France	6.3%	29.8%	19.6%	17.2%	17.0%	9.6%
Germany	10.4%	27.6%	22.9%	19.8%	12.1%	7.0%
Italy	4.0%	35.7%	29.2%	16.5%	10.0%	4.4%
Netherlands	10.2%	31.6%	18.5%	17.8%	14.1%	7.7%
Sweden	7.0%	25.3%	22.5%	17.7%	15.3%	12.0%
UK	11.8%	25.3%	17.4%	16.1%	18.2%	10.8%
Other Europe	8.8%	30.2%	22.8%	18.3%	13.5%	6.1%
ALL FOREIGN TOURISTS	9.8%	34.2%	29.4%	14.5%	7.8%	3.5%

21. Appendix 5: Repeater rate 2009 - 2007

REPEATER RATE: ALL FOREIGN VISITORS - 2009					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA & MIDDLE EAST	3.9%	4.7%	8.2%	10.7%	72.3%
Angola	19.4%	18.5%	21.9%	16.2%	24.0%
Botswana	0.6%	1.0%	1.0%	1.4%	95.9%
Kenya	40.6%	18.7%	13.8%	14.6%	12.2%
Lesotho		1.1%	0.8%	2.4%	95.1%
Malawi	15.6%	10.8%	16.6%	13.2%	43.8%
Mozambique	7.9%	10.5%	30.0%	38.5%	13.2%
Namibia	1.4%	30.0%	15.0%	11.5%	42.0%
Nigeria	41.4%	17.7%	13.9%	12.2%	14.9%
Swaziland				1.0%	98.6%
Tanzania	33.9%	23.6%	15.5%	13.6%	13.4%
Zambia	12.8%	8.6%	13.1%	14.5%	50.9%
Zimbabwe	2.0%	2.3%	4.8%	7.6%	83.3%
Other Africa and Middle East	40.0%	21.1%	14.8%	10.4%	13.4%
AMERICAS	62.6%	15.4%	8.2%	7.1%	6.5%
Brazil	64.0%	15.1%	8.8%	6.3%	5.5%
Canada	64.0%	15.4%	6.5%	7.2%	6.9%
USA	61.9%	15.5%	8.5%	7.4%	6.7%
Other Americas	65.7%	15.4%	7.9%	5.5%	5.6%
ASIA & AUSTRALASIA	54.6%	18.0%	11.5%	7.7%	7.8%
Australia	44.4%	21.8%	13.8%	10.0%	9.9%
China (including Hong Kong)	69.2%	12.5%	7.0%	5.2%	4.0%
India	54.3%	17.5%	13.1%	7.8%	7.3%
Japan	64.9%	13.2%	8.0%	6.8%	7.0%
Other Asia and Australasia	53.9%	19.0%	11.6%	7.0%	8.3%
EUROPE	51.1%	18.7%	9.7%	9.1%	11.4%
France	65.8%	14.3%	8.4%	5.7%	5.7%
Germany	51.3%	20.6%	8.5%	8.8%	10.8%
Italy	69.3%	15.9%	5.2%	4.0%	5.5%
Netherlands	52.4%	20.8%	10.3%	7.8%	8.6%
Sweden	58.9%	20.8%	6.9%	6.7%	6.6%
UK	40.2%	20.3%	11.5%	12.3%	15.7%
Other Europe	58.7%	15.8%	9.1%	7.0%	9.4%
ALL FOREIGN TOURISTS	13.6%	7.3%	8.5%	10.3%	60.2%

Notes:

Blank cells indicate that the sample is not big enough for a valid statistical interpretation

The 'lived here before' category was not included in the 2005/6 survey

REPEATER RATE: ALL FOREIGN VISITORS - 2008					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA & MIDDLE EAST	5.1%	3.9%	4.8%	7.8%	77.3%
Angola	24.2%	18.1%	16.5%	14.9%	26.3%
Botswana	0.7%	0.6%	1.3%	4.2%	92.2%
Kenya	33.5%	23.6%	15.9%	10.9%	16.2%
Lesotho	2.1%	1.4%	1.6%	5.6%	86.4%
Malawi	14.2%	5.9%	14.2%	15.6%	49.8%
Mozambique	12.9%	5.7%	11.6%	15.6%	53.7%
Namibia	1.4%	28.9%	12.9%	15.9%	40.7%
Nigeria	36.5%	22.4%	15.4%	10.1%	15.2%
Swaziland			0.8%	2.4%	96.2%
Tanzania	36.6%	19.7%			23.9%
Zambia	13.5%	14.9%	13.3%	13.1%	45.2%
Zimbabwe	0.8%	1.8%	2.8%	6.5%	87.6%
Other Africa and Middle East	40.6%	18.5%	13.3%	11.3%	16.2%
AMERICAS	62.9%	15.8%	8.1%	6.6%	6.5%
Brazil	69.6%	14.9%	5.6%	4.9%	5.0%
Canada	59.8%	16.0%	9.3%	8.2%	6.5%
USA	61.8%	16.0%	8.4%	6.7%	7.0%
Other Americas	74.3%	13.4%	5.5%	3.9%	
ASIA & AUSTRALASIA	56.6%	17.6%	10.2%	8.0%	7.6%
Australia	50.0%	18.9%	12.2%	9.8%	8.9%
China (including Hong Kong)	66.0%	13.4%	8.5%	7.4%	4.8%
India	57.5%	16.2%	8.6%	6.5%	11.0%
Japan	65.6%	13.4%	8.4%	7.3%	5.3%
Other Asia and Australasia	56.0%	20.1%	10.2%	7.3%	6.5%
EUROPE	52.9%	17.8%	10.3%	8.7%	10.2%
France	69.4%	13.4%	6.5%	4.7%	6.1%
Germany	53.3%	19.3%	10.1%	7.7%	9.6%
Italy	64.0%	17.6%	6.0%	6.3%	5.7%
Netherlands	54.7%	19.7%	8.5%	7.3%	9.8%
Sweden	58.6%	20.3%	8.0%	6.6%	5.9%
UK	43.3%	18.6%	12.6%	12.2%	13.1%
Other Europe	57.8%	16.0%	10.1%	6.8%	9.2%
ALL FOREIGN TOURISTS	15.9%	6.8%	5.9%	7.9%	62.7%
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					
The 'lived here before' category was not included in the 2005/6 survey					

REPEATER RATE: ALL FOREIGN VISITORS - 2007					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA & MIDDLE EAST	4.7%	4.9%	5.6%	9.5%	73.4%
Angola	26.5%	15.0%	16.8%	18.5%	23.0%
Botswana	0.8%	2.4%	4.1%	8.8%	83.7%
Kenya	32.1%	17.3%	13.0%	13.5%	24.1%
Lesotho	2.2%	2.7%	3.9%	7.3%	82.7%
Malawi	17.1%	14.7%	12.7%	15.8%	39.8%
Mozambique	7.6%	7.4%	7.7%	12.1%	60.8%
Namibia	1.7%	17.0%	15.5%	17.7%	47.9%
Nigeria	42.3%	19.4%	15.4%	11.4%	11.3%
Swaziland		2.3%	3.3%	10.1%	77.8%
Tanzania	32.6%	23.9%			
Zambia	18.4%	13.5%	12.6%	12.0%	42.8%
Zimbabwe	0.8%	2.0%	3.3%	6.3%	86.8%
Other Africa and Middle East	41.9%	17.6%	12.8%	13.2%	14.1%
AMERICAS	62.8%	16.0%	8.7%	6.5%	5.9%
Brazil	64.6%	17.8%	6.3%		
Canada	59.6%	17.8%	9.3%	6.3%	6.9%
USA	63.0%	15.6%	8.8%	6.8%	5.8%
Other Americas	65.6%	14.5%	9.6%		6.2%
ASIA & AUSTRALASIA	59.1%	15.6%	9.5%	7.5%	8.3%
Australia	51.6%	18.5%	13.3%	8.9%	7.7%
China (including Hong Kong)	69.1%	13.1%	6.0%	5.9%	5.9%
India	58.1%	15.6%	8.6%	7.0%	10.7%
Japan	70.1%	8.6%	8.6%	6.6%	6.1%
Other Asia and Australasia	58.3%	16.3%	8.2%	7.5%	9.8%
EUROPE	54.7%	18.0%	9.8%	8.3%	9.2%
France	70.0%	14.4%	6.5%	4.8%	4.3%
Germany	54.3%	20.7%	10.2%	6.9%	7.8%
Italy	69.0%	13.0%	4.1%	7.3%	6.6%
Netherlands	53.9%	24.5%	7.7%	7.6%	6.2%
Sweden	66.6%	15.1%	7.3%	5.1%	5.9%
UK	45.8%	17.6%	12.9%	10.7%	12.9%
Other Europe	59.5%	16.1%	8.0%	7.8%	8.6%
ALL FOREIGN TOURISTS	17.0%	7.8%	6.5%	9.1%	58.1%
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					
The 'lived here before' category was not included in the 2005/6 survey					

26. Appendix 6: Bednights per province 2009 - 2007

PROVINCIAL DISTRIBUTION : BEDNIGHTS - 2009									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	19,752,413	3,952,136	540,722	3,685,179	2,810,450	2,885,844	1,690,134	356,092	4,305,161
Angola	352,945	106,506							
Botswana	1,163,743	28,018	26,575	152,110			812,814		21,509
Kenya	171,008	52,890		17,642					
Lesotho	4,372,551	95,466		762,592			568,435		3,956,225
Malawi	971,009	86,771		186,113	37,550				93,896
Mozambique	3,437,740	762,597	84,714	170,520	1,983,878		80,126		49,935
Namibia	208,971	1,348,451		29,930				218,540	
Nigeria	323,113	50,917		27,255			3,015		
Swaziland	1,243,336			1,042,092	434,668		55,865		
Tanzania	68,643	34,602							
Zambia	854,179	71,641		112,133					80,014
Zimbabwe	5,323,753	635,286	167,687	1,029,737	118,875	2,699,551	99,282		
Other Africa and Middle East	1,261,422	665,477	76,054	143,724	24,890	14,135	24,290		7,677
AMERICAS	1,389,644	2,266,682	527,431	720,328	415,466	247,784	68,546	55,551	56,353
Brazil	138,985	161,094	24,320	32,342	23,621		7,084		
Canada	202,586	370,169	83,510	112,008	77,456	31,214	12,563		11,534
USA	929,274	1,601,032	409,165	559,755	303,261	213,774	46,022	49,104	36,195
Other Americas	118,800	134,387	10,435	16,223	11,127		2,877		
ASIA & AUSTRALASIA	2,212,461	1,232,745	309,840	599,839	192,493	160,247	105,164	29,103	52,859
Australia	395,263	418,801	126,718	209,956	95,325	43,342	13,898	18,399	
China (including Hong Kong)	361,256	180,557	9,063	29,167	26,753		14,680		
India	757,308	150,211	77,810	137,730	39,543		28,530		
Japan	70,523	80,478	7,365	16,318	6,125				
Other Asia and Australasia	628,110	402,697	88,884	206,668	24,746	98,949	44,223		
EUROPE	3,499,157	10,472,178	1,712,422	2,453,043	1,354,598	480,479	223,594	212,287	174,008
France	382,918	574,063	54,691	180,795	164,888	22,460	23,219	24,419	12,314
Germany	464,051	2,215,303	338,163	307,357	197,357	67,930	24,897	34,818	23,674
Italy	137,318	336,126	29,658	62,776	79,600	7,301	7,932		5,137
Netherlands	314,027	917,594	222,194	291,926	167,483	70,402	20,486	17,542	20,514
Sweden	98,556	351,967	31,252	53,316	43,206	12,905	8,229		
UK	1,235,013	4,016,506	720,720	1,058,457	371,557	189,539	84,148	63,088	71,840
Other Europe	867,275	2,060,618	315,745	498,416	330,507	109,942	54,682	60,288	37,332
ALL FOREIGN TOURISTS	26,853,675	17,923,740	3,090,415	7,458,388	4,773,007	3,774,354	2,087,437	653,034	4,588,381
Notes:									
This table represents the sum of all bednights in each province.									
The data includes nights spent in non-paying accommodation, i.e. staying with friends and family.									

PROVINCIAL DISTRIBUTION : BEDNIGHTS - 2008									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	18,272,247	4,232,966	846,612	3,926,507	3,042,326	2,571,359	1,571,695	361,797	4,494,997
Angola	426,667	88,627							
Botswana	1,509,163	58,931	42,091	116,594		27,772	876,102		33,545
Kenya	169,121	43,110	35,804	21,026		5,523			
Lesotho	4,369,229	187,305		554,188			243,672		4,114,190
Malawi	973,749	67,096		176,575	73,313				112,971
Mozambique	3,011,905	882,497	83,646	217,585	2,281,110	163,101	237,958		
Namibia	154,643	1,487,954	54,589	16,331				218,835	
Nigeria	281,801	52,046		42,419			5,431		
Swaziland	1,411,882			1,392,475	307,914		42,743		
Tanzania	96,928								
Zambia	1,045,269	184,509		234,461					72,367
Zimbabwe	3,572,058	551,626	235,577	945,075	142,044	2,322,296			
Other Africa and Middle East	1,249,831	596,617	228,750	191,330	36,268	8,268	28,857		20,020
AMERICAS	1,491,366	2,644,053	534,978	1,073,333	565,455	269,538	83,813	51,972	64,466
Brazil	128,570	229,023	16,766	24,960	29,820		8,502		.
Canada	266,664	384,500	105,998	194,948	71,026	25,684	9,865	5,223	6,906
USA	1,014,744	1,858,010	399,820	834,270	446,517	237,706	55,456	41,761	57,412
Other Americas	81,387	172,521	12,394	19,155	18,093		9,990		
ASIA & AUSTRALASIA	2,046,613	1,497,485	248,439	684,016	223,924	65,942	65,431	27,833	72,958
Australia	339,987	487,011	94,682	239,943	132,842	46,961	16,926		12,715
China (including Hong Kong)	368,835	236,416	13,929	30,229	16,149		10,652		
India	751,469	176,551	53,318	246,306	9,592		12,870		
Japan	78,270	75,116		32,583	6,621		2,354		
Other Asia and Australasia	508,052	522,392	79,327	134,954	58,720		22,629		44,382
EUROPE	3,646,871	12,703,348	2,268,494	2,742,318	1,555,772	522,847	302,396	242,873	277,514
France	425,224	649,729	76,121	209,084	209,348	41,634	27,669	9,196	26,017
Germany	497,841	2,701,725	453,077	471,605	242,180	58,064	35,608	51,091	44,821
Italy	128,598	347,768	53,143	66,540	71,464	8,764	5,158		
Netherlands	328,842	1,447,848	360,031	287,388	219,897	78,631	22,677	46,072	36,673
Sweden	81,845	537,784	54,697	54,155	34,822	8,707	7,197		
UK	1,280,763	4,558,885	836,709	1,054,511	418,286	181,143	114,385	64,913	105,670
Other Europe	903,759	2,459,610	434,717	599,035	359,776	145,903	89,703	58,997	56,945
ALL FOREIGN TOURISTS	25,457,097	21,077,852	3,898,523	8,426,173	5,387,477	3,429,687	2,023,335	684,474	4,909,934
Notes: This table represents the sum of all bednights in each province. The data includes nights spent in non-paying accommodation, i.e. staying with friends and family.									

PROVINCIAL DISTRIBUTION : BEDNIGHTS - 2007									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	15,722,374	3,758,207	985,482	3,784,235	2,111,461	1,928,963	1,413,747	543,333	3,204,417
Angola	319,287	107,107							
Botswana	1,167,107	85,236	38,496	199,249	31,833	44,138	578,439		31,464
Kenya	167,244	37,887	19,867	17,633			4,827		
Lesotho	2,551,242	424,771	242,103	696,576			543,409	165,430	2,878,781
Malawi	715,673	75,617		134,411	43,046		28,022		56,593
Mozambique	3,106,492	130,352		282,669	1,198,215	97,036	78,682		
Namibia	149,735	1,023,002	37,249	50,835				325,661	
Nigeria	333,304	61,873	58,283	33,320	43,775		5,247		
Swaziland	1,763,258	46,411		917,394	394,840				
Tanzania	64,268	19,732							
Zambia	879,687	115,912	33,331	158,742	37,303		30,255		49,093
Zimbabwe	3,412,746	1,066,996	365,018	1,130,695	181,687	1,553,028	61,417		73,190
Other Africa and Middle East	1,092,331	563,310	99,353	151,344	65,373	16,425	27,861	9,611	15,303
AMERICAS	1,285,852	2,867,950	504,008	732,786	404,766	213,282	106,610	67,620	100,267
Brazil	103,771	213,139	30,496	26,084	20,716		9,774		
Canada	186,812	428,855	54,231	127,513	84,899	29,096	12,116	14,083	26,739
USA	917,511	2,110,970	400,984	565,948	285,804	175,798	83,223	51,592	56,473
Other Americas	77,758	114,985	18,297	13,242	13,346		1,497		
ASIA & AUSTRALASIA	1,817,773	1,438,196	284,612	746,147	196,873	66,602	94,278	54,029	59,973
Australia	354,941	449,728	126,023	219,304	113,970	40,138	20,373	28,832	22,604
China (including Hong Kong)	305,808	198,245	20,509	44,275	7,446		24,193		8,496
India	556,167	199,454	22,053	254,158	19,809		10,475		
Japan	98,689	102,273		27,973	5,178		3,758		
Other Asia and Australasia	502,167	488,496	85,023	200,438	50,470		35,480		21,083
EUROPE	3,520,909	12,016,867	2,177,353	2,690,048	1,742,573	694,120	263,365	290,128	321,555
France	287,082	605,927	104,845	209,974	197,663	22,287	15,369	13,442	8,946
Germany	526,207	3,062,617	588,043	506,907	362,275	75,313	47,588	85,890	83,382
Italy	122,138	327,607	38,186	59,891	70,347	4,405	6,200	7,236	
Netherlands	364,891	1,109,640	256,644	290,655	253,776	121,150	29,110	25,832	46,686
Sweden	83,670	333,023	58,516	73,178	31,187	42,658	10,432	3,919	
UK	1,254,060	4,428,711	750,580	1,031,780	474,799	244,837	102,972	87,527	113,349
Other Europe	882,862	2,149,342	380,539	517,663	352,526	183,470	51,695	66,282	57,347
ALL FOREIGN TOURISTS	22,346,908	20,081,219	3,951,455	7,953,216	4,455,673	2,902,966	1,877,999	955,109	3,686,212
Notes:									
This table represents the sum of all bednights in each province.									
The data includes nights spent in non-paying accommodation, i.e. staying with friends and family.									

27. Appendix 7: Provincial distribution: share of visitors 2009 - 2007

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS* - 2009									
* Indicates the provinces visited and not provinces where nights were spent.									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	47.3%	4.7%	0.8%	10.2%	12.6%	13.5%	7.0%	1.0%	12%
Angola	88.9%	13.0%							
Botswana	45.1%	0.6%	0.6%	5.5%			48.9%		0.8%
Kenya	77.9%	15.7%		7.3%					
Lesotho	44.2%	0.8%		8.8%			2.6%		43.9%
Malawi	82.7%	7.4%		14.3%	5.1%				9.2%
Mozambique	41.4%	5.9%	0.7%	1.9%	51.7%		0.9%		0.7%
Namibia	13.5%	61.3%		2.4%				26.8%	
Nigeria	85.5%	15.7%		6.1%			3.6%		
Swaziland	46.9%			33.6%	18.0%		1.3%		
Tanzania	80.6%	14.1%							
Zambia	82.1%	4.1%		16.3%					8.4%
Zimbabwe	50.1%	2.6%	1.4%	6.2%	1.8%	62.8%	1.9%		
Other Africa and Middle East	73.7%	30.8%	4.0%	8.4%	3.3%	0.8%	5.8%		1.2%
AMERICAS	50.2%	51.8%	12.7%	17.3%	21.7%	5.4%	6.2%	2.1%	2.5%
Brazil	62.5%	48.4%	7.0%	9.2%	16.6%		9.1%		
Canada	50.4%	56.6%	14.6%	24.0%	26.6%	4.2%	7.6%		2.6%
USA	48.1%	51.1%	13.6%	17.6%	22.3%	6.5%	5.4%	2.4%	2.6%
Other Americas	54.2%	54.9%	8.2%	12.0%	13.1%		6.8%		
ASIA & AUSTRALASIA	66.2%	45.5%	7.5%	16.9%	9.4%	2.2%	13.4%	1.4%	1.6%
Australia	58.2%	48.0%	12.8%	22.4%	18.8%	4.2%	5.3%	2.7%	
China (including Hong Kong)	81.8%	64.0%	4.2%	6.8%	4.8%		38.5%		
India	71.5%	26.9%	4.6%	21.5%	4.3%		11.9%		
Japan	64.3%	55.1%	4.8%	9.3%	4.7%				
Other Asia and Australasia	62.7%	42.4%	6.8%	16.0%	7.3%	2.1%	11.6%		
EUROPE	37.4%	65.7%	18.4%	22.3%	21.7%	3.6%	4.6%	2.4%	2.4%
France	57.0%	60.5%	7.1%	36.8%	44.1%	3.0%	5.6%	1.8%	1.8%
Germany	27.9%	75.2%	24.7%	18.9%	20.4%	2.9%	3.1%	3.0%	2.4%
Italy	40.5%	68.3%	14.5%	14.1%	36.6%	3.6%	4.8%		1.8%
Netherlands	39.4%	64.6%	24.7%	29.4%	30.0%	7.8%	5.2%	4.5%	5.5%
Sweden	36.0%	69.0%	18.6%	16.9%	20.5%	4.4%	7.3%		
UK	34.8%	65.2%	18.7%	21.3%	14.1%	2.7%	3.8%	1.7%	2.0%
Other Europe	39.6%	61.3%	16.2%	20.4%	20.8%	4.4%	6.1%	2.6%	2%
ALL FOREIGN TOURISTS	46.8%	15.4%	3.7%	12.2%	14.0%	11.6%	6.9%	1.2%	10.2%

Notes:
 The table represents the provinces visited by each segment and should be read from left to right.
 Blank cells indicate that the sample was not big enough for a valid statistical interpretation
 The totals will add up to greater than 100% as tourists visit more than one province.

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS* - 2008

* Indicates the provinces visited and not provinces where nights were spent.

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	47.0%	5.1%	1.0%	10.3%	11.2%	11.7%	6.7%	1.0%	13%
Angola	91.8%	11.6%							
Botswana	47.7%	0.9%	0.6%	4.7%		1.0%	47.0%		1.2%
Kenya	80.9%	15.2%	4.3%	6.7%		3.2%			
Lesotho	44.4%	1.5%		6.7%			1.9%		44.4%
Malawi	76.5%	4.9%		15.8%	5.9%				12.1%
Mozambique	35.9%	6.1%	0.8%	3.4%	50.7%	1.9%	2.3%		
Namibia	13.1%	62.7%	3.1%	1.3%				24.6%	
Nigeria	84.8%	14.2%		7.3%			4.6%		
Swaziland	54.6%			33.2%	11.5%		1.2%		
Tanzania	74.5%								
Zambia	83.6%	4.5%		15.8%					8.1%
Zimbabwe	44.3%	3.4%	1.6%	6.7%	1.9%	64.5%			
Other Africa and Middle East	76.0%	26.3%	4.7%	10.5%	4.0%	0.7%	5.2%		1.1%
AMERICAS	52.3%	55.0%	13.2%	20.2%	24.6%	6.3%	6.6%	2.4%	2.8%
Brazil	62.6%	53.0%	9.6%	13.0%	20.8%		12.3%		
Canada	54.9%	59.6%	16.5%	26.3%	27.2%	5.4%		2.6%	3.9%
USA	49.9%	54.2%	13.3%	20.8%	24.9%	7.3%	5.6%	2.4%	3.1%
Other Americas	60.4%	57.7%	9.6%	8.2%	20.1%		7.5%		
ASIA & AUSTRALASIA	64.4%	46.2%	7.3%	17.9%	12.5%	2.5%	11.3%	1.3%	2.0%
Australia	57.1%	49.4%	12.6%	21.8%	23.4%	5.1%	6.8%		2.6%
China (including Hong Kong)	75.2%	51.4%	3.5%	11.4%	5.2%		15.8%		
India	70.3%	27.6%	4.3%	25.7%	7.2%		16.3%		
Japan	63.4%	54.6%		12.4%	7.7%		3.6%		
Other Asia and Australasia	64.1%	48.1%	6.7%	14.2%	8.7%		13.5%		2.7%
EUROPE	38.5%	65.5%	19.2%	23.5%	22.4%	4.2%	5.5%	2.7%	3.2%
France	57.8%	65.3%	10.6%	41.7%	48.6%	4.4%	6.9%	1.2%	2.2%
Germany	30.0%	73.4%	24.7%	20.4%	18.3%	3.7%	4.6%	4.6%	4.8%
Italy	41.5%	66.9%	17.5%	20.7%	34.3%	2.7%	4.2%		
Netherlands	40.4%	67.9%	25.6%	28.8%	27.7%	7.9%	4.2%	4.1%	5.6%
Sweden	34.9%	67.8%	20.3%	16.4%	19.2%	3.9%	5.9%		
UK	35.1%	64.7%	18.4%	21.1%	16.0%	3.3%	4.8%	2.0%	2.4%
Other Europe	41.7%	59.3%	17.5%	21.6%	21.2%	4.8%	7.5%	2.6%	3%
ALL FOREIGN TOURISTS	46.6%	17.0%	4.2%	12.8%	13.4%	10.1%	6.7%	1.3%	11.1%

Notes:

The table represents the provinces visited by each segment and should be read from left to right.

Blank cells indicate that the sample was not big enough for a valid statistical interpretation

The totals will add up to greater than 100% as tourists visit more than one province.

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS* - 2007									
* Indicates the provinces visited and not provinces where nights were spent.									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	49.4%	5.9%	1.8%	13.2%	9.8%	9.2%	6.8%	2.1%	13%
Angola	90.1%	13.5%	0.7%	3.0%	0.3%		2.7%		0.2%
Botswana	52.3%	1.8%	0.6%	9.6%	1.0%	1.7%	35.6%	0.2%	1.6%
Kenya	78.8%	16.6%	5.3%	9.7%	3.0%	1.2%	6.0%	1.0%	1.3%
Lesotho	35.0%	3.9%	2.3%	10.4%	1.0%	1.3%	4.9%	1.8%	40.9%
Malawi	73.5%	9.3%	3.9%	17.4%	6.6%	2.3%	4.8%	1.3%	9.3%
Mozambique	51.1%	2.9%	0.5%	6.8%	41.7%	2.3%	1.5%	0.3%	1.1%
Namibia	12.9%	49.8%	3.1%	1.9%	0.6%	0.4%	1.0%	41.9%	1.8%
Nigeria	81.0%	16.0%	4.3%	10.4%	5.4%	1.0%	5.5%	0.5%	2.6%
Swaziland	58.1%	0.6%	0.7%	32.3%	9.5%	0.5%	0.5%		0.2%
Tanzania	80.8%	17.6%	5.6%	6.9%	2.7%	1.3%	3.4%		1.4%
Zambia	78.6%	10.9%	4.3%	17.7%	3.8%	1.7%	4.2%	0.6%	7.4%
Zimbabwe	54.8%	6.6%	2.8%	10.5%	3.7%	54.2%	1.2%	0.6%	1.6%
Other Africa and Middle East	75.9%	28.2%	5.0%	10.6%	5.0%	1.6%	6.4%	0.8%	1.4%
AMERICAS	55.7%	55.3%	13.9%	18.7%	22.0%	6.6%	6.8%	3.1%	3.4%
Brazil	62.1%	52.4%	10.9%	16.3%	17.8%	3.1%	11.1%	0.6%	2.3%
Canada	53.9%	59.4%	16.4%	24.6%	26.2%	5.7%	5.8%	4.3%	5.5%
USA	55.1%	54.6%	13.9%	18.4%	22.0%	7.3%	6.5%	3.3%	3.3%
Other Americas	59.2%	58.1%	12.0%	9.8%	17.0%	3.4%	5.7%	2.0%	0.6%
ASIA & AUSTRALASIA	69.8%	48.2%	10.0%	18.2%	11.5%	2.6%	13.7%	2.2%	2.8%
Australia	64.4%	50.2%	15.5%	22.0%	22.0%	5.5%	7.2%	3.7%	3.3%
China (including Hong Kong)	82.2%	53.1%	6.3%	12.0%	4.4%	1.5%	30.8%	2.2%	3.2%
India	72.4%	33.0%	4.9%	23.9%	5.9%	1.7%	15.0%	0.6%	3.1%
Japan	70.9%	58.5%	3.6%	11.1%	5.9%	1.0%	4.7%	0.5%	0.8%
Other Asia and Australasia	67.2%	47.9%	11.1%	17.1%	9.2%	1.2%	13.9%	2.2%	2.5%
EUROPE	42.5%	66.3%	20.7%	23.7%	24.7%	5.3%	4.6%	4.1%	3.5%
France	52.6%	65.5%	15.3%	40.2%	45.2%	3.4%	4.1%	3.1%	2.4%
Germany	35.5%	75.6%	29.0%	23.9%	25.0%	4.7%	4.3%	5.9%	4.9%
Italy	52.1%	66.3%	15.6%	18.6%	34.6%	2.2%	3.9%	2.5%	3.1%
Netherlands	54.1%	57.9%	25.0%	30.0%	32.0%	14.8%	3.8%	4.9%	5.7%
Sweden	38.7%	72.8%	25.2%	20.7%	19.7%	5.3%	6.3%	3.2%	2.4%
UK	37.3%	66.3%	18.3%	20.0%	17.5%	3.5%	4.4%	3.6%	2.9%
Other Europe	47.1%	61.1%	18.1%	22.0%	24.1%	5.7%	6.0%	3.9%	3%
ALL FOREIGN TOURISTS	49.3%	19.4%	5.7%	15.4%	12.8%	8.2%	6.7%	2.5%	10.4%
Notes:									
The table represents the provinces visited by each segment and should be read from left to right.									
Blank cells indicate that the sample was not big enough for a valid statistical interpretation									
The totals will add up to greater than 100% as tourists visit more than one province.									

COUNTRY IMPORTANCE TO PROVINCE ARRIVALS* - 2009

* Indicates the provinces visited and not provinces where nights were spent.

*This tables show arrivals to Province X, by source country.

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	81.6%	24.6%	18.1%	67.5%	72.7%	93.8%	82.2%	65.9%	96%
Angola	0.8%	0.3%							
Botswana	8.5%	0.4%	1.5%	4.0%			62.7%		0.7%
Kenya	0.5%	0.3%		0.2%					
Lesotho	19.4%	1.1%		14.8%			7.8%		88.5%
Malawi	2.9%	0.8%		1.9%	0.6%				1.5%
Mozambique	12.8%	5.5%	2.7%	2.2%	53.3%		1.8%		1.0%
Namibia	0.7%	9.1%		0.4%				49.4%	
Nigeria	0.8%	0.5%		0.2%			0.2%		
Swaziland	11.5%			31.7%	14.8%		2.2%		
Tanzania	0.2%	0.1%							
Zambia	3.1%	0.5%		2.3%					1.4%
Zimbabwe	18.1%	2.9%	6.3%	8.5%	2.2%	91.2%	4.7%		
Other Africa and Middle East	2.4%	3.0%	1.6%	1.0%	0.4%	0.1%	1.3%		0.2%
AMERICAS	3.9%	12.1%	12.4%	5.1%	5.6%	1.7%	3.2%	6.0%	0.9%
Brazil	0.5%	1.1%	0.7%	0.3%	0.4%		0.5%		
Canada	0.5%	1.8%	1.9%	1.0%	0.9%	0.2%	0.5%		0.1%
USA	2.6%	8.4%	9.3%	3.6%	4.0%	1.4%	2.0%	4.9%	0.7%
Other Americas	0.3%	0.8%	0.5%	0.2%	0.2%		0.2%		
ASIA & AUSTRALASIA	4.5%	9.5%	6.5%	4.4%	2.2%	0.6%	6.2%	3.7%	0.5%
Australia	1.1%	2.8%	3.2%	1.7%	1.2%	0.3%	0.7%	2.0%	
China (including Hong Kong)	0.9%	2.1%	0.6%	0.3%	0.2%		2.8%		
India	0.9%	1.1%	0.8%	1.1%	0.2%		1.1%		
Japan	0.4%	0.9%	0.3%	0.2%	0.1%				
Other Asia and Australasia	1.2%	2.5%	1.7%	1.2%	0.5%	0.2%	1.5%		
EUROPE	10.1%	53.8%	62.9%	23.0%	19.5%	3.9%	8.4%	24.5%	2.9%
France	1.3%	4.3%	2.1%	3.3%	3.4%	0.3%	0.9%	1.6%	0.2%
Germany	1.2%	9.6%	13.1%	3.0%	2.9%	0.5%	0.9%	4.8%	0.5%
Italy	0.5%	2.5%	2.2%	0.7%	1.5%	0.2%	0.4%		0.1%
Netherlands	0.9%	4.3%	6.9%	2.5%	2.2%	0.7%	0.8%	3.7%	0.5%
Sweden	0.3%	1.6%	1.8%	0.5%	0.5%	0.1%	0.4%		
UK	3.6%	20.3%	24.3%	8.3%	4.8%	1.1%	2.6%	6.7%	0.9%
Other Europe	2.4%	11.1%	12.3%	4.7%	4.2%	1.0%	2.5%	5.9%	1%
ALL FOREIGN TOURISTS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The table represents the provinces visited by each segment and should be read from left to right.

Blank cells indicate that the sample was not big enough for a valid statistical interpretation

COUNTRY IMPORTANCE TO PROVINCE ARRIVALS* - 2008

* Indicates the provinces visited and not provinces where nights were spent.

*This tables show arrivals to Province X, by source country.

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	79.2%	23.5%	18.1%	63.1%	65.8%	90.8%	78.8%	61.3%	94%
Angola	0.8%	0.3%							
Botswana	9.0%	0.5%	1.2%	3.2%		0.8%	61.4%		0.9%
Kenya	0.5%	0.2%	0.3%	0.1%		0.1%			
Lesotho	20.9%	2.0%		11.6%			6.1%		87.7%
Malawi	2.9%	0.5%		2.2%	0.8%				1.9%
Mozambique	10.3%	4.8%	2.6%	3.5%	50.6%	2.5%	4.6%		
Namibia	0.7%	8.9%	1.8%	0.2%				44.4%	
Nigeria	0.8%	0.4%		0.3%			0.3%		
Swaziland	13.9%			30.8%	10.2%		2.1%		
Tanzania	0.2%								
Zambia	3.8%	0.6%		2.6%					1.5%
Zimbabwe	12.8%	2.7%	5.1%	7.1%	1.9%	86.3%			
Other Africa and Middle East	2.6%	2.5%	1.8%	1.3%	0.5%	0.1%	1.2%		0.2%
AMERICAS	4.6%	13.4%	12.9%	6.5%	7.6%	2.6%	4.1%	7.4%	1.0%
Brazil	0.5%	1.1%	0.8%	0.4%	0.6%		0.7%		
Canada	0.7%	2.0%	2.3%	1.2%	1.2%	0.3%	0.7%	1.1%	0.2%
USA	3.2%	9.4%	9.3%	4.8%	5.5%	2.1%	2.4%	5.3%	0.8%
Other Americas	0.3%	0.8%	0.5%	0.1%	0.3%		0.3%		
ASIA & AUSTRALASIA	4.6%	9.0%	5.7%	4.6%	3.1%	0.8%	5.6%	3.3%	0.6%
Australia	1.3%	3.0%	3.1%	1.8%	1.8%	0.5%	1.0%		0.2%
China (including Hong Kong)	0.7%	1.4%	0.4%	0.4%	0.2%		1.1%		
India	0.8%	0.9%	0.6%	1.1%	0.3%		1.3%		
Japan	0.4%	1.0%		0.3%	0.2%		0.2%		
Other Asia and Australasia	1.4%	2.8%	1.6%	1.1%	0.6%		2.0%		0.2%
EUROPE	11.6%	54.1%	63.3%	25.8%	23.5%	5.8%	11.5%	28.0%	4.1%
France	1.6%	5.0%	3.3%	4.3%	4.8%	0.6%	1.3%	1.2%	0.3%
Germany	1.5%	10.3%	13.8%	3.8%	3.2%	0.9%	1.6%	8.2%	1.0%
Italy	0.5%	2.2%	2.3%	0.9%	1.4%	0.2%	0.3%		
Netherlands	1.0%	4.7%	7.1%	2.7%	2.4%	0.9%	0.7%	3.6%	0.6%
Sweden	0.3%	1.8%	2.1%	0.6%	0.6%	0.2%	0.4%		
UK	3.8%	19.2%	21.8%	8.3%	6.0%	1.7%	3.6%	7.5%	1.1%
Other Europe	2.8%	10.9%	12.8%	5.3%	4.9%	1.5%	3.5%	6.1%	1%
ALL FOREIGN TOURISTS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The table represents the provinces visited by each segment and should be read from left to right.

Blank cells indicate that the sample was not big enough for a valid statistical interpretation

COUNTRY IMPORTANCE TO PROVINCE ARRIVALS* - 2007

* Indicates the provinces visited and not provinces where nights were spent.

*This tables show arrivals to Province X, by source country.

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA & MIDDLE EAST	75.9%	23.1%	24.2%	65.3%	58.0%	85.0%	76.8%	64.7%	92%
Angola	0.6%	0.2%							
Botswana	10.0%	0.9%	1.0%	6.0%	0.7%	2.0%	50.3%		1.4%
Kenya	0.5%	0.3%	0.3%	0.2%			0.3%		
Lesotho	15.1%	4.2%	8.7%	14.4%			15.4%	15.0%	83.7%
Malawi	2.5%	0.8%		1.9%	0.9%		1.2%		1.5%
Mozambique	12.9%	1.9%		5.6%	40.8%	3.5%	2.9%		
Namibia	0.7%	6.6%	1.4%	0.3%				42.7%	
Nigeria	0.8%	0.4%	0.4%	0.3%	0.2%		0.4%		
Swaziland	14.2%	0.4%		25.3%	9.0%				
Tanzania	0.2%	0.1%							
Zambia	3.4%	1.2%	1.6%	2.5%	0.6%		1.3%		1.5%
Zimbabwe	12.5%	3.8%	5.6%	7.7%	3.3%	74.0%	2.0%		1.7%
Other Africa and Middle East	2.4%	2.3%	1.4%	1.1%	0.6%	0.3%	1.5%	0.5%	0.2%
AMERICAS	5.0%	12.6%	10.8%	5.4%	7.6%	3.6%	4.5%	5.5%	1.4%
Brazil	0.4%	1.0%	0.7%	0.4%	0.5%		0.6%		
Canada	0.7%	1.9%	1.8%	1.0%	1.3%	0.4%	0.5%	1.1%	0.3%
USA	3.6%	9.2%	7.9%	3.9%	5.6%	2.9%	3.2%	4.2%	1.0%
Other Americas	0.3%	0.7%	0.5%	0.1%	0.3%		0.2%		
ASIA & AUSTRALASIA	5.3%	9.2%	6.5%	4.4%	3.3%	1.2%	7.6%	3.3%	1.0%
Australia	1.4%	2.9%	3.0%	1.6%	1.9%	0.7%	1.2%	1.7%	0.3%
China (including Hong Kong)	0.9%	1.5%	0.6%	0.4%	0.2%		2.6%		0.2%
India	0.8%	1.0%	0.5%	0.9%	0.3%		1.3%		
Japan	0.5%	1.1%		0.3%	0.2%		0.3%		
Other Asia and Australasia	1.5%	2.7%	2.2%	1.2%	0.8%		2.3%		0.3%
EUROPE	13.8%	55.0%	58.5%	24.9%	31.0%	10.3%	11.1%	26.4%	5.4%
France	1.4%	4.5%	3.6%	3.5%	4.7%	0.6%	0.8%	1.7%	0.3%
Germany	2.2%	11.7%	15.2%	4.7%	5.9%	1.7%	1.9%	7.1%	1.4%
Italy	0.7%	2.2%	1.7%	0.8%	1.7%	0.2%	0.4%	0.6%	
Netherlands	1.7%	4.5%	6.6%	3.0%	3.8%	2.7%	0.9%	2.9%	0.8%
Sweden	0.4%	1.7%	2.0%	0.6%	0.7%	0.3%	0.4%	0.6%	
UK	4.4%	20.0%	18.7%	7.6%	8.0%	2.5%	3.8%	8.4%	1.6%
Other Europe	3.2%	10.4%	10.5%	4.7%	6.2%	2.3%	2.9%	5.1%	1%
ALL FOREIGN TOURISTS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The table represents the provinces visited by each segment and should be read from left to right.

Blank cells indicate that the sample was not big enough for a valid statistical interpretation

28. Appendix 8: Spend tables including capital expenditure

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2009			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 9,500	9,933,966	R 89,333
AFRICA & MIDDLE EAST	R 8,200	7,807,547	R 61,763
Angola	R 24,100	39,207	R 914
Botswana	R 3,100	836,072	R 2,537
Kenya	R 8,700	28,196	R 226
Lesotho	R 4,400	2,098,278	R 8,324
Malawi	R 7,800	152,358	R 1,205
Mozambique	R 10,500	1,361,133	R 14,365
Namibia	R 6,400	216,698	R 1,396
Nigeria	R 15,800	45,527	R 666
Swaziland	R 12,700	1,087,739	R 13,816
Tanzania	R 10,200	16,505	R 119
Zambia	R 12,400	164,276	R 2,050
Zimbabwe	R 8,800	1,573,871	R 14,091
Other Africa and Middle East	R 14,500	187,687	R 2,054
AMERICAS	R 17,400	379,907	R 5,913
Brazil	R 11,900	36,957	R 404
Canada	R 16,700	51,765	R 773
USA	R 18,600	262,866	R 4,443
Other Americas	R 13,900	28,319	R 292
ASIA & AUSTRALASIA	R 17,300	322,290	R 5,218
Australia	R 13,600	92,650	R 1,177
China (including Hong Kong)	R 23,900	45,326	R 1,122
India	R 14,800	61,007	R 853
Japan	R 17,300	24,655	R 427
Other Asia and Australasia	R 19,100	98,652	R 1,638
EUROPE	R 13,800	1,348,502	R 16,439
France	R 10,300	116,517	R 1,060
Germany	R 13,100	210,917	R 2,431
Italy	R 11,400	59,899	R 616
Netherlands	R 14,000	122,604	R 1,356
Sweden	R 11,900	38,953	R 414
UK	R 15,600	486,692	R 7,071
Other Europe	R 13,200	312,920	R 3,491

Notes:

Blank cells indicate that the sample is too small for a valid statistical interpretation

All spend data reported in this document represents the weighted sample average

The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2008			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 9,100	9,591,828	R 83,377
AFRICA & MIDDLE EAST	R 7,500	8,114,413	R 54,395
Angola	R 24,100	35,993	R 843
Botswana	R 3,000	804,701	R 2,464
Kenya	R 10,400	26,939	R 265
Lesotho	R 3,700	2,163,372	R 7,466
Malawi	R 8,200	163,328	R 1,354
Mozambique	R 14,200	1,226,989	R 17,372
Namibia	R 5,600	221,995	R 1,236
Nigeria	R 16,500	43,489	R 689
Swaziland	R 7,300	1,088,033	R 7,958
Tanzania	R 12,000	15,682	R 144
Zambia	R 8,200	192,041	R 1,597
Zimbabwe	R 8,800	1,226,993	R 10,975
Other Africa and Middle East	R 13,700	904,858	R 2,033
AMERICAS	R 16,200	407,408	R 6,142
Brazil	R 12,800	35,649	R 425
Canada	R 14,500	56,904	R 772
USA	R 16,500	287,438	R 4,489
Other Americas	R 21,600	27,417	R 457
ASIA & AUSTRALASIA	R 16,200	322,586	R 4,896
Australia	R 14,700	100,133	R 1,386
China (including Hong Kong)	R 20,600	40,320	R 856
India	R 17,600	51,929	R 870
Japan	R 15,600	27,621	R 436
Other Asia and Australasia	R 15,000	102,583	R 1,348
EUROPE	R 13,900	1,406,350	R 17,944
France	R 11,800	127,956	R 1,418
Germany	R 12,800	238,306	R 2,795
Italy	R 12,400	55,545	R 646
Netherlands	R 16,600	128,097	R 1,797
Sweden	R 16,100	44,050	R 653
UK	R 14,100	485,166	R 6,524
Other Europe	R 14,300	327,230	R 4,111

Notes:

Blank cells indicate that the sample is too small for a valid statistical interpretation

All spend data reported in this document represents the weighted sample average

The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2007			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 9,000	9,090,994	R 77,688
AFRICA & MIDDLE EAST	R 7,600	6,925,524	R 49,852
Angola	R 13,500	31,227	R 409
Botswana	R 4,200	818,403	R 3,471
Kenya	R 8,600	25,657	R 226
Lesotho	R 3,600	2,170,074	R 6,603
Malawi	R 7,700	147,246	R 1,123
Mozambique	R 20,400	1,084,157	R 21,922
Namibia	R 6,700	220,535	R 1,470
Nigeria	R 11,100	39,516	R 460
Swaziland	R 3,600	1,039,233	R 3,770
Tanzania	R 7,800	14,262	R 91
Zambia	R 8,900	183,056	R 1,623
Zimbabwe	R 7,500	964,027	R 7,262
Other Africa and Middle East	R 10,500	170,282	R 1,422
AMERICAS	R 12,300	387,379	R 4,657
Brazil	R 8,600	32,632	R 267
Canada	R 11,000	52,879	R 575
USA	R 13,200	276,941	R 3,663
Other Americas	R 8,100	24,927	R 152
ASIA & AUSTRALASIA	R 9,200	333,390	R 2,897
Australia	R 8,900	95,571	R 848
China (including Hong Kong)	R 11,000	47,378	R 528
India	R 9,300	51,823	R 449
Japan	R 7,100	31,855	R 231
Other Asia and Australasia	R 9,100	106,763	R 842
EUROPE	R 14,700	1,413,563	R 20,281
France	R 7,200	115,074	R 823
Germany	R 12,000	254,934	R 3,077
Italy	R 7,300	54,807	R 395
Netherlands	R 29,800	129,022	R 3,828
Sweden	R 9,600	42,772	R 380
UK	R 15,100	497,687	R 7,552
Other Europe	R 14,900	319,267	R 4,226
Notes:			
Blank cells indicate that the sample is too small for a valid statistical interpretation			
All spend data reported in this document represents the weighted sample average			
The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.			

29. Appendix 9: Spend tables excluding capital expenditure

TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2009			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 8,400	9,933,966	R 79,407
AFRICA & MIDDLE EAST	R 7,400	7,807,547	R 55,968
Angola	R 21,600	39,207	R 820
Botswana	R 2,100	836,072	R 1,756
Kenya	R 8,700	28,196	R 226
Lesotho	R 4,000	2,098,278	R 7,560
Malawi	R 7,400	152,358	R 1,140
Mozambique	R 10,100	1,361,133	R 13,803
Namibia	R 5,400	216,698	R 1,172
Nigeria	R 14,800	45,527	R 624
Swaziland	R 12,400	1,087,739	R 13,432
Tanzania	R 10,200	16,505	R 119
Zambia	R 6,600	164,276	R 1,086
Zimbabwe	R 7,600	1,573,871	R 12,218
Other Africa and Middle East	R 14,200	187,687	R 2,013
AMERICAS	R 13,200	379,907	R 4,502
Brazil	R 11,900	36,957	R 404
Canada	R 13,200	51,765	R 613
USA	R 13,400	262,866	R 3,192
Other Americas	R 13,900	28,319	R 292
ASIA & AUSTRALASIA	R 15,000	322,290	R 4,524
Australia	R 11,900	92,650	R 1,030
China (including Hong Kong)	R 20,800	45,326	R 977
India	R 14,800	61,007	R 853
Japan	R 13,700	24,655	R 340
Other Asia and Australasia	R 15,400	98,652	R 1,324
EUROPE	R 12,100	1,348,502	R 14,413
France	R 10,200	116,517	R 1,049
Germany	R 12,500	210,917	R 2,320
Italy	R 11,400	59,899	R 616
Netherlands	R 13,800	122,604	R 1,342
Sweden	R 11,900	38,953	R 413
UK	R 11,500	486,692	R 5,196
Other Europe	R 13,200	312,920	R 3,477

Notes:

Blank cells indicate that the sample is too small for a valid statistical interpretation

All spend data reported in this document represents the weighted sample average

The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.

TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2008			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 8,100	9,591,828	R 74,242
AFRICA & MIDDLE EAST	R 6,500	8,114,413	R 47,404
Angola	R 24,000	35,993	R 837
Botswana	R 2,400	804,701	R 1,971
Kenya	R 10,400	26,939	R 264
Lesotho	R 3,300	2,163,372	R 6,715
Malawi	R 6,900	163,328	R 1,137
Mozambique	R 10,800	1,226,989	R 13,256
Namibia	R 4,900	221,995	R 1,091
Nigeria	R 16,300	43,489	R 681
Swaziland	R 7,000	1,088,033	R 7,661
Tanzania	R 12,000	15,682	R 144
Zambia	R 7,300	192,041	R 1,418
Zimbabwe	R 8,200	1,226,993	R 10,252
Other Africa and Middle East	R 13,400	904,858	R 1,978
AMERICAS	R 15,400	407,408	R 5,833
Brazil	R 12,800	35,649	R 425
Canada	R 14,400	56,904	R 768
USA	R 16,000	287,438	R 4,353
Other Americas	R 13,600	27,417	R 287
ASIA & AUSTRALASIA	R 14,300	322,586	R 4,345
Australia	R 12,700	100,133	R 1,194
China (including Hong Kong)	R 18,400	40,320	R 764
India	R 15,400	51,929	R 765
Japan	R 12,200	27,621	R 342
Other Asia and Australasia	R 14,200	102,583	R 1,280
EUROPE	R 12,900	1,406,350	R 16,660
France	R 10,300	127,956	R 1,239
Germany	R 12,500	238,306	R 2,736
Italy	R 11,500	55,545	R 595
Netherlands	R 15,100	128,097	R 1,630
Sweden	R 12,700	44,050	R 516
UK	R 12,700	485,166	R 5,868
Other Europe	R 14,200	327,230	R 4,076

Notes:

Blank cells indicate that the sample is too small for a valid statistical interpretation

All spend data reported in this document represents the weighted sample average

The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.

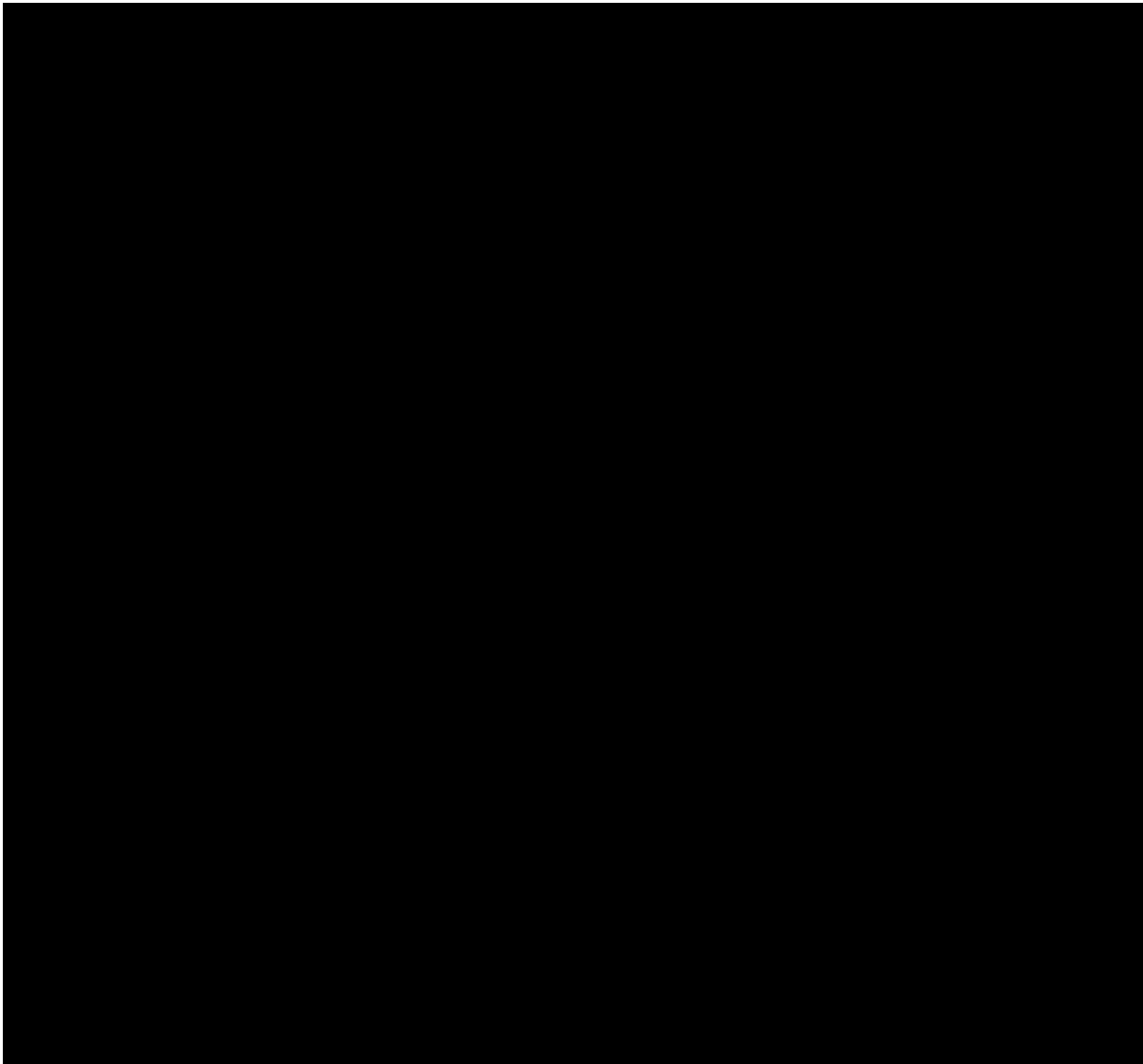
TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2007			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
ALL FOREIGN TOURISTS	R 7,000	9,090,994	R 60,114
AFRICA & MIDDLE EAST	R 6,000	6,925,524	R 38,903
Angola	R 13,500	31,227	R 409
Botswana	R 3,200	818,403	R 2,676
Kenya	R 7,700	25,657	R 204
Lesotho	R 2,500	2,170,074	R 4,573
Malawi	R 7,300	147,246	R 1,065
Mozambique	R 14,500	1,084,157	R 15,560
Namibia	R 4,900	220,535	R 1,076
Nigeria	R 10,000	39,516	R 415
Swaziland	R 3,500	1,039,233	R 3,681
Tanzania	R 7,800	14,262	R 91
Zambia	R 6,600	183,056	R 1,203
Zimbabwe	R 6,700	964,027	R 6,535
Other Africa and Middle East	R 10,500	170,282	R 1,415
AMERICAS	R 10,200	387,379	R 3,856
Brazil	R 8,600	32,632	R 267
Canada	R 10,800	52,879	R 565
USA	R 10,400	276,941	R 2,872
Other Americas	R 8,100	24,927	R 152
ASIA & AUSTRALASIA	R 9,000	333,390	R 2,864
Australia	R 8,800	95,571	R 835
China (including Hong Kong)	R 10,900	47,378	R 522
India	R 9,200	51,823	R 446
Japan	R 7,100	31,855	R 231
Other Asia and Australasia	R 9,000	106,763	R 830
EUROPE	R 10,500	1,413,563	R 14,491
France	R 7,100	115,074	R 815
Germany	R 10,700	254,934	R 2,746
Italy	R 7,300	54,807	R 395
Netherlands	R 11,200	129,022	R 1,437
Sweden	R 9,500	42,772	R 375
UK	R 11,300	497,687	R 5,685
Other Europe	R 10,700	319,267	R 3,037
Notes:			
Blank cells indicate that the sample is too small for a valid statistical interpretation			
All spend data reported in this document represents the weighted sample average			
The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories / respondents cannot recall all their expenditure types.			

AVERAGE TOTAL FOREIGN DIRECT SPEND (TFDS) IN SA BY PURPOSE OF VISIT - EXCLUDING CAPITAL EXPENDITURE - 2009									
	Holiday	Shopping Personal	Shopping Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA & MIDDLE EAST	R 6,200	R 5,900	R 17,500	R 6,100	R 4,300	R 7,300	R 2,900	R 32,200	R 8,600
Angola	R 22,500			R 12,500	R 9,800	R 27,400	R 18,900		R 21,600
Botswana	R 2,400	R 3,600	R 4,100	R 1,800	R 1,600	R 1,800	R 1,200	R 2,000	R 2,800
Kenya	R 9,100			R 8,000	R 5,800		R 7,200		R 15,000
Lesotho	R 3,600	R 5,200	R 7,800	R 3,700	R 2,900	R 2,200	R 1,800		R 2,400
Malawi	R 5,800		R 20,400	R 7,400	R 4,700		R 3,900		R 11,000
Mozambique	R 6,100	R 6,000	R 24,900	R 9,400	R 6,500	R 8,000	R 5,000		R 12,200
Namibia	R 7,000	R 4,400		R 5,100	R 4,600	R 7,900	R 3,000		R 7,900
Nigeria	R 19,000			R 14,100	R 11,000		R 13,300		
Swaziland	R 3,000	R 8,600	R 29,100	R 3,800	R 2,900	R 3,400	R 1,900		R 4,000
Tanzania				R 8,100	R 7,000				
Zambia	R 6,600		R 16,400	R 5,400	R 4,500		R 4,300		R 10,200
Zimbabwe	R 5,900	R 6,000	R 17,800	R 8,200	R 6,100	R 15,300	R 5,800		R 17,900
Other Africa and Middle East	R 14,800			R 13,600	R 8,900	R 41,800	R 12,100		R 17,800
AMERICAS	R 12,000			R 15,000	R 11,100		R 10,500		R 20,800
Brazil	R 11,900			R 11,200	R 9,500				R 21,700
Canada	R 11,700			R 16,400	R 14,700		R 9,600		R 18,500
USA	R 12,100			R 15,900	R 10,700		R 10,400		R 21,000
Other Americas	R 12,100			R 14,900	R 9,600		R 15,600		R 25,100
ASIA & AUSTRALASIA	R 14,300			R 17,400	R 12,100		R 10,900		R 18,200
Australia	R 12,000			R 15,700			R 9,300		R 14,500
China (including Hong Kong)	R 19,200			R 23,300	R 18,500		R 14,700		
India	R 12,100			R 16,500	R 8,100				
Japan	R 11,100			R 16,100	R 12,600				
Other Asia and Australasia	R 15,700			R 16,200	R 12,100				
EUROPE	R 11,700			R 13,000	R 9,200		R 10,300		R 21,100
France	R 8,300			R 13,200	R 7,600		R 10,700		R 20,300
Germany	R 11,700			R 12,500	R 10,300		R 12,000		R 22,100
Italy	R 10,800			R 14,000	R 7,300		R 9,000		R 13,400
Netherlands	R 12,500			R 13,000	R 8,300		R 12,100		R 28,500
Sweden	R 10,900			R 11,400	R 7,900				
UK	R 12,000			R 11,600	R 9,000		R 9,500		R 18,100
Other Europe	R 12,700			R 14,500	R 10,100		R 11,200		R 19,400
ALL FOREIGN TOURISTS	R 9,100	R 6,000	R 17,500	R 9,100	R 5,300	R 7,400	R 3,900	R 31,700	R 10,900

Notes:
Blank cells indicate that the sample is too small for a valid statistical interpretation
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The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories. The average amounts spent per category do not reflect the average for all travellers but

AVERAGE TOTAL FOREIGN DIRECT SPEND (TFDS) IN SA BY PURPOSE OF VISIT - EXCLUDING CAPITAL EXPENDITURE - 2008									
	Holiday	Shopping Personal	Shopping Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA & MIDDLE EAST	R 6,700	R 6,200	R 12,300	R 7,800	R 4,500	R 5,800	R 2,600	R 2,700	R 9,800
Angola	R 21,500			R 17,800	R 14,200	R 36,700	R 15,700		R 23,600
Botswana	R 1,900	R 2,900	R 7,000	R 2,500	R 1,900	R 1,300	R 900	R 900	R 3,100
Kenya	R 12,000			R 9,900	R 7,700		R 7,800		R 19,100
Lesotho	R 3,200	R 3,600	R 6,900	R 3,000	R 3,200	R 1,400	R 1,500		R 1,300
Malawi	R 3,500		R 13,600	R 8,000	R 5,100		R 3,000		R 11,000
Mozambique	R 8,600	R 8,900	R 16,000	R 16,900	R 7,500	R 7,600	R 4,200		R 19,300
Namibia	R 4,200	R 4,200		R 5,500	R 2,900	R 9,900	R 3,000		R 7,100
Nigeria	R 16,700			R 17,400	R 11,800		R 13,600		
Swaziland	R 1,900	R 6,400	R 16,900	R 2,900	R 1,900	R 2,100	R 1,400		R 2,400
Tanzania				R 10,800	R 7,400				
Zambia	R 5,900		R 14,800	R 7,400	R 6,900		R 4,200		R 10,300
Zimbabwe	R 6,800	R 7,200	R 24,200	R 10,700	R 6,700	R 15,800	R 7,300		R 15,200
Other Africa and Middle East	R 13,600			R 12,100	R 9,300	R 42,400	R 10,600		R 18,800
AMERICAS	R 13,900			R 17,700	R 13,300		R 12,000		R 22,800
Brazil	R 11,600			R 13,300	R 14,000				R 16,800
Canada	R 11,700			R 20,400	R 15,100		R 11,700		R 21,200
USA	R 14,800			R 18,400	R 12,200		R 12,100		R 23,800
Other Americas	R 11,200			R 14,400	R 16,300		R 12,300		R 20,100
ASIA & AUSTRALASIA	R 12,600			R 16,500	R 13,900		R 12,100		R 20,200
Australia	R 11,600			R 17,100	R 14,900		R 11,700		R 14,000
China (including Hong Kong)	R 15,200			R 19,800	R 22,100		R 17,800		
India	R 13,500			R 16,700	R 11,200				
Japan	R 10,100			R 13,800	R 14,100				
Other Asia and Australasia	R 13,700			R 15,100	R 11,700				
EUROPE	R 11,900			R 14,400	R 10,500	R 55,900	R 11,200		R 24,400
France	R 8,100			R 15,000	R 9,500		R 10,800		R 21,600
Germany	R 11,700			R 13,500	R 7,600		R 10,900		R 23,600
Italy	R 10,700			R 13,400	R 10,900		R 11,000		R 10,900
Netherlands	R 12,900			R 15,700	R 15,700		R 12,000		R 28,900
Sweden	R 10,300			R 12,000	R 7,800				
UK	R 12,400			R 14,400	R 11,300		R 11,000		R 20,000
Other Europe	R 13,100			R 14,900	R 10,500		R 12,400		R 25,800
ALL FOREIGN TOURISTS	R 9,900	R 6,200	R 12,400	R 10,800	R 5,600	R 6,000	R 3,700	R 3,300	R 12,800

Notes:
Blank cells indicate that the sample is too small for a valid statistical interpretation
All spend data reported in this document represents the weighted sample average
respondents incur expenses in all categories. The average amounts spent per category do not reflect the average for all travellers but reflects the average level of expense incurred in that category by all travellers who reported incurring expenses in that category.



TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2009			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA & MIDDLE EAST	R 38,600	R 16,500	R 21,600
Angola	R 3,000	R 400	R 2,100
Botswana	R 16,200	R 11,100	R 8,700
Kenya	R 4,400	R 100	R 4,000
Lesotho	R 17,800	R 12,900	R 7,400
Malawi	R 11,000	R 500	R 10,100
Mozambique	R 7,700	R 1,400	R 5,400
Namibia	R 23,300	R 13,200	R 14,800
Nigeria	R 14,500	R 1,600	R 12,400
Swaziland	R 20,000	R 13,100	R 10,200
Tanzania	R 14,800	R 8,000	R 6,600
Zambia	R 9,200	R 700	R 7,600
Zimbabwe	R 26,500	R 18,600	R 14,200
Other Africa and Middle East	R 43,300	R 29,900	R 13,200
AMERICAS	R 44,600	R 35,000	R 11,900
Brazil	R 43,400	R 29,200	R 13,200
Canada	R 43,200	R 29,100	R 13,400
USA	R 43,000	R 32,500	R 13,900
Other Americas	R 38,000	R 23,800	R 15,000
ASIA & AUSTRALASIA	R 42,300	R 26,000	R 11,900
Australia	R 37,700	R 20,100	R 20,800
China (including Hong Kong)	R 31,900	R 19,900	R 14,800
India	R 48,200	R 37,700	R 13,700
Japan	R 35,000	R 21,200	R 15,400
Other Asia and Australasia	R 32,500	R 18,600	R 12,100
EUROPE	R 37,200	R 26,100	R 10,200
France	R 32,200	R 17,600	R 12,500
Germany	R 35,600	R 23,900	R 11,400
Italy	R 34,100	R 18,200	R 13,800
Netherlands	R 32,600	R 19,200	R 11,900
Sweden	R 29,300	R 15,700	R 11,500
UK	R 35,300	R 20,600	R 13,200
Other Europe	R 14,300	R 5,200	R 8,400
ALL FOREIGN TOURISTS	R 14,300	R 5,200	R 8,400

Notes:

Blank cells indicate that the sample is too small for a valid statistical interpretation

All spend data reported in this document represents the weighted sample average

The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all

¹ Total cost for the trip reported by the respondent and included all expenses (including airfare) for the trip.

² Total prepaid expenses is reported by the respondent and includes all expenses incurred in (home country, other country and prepaid costs in SA).

³ Total expenditure in South Africa is reported by the respondent and represents all expenses paid for in South Africa.

TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2008			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA & MIDDLE EAST	R 10,900	R 2,500	R 6,500
Angola	R 37,600	R 12,000	R 24,000
Botswana	R 3,500	R 400	R 2,400
Kenya	R 19,500	R 10,300	R 10,400
Lesotho	R 3,900	R 100	R 3,300
Malawi	R 19,000	R 9,700	R 6,900
Mozambique	R 15,200	R 800	R 10,800
Namibia	R 7,300	R 1,500	R 4,900
Nigeria	R 27,000	R 12,200	R 16,300
Swaziland	R 8,100	R 700	R 7,000
Tanzania	R 20,900	R 9,700	R 12,000
Zambia	R 14,800	R 5,700	R 7,300
Zimbabwe	R 16,800	R 8,900	R 8,200
Other Africa and Middle East	R 25,200	R 11,700	R 13,400
AMERICAS	R 50,000	R 29,300	R 15,400
Brazil	R 43,400	R 29,000	R 12,800
Canada	R 49,700	R 30,400	R 14,400
USA	R 49,500	R 29,000	R 16,000
Other Americas	R 54,100	R 30,400	R 13,600
ASIA & AUSTRALASIA	R 45,400	R 24,400	R 14,300
Australia	R 52,600	R 28,900	R 12,700
China (including Hong Kong)	R 42,800	R 21,100	R 18,400
India	R 32,700	R 16,200	R 15,400
Japan	R 48,000	R 31,200	R 12,200
Other Asia and Australasia	R 40,900	R 22,800	R 14,200
EUROPE	R 38,000	R 20,500	R 12,900
France	R 40,300	R 27,800	R 10,300
Germany	R 32,100	R 17,800	R 12,500
Italy	R 39,100	R 25,700	R 11,500
Netherlands	R 39,300	R 19,600	R 15,100
Sweden	R 37,100	R 19,900	R 12,700
UK	R 34,700	R 18,400	R 12,700
Other Europe	R 38,600	R 22,500	R 14,200
ALL FOREIGN TOURISTS	R 16,600	R 6,900	R 8,100
Notes:			
Blank cells indicate that the sample is too small for a valid statistical interpretation			
All spend data reported in this document represents the weighted sample average			
respondents incur expenses in all categories. The average amounts spent per category do not reflect the average for a			
¹ Total cost for the trip reported by the respondent and included all expenses (including airfare) for the trip.			
² Total prepaid expenses is reported by the respondent and includes all expenses incurred in (home country, other country and prepaid costs in SA).			
³ Total expenditure in South Africa is reported by the respondent and represents all expenses paid for in South Africa.			

TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2007			
	Total cost for the trip (Including airfare)¹	Total prepaid expenses²	Total expenditure in SA excluding capital³
AFRICA & MIDDLE EAST	R 14,500	R 6,200	R 6,000
Angola	R 23,800	R 8,900	R 13,500
Botswana	R 4,800	R 400	R 3,200
Kenya	R 17,200	R 8,000	R 7,700
Lesotho	R 4,300	R 100	R 2,500
Malawi	R 21,400	R 12,400	R 7,300
Mozambique	R 22,100	R 700	R 14,500
Namibia	R 9,500	R 1,700	R 4,900
Nigeria	R 25,900	R 12,700	R 10,000
Swaziland	R 6,600	R 600	R 3,500
Tanzania	R 15,900	R 7,400	R 7,800
Zambia	R 14,100	R 3,500	R 6,600
Zimbabwe	R 40,000	R 36,200	R 6,700
Other Africa and Middle East	R 21,400	R 10,300	R 10,500
AMERICAS	R 40,100	R 23,500	R 10,200
Brazil	R 29,300	R 18,100	R 8,600
Canada	R 38,800	R 24,400	R 10,800
USA	R 42,100	R 24,100	R 10,400
Other Americas	R 31,700	R 21,400	R 8,100
ASIA & AUSTRALASIA	R 32,100	R 20,400	R 9,000
Australia	R 39,200	R 23,600	R 8,800
China (including Hong Kong)	R 29,700	R 18,500	R 10,900
India	R 24,300	R 15,100	R 9,200
Japan	R 35,000	R 26,700	R 7,100
Other Asia and Australasia	R 29,200	R 18,400	R 9,000
EUROPE	R 36,900	R 17,700	R 10,500
France	R 30,800	R 21,100	R 7,100
Germany	R 30,100	R 15,100	R 10,700
Italy	R 31,100	R 21,400	R 7,300
Netherlands	R 58,800	R 18,100	R 11,200
Sweden	R 39,500	R 22,900	R 9,500
UK	R 36,600	R 17,100	R 11,300
Other Europe	R 36,700	R 18,200	R 10,700
ALL FOREIGN TOURISTS	R 19,800	R 9,300	R 7,000
Notes:			
Blank cells indicate that the sample is too small for a valid statistical interpretation			
All spend data reported in this document represents the weighted sample average			
The average spend reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents			
¹ Total cost for the trip reported by the respondent and included all expenses (including airfare) for the trip.			
² Total prepaid expenses is reported by the respondent and includes all expenses incurred in (home country, other country and prepaid costs in SA).			
³ Total expenditure in South Africa is reported by the respondent and represents all expenses paid for in South Africa.			

FOREIGN TOURIST SPENT PER DAY IN SA - 2009	
Africa & Middle East	R 1,390
Botswana	R 780
Lesotho	R 740
Mozambique	R 2,080
Namibia	R 620
Swaziland	R 4,700
Zambia	R 900
Zimbabwe	R 1,200
Angola	R 1,750
Malawi	R 800
Kenya	R 820
Nigeria	R 1,430
Tanzania	R 1,010
Other Africa and Middle East	R 900
Europe	R 700
UK	R 660
France	R 720
Germany	R 630
Netherlands	R 650
Sweden	R 680
Italy	R 910
Other Europe	R 800
Americas	R 780
USA	R 760
Canada	R 670
Brazil	R 1,020
Other Americas	R 970
Asia & Australasia	R 920
China (including Hong Kong)	R 1,540
India	R 690
Japan	R 1,770
Australia	R 770
Other Asia and Australasia	R 870
ALL FOREIGN TOURISTS	R 1,110
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

FOREIGN TOURIST SPENT PER DAY IN SA - 2008	
Africa & Middle East	R 1,200
Botswana	R 730
Lesotho	R 680
Mozambique	R 1,900
Namibia	R 550
Swaziland	R 2,400
Zambia	R 860
Zimbabwe	R 1,300
Angola	R 1,590
Malawi	R 780
Kenya	R 930
Nigeria	R 1,520
Tanzania	R 860
Other Africa and Middle East	R 830
Europe	R 680
UK	R 680
France	R 730
Germany	R 600
Netherlands	R 570
Sweden	R 650
Italy	R 850
Other Europe	R 790
Americas	R 860
USA	R 880
Canada	R 710
Brazil	R 950
Other Americas	R 900
Asia & Australasia	R 880
China (including Hong Kong)	R 1,090
India	R 600
Japan	R 1,670
Australia	R 860
Other Asia and Australasia	R 920
ALL FOREIGN TOURISTS	R 980
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

FOREIGN TOURIST SPENT PER DAY IN SA - 2007	
Africa & Middle East	R 1,160
Botswana	R 1,220
Lesotho	R 580
Mozambique	R 3,120
Namibia	R 640
Swaziland	R 1,150
Zambia	R 910
Zimbabwe	R 830
Angola	R 930
Malawi	R 970
Kenya	R 780
Nigeria	R 760
Tanzania	R 730
Other Africa and Middle East	R 690
Europe	R 610
UK	R 660
France	R 550
Germany	R 510
Netherlands	R 570
Sweden	R 580
Italy	R 610
Other Europe	R 650
Americas	R 610
USA	R 610
Canada	R 580
Brazil	R 640
Other Americas	R 590
Asia & Australasia	R 610
China (including Hong Kong)	R 830
India	R 410
Japan	R 850
Australia	R 600
Other Asia and Australasia	R 590
ALL FOREIGN TOURISTS	R 880
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

30. Appendix 10: Seasonality Index

The seasonality index is shown below for all key countries.

Seasonality for the past six years							
	2003	2004	2005	2006	2007	2008	2009
Total	0.96%	1.68%	1.09%	1.19%	1.11%	1.44%	1.13%
Africa & Middle East	1.03%	2.09%	1.50%	1.47%	1.63%	1.73%	1.32%
Angola	1.60%	1.64%	1.63%	1.31%	1.73%	5.37%	1.57%
Botswana	4.36%	7.38%	3.66%	5.71%	6.05%	5.93%	6.12%
Kenya	2.22%	1.97%	1.63%	1.51%	1.63%	1.62%	2.34%
Lesotho	0.85%	1.91%	1.76%	1.84%	2.49%	2.45%	1.30%
Malawi	1.09%	1.34%	0.81%	1.32%	1.23%	1.66%	2.82%
Mauritius	3.20%	2.89%	3.72%	2.19%	4.36%	4.50%	3.26%
Mozambique	0.60%	0.20%	2.95%	0.90%	0.68%	4.28%	0.92%
Namibia	13.43%	13.61%	13.85%	11.28%	8.07%	5.69%	9.32%
Nigeria	3.47%	3.63%	2.30%	2.42%	1.76%	1.41%	2.13%
Swaziland	2.84%	2.00%	2.14%	1.86%	2.05%	1.36%	1.95%
Tanzania	1.25%	1.87%	1.49%	2.31%	3.11%	2.69%	0.73%
Zambia	0.87%	0.95%	1.22%	1.44%	1.14%	1.00%	1.88%
Zimbabwe	1.56%	2.93%	1.47%	0.53%	1.11%	1.88%	3.53%
Other Africa & Middle East	0.74%	1.70%	1.57%	1.67%	2.30%	2.80%	1.39%
Americas	2.21%	1.31%	2.24%	1.83%	2.01%	3.52%	3.23%
Brazil	3.50%	2.64%	4.04%	3.25%	6.65%	7.16%	5.25%
Canada	5.20%	7.63%	6.01%	4.49%	2.84%	4.27%	3.94%
USA	2.80%	1.75%	2.56%	2.58%	2.84%	5.34%	3.70%
Other Americas	2.88%	3.95%	4.56%	2.45%	4.08%	3.36%	6.69%
Asia & Australasia	2.40%	1.62%	0.56%	1.54%	1.51%	0.84%	2.06%
Australia	3.10%	3.22%	3.31%	3.34%	3.18%	2.75%	2.50%
China (including Hong Kong)	12.10%	4.10%	9.60%	1.52%	6.29%	12.43%	5.63%
India	25.10%	6.02%	5.07%	4.95%	2.41%	6.10%	25.40%
Japan	21.90%	32.91%	27.76%	33.77%	24.82%	16.36%	16.00%
Other Asia & Australasia	4.00%	2.20%	1.16%	2.57%	1.83%	1.28%	1.21%
Europe	8.51%	9.60%	8.07%	7.87%	7.36%	6.13%	5.56%
France	23.60%	16.53%	10.14%	8.83%	9.38%	10.75%	10.74%
Germany	13.70%	15.63%	14.62%	14.18%	13.57%	10.30%	12.58%
Italy	45.50%	44.12%	42.58%	38.49%	34.26%	32.08%	42.39%
Netherlands	21.60%	23.59%	20.98%	18.38%	16.86%	15.84%	15.87%
Sweden	19.81%	20.09%	16.78%	18.33%	21.18%	18.29%	21.88%
UK	10.40%	12.45%	8.30%	8.82%	8.19%	8.32%	6.71%
Other Europe	6.39%	7.19%	7.08%	7.00%	7.01%	4.56%	5.11%

31. Appendix 11: Activities undertaken in SA

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2009										
Top 10 activities in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA & MIDDLE EAST	98%	77%	42%	7%	11%	6%	4%	7%	6%	5%
Angola	98%	86%	51%	14%	7%	5%	4%	14%	13%	11%
Botswana	100%	99%	53%	1%	1%	2%	1%	1%	0%	1%
Kenya	96%	89%	17%	13%	12%	10%	5%	13%	9%	6%
Lesotho	98%	41%	52%	2%	17%	4%		2%	2%	
Malawi	98%	84%	50%	13%	15%	10%	5%	13%	8%	5%
Mozambique	98%	97%	18%	7%	21%	2%	6%	7%	15%	15%
Namibia	95%	87%	71%	38%	5%	34%	3%	38%	10%	2%
Nigeria	98%	94%	31%	14%	13%	10%	5%	14%	10%	12%
Swaziland	99%	71%	35%	13%	2%	9%	3%	13%	2%	3%
Tanzania	92%	80%	18%	13%	14%			13%		
Zambia	99%	82%	45%	11%	15%	8%	5%	11%	7%	6%
Zimbabwe	99%	91%	44%	4%	4%	7%	6%	4%	6%	5%
Other Africa and Middle East	96%	93%	36%	33%	25%	18%	20%	33%	17%	10%
AMERICAS	93%	95%	28%	68%	46%	36%	57%	68%	25%	7%
Brazil	98%	92%	9%	55%	35%	26%	45%	55%	23%	13%
Canada	94%	97%	33%	72%	50%	44%	58%	72%	26%	6%
USA	92%	95%	30%	70%	47%	37%	59%	70%	25%	6%
Other Americas	96%	96%	20%	63%	41%	32%	45%	63%	23%	11%
ASIA & AUSTRALASIA	94%	94%	28%	53%	35%	30%	42%	53%	27%	22%
Australia	92%	95%	50%	60%	39%	37%	50%	60%	25%	10%
China (including Hong Kong)	97%	95%	11%	61%	50%	33%	53%	61%	41%	53%
India	94%	91%	11%	38%	21%	17%	30%	38%	23%	19%
Japan	95%	96%	10%	59%	43%	32%	42%	59%	14%	6%
Other Asia and Australasia	94%	94%	30%	49%	31%	30%	38%	49%	26%	22%
EUROPE	92%	97%	35%	75%	44%	46%	58%	75%	23%	5%
France	91%	97%	16%	74%	56%	37%	66%	74%	33%	5%
Germany	93%	97%	30%	80%	46%	54%	62%	80%	22%	3%
Italy	92%	97%	16%	74%	44%	37%	61%	74%	25%	6%
Netherlands	92%	98%	30%	80%	49%	48%	66%	80%	22%	4%
Sweden	94%	98%	25%	77%	50%	43%	59%	77%	24%	4%
UK	92%	96%	49%	73%	40%	48%	51%	73%	20%	6%
Other Europe	92%	97%	27%	73%	44%	43%	58%	73%	25%	5%
ALL FOREIGN TOURISTS	97%	81%	40%	19%	17%	13%	14%	19%	9%	6%

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2008										
Top 10 activities in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA & MIDDLE EAST	93%	64%	44%	9%	9%	7%	4%	11%	5%	6%
Angola	99%	93%	58%	13%	10%	6%	7%	22%	24%	19%
Botswana	90%	91%	53%	2%	1%	2%	2%	15%	2%	1%
Kenya	98%	96%	23%	17%	16%	12%	8%	71%	9%	6%
Lesotho	96%	28%	49%	5%	16%	5%	1%	5%	3%	1%
Malawi	95%	76%	49%	14%	12%	12%	7%	23%	7%	6%
Mozambique	75%	64%	21%	10%	11%	4%	8%	12%	6%	19%
Namibia	95%	90%	61%	39%	6%	37%	5%	15%	9%	3%
Nigeria	98%	98%	32%	19%	20%	12%	9%	59%	16%	15%
Swaziland	100%	72%	39%	11%	2%	9%	2%	9%	3%	4%
Tanzania	96%	94%	24%	16%	20%	8%	14%	53%	8%	8%
Zambia	97%	86%	48%	13%	16%	12%	7%	31%	10%	8%
Zimbabwe	100%	79%	54%	7%	4%	8%	4%	9%	5%	4%
Other Africa and Middle East	97%	95%	37%	32%	27%	20%	21%	46%	19%	13%
AMERICAS	95%	96%	27%	73%	53%	42%	65%	25%	26%	9%
Brazil	98%	95%	12%	65%	47%	42%	55%	39%	35%	18%
Canada	96%	96%	38%	76%	56%	45%	66%	23%	21%	11%
USA	94%	96%	27%	74%	53%	43%	66%	23%	25%	7%
Other Americas	95%	97%	15%	70%	50%	33%	61%	36%	32%	15%
ASIA & AUSTRALASIA	96%	96%	27%	60%	43%	35%	49%	40%	27%	19%
Australia	95%	97%	45%	68%	45%	39%	56%	18%	23%	11%
China (including Hong Kong)	97%	91%	14%	61%	44%	37%	49%	48%	31%	32%
India	97%	96%	13%	45%	32%	26%	37%	74%	34%	23%
Japan	98%	97%	8%	59%	45%	37%	47%	46%	21%	10%
Other Asia and Australasia	97%	96%	27%	61%	47%	34%	47%	38%	26%	21%
EUROPE	95%	97%	33%	77%	47%	51%	62%	21%	23%	8%
France	94%	98%	15%	78%	61%	41%	73%	25%	32%	8%
Germany	96%	96%	29%	82%	46%	57%	62%	18%	21%	5%
Italy	95%	98%	18%	75%	46%	48%	64%	32%	22%	8%
Netherlands	95%	97%	29%	82%	54%	55%	68%	18%	22%	7%
Sweden	93%	97%	21%	76%	44%	50%	60%	30%	23%	8%
UK	95%	97%	48%	76%	43%	53%	58%	16%	20%	8%
Other Europe	94%	97%	27%	75%	45%	46%	63%	28%	24%	9%
ALL FOREIGN TOURISTS	93%	71%	41%	23%	17%	16%	16%	14%	9%	7%

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2007										
Top 10 attractions in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA & MIDDLE EAST	89%	54%	4%	10%	6%	1%	2%	12%	11%	6%
Angola	98%	98%	17%	3%	20%	1%	1%	25%	23%	9%
Botswana	91%	74%	1%	10%	2%	1%	1%	16%	1%	1%
Kenya	96%	88%	6%	4%	10%	1%	1%	59%	24%	11%
Lesotho	84%	28%	3%	7%	1%	1%	2%	8%	22%	3%
Malawi	88%	70%	7%	13%	10%	1%	3%	20%	21%	12%
Mozambique	70%	44%	4%	13%	16%	1%	2%	9%	10%	13%
Namibia	91%	76%	2%	1%	7%	3%	3%	17%	5%	5%
Nigeria	97%	91%	10%	4%	12%	1%	2%	54%	28%	15%
Swaziland	99%	50%	2%	22%	6%	1%	3%	9%	3%	5%
Tanzania	94%	95%	9%	3%	4%	2%	0%	63%	18%	15%
Zambia	94%	75%	9%	9%	8%	1%	4%	32%	21%	11%
Zimbabwe	99%	83%	6%	2%	4%	2%	3%	10%	6%	7%
Other Africa and Middle East	96%	95%	11%	3%	14%	1%	2%	42%	28%	22%
AMERICAS	94%	103%	21%	1%	11%	2%	2%	23%	55%	63%
Brazil	94%	101%	22%	1%	19%	1%	1%	40%	39%	50%
Canada	95%	96%	23%	1%	12%	1%	1%	19%	61%	63%
USA	93%	104%	20%	1%	10%	1%	2%	21%	56%	65%
Other Americas	95%	97%	20%	2%	13%	7%	1%	33%	45%	52%
ASIA & AUSTRALASIA	95%	97%	21%	1%	23%	1%	1%	39%	42%	52%
Australia	95%	102%	19%	1%	14%	2%	2%	15%	51%	59%
China (including Hong Kong)	97%	92%	27%	1%	48%	1%	1%	48%	40%	56%
India	94%	92%	25%	0%	23%	1%	1%	73%	28%	34%
Japan	98%	96%	17%	0%	15%	1%	1%	43%	50%	57%
Other Asia and Australasia	95%	97%	19%	0%	22%	1%	1%	38%	39%	50%
EUROPE	94%	102%	23%	1%	8%	2%	2%	18%	51%	64%
France	94%	97%	25%	0%	9%	1%	1%	19%	63%	72%
Germany	94%	101%	26%	0%	6%	2%	1%	16%	51%	65%
Italy	95%	98%	23%	0%	11%	1%	3%	25%	50%	66%
Netherlands	92%	100%	22%	1%	7%	2%	1%	13%	57%	68%
Sweden	96%	107%	24%	1%	7%	5%	1%	27%	52%	69%
UK	93%	104%	20%	0%	9%	2%	2%	14%	47%	59%
Other Europe	94%	102%	26%	1%	10%	3%	1%	24%	52%	64%
ALL FOREIGN TOURISTS	90%	66%	8%	8%	7%	1%	2%	15%	21%	20%

32. Appendix 12: Attractions or land marks visited by air tourists in SA

ATTRactions OR LANDMARKS VISITED BY AIR TOURISTS IN SA : 2007 - 2009			
Top 20 attractions or land marks	2007	2008	2009
V&A Waterfront	1,081,821	1,088,613	1,035,628
Cape Town Central City	820,399	959,658	865,378
Cape Point	829,478	818,986	744,264
Table Mountain Cableway	835,358	813,680	740,369
The Winelands	690,178	690,804	662,753
Western Cape - Beaches	720,011	729,323	620,276
Flea/craft markets	459,482	523,894	458,590
The Garden Route	450,166	424,813	381,142
Sandton Square / Sandton City	329,814	360,126	369,595
Western Cape - Nature conservatories	317,580	320,850	337,993
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bride	370,452	366,006	315,723
Whale watching	286,424	269,077	278,793
Durban beach front	301,116	308,080	256,342
Robben Island	307,249	253,765	235,093
Ostrich farms	236,798	241,831	225,342
Game reserves	233,223	193,069	186,914
Cape Agulhas	177,675	212,925	186,110
Blyde River Canyon/ God' Window	214,801	203,259	182,079
Gauteng - Flea/craft markets	245,575	217,986	180,538
Tour of Soweto	240,777	219,978	176,946

Note: these represent only tourists who have arrived by air
Source: SA Tourism Departure Surveys

33. Appendix 13: Experiences in South Africa

	MOST POSITIVE EXPERIENCE - 2009									
	No outstanding experience	The scenic beauty	The wildlife/game parks/safari	Hospitality and friendly people	Visiting family/friends	Good service	Value for money	The diverse experience	Good infrastructure	The culture & heritage
Africa & Middle East	25%	19%	2%	3%	34%	23%	34%	13%	10%	27%
Botswana	8%	21%	1%	2%	41%	38%	27%	11%	3%	25%
Lesotho	53%	7%		2%	25%	18%	22%	2%	6%	16%
Mozambique	1%	26%	6%		64%	11%	81%	33%	10%	50%
Namibia	7%	35%	4%	3%	32%	66%	26%	22%	25%	12%
Swaziland	21%	22%	2%	7%	44%	27%	46%	18%	22%	28%
Zambia	13%	29%	3%	5%	30%	30%	22%	12%	13%	28%
Zimbabwe	29%	17%	2%	4%	9%	19%	10%	9%	6%	22%
Angola	9%	13%	2%		26%	32%	23%	5%	3%	35%
Malawi	13%	34%		5%	35%	32%	28%	13%	13%	34%
Kenya	13%	26%	4%		15%	11%	10%		6%	29%
Nigeria	12%	27%			20%	14%	13%		7%	32%
Tanzania	21%	25%			11%		13%			32%
Other Africa and Middle East	13%	41%	15%	5%	28%	24%	14%	4%	10%	19%
Europe	4%	60%	42%	12%	44%	24%	17%	12%	12%	3%
UK	3%	57%	35%	13%	37%	35%	14%	12%	10%	2%
France	3%	65%	57%	9%	59%	12%	26%	14%	18%	5%
Germany	3%	64%	43%	14%	44%	19%	15%	11%	13%	3%
Netherlands	3%	60%	49%	10%	47%	19%	16%	12%	13%	3%
Sweden	3%	62%	41%	9%	45%	15%	17%	13%	13%	3%
Italy	4%	64%	52%	9%	48%	11%	21%	14%	12%	3%
Other Europe	5%	60%	43%	12%	46%	19%	20%	13%	13%	3%
Americas	4%	60%	45%	10%	43%	20%	17%	10%	15%	3%
USA	3%	60%	47%	10%	46%	22%	18%	11%	16%	3%
Canada	3%	60%	47%	13%	44%	23%	21%	14%	18%	3%
Brazil	11%	55%	37%	7%	26%	7%	11%	4%	10%	6%
Other Americas	10%	62%	36%	8%	32%	13%	10%	4%	16%	5%
Asia & Australasia	12%	56%	32%	11%	29%	22%	11%	8%	13%	4%
China (including Hong Kong)	12%	73%	41%	19%	25%	7%	13%	14%	11%	
India	15%	48%	23%	4%	25%	8%	7%		10%	12%
Japan	18%	63%	31%	13%	33%	7%	8%		20%	
Australia	5%	53%	39%	12%	34%	39%	16%	11%	15%	3%
Other Asia and Australasia	14%	53%	27%	9%	29%	25%	8%	6%	12%	3%
All Foreign Tourists	21%	27%	10%	5%	35%	23%	31%	13%	10%	22%

Blank spaces in the table indicates that the sample size was too small to be significant

21. Appendix 12: Experiences in South Africa

MOST POSITIVE EXPERIENCE - 2008										
	No outstanding experience	The scenic beauty	The wildlife/game parks/safari	Hospitality and friendly people	Visiting family/friends	Good service	Value for money	The diverse experience	Good infrastructure	The culture & heritage
Africa & Middle East	21%	21%	3%	4%	33%	29%	34%	13%	11%	21%
Botswana	12%	15%	2%	2%	38%	42%	28%	13%	3%	8%
Lesotho	37%	13%		3%	28%	23%	26%	4%	10%	18%
Mozambique	3%	28%	8%	4%	59%	24%	67%	27%	9%	30%
Namibia	9%	35%	4%	9%	27%	49%	24%	21%	25%	17%
Swaziland	29%	24%	1%	6%	29%	30%	38%	8%	21%	30%
Zambia	12%	27%	4%	8%	25%	32%	20%	17%	11%	23%
Zimbabwe	16%	19%	3%	5%	22%	32%	25%	16%	6%	20%
Angola	7%	14%			24%	32%	24%	7%	5%	41%
Malawi	10%	33%	6%	8%	31%	36%	26%	20%	12%	26%
Kenya	17%	28%	7%		10%	14%	6%		4%	19%
Nigeria	10%	25%	4%		16%	17%	15%	5%	5%	22%
Tanzania	20%	34%								23%
Other Africa and Middle East	11%	38%	13%	4%	23%	24%	17%	7%	10%	20%
Europe	4%	57%	44%	12%	40%	24%	18%	15%	14%	5%
UK	4%	54%	39%	14%	34%	33%	17%	15%	13%	4%
France	2%	61%	63%	11%	53%	15%	23%	18%	18%	9%
Germany	3%	61%	41%	13%	41%	20%	15%	15%	14%	5%
Netherlands	3%	58%	48%	12%	41%	19%	15%	15%	17%	7%
Sweden	4%	55%	42%	10%	43%	15%	18%	14%	12%	6%
Italy	4%	57%	49%	11%	44%	13%	19%	17%	15%	6%
Other Europe	4%	55%	44%	11%	43%	20%	20%	15%	14%	5%
Americas	3%	56%	48%	10%	42%	21%	18%	14%	15%	4%
USA	2%	56%	49%	11%	43%	22%	20%	15%	16%	4%
Canada		53%	48%	11%	42%	27%	17%	12%	16%	4%
Brazil	6%	59%	43%	6%	33%	10%	9%		12%	5%
Other Americas	6%	56%	41%	6%	38%	10%	11%	6%	10%	5%
Asia & Australasia	7%	54%	36%	8%	28%	21%	12%	7%	14%	4%
China (including Hong Kong)	9%	58%	35%	8%	26%	13%	11%	5%	16%	4%
India	11%	51%	26%	5%	23%	10%	10%		10%	8%
Japan	12%	58%	36%	9%	29%	7%	7%	4%	15%	
Australia	3%	52%	42%	10%	33%	34%	18%	13%	14%	4%
Other Asia and Australasia	8%	54%	35%	9%	26%	21%	10%	5%	15%	3%
All Foreign Tourists	17%	28%	12%	6%	34%	28%	30%	13%	11%	18%

Blank spaces in the table indicates that the sample size was too small to be significant

MOST POSITIVE EXPERIENCE - 2007										
	I had no outstanding experience	The scenic beauty	The wildlife/game parks/safari	Hospitality and friendly people	Visiting family/friends	Good service	Value for money	The diverse experience	Good infrastructure	The culture & heritage
Africa & Middle East	17%	27%	6%	6%	32%	29%	27%	14%	13%	23%
Botswana	8%	38%	2%	8%	56%	45%	43%	26%	10%	46%
Lesotho	23%	19%	4%	6%	17%	13%	11%	7%	23%	13%
Mozambique	15%	19%	12%	4%	45%	21%	42%	11%	7%	18%
Namibia	9%	29%	3%	9%	28%	52%	25%	26%	8%	9%
Swaziland	28%	38%	4%	7%	38%	31%	30%	10%	15%	28%
Zambia	8%	37%	8%	11%	27%	32%	18%	17%	16%	29%
Zimbabwe	7%	24%	5%	7%	25%	46%	30%	25%	5%	26%
Angola	8%	25%	7%		20%	34%	24%	10%	9%	31%
Malawi	12%	35%	8%	8%	28%	32%	20%	17%	20%	33%
Kenya	15%	28%	6%		20%	23%	11%	7%	7%	25%
Nigeria	8%	32%	9%	6%	24%	26%	14%	6%	10%	23%
Tanzania	19%	19%			20%	18%				29%
Other Africa and Middle East	7%	34%	15%	6%	22%	33%	13%	8%	10%	21%
Europe	3%	57%	46%	17%	38%	20%	17%	17%	17%	10%
UK	3%	55%	39%	14%	32%	30%	14%	17%	15%	9%
France	3%	62%	61%	17%	46%	12%	25%	17%	26%	18%
Germany	3%	61%	47%	22%	42%	16%	17%	18%	17%	10%
Netherlands	2%	56%	53%	16%	41%	17%	17%	16%	19%	8%
Sweden	3%	56%	50%	17%	42%	9%	15%	14%	15%	8%
Italy	5%	57%	52%	16%	39%	9%	17%	17%	20%	14%
Other Europe	4%	54%	48%	15%	39%	18%	18%	16%	17%	11%
Americas	5%	52%	47%	14%	37%	20%	17%	13%	19%	12%
USA	4%	52%	50%	14%	39%	21%	18%	14%	20%	13%
Canada		56%	45%	19%	40%	24%	17%	15%	23%	12%
Brazil	12%	43%	35%	11%	24%	9%	13%		9%	8%
Other Americas	11%	48%	39%	14%	30%	11%	10%	6%	14%	9%
Asia & Australasia	6%	52%	37%	12%	27%	21%	12%	9%	14%	8%
China (including Hong Kong)	6%	61%	31%	11%	19%	11%	7%	6%	11%	4%
India	9%	44%	25%	5%	23%	12%	7%	6%	9%	9%
Japan	5%	68%	43%	12%	28%	4%	8%	5%	14%	4%
Australia	4%	48%	45%	15%	37%	33%	20%	18%	19%	14%
Other Asia and Australasia	6%	52%	35%	12%	21%	23%	9%	6%	12%	6%
All Foreign Visitors	14%	34%	15%	9%	33%	27%	24%	15%	14%	20%

Blank spaces in the table indicates that the sample size was too small to be significant

34. Appendix 14: Satisfaction Rating

SATISFACTION RATING - 2009											
	Hospitable and friendly people	Domestic flights	Natural attractions	Public transportation	Accommodation	Availability of information	Service levels	Safety and security	General infrastructure (roads, water, electricity, telephones)	Customs and Immigration	Value for money
AFRICA & MIDDLE EAST	4.41	4.47	4.60	4.30	4.52	4.46	4.42	4.09	4.64	4.27	4.25
Angola	4.10	4.39	4.84	4.14	4.54	4.28	4.27	3.83	4.56	4.27	4.23
Botswana	4.48	4.46	4.73	4.57	4.54	4.70	4.45	3.88	4.48	4.28	4.53
Kenya	4.06	4.34	4.88	3.60	4.50	4.25	4.15	3.76	4.64	3.87	4.32
Lesotho	4.23	4.48	4.42	4.22	4.22	3.84	4.24	3.87	4.52	3.79	4.03
Malawi	4.43	4.67	4.77	4.46	4.60	4.56	4.51	4.11	4.80	4.49	4.52
Mozambique	4.94	4.88	4.89	4.91	4.98	4.92	4.96	4.88	4.98	4.97	4.80
Namibia	4.53	4.29	3.83	3.90	4.25	4.41	4.01	4.01	4.58	3.90	4.53
Nigeria	4.26	4.48	4.87	3.66	4.60	4.39	4.33	3.74	4.71	4.17	4.40
Swaziland	4.71	4.67	4.45	4.38	4.43	4.67	4.64	4.59	4.72	4.59	4.57
Tanzania	3.99	4.21	4.76	3.72	4.52	4.21	4.10	3.59	4.54	4.01	4.19
Zambia	4.22	4.49	4.71	4.17	4.48	4.44	4.35	3.86	4.71	4.31	4.37
Zimbabwe	3.94	4.41	4.54	4.23	4.33	4.12	4.05	3.55	4.54	4.08	3.61
Other Africa and Middle East	4.28	4.30	4.86	3.65	4.54	4.22	4.22	3.61	4.41	3.99	4.14
AMERICAS	4.64	4.55	4.92	3.70	4.62	4.39	4.39	3.96	4.18	4.45	4.45
Brazil	4.35	4.40	4.93	3.57	4.63	4.23	4.24	3.86	4.33	4.25	4.19
Canada	4.66	4.51	4.91	3.48	4.59	4.38	4.38	3.90	4.13	4.47	4.44
UK	4.66	4.44	4.87	3.53	4.54	4.32	4.36	3.87	4.01	4.44	4.39
USA	4.69	4.59	4.92	3.81	4.63	4.42	4.42	4.00	4.16	4.49	4.52
Other Americas	4.52	4.31	4.90	3.39	4.58	4.30	4.28	3.77	4.25	4.28	4.16
ASIA & AUSTRALASIA	4.48	4.39	4.89	3.28	4.56	4.18	4.18	3.53	4.09	4.11	4.21
Australia	4.53	4.41	4.89	3.62	4.53	4.25	4.23	3.73	4.00	4.33	4.35
China (including Hong Kong)	4.69	4.66	4.95	2.78	4.73	4.29	4.41	3.69	4.26	4.41	4.44
India	4.27	4.20	4.80	3.21	4.44	4.09	4.06	3.40	4.30	3.82	4.05
Japan	4.56	4.26	4.92	3.32	4.65	4.17	4.17	3.45	3.94	3.96	3.96
Other Asia and Australasia	4.44	4.30	4.88	3.25	4.53	4.12	4.07	3.36	4.01	3.98	4.13
EUROPE	4.67	4.48	4.87	3.56	4.54	4.35	4.39	3.87	4.08	4.45	4.38
France	4.61	4.49	4.83	3.62	4.59	4.42	4.44	4.09	4.30	4.50	4.40
Germany	4.72	4.48	4.89	3.51	4.49	4.34	4.39	3.83	4.01	4.48	4.39
Italy	4.66	4.53	4.89	3.54	4.58	4.36	4.37	3.87	4.18	4.47	4.44
Netherlands	4.68	4.50	4.87	3.64	4.50	4.33	4.38	3.81	4.05	4.51	4.33
Sweden	4.70	4.51	4.87	3.56	4.52	4.37	4.40	3.86	4.11	4.46	4.37
Other Europe	4.67	4.52	4.86	3.60	4.54	4.37	4.40	3.85	4.13	4.42	4.38
ALL FOREIGN TOURISTS	4.45	4.48	4.70	4.21	4.53	4.43	4.41	4.04	4.54	4.29	4.27

SATISFACTION RATING - 2008											
	Hospitable and friendly people	Domestic flights	Natural attractions	Public transportation	Accommodation	Availability of information	Service levels	Safety and security	General infrastructure (roads, water, electricity, telephones)	Customs and Immigration	Value for money
AFRICA & MIDDLE EAST	4.43	4.39	4.46	4.15	4.49	4.47	4.36	4.06	4.59	4.33	4.26
Angola	4.03	4.57	4.73	3.99	4.50	4.10	4.14	3.64	4.51	4.08	4.05
Botswana	4.42	4.01	4.16	4.23	4.38	4.53	4.25	3.59	4.37	3.99	4.45
Kenya	3.81	4.19	4.78	3.59	4.47	4.15	3.93	3.52	4.53	3.68	4.11
Lesotho	4.20	4.48	4.53	4.05	4.06	4.01	4.09	3.84	4.53	4.14	3.86
Malawi	4.23	4.60	4.68	4.30	4.59	4.49	4.37	3.81	4.72	4.50	4.44
Mozambique	4.86	4.57	4.35	4.80	4.94	4.70	4.79	4.77	4.82	4.87	4.64
Namibia	4.49	4.14	4.23	4.13	4.36	4.43	4.22	4.05	4.48	4.19	4.59
Nigeria	4.02	4.45	4.81	3.94	4.57	4.37	4.25	3.58	4.65	3.91	4.31
Swaziland	4.67	4.49	4.42	4.12	4.30	4.63	4.59	4.37	4.65	4.63	4.63
Tanzania	3.76	4.39	4.84	3.64	4.48	4.17	4.10	3.59	4.44	3.83	4.06
Zambia	4.05	4.51	4.71	4.15	4.48	4.39	4.27	3.66	4.65	4.22	4.27
Zimbabwe	4.31	4.38	4.58	4.18	4.52	4.44	4.28	3.93	4.57	4.15	4.05
Other Africa and Middle East	4.16	4.26	4.80	3.60	4.50	4.17	4.13	3.52	4.36	3.98	4.03
AMERICAS	4.64	4.45	4.90	3.76	4.58	4.31	4.32	3.88	4.04	4.42	4.37
Brazil	4.45	4.32	4.95	3.49	4.53	4.11	4.15	3.86	4.26	4.25	4.12
Canada	4.66	4.44	4.87	3.71	4.54	4.27	4.27	3.75	3.96	4.44	4.37
UK	4.63	4.38	4.85	3.66	4.53	4.30	4.34	3.77	3.86	4.55	4.27
USA	4.66	4.47	4.90	3.82	4.59	4.35	4.36	3.90	4.01	4.45	4.41
Other Americas	4.57	4.32	4.87	3.66	4.61	4.23	4.28	3.84	4.23	4.25	4.22
ASIA & AUSTRALASIA	4.34	4.13	4.83	3.37	4.44	4.06	4.00	3.37	3.88	3.99	3.95
Australia	4.45	4.19	4.85	3.57	4.46	4.18	4.10	3.61	3.79	4.37	4.14
China (including Hong Kong)	4.34	4.12	4.82	3.29	4.46	4.01	3.90	3.12	3.87	3.75	3.78
India	4.27	4.08	4.81	3.22	4.38	4.02	3.98	3.27	4.17	3.78	3.99
Japan	4.40	4.08	4.85	3.28	4.51	4.00	3.96	3.34	3.87	3.76	3.77
Other Asia and Australasia	4.25	4.12	4.81	3.36	4.42	4.00	3.96	3.30	3.84	3.89	3.85
EUROPE	4.65	4.40	4.84	3.62	4.51	4.30	4.33	3.79	3.95	4.51	4.26
France	4.66	4.49	4.83	3.66	4.59	4.38	4.42	4.10	4.19	4.52	4.34
Germany	4.67	4.33	4.84	3.45	4.44	4.25	4.27	3.74	3.89	4.54	4.24
Italy	4.65	4.44	4.87	3.56	4.57	4.30	4.34	3.75	4.07	4.49	4.28
Netherlands	4.61	4.33	4.81	3.50	4.41	4.24	4.29	3.66	3.91	4.50	4.16
Sweden	4.66	4.38	4.83	3.57	4.47	4.22	4.35	3.72	3.98	4.51	4.23
Other Europe	4.67	4.45	4.84	3.72	4.54	4.34	4.34	3.80	4.03	4.44	4.28
ALL FOREIGN TOURISTS	4.46	4.37	4.62	4.08	4.50	4.42	4.34	3.99	4.45	4.35	4.26

SATISFACTION RATING - 2007											
	Hospitable and friendly people	Domestic flights	Natural attractions	Public transportation	Accommodation	Availability of information	Service levels	Safety and security	General infrastructure (roads, water, electricity, telephones)	Customs and Immigration	Value for money
AFRICA & MIDDLE EAST	4.43	4.34	4.53	4.15	4.51	4.33	4.33	3.98	4.54	4.35	4.22
Angola	4.03	4.61	4.72	3.95	4.63	4.15	4.38	3.68	4.59	4.13	4.10
Botswana	4.66	4.31	4.73	4.70	4.62	4.58	4.43	4.04	4.62	4.45	4.59
Kenya	3.95	4.15	4.69	4.11	4.54	4.19	4.16	3.64	4.67	3.82	4.15
Lesotho	4.21	4.54	4.36	3.84	4.14	3.91	4.12	3.83	4.40	4.15	3.75
Malawi	4.27	4.43	4.61	4.36	4.59	4.48	4.37	3.78	4.70	4.46	4.34
Mozambique	4.62	4.51	4.70	4.66	4.74	4.37	4.47	4.08	4.64	4.51	4.40
Namibia	4.56	4.34	4.54	4.27	4.52	4.42	4.30	4.15	4.45	4.46	4.57
Nigeria	4.16	4.42	4.68	4.00	4.58	4.29	4.26	3.62	4.58	4.04	4.15
Swaziland	4.65	3.68	4.59	4.20	4.58	4.55	4.52	4.31	4.63	4.66	4.62
Tanzania	4.04	4.07	4.81	4.15	4.41	4.29	4.12	3.52	4.54	4.00	4.18
Zambia	4.16	4.50	4.68	4.17	4.52	4.38	4.23	3.77	4.60	4.29	4.29
Zimbabwe	4.34	4.40	4.67	4.52	4.51	4.38	4.30	3.89	4.53	4.14	4.08
Other Africa and Middle East	4.27	4.36	4.71	3.79	4.54	4.27	4.28	3.61	4.51	4.10	4.18
AMERICAS	4.68	4.45	4.87	3.84	4.65	4.37	4.40	3.96	4.22	4.41	4.42
Brazil	4.61	4.39	4.94	3.74	4.67	4.31	4.37	4.00	4.37	4.27	4.22
Canada	4.66	4.51	4.84	3.90	4.57	4.32	4.37	3.79	4.20	4.45	4.44
UK	4.67	4.43	4.84	3.69	4.59	4.34	4.39	3.84	4.09	4.56	4.32
USA	4.70	4.45	4.87	3.87	4.66	4.39	4.41	3.99	4.19	4.44	4.44
Other Americas	4.57	4.33	4.88	3.43	4.63	4.32	4.34	3.97	4.43	4.18	4.31
ASIA & AUSTRALASIA	4.38	4.19	4.80	3.69	4.47	4.15	4.14	3.37	4.06	3.93	4.05
Australia	4.62	4.46	4.89	4.08	4.57	4.36	4.33	3.80	4.07	4.40	4.27
China (including Hong Kong)	4.24	3.94	4.76	3.08	4.46	4.00	4.02	2.87	4.01	3.63	3.95
India	4.31	4.18	4.72	3.31	4.45	4.15	4.15	3.33	4.29	3.85	4.11
Japan	4.35	3.98	4.85	3.72	4.45	4.07	4.08	3.22	3.86	3.53	3.77
Other Asia and Australasia	4.26	4.12	4.74	3.50	4.40	4.05	4.03	3.28	4.01	3.80	3.93
EUROPE	4.67	4.47	4.82	3.71	4.55	4.34	4.38	3.87	4.16	4.50	4.31
France	4.68	4.58	4.86	3.82	4.67	4.47	4.48	4.06	4.40	4.53	4.42
Germany	4.68	4.45	4.80	3.51	4.41	4.27	4.26	3.76	4.09	4.46	4.26
Italy	4.69	4.46	4.79	3.88	4.57	4.40	4.41	4.00	4.33	4.48	4.33
Netherlands	4.69	4.49	4.78	4.05	4.51	4.37	4.39	3.94	4.19	4.52	4.32
Sweden	4.67	4.42	4.83	3.51	4.54	4.27	4.35	3.75	3.97	4.36	4.14
Other Europe	4.65	4.47	4.83	3.74	4.55	4.35	4.41	3.87	4.23	4.43	4.29
ALL FOREIGN TOURISTS	4.48	4.40	4.63	4.10	4.52	4.33	4.33	3.94	4.45	4.36	4.23

35. Appendix 15: The Collection of Tourism Statistics in South Africa

1. Who is a Tourist?

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

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

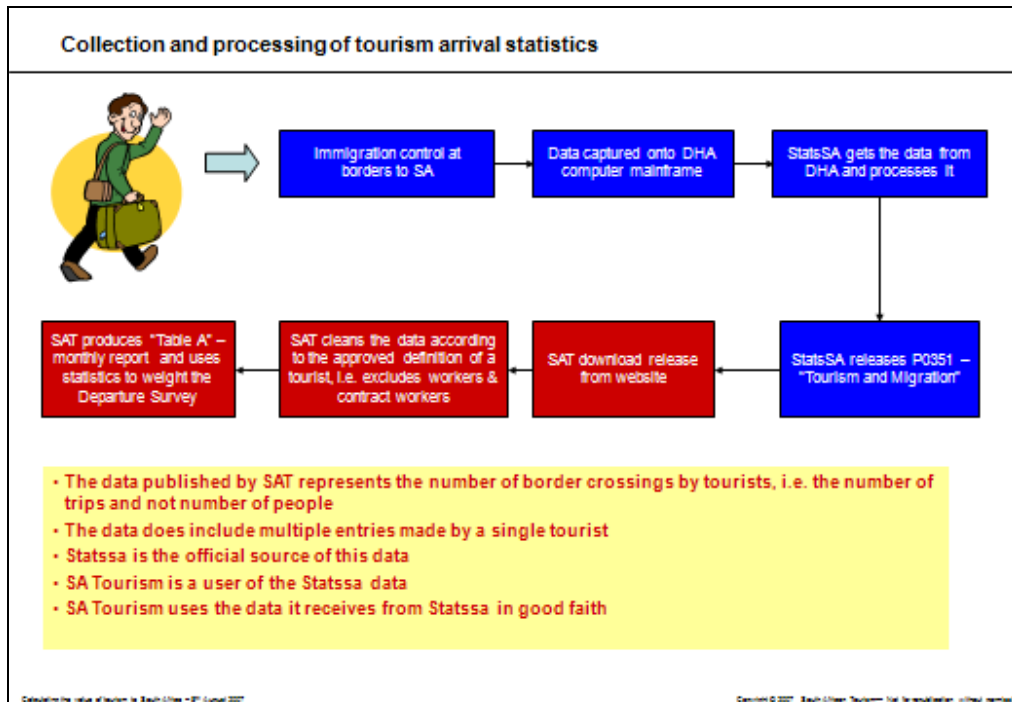
As part of the project to develop a Tourism Satellite Account (TSA) for South Africa, Department of Environmental Affairs and Tourism and Statistics South Africa and SA Tourism undertook an exercise to develop a set of tourism definitions that are aligned to the UNWTO's International Recommendations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

2. How is inbound tourism measured in South Africa?

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

2.1 Tourism arrival statistics

The diagram below illustrates the processes involved in collecting and processing tourism arrival statistics.



As the data released by Statssa in their Tourism and Migration release P0351 includes all travel into South Africa, SA Tourism reworks that data to get to as close to the United Nations World Tourism Organisation (UNWTO) definitions of tourism as possible. It should be noted that The Department of Home Affairs and Statistics South Africa are working to align South African datasets with the UNWTO definitions. Therefore, in SA Tourism's calculations, contract workers and workers are excluded from the data and foreign arrivals to SA are then released on a monthly basis and posted on our website www.southafrica.net/research. It must be noted that the data released represents foreign arrivals and not tourist arrivals as migrants and same-day visitors are still included in the data.

2.2 SA Tourism's Departure Surveys

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

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

Data is collected using a face-to-face interviewing method where a structured questionnaire is administered to qualifying respondents. In the Departure Survey it is almost impossible to back check as the survey deals with foreign tourists who are departing the country. Conducting back checks on foreign tourists is costly. To reduce response errors the field coordinator, field supervisor, and field manager check errors on the questionnaires before data processing. An incomplete questionnaire or questionnaires with errors are rejected and the interviewer has to replace them. Field supervisors and managers also check for consistency in responses. Quality control and editing procedures are used to minimize the number of errors made by the respondents and the interviewer. Questionnaires that are not usable are the ones that are rejected. During the 2003 to 2005 period rejection of questionnaires was commonly used but 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 of 0.8% which is a very small non response 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.

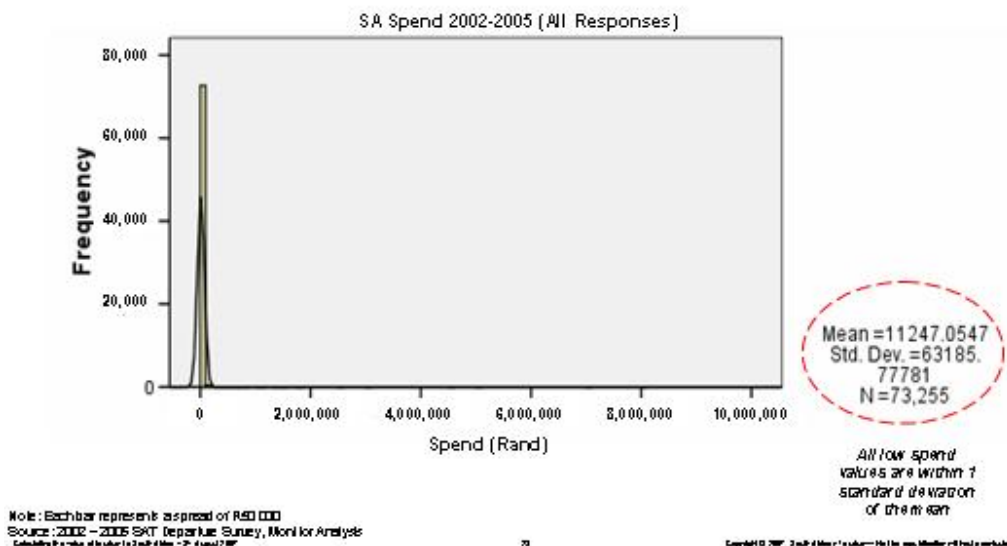
For more details on the methodology used in the survey, please consult our website. SA Tourism's Departure Survey is weighted using the data published by Statssa. Should this data be incorrect, there would be a direct impact on the data released by SA Tourism.

36. Appendix 16: 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



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.

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.

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

1. Compute log of spend variable using the formula above
2. Calculate the mean of the result obtained in (1) above.
3. Determine the cut-off criteria using the following formula:

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

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

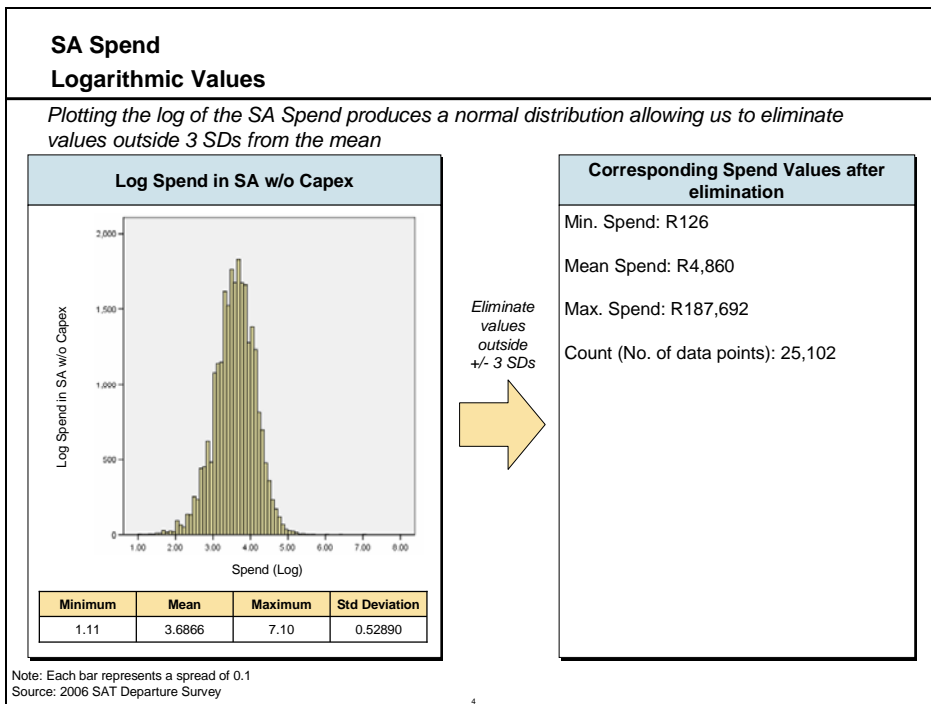
4. Transform the log values back to spend values using the following formula:

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

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

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

The normalisation process leads to the following results for 2006:



The table below provides the confidence intervals at 95% confidence for the length of stay and spend estimates reported. This simply means that there is a 95% chance that the data reported falls between the ranges below.

TFDS (excluding capital expenditure)

	Mean	Lower bound	Upper bound
Land markets	R7,180	R7,170	R7,190
Air markets	R13,060	R13,040	R13,080
Total	R8,490	R8,480	R8,500

Length of stay

	Mean	Lower bound	Upper bound
Land markets	4.95	4.94	4.96
Air markets	16.69	16.56	16.63
Total	7.53	7.52	7.54

37. Appendix 17: Concepts used in this report

1. The data in this report is based on statistics collected by the Department of Home Affairs at ports of entry to South Africa. It is processed and released by StatsSA and SA Tourism uses these statistics in good faith.
2. South African Tourism weights the results of its surveys to the total arrivals by air and road as we are not able to extract the number of tourist arrivals by air and road from the data released by StatsSA.
3. **Foreign arrivals** are all arrivals less “workers” and “contract workers”. SATourism uses this concept instead of foreign tourist arrivals as the data released by StatsSA in their monthly Tourism and Migration release (P0351) includes migrants and same-day visitors. It should be noted that The Department of Home Affairs and Statistics South Africa are working to align South African datasets with the UNWTO definitions.
4. **Compound Annual Growth Rate (CAGR)** is the year over year growth rate applied to arrivals over a multiple-year period. The formula for calculating CAGR is:

$$\left(\frac{\text{Current Value}}{\text{Base Value}}\right)^{\frac{1}{\text{\# of years}}} - 1$$
5. Blank spaces in any of the data tables within this report indicate that the sample sizes were too small to be significant and cannot be reported on accurately.
6. **Total trip expenditure**- the amount spent by foreign tourists on his/her entire trip including amounts spent in his/her home country and during his/her trip and stay at the destination. It is calculated by adding all prepaid expenses (including airfare) and expenses incurred in South Africa.
7. **Prepaid trip expenditure** - the amount spent by foreign tourists before his/her trip. These are calculated by adding all prepaid expenses incurred in the home country, any another country and prepaid expenditure in South Africa.
8. **Total foreign direct spend in South Africa (TFDS)** - the total amount spent directly in South Africa by all foreign tourists including amounts spent on goods for resale and capital investments.
9. **Average total foreign direct spend** - the average amount spent directly in South Africa per foreign tourist for trip. This includes amounts spent on goods for resale and capital investments.
10. **Average total foreign direct spend per day** - is calculated by dividing the TFDS by the length of stay at a respondent level. The average of this new value is calculated for all respondents.
11. **Capital expenditure** - the amount spent by foreign tourists during his/her trip and stay at the destination on capital investments such as property, houses, motor cars, artwork, furniture, jewellery, financial assets, etc.
12. **Expenditure on goods bought for resale** - the amount spent by foreign tourists during his/her trip and stay at the destination on goods that will be resold.
13. **Average spend** reported per category would not add up to the total spend per trip, as reported by respondents. This is because not all respondents incur expenses in all categories. The average amounts spent per category do not reflect the average for all travellers but reflects the average level of expense incurred in that category by all travellers who reported incurring expenses in that category.

38. Appendix 18: Domestic Tourism

This report is based on the findings of the Domestic Tourism Survey, conducted from January 2007 to December 2008.

A sample of 1,950 interviews was conducted each month (for both years), consisting of 1,300 random interviews and 650 booster interviews. (The booster interviews are used to supplement the 1,300 random interviews, and gather additional information on the behaviour of domestic travellers.)

The survey sample frame was stratified by province, population group, and geographic location. The final sample was determined by clustered EPSEM sampling. The results from the obtained samples were then reweighted to the broader population statistics, based on Stats SA's mid-year population estimates of South African citizens aged 18 and above. Altogether 13,710 people were interviewed through the random sample for 2007, and 15,481 people for 2008. Approximately 9.9% of the 2007 random sample and 9.0% of the 2008 random sample are valid for the purposes of this analysis, and relates to respondents who engaged in domestic travel (i.e. took an overnight trip within South Africa) during this period.

1. Normalising domestic tourism spend data

The spend data for both 2007 and 2008 was skewed to the right, indicating that there were high value outliers present in both datasets. Because of the skewness of the variables in the domestic travel data (spend and bednights), it was necessary to normalise the data in such a way that it did not distort the travel patterns and had minimum distortion on the absolute values of the key variables. A methodology using above two standard deviations was considered suitable for this exercise, since it adjusts the data by less than 0.5% on either side of the distribution without distorting the actual distribution of the spend data per overnight trip. For details on the methodology used, please refer to the 2008 Annual Tourism Report on www.southafrica.net/research.

In 2009, the monthly survey data was audited to check for outliers and the data was normalised on a monthly basis to reduce the impact on the annual dataset. The monthly audit of the data involves a forensic analysis using trend analysis using the 2008 data as a baseline. The result of the monthly audit is that there are no systematic deviations observed in the 2009 dataset and no identifiable reason to normalise the 2009 dataset.

39. Appendix 19: Concepts used in the domestic tourism report

1. In line with global definitions a **domestic trip** is defined as all those trips taken within the borders of South Africa by an adult resident in South Africa. For such a trip to be considered a domestic tourism trip, the trip must have
 - Been to a destination more than 40kms from the respondent's home (one way)
 - Lasted one night but less than 365 nights
 - Not been for relocation purposes
 - Not been part of the respondent's regular commuting (unless it was for leisure or recreational purposes)
 - Not result in the respondent receiving payment in the place visited for services rendered or goods delivered in the place visited.
2. The data in this report is based on a monthly household survey of the South African adult population.
3. The adult population is defined as the population over the age of 18 years and is estimated to be approximately 30 million people.
4. A stratified random sample is drawn monthly. The sample is stratified according the spread of the population by province of residence, race (ethnicity) and community size.
5. The **community size** definitions are based on the All Media And Product Survey (AMPS) definitions, where:
 - **Rural:** Less than 500 households
 - **Small Town:** 500 - 39 999 households
 - **Large Town:** - 40 000 - 249 999 households
 - **Metro:** 250 000+ households.
6. An additional sample of travellers is drawn monthly based on the travel incidence determined from the monthly stratified random sample.
7. The data is weighted to the population estimates as reported by StatsSA.
8. **Purpose of visit** refers to the primary reason the trip was taken and is calculated by proportioning the number of trips in a specific month to the sum of the year.
9. **Accommodation usage - bednights** is calculated by adding the accommodation in different types for each trip taken in the period.
10. **Total Domestic Direct Spend (TDDS)** is calculated by adding the per capita spend for each trip taken in the period and reported in nominal terms, unless otherwise stated.
11. **Spend by purpose** is calculated by proportioning the percentage of trips by purpose for the quarter to the TDDS.
12. **Flow of domestic direct spend** is calculated by apportioning TDDS by the total number of bednights spent in each province for the inflow of value, and apportioning TDDS by the province of origin for the outflow of value.
13. **LSM** refers to "Living Standards Measure". It is unique means of segmenting the South African market which has been developed by the South African Advertising Research Foundation. It cuts across race and other outmoded techniques of categorising people, and instead groups people according to their living standards using criteria such as degree of urbanisation and ownership of cars and major appliances. For more information, please visit www.saarf.co.za.