

2013 Annual Tourism Performance Report

Total tourist arrivals	9,616,964	4.7%
Africa land markets	6,515,703	3.4%
Africa air markets	455,462	12.0%
Americas	547,045	6.6%
Asia & Australasia	583,736	7.8%
Europe	1,494,978	7.0%

Source: Statssa, South African Tourism analysis. Note: Regions do not add up to total due to 20,040 "Unspecified"-details in report body.

	2012	2013
Total Foreign Direct Spend in SA (Including capital expenditure)	R76,2 billion (up 3.0% over 2011)	R73,2 billion (down 4.0% over 2012)
Total Foreign Direct Spend in SA (Excluding capital expenditure)	R74,2 billion (up 4.5% over 2011)	R70,3 billion (down 5.3% over 2012)
- Land markets¹ - Air markets²	R42,8 billion R31,4 billion	R36,3 billion R33,9 billion
Average spend in SA per foreign tourist (Excluding capital expenditure)	R8,500	R7,600
- Land markets¹ - Air markets²	R6,800 R12,700	R5,600 R12,500
Average spend in SA per foreign tourist per day (Excluding capital expenditure)	R1,100	R880
- Land markets¹ - Air markets²	R1,250 R940	R830 R930
Average Length of Stay	7.7 nights	8.7 nights
- Land markets¹ - Air markets²	5.4 nights 13.4 nights	6.7 nights 13.4 nights
Total bednights spent in SA	67,5 million	79,9 million
- Land markets¹ - Air markets²	34,2 million 33,3 million	43,6 million 36,3 million
Seasonality index	1.43%	1.38%
- Land markets - Air markets	2.41% 1.09%	2.29% 2.13%
Average number of provinces visited by all foreign tourists	1.15	1.14
- Land markets¹ - Air markets²	1.06 1.39	1.03 1.38
Tourism to GDP (Direct) ³		
- Contribution in Rands - Contribution in Percentage	R93,3 billion 3%	Data not available
Direct employment in tourism		
- Number of people - Share of total employment	617,287 4.6%	Data not available

Source: South African Tourism Departure Surveys, South African Tourism analysis, Tourism Satellite Account - StatsSA

Total Domestic Trips	25.4 million	25.2 million
Total Direct Domestic Spend	R21,8 Billion (up 8%)	R24,3 Billion (up 12%)
Average Spend per Domestic Trip	R850	R980
Average Nights per Domestic Trip	4.8 nights	4.4 nights
Total Annual Domestic Bednights	121,2 million	111,3 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: Tourism Satellite Account - StatsSA



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Contents

1. Foreword.....	5
2. Introduction	7
2.1. International tourism	7
2.2. Domestic tourism.....	10
3. Tourism in 2013	11
3.1. Global tourism 2013	11
3.2. Outbound travel from key markets	13
3.3. South Africa's performance in the global context.....	14
3.4. Prospects beyond 2013	15
4. Tourist arrivals to South Africa 2013.....	16
4.1. Drivers of growth in tourist arrivals	18
4.2. Source markets of tourist arrivals to South Africa	19
4.3. Profile of foreign arrivals in 2013.....	22
4.3.1. Repeater rate	22
4.3.2. Purpose of travel	23
5. Spend by foreign tourists	27
5.1. Estimated total foreign direct spend in SA (including capital expenditure)...	27
5.2. Estimated expenditure on capital goods.....	28
5.3. Total foreign direct spend (excluding capital expenditure)	28
5.3.1. TFDS (excluding capital expenditure) by region	31
5.3.2. TFDS (excluding capital expenditure) across Africa land markets.....	32
5.4. Estimated spend per category.....	40
5.4.1. Estimated spend breakdown by region	42
6. Seasonality of foreign tourist arrivals	45
6.1. Seasonality by region	46
6.2. Top 5 markets with improving seasonality	47

6.2.1. Brazil	47
6.2.2. Zimbabwe.....	48
6.2.3. Nigeria	49
6.2.4. United States of America.....	50
6.2.5. Kenya.....	51
6.3. Top 5 markets with worsening seasonality	52
6.3.1. France	52
6.3.2. Botswana.....	53
6.3.3. Japan	54
6.3.4. Namibia	55
6.3.5. Italy.....	56
7. Provincial distribution	57
7.1. Provincial distribution (visitors).....	57
7.2. Provincial distribution (bednights)	59
7.3. Provincial distribution (revenue)	60
8. Length of stay	61
9. Activities and experiences of foreign tourists in South Africa	64
9.1. Activities undertaken in South Africa	64
9.2. Experience of tourists	65
9.3. Satisfaction of tourists	66
10. Domestic Tourism	67
10.1. Overnight Trips.....	67
10.2. Provincial distribution.....	69
10.3. Length of stay	71
10.4. Spend	72
10.5. Trip characteristics.....	74
10.6. Day Trips	75
11. Appendix 1: Monthly tourist arrivals.....	79
12. Appendix 2: Purpose of visit	91
13. Appendix 3: Length of stay	97
14. Appendix 4: Age profile	103
15. Appendix 5: Repeater rate	106
17. Appendix 7: Provincial distribution: share of visitors	112
18. Appendix 8: Spend tables including capital expenditure	118
19. Appendix 9: Spend tables excluding capital expenditure	121
20. Appendix 10: Seasonality Index	134
21. Appendix 11: Activities undertaken in SA.....	135
22. Appendix 12: Attractions or landmarks visited by tourists in SA	138
23. Appendix 13: Experiences in South Africa	139

24. Appendix 14: Satisfaction Rating.....	142
25. Appendix 15: The Collection of Tourism Statistics in South Africa.....	145
26. Appendix 16: Normalising departure survey spend data.....	147
27. Appendix 17: Imputation methodology.....	150
28. Appendix 18: Concepts used in this report	151
29. Appendix 19: Domestic Tourism.....	152
30. Appendix 20: Glossary of terms	154



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 events. 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 2013 against the South African Tourism mandate.

This report by the Strategic Research Unit is also based on the systems and methodologies that were developed and applied from 2001. In 2002, South African Tourism extended the survey of departing foreign tourists at OR Tambo International Airport from only in summer and winter to throughout the year. 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. The sample is weighted to tourist arrivals as released by Statistics SA.

Prior to 2010, South African Tourism could only report on foreign visitor arrivals as there was no way of separating out day visitors from the overall arrivals. In 2009, Statistics SA for the first time was able to make the distinction between tourists and day visitors and started a data series for tourist arrivals that was aligned to the globally accepted definition of a tourist. As a result of this change, the weighting methodology has been revised and the results in this report are now not comparable to reports prior to 2010. The 2010 Annual Report represents the beginning of a new series of Annual Reports and is identified by its green tables on the front page.

This report provides an overview of the trends in tourism in 2013 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.

While we have been able to track key metrics consistently over the years through our Departure Surveys, the start of a new data series on tourist arrivals reported by Statistics SA has resulted in a new weighting methodology. This report is now part of the new data series. 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 2013
- Monthly tourist arrivals statistics provided by Statistics South Africa
- Tourism Satellite Account for South Africa, StatsSA
- Euromonitor's IMIS for Travel & Tourism
- UNWTO World Tourism Barometer, April 2014
- SA Tourism's monthly domestic tourism surveys

SA Tourism bases its revenue calculations on the traveller spend data, collected from the Departure Surveys. During 2012 and 2013, there was a decrease in the number of respondents disclosing their travel spend. SA Tourism therefore performed imputation on the missing data for these years. In 2014, a review was conducted of the imputation methodology and a more robust methodology was adopted. As a result, 2012 revenue data previously reported has been revised. For details on the imputation methodologies, please refer to page 150.

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

Disclaimer

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

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. Introduction

Worldwide, international tourist arrivals grew by 5.0% in 2013 to reach 1,1 billion. The growth was mainly driven by developed markets where arrivals grew by 5.4% while emerging markets grew by 4.5%. France remained the top international destination with an impressive 85 million visitors in 2013, a growth of 1.8% from 2012. USA, Spain, China and Italy also retained their positions as the top 5 destinations; Spain moved from 4th to 3rd position, growing by 5.6% over 2012. Thailand improved from 14th to 10th position with 19.1% growth. South Africa retained its 33rd ranking among global tourism destinations. There was no major movement in most markets in 2013.

2.1. International tourism

Tourist arrivals to South Africa grew by 4.7% (428,596) in 2013 to reach 9,616,964 million tourists. This performance is below the global average which saw a 5.0% increase in tourist arrivals.

Growth from **Africa land** markets remained strong in 2013 with a 3.4% (211,758) increase resulting in a total of 6,515,703 compared with 6,303,945 tourist arrivals in 2012. Zimbabwe, Lesotho and Mozambique still remain the top three source markets despite the -9.1% (147,465) decline from Lesotho. Tourist arrivals from Zimbabwe increased by 6.9% (128,178) while Mozambique grew by 1.1% (12,686) in 2013. Malawi was the fastest growing market with a growth of 22.1% off a small base (31,407) followed by Botswana which grew by 18.8% (85,089).

There was good growth in tourist arrivals from the **African air** markets. Tourist arrivals from this region grew by 12.0% (48,777) in 2013 to reach 455,462 tourist arrivals compared with 406,685 in 2012. This growth was evident from all markets in the region. Angola grew by 20.1% (9,606) while Nigeria grew by 15.4% (11,307) to remain the main source of volume from this region.

Tourist arrivals from the **Americas** increased by 6.6% (33,686) as a result of an increase from all markets in the region. Central & South America grew by 8.0% (9,550) while North America grew by 6.1% (24,136). USA grew by 6.7% (22,003) and remains the main source of arrivals in this region reaching 348,646 tourist arrivals.

Asia and Australasia saw a 7.8% (42,483) increase in tourist arrivals due to increases from all major markets. Japan grew by 22.2% (7,630), China (including Hong Kong) by 14.7% (19,513), India by 5.5% (5,898) and Australia by 4.0% (4,852).

Europe increased by 7.0% (98,000) in 2013 with increases recorded in all markets except Ireland which declined by -2.3% (-678). There was an increase recorded for Germany, up 14.2%, Italy, up 10.6% and France, up by 10.3%. Netherlands grew by 3.7% (4,364) while the UK, still the major contributor to volume from this region, grew by 1% (4,500) in 2013 over 2012.

Total foreign direct spend (TFDS), excluding capital expenditure, of all tourists declined by 5.3% in 2013 compared to the annual growth of 4.5% in 2012. Though the TFDS (excluding capital expenditure) from air markets grew during 2011-13, the significant decline in land markets triggered the decline in overall TFDS (excluding capital expenditure) from all tourists.

The contribution of Africa land markets to the overall TFDS (excluding capital expenditure) in South Africa has been declining since 2011, whereas the contribution from other regions has increased during the same period. The decline in TFDS (excluding capital expenditure) from Africa land markets can primarily be attributed to the decline in spend from Lesotho, Mozambique and Swaziland.

- *Lesotho:* The decline in spend from Lesotho is partially attributable to the slow economic growth in 2013 as against 2012.
 - In addition to the decline in trade and remittances, the country faced two successive crop failures in 2012, creating a food insecurity for approximately 38% of Lesotho's population;
 - Moreover, the proportion of the tourists visiting South Africa for personal and business shopping, which has been the highest spending category, has been declining since 2011. This can possibly be attributed to the growing textile and garment industry in Lesotho, which resulted in creation of local jobs and reducing reliance on South Africa and the increasing availability of South African products in Lesotho.
- *Mozambique: TFDS (excluding capital expenditure) by tourists from Mozambique declined by 47.5% in 2013 as against 2011.*
 - Though the Mozambican economy has remained strong, deterioration in its political as well as natural situation might have possibly impacted the mind-set of the travelling population. The politico-military situation, in particular, impacted the performance of the business class of Mozambique, thereby impacting the spend pattern of tourists for business shopping;
 - The decrease in spend on shopping, food, accommodation and medical expenses between 2011-13 dragged down the overall spending.
- *Swaziland: TFDS (excluding capital expenditure) by tourists from Swaziland has declined significantly (71.7%) in 2013 vis-à-vis 2011.*
 - The sharp decline in the overall spend can be attributed to the decline in the share, as well as spend, of tourists for business shopping;
 - This can be attributed to the fiscal challenges, amongst other issues, that impacted the economy of Swaziland and had a negative impact on both the consumer confidence and the domestic demand.

Average TFDS (excluding capital expenditure) of all tourists has been declining during 2010-13 to reach the lowest level at R7,618 in 2013 as compared to R9,328 in 2010. The average TFDS (excluding capital expenditure) of air markets also witnessed a marginal decline (R162) in 2013 vis-à-vis 2012.

Overall, seasonality improved from 1.43% in 2012 to 1.38% in 2013. Asia & Australasia was the best performing region with seasonality improving from 1.63% in 2012 to 0.79% in 2013, followed by the African land markets which experienced an improvement in seasonality moving from 2.41% in 2012 to 2.29% in 2013. Seasonality in the Americas region worsened from 1.38% in

2012 to 1.44% in 2013 while the African air markets worsened from 0.55% in 2012 to 1.33% in 2013. Europe also worsened from 5.46% in 2012 to 6.83% in 2013.

The average length of stay of all foreign tourists increased from 7.8 nights in 2012 to 8.7 nights in 2013. The most frequent length of stay for air arrivals remained stable at five nights in 2013. The most frequent length of stay for tourists from land markets also remained constant at one night in 2013.

Leisure, comprising of visiting friends and relatives (VFR), holiday and shopping for personal use, continues to be the major reason for travel to South Africa accounting for over 63.1% of tourist arrivals. VFR continued to surpass holiday as the primary purpose of visit to South Africa as the share of holiday trips declined from 18.7% in 2012 to 18.5% in 2013 and VFR grew from 27.7% in 2012 to 30.4% in 2013. Travel for business purposes decreased from 28.7% in 2012 to 26.1% in 2013, driven by decreases from both land and air markets.

The average number of provinces visited by all foreign tourists decreased from 1.15 in 2012 to 1.14 in 2013. Land tourists visited an average of 1.03 provinces in 2013 while tourists from air markets visited on average 1.38 provinces. Gauteng and Western Cape are by far the most popular provinces among foreign tourists and account 57.9% of total bednights spent in the country. Tourists to Northern Cape and Limpopo grew by 39.8% and 22.1% respectively.

Hospitable and friendly people, good service, visiting family/friends and good infrastructure were best experiences for tourists to South Africa in 2013. Quite significantly, 84% of foreign tourists did not have a negative experience while in South Africa. Of those who did, 5.1% mentioned general issues of safety and security and personal safety as negative experiences.

2.2. Domestic tourism

The number of domestic trips taken declined by 1% from 25,4 million in 2012 to 25,2 million in 2013. Although the average number of trips taken by a South African adult increased (from 2.0 in 2012 to 2.1 in 2013), fewer adults took a domestic trip in 2013 as incidence of travel dropped to 35% in 2013 from 40% in 2012.

While VFR remains the most common reason for trips taken in 2013, the share of these types of trips decreased compared to 2012. In 2013, 17,9 million trips (70.2%) were taken for the purpose of VFR which is a decline from the 18,4 million trips (72.3%) that were taken in 2012. Conversely, the number of holiday trips increased from 2,9 million (11.6% share of all trips) in 2012 to 3,1 million (12.0% share of all trips) in 2013. There was a 21% increase in business trips from 1,7 million in 2012 to 2,0 million in 2013.

On average, a domestic tourist spent R980 per trip in 2013, which is a 15% increase on the R850 spent, on average, per trip in 2012. With the inflation rate remaining constant at 6% in 2013, the increase in average spend in real terms resulted in a 9% increase. Average spend per holiday trip grew by 22% while the remaining categories were either constant (business) or down from 2012 (VFR, religious and medical).

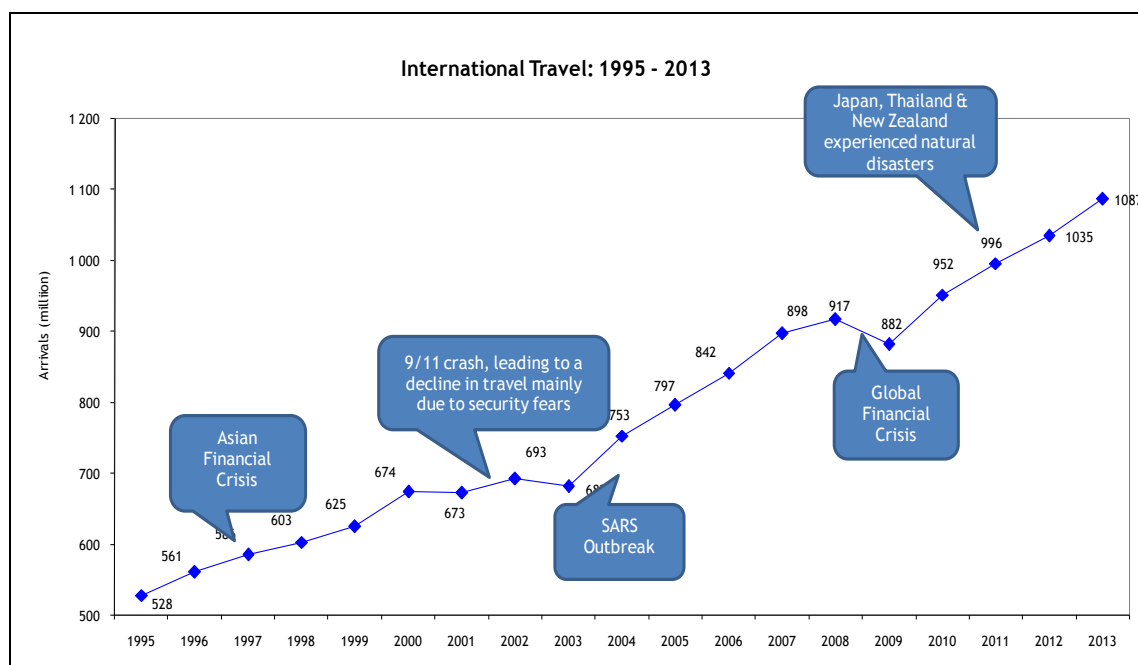
The average length of stay decreased from 4.8 nights in 2012 to 4.4 nights in 2013. Average length of stay for all travel purposes decreased in 2013, however religious and medical trips had the longest stays.

Economic constraints remain the greatest barrier to domestic travel with more than a third (38%) of non-travellers mentioning that they cannot afford to travel. Note that growth in real gross domestic product in 2013 was - with the exception of 2009 when gross domestic production contracted - the lowest during the past 15 years. Furthermore, the Rand weakened by 9.6% to the Dollar, the weakest level since 2008. On the ground, strike action, power shortages and rising petrol prices, further intensified the economic pinch upon the consumer.

3. Tourism in 2013

3.1. Global tourism 2013⁴

International tourist arrivals grew by 5% in 2013 reaching a record 1,087 million arrivals, according to the UNWTO World Tourism Barometer, April 2014. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013.



Source: UNWTO World Tourism Barometer, April 2014

Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

Europe led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising the total for the region to 563 million. This growth (+5%) exceeded the forecast for 2013 and is double the region's average for the period 2005-2012 (+2.5% a year). This is particularly remarkable in view of the regional economic situation and as it follows an already robust 2011 and 2012. By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) experienced the best results.

Growth was strongest (+6%) for **Asia and the Pacific**, in relative terms, where the number of international tourists grew by 14 million to reach 248 million. South-East Asia was the best performing sub-region (+10%), while growth was comparatively more moderate in South Asia (+5%), Oceania and North-East Asia (+4% each).

The **Americas** saw an increase of six million arrivals (+4%), reaching a total of 169 million. Leading the growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

⁴ UNWTO Barometer, April 2014

Africa attracted three million additional arrivals (+6%), reaching a new record of 56 million, reflecting the ongoing rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%). Results in the **Middle East** (0% at 52 million) were rather mixed and volatile.

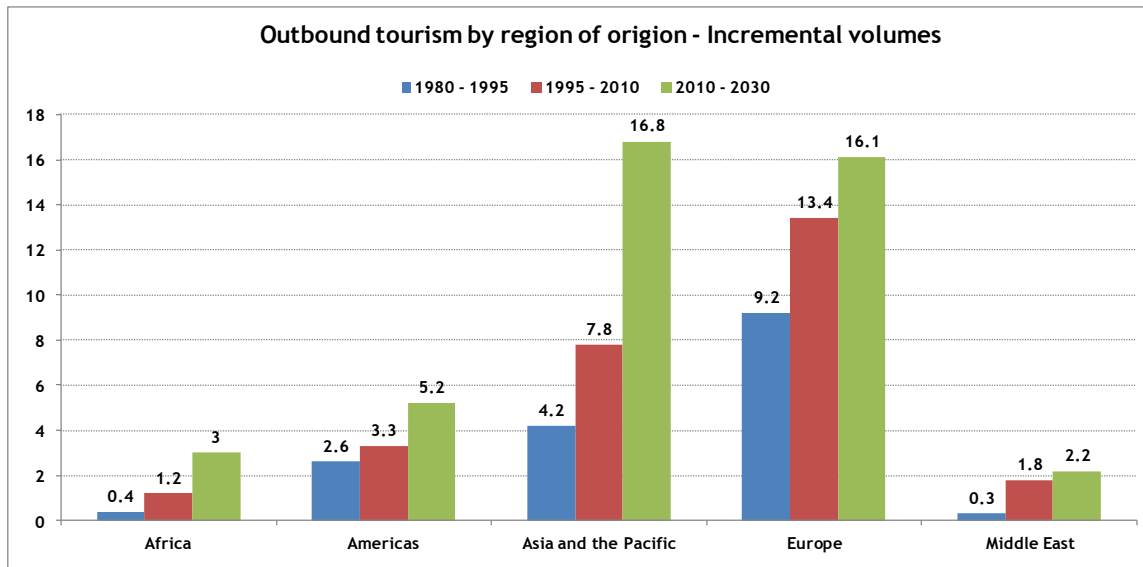
Among the ten most important source markets in the world, Russia and China clearly stand out. China, which became the largest outbound market in 2012 with an expenditure of US\$ 102 billion, saw an increase in expenditure of 28% in the first three quarters of 2013. Russia, the 5th largest outbound market, reported 26% growth through September.

Rank 2009	Rank 2010	Rank 2011	Rank 2012	Rank 2013	Country	2009	2010	2011	2012	2013	% Change
1	1	1	1	1	France	78,002.9	79,065.9	81,951.4	83,658.0	85,195.7	1.8%
2	2	2	2	2	USA	54,958.0	59,792.0	62,711.0	66,741.0	69,023.6	3.4%
3	4	4	4	3	Spain	52,116.8	52,590.6	56,592.2	57,464.5	60,661.1	5.6%
4	3	3	3	4	China	50,881.7	55,664.6	57,580.7	57,724.9	58,802.8	-3.3%
5	5	5	5	5	Italy	46,042.9	46,070.6	48,341.0	48,357.1	51,022.4	5.5%
6	6	6	6	6	Turkey	31,972.4	33,027.9	36,151.3	36,463.9	39,226.2	7.6%
8	8	8	7	7	Germany	24,231.7	26,875.3	28,371.0	30,442.2	31,538.0	3.6%
7	7	7	8	8	United Kingdom	27,912.4	27,760.9	28,962.6	29,200.8	31,096.5	6.5%
12	12	12	9	9	Russia	19,413.4	20,261.9	22,674.1	25,621.7	28,903.0	12.8%
17	15	15	14	10	Thailand	14,246.2	16,184.9	19,541.0	22,459.2	26,759.3	19.1%
9	9	9	10	11	Malaysia	23,646.2	24,577.2	24,714.3	25,032.7	26,034.0	4.0%
13	13	13	12	12	Hong Kong, China	16,926.1	20,085.2	22,316.1	23,770.2	25,520.4	7.4%
11	11	11	11	13	Austria	21,323.7	21,924.2	22,886.9	24,030.2	24,497.3	1.9%
10	10	10	13	14	Mexico	22,346.3	23,289.7	23,403.3	23,402.5	24,335.5	4.0%
14	14	14	15	15	Singapore	15,772.4	18,362.2	19,930.3	21,314.6	22,456.6	5.4%
24	19	18	16	16	Saudi Arabia	10,851.5	13,613.7	14,957.6	16,497.7	18,309.2	11.0%
16	17	16	18	17	Greece	14,914.5	15,007.5	16,427.3	15,517.6	17,872.8	15.2%
25	26	21	19	18	United Arab Emirates	10,774.3	11,866.1	13,281.3	15,513.8	17,078.9	10.1%
15	16	17	17	19	Canada	15,583.0	15,879.1	15,715.9	15,913.0	16,157.7	1.5%
20	21	19	22	20	Portugal	12,580.5	12,971.2	13,571.4	13,936.4	15,387.9	10.4%
19	20	22	21	21	Ukraine	12,990.9	13,190.7	13,223.7	14,399.2	15,264.3	6.0%
21	23	20	20	22	Poland	12,108.5	12,530.8	13,404.9	14,831.4	14,455.8	-2.5%
26	25	24	23	23	Macau	10,401.9	11,926.0	12,925.0	13,360.8	13,534.9	1.3%
22	24	23	24	24	Czech Republic	11,864.6	12,278.5	12,960.0	12,983.9	13,270.9	2.2%
18	22	25	26	25	Switzerland	13,053.8	12,953.7	12,384.5	12,034.4	12,031.5	0.0%
28	27	26	27	26	Netherlands	9,921.0	10,905.0	11,299.5	11,656.5	12,001.7	3.0%
27	28	28	28	27	Sweden	10,401.2	10,756.7	10,925.0	11,053.7	11,710.0	5.9%
30	29	29	29	28	Hungary	9,280.0	9,781.0	10,565.5	10,679.1	11,265.6	5.5%
31	31	31	31	29	Morocco	8,011.4	8,675.9	9,398.0	10,164.4	11,061.4	8.8%
29	30	30	30	30	Croatia	9,334.8	9,110.7	9,926.7	10,369.2	10,836.3	4.5%
23	18	27	25	31	Egypt	11,742.3	13,749.8	11,143.0	12,458.1	10,718.5	-14.0%
34	33	32	32	32	South Korea	6,924.3	7,806.1	8,695.7	10,133.0	10,587.5	4.5%
33	32	33	33	33	South Africa	7,011.9	8,073.5	8,339.4	9,188.4	9,617.0	4.7%
35	35	35	35	34	Indonesia	6,196.6	6,783.7	7,474.0	7,893.1	8,782.3	11.3%
32	34	34	34	35	Romania	7,575.7	7,498.8	7,611.2	7,937.4	8,079.7	1.8%

Source: ©Euromonitor International 2013, Tourism & Migration releases-Statistics SA

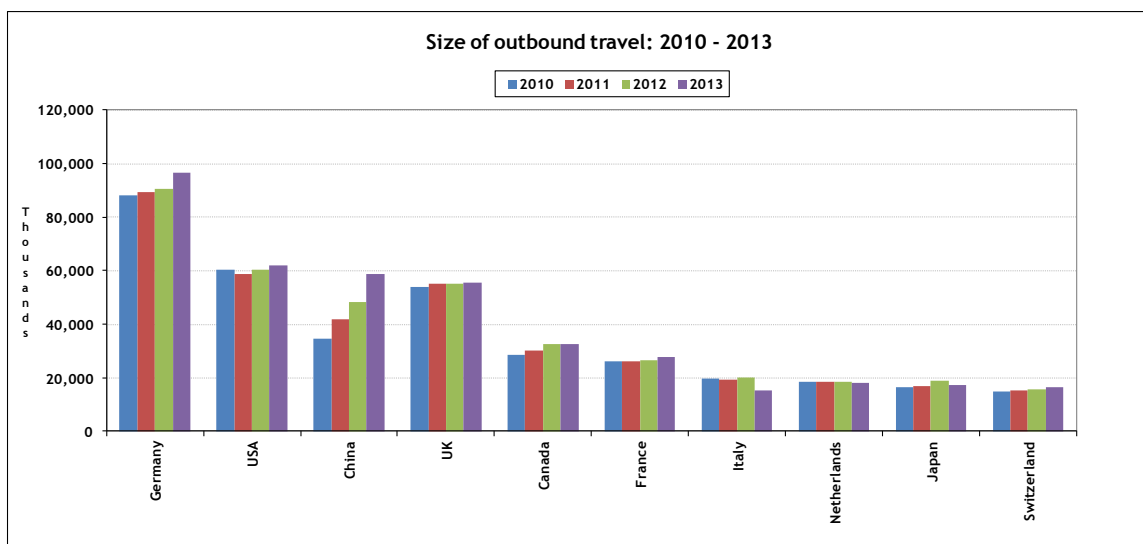
3.2. Outbound travel from key markets⁵

UNWTO projects that in 2030, the size of outbound tourism in Asia and the Pacific will equal that of Europe. This mirrors the global middle-class prediction which indicates that by 2030, Asia will have the largest middle-class in the world which could be essential for driving travel.



Source: UNWTO World Tourism Barometer, April 2014

However, over the past three years Germany and the USA remained the top two outbound travel markets in the world. In 2013, China overtook the UK to be the third largest outbound travel market. Russia also grew aggressively by 14.5% but that growth was not sufficient enough to shift its ranking.



Source: ©Euromonitor International 2013

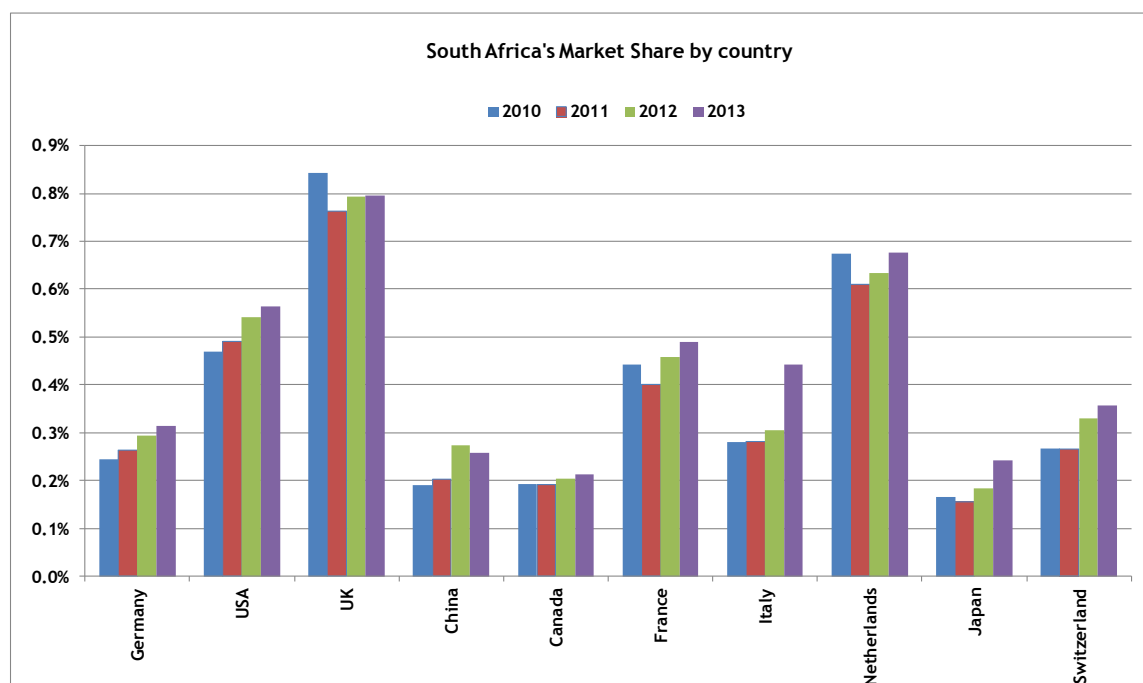
⁵ UNWTO Barometer, April 2014

Percentage growth of outbound travel from selected markets

	Germany	USA	UK	China	Canada	France	Italy	Netherlands	Japan	Switzerland
% change 11-12	1.3%	2.9%	0.2%	15.4%	9.1%	1.4%	3.6%	-0.4%	10.4%	6.5%
% change 12-13	6.7%	2.3%	0.9%	21.1%	-1.0%	3.5%	-24.0%	-2.9%	-7.7%	2.6%

Source: ©Euromonitor International 2013

South Africa gained market share in most markets in 2013 except for China and the UK.



Source: ©Euromonitor International 2013, Tourism & Migration releases-Statistics SA

3.3. South Africa's performance in the global context

South Africa performed moderately in 2013, with 9,6 million tourist arrivals, an increase of 4.7% over 2012. Among our competitors⁶, Thailand experienced the strongest growth of 19.1% over 2012, while Kenya experienced the lowest growth of 4.1%.

Country	International Arrivals 2010 (000's)	International Arrivals 2011 (000's)	International Arrivals 2012 (000's)	International Arrivals 2013 (000's)	Difference (000's)	% change
Thailand	16 185	19 541	22 459	26 740	4 281	19.1%
South Africa	8 074	8 339	9 189	9 617	428	4.7%
Australia	5 882	5 875	6 146	6 482	337	5.5%
Brazil	5 161	5 433	5 634	5 909	275	4.9%
Kenya	1 166	1 239	1 287	1 340	53	4.1%

Source: ©Euromonitor International 2013, Tourism & Migration releases-Statistics SA, Tourism Australia Visitor arrival data

⁶ 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 2013

UNWTO⁷ forecasts international arrivals to increase by between 4% and 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and 2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years. 2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

Global GDP is expected to improve further in 2014 to 3.6% and 3.9% in 2015, according to the International Monetary Fund⁸. The impulse has is expected to come mainly from the advanced economies, although their recoveries remain uneven. With supportive monetary conditions and a smaller drag from fiscal consolidation, annual growth is projected to rise above the trend in the United States and to be close to the trend in the major Eurozone economies. In the stressed Euro zone economies, however, growth is projected to remain weak and fragile as high debt and financial fragmentation hold back domestic demand. In Japan, fiscal consolidation in 2014-15 is projected to result in some growth moderation.

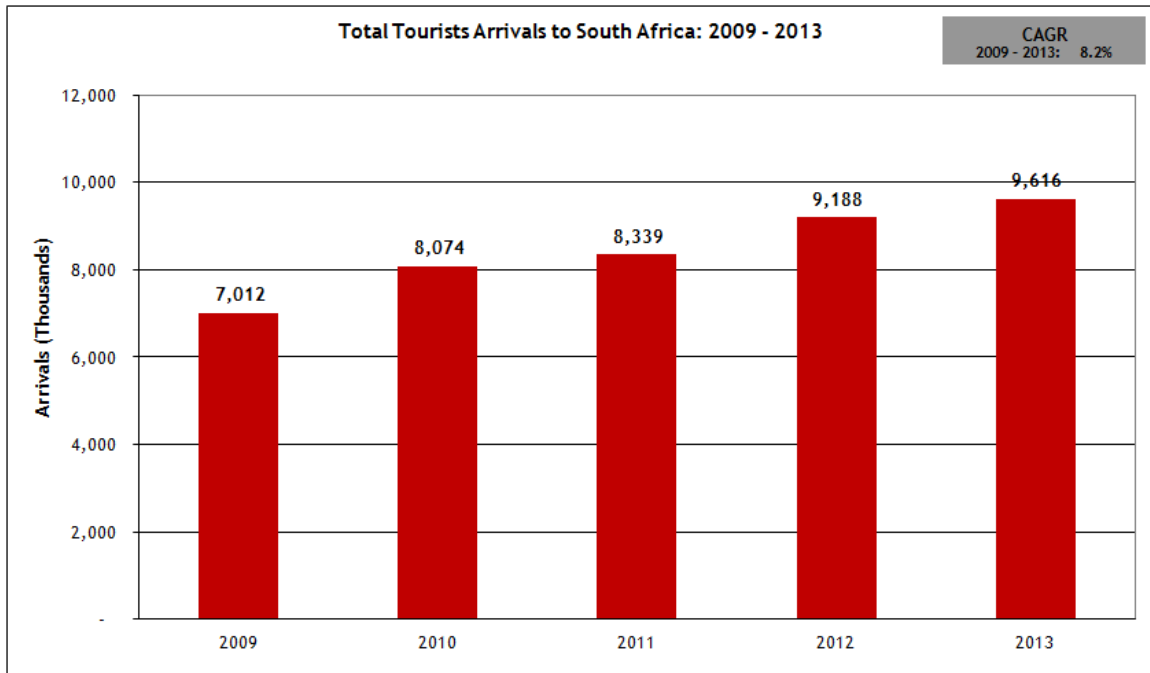
Growth in emerging market economies is projected to pick up only modestly. These economies are adjusting to a more difficult external financial environment in which international investors are more sensitive to policy weakness and vulnerabilities given prospects for better growth and monetary policy normalization in some advanced economies. As a result, financial conditions in emerging market economies have tightened further compared with the October 2013 World Economic Outlook (WEO), while they have been broadly stable in advanced economies.

⁷UNWTO Barometer, April 2014

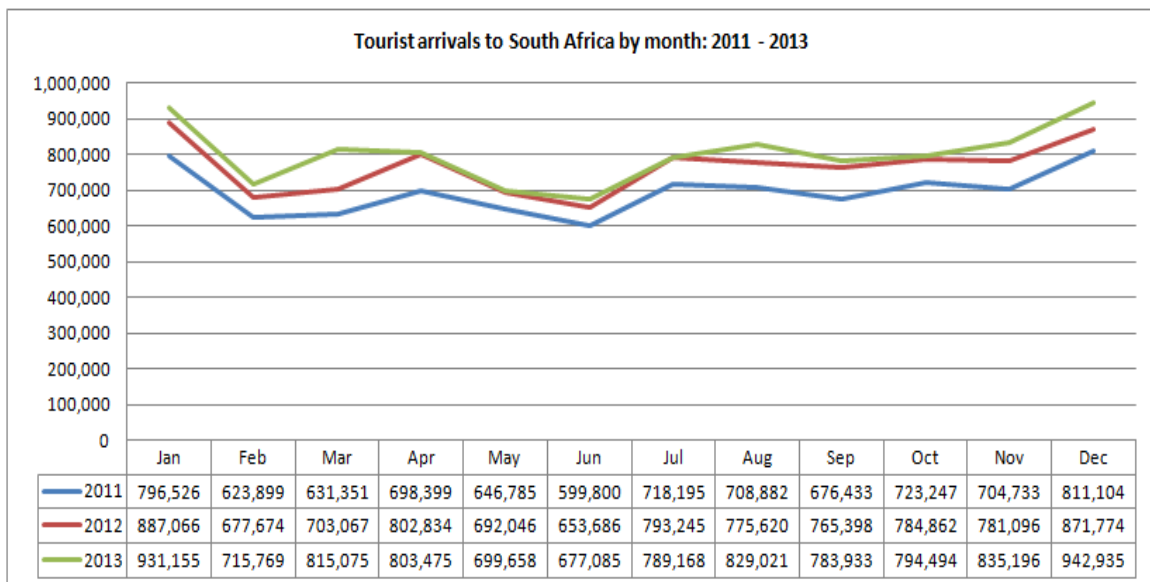
⁸International Monetary Fund, April 2014

4. Tourist arrivals to South Africa 2013

In 2013, there were 9,616,964 tourist arrivals to South Africa which represented an additional 428,596 arrivals from the 9,188,368 in 2012. South Africa's 4.7% growth was just below the global average growth of 5.0%.

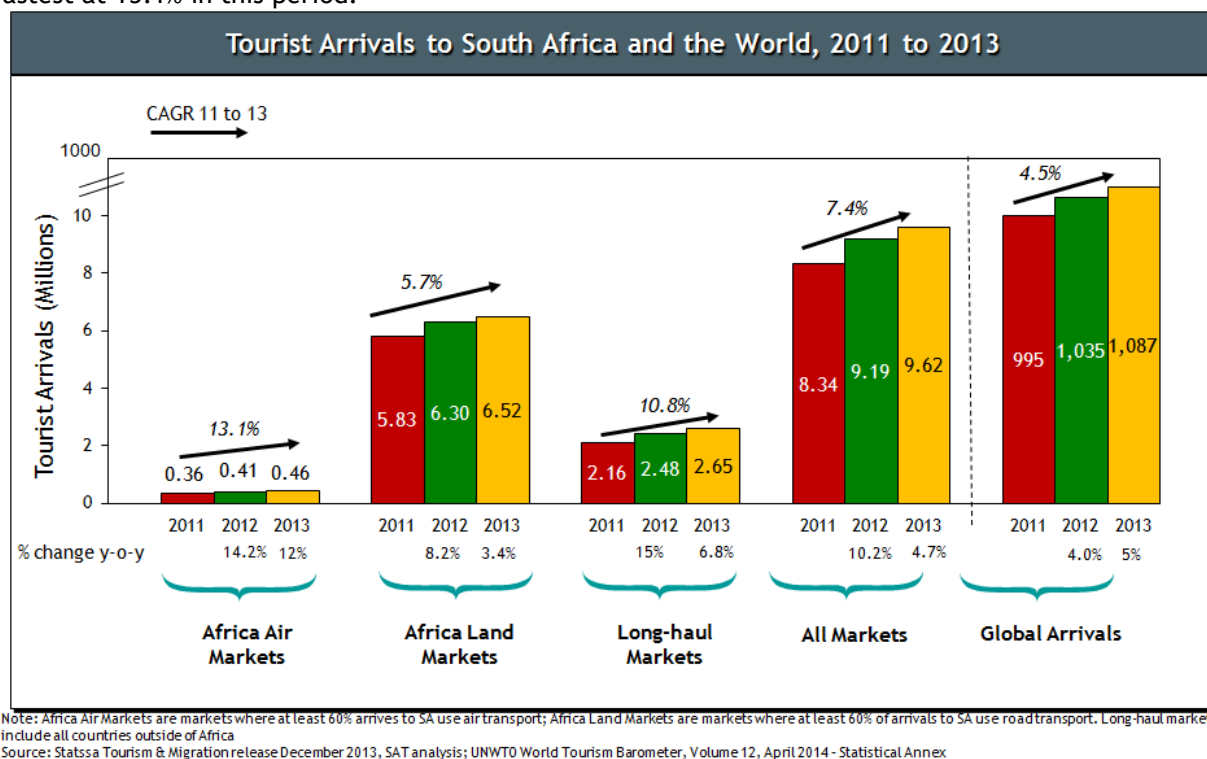


Source: Tourism & Migration releases, Statistics SA

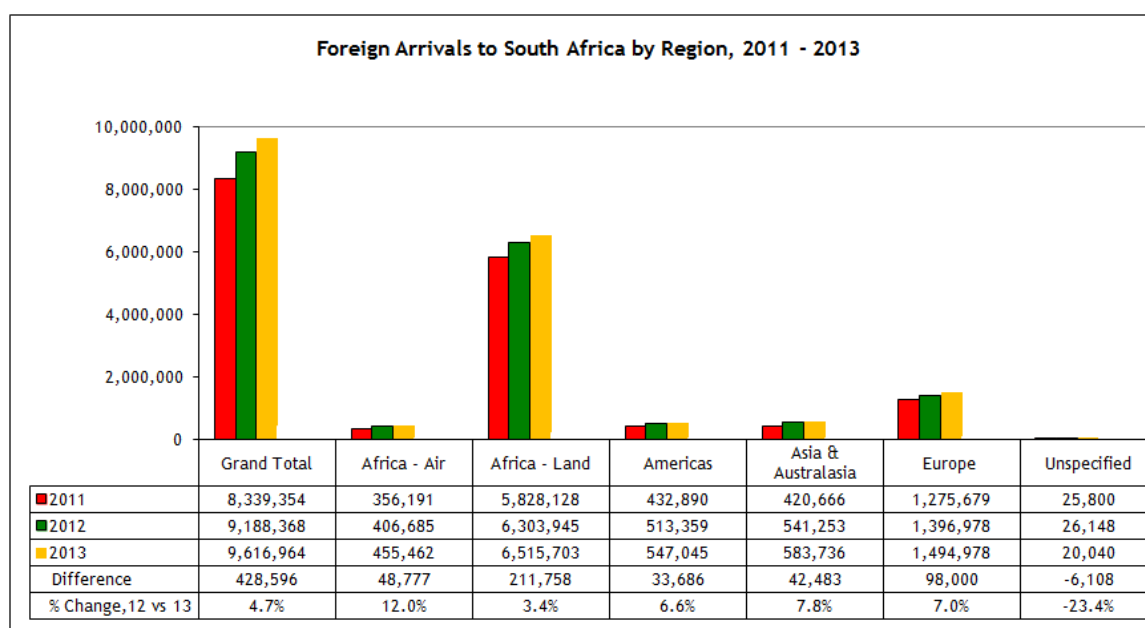


Source: Tourism & Migration releases, Statistics SA

While there was growth from all markets between 2011 and 2013, African air markets grew the fastest at 13.1% in this period.



The 4.7% growth in 2013 was driven by growth in all regions. Africa land markets were the main contributor with 211,758 more tourists compared to same period in 2012 followed by Europe with 98,000 additional tourists. Africa air showed the fastest growth of 12.0%.



Source: Tourism & Migration releases, Statistics SA

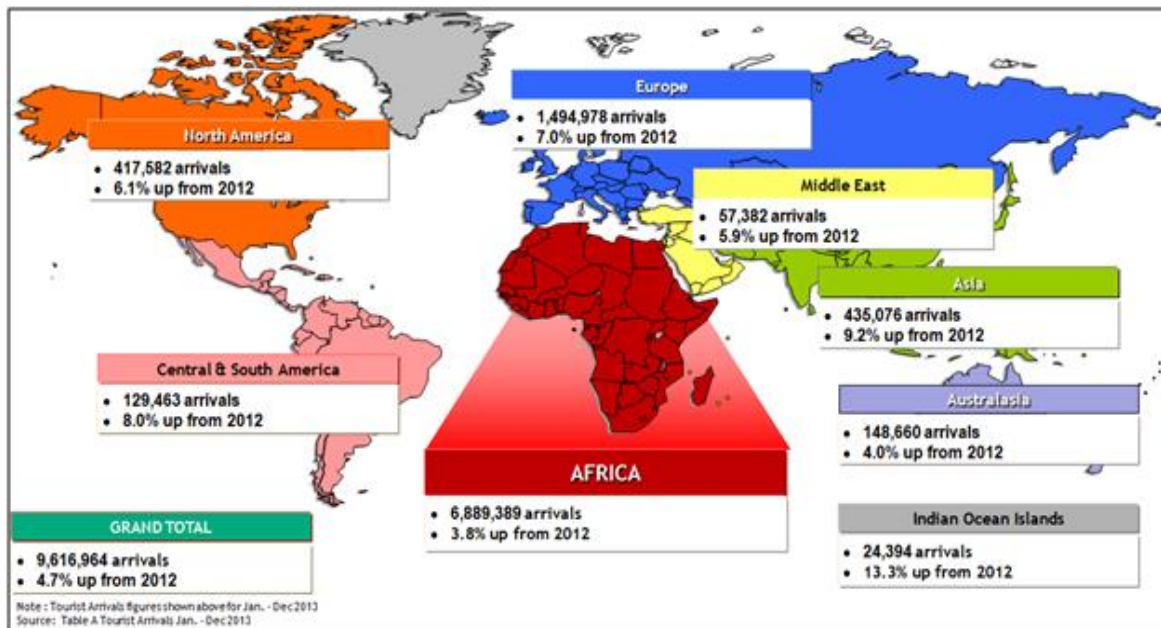
4.1. Drivers of growth in tourist arrivals

The increase in tourist arrivals was driven by increases from all regions. The increase in Africa was driven largely by Zimbabwe which increased by 6.9% (128,178) over 2012. Lesotho, the second largest source market in Africa, declined by -9.1% (-147,465). Mozambique grew by 1.1% (12,686) over 2012.

The Americas grew by 6.6% (33,686) over 2012 driven by increases in Central & South America, up 8.0% (9,550) and North America, up 6.1% (24,136). USA saw a 6.7% growth with 22,003 additional tourists compared to 2012, Brazil grew by 5.6% (4,426) and Canada grew by 3.2% (2,132).

Europe increased by 7.0% (98,000) over 2012 with the UK increasing by 1.0% (4,500), Germany by 14.2% (37,757) and France by 10.3% (12,596). Italy showed a good performance with a 10.6% (6,472) increase in tourist arrivals, despite being one of the hardest hit economies during the global recession. The Netherlands grew by 3.7% (4,364).

Asia & Australasia saw a 7.8% (42,483) increase from 2012 as Asia grew by 9.2% (36,772) and Australasia grew 4.0% (5,711). Japan grew by 22.2% (7,630), China (including Hong Kong) by 14.7% (19,513), while India grew by 5.5% (5,898) and Australia by 4.0% (4,852). Australia had the slowest growth in this region but remain the second largest source market in this region.



Source: Tourism & Migration releases, Statistics SA

Declining Markets					
	2011	2012	2013	Growth	% Change
Lesotho	1,526,597	1,618,223	1,470,758	-147,465	-9.1%
Ireland	29,098	28,862	28,184	-678	-2.3%

Source: Tourism & Migration releases, Statistics SA

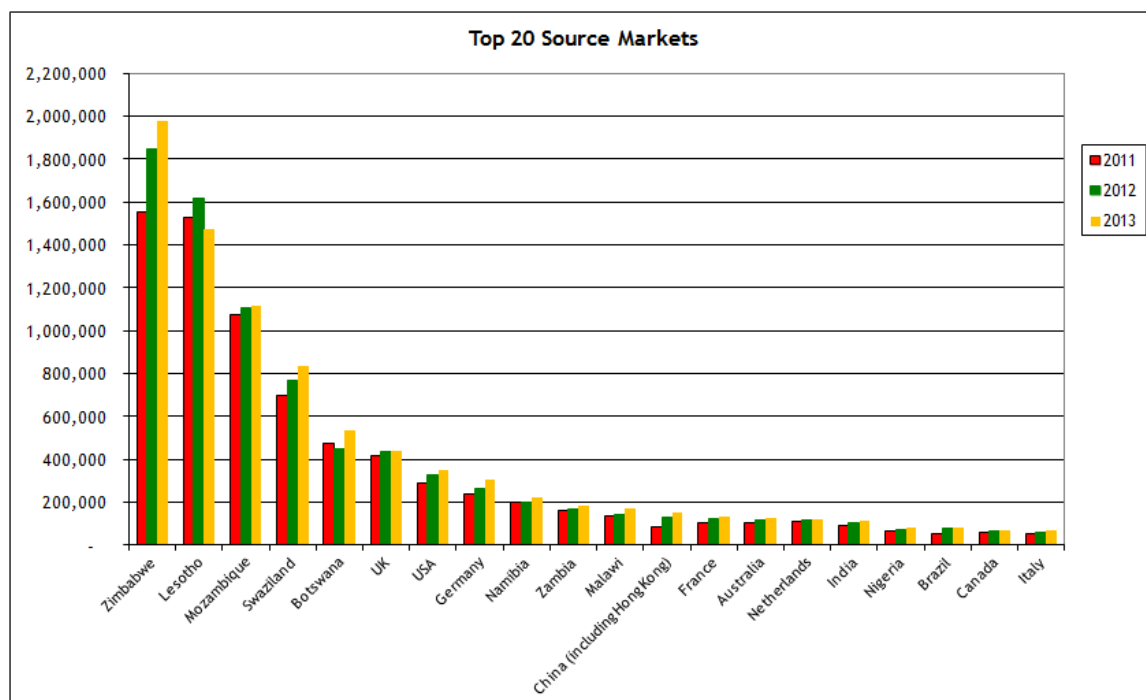
Top 10 Performing Markets					
	2011	2012	2013	Growth	% Change
Zimbabwe	1,553,008	1,847,974	1,976,152	128,178	6.9%
Botswana	477,937	452,158	537,247	85,089	18.8%
Swaziland	700,119	768,727	836,529	67,802	8.8%
Germany	235,774	266,333	304,090	37,757	14.2%
Malawi	135,577	142,063	173,470	31,407	22.1%
USA	287,614	326,643	348,646	22,003	6.7%
Namibia	197,835	200,841	222,660	21,819	10.9%
China (including Hong Kong)	84,883	132,334	151,847	19,513	14.7%
Mozambique	1,076,753	1,104,404	1,117,090	12,686	1.1%
France	105,420	122,244	134,840	12,596	10.3%

Note: Shaded cells represent land markets¹⁰

Source: Tourism & Migration releases, Statistics SA

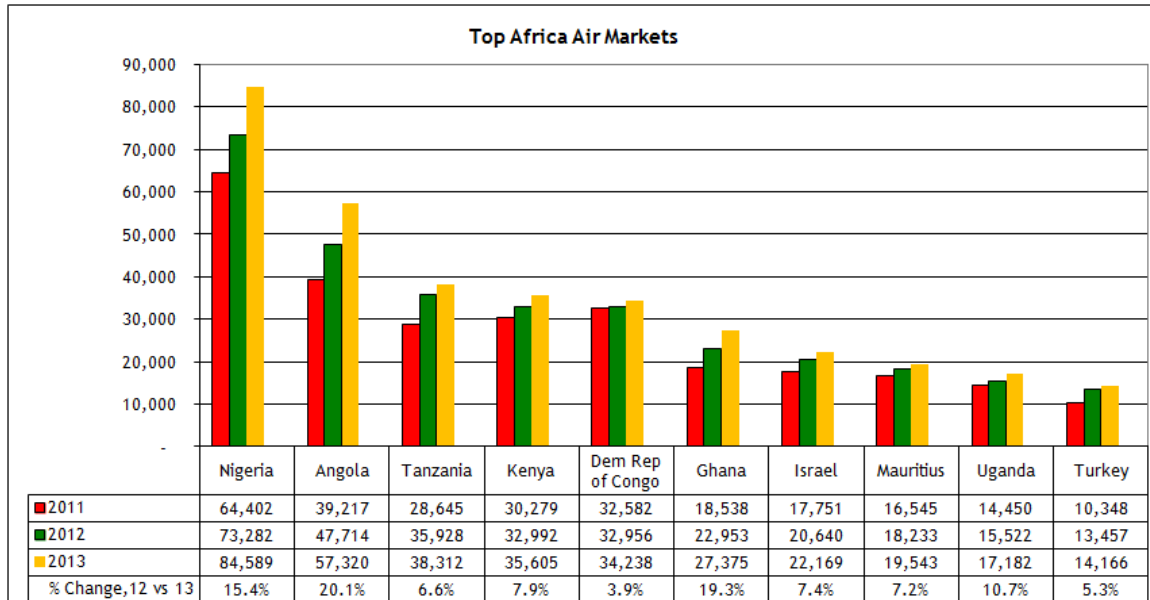
4.2. Source markets of tourist arrivals to South Africa

Neighbouring SADC continued to be the major source of tourist arrivals to South Africa, with Zimbabwe being the largest source market followed by Lesotho. The UK is the largest source market outside of Africa, followed by the USA and Germany.



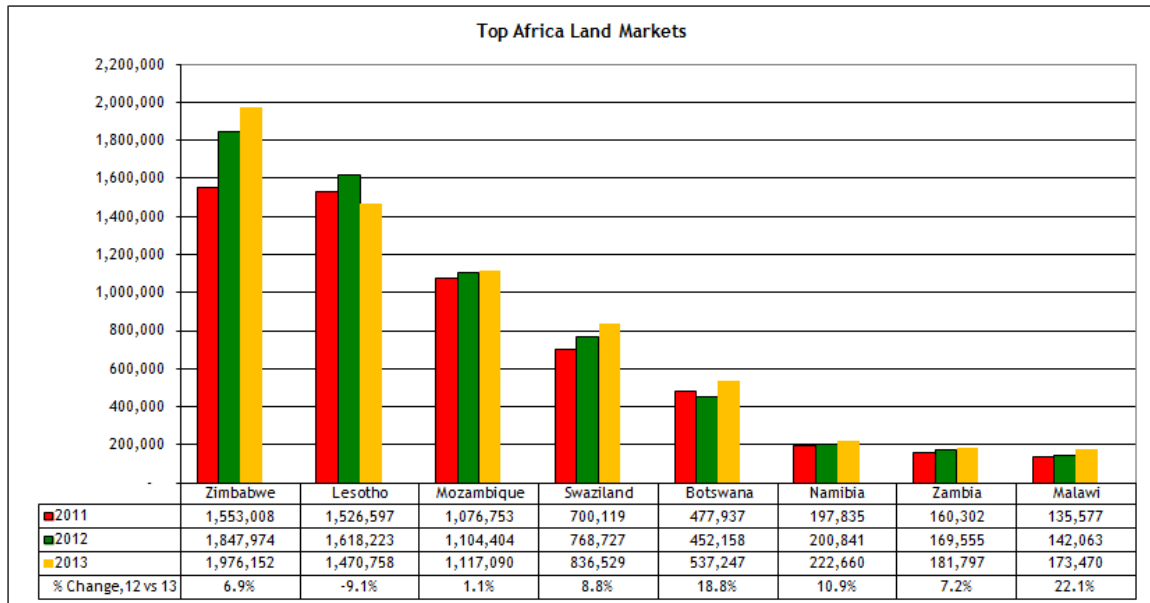
Source: Tourism & Migration releases, Statistics SA

Tourist arrivals from the top ten African air markets increased in 2013. Nigeria, which grew at 15.4% (11,307) in 2013, held its position as the most important source market in this region. The fastest arrivals growth came from Angola which grew by 20.1% (9,606) over 2012.



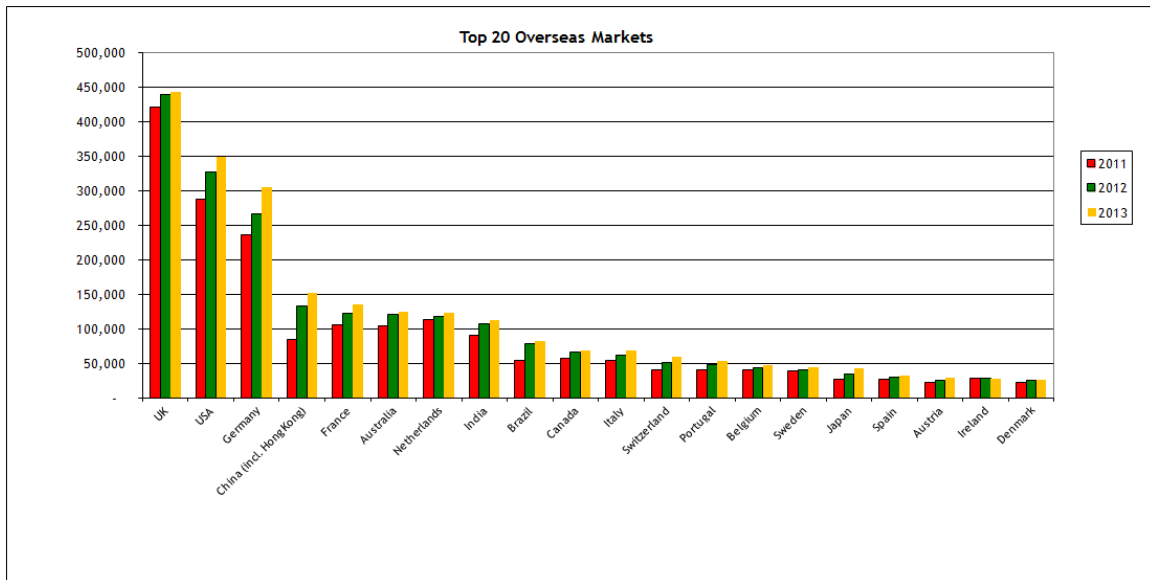
Source: Tourism & Migration releases, Statistics SA

Tourist arrivals from the African land markets increased in 2013 with the exception of Lesotho, which saw a decrease of -9.1% (-147,465). Zimbabwe recorded 6.9% (128,178) growth contributing the most to the growth from this region.



Source: Tourism & Migration releases, Statistics SA

The UK, USA, Germany, China and France were the top five overseas source markets in 2013. The top 20 overseas markets saw growth in all markets with exception of Ireland which declined by -2.3% (-678) in 2013. In Europe, Germany brought 37,757 additional tourists while France increased by 12,596 tourists and the UK by 4,500 tourists compared to 2012.

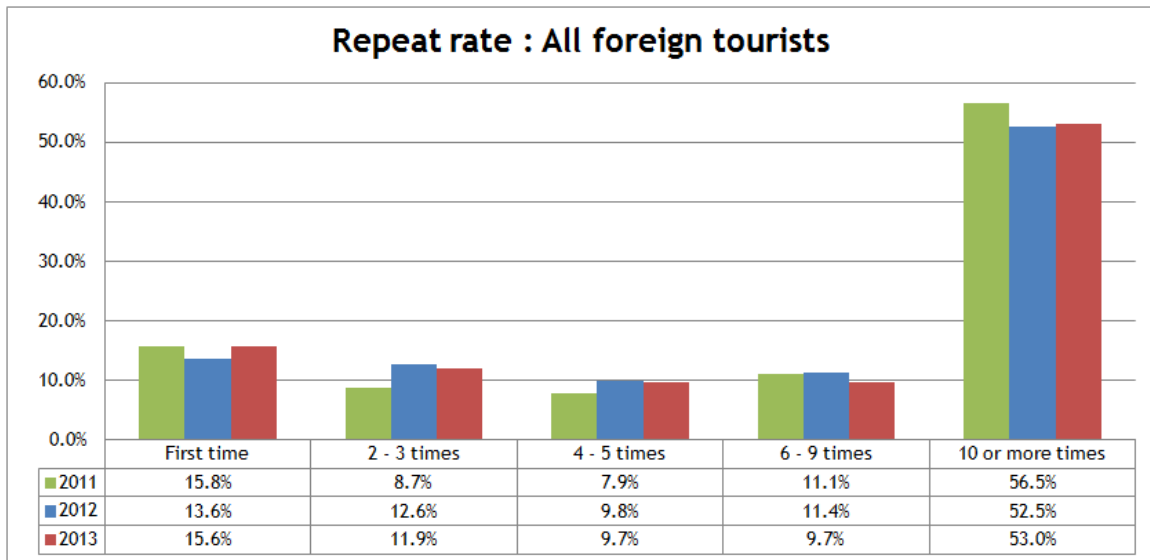


Source: Tourism & Migration releases, Statistics SA

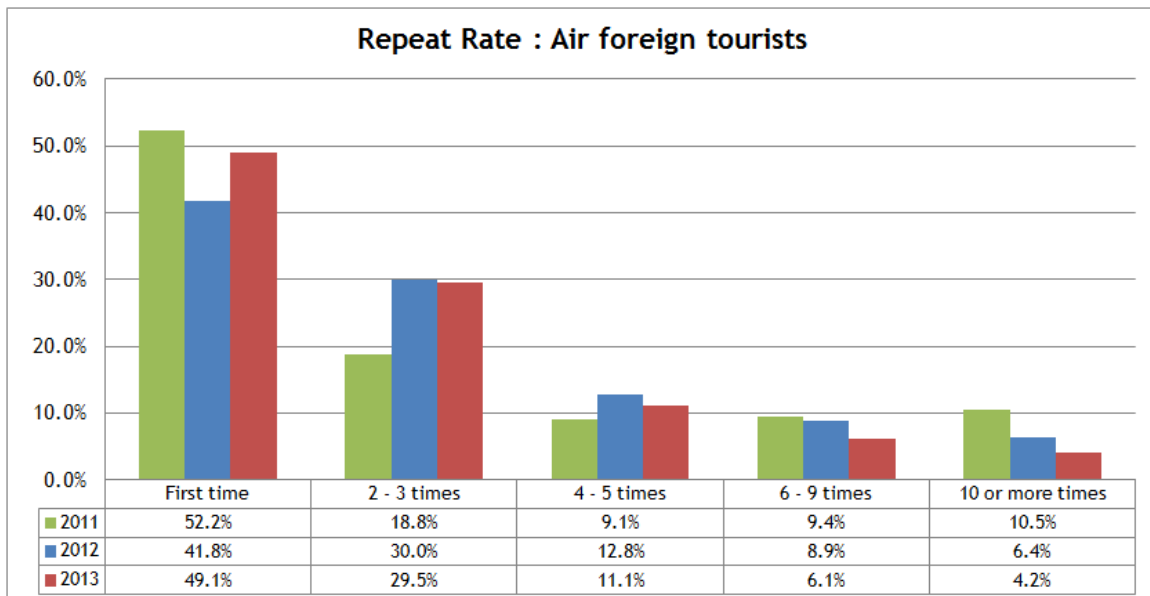
4.3. Profile of foreign arrivals in 2013

4.3.1. Repeater rate

The share of first-time tourists increased from 13.6% in 2012 to 15.6% in 2013. This can be attributed to the growth of first-time tourists from air markets. Those who visited South Africa ten or more times has been consistently high, driven by 73.5% tourists from land markets visiting ten or more times. In general, there has been a decrease in repeat visitors from air markets.



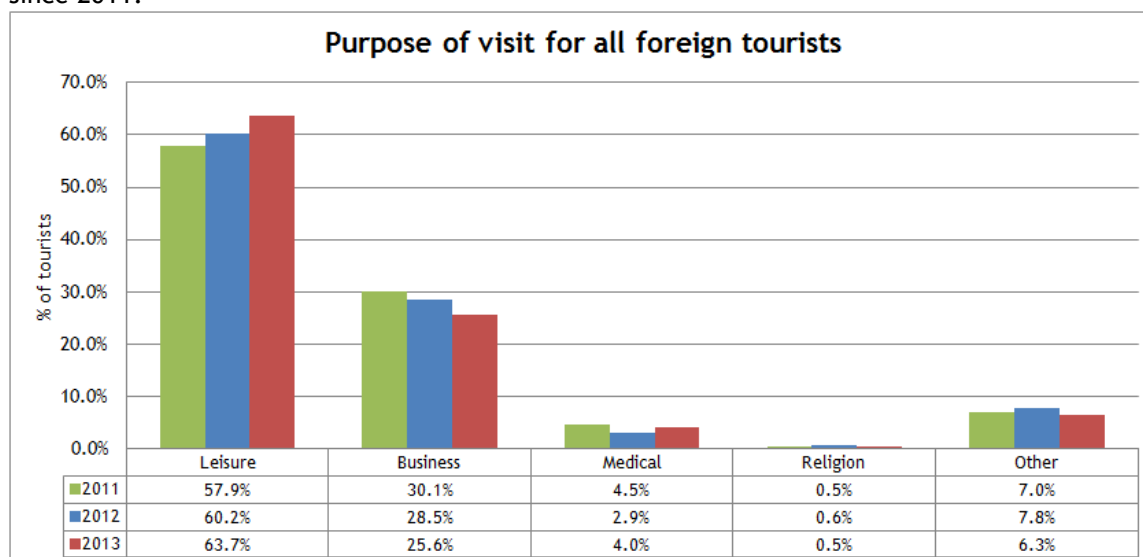
Source: SAT Departure Surveys 2013



Source: SAT Departure Surveys 2013

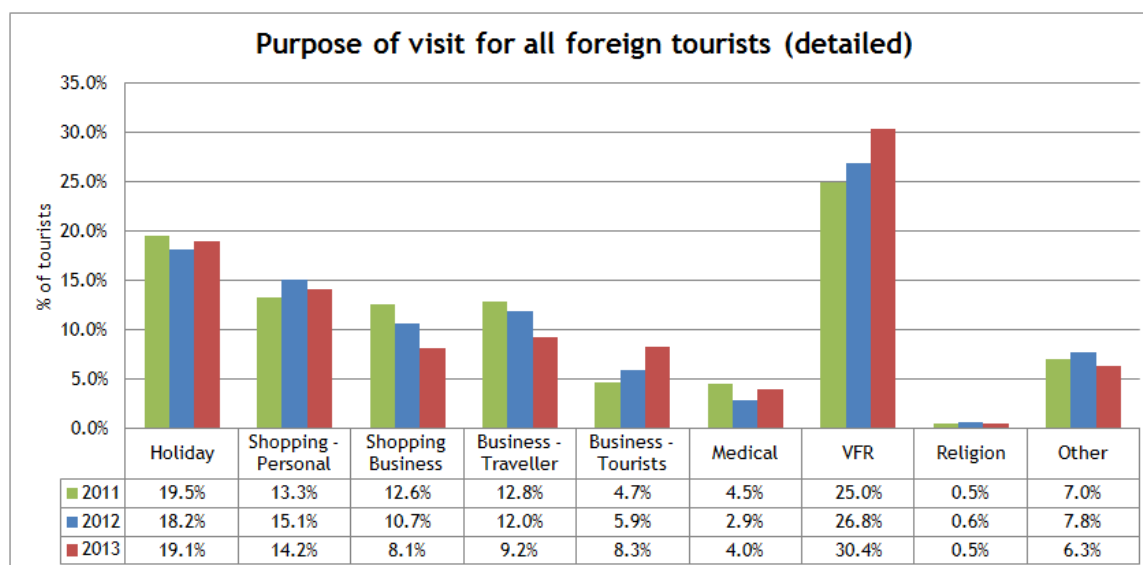
4.3.2. Purpose of travel

Leisure, comprising of VFR, holiday and shopping for personal use, remains the primary purpose of visit of tourists to South Africa, and its share has increased from 61.9% in 2012 to 63.7% in 2013. The share of holiday tourist arrivals grew from 18.2% in 2012 to 19.1% in 2013 while VFR tourist arrivals increased from 26.8% in 2012 to 30.4% in 2013. Tourists visiting for personal shopping decreased from 15.1% in 2012 to 14.2% in 2013. The share of business tourists increased from 5.9% in 2012 to 8.3% in 2013. Business tourists and VFR have been increasing since 2011.



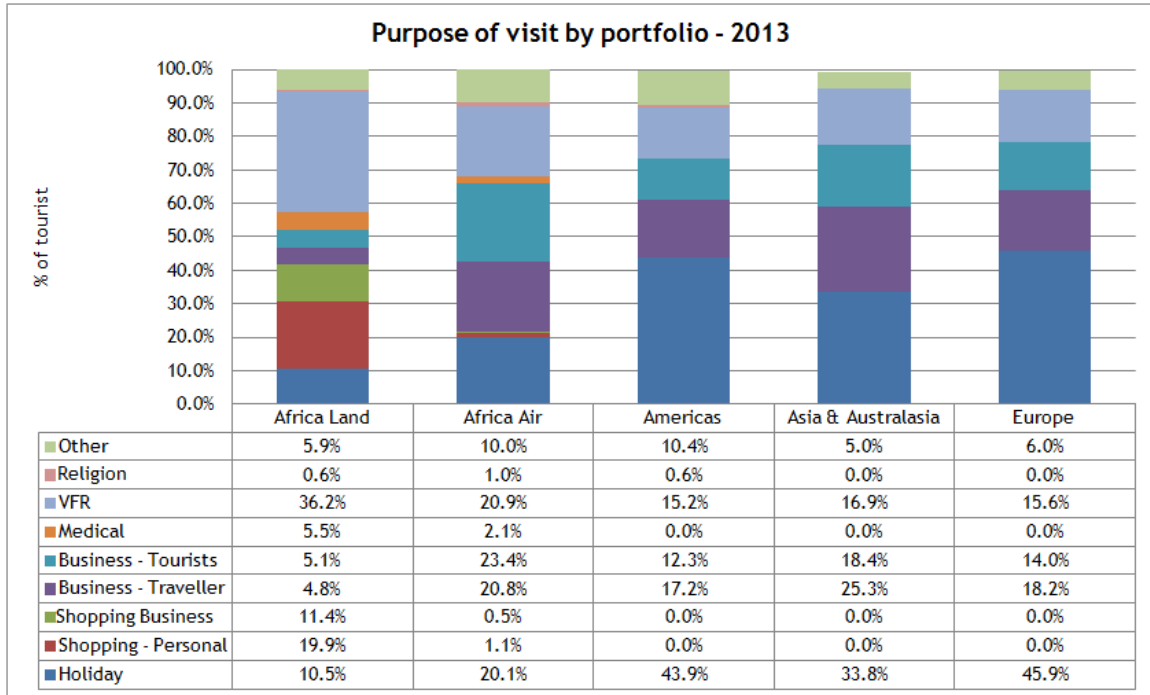
Note: Leisure includes holiday, VFR and shopping-personal goods; Business includes shopping - business goods, business travellers and business tourists.

Source: SAT Departure Surveys 2013



Source: SAT Departure Surveys 2013

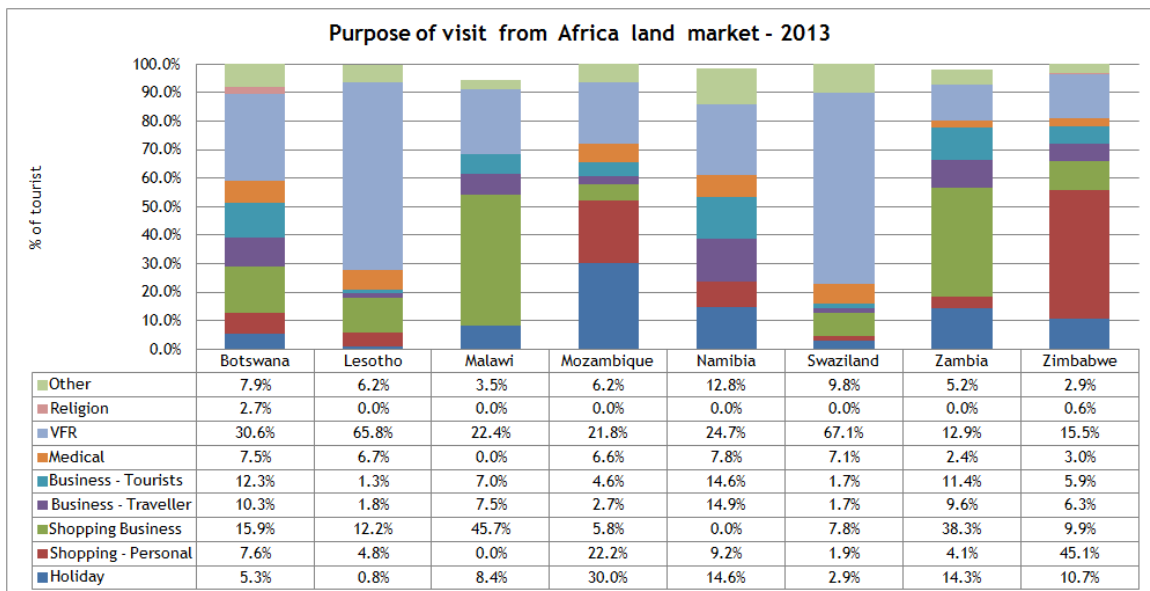
The analysis of purpose of visit by region shows that most holiday tourists came from overseas markets, the Americas, 43.9%, Asia & Australasia, 33.8% and Europe, 45.9%, while the shoppers were from the Africa land markets. VFR tourists were from both Africa land and Africa air markets.



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

Source: SAT Departure Surveys 2013

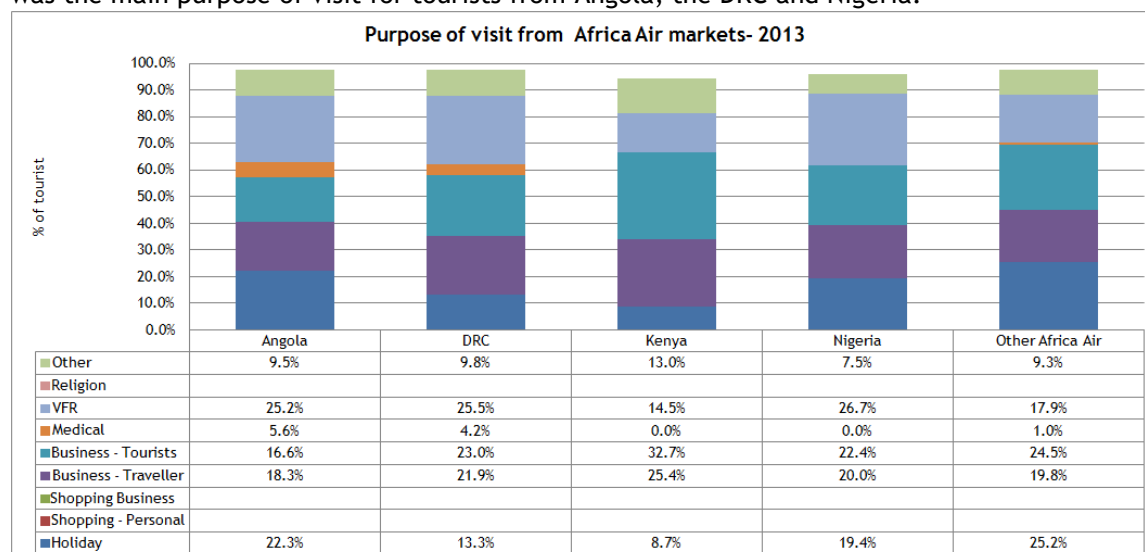
Tourists from Malawi, Zambia, Mozambique and Zimbabwe visited South Africa primarily for shopping purposes, while VFR was the main purpose of visit for those from Botswana, Lesotho, Namibia and Swaziland.



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

Source: SAT Departure Surveys 2013

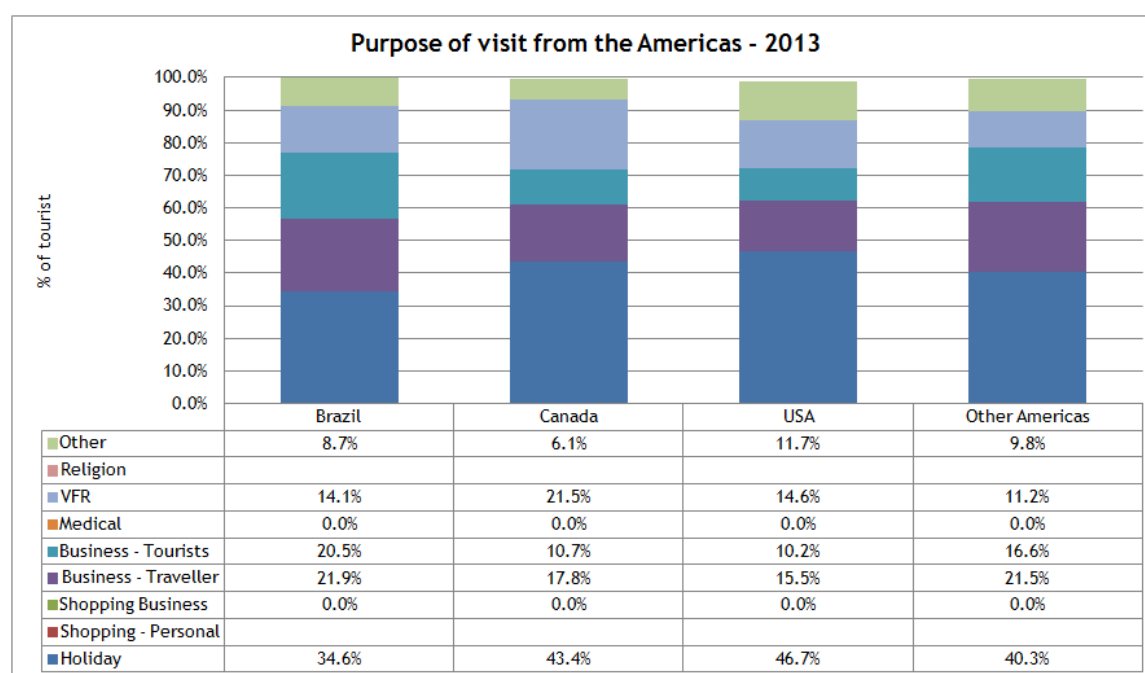
Business travel was the main purpose of visit for tourists from the DRC and Kenya, while VFR was the main purpose of visit for tourists from Angola, the DRC and Nigeria.



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

Source: SAT Departure Surveys 2013

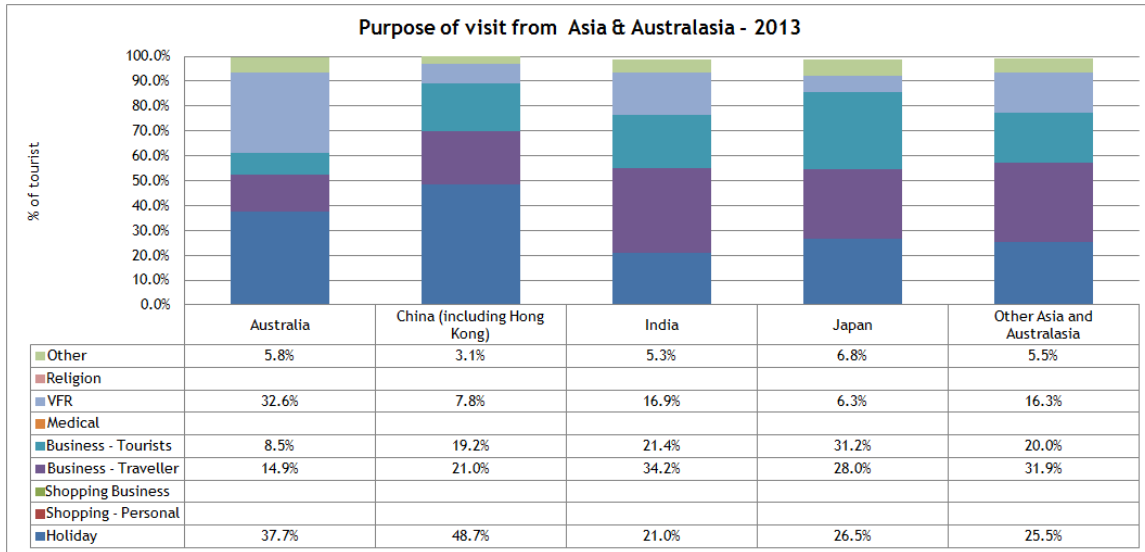
Holiday was the most important purpose of visit for tourists from the Americas region, followed by business travel. Tourists from Canada came for VFR purposes.



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

Source: SAT Departure Surveys 2013

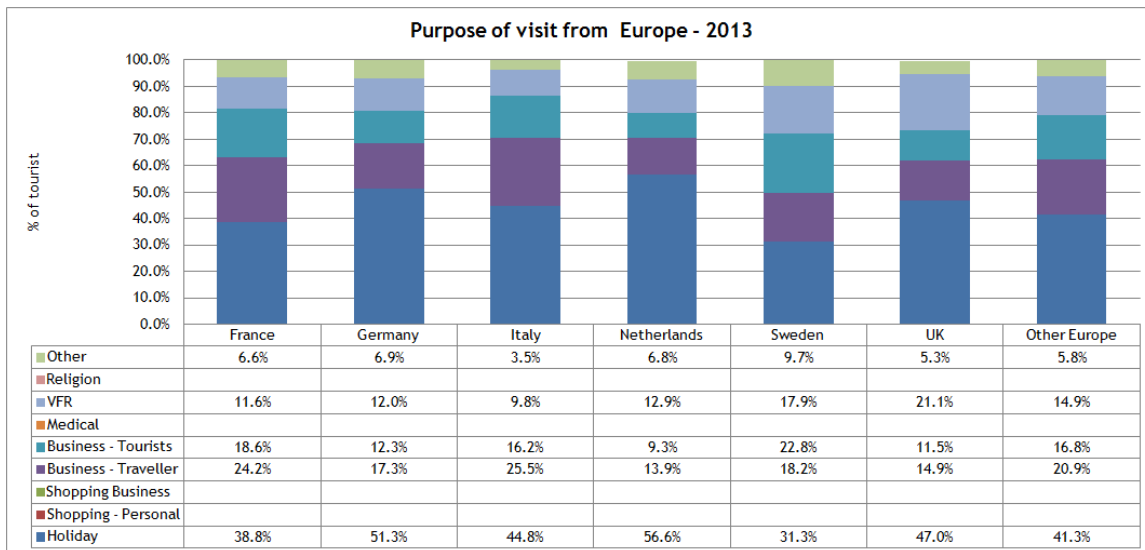
Holiday was the main purpose of visit for tourists from Australia and China, while business travel was the main purpose of visit for tourists from India and Japan. Tourists from Australia were also visiting friends and relatives (VFR).



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

Source: SAT Departure Surveys 2013

Majority of tourists from European markets visited South Africa for holiday purposes followed by business travel. The UK had the largest number of VFR tourists with about one out of five tourists having visited friends and relatives in South Africa in 2013. Tourists from Sweden were primarily visiting for business events.



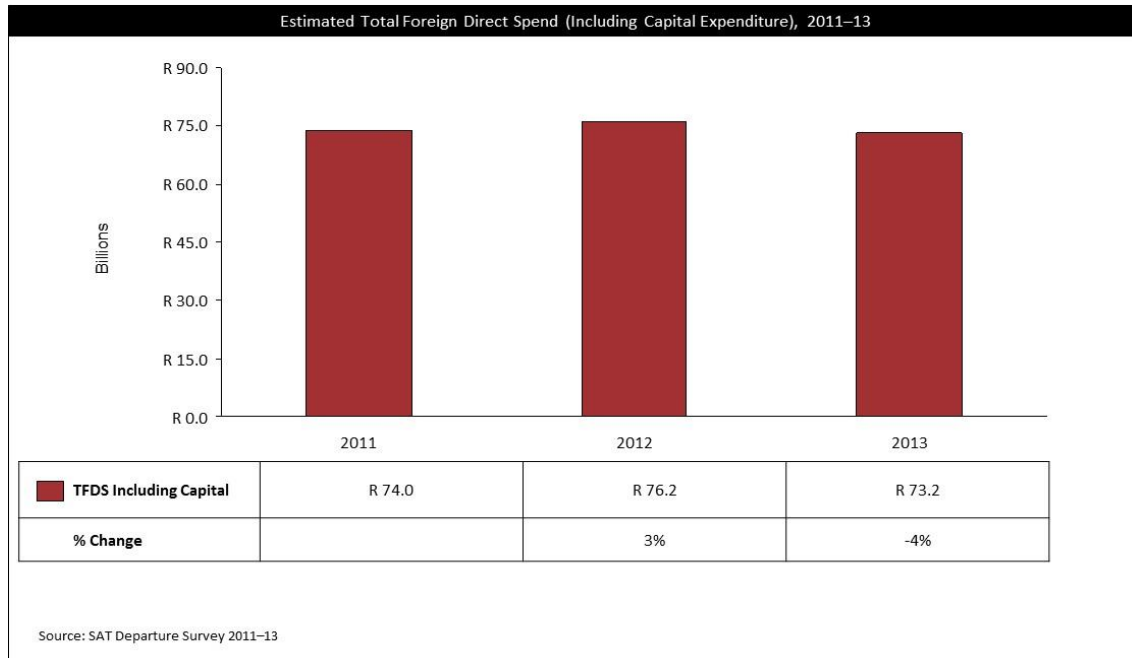
Blank cells indicate that the sample is too small for a valid interpretation

Source: SAT Departure Surveys 2013

5. Spend by foreign tourists

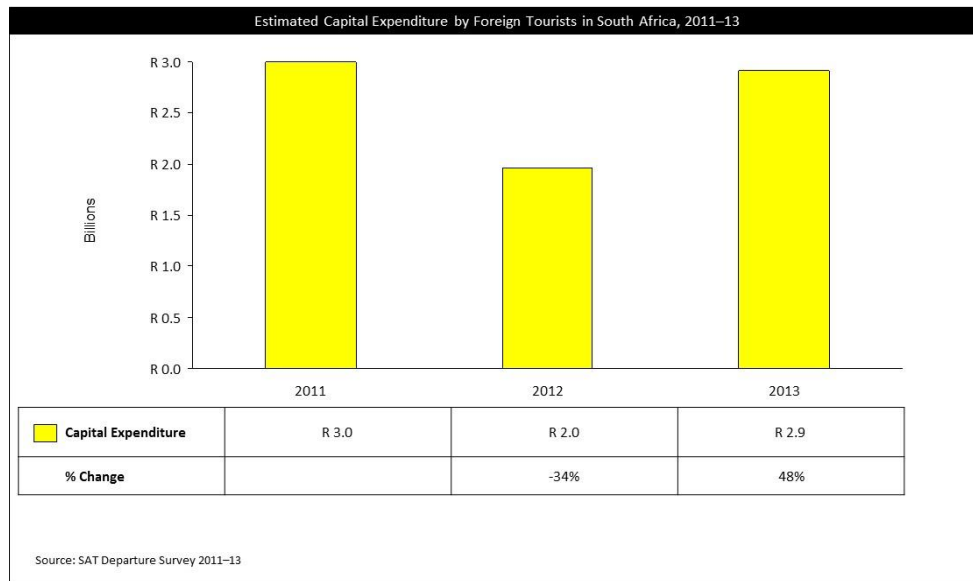
5.1. Estimated total foreign direct spend in SA (including capital expenditure)

The estimated total foreign direct spend (TFDS) declined to R73,2 billion in 2013, from R76,2 billion in 2012. This was a 4.0% (R3,0 billion) decrease as compared to 2012.



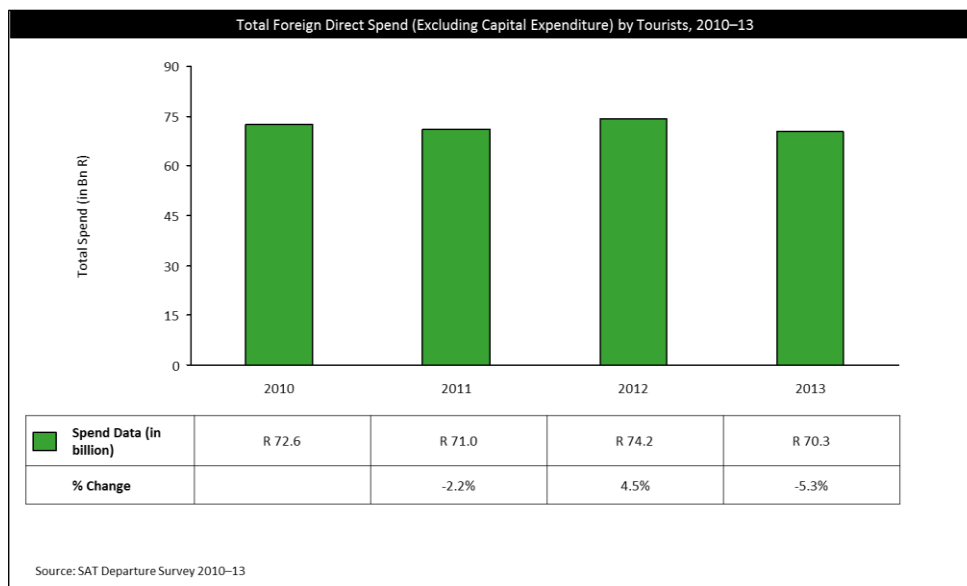
5.2. Estimated expenditure on capital goods

The estimated expenditure on capital goods reached R2,9 billion in 2013. The increase in 2013 was about 48% (R0,9 billion) as compared to 2012.

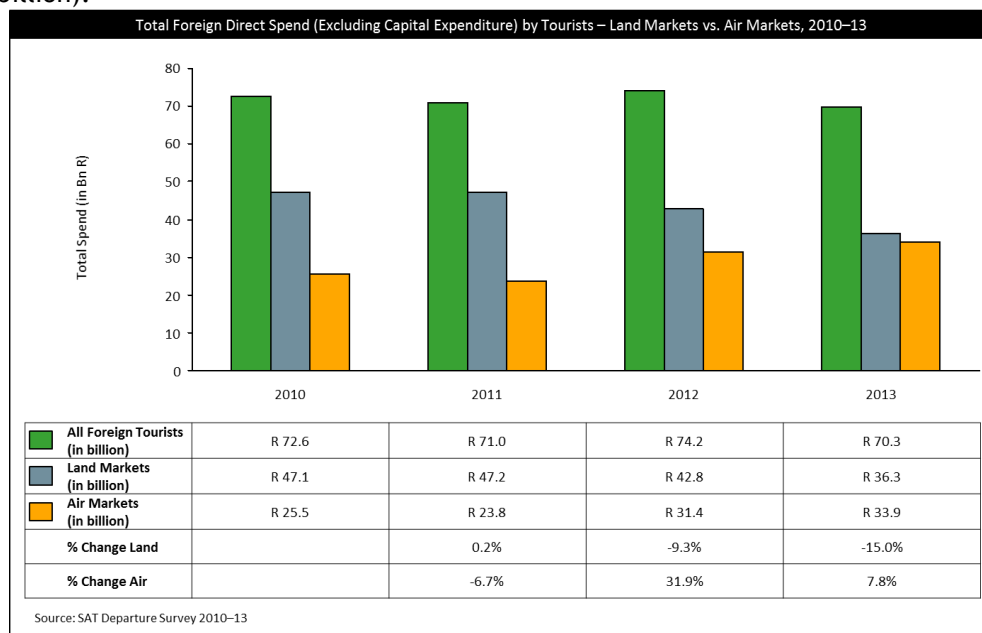


5.3. Total foreign direct spend (excluding capital expenditure)

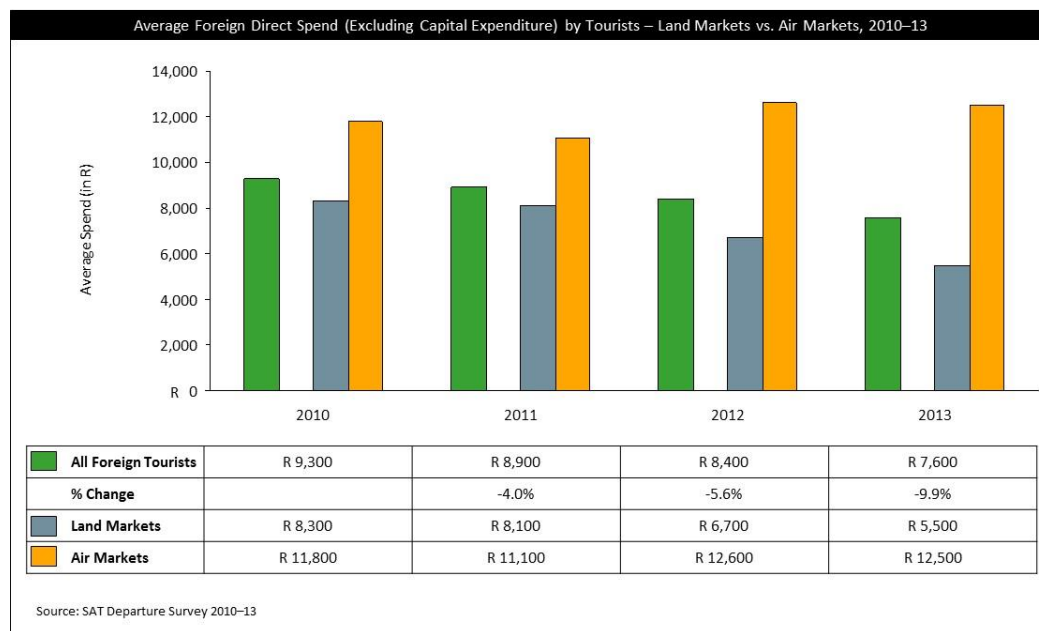
Total foreign direct spend (excluding capital expenditure) decreased to R70,3 billion in 2013 from R74,2 billion in 2012, i.e. a 5.3% decrease. The decrease was driven by a decrease in TFDS (excluding capital expenditure) from the land markets which decreased from R42,8 billion in 2012 to R36,3 billion in 2013.



TFDS (excluding capital expenditure) received from the land markets has been declining during 2010-13. However, the TFDS (excluding capital expenditure) received from the air markets has shown positive growth since 2011. In 2013, revenue from the land markets decreased by 15.0% (R6,5 billion) to reach R36,3 billion, whereas revenue from the air markets increased by 7.8% (R2,5 billion).

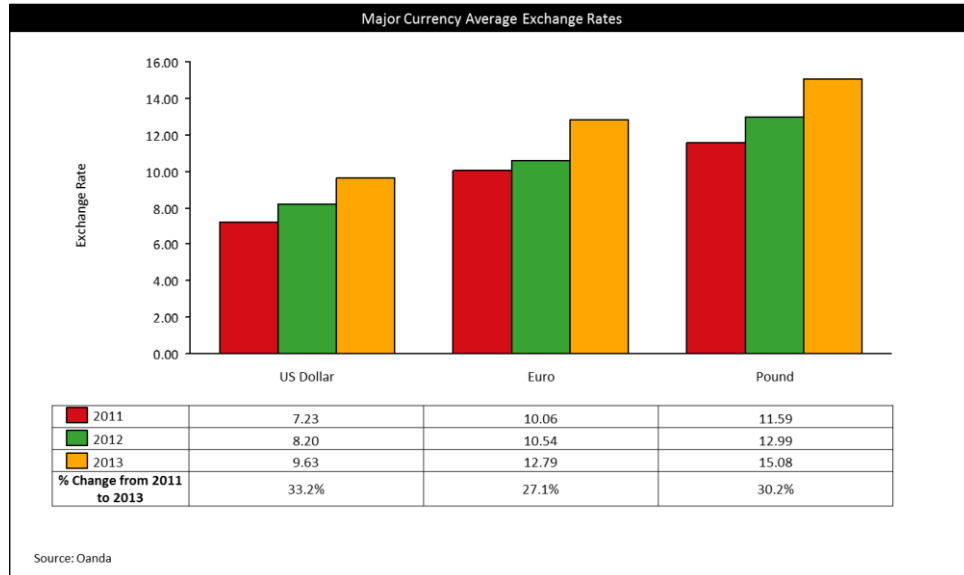


The average TFDS (excluding capital expenditure) of all tourists declined by 9.9% during 2010-13 to reach R7,600 in 2013. This can be attributed to the land markets which have been decreasing since 2010. On the contrary, the average TFDS (excluding capital expenditure) from air markets increased during the same period.



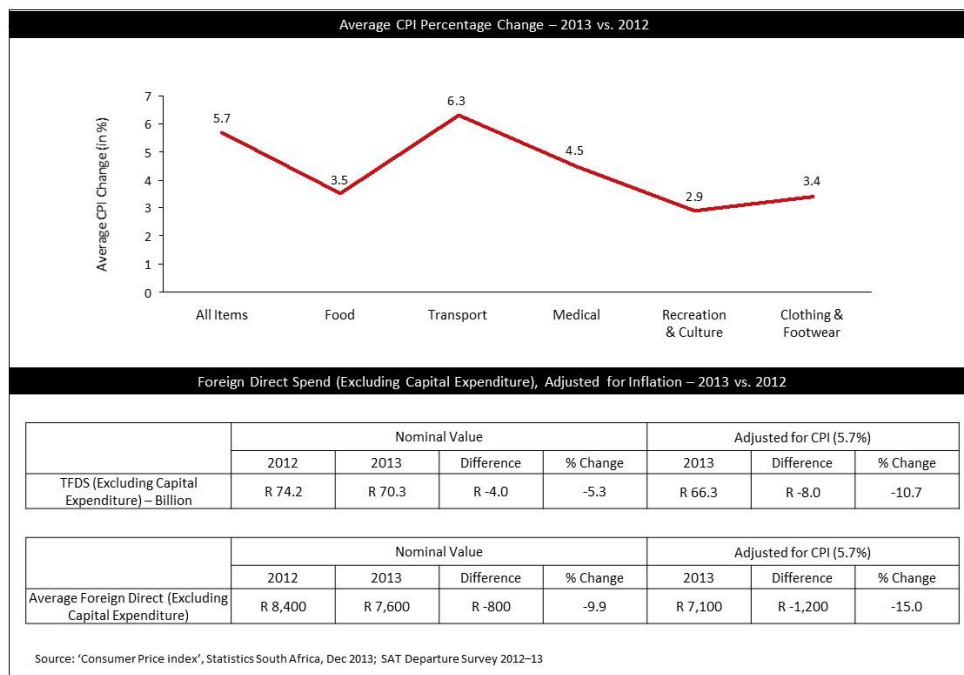
The South African Rand depreciated against all the major currencies in 2013. This currency fluctuation had a major impact on the overall amount spent in South Africa, but it is difficult to

quantify it at an aggregate level as payment are made from a combination of major markets, which involves the use of currencies such as the US Dollar, Euro and British Pound.



The inflation rate (CPI) in South Africa was 5.7% in 2013. Transport prices registered a maximum increase of 6.3% followed by medical prices (4.5%), food prices (3.5%), clothing & footwear prices (3.4%), and recreation & culture prices (2.9%).

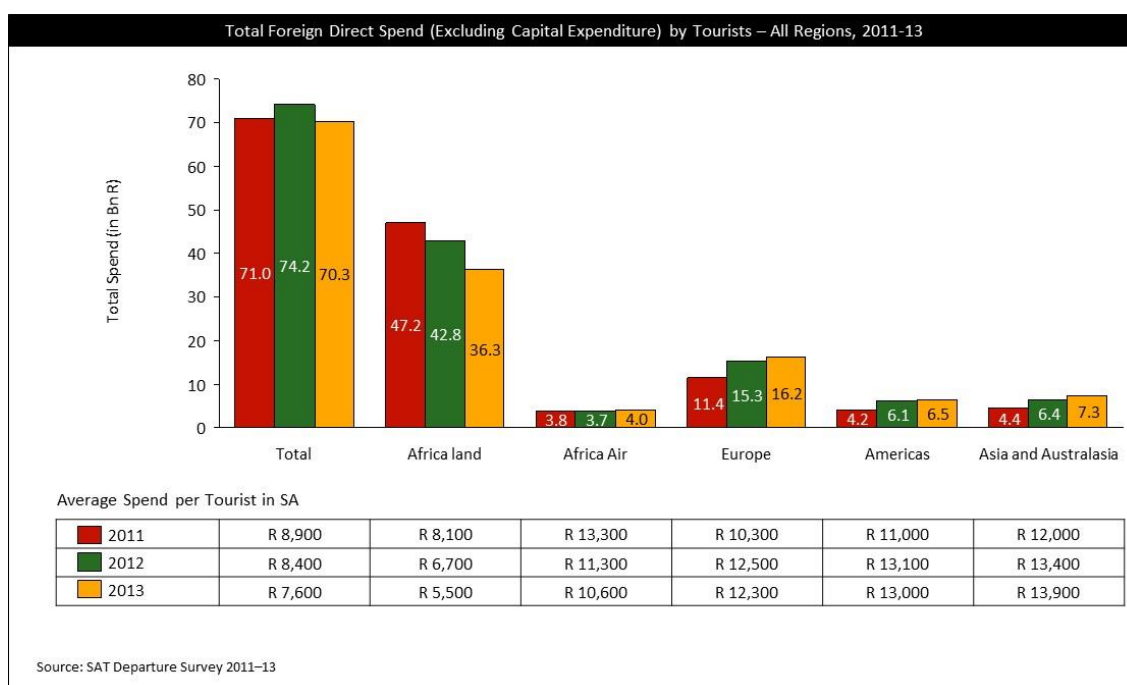
The average TFDS (excluding capital expenditure) adjusted for inflation declined by 15.0% in 2013 vis-à-vis 2012, while in nominal terms it decreased by 9.9%.



5.3.1. TFDS (excluding capital expenditure) by region

Africa land markets have been the major contributor to the tourism revenue of South Africa contributing 51.7% in 2013, 57.6% in 2012 and 66.4% in 2011. However, during 2011-2013, the revenue from Africa land markets declined to R36,3 billion from R47,2 billion in 2011. On the contrary, other regions have shown a positive trend during the same period. Revenue from Africa air markets increased by 8.3% to reach R4,0 billion in 2013 driven by the increase in tourist arrivals as average spend of this region fell by R800.

Europe contributed R16,2 billion to the total revenue in 2013, registering an increase from R15,3 billion in 2012 to R16,2 billion in 2013. However, the average spend by European tourists decreased by 2.1% in 2013, as against 2012. Revenue from Americas increased by 6.7% from R6,1 billion in 2012 to R6,5 billion in 2013. The average spend from this region decreased by -0.9% during the same period. Revenue from Asia and Australasia increased to R7,3 billion in 2013, which is a 14.2% (R0,9 billion) increase from 2012. Driving the growth was a -R500 increase in the average spend per tourist.



5.3.2. TFDS (excluding capital expenditure) across Africa land markets

TFDS (excluding capital expenditure) from Africa land markets decreased in the last three years. The total value has reduced from R47,2 billion in 2011 to R36,3 billion in 2013.

Over years, Zimbabwe has emerged as a major contributor to the revenue from this region, contributing 28.7% in 2012 and 39.9% in 2013.

Botswana, Malawi and Zambia have registered an increase in TFDS (excluding capital expenditure) during 2011-13. The decline in the overall revenue generated by the Africa land markets can primarily be attributed to the decrease in revenue from Lesotho, Mozambique and Swaziland.



5.3.2.1. Lesotho

The TFDS (excluding capital expenditure) decreased significantly from R8,4 billion in 2012 to R3,8 billion in 2013. The average TFDS (excluding capital expenditure) has been declining during 2011-13, with a steep downturn in 2013 to reach R2,600 from R5,100 in 2012.

The decline in spend is partially attributable to the economy of Lesotho which grew at a slower rate (3.4%) in 2013 versus 6.5% in 2012⁹. As reported by the Central Bank of Lesotho in 2011, approximately 60% of the government's budget was financed by the Southern African Customs Union (SACU). The global financial crisis resulted in a reduction of trade among SACU members which resulted in Lesotho's custom receipts decreasing by half. Moreover, remittances, which are a significant source of foreign exchange, also witnessed a decline¹⁰.

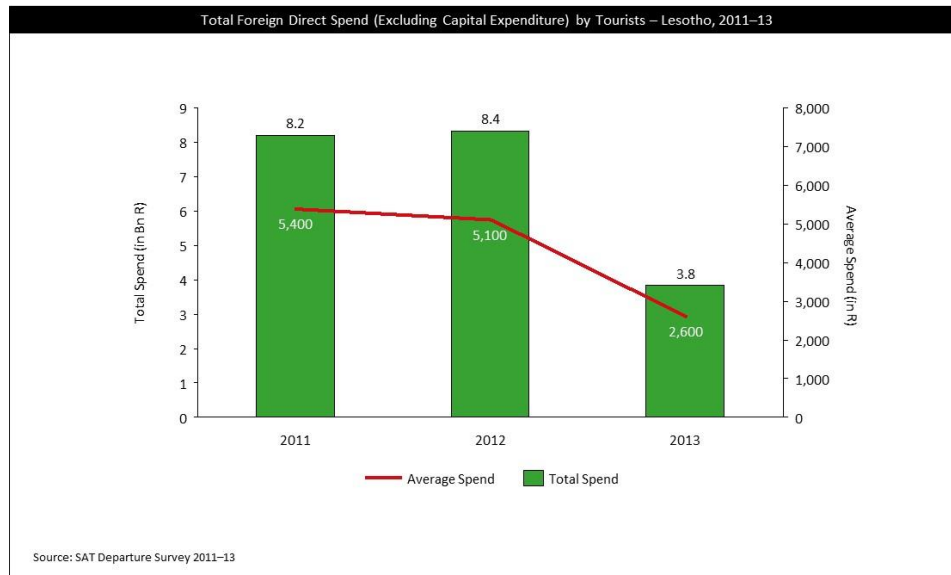
In 2012, two successive crop failures, due to irregular and insufficient rains, created a food shortage for approximately 38% of Lesotho's population. A food emergency was raised in the country where approximately \$120 million was required to revive the lack of availability of food until mid-2013¹¹.

⁹Source: 'Lesotho 2014', 2014, African Economic Outlook;

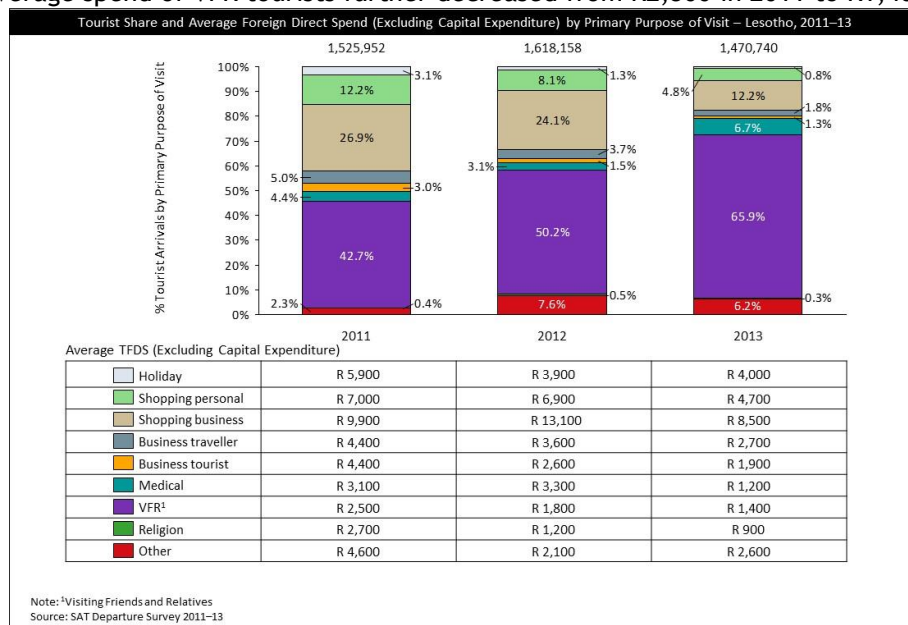
¹⁰Source: 'Lesotho's economy catches flu – from big brother's sneeze', 2011, Africa Renewal

¹¹Source: '2012 Quarter 3 Report - Lesotho', 2012, KPMG

The above factors might have possibly impacted the attitude/ability of the travelling population.



Another important factor, which may have contributed to the decrease in spend from Lesotho, was the increase in the share of VFR tourists (from 42.7% in 2011 to 65.9% in 2013); moreover, the average spend of VFR tourists further decreased from R2,500 in 2011 to R1,400 in 2013.



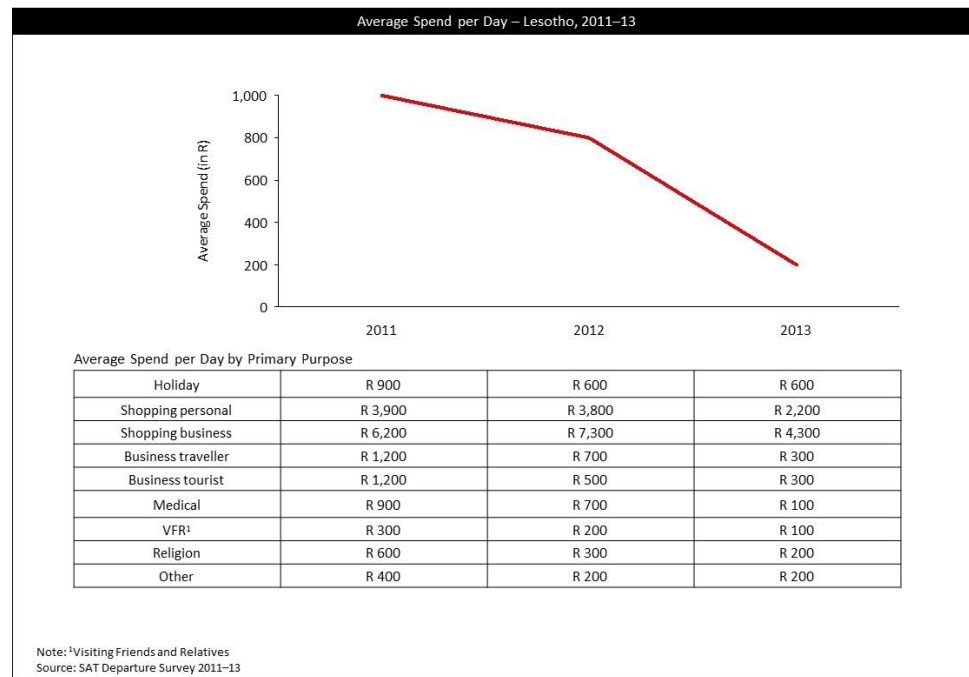
Moreover, the proportion of the tourists visiting South Africa for personal and business shopping, which has been the highest spending category, has been declining during 2011-13. The combined proportion of this category has reduced from 39.1% in 2011 to 17% in 2013.

In 2013, 35.6% (R1,2 billion) of the TFDS (excluding capital expenditure) by the tourists from Lesotho was estimated to be used for shopping for goods to resell, whereas, in 2012, it was 52.5% (R4,3 billion).

	2011	2012	2013
Shopping	R 2.64	R 1.93	R 0.85
Food	R 0.46	R 0.49	R 0.38
Transport	R 0.41	R 0.40	R 0.37
Leisure	R 0.20	R 0.14	R 0.16
Accommodation	R 0.44	R 0.25	R 0.14
Medical	R 0.09	R 0.10	R 0.03
Others	R 0.43	R 1.24	R 0.32

Source: SAT Departure Survey 2011–13

The estimated TFDS (excluding capital expenditure) for all categories of spend declined during 2011-13, with the maximum decline being registered in the amount spent on accommodation (68.2%) and shopping (67.8%).



Share of business shoppers witnessed a significant decline from 26.9% in 2011 to 12.2% in 2013. Also, the estimated average spend by tourists visiting for business shopping declined by R4,600 in 2013 vis-à-vis 2012 causing a significant drop in the average spend of all tourists. The average spend per day of business shoppers also came down from R6,200 in 2011 to R4,300 in 2013.

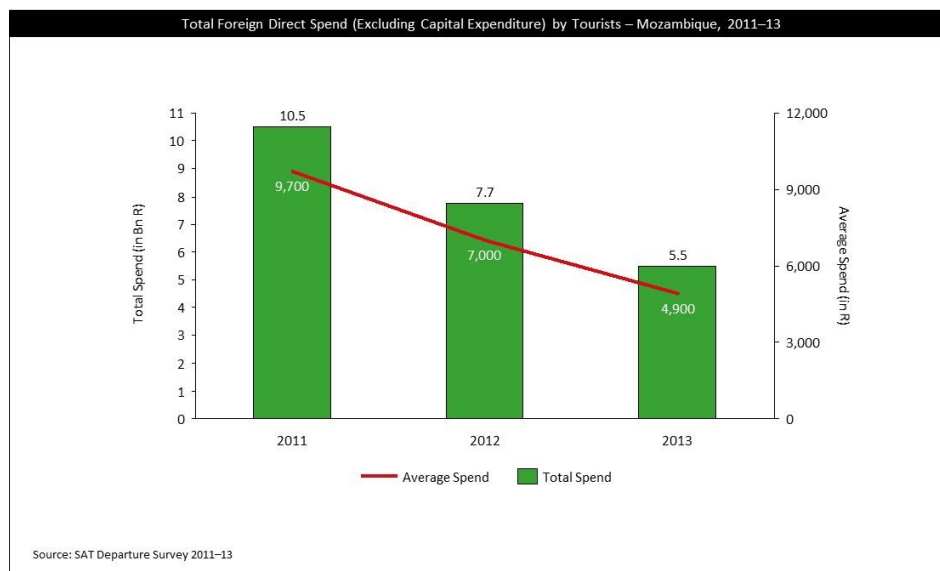
Amongst other factors, possible reasons for the decline in the shopping spend of the Lesotho tourists include the growing textile and garment industry in Lesotho (due to the inclusion of Lesotho under US African Growth and Opportunities Act, viz., AGOA)¹², which resulted in creation of local jobs and reducing reliance on South Africa.

Following a similar pattern, the share of personal shoppers declined from 12.2% in 2011 to 4.8% in 2013. The average spend per day of personal shoppers declined to R2,200 in 2013 from R3,900 in 2011.

The reduced share of shoppers from Lesotho can also possibly be attributed to the development of malls and shopping complexes in Maseru, the capital of Lesotho. Majority of South African brands are now available in Lesotho, which possibly led to the reduction of spend by Lesotho tourists visiting South Africa for shopping¹³.

5.3.2.2. Mozambique

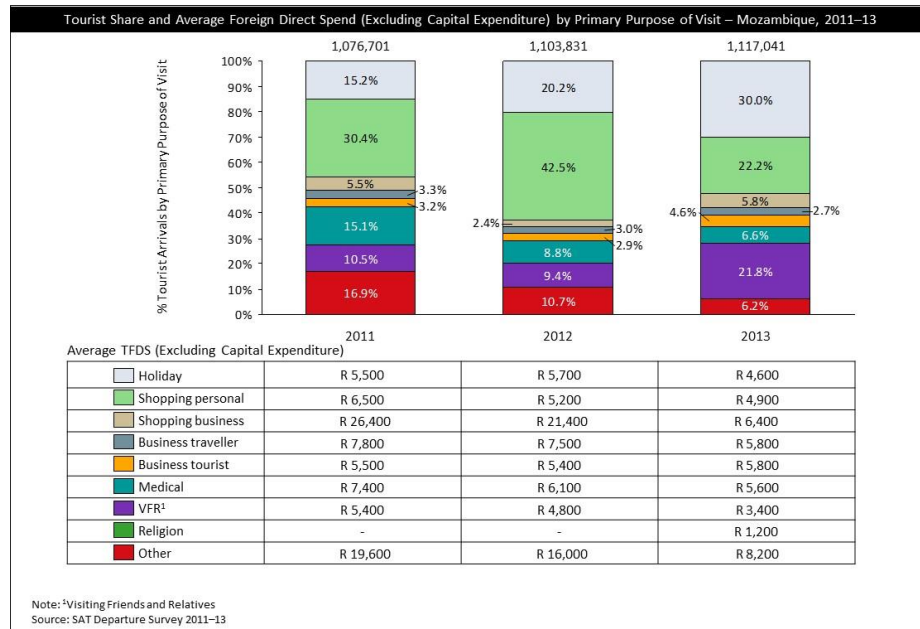
The TFDS (excluding capital expenditure) by tourists from Mozambique decreased during 2011-13 from R10,5 billion in 2011 to R5,5 billion in 2013. Driving the decline was a ~R4,800 decrease in the average spend per tourist.



¹²Source: 'Lesotho: From Labor Reserve to Depopulating Periphery?', May 2012, Migration Policy Institute

¹³Source: 'Lesotho bids to lower reliance on neighbour', April 2013, Financial Times

Over the years, the share of holiday and VFR tourists registered significant growth, while their estimated average spend decreased. On the contrary, the proportion of tourists visiting for shopping or medical health reasons decreased in 2013 as compared to 2012.



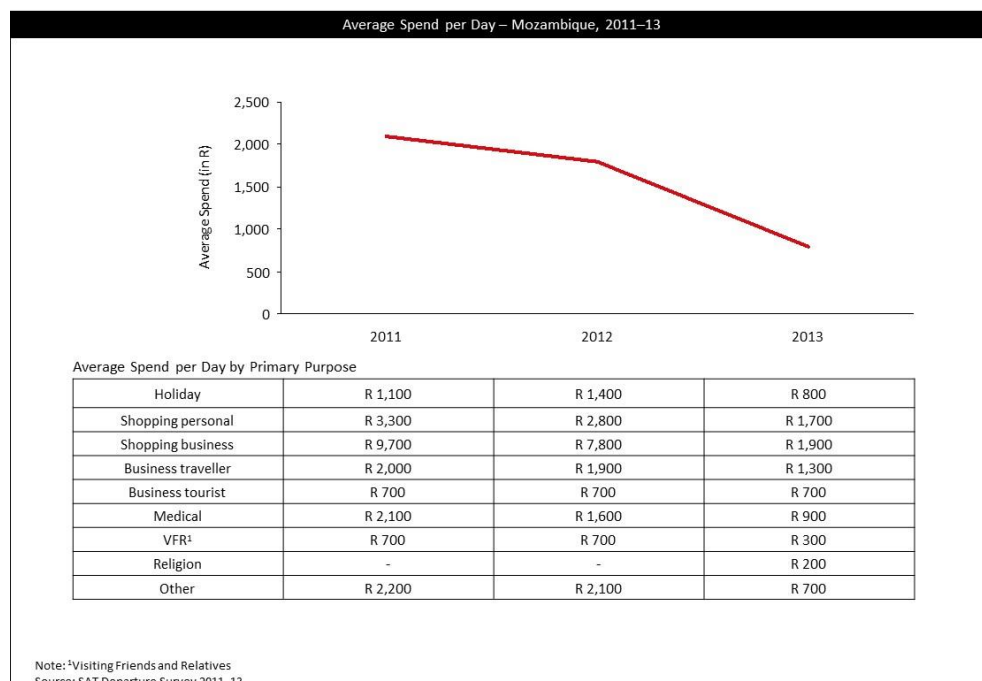
In 2013, 9.0% (R469,4 million) of the TFDS (excluding capital expenditure) by the tourists from Mozambique was estimated to be used for shopping for goods to resell, while in 2012, it was 6.5% (R502,5 million). The estimated TFDS (excluding capital expenditure) on transport and leisure increased during 2011–13, while it has decreased for all the other categories.

Total Foreign Direct Spend (Excluding Capital Expenditure) by Category (in billion) – Mozambique, 2011–13

	2011	2012	2013
Shopping	R 3.14	R 3.04	R 1.99
Food	R 1.13	R 0.89	R 0.76
Transport	R 0.50	R 0.57	R 0.67
Accommodation	R 1.19	R 1.07	R 0.59
Leisure	R 0.18	R 0.16	R 0.23
Medical	R 0.57	R 0.25	R 0.23
Others	R 2.38	R 1.30	R 0.30

Source: SAT Departure Survey 2011–13

The estimated average spending of most tourists declined during 2011-13, resulting in a declining trend of the overall average spending of tourists from Mozambique. The average spend per day of all tourists has been declining consistently from R2,100 in 2011 to R1,800 in 2012 to R800 in 2013.



Though the Mozambican economy has remained strong, deterioration in its political as well as natural situation might have possibly impacted the mind-set of the travelling population. From a political standpoint, the country witnessed politico-military confrontations between the government and the opposition; whereas, major flooding in the first quarter also impacted the economy¹⁴. The politico-military situation, in particular, impacted the performance of the business class of Mozambique¹⁵.

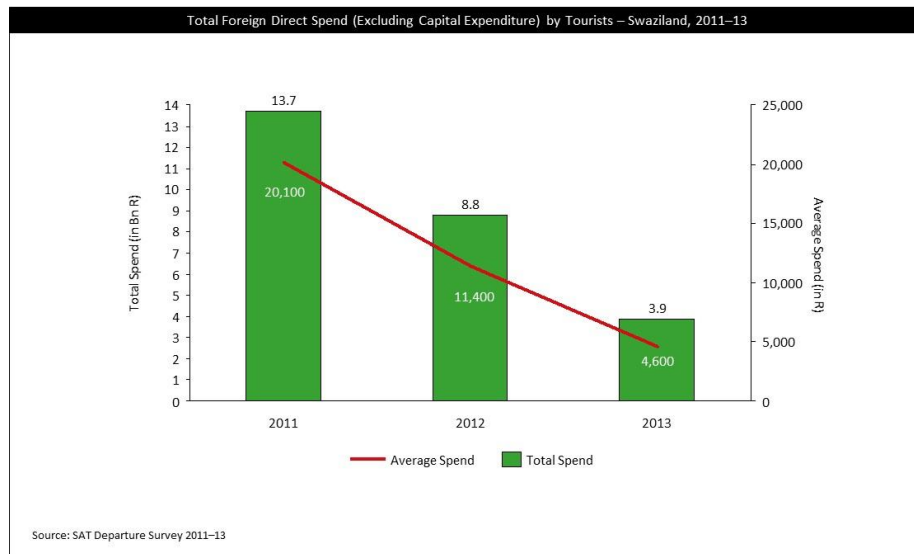
The average spend of the tourists who visit South Africa for business shopping reduced from R26,400 in 2011 to R6,400 in 2013. On a similar note, the average spending of the personal shoppers from Mozambique dropped from R6,500 in 2011 to R4,900 in 2013.

¹⁴ Source: 'Mozambique 2014', May 2014, African Economic Outlook

¹⁵ Source: 'Mozambique: The President of CTA, Rogério Manuel, Makes 2013 Balance and Presents Some 2014 Prospects', January 2014, All Africa

5.3.2.3. Swaziland

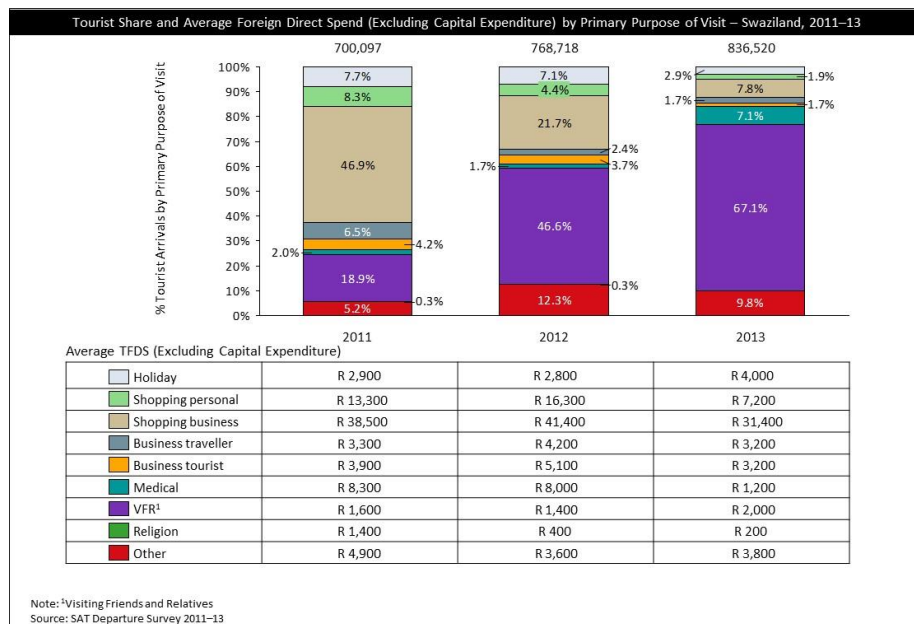
TFDS (excluding capital expenditure) by Swazi tourists travelling to South Africa declined from R8,8 billion in 2012 to R3,9 billion in 2013.



The average TFDS (excluding capital expenditure) per tourist fell by 77.0% during 2011–13, to reach R4,600 in 2013, compared with R20,100 in 2011.

In 2013, 51.1% (R1,9 billion) of the TFDS (excluding capital expenditure) by tourists from Swaziland was estimated to be used for shopping of goods to resell, whereas, in 2012, it was 75.5% (R6,6 billion).

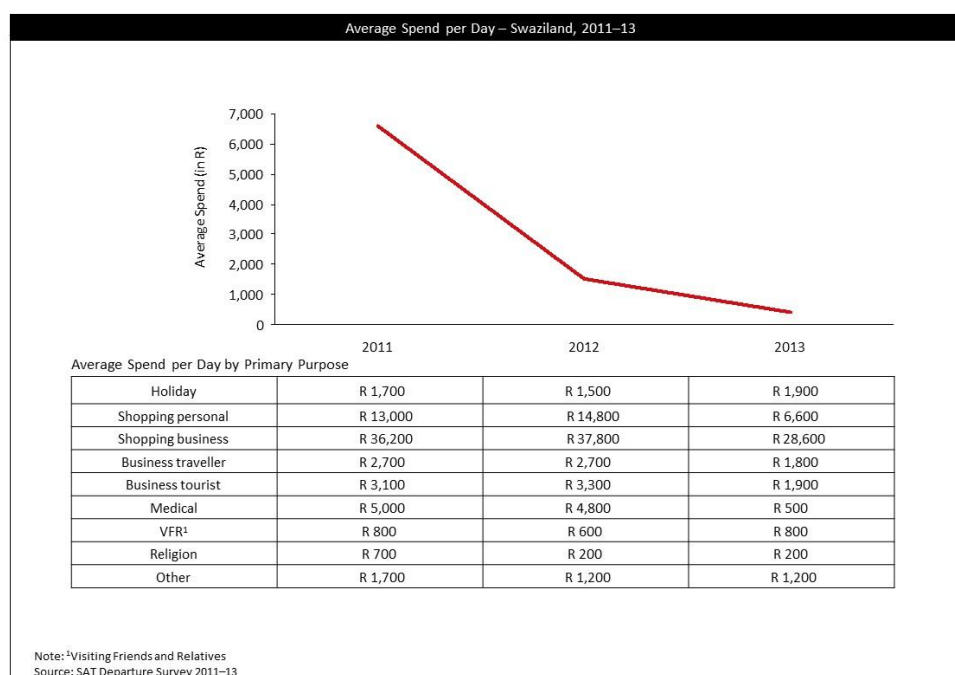
The share of tourist arrivals to South Africa from Swaziland for shopping plummeted during 2011–13, whereas that of VFR tourists increased significantly.



The estimated TFDS (excluding capital expenditure) on food, accommodation and leisure increased during 2011-13, while the spend on shopping, transport, and medical declined.

Total Foreign Direct Spend (Excluding Capital Expenditure) by Category (in billion) – Swaziland, 2011–13			
	2011	2012	2013
Shopping	R 1.03	R 0.96	R 0.70
Food	R 0.15	R 0.22	R 0.34
Transport	R 0.54	R 0.37	R 0.23
Accommodation	R 0.19	R 0.21	R 0.22
Leisure	R 0.09	R 0.07	R 0.15
Medical	R 0.09	R 0.08	R 0.01
Others	R 0.07	R 0.04	R 0.14

Source: SAT Departure Survey 2011–13



While the estimated average spending by tourists with the primary purpose of shopping (both business and personal) has been the highest among all other tourists, their average spend decreased in 2013 in comparison with 2012. The estimated average spend per day of tourists who visited South Africa for different purposes declined between 2011 and 2013.

A major drop was recorded in the average spend per day by the tourists whose primary purpose was shopping (both personal and business). For business shoppers, the average spend dropped from R38,500 in 2011 to R31,400 in 2013. Their average spend per day also dropped from R36,200 in 2011 to R28,600 in 2013. The average spend of the Swaziland tourists coming to South Africa for personal shopping also declined from R13,300 in 2011 to R7,200 in 2013. Their average daily spend dropped from R13,000 in 2011 to R6,600 in 2013.

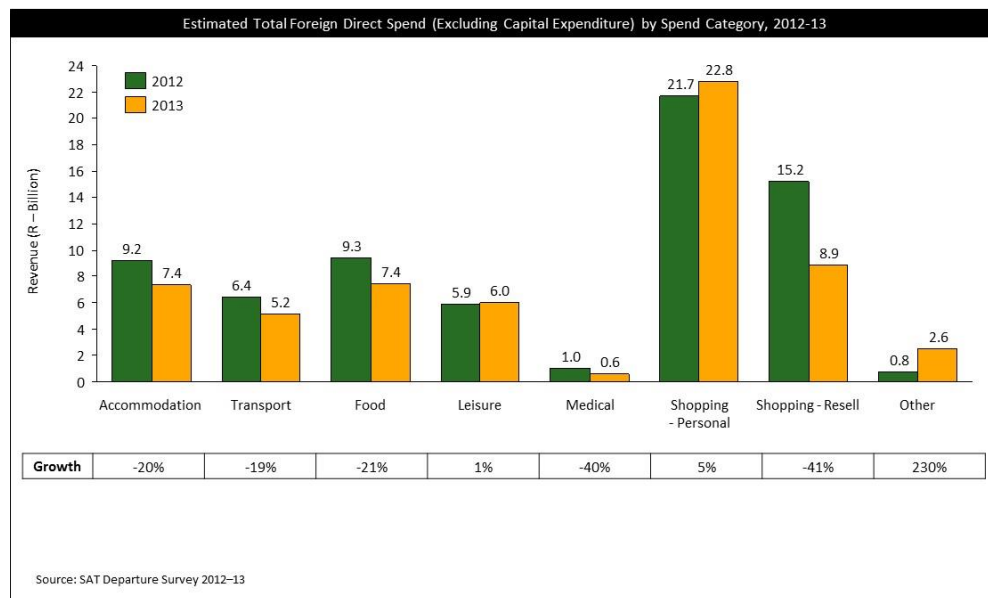
At a macro-economic level, in 2012, fiscal challenges in the Swazi economy, compounded by the weak global and South African growth (a key contributor to Swaziland's economy), impacted the private sector in Swaziland. Moreover, the purchasing power of ~10% of the labour force was further impacted, given that the civil services salaries stagnated for two

years. This had a negative impact on both the consumer confidence and the domestic demand. Moreover, the fiscal crisis, together with the job losses in the private sector, resulted in reduced capacity of households to provide for basic requirements, i.e., health and education.¹⁶

Having said this, Swaziland's economy has been on the path of recovery, growing at an estimated 3.5% in 2013 as compared to 1.7% in 2012, and a contracting economy in 2011. The inflation in the economy has eased to 4.4% in Dec 2013, as against the peak of 9.6% in May 2012¹⁷.

5.4. Estimated spend per category

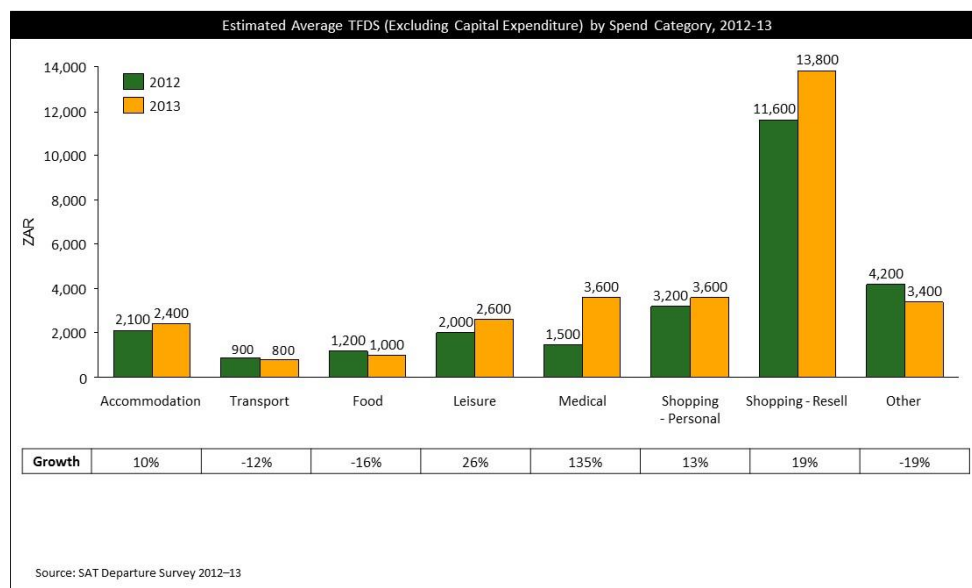
Spend across most of the categories declined in 2013 when compared to 2012. *Leisure*, *shopping for personal use* and *other expenditures* were the only categories that grew over this period. Shopping for resell, which is estimated to be the second largest contributor to the overall revenue after shopping for personal use, declined by 41% (R6,3 billion) compared to 2012.



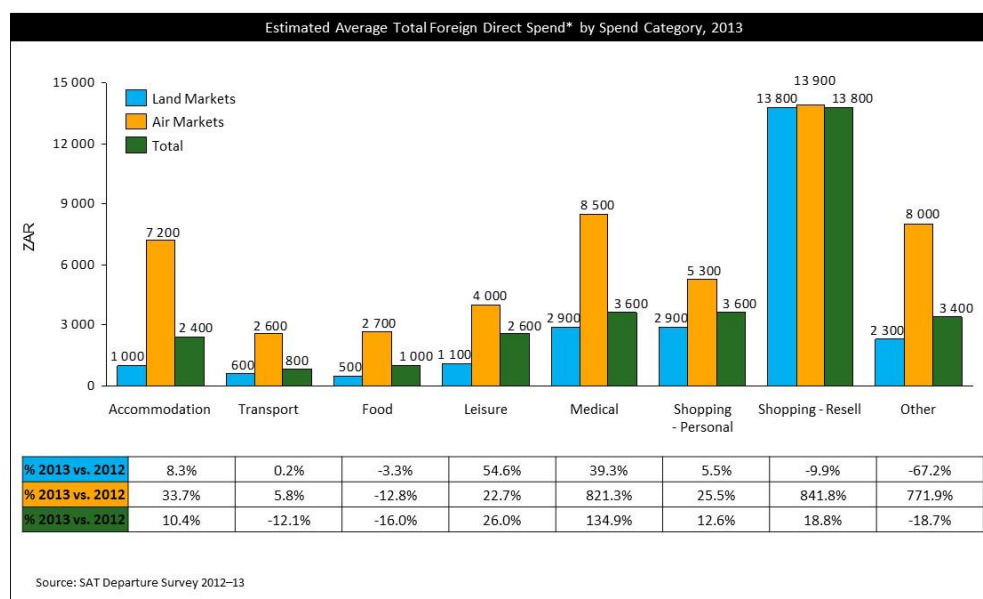
¹⁶ Source: 'Swaziland', July 2013, African Economic Outlook

¹⁷ Source: 'Swaziland', May 2014, African Economic Outlook

Estimated average spend per tourist increased across all the categories, with the exception of food and transport. Estimated average spend on shopping for resell was the highest of all the categories and it increased by 19% in 2013 compared to 2012. Estimated average spend on medical costs increased by 135%, while expenditure on leisure activities increased by 26%.

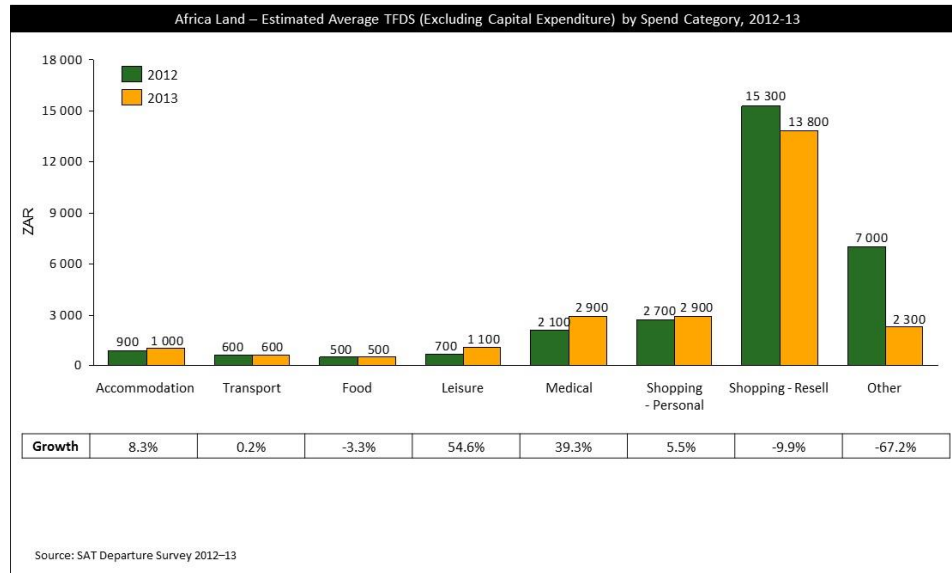


Estimated average spend from tourists from air markets was more across all categories as compared to tourists from the land markets. For tourists from air markets, estimated average spend on both shopping for resell and medical increased significantly by 841% and 821%, respectively; whereas the estimated average spend on food declined by 12.8%. Estimated average spend on shopping for resell from the tourists from land markets declined by 9.9% between 2012 and 2013.

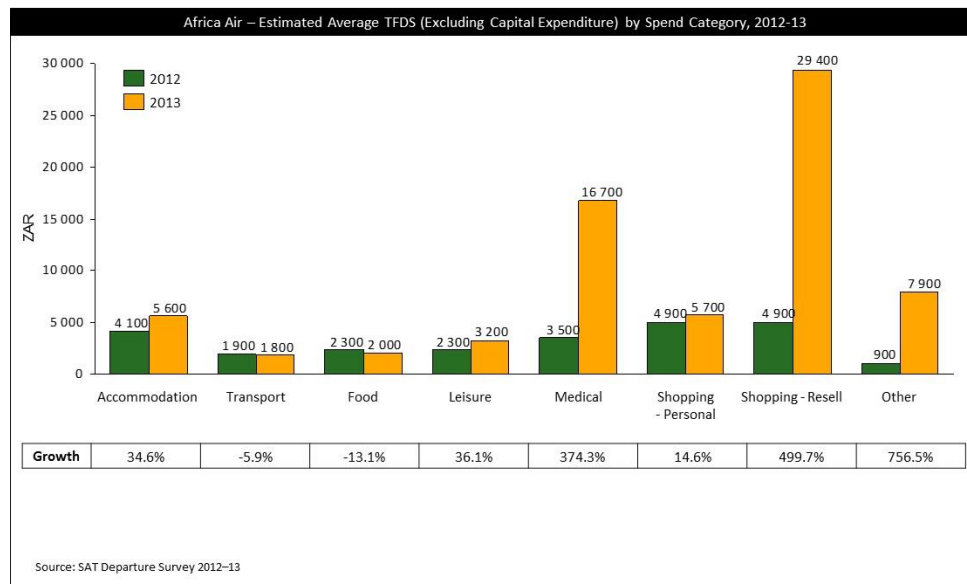


5.4.1. Estimated spend breakdown by region

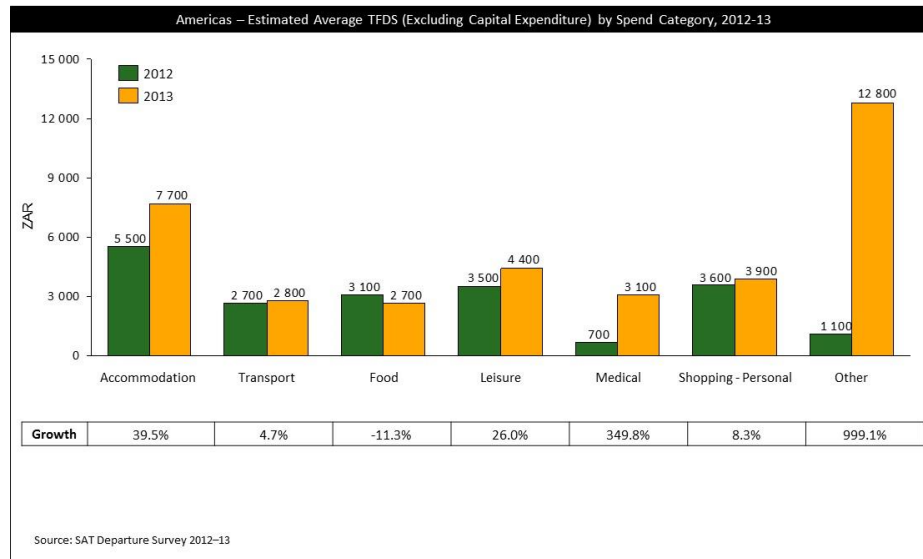
For the tourists from Africa land markets, the estimated spend on shopping for resell declined by 9.9% in 2013 as compared to 2012. For the same period, the estimated average spend on leisure activities and medical by tourists from Africa land markets increased by 54.6% and 39.3%, respectively.



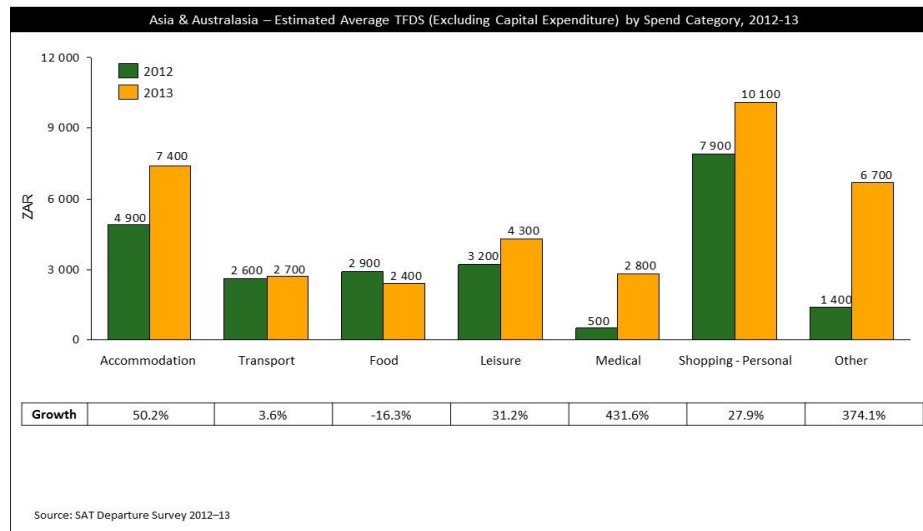
In 2013, the estimated average spend of tourists from the Africa air markets was highest on shopping for resell followed by medical. These categories increased by 499.7% and 374.3% respectively in 2013 as compared to 2012. For the same period, the estimated average spend on food decreased by 13.1%.



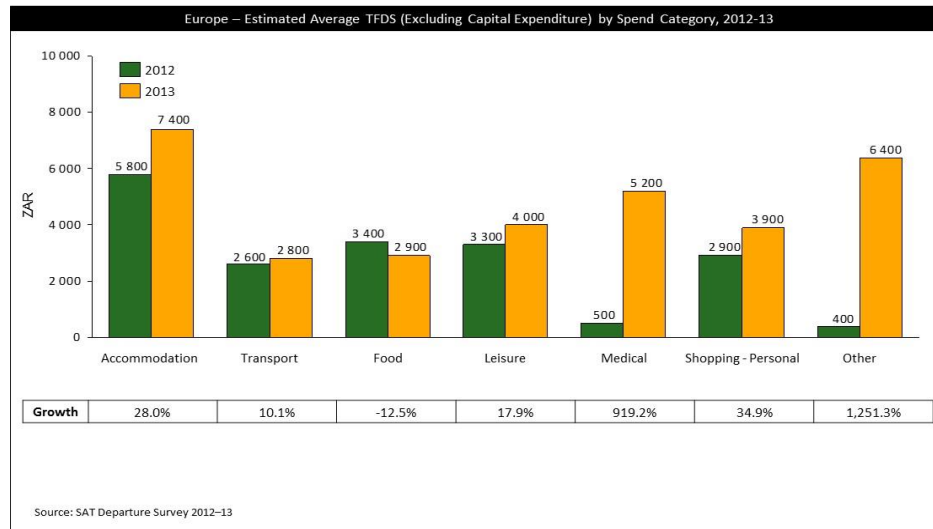
The estimated spend from tourists from the Americas increased across all the categories in 2013 as compared to 2012, with the exception of food. For the same period, the estimated average spend on medical and accommodation increased by 349.8% and 39.5% respectively.



In 2013, the estimated spend from tourists from Asia & Australasia was higher across all the categories, with the exception of food. The decrease in the estimated spend on food was -16.3%, while medical (431.6%), accommodation (50.2%) and shopping for personal use (27.9%) increased.

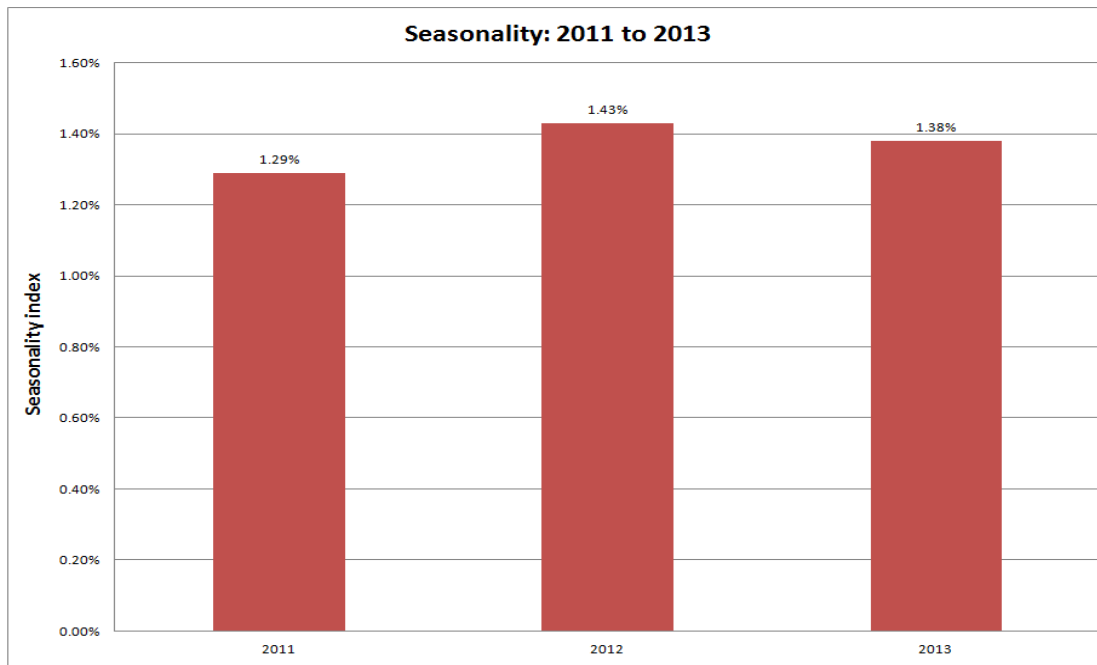


Similar to the Americas and Asia & Australasia, the estimated average spend from European tourists increased across all the categories, except food. The highest estimated increase was in medical expenditure (919.2%), followed by shopping for personal use (34.9%) and accommodation (28.0%).

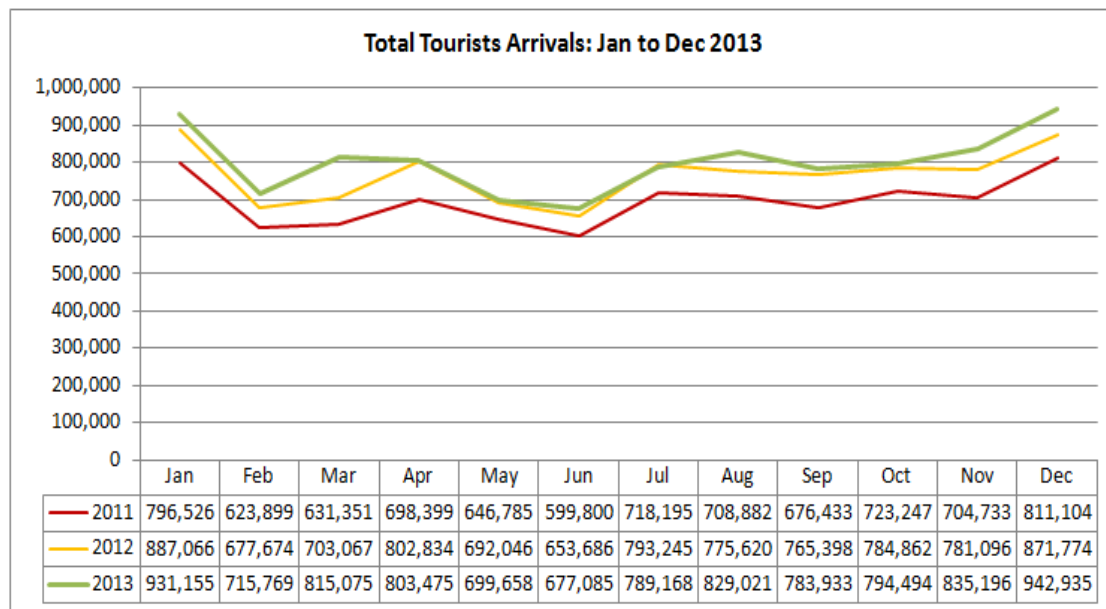


6. Seasonality of foreign tourist arrivals¹⁸

Seasonality improved in 2013, decreasing from 1.43% to 1.38% in 2013. This positive performance over 2012 was driven by the Africa land markets decreasing from 2.41% to 2.29%, while Asia & Australasia decreased from 1.63% to 0.79%.



Source: Tourism & Migration releases, Statistics SA; SAT analysis



Source: Tourism & Migration releases, Statistics SA; SAT analysis

¹⁸ 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

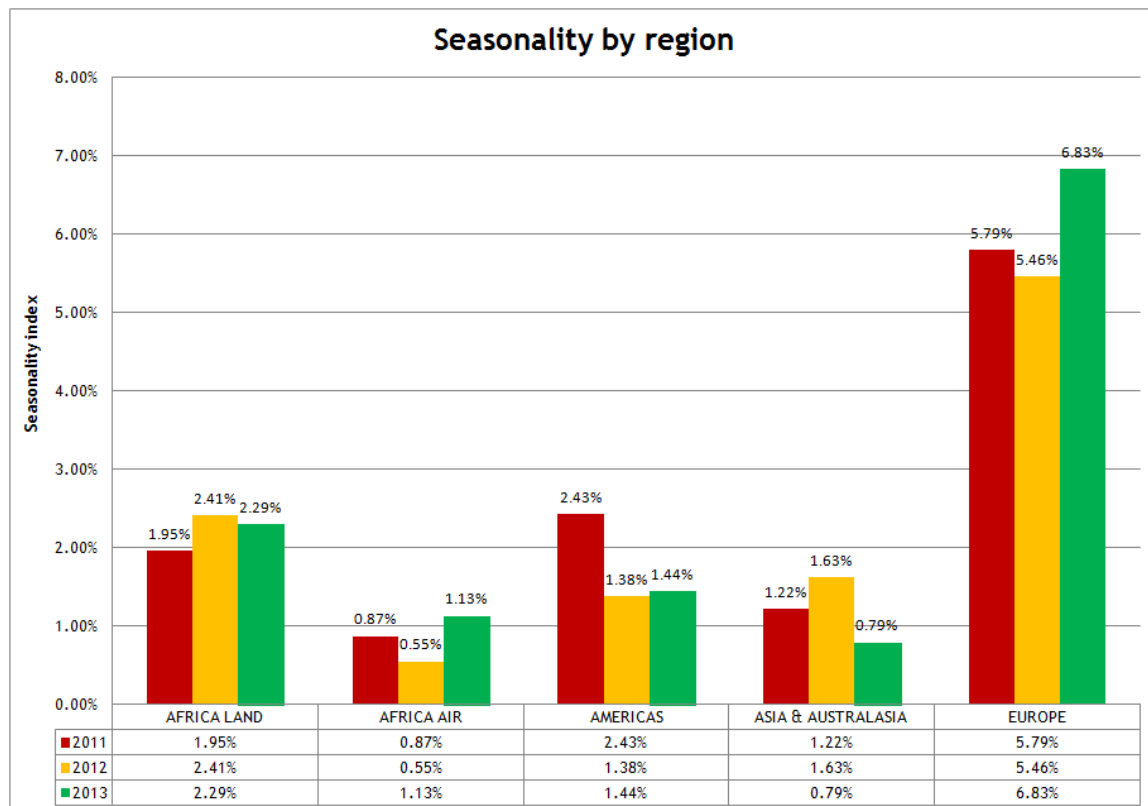
Seasonality of tourist arrivals from Asia & Australasia improved from 1.63% in 2012 to 0.79% in 2013, making the region the best performer in 2013. This improvement was as a result of an improvement in seasonality from the “other” markets in the region. All major markets in this region worsened; China (including Hong Kong) worsened from 4.96% to 4.99%, followed by India from 4.10% to 4.79%.

Seasonality of the Africa land markets showed improvement from 2.41% in 2012 to 2.29% in 2013. Zimbabwe was the best performing market improving from 4.94% in 2012 to 4.04% in 2013 followed by Lesotho from 3.39% in 2012 to 3.20% in 2013. Botswana was the worst performing market increasing from 6.58% in 2012 to 9.91% in 2013.

The Americas showed a worsening in seasonality in 2013, from 1.38% in 2012 to 1.44% making it the third worst performing region. Brazil was the best performing market, from 5.58% in 2012 to 3.15% in 2013.

Seasonality of the Africa air markets also worsened from 0.55% in 2012 to 1.13% in 2013. All major markets in this region showed improvements. Nigeria was the best performing market in this region improving from 2.59% in 2012 to 1.71% in 2013 while Tanzania was the worst performing market increasing from 0.63% in 2012 to 1.94% in 2013.

Europe showed the worst performance in seasonality, dropping from 5.46% in 2012 to 6.83% in 2013. France worsened from 7.64% in 2012 to 11.31% in 2013 while Italy worsened from 22.57% in 2012 to 24.93% in 2013. The Netherlands was the best performer in this region with seasonality improving from 12.58% in 2012 to 13.51% in 2013.



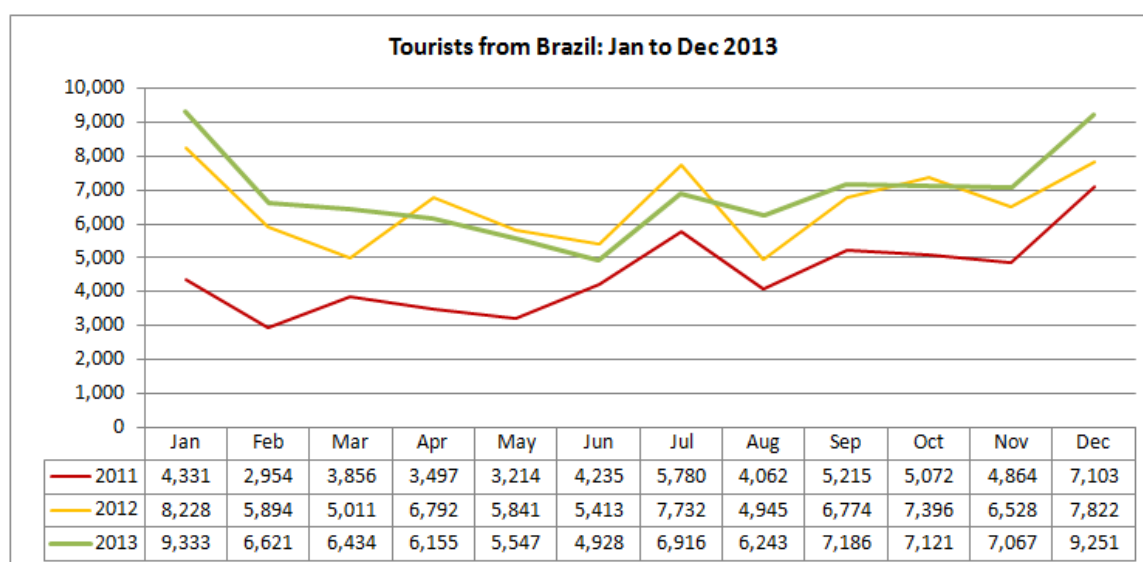
Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.2. Top 5 markets with improving seasonality

6.2.1. Brazil

Seasonality from Brazil improved in 2013 decreasing from 5.58% in 2012 to 3.15% in 2013. There was a flatter pattern of tourist arrivals midyear. Although the seasonality improved, there is still a clear peak in January and December. This seasonality has been improving since 2011.

	2011	2012	2013
AMERICAS	2.43%	1.38%	1.44%
Brazil	10.83%	5.58%	3.15%
Canada	4.03%	4.91%	4.43%
USA	2.76%	2.26%	1.55%
Other Americas	4.24%	2.84%	2.51%

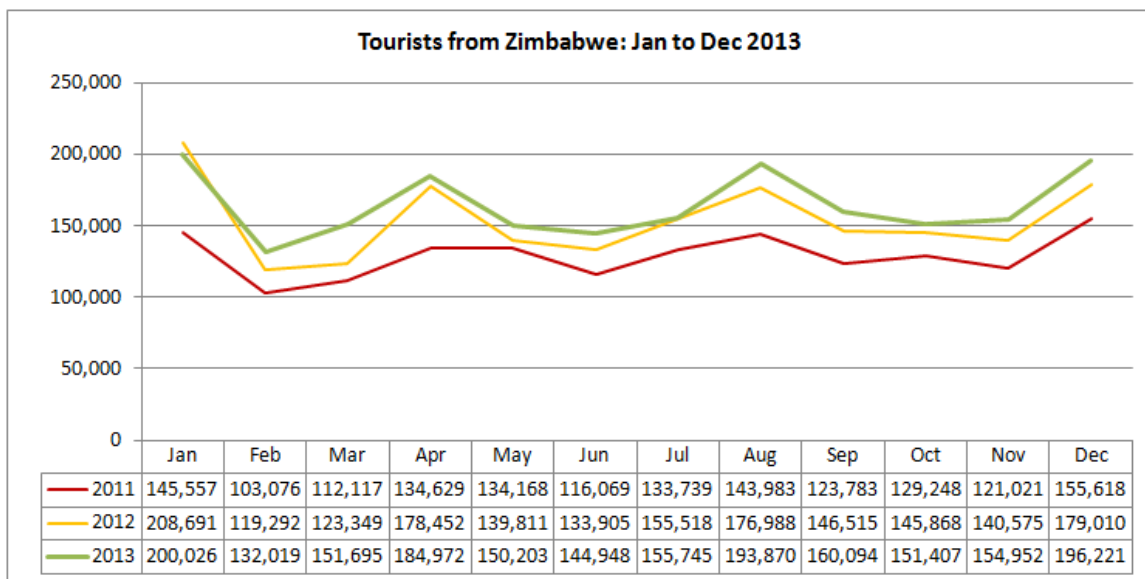


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.2.2. Zimbabwe

Seasonality improved from Zimbabwe, decreasing from 4.94% in 2012 to 4.04% in 2013 and recorded as the second best seasonality among all markets.

	2011	2012	2013
AFRICA LAND	1.95%	2.41%	2.29%
Botswana	5.82%	6.58%	9.91%
Lesotho	2.35%	3.39%	3.20%
Malawi	1.40%	1.91%	1.98%
Mozambique	1.29%	0.90%	2.71%
Namibia	9.84%	5.83%	8.32%
Swaziland	2.83%	2.06%	1.90%
Zambia	1.18%	1.50%	1.79%
Zimbabwe	2.94%	4.94%	4.04%

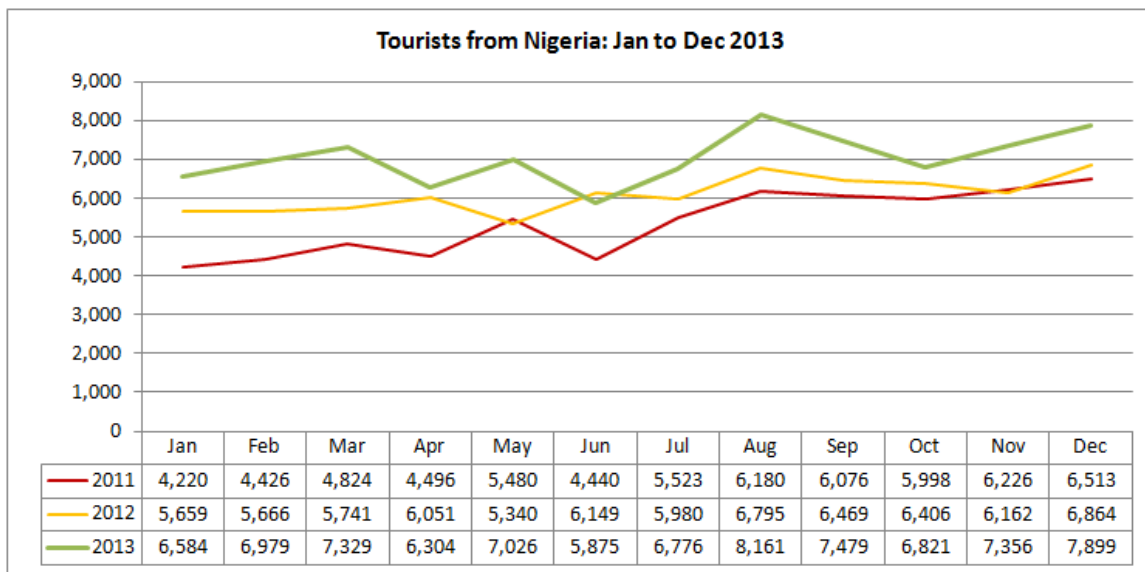


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.2.3. Nigeria

Seasonality improved out of Nigeria, decreasing from 2.59% in 2012 to 1.71% in 2013. Even though seasonality improved, there is still a clear peak in August.

	2011	2012	2013
AFRICA AIR	0.87%	0.55%	1.13%
Angola	1.57%	2.54%	2.12%
DRC	9.82%	8.09%	7.59%
Kenya	1.54%	2.59%	1.96%
Nigeria	1.81%	2.59%	1.71%
Tanzania	1.58%	0.63%	0.73%
Other Africa and Middle East	1.31%	0.62%	1.94%

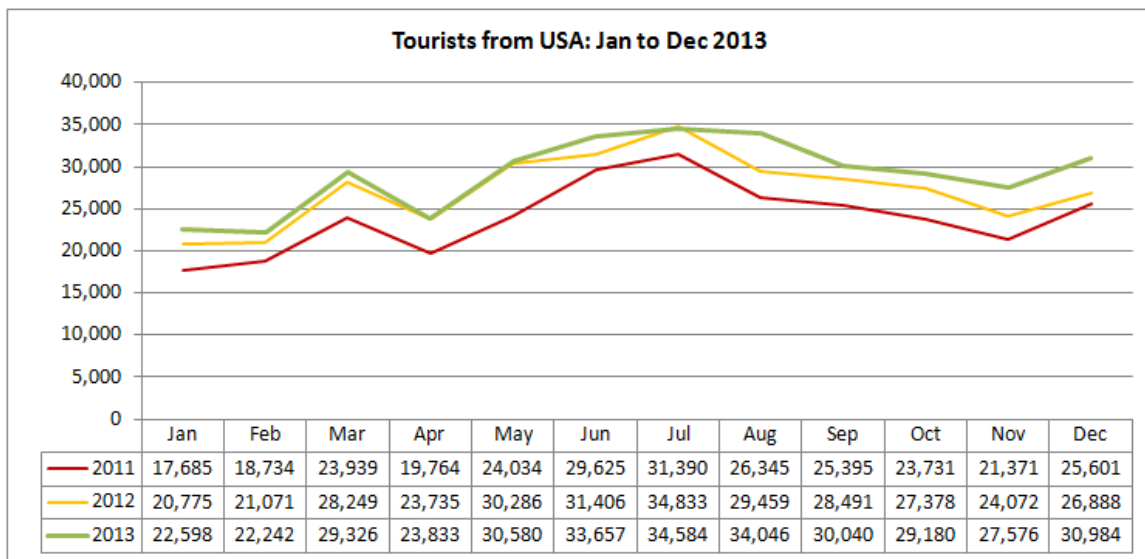


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.2.4. United States of America

Seasonality from the USA improved, decreasing from 2.26% in 2012 to 1.55% in 2013. US ranked fourth among all markets, and has been improving since 2011.

	2011	2012	2013
AMERICAS	2.43%	1.38%	1.44%
Brazil	10.83%	5.58%	3.15%
Canada	4.03%	4.91%	4.43%
USA	2.76%	2.26%	1.55%
Other Americas	4.24%	2.84%	2.51%

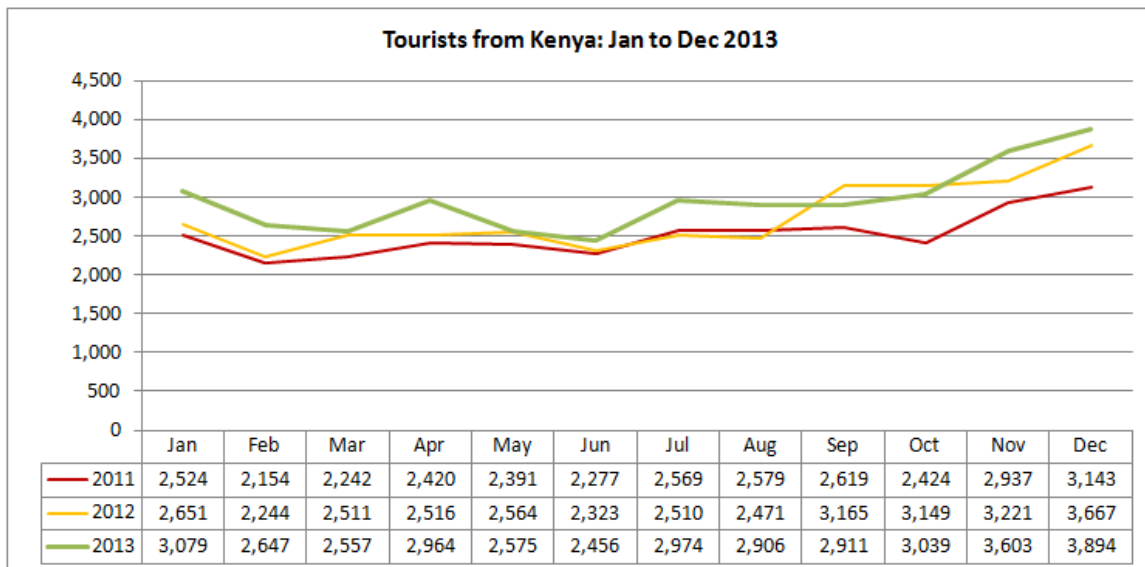


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.2.5. Kenya

Seasonality from Kenya improved, decreasing from 2.59% in 2012 to 1.96% in 2013. December remains a key period for travel to South Africa from this market.

	2011	2012	2013
AFRICA AIR	0.87%	0.55%	1.13%
Angola	1.57%	2.54%	2.12%
DRC	9.82%	8.09%	7.59%
Kenya	1.54%	2.59%	1.96%
Nigeria	1.81%	2.59%	1.71%
Tanzania	1.58%	0.63%	0.73%
Other Africa and Middle East	1.31%	0.62%	1.94%



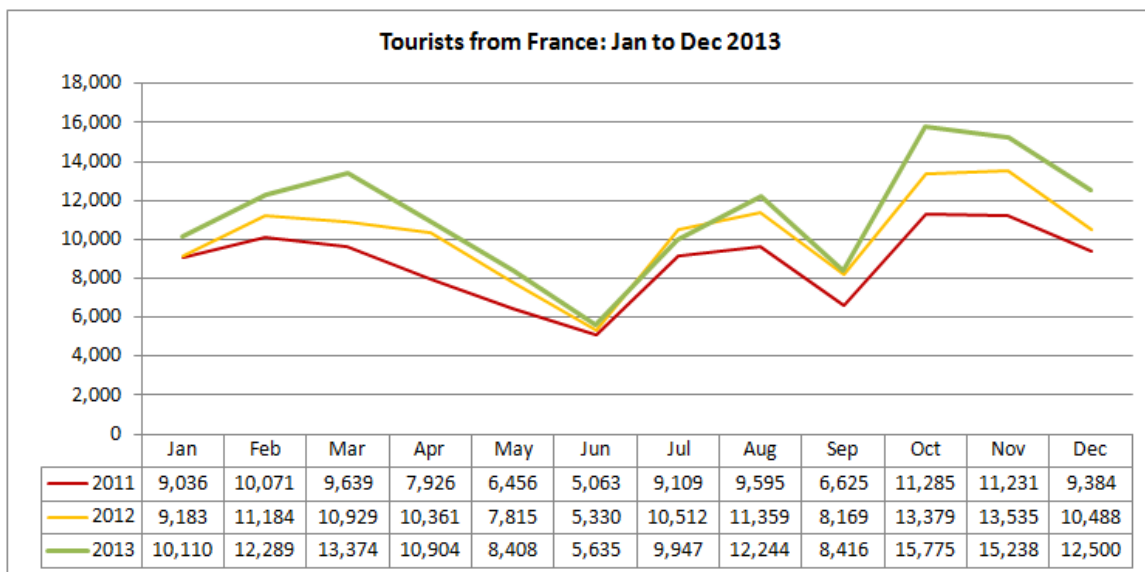
Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.3. Top 5 markets with worsening seasonality

6.3.1. France

Seasonality from France worsened, from 7.64% in 2012 to 11.31% in 2013. This was due to the dips of June and September followed by the peak in October. The seasonality has been worsening since 2011.

	2011	2012	2013
EUROPE	5.79%	5.46%	6.83%
France	7.08%	7.64%	11.31%
Germany	11.65%	12.99%	15.00%
Italy	30.91%	22.57%	24.93%
Netherlands	13.98%	12.58%	13.51%
Sweden	16.13%	25.19%	27.27%
UK	7.95%	5.77%	7.20%
Other Europe	5.18%	5.35%	6.62%

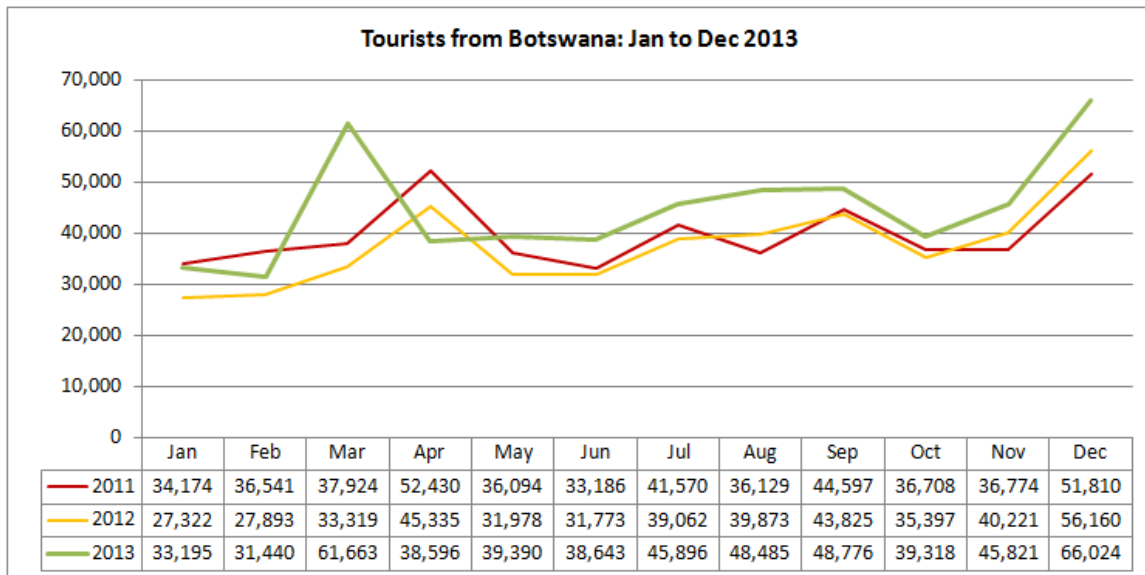


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.3.2. Botswana

Seasonality from Botswana worsened, increasing from 6.58% in 2012 to 9.91% in 2013. The peak in March and December and the dip in February contributed to the worsening seasonal variation from Botswana. This market's seasonality has been worsening for the past three years.

	2011	2012	2013
AFRICA LAND	1.95%	2.41%	2.29%
Botswana	5.82%	6.58%	9.91%
Lesotho	2.35%	3.39%	3.20%
Malawi	1.40%	1.91%	1.98%
Mozambique	1.29%	0.90%	2.71%
Namibia	9.84%	5.83%	8.32%
Swaziland	2.83%	2.06%	1.90%
Zambia	1.18%	1.50%	1.79%
Zimbabwe	2.94%	4.94%	4.04%

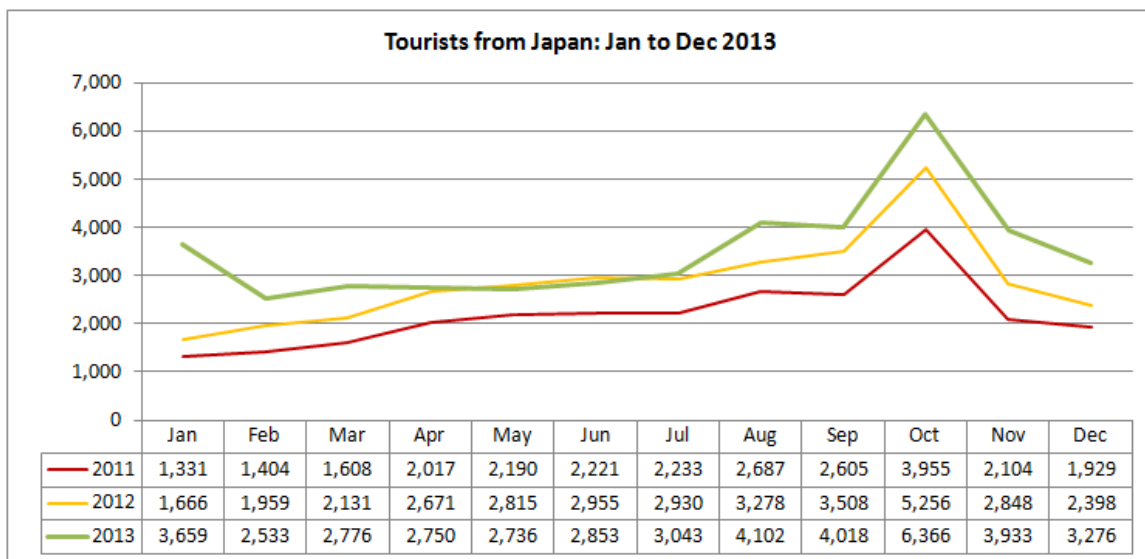


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.3.3. Japan

Seasonality from Japan worsened, increasing from 10.63% in 2012 to 13.65% in 2013. This was due to the recorded dip in February and peak in October 2013.

	2011	2012	2013
ASIA & AUSTRALASIA	1.22%	1.63%	0.79%
Australia	4.10%	4.80%	5.71%
China (including Hong Kong)	7.07%	4.96%	4.99%
India	5.08%	4.10%	4.79%
Japan	10.76%	10.63%	13.65%
Other Asia and Australasia	3.35%	1.84%	1.62%

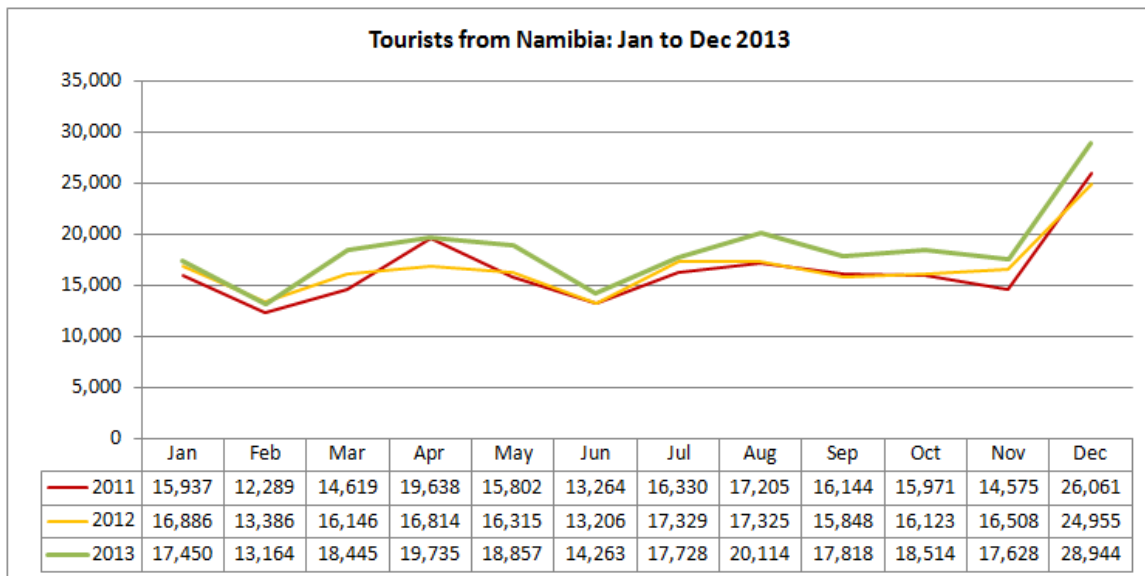


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.3.4. Namibia

Seasonality out of Namibia worsened, increasing from 5.83% in 2012 to 8.32% in 2013. The peak in December 2013 contributed to this negative performance.

	2011	2012	2013
AFRICA LAND	1.95%	2.41%	2.29%
Botswana	5.82%	6.58%	9.91%
Lesotho	2.35%	3.39%	3.20%
Malawi	1.40%	1.91%	1.98%
Mozambique	1.29%	0.90%	2.71%
Namibia	9.84%	5.83%	8.32%
Swaziland	2.83%	2.06%	1.90%
Zambia	1.18%	1.50%	1.79%
Zimbabwe	2.94%	4.94%	4.04%

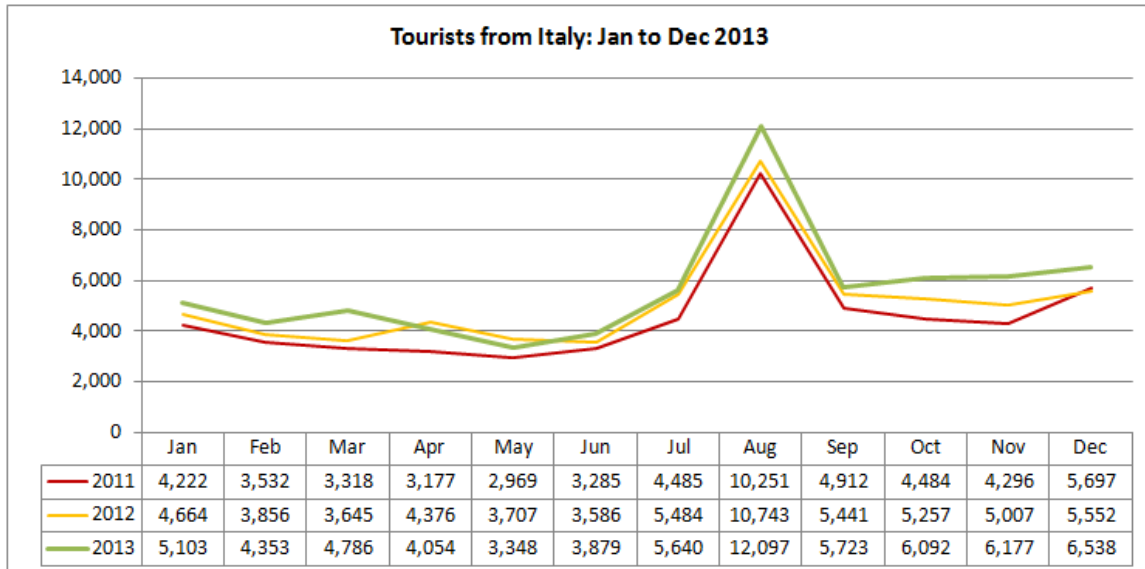


Source: Tourism & Migration releases, Statistics SA; SAT analysis

6.3.5. Italy

Seasonality out of Italy worsened, increasing from 22.57% in 2012 to 24.93% in 2013. The strong increase in August was the contributing factor to the worsening seasonality. The seasonality in this market is always very high as August is the key month of travel out of Italy.

	2011	2012	2013
EUROPE	5.79%	5.46%	6.83%
France	7.08%	7.64%	11.31%
Germany	11.65%	12.99%	15.00%
Italy	30.91%	22.57%	24.93%
Netherlands	13.98%	12.58%	13.51%
Sweden	16.13%	25.19%	27.27%
UK	7.95%	5.77%	7.20%
Other Europe	5.18%	5.35%	6.62%



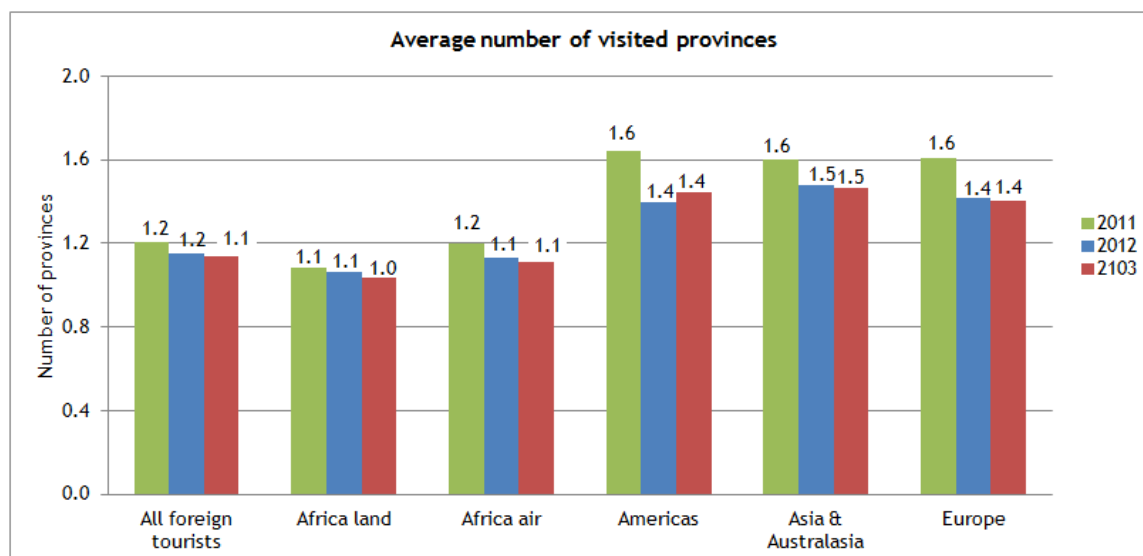
Source: Tourism & Migration releases, Statistics SA; SAT analysis

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 revenue across the nine provinces.

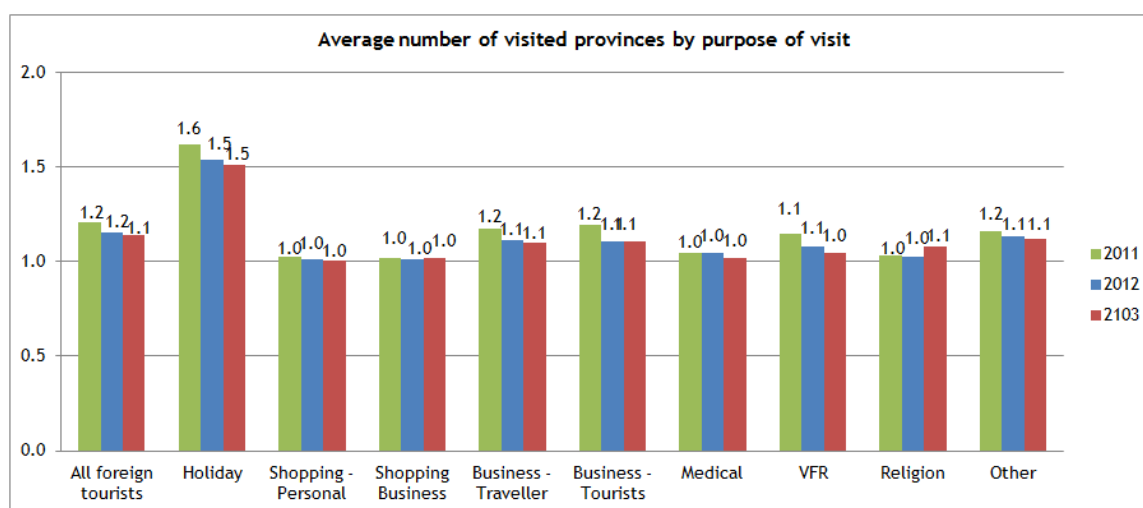
7.1. Provincial distribution (visitors¹⁹)

The average number of provinces visited by all foreign tourists to South Africa declined slightly from 1.2 in 2012 to 1.1 in 2013. This decline was largely influenced by tourists from Africa land markets who account for a significant share of total arrivals. Tourists from the aforementioned region visited one province. The number of provinces visited remained constant at one province per trip for tourists from Africa land markets.



Source: SAT Departure Surveys 2013

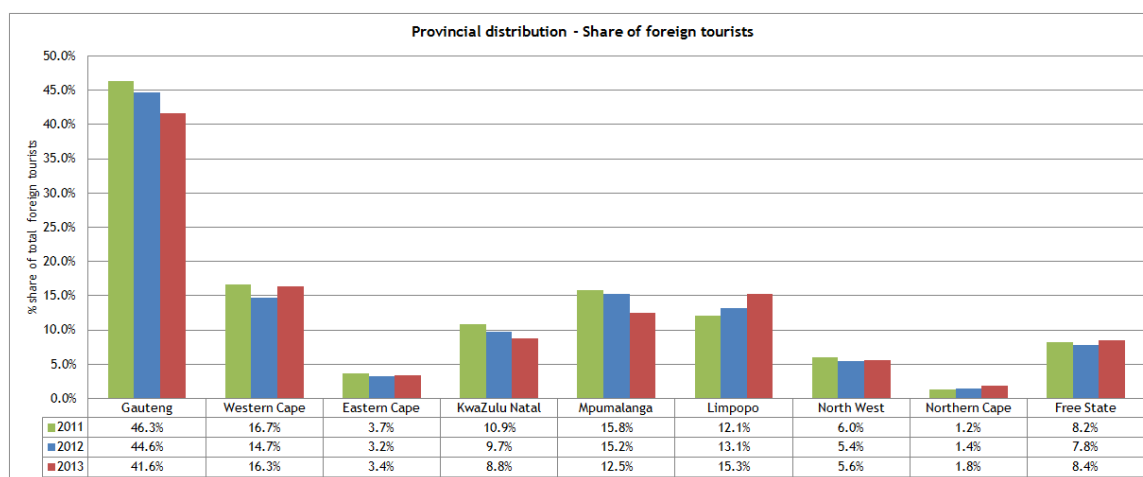
The provincial distribution for the majority of the purposes of travel remained constant relative to 2012. Holiday-makers continued to visit more provinces than other tourists; however the number of provinces they have visited has been decreasing since 2010.



Source: SAT Departure Surveys 2013

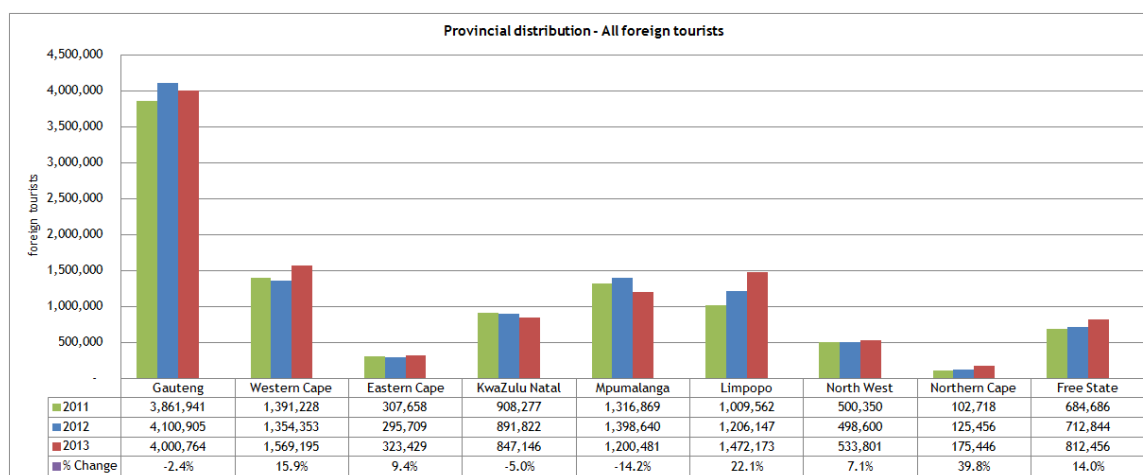
¹⁹ Visitors refer to those tourists who visit a province but do not necessarily spend a night in the province. Visitors may visit more than one province; therefore the sum of all visitors would exceed 100%. The percentages in the graph above represent the proportion of visitors.

Gauteng remained the most visited province with 41.6% of tourist arrivals visiting the province. Despite being the most visited province in 2013, the percentage of foreign tourists to Gauteng declined by three basis points. Western Cape moved to being the second most visited province and Mpumalanga slipped from second place in 2012 to fourth place in 2013. The Western Cape and Limpopo were the only provinces which realised an increase in share of tourist arrivals in 2013.



Source: SAT Departure Surveys 2013

The Northern Cape, followed by Limpopo, had the highest growth in the number of tourists that visited the province, with an increase of 39.8% (49,990) and 22.1% (266,026) respectively. Free State, Eastern Cape and North West also showed an increase in the number of tourists that visited the province whilst the remaining three provinces showed a decline.



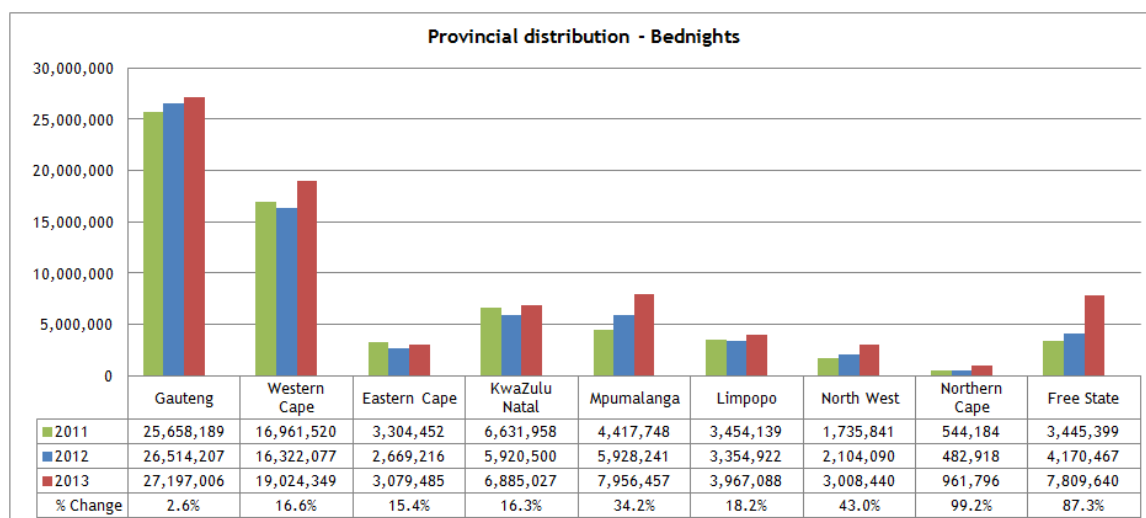
Source: SAT Departure Surveys 2013

7.2. Provincial distribution (bednights)

There were nearly 12,422,649 more bednights spent in South Africa in 2013 compared to 2012. This is an 18.4% growth which is largely attributed to the increase in bednights from land markets (27.5%) while bednights generated from air markets increased by 9.0% over the same period.

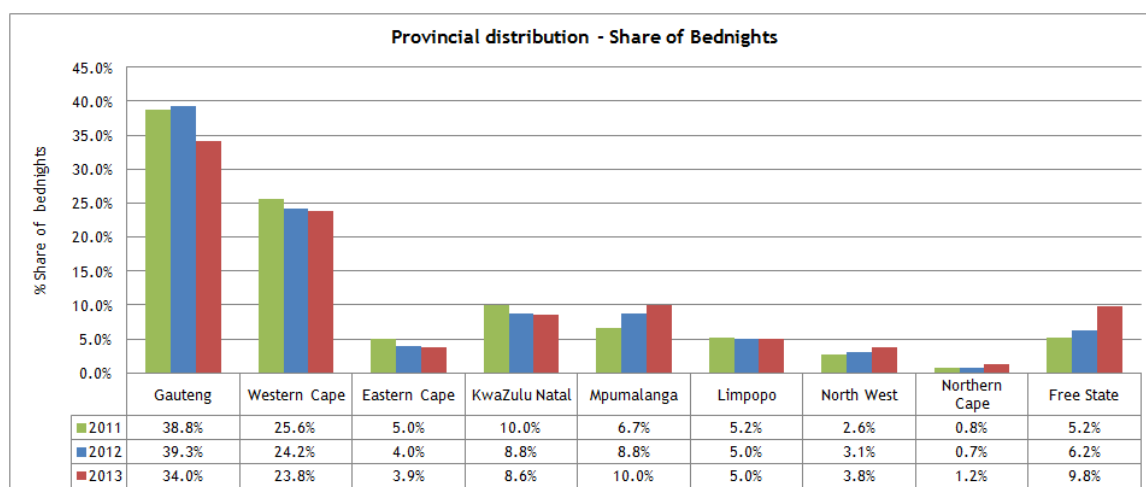
	2011	2012	2013	Difference vs 2012	% Change
All foreign tourists	66,153,429	67,466,639	79,889,288	12,422,649	18.4%
Land markets	28,583,660	34,187,402	43,605,627	9,418,225	27.5%
Air markets	37,569,769	33,279,237	36,283,662	3,004,424	9.0%

Foreign tourists spent most of their nights in Gauteng and Western Cape. Bednights increased in all provinces in 2013, with fastest growth in Northern Cape.



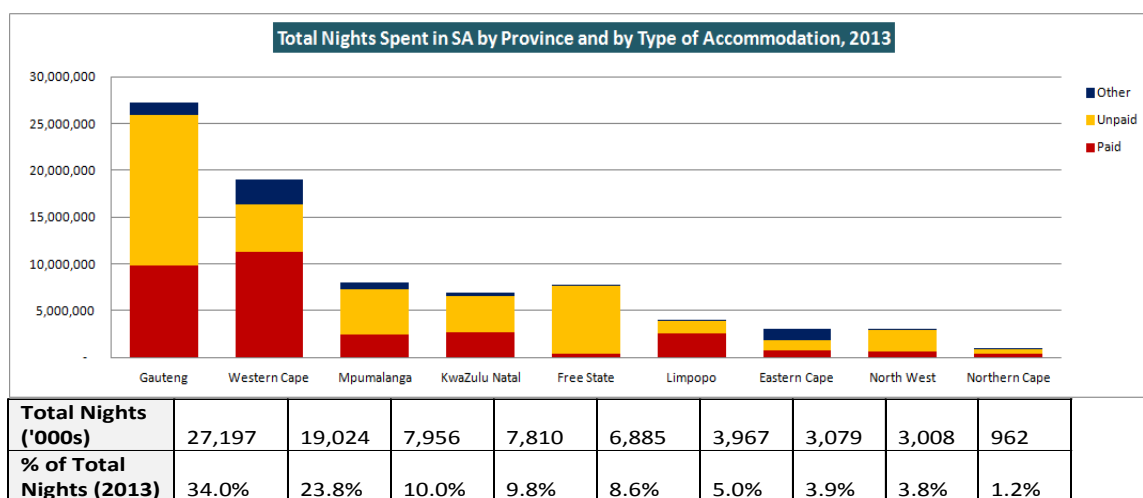
Source: SAT Departure Surveys 2013

Gauteng, which captured 34.0% of bednights in 2013, retained top spot over Western Cape (23.8%). The number of nights spent in Gauteng, Western Cape, Eastern Cape and KwaZulu Natal showed a decline in its share of bednights in 2013. Limpopo remained stable.



Source: SAT Departure Surveys 2013

In all provinces, with the exception of the Western Cape and Limpopo, bednights were spent in unpaid accommodation.

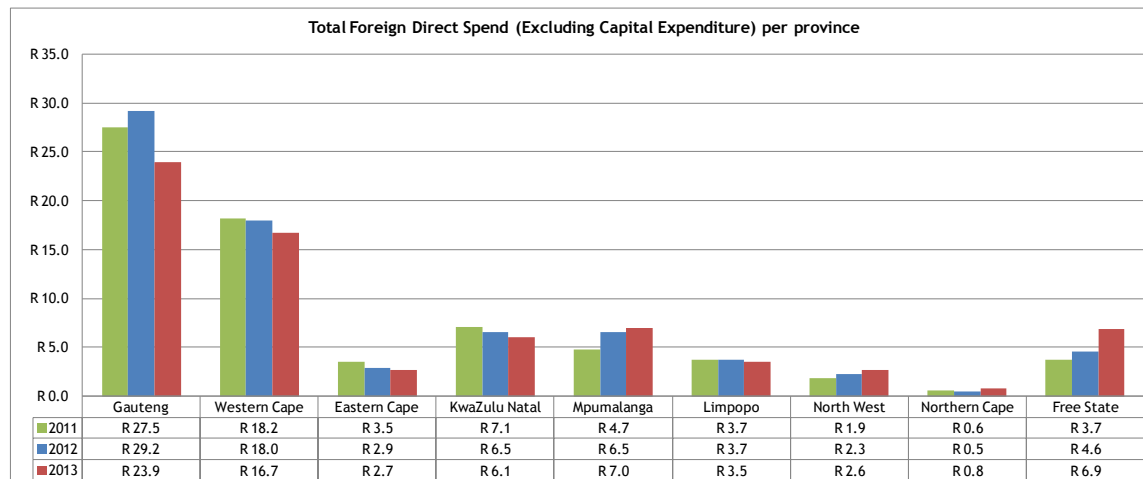


Paid includes (Hotels, Game Lodges, Trains/Ships, B&Bs, Backpackers, Self Catering, Camping)

Source: SAT Departure Surveys 2013

7.3. Provincial distribution (revenue²⁰)

Gauteng and Western Cape continued to capture most of the tourism revenue to South Africa. In 2013, these two provinces captured over 57.9% of foreign tourism receipts (excluding capital expenditure) which represent a 5.6% decrease relative to 2012.



Source: SAT Departure Surveys 2013

²⁰ 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

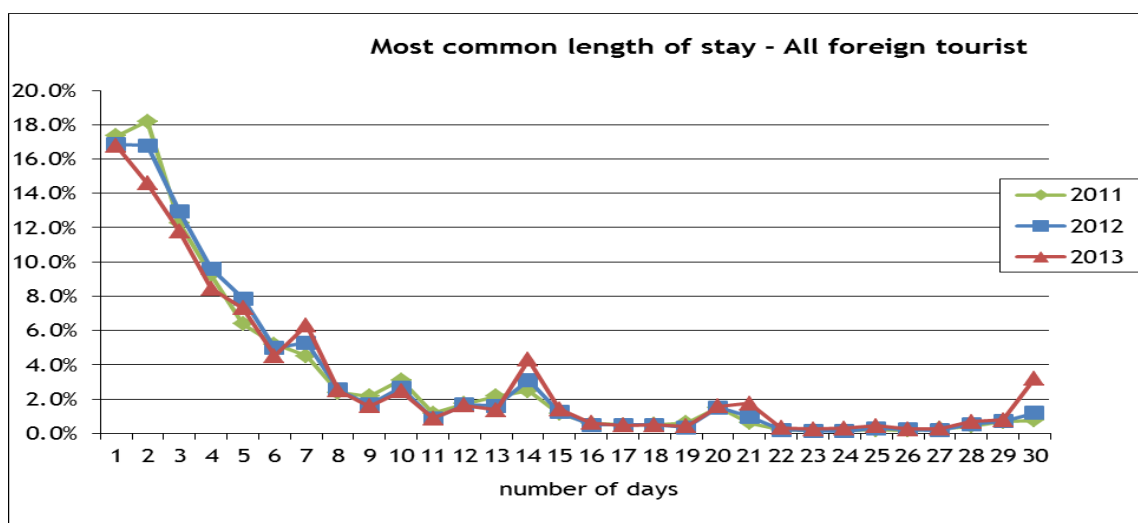
The average length of stay of all foreign tourists increased from 7.7 nights in 2012 to 8.7 nights in 2013. More specifically, the average length of stay for holiday tourists and tourists visiting friends and family increased to 10.8 nights and 10.9 nights respectively. The average length of stay of business travellers decreased to 6.9 nights (from 7.6 nights in 2012) whilst that of business tourists increased to 5.8 nights (from 5.2 nights in 2012).



Source: SAT Departure Surveys 2013

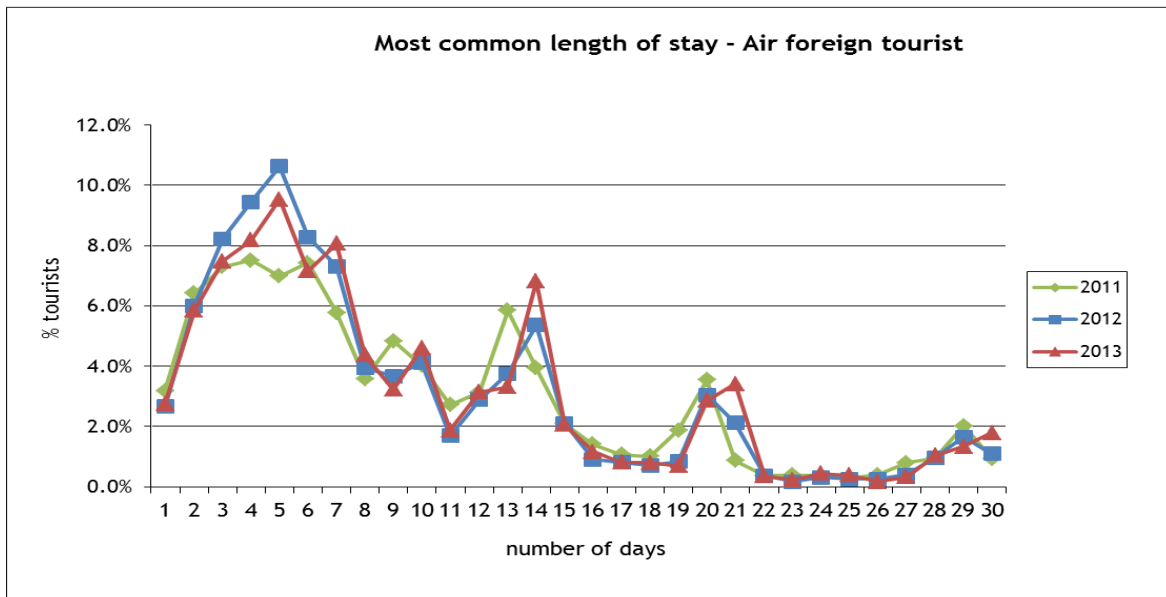
The average length of stay is higher than the most common length of stay. In this case “statistical mode” is a better indicator of the (most common or frequent) length of stay due to the asymmetric nature of this variable (it is possible for a few data points to be much higher than the mode and skew 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, which is largely driven by tourists from land markets.



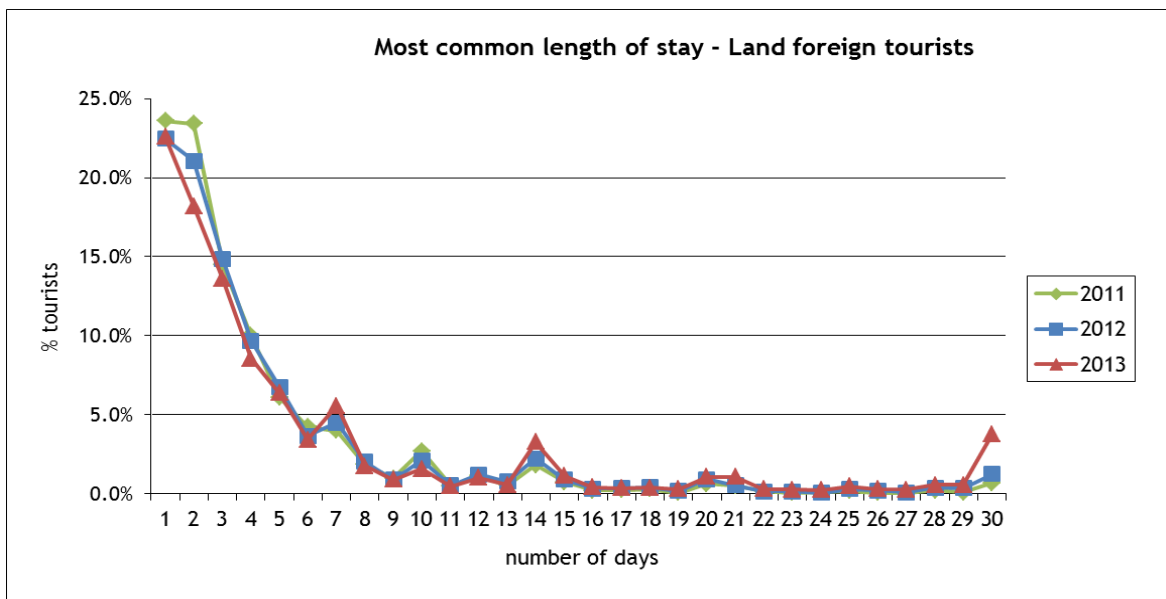
Source: SAT Departure Surveys 2013

In 2013 the most common length of stay modal peaks for air tourists were 5 nights, 7 nights and 14 nights.



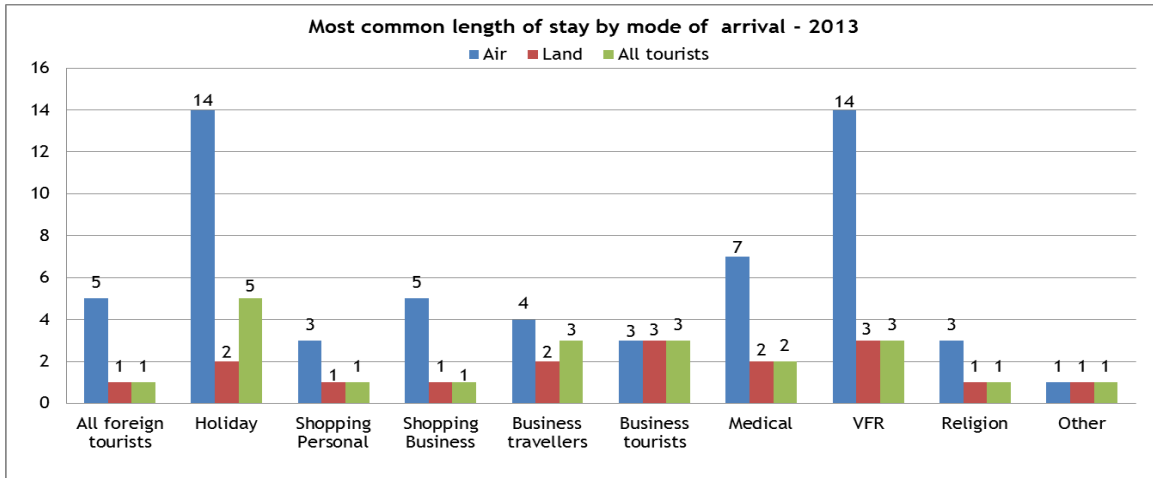
Source: SAT Departure Surveys 2013

Similar to previous years, the most common length of stay for land tourists was constant at one night in 2013.



Source: SAT Departure Surveys 2013

Tourists arriving from air markets stayed in South Africa for 5 nights whilst tourist arrivals from land markets tend to stay for 1 night on average.

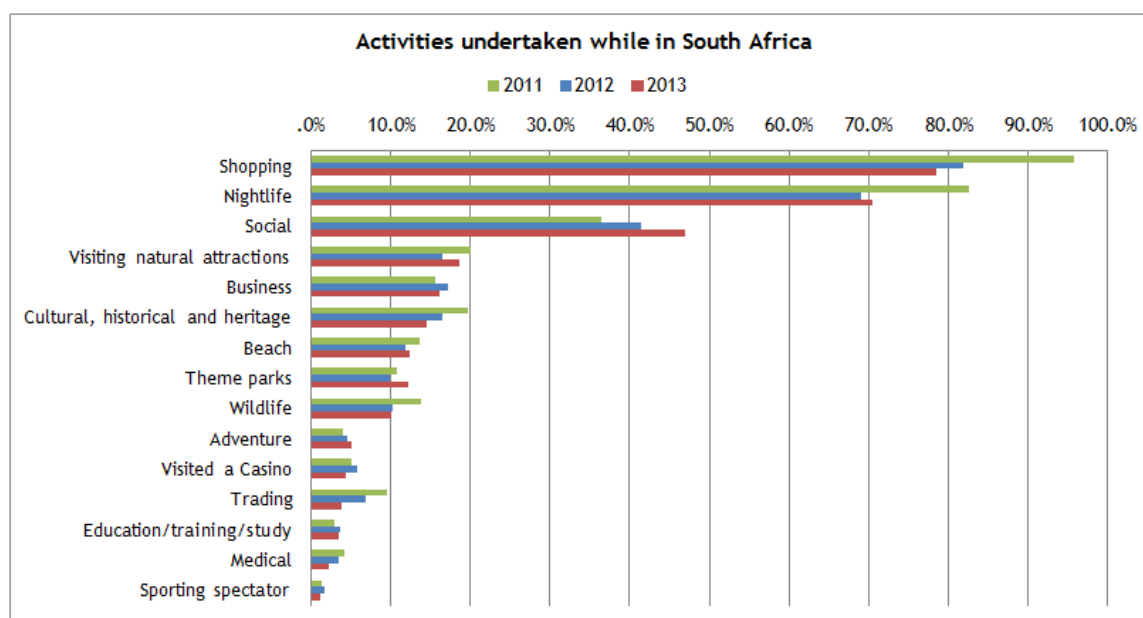


Source: SAT Departure Surveys 2013

9. Activities and experiences of foreign tourists in South Africa

9.1. Activities undertaken in South Africa

Social activities, visiting natural attractions, doing business as well as visiting cultural, historical and heritage sites were the most popular activities in 2013, aside from shopping and nightlife which are generally conducted by all tourists irrespective of the country they are visiting.



Source: SAT Departure Surveys 2013

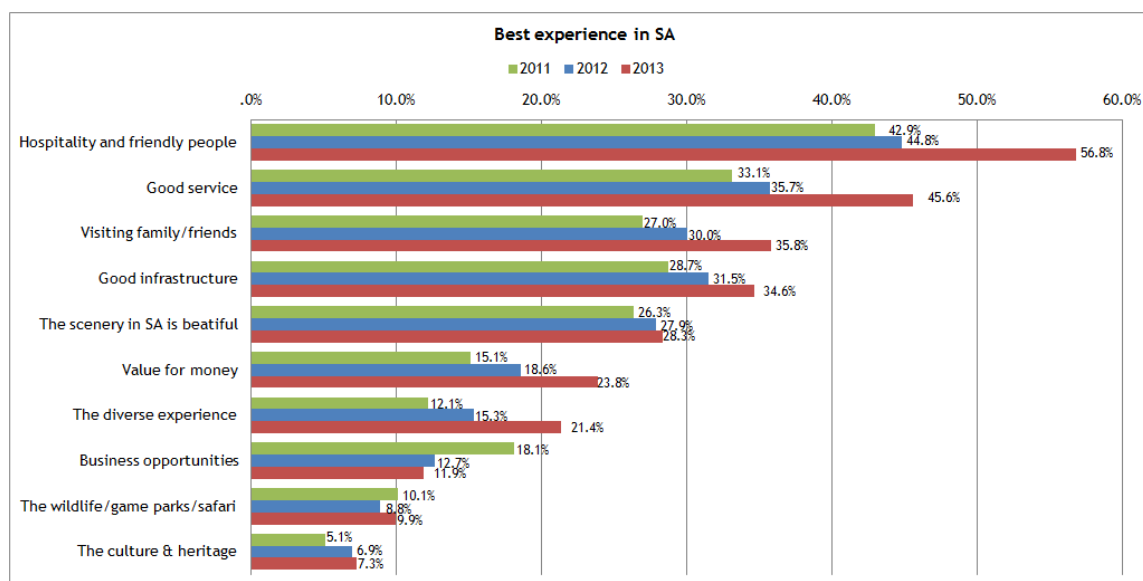
Holiday tourists engaged in visiting natural attractions as well as visiting cultural, historical and heritage sites followed by wildlife activities. For VFR tourists, social activities were the most popular activity.

Activities by purpose of visit - 2013									
	Holiday	Shopping - Personal	Shopping - Business	Business traveller	Business tourist	Medical	VFR	Religion	Other
Shopping	80.2%	98.7%	94.2%	50.1%	54.7%	77.5%	78.9%	79.7%	77.7%
Nightlife	80.2%	90.2%	77.6%	52.2%	55.4%	60.8%	63.0%	74.8%	75.1%
Social	27.9%	21.0%	22.1%	12.1%	10.3%	69.8%	96.2%	53.4%	37.3%
Visiting natural attractions	58.3%	0.8%		11.0%	11.8%	3.4%	12.6%		21.4%
Cultural, historical and heritage	40.1%	1.8%		6.6%	10.3%	5.6%	12.9%	6.2%	16.2%
Business	2.7%		1.0%	86.3%	87.6%		0.4%		4.8%
Beach	36.5%	0.4%		6.5%	6.5%	3.1%	10.4%	6.6%	13.3%
Wildlife	38.3%			4.5%	3.8%		4.0%		12.3%
Theme parks	32.1%	1.4%		5.5%	7.6%	4.9%	11.6%		16.0%
Trading	1.2%	1.3%	37.2%	1.6%	1.2%		0.4%		1.3%
Visited a Casino	12.2%			4.1%	3.3%		4.0%		2.6%
Medical	0.6%			0.4%	2.0%	39.6%	0.5%		1.0%
Sporting spectator	3.2%			1.2%	0.2%		1.1%		1.8%
Adventure	18.9%			2.3%	1.7%		1.9%		7.9%
Education/training/study	1.4%			1.6%	1.9%		0.3%		46.7%

Source: SAT Departure Surveys 2013

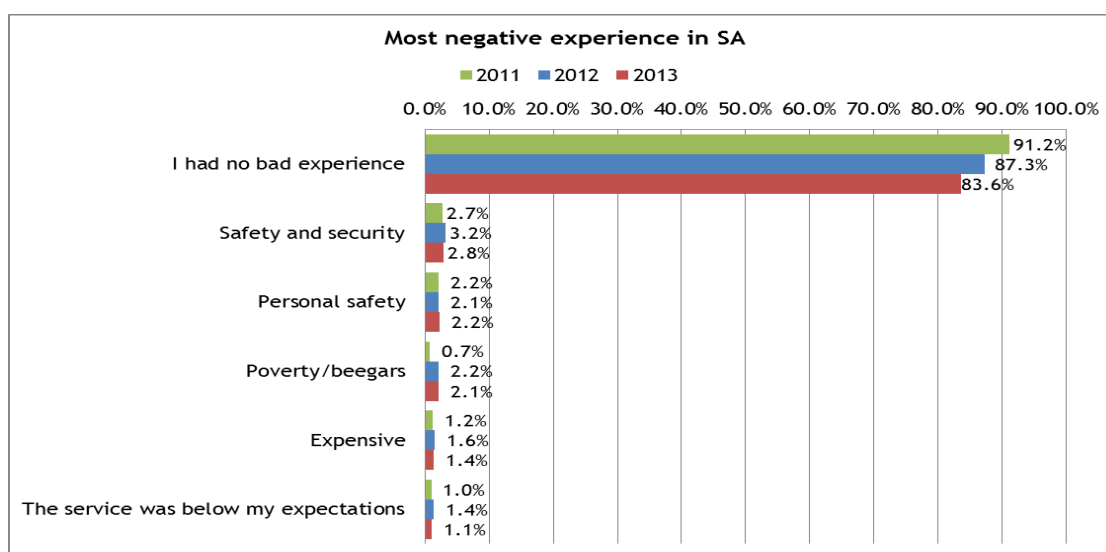
9.2. Experience of tourists

Hospitable and friendly people as well as good service and the opportunity to visit friends and family were the main highlights of trips to South Africa in 2013.



Source: SAT Departure Surveys 2013

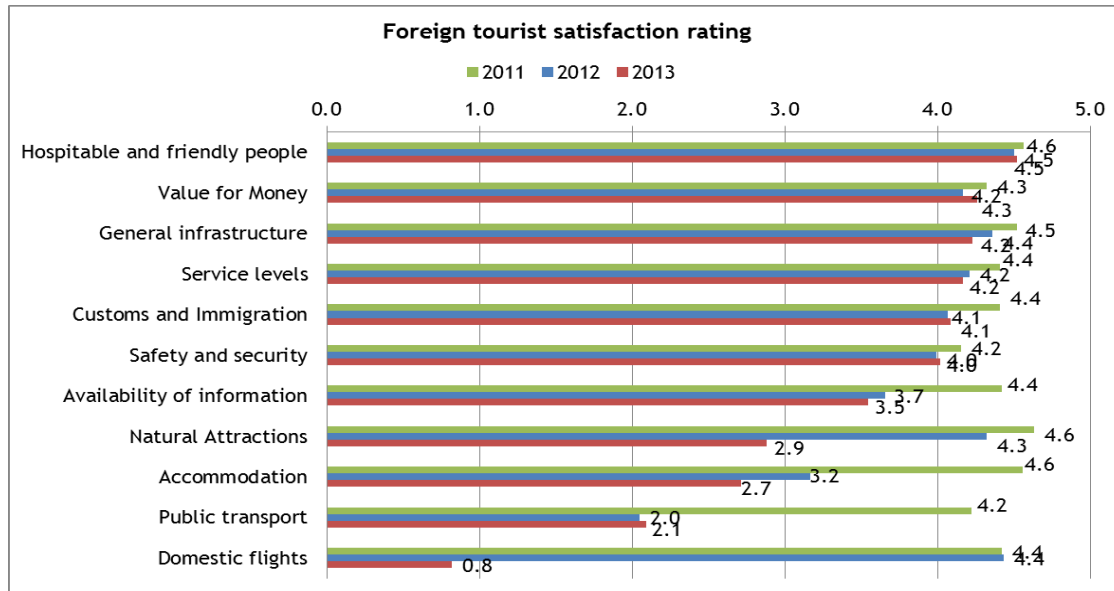
The share of foreign tourists that had a negative experience in South Africa decreased from 87.3% in 2012 to 83.6% in 2013. On the issue of general safety and security in the country, fewer respondents reported this in 2012 whilst that of personal safety remained fairly constant over the period.



Source: SAT Departure Surveys 2013

9.3. Satisfaction of tourists

Tourists who visited South Africa in 2013 were most satisfied with the hospitable and friendly people, value for money, general infrastructure and service levels in the country. Conversely, domestic flights and public transport ranked lowest in 2013.



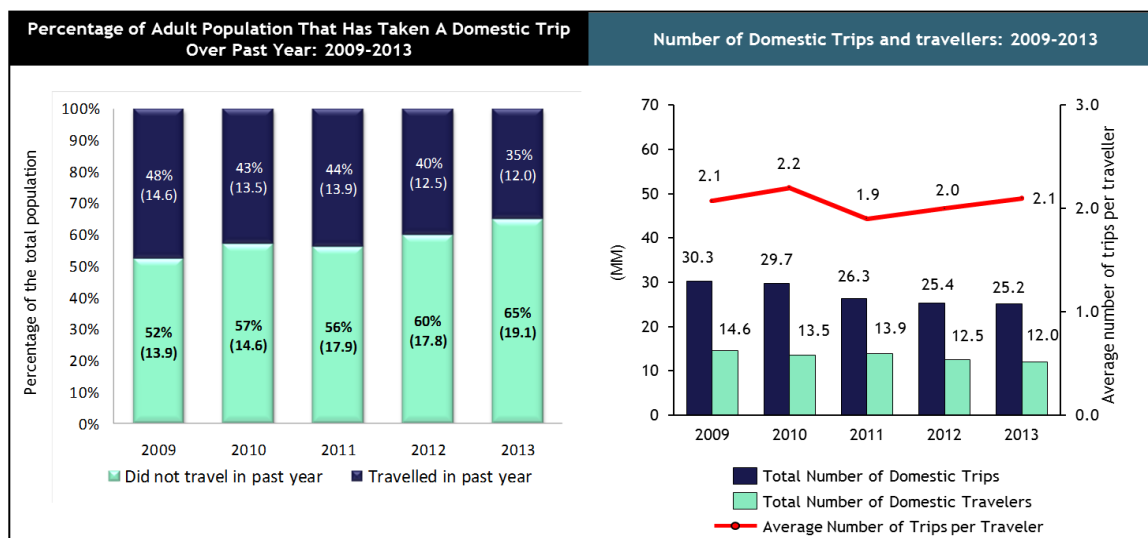
*The above graph is based on a 5 point scale, where 5 mean that the tourist was 'extremely satisfied' and 1 means that the tourist was 'not at all satisfied'.

Source: SAT Departure Surveys 2013

10. Domestic Tourism

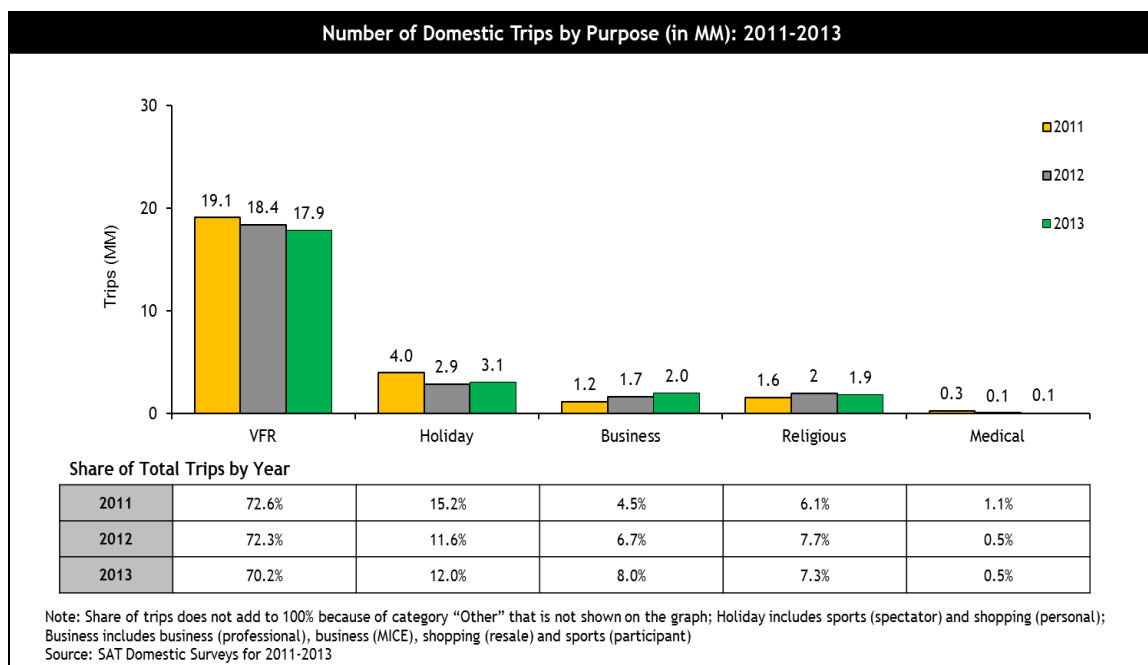
10.1. Overnight Trips

The number of domestic trips taken declined by 1% from 25,4 million in 2012 to 25,2 million in 2013. Although the average number of trips taken by a South African adult increased (from 2.0 in 2012 to 2.1 in 2013), fewer adults took a domestic trip in 2013 as incidence of travel dropped to 35% in 2013 from 40% in 2012.

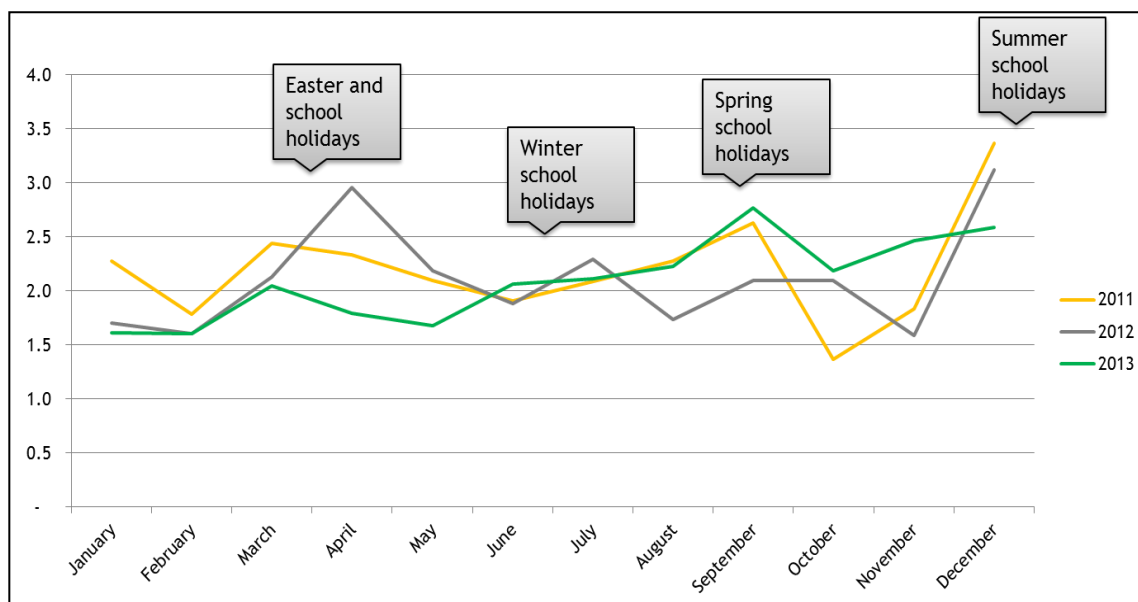


Source: SAT Domestic Tourism Surveys 2011 to 2013

While VFR remains the most common reason for trips taken in 2013, the share of this type of trips decreased compared to 2012. In 2013, 17,9 million trips (70.2%) were taken for the purpose of VFR which is a decline from the 18,4 million trips (72.3%) that were taken in 2012. Conversely, the number of holiday trips increased from 2,9 million (11.6% share of all trips) in 2012 to 3,1 million (12.0% share of all trips) in 2013. There was a 21% increase in business trips from 1,7 million in 2012 to 2,0 million in 2013.

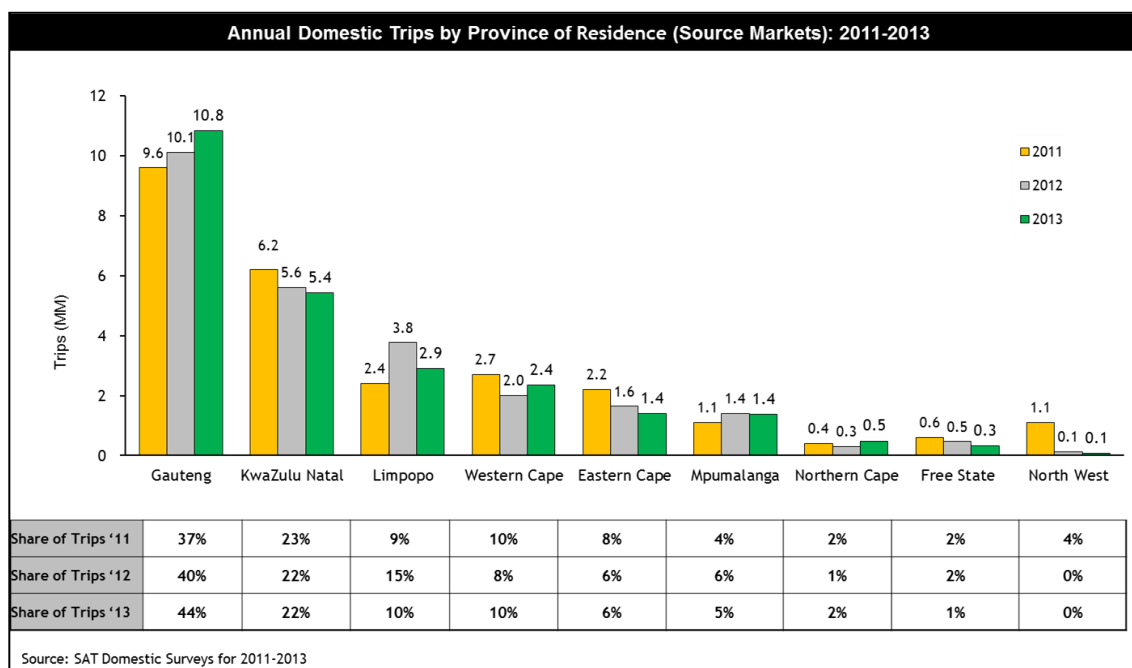


Generally, domestic trips are taken during the school holiday periods, with the highest peak in 2013 being the spring school holiday period followed by the summer school holiday period.

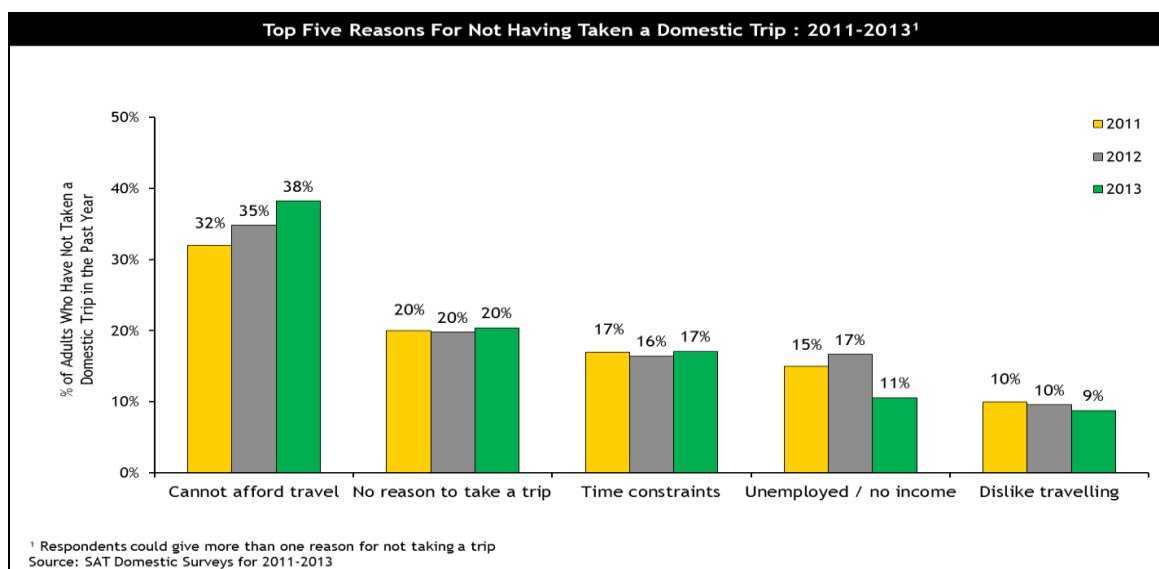


Source: SAT Domestic Tourism Surveys 2011 to 2013

Gauteng and KwaZulu-Natal continue to be the main source markets accounting for approximately two-thirds of trips taken (66%). Gauteng, Western Cape and Northern Cape generated more trips in 2013 compared to 2012, while all other provinces recorded a decreased in the number of trips generated.

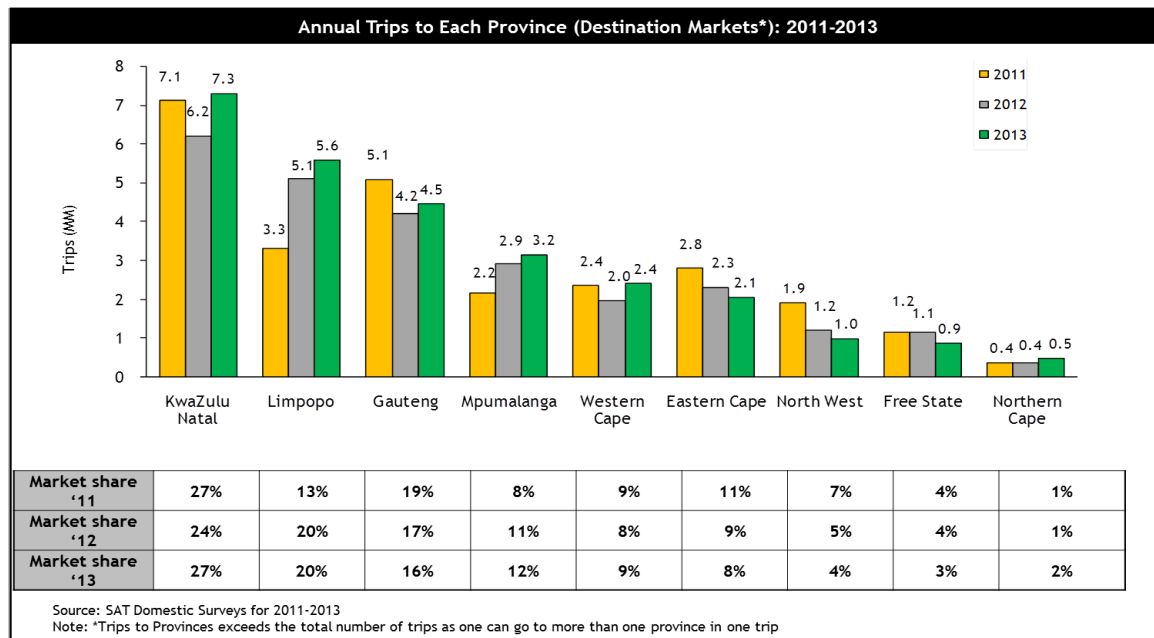


Lack of affordability of domestic travel has been cited by over a third of the population as the main barrier to travel.

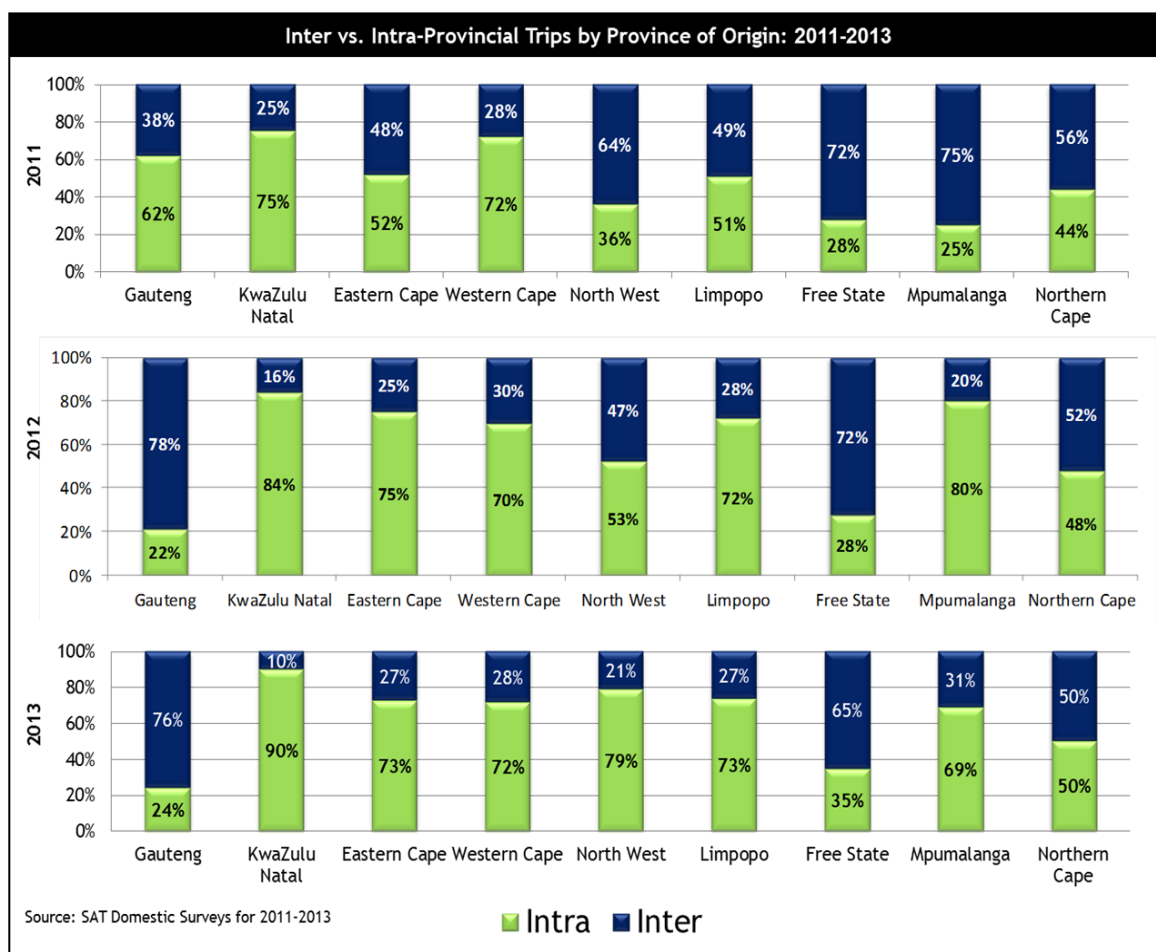


10.2. Provincial distribution

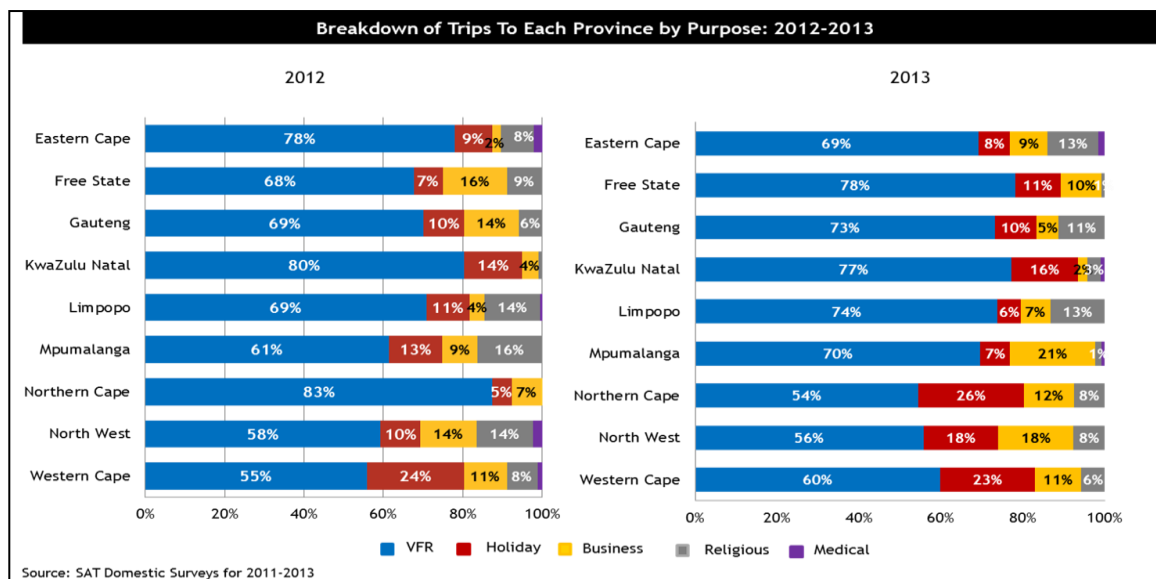
As in previous years, the most popular destination for domestic trips remains KwaZulu-Natal which recorded an 18% growth from 6,2 million trips in 2012 to 7,3 million trips in 2013. Domestic trips to Limpopo grew by 9% to 5,6 million trips in 2013 whilst Gauteng realised growth of 6% to reach 4,5 million trips in the same period.



Although KwaZulu-Natal is the largest source market, 90% of the trips in the province are taken within the province (intra-provincial travel). Slightly over three-quarters of trips from Gauteng were taken to other provinces (inter-provincial travel).

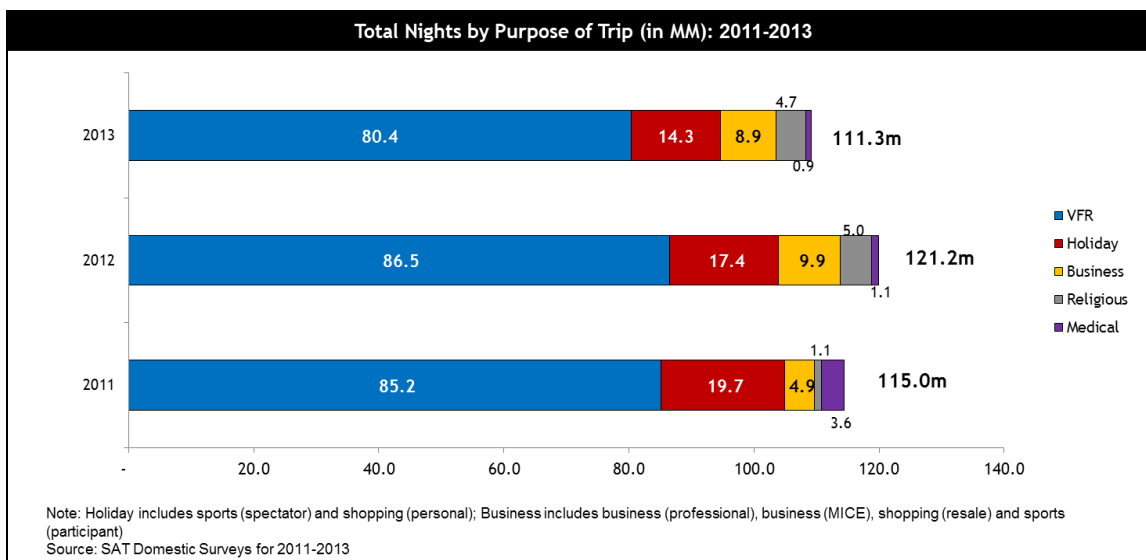


Apart from VFR trips which account for the majority of all trips to every province, Northern Cape and Western Cape received the most number of holiday trips while Mpumalanga and North West received the most number of business trips in 2013.

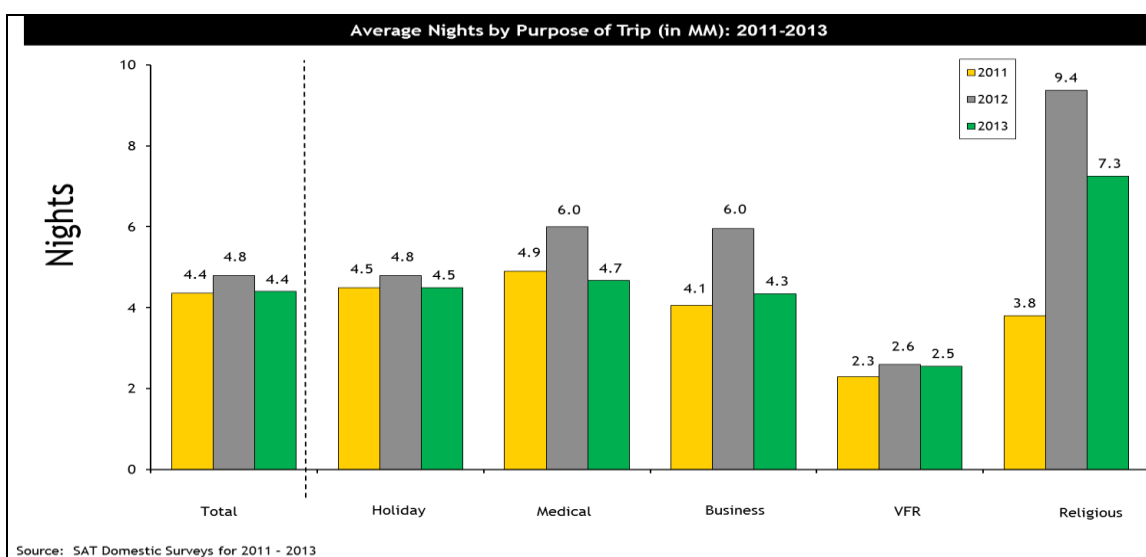


10.3. Length of stay

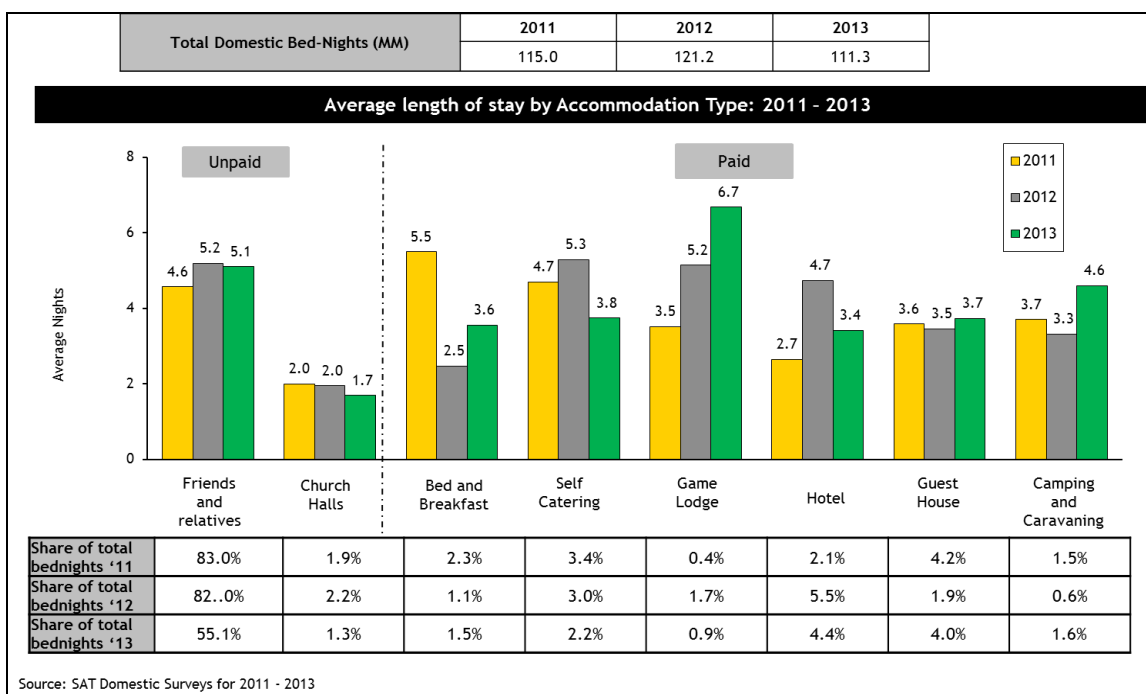
Total number of nights spent by domestic tourists declined by 8% from 121,2 million in 2012 to 111,3 million in 2013.



The average length of stay decreased from 4.8 nights in 2012 to 4.4 nights in 2013. Average length of stay for all travel purposes decreased in 2013, however religious and medical trips have the longest in stays.

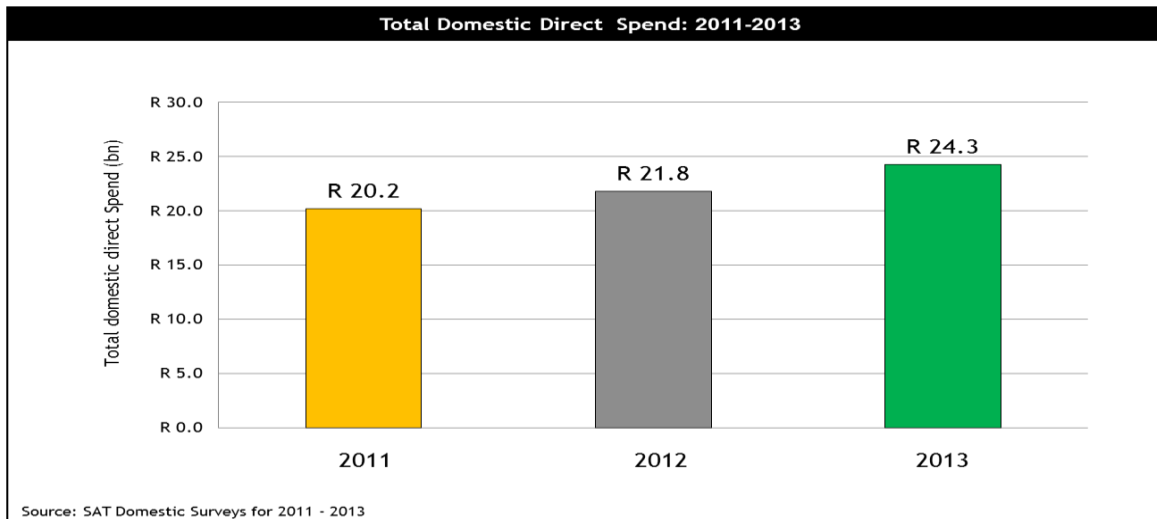


The share of nights spent in unpaid accommodation decreased significantly from approximately 84% in 2012 to 56% in 2013. Within the various types of paid accommodation, the longest average stay was in game lodges (6.7 nights) followed by camping and caravanning (4.6 nights).

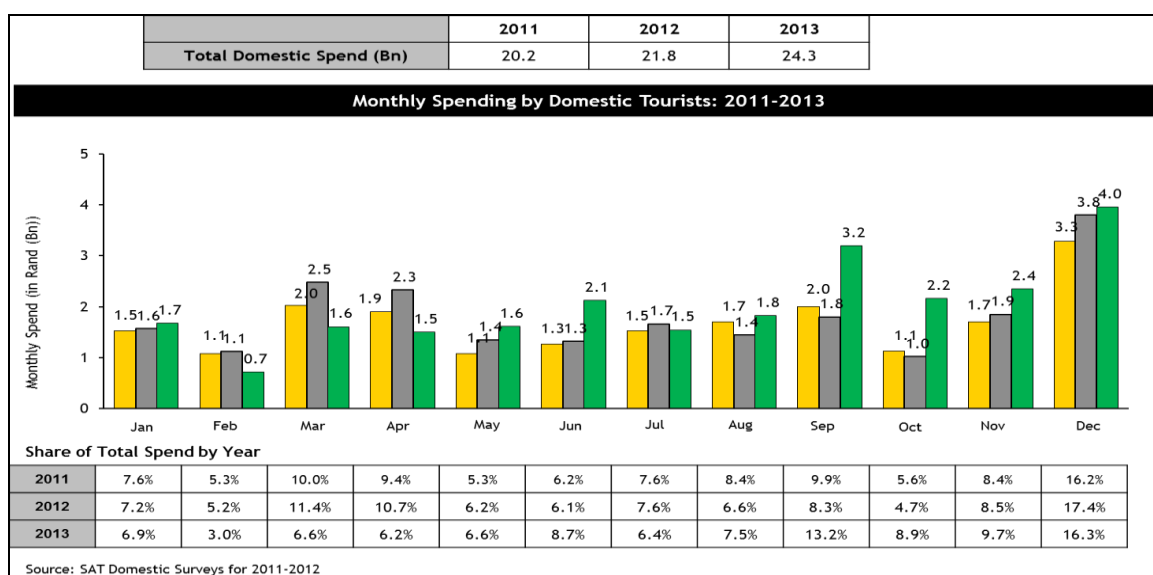


10.4. Spend

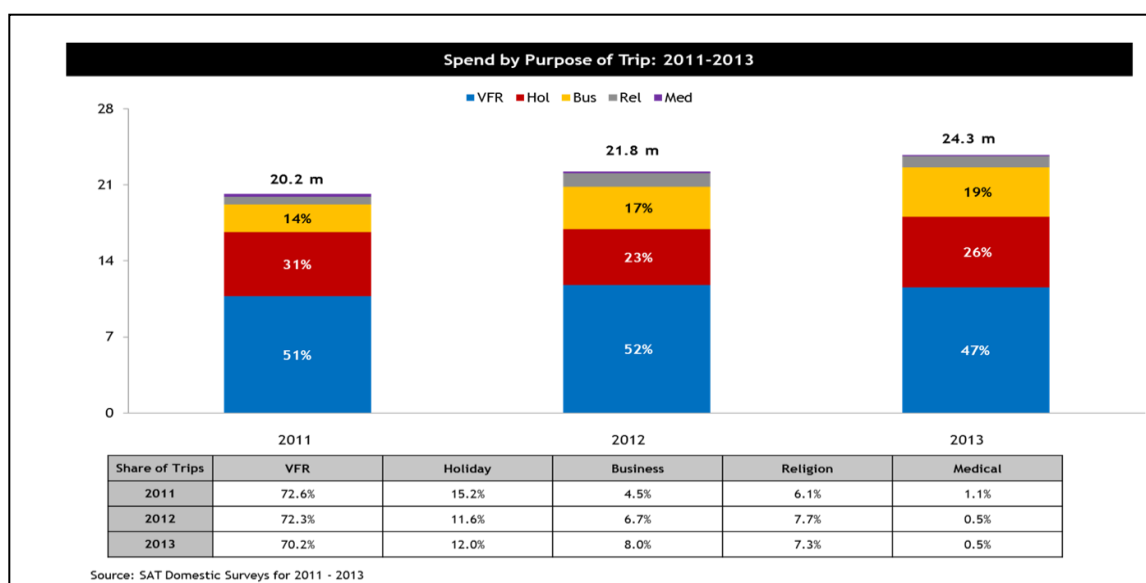
In 2013, domestic tourists generated approximately R24,3 billion in revenue (Total Direct Domestic Spend - TDDS) which is a 12% increase from 2012.



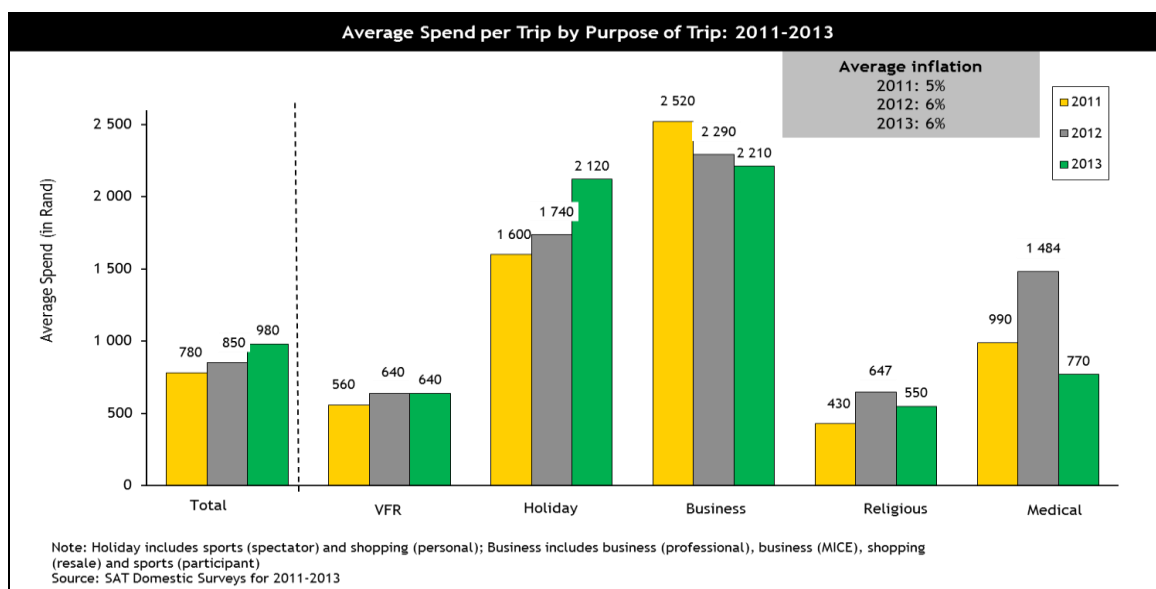
The greatest share of spend was in the month of December (16.3%) followed by September (13.2%) and June (8.7%).



Although VFR trips account for 70% of total domestic trips, it contributed less than half (47%) of total domestic revenue and declined from its contribution in 2012 (52%). The revenue generated from holiday trips accounts for approximately a quarter of total revenue (26%) and has since increased from 2012 (23%).

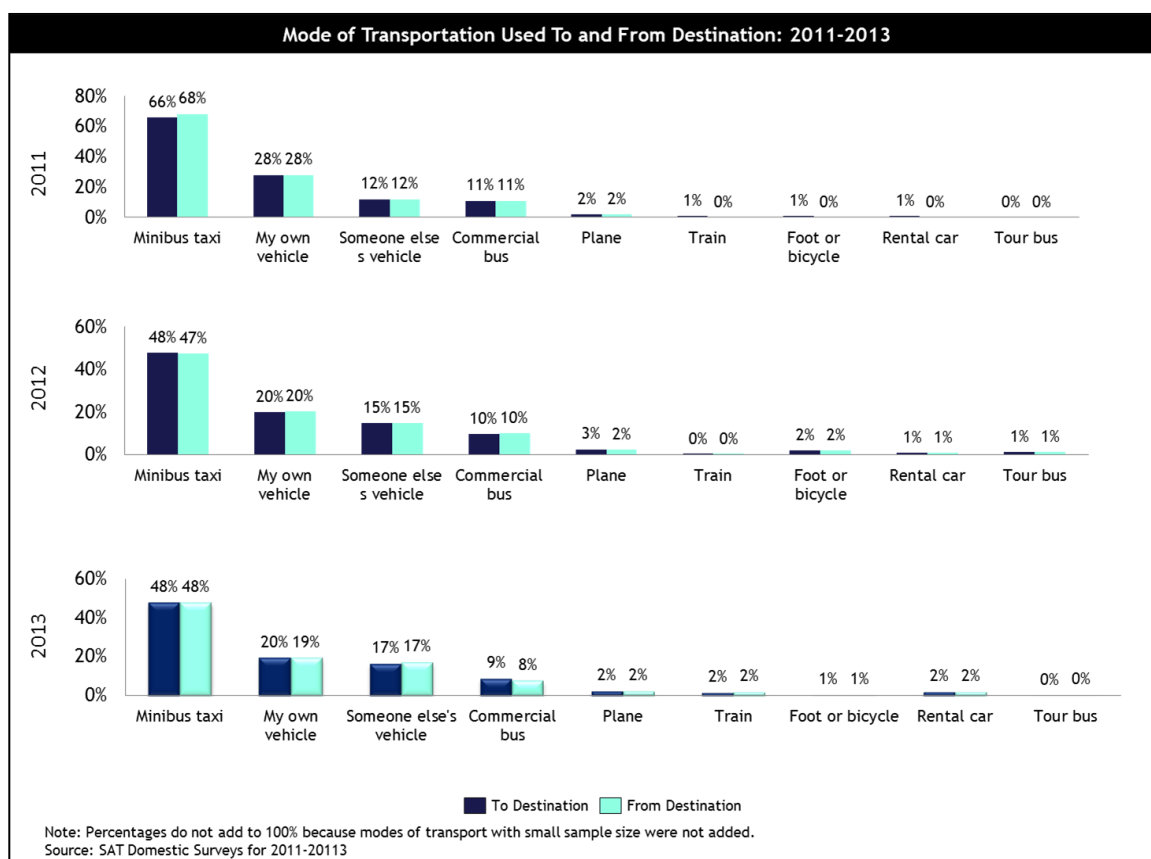


On average, a domestic tourist spent R980 per trip in 2013, which is a 15% increase on the R850 spent, on average, per trip in 2012. With the inflation rate remaining constant at 6% in 2013, the increase in average spend in real terms resulted in a 9% increase. Average spend per holiday trip grew by 22% while the remaining categories were either constant (VFR) or down from 2012 (Business, Religious and Medical).

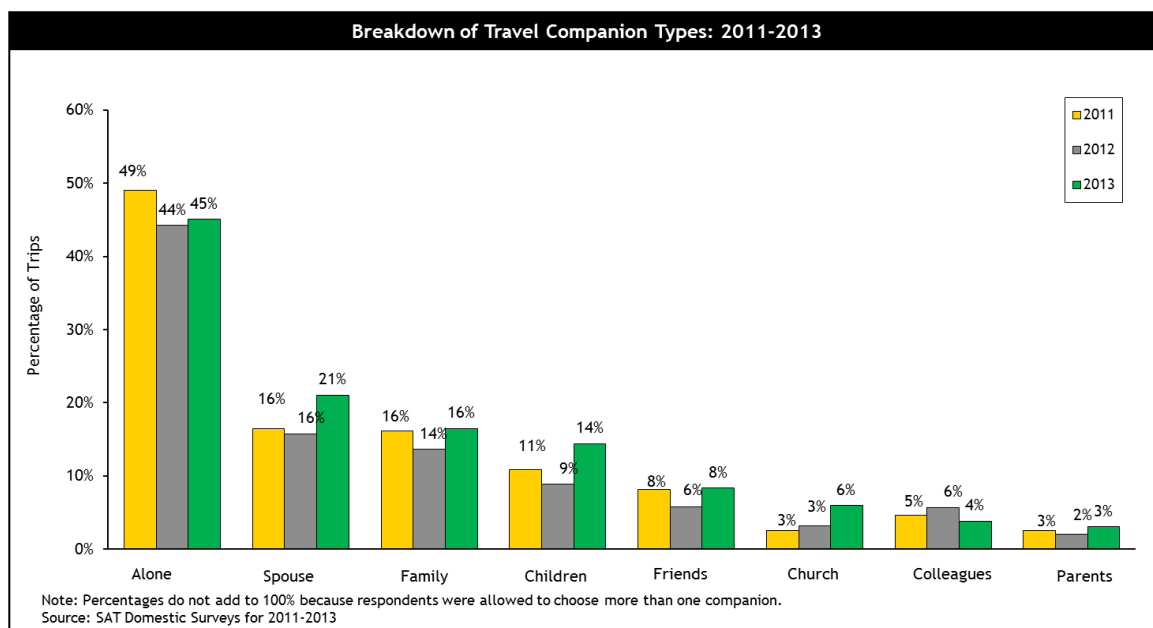


10.5. Trip characteristics

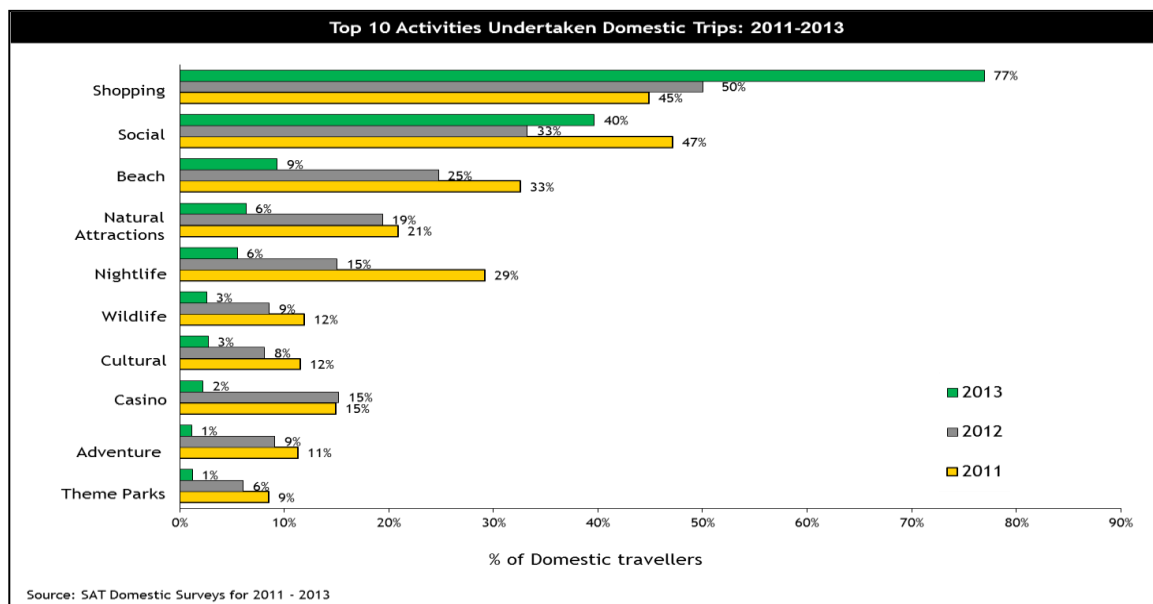
Minibus taxis and private vehicles continue to be the most popular forms of transportation used by domestic tourists whilst the other modes of transport remain fairly consistent in usage.



Most trips are undertaken by persons travelling alone and the share thereof increased to 45% in 2013 from 44% in 2012. Travel undertaken with a spouse, family or children are up from 2012 to 21%, 16% and 14% in 2013, respectively.



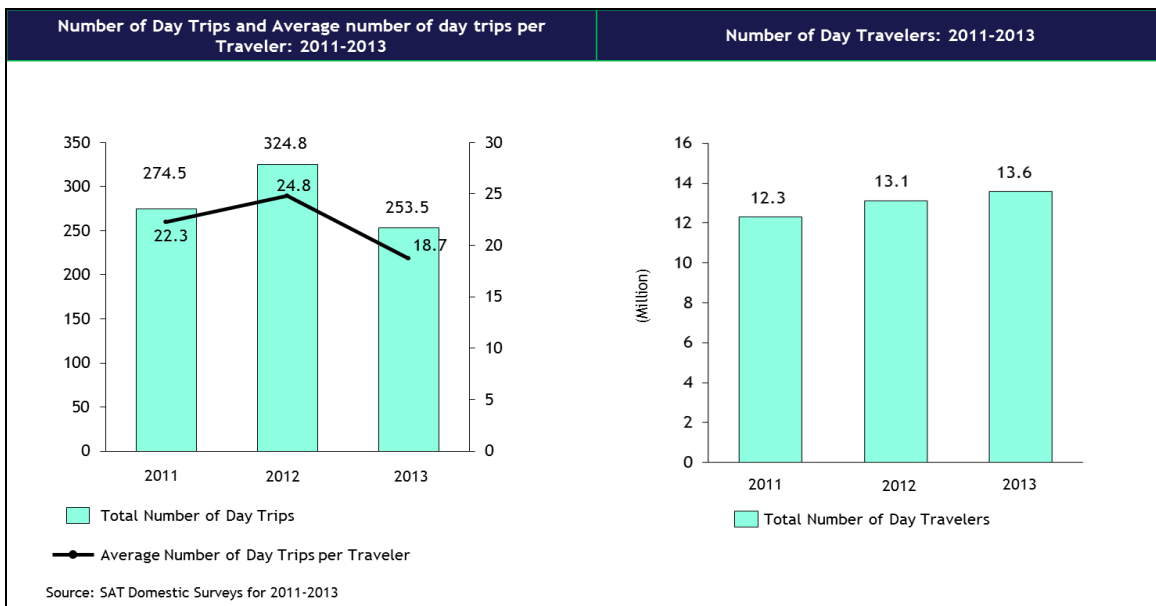
Social activity in the form of socialising and visiting friends and family is the most common activity (77% in 2013 - up from 50% in 2012) followed by shopping (40%) and beach (9%).



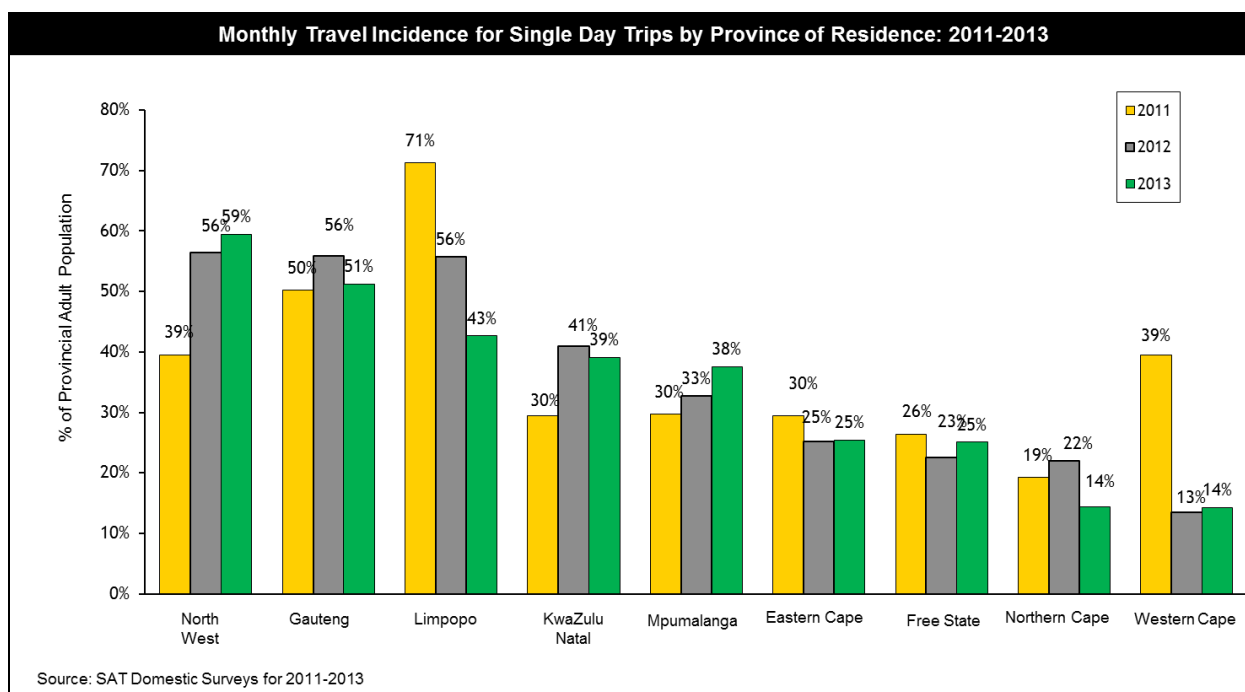
10.6. Day Trips²¹

Domestic day trips decreased by 22% to 253,5 million in 2013 from 324,8 million in 2012. Despite an increase in the number of day travellers, the average number of day trips taken decreased from 24.8 in 2012 to 18.7 in 2013.

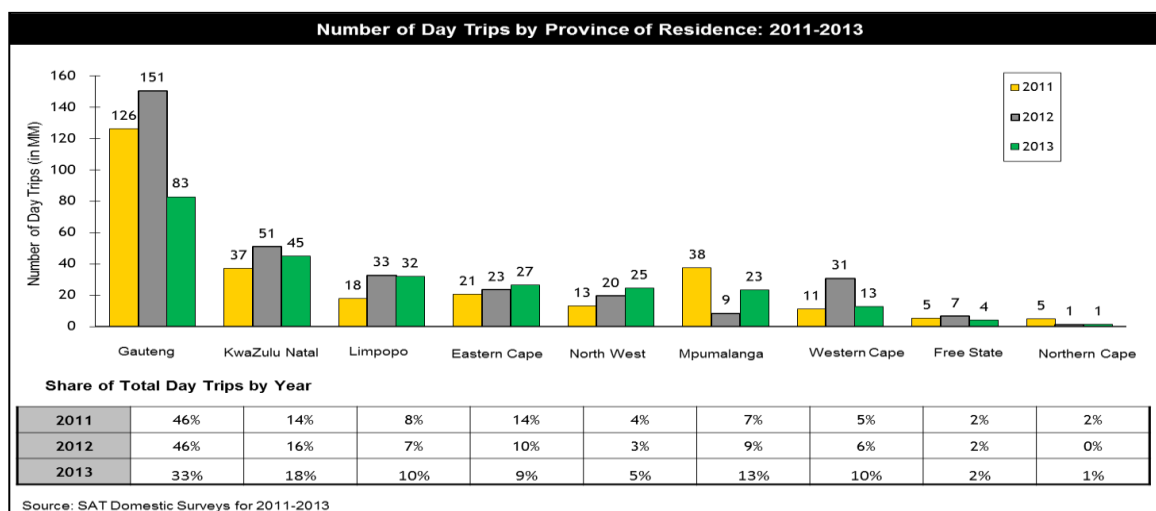
²¹ A day trip is defined as a journey undertaken by one or more South African adult that lasted only a day, where a person did not spend a night. This trip should not be at the person's usual environment, i.e. this place should not be visited more than once a week and there should be no remuneration received at that destination.



The incidence of day visitors decreased in most provinces, with the exception of North West, Eastern Cape and Western Cape.

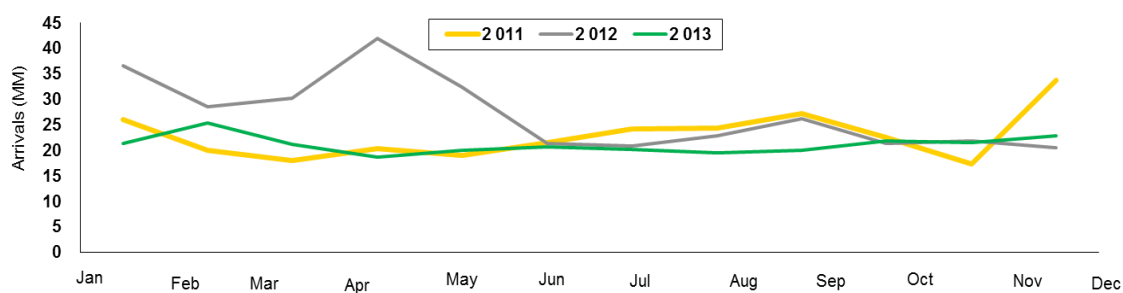


Most day trips were undertaken by residents of Gauteng followed by those residing in KwaZulu-Natal and Western Cape.



While domestic tourism (with regard to overnight trips) is generally very seasonal, day trips are less seasonal in nature. However, there are some peaks in December and September.

Number of Day Trips – January to December: 2011-2013



Total Day Trips (MM)
Share of Trips by Year

2011	26.05 (9.50%)	20.04 (7.30%)	17.94 (6.50%)	20.29 (7.40%)	19.01 (6.90%)	21.59 (7.90%)	24.14 (8.80%)	24.36 (8.90%)	27.3 (9.90%)	22.61 (8.20%)	17.33 (6.30%)	33.82 (12.30%)
2012	36.54 (11.30%)	28.64 (8.80%)	30.32 (9.30%)	41.91 (12.90%)	32.35 (10.00%)	21.35 (6.60%)	20.81 (6.40%)	22.8 (8.10%)	26.22 (8.10%)	21.43 (6.60%)	21.95 (6.80%)	20.45 (6.30%)
2013	21.32 (8.41%)	25.46 (10.04%)	21.20 (8.37%)	18.65 (7.36%)	20.10 (7.93%)	20.66 (8.15%)	20.16 (7.95%)	19.58 (7.73%)	19.94 (7.87%)	21.84 (8.62%)	21.61 (9.53%)	22.93 (9.05%)

Source: SAT Domestic Surveys for 2011-2013

11. Appendix 1: Monthly tourist arrivals

TABLE A - JANUARY 2013 TOTAL TOURISTS*				
*Foreign tourist, 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				
JANUARY 2013 COMPARED WITH JANUARY 2012				
COUNTRY OF RESIDENCE	JAN 2013	JAN 2012	DIFFERENCE	%
EUROPE:				
Austria	2,563	2,455	108	4.4%
Belgium	3,622	3,407	215	6.3%
Denmark	2,878	2,737	141	5.2%
Finland	974	998	-24	-2.4%
France	10,110	9,183	927	10.1%
Germany	24,452	22,451	2,001	8.9%
Greece	529	549	-20	-3.6%
Hungary	353	332	21	6.3%
Ireland	3,035	2,923	112	3.8%
Italy	5,103	4,664	439	9.4%
Netherlands	10,383	10,839	-456	-4.2%
Norway	2,801	2,221	580	26.1%
Poland	1,279	1,272	7	0.6%
Portugal	4,837	3,800	1,037	27.3%
Russian Fed	1,593	1,319	274	20.8%
Spain	1,867	1,710	157	9.2%
Sweden	5,418	4,715	703	14.9%
Switzerland	4,930	4,601	329	7.2%
UK	40,316	42,284	-1,968	-4.7%
Other	2,896	2,507	389	15.5%
EUROPE	129,939	124,967	4,972	4.0%
NORTH AMERICA:				
Canada	5,358	4,993	365	7.3%
USA	22,598	20,775	1,823	8.8%
Other	-	-	0	0.0%
NORTH AMERICA	27,956	25,768	2,188	8.5%
CENTRAL & SOUTH AMERICA:				
Argentina	2,602	2,501	101	4.0%
Brazil	9,333	8,228	1,105	13.4%
Chile	389	293	96	32.8%
Mexico	342	210	132	62.9%
Venezuela	133	105	28	26.7%
Other	1,474	1,166	308	26.4%
CENTRAL & SOUTH AMERICA	14,273	12,503	1,770	14.2%
AUSTRALASIA:				
Australia	9,129	9,289	-160	-1.7%
New Zealand	1,574	1,457	117	8.0%
Other	12	23	-11	-47.8%
AUSTRALASIA	10,715	10,769	-54	-0.5%
ASIA:				
China (including Hong Kong)	12,783	12,429	354	2.8%
India	8,842	7,196	1,646	22.9%
Indonesia	448	243	205	84.4%
Japan	3,659	1,666	1,993	119.6%
Rep of Korea	3,295	2,312	983	42.5%
Malaysia	499	1,032	-533	-51.6%
Philippines	1,559	1,194	365	30.6%
Singapore	459	595	-136	-22.9%
Rep of China (Taiwan)	818	1,369	-551	-40.2%
Thailand	690	437	253	57.9%
Other	3,637	3,150	487	15.5%
ASIA	36,689	31,623	5,066	16.0%
MIDDLE EAST:				
Israel	1,998	1,452	546	37.6%
Saudi Arabia	546	514	32	6.2%
Turkey	1,767	1,534	233	15.2%
United Arab Emirates	33	30	3	10.0%
Other	1,142	1,093	49	4.5%
MIDDLE EAST	5,486	4,623	863	18.7%
AFRICA MAINLAND:				
Angola	6,767	6,206	561	9.0%
Dem Rep of Congo	3,300	2,758	542	19.7%
Botswana	33,195	27,322	5,873	21.5%
Egypt	618	504	114	22.6%
Ghana	2,989	1,649	1,340	81.3%
Kenya	3,079	2,651	428	16.1%
Lesotho	181,551	174,466	7,085	4.1%
Malawi	13,332	13,769	-437	-3.2%
Mozambique	140,077	122,959	17,118	13.9%
Namibia	17,450	16,886	564	3.3%
Nigeria	6,584	5,659	925	16.3%
Swaziland	67,376	66,442	934	1.4%
Tanzania	3,023	2,710	313	11.5%
Uganda	1,629	1,469	160	10.9%
Zambia	13,958	13,694	264	1.9%
Zimbabwe	200,026	208,691	-8,665	-4.2%
Other	7,085	4,942	2,143	43.4%
TOTAL AFRICA MAINLAND	702,039	672,777	29,262	4.3%
INDIAN OCEAN ISLANDS:				
Mauritius	1,738	1,651	87	5.3%
Reunion	-	-	0	0.0%
Seychelles	279	270	9	3.3%
TOTAL INDIAN OCEAN ISLANDS	2,017	1,921	96	5.0%
TOTAL AFRICA	704,056	674,698	29,358	4.4%
Unspecified	2,041	2,115	-74	-3.5%
GRAND TOTAL	931,155	887,066	44,089	5.0%
**OVERSEAS TOTAL	225,058	210,253	14,805	7.0%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001				
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE				
SOURCE: STATISTICS SA				

TABLE A - FEBRUARY 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO FEB 2013 COMPARED WITH JAN TO FEB 2012								
COUNTRY OF RESIDENCE	FEB 2013	FEB 2012	DIFFERENCE	%	JAN TO FEB 2013	JAN TO FEB 2012	DIFFERENCE	%
EUROPE:								
Austria	3,239	2,709	530	19.6%	5,802	5,164	638	12.4%
Belgium	4,100	3,877	223	5.8%	7,722	7,284	438	6.0%
Denmark	3,648	3,406	242	7.1%	6,526	6,143	383	6.2%
Finland	1,257	1,196	61	5.1%	2,231	2,194	37	1.7%
France	12,289	11,184	1,105	9.9%	22,399	20,367	2,032	10.0%
Germany	31,546	25,878	5,668	21.9%	55,998	48,329	7,669	15.9%
Greece	530	530	0	0.0%	1,059	1,079	-20	-1.9%
Hungary	297	373	-76	-20.4%	650	705	-55	-7.8%
Ireland	2,586	2,549	37	1.5%	5,621	5,472	149	2.7%
Italy	4,353	3,856	497	12.9%	9,456	8,520	936	11.0%
Netherlands	10,778	11,387	-609	-5.3%	21,161	22,226	-1,065	-4.8%
Norway	3,197	3,275	-78	-2.4%	5,998	5,496	502	9.1%
Poland	1,459	1,057	402	38.0%	2,738	2,329	409	17.6%
Portugal	4,085	3,889	196	5.0%	8,922	7,689	1,233	16.0%
Russian Fed	1,168	1,005	163	16.2%	2,761	2,324	437	18.8%
Spain	1,810	1,664	146	8.8%	3,677	3,374	303	9.0%
Sweden	6,357	5,737	620	10.8%	11,775	10,452	1,323	12.7%
Switzerland	5,380	4,839	541	11.2%	10,310	9,440	870	9.2%
UK	48,486	47,528	958	2.0%	88,802	89,812	-1,010	-1.1%
Other	3,204	2,876	328	11.4%	6,100	5,383	717	13.3%
EUROPE	149,769	138,815	10,954	7.9%	279,708	263,782	15,926	6.0%
NORTH AMERICA:								
Canada	6,098	6,138	-40	-0.7%	11,456	11,131	325	2.9%
USA	22,242	21,071	1,171	5.6%	44,840	41,846	2,994	7.2%
Other	-	-	0	0.0%	-	-	0	-
NORTH AMERICA	28,340	27,209	1,131	4.2%	56,296	52,977	3,319	6.3%
CENTRAL & SOUTH AMERICA:								
Argentina	2,171	2,403	-232	-9.7%	4,773	4,904	-131	-2.7%
Brazil	6,621	5,894	727	12.3%	15,954	14,122	1,832	13.0%
Chile	569	456	113	24.8%	958	749	209	27.9%
Mexico	179	212	-33	-15.6%	521	422	99	23.5%
Venezuela	72	103	-31	-30.1%	205	208	-3	-1.4%
Other	1,008	878	130	14.8%	2,482	2,044	438	21.4%
CENTRAL & SOUTH AMERICA	10,620	9,946	674	6.8%	24,893	22,449	2,444	10.9%
AUSTRALASIA:								
Australia	7,868	7,508	360	4.8%	16,997	16,797	200	1.2%
New Zealand	1,223	1,159	64	5.5%	2,797	2,616	181	6.9%
Other	19	17	2	11.8%	31	40	-9	-22.5%
AUSTRALASIA	9,110	8,684	426	4.9%	19,825	19,453	372	1.9%
ASIA:								
China (including Hong Kong)	16,637	8,342	8,295	99.4%	29,420	20,771	8,649	41.6%
India	8,514	6,805	1,709	25.1%	17,356	14,001	3,355	24.0%
Indonesia	351	346	5	1.4%	799	589	210	35.7%
Japan	2,533	1,959	574	29.3%	6,192	3,625	2,567	70.8%
Rep of Korea	1,734	1,858	-124	-6.7%	5,029	4,170	859	20.6%
Malaysia	614	522	92	17.6%	1,113	1,554	-441	-28.4%
Philippines	1,262	867	395	45.6%	2,821	2,061	760	36.9%
Singapore	531	632	-101	-16.0%	990	1,227	-237	-19.3%
Rep of China (Taiwan)	1,199	795	404	50.8%	2,017	2,164	-147	-6.8%
Thailand	582	441	141	32.0%	1,272	878	394	44.9%
Other	3,656	2,652	1,004	37.9%	7,293	5,802	1,491	25.7%
ASIA	37,613	25,219	12,394	49.1%	74,302	56,842	17,460	30.7%
MIDDLE EAST:								
Israel	2,262	1,920	342	17.8%	4,260	3,372	888	26.3%
Saudi Arabia	273	198	75	37.9%	819	712	107	15.0%
Turkey	1,322	1,415	-93	-6.6%	3,089	2,949	140	4.7%
United Arab Emirates	45	51	-6	-11.8%	78	81	-3	-3.7%
Other	1,033	1,137	-104	-9.1%	2,175	2,230	-55	-2.5%
MIDDLE EAST	4,935	4,721	214	4.5%	10,421	9,344	1,077	11.5%
AFRICA MAINLAND:								
Angola	4,608	4,534	74	1.6%	11,375	10,740	635	5.9%
Dem Rep of Congo	2,668	2,407	261	10.8%	5,968	5,165	803	15.5%
Botswana	31,440	27,893	3,547	12.7%	64,635	55,215	9,420	17.1%
Egypt	738	484	254	52.5%	1,356	988	368	37.2%
Ghana	2,355	1,534	821	53.5%	5,344	3,183	2,161	67.9%
Kenya	2,647	2,244	403	18.0%	5,726	4,895	831	17.0%
Lesotho	105,148	108,637	-3,489	-3.2%	286,699	283,103	3,596	1.3%
Malawi	11,774	9,992	1,782	17.8%	25,106	23,761	1,345	5.7%
Mozambique	79,694	88,166	-8,472	-9.6%	219,771	211,125	8,646	4.1%
Namibia	13,164	13,386	-222	-1.7%	30,614	30,272	342	1.1%
Nigeria	6,979	5,666	1,313	23.2%	13,563	11,325	2,238	19.8%
Swaziland	56,254	54,887	1,367	2.5%	123,630	121,329	2,301	1.9%
Tanzania	3,096	2,776	320	11.5%	6,119	5,486	633	11.5%
Uganda	1,230	1,260	-30	-2.4%	2,859	2,729	130	4.8%
Zambia	12,547	11,480	1,067	9.3%	26,505	25,174	1,331	5.3%
Zimbabwe	132,019	119,292	12,727	10.7%	332,045	327,983	4,062	1.2%
Other	5,417	4,653	764	16.4%	12,502	9,595	2,907	30.3%
TOTAL AFRICA MAINLAND	471,778	459,291	12,487	2.7%	1,173,817	1,132,068	41,749	3.7%
INDIAN OCEAN ISLANDS:								
Mauritius	1,495	1,412	83	5.9%	3,233	3,063	170	5.6%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	368	295	73	24.7%	647	565	82	14.5%
TOTAL INDIAN OCEAN ISLANDS	1,863	1,707	156	9.1%	3,880	3,628	252	6.9%
TOTAL AFRICA	473,641	460,998	12,643	2.7%	1,177,697	1,135,696	42,001	3.7%
Unspecified	1,741	2,082	-341	-16.4%	3,782	4,197	-415	-9.9%
GRAND TOTAL	715,769	677,674	38,095	5.6%	1,646,924	1,564,740	82,184	5.3%
**OVERSEAS TOTAL	240,387	214,594	25,793	12.0%	465,445	424,847	40,598	9.6%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001 SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE SOURCE: STATISTICS SA								

TABLE A - MARCH 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO MAR 2013 COMPARED WITH JAN TO MAR 2012								
COUNTRY OF RESIDENCE	MAR 2013	MAR 2012	DIFFERENCE	%	JAN TO MAR 2013	JAN TO MAR 2012	DIFFERENCE	%
EUROPE:								
Austria	2,717	2,087	630	30.2%	8,519	7,251	1,268	17.5%
Belgium	4,443	3,842	601	15.6%	12,165	11,126	1,039	9.3%
Denmark	2,953	2,563	390	15.2%	9,479	8,706	773	8.9%
Finland	1,165	972	193	19.9%	3,396	3,166	230	7.3%
France	13,374	10,929	2,445	22.4%	35,773	31,296	4,477	14.3%
Germany	35,495	29,439	6,056	20.6%	91,493	77,768	13,725	17.6%
Greece	530	448	82	18.3%	1,589	1,527	62	4.1%
Hungary	313	254	59	23.2%	963	959	4	0.4%
Ireland	3,156	2,617	539	20.6%	8,777	8,089	688	8.5%
Italy	4,786	3,645	1,141	31.3%	14,242	12,165	2,077	17.1%
Netherlands	8,465	8,276	189	2.3%	29,626	30,502	-876	-2.9%
Norway	3,332	2,620	712	27.2%	9,330	8,116	1,214	15.0%
Poland	1,237	1,059	178	16.8%	3,975	3,388	587	17.3%
Portugal	4,899	4,240	659	15.5%	13,821	11,929	1,892	15.9%
Russian Fed	1,296	1,167	129	11.1%	4,057	3,491	566	16.2%
Spain	2,308	2,206	102	4.6%	5,985	5,580	405	7.3%
Sweden	4,254	3,805	449	11.8%	16,029	14,257	1,772	12.4%
Switzerland	4,874	4,043	831	20.6%	15,184	13,483	1,701	12.6%
UK	48,556	43,919	4,637	10.6%	137,358	133,731	3,627	2.7%
Other	3,049	2,804	245	8.7%	9,149	8,187	962	11.8%
EUROPE	151,202	130,935	20,267	15.5%	430,910	394,717	36,193	9.2%
NORTH AMERICA:								
Canada	7,105	6,950	155	2.2%	18,561	18,081	480	2.7%
USA	29,326	28,249	1,077	3.8%	74,166	70,095	4,071	5.8%
Other	-	-	0	0.0%	-	-	0	-
NORTH AMERICA	36,431	35,199	1,232	3.5%	92,727	88,176	4,551	5.2%
CENTRAL & SOUTH AMERICA:								
Argentina	2,174	1,801	373	20.7%	6,947	6,705	242	3.6%
Brazil	6,434	5,011	1,423	28.4%	22,388	19,133	3,255	17.0%
Chile	288	285	3	1.1%	1,246	1,034	212	20.5%
Mexico	364	241	123	51.0%	885	663	222	33.5%
Venezuela	162	87	75	86.2%	367	295	72	24.4%
Other	1,220	978	242	24.7%	3,702	3,022	680	22.5%
CENTRAL & SOUTH AMERICA	10,642	8,403	2,239	26.6%	35,535	30,852	4,683	15.2%
AUSTRALASIA:								
Australia	9,184	8,781	403	4.6%	26,181	25,578	603	2.4%
New Zealand	1,758	1,556	202	13.0%	4,555	4,172	383	9.2%
Other	49	25	24	96.0%	80	65	15	23.1%
AUSTRALASIA	10,991	10,362	629	6.1%	30,816	29,815	1,001	3.4%
ASIA:								
China (including Hong Kong)	13,021	10,112	2,909	28.8%	42,441	30,883	11,558	37.4%
India	8,508	7,138	1,370	19.2%	25,864	21,139	4,725	22.4%
Indonesia	422	394	28	7.1%	1,221	983	238	24.2%
Japan	2,776	2,131	645	30.3%	8,968	5,756	3,212	55.8%
Rep of Korea	1,693	1,441	252	17.5%	6,722	5,611	1,111	19.8%
Malaysia	509	640	-131	-20.5%	1,622	2,194	-572	-26.1%
Philippines	1,409	1,132	277	24.5%	4,230	3,193	1,037	32.5%
Singapore	570	582	-12	-2.1%	1,560	1,809	-249	-13.8%
Rep of China (Taiwan)	805	678	127	18.7%	2,822	2,842	-20	-0.7%
Thailand	595	537	58	10.8%	1,867	1,415	452	31.9%
Other	3,662	3,563	99	2.8%	10,955	9,365	1,590	17.0%
ASIA	33,970	28,348	5,622	19.8%	108,272	85,190	23,082	27.1%
MIDDLE EAST:								
Israel	2,479	2,041	438	21.5%	6,739	5,413	1,326	24.5%
Saudi Arabia	500	338	162	47.9%	1,319	1,050	269	25.6%
Turkey	1,332	1,016	316	31.1%	4,421	3,965	456	11.5%
United Arab Emirates	81	75	6	8.0%	159	156	3	1.9%
Other	1,381	1,719	-338	-19.7%	3,556	3,949	-393	-10.0%
MIDDLE EAST	5,773	5,189	584	11.3%	16,194	14,533	1,661	11.4%
AFRICA MAINLAND:								
Angola	3,977	3,654	323	8.8%	15,352	14,394	958	6.7%
Dem Rep of Congo	2,576	1,874	702	37.5%	8,544	7,039	1,505	21.4%
Botswana	61,663	33,319	28,344	85.1%	126,298	88,534	37,764	42.7%
Egypt	602	643	-41	-6.4%	1,958	1,631	327	20.0%
Ghana	2,184	1,956	228	11.7%	7,528	5,139	2,389	46.5%
Kenya	2,557	2,511	46	1.8%	8,283	7,406	877	11.8%
Lesotho	120,271	119,149	1,122	0.9%	406,970	402,252	4,718	1.2%
Malawi	13,277	10,247	3,030	29.6%	38,383	34,008	4,375	12.9%
Mozambique	81,426	83,624	-2,198	-2.6%	301,197	294,749	6,448	2.2%
Namibia	18,445	16,146	2,299	14.2%	49,059	46,418	2,641	5.7%
Nigeria	7,329	5,741	1,588	27.7%	20,892	17,066	3,826	22.4%
Swaziland	72,065	57,635	14,430	25.0%	195,695	178,964	16,731	9.3%
Tanzania	3,230	2,761	469	17.0%	9,349	8,247	1,102	13.4%
Uganda	1,447	1,184	263	22.2%	4,306	3,913	393	10.0%
Zambia	14,127	12,539	1,588	12.7%	40,632	37,713	2,919	7.7%
Zimbabwe	151,695	123,349	28,346	23.0%	483,740	451,332	32,408	7.2%
Other	5,478	4,557	921	20.2%	17,980	14,152	3,828	27.0%
TOTAL AFRICA MAINLAND	562,349	480,889	81,460	16.9%	1,736,166	1,612,957	123,209	7.6%
INDIAN OCEAN ISLANDS:								
Mauritius	1,441	1,266	175	13.8%	4,674	4,329	345	8.0%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	383	279	104	37.3%	1,030	844	186	22.0%
TOTAL INDIAN OCEAN ISLANDS	1,824	1,545	279	18.1%	5,704	5,173	531	10.3%
TOTAL AFRICA	564,173	482,434	81,739	16.9%	1,741,870	1,618,130	123,740	7.6%
Unspecified	1,893	2,197	-304	-13.8%	5,675	6,394	-719	-11.2%
GRAND TOTAL	815,075	703,067	112,008	15.9%	2,461,999	2,267,807	194,192	8.6%
**OVERSEAS TOTAL	249,009	218,436	30,573	14.0%	714,454	643,283	71,171	11.1%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - APRIL 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO APR 2013 COMPARED WITH JAN TO APR 2012								
COUNTRY OF RESIDENCE	APRIL 2013	APRIL 2012	DIFFERENCE	%	JAN TO APR 2013	JAN TO APR 2012	DIFFERENCE	%
EUROPE:								
Austria	1,928	1,683	245	14.6%	10,447	8,934	1,513	16.9%
Belgium	3,440	3,453	-13	-0.4%	15,605	14,579	1,026	7.0%
Denmark	1,667	1,756	-89	-5.1%	11,146	10,462	684	6.5%
Finland	666	688	-22	-3.2%	4,062	3,854	208	5.4%
France	10,904	10,361	543	5.2%	46,677	41,657	5,020	12.1%
Germany	19,190	18,694	496	2.7%	110,683	96,462	14,221	14.7%
Greece	533	593	-60	-10.1%	2,122	2,120	2	0.1%
Hungary	220	233	-13	-5.6%	1,183	1,192	-9	-0.8%
Ireland	2,104	2,237	-133	-5.9%	10,881	10,326	555	5.4%
Italy	4,054	4,376	-322	-7.4%	18,296	16,541	1,755	10.6%
Netherlands	8,163	7,442	721	9.7%	37,789	37,944	-155	-0.4%
Norway	1,399	1,545	-146	-9.4%	10,729	9,661	1,068	11.1%
Poland	1,025	765	260	34.0%	5,000	4,153	847	20.4%
Portugal	4,016	4,219	-203	-4.8%	17,837	16,148	1,689	10.5%
Russian Fed	1,148	1,213	-65	-5.4%	5,205	4,704	501	10.7%
Spain	2,060	2,310	-250	-10.8%	8,045	7,890	155	2.0%
Sweden	2,342	2,590	-248	-9.6%	18,371	16,847	1,524	9.0%
Switzerland	4,428	4,196	232	5.5%	19,612	17,679	1,933	10.9%
UK	32,322	36,145	-3,823	-10.6%	169,680	169,876	-196	-0.1%
Other	2,514	2,543	-29	-1.1%	11,663	10,730	933	8.7%
EUROPE	104,123	107,042	-2,919	-2.7%	535,033	501,759	33,274	6.6%
NORTH AMERICA:								
Canada	5,347	5,281	66	1.2%	23,908	23,362	546	2.3%
USA	23,833	23,735	98	0.4%	97,999	93,830	4,169	4.4%
Other	1	-	1	0.0%	1	-	1	-
NORTH AMERICA	29,181	29,016	165	0.6%	121,908	117,192	4,716	4.0%
CENTRAL & SOUTH AMERICA:								
Argentina	1,238	1,241	-3	-0.2%	8,185	7,946	239	3.0%
Brazil	6,155	6,792	-637	-9.4%	28,543	25,925	2,618	10.1%
Chile	289	325	-36	-11.1%	1,535	1,359	176	13.0%
Mexico	227	346	-119	-34.4%	1,112	1,009	103	10.2%
Venezuela	92	150	-58	-38.7%	459	445	14	3.1%
Other	1,282	1,289	-7	-0.5%	4,984	4,311	673	15.6%
CENTRAL & SOUTH AMERICA	9,283	10,143	-860	-8.5%	44,818	40,995	3,823	9.3%
AUSTRALASIA:								
Australia	11,552	10,071	1,481	14.7%	37,733	35,649	2,084	5.8%
New Zealand	1,893	1,830	63	3.4%	6,448	6,002	446	7.4%
Other	47	25	22	88.0%	127	90	37	41.1%
AUSTRALASIA	13,492	11,926	1,566	13.1%	44,308	41,741	2,567	6.1%
ASIA:								
China (including Hong Kong)	12,053	10,278	1,775	17.3%	54,494	41,161	13,333	32.4%
India	9,815	9,505	310	3.3%	35,679	30,644	5,035	16.4%
Indonesia	484	517	-33	-6.4%	1,705	1,500	205	13.7%
Japan	2,750	2,671	79	3.0%	11,718	8,427	3,291	39.1%
Rep of Korea	1,304	1,522	-218	-14.3%	8,026	7,133	893	12.5%
Malaysia	537	828	-291	-35.1%	2,159	3,022	-863	-28.6%
Philippines	1,389	1,787	-398	-22.3%	5,619	4,980	639	12.8%
Singapore	617	657	-40	-6.1%	2,177	2,466	-289	-11.7%
Rep of China (Taiwan)	849	679	170	25.0%	3,671	3,521	150	4.3%
Thailand	1,227	839	388	46.2%	3,094	2,254	840	37.3%
Other	3,229	4,181	-952	-22.8%	14,184	13,546	638	4.7%
ASIA	34,254	33,464	790	2.4%	142,526	118,654	23,872	20.1%
MIDDLE EAST:								
Israel	1,357	1,629	-272	-16.7%	8,096	7,042	1,054	15.0%
Saudi Arabia	246	167	79	47.3%	1,565	1,217	348	28.6%
Turkey	893	1,454	-561	-38.6%	5,314	5,419	-105	-1.9%
United Arab Emirates	100	116	-16	-13.8%	259	272	-13	-4.8%
Other	919	977	-58	-5.9%	4,475	4,926	-451	-9.2%
MIDDLE EAST	3,515	4,343	-828	-19.1%	19,709	18,876	833	4.4%
AFRICA MAINLAND:								
Angola	4,033	3,739	294	7.9%	19,385	18,133	1,252	6.9%
Dem Rep of Congo	2,419	2,407	12	0.5%	10,963	9,446	1,517	16.1%
Botswana	38,596	45,335	-6,739	-14.9%	164,894	133,869	31,025	23.2%
Egypt	691	709	-18	-2.5%	2,649	2,340	309	13.2%
Ghana	2,168	1,853	315	17.0%	9,696	6,992	2,704	38.7%
Kenya	2,964	2,516	448	17.8%	11,247	9,922	1,325	13.4%
Lesotho	142,959	153,925	-10,966	-7.1%	549,929	556,177	-6,248	-1.1%
Malawi	12,659	11,199	1,460	13.0%	51,042	45,207	5,835	12.9%
Mozambique	93,399	82,853	10,546	12.7%	394,596	377,602	16,994	4.5%
Namibia	19,735	16,814	2,921	17.4%	68,794	63,232	5,562	8.8%
Nigeria	6,304	6,051	253	4.2%	27,196	23,117	4,079	17.6%
Swaziland	69,342	73,573	-4,231	-5.8%	265,037	252,537	12,500	4.9%
Tanzania	2,986	2,988	-2	-0.1%	12,335	11,235	1,100	9.8%
Uganda	1,242	1,178	64	5.4%	5,548	5,091	457	9.0%
Zambia	15,760	14,357	1,403	9.8%	56,392	52,070	4,322	8.3%
Zimbabwe	184,972	178,452	6,520	3.7%	668,712	629,784	38,928	6.2%
Other	5,404	4,894	510	10.4%	23,384	19,046	4,338	22.8%
TOTAL AFRICA MAINLAND	605,633	602,843	2,790	0.5%	2,341,799	2,215,806	125,999	5.7%
INDIAN OCEAN ISLANDS:								
Mauritius	1,852	1,656	196	11.8%	6,526	5,985	541	9.0%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	318	196	122	62.2%	1,348	1,040	308	29.6%
TOTAL INDIAN OCEAN ISLANDS	2,170	1,852	318	17.2%	7,874	7,025	849	12.1%
TOTAL AFRICA	607,803	604,695	3,108	0.5%	2,349,673	2,222,825	126,848	5.7%
Unspecified	1,824	2,205	-381	-17.3%	7,499	8,599	-1,100	-12.8%
GRAND TOTAL	803,475	802,834	641	0.1%	3,265,474	3,070,641	194,833	6.3%
**OVERSEAS TOTAL	193,848	195,934	-2,086	-1.1%	908,302	839,217	69,085	8.2%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - MAY 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO MAY 2013 COMPARED WITH JAN TO MAY 2012								
COUNTRY OF RESIDENCE	MAY 2013	MAY 2012	DIFFERENCE	%	JAN TO MAY 2013	JAN TO MAY 2012	DIFFERENCE	%
EUROPE:								
Austria	1,127	1,093	34	3.1%	11,574	10,027	1,547	15.4%
Belgium	1,942	2,219	-277	-12.5%	17,547	16,798	749	4.5%
Denmark	1,186	1,253	-67	-5.3%	12,332	11,715	617	5.3%
Finland	463	566	-103	-18.2%	4,525	4,420	105	2.4%
France	8,408	7,815	593	7.6%	55,085	49,472	5,613	11.3%
Germany	14,178	12,928	1,250	9.7%	124,861	109,390	15,471	14.1%
Greece	456	441	15	3.4%	2,578	2,561	17	0.7%
Hungary	190	270	-80	-29.6%	1,373	1,462	-89	-6.1%
Ireland	1,537	1,695	-158	-9.3%	12,418	12,021	397	3.3%
Italy	3,348	3,707	-359	-9.7%	21,644	20,248	1,396	6.9%
Netherlands	5,400	5,978	-578	-9.7%	43,189	43,922	-733	-1.7%
Norway	881	875	6	0.7%	11,610	10,536	1,074	10.2%
Poland	718	668	50	7.5%	5,718	4,821	897	18.6%
Portugal	3,512	3,398	114	3.4%	21,349	19,546	1,803	9.2%
Russian Fed	970	806	164	20.3%	6,175	5,510	665	12.1%
Spain	1,959	1,780	179	10.1%	10,004	9,670	334	3.5%
Sweden	1,784	1,636	148	9.0%	20,155	18,483	1,672	9.0%
Switzerland	2,516	2,465	51	2.1%	22,128	20,144	1,984	9.8%
UK	23,507	23,677	-170	-0.7%	193,187	193,553	-366	-0.2%
Other	1,864	1,769	95	5.4%	13,527	12,499	1,028	8.2%
EUROPE	75,946	75,039	907	1.2%	610,979	576,798	34,181	5.9%
NORTH AMERICA:								
Canada	4,534	4,865	-331	-6.8%	28,442	28,227	215	0.8%
USA	30,580	30,286	294	1.0%	128,579	124,116	4,463	3.6%
Other	-	-	0	0.0%	1	-	1	-
NORTH AMERICA	35,114	35,151	-37	-0.1%	157,022	152,343	4,679	3.1%
CENTRAL & SOUTH AMERICA:								
Argentina	1,126	1,240	-114	-9.2%	9,311	9,186	125	1.4%
Brazil	5,547	5,841	-294	-5.0%	34,090	31,766	2,324	7.3%
Chile	218	291	-73	-25.1%	1,753	1,650	103	6.2%
Mexico	271	272	-1	-0.4%	1,383	1,281	102	8.0%
Venezuela	197	87	110	126.4%	656	532	124	23.3%
Other	1,235	1,280	-45	-3.5%	6,219	5,591	628	11.2%
CENTRAL & SOUTH AMERICA	8,594	9,011	-417	-4.6%	53,412	50,006	3,406	6.8%
AUSTRALASIA:								
Australia	8,161	8,597	-436	-5.1%	45,894	44,246	1,648	3.7%
New Zealand	1,478	1,344	134	10.0%	7,926	7,346	580	7.9%
Other	32	101	-69	-68.3%	159	191	-32	-16.8%
AUSTRALASIA	9,671	10,042	-371	-3.7%	53,979	51,783	2,196	4.2%
ASIA:								
China (including Hong Kong)	10,912	9,802	1,110	11.3%	65,406	50,963	14,443	28.3%
India	13,492	12,641	851	6.7%	49,171	43,285	5,886	13.6%
Indonesia	395	498	-103	-20.7%	2,100	1,998	102	5.1%
Japan	2,736	2,815	-79	-2.8%	14,454	11,242	3,212	28.6%
Rep of Korea	1,274	1,151	123	10.7%	9,300	8,284	1,016	12.3%
Malaysia	812	832	-20	-2.4%	2,971	3,854	-883	-22.9%
Philippines	1,344	1,575	-231	-14.7%	6,963	6,555	408	6.2%
Singapore	748	627	121	19.3%	2,925	3,093	-168	-5.4%
Rep of China (Taiwan)	774	778	-4	-0.5%	4,445	4,299	146	3.4%
Thailand	975	664	311	46.8%	4,069	2,918	1,151	39.4%
Other	3,232	4,524	-1,292	-28.6%	17,416	18,070	-654	-3.6%
ASIA	36,694	35,907	787	2.2%	179,220	154,561	24,659	16.0%
MIDDLE EAST:								
Israel	1,194	1,418	-224	-15.8%	9,290	8,460	830	9.8%
Saudi Arabia	363	294	69	23.5%	1,928	1,511	417	27.6%
Turkey	838	928	-90	-9.7%	6,152	6,347	-195	-3.1%
United Arab Emirates	77	59	18	30.5%	336	331	5	1.5%
Other	885	947	-62	-6.5%	5,360	5,873	-513	-8.7%
MIDDLE EAST	3,357	3,646	-289	-7.9%	23,066	22,522	544	2.4%
AFRICA MAINLAND:								
Angola	4,076	3,046	1,030	33.8%	23,461	21,179	2,282	10.8%
Dem Rep of Congo	2,165	1,947	218	11.2%	13,128	11,393	1,735	15.2%
Botswana	39,390	31,978	7,412	23.2%	204,284	165,847	38,437	23.2%
Egypt	548	598	-50	-8.4%	3,197	2,938	259	8.8%
Ghana	1,969	1,773	196	11.1%	11,665	8,765	2,900	33.1%
Kenya	2,575	2,564	11	0.4%	13,822	12,486	1,336	10.7%
Lesotho	113,723	130,441	-16,718	-12.8%	663,652	686,618	-22,966	-3.3%
Malawi	14,041	11,892	2,149	18.1%	65,083	57,099	7,984	14.0%
Mozambique	83,208	90,281	-7,073	-7.8%	477,804	467,883	9,921	2.1%
Namibia	18,857	16,315	2,542	15.6%	87,651	79,547	8,104	10.2%
Nigeria	7,026	5,340	1,686	31.6%	34,222	28,457	5,765	20.3%
Swaziland	66,418	60,610	5,808	9.6%	331,455	313,147	18,308	5.8%
Tanzania	2,808	3,030	-222	-7.3%	15,143	14,265	878	6.2%
Uganda	1,292	1,212	80	6.6%	6,840	6,303	537	8.5%
Zambia	14,200	13,739	461	3.4%	70,592	65,809	4,783	7.3%
Zimbabwe	150,203	139,811	10,392	7.4%	818,915	769,595	49,320	6.4%
Other	4,686	4,055	1,631	40.2%	28,070	23,901	4,169	17.4%
TOTAL AFRICA MAINLAND	527,185	519,432	7,753	1.5%	2,868,984	2,735,232	133,752	4.9%
INDIAN OCEAN ISLANDS:								
Mauritius	1,263	1,317	-54	-4.1%	7,789	7,302	487	6.7%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	302	181	121	66.9%	1,650	1,221	429	35.1%
TOTAL INDIAN OCEAN ISLANDS	1,565	1,498	67	4.5%	9,439	8,523	916	10.7%
TOTAL AFRICA	528,750	520,930	7,820	1.5%	2,878,423	2,743,755	134,668	4.9%
Unspecified	1,532	2,320	-788	-34.0%	9,031	10,919	-1,888	-17.3%
GRAND TOTAL	699,658	692,046	7,612	1.1%	3,965,132	3,762,687	202,445	5.4%
**OVERSEAS TOTAL	169,376	168,796	580	0.3%	1,077,678	1,008,013	69,665	6.9%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - JUNE 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO JUN 2013 COMPARED WITH JAN TO JUN 2012								
COUNTRY OF RESIDENCE	JUNE 2013	JUNE 2012	DIFFERENCE	%	JAN TO JUN 2013	JAN TO JUN 2012	DIFFERENCE	%
EUROPE:								
Austria	913	826	87	10.5%	12,487	10,853	1,634	15.1%
Belgium	1,836	1,751	85	4.9%	19,383	18,549	834	4.5%
Denmark	1,091	1,168	-77	-6.6%	13,423	12,883	540	4.2%
Finland	497	536	-39	-7.3%	5,022	4,956	66	1.3%
France	5,635	5,330	305	5.7%	60,720	54,802	5,918	10.8%
Germany	10,275	9,386	889	9.5%	135,136	118,776	16,360	13.8%
Greece	354	362	-8	-2.2%	2,932	2,923	9	0.3%
Hungary	190	182	8	4.4%	1,563	1,644	-81	-4.9%
Ireland	1,710	1,839	-129	-7.0%	14,128	13,860	268	1.9%
Italy	3,879	3,586	293	8.2%	25,523	23,834	1,689	7.1%
Netherlands	4,767	4,602	165	3.6%	47,956	48,524	-568	-1.2%
Norway	1,096	1,010	86	8.5%	12,706	11,546	1,160	10.0%
Poland	566	563	3	0.5%	6,284	5,384	900	16.7%
Portugal	3,309	3,215	94	2.9%	24,658	22,761	1,897	8.3%
Russian Fed	791	714	77	10.8%	6,966	6,224	742	11.9%
Spain	1,838	1,952	-114	-5.8%	11,842	11,622	220	1.9%
Sweden	1,363	1,337	26	1.9%	21,518	19,820	1,698	8.6%
Switzerland	2,002	1,672	330	19.7%	24,130	21,816	2,314	10.6%
UK	20,988	21,971	-983	-4.5%	214,175	215,524	-1,349	-0.6%
Other	1,516	1,431	85	5.9%	15,043	13,930	1,113	8.0%
EUROPE	64,616	63,433	1,183	1.9%	675,595	640,231	35,364	5.5%
NORTH AMERICA:								
Canada	3,907	3,954	-47	-1.2%	32,349	32,181	168	0.5%
USA	33,657	31,406	2,251	7.2%	162,236	155,522	6,714	4.3%
Other	-	-	0	0.0%	1	-	1	-
NORTH AMERICA	37,564	35,360	2,204	6.2%	194,586	187,703	6,883	3.7%
CENTRAL & SOUTH AMERICA:								
Argentina	1,024	855	169	19.8%	10,335	10,041	294	2.9%
Brazil	4,928	5,413	-485	-9.0%	39,018	37,179	1,839	4.9%
Chile	181	199	-18	-9.0%	1,934	1,849	85	4.6%
Mexico	296	320	-24	-7.5%	1,679	1,601	78	4.9%
Venezuela	138	101	37	36.6%	794	633	161	25.4%
Other	1,124	1,262	-138	-10.9%	7,343	6,853	490	7.2%
CENTRAL & SOUTH AMERICA	7,691	8,150	-459	-5.6%	61,103	58,156	2,947	5.1%
AUSTRALASIA:								
Australia	9,183	9,868	-685	-6.9%	55,077	54,114	963	1.8%
New Zealand	1,627	1,804	-177	-9.8%	9,553	9,150	403	4.4%
Other	31	20	11	55.0%	190	211	-21	-10.0%
AUSTRALASIA	10,841	11,692	-851	-7.3%	64,820	63,475	1,345	2.1%
ASIA:								
China (including Hong Kong)	9,246	9,309	-63	-0.7%	74,652	60,272	14,380	23.9%
India	9,990	10,006	-16	-0.2%	59,161	53,291	5,870	11.0%
Indonesia	431	442	-11	-2.5%	2,531	2,440	91	3.7%
Japan	2,853	2,955	-102	-3.5%	17,307	14,197	3,110	21.9%
Rep of Korea	1,417	1,275	142	11.1%	10,717	9,559	1,158	12.1%
Malaysia	750	671	79	11.8%	3,721	4,525	-804	-17.8%
Philippines	1,227	1,393	-166	-11.9%	8,190	7,948	242	3.0%
Singapore	933	800	133	16.6%	3,858	3,893	-35	-0.9%
Rep of China (Taiwan)	810	858	-48	-5.6%	5,255	5,157	98	1.9%
Thailand	735	607	128	21.1%	4,804	3,525	1,279	36.3%
Other	3,164	4,104	-940	-22.9%	20,580	22,174	-1,594	-7.2%
ASIA	31,556	32,420	-864	-2.7%	210,776	186,981	23,795	12.7%
MIDDLE EAST:								
Israel	1,064	1,144	-80	-7.0%	10,354	9,604	750	7.8%
Saudi Arabia	1,378	1,342	36	2.7%	3,306	2,853	453	15.9%
Turkey	726	627	99	15.8%	6,878	6,974	-96	-1.4%
United Arab Emirates	160	306	-146	-47.7%	496	637	-141	-22.1%
Other	967	990	-23	-2.3%	6,327	6,863	-536	-7.8%
MIDDLE EAST	4,295	4,409	-114	-2.6%	27,361	26,931	430	1.6%
AFRICA MAINLAND:								
Angola	3,423	2,983	440	14.8%	26,884	24,162	2,722	11.3%
Dem Rep of Congo	2,201	2,284	-83	-3.6%	15,329	13,677	1,652	12.1%
Botswana	38,643	31,773	6,870	21.6%	242,927	197,620	45,307	22.9%
Egypt	633	503	130	25.8%	3,830	3,441	389	11.3%
Ghana	1,998	1,964	34	1.7%	13,663	10,729	2,934	27.3%
Kenya	2,456	2,323	133	5.7%	16,278	14,809	1,469	9.9%
Lesotho	118,705	122,564	-3,859	-3.1%	782,357	809,182	-26,825	-3.3%
Malawi	14,475	10,535	3,940	37.4%	79,558	67,634	11,924	17.6%
Mozambique	81,627	84,031	-2,404	-2.9%	559,431	551,914	7,517	1.4%
Namibia	14,263	13,206	1,057	8.0%	101,914	92,753	9,161	9.9%
Nigeria	5,875	6,149	-274	-4.5%	40,097	34,606	5,491	15.9%
Swaziland	65,189	59,938	5,251	8.8%	396,644	373,085	23,559	6.3%
Tanzania	3,031	2,795	236	8.4%	18,174	17,060	1,114	6.5%
Uganda	1,249	1,206	43	3.6%	8,089	7,509	580	7.7%
Zambia	13,930	13,626	304	2.2%	84,522	79,435	5,087	6.4%
Zimbabwe	144,948	133,905	11,043	8.2%	963,863	903,500	60,363	6.7%
Other	4,923	4,937	-14	-0.3%	32,993	28,838	4,155	14.4%
TOTAL AFRICA MAINLAND	517,569	494,722	22,847	4.6%	3,386,553	3,229,954	156,599	4.8%
INDIAN OCEAN ISLANDS:								
Mauritius	1,307	1,318	-11	-0.8%	9,096	8,620	476	5.5%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	225	149	76	51.0%	1,875	1,370	505	36.9%
TOTAL INDIAN OCEAN ISLANDS	1,532	1,467	65	4.4%	10,971	9,990	981	9.8%
TOTAL AFRICA	519,101	496,189	22,912	4.6%	3,397,524	3,239,944	157,580	4.9%
Unspecified	1,421	2,033	-612	-30.1%	10,452	12,952	-2,500	-19.3%
GRAND TOTAL	677,085	653,686	23,399	3.6%	4,642,217	4,416,373	225,844	5.1%
**OVERSEAS TOTAL	156,563	155,464	1,099	0.7%	1,234,241	1,163,477	70,764	6.1%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - JULY 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO JULY 2013 COMPARED WITH JAN TO JULY 2012								
COUNTRY OF RESIDENCE	JULY 2013	JULY 2012	DIFFERENCE	%	JAN TO JULY		DIFFERENCE	%
	2013	2012			2013	2012		
EUROPE:								
Austria	1,796	1,649	147	8.9%	14,283	12,502	1,781	14.2%
Belgium	4,545	4,144	401	9.7%	23,928	22,693	1,235	5.4%
Denmark	1,688	1,718	-30	-1.7%	15,111	14,601	510	3.5%
Finland	373	466	-93	-20.0%	5,395	5,422	-27	-0.5%
France	9,947	10,512	-565	-5.4%	70,667	65,314	5,353	8.2%
Germany	15,649	14,981	668	4.5%	150,785	133,757	17,028	12.7%
Greece	442	476	-34	-7.1%	3,374	3,399	-25	-0.7%
Hungary	302	195	107	54.9%	1,865	1,839	26	1.4%
Ireland	1,940	2,175	-235	-10.8%	16,068	16,035	33	0.2%
Italy	5,640	5,484	156	2.8%	31,163	29,318	1,845	6.3%
Netherlands	13,321	12,470	851	6.8%	61,277	60,994	283	0.5%
Norway	1,621	1,417	204	14.4%	14,327	12,963	1,364	10.5%
Poland	725	745	-20	-2.7%	7,009	6,129	880	14.4%
Portugal	3,551	3,458	93	2.7%	28,209	26,219	1,990	7.6%
Russian Fed	886	918	-32	-3.5%	7,852	7,142	710	9.9%
Spain	3,000	3,509	-509	-14.5%	14,842	15,131	-289	-1.9%
Sweden	1,276	1,443	-167	-11.6%	22,794	21,263	1,531	7.2%
Switzerland	3,984	3,451	533	15.4%	28,114	25,267	2,847	11.3%
UK	31,786	31,522	264	0.8%	245,961	247,046	-1,085	-0.4%
Other	2,128	1,988	140	7.0%	17,171	15,918	1,253	7.9%
EUROPE	104,600	102,721	1,879	1.8%	780,195	742,952	37,243	5.0%
NORTH AMERICA:								
Canada	4,540	5,136	-596	-11.6%	36,889	37,317	-428	-1.1%
USA	34,584	34,833	-249	-0.7%	196,820	190,355	6,465	3.4%
Other	-	-	0	0.0%	1	-	1	-
NORTH AMERICA	39,124	39,969	-845	-2.1%	233,710	227,672	6,038	2.7%
CENTRAL & SOUTH AMERICA:								
Argentina	1,430	1,421	9	0.6%	11,765	11,462	303	2.6%
Brazil	6,916	7,732	-816	-10.6%	45,934	44,911	1,023	2.3%
Chile	344	372	-28	-7.5%	2,278	2,221	57	2.6%
Mexico	529	474	55	11.6%	2,208	2,075	133	6.4%
Venezuela	175	156	19	12.2%	969	789	180	22.8%
Other	1,658	1,643	15	0.9%	9,001	8,496	505	5.9%
CENTRAL & SOUTH AMERICA	11,052	11,798	-746	-6.3%	72,155	69,954	2,201	3.1%
AUSTRALASIA:								
Australia	11,199	10,678	521	4.9%	66,276	64,792	1,484	2.3%
New Zealand	2,133	1,931	202	10.5%	11,686	11,081	605	5.5%
Other	70	23	47	204.3%	260	234	26	11.1%
AUSTRALASIA	13,402	12,632	770	6.1%	78,222	76,107	2,115	2.8%
ASIA:								
China (including Hong Kong)	11,642	12,076	-434	-3.6%	86,294	72,348	13,946	19.3%
India	7,935	8,720	-785	-9.0%	67,096	62,011	5,085	8.2%
Indonesia	328	509	-181	-35.6%	2,859	2,949	-90	-3.1%
Japan	3,043	2,930	113	3.9%	20,350	17,127	3,223	18.8%
Rep of Korea	2,043	2,151	-108	-5.0%	12,760	11,710	1,050	9.0%
Malaysia	549	606	-57	-9.4%	4,270	5,131	-861	-16.8%
Philippines	1,517	1,369	148	10.8%	9,707	9,317	390	4.2%
Singapore	690	724	-34	-4.7%	4,548	4,617	-69	-1.5%
Rep of China (Taiwan)	981	1,202	-221	-18.4%	6,236	6,359	-123	-1.9%
Thailand	840	586	254	43.3%	5,644	4,111	1,533	37.3%
Other	2,709	4,215	-1,506	-35.7%	23,289	26,389	-3,100	-11.7%
ASIA	32,277	35,088	-2,811	-8.0%	243,053	222,069	20,984	9.4%
MIDDLE EAST:								
Israel	1,659	1,755	-96	-5.5%	12,013	11,359	654	5.8%
Saudi Arabia	202	471	-269	-57.1%	3,508	3,324	184	5.5%
Turkey	848	938	-90	-9.6%	7,726	7,912	-186	-2.4%
United Arab Emirates	43	115	-72	-62.6%	539	752	-213	-28.3%
Other	913	1,169	-256	-21.9%	7,240	8,032	-792	-9.9%
MIDDLE EAST	3,665	4,448	-783	-17.6%	31,026	31,379	-353	-1.1%
AFRICA MAINLAND:								
Angola	4,368	3,840	528	13.8%	31,252	28,002	3,250	11.6%
Dem Rep of Congo	3,296	3,239	57	1.8%	18,625	16,916	1,709	10.1%
Botswana	45,896	39,062	6,834	17.5%	288,823	236,682	52,141	22.0%
Egypt	410	600	-190	-31.7%	4,240	4,041	199	4.9%
Ghana	2,176	1,881	295	15.7%	15,839	12,610	3,229	25.6%
Kenya	2,974	2,510	464	18.5%	19,252	17,319	1,933	11.2%
Lesotho	132,815	146,965	-14,150	-9.6%	915,172	956,147	-40,975	-4.3%
Malawi	16,624	13,373	3,251	24.3%	96,182	81,007	15,175	18.7%
Mozambique	96,887	100,369	-3,482	-3.5%	656,318	652,283	4,035	0.6%
Namibia	17,728	17,329	399	2.3%	119,642	110,082	9,560	8.7%
Nigeria	6,776	5,980	796	13.3%	46,873	40,586	6,287	15.5%
Swaziland	70,783	67,253	3,530	5.2%	467,427	440,338	27,089	6.2%
Tanzania	2,981	3,180	-199	-6.3%	21,155	20,240	915	4.5%
Uganda	1,329	1,383	-54	-3.9%	9,418	8,892	526	5.9%
Zambia	15,004	14,828	176	1.2%	99,526	94,263	5,263	5.6%
Zimbabwe	155,745	155,518	227	0.1%	1,119,608	1,059,018	60,590	5.7%
Other	5,835	5,405	430	8.0%	38,828	34,243	4,585	13.4%
TOTAL AFRICA MAINLAND	581,627	582,715	-1,088	-0.2%	3,968,180	3,812,669	155,511	4.1%
INDIAN OCEAN ISLANDS:								
Mauritius	1,609	1,692	-83	-4.9%	10,705	10,312	393	3.8%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	267	183	84	45.9%	2,142	1,553	589	37.9%
TOTAL INDIAN OCEAN ISLANDS	1,876	1,875	1	0.1%	12,847	11,865	982	8.3%
TOTAL AFRICA	583,503	584,590	-1,087	-0.2%	3,981,027	3,824,534	156,493	4.1%
Unspecified	1,545	1,999	-454	-22.7%	11,997	14,951	-2,954	-19.8%
GRAND TOTAL	789,168	793,245	-4,077	-0.5%	5,431,385	5,209,618	221,767	4.3%
**OVERSEAS TOTAL	204,120	206,656	-2,536	-1.2%	1,438,361	1,370,133	68,228	5.0%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - AUGUST 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO AUG 2013 COMPARED WITH JAN TO AUG 2012								
COUNTRY OF RESIDENCE	AUGUST 2013	AUGUST 2012	DIFFERENCE	%	JANUARY TO AUGUST 2013	JANUARY TO AUGUST 2012	DIFFERENCE	%
EUROPE:								
Austria	2,530	1,724	806	46.8%	16,813	14,226	2,587	18.2%
Belgium	3,911	3,342	569	17.0%	27,839	26,035	1,804	6.9%
Denmark	1,279	1,200	79	6.6%	16,390	15,801	589	3.7%
Finland	434	386	48	12.4%	5,829	5,808	21	0.4%
France	12,244	11,359	885	7.8%	82,911	76,673	6,238	8.1%
Germany	21,712	17,239	4,473	25.9%	172,497	150,996	21,501	14.2%
Greece	519	444	75	16.9%	3,893	3,843	50	1.3%
Hungary	225	220	5	2.3%	2,090	2,059	31	1.5%
Ireland	2,004	1,992	12	0.6%	18,072	18,027	45	0.2%
Italy	12,097	10,743	1,354	12.6%	43,260	40,061	3,199	8.0%
Netherlands	9,546	8,536	1,010	11.8%	70,823	69,530	1,293	1.9%
Norway	1,159	1,064	95	8.9%	15,486	14,027	1,459	10.4%
Poland	982	844	138	16.4%	7,991	6,973	1,018	14.6%
Portugal	4,229	4,001	228	5.7%	32,438	30,220	2,218	7.3%
Russian Fed	831	910	-79	-8.7%	8,683	8,052	631	7.8%
Spain	5,219	4,135	1,084	26.2%	20,061	19,266	795	4.1%
Sweden	1,438	1,373	65	4.7%	24,232	22,636	1,596	7.1%
Switzerland	3,383	2,653	730	27.5%	31,497	27,920	3,577	12.8%
UK	34,870	31,914	2,956	9.3%	280,831	278,960	1,871	0.7%
Other	2,795	2,157	638	29.6%	19,966	18,075	1,891	10.5%
EUROPE	121,407	106,236	15,171	14.3%	901,602	849,188	52,414	6.2%
NORTH AMERICA:								
Canada	5,141	4,668	473	10.1%	42,030	41,985	45	0.1%
USA	34,046	29,459	4,587	15.6%	230,866	219,814	11,052	5.0%
Other	-	-	0	0.0%	1	-	1	-
NORTH AMERICA	39,187	34,127	5,060	14.8%	272,897	261,799	11,098	4.2%
CENTRAL & SOUTH AMERICA:								
Argentina	1,537	1,170	367	31.4%	13,302	12,632	670	5.3%
Brazil	6,243	4,945	1,298	26.2%	52,177	49,856	2,321	4.7%
Chile	312	212	100	47.2%	2,590	2,433	157	6.5%
Mexico	422	253	169	66.8%	2,630	2,328	302	13.0%
Venezuela	178	145	33	22.8%	1,147	934	213	22.8%
Other	1,685	1,181	504	42.7%	10,686	9,677	1,009	10.4%
CENTRAL & SOUTH AMERICA	10,377	7,906	2,471	31.3%	82,532	77,860	4,672	6.0%
AUSTRALASIA:								
Australia	11,566	10,489	1,077	10.3%	77,842	75,281	2,561	3.4%
New Zealand	1,936	1,844	92	5.0%	13,622	12,925	697	5.4%
Other	57	18	39	216.7%	317	252	65	25.8%
AUSTRALASIA	13,559	12,351	1,208	9.8%	91,781	88,458	3,323	3.8%
ASIA:								
China (including Hong Kong)	13,967	11,368	2,599	22.9%	100,261	83,716	16,545	19.8%
India	9,020	8,218	802	9.8%	76,116	70,229	5,887	8.4%
Indonesia	1,304	1,055	249	23.6%	4,163	4,004	159	4.0%
Japan	4,102	3,278	824	25.1%	24,452	20,405	4,047	19.8%
Rep of Korea	2,077	1,992	85	4.3%	14,837	13,702	1,135	8.3%
Malaysia	1,602	1,000	602	60.2%	5,872	6,131	-259	-4.2%
Philippines	1,520	1,356	164	12.1%	11,227	10,673	554	5.2%
Singapore	853	710	143	20.1%	5,401	5,327	74	1.4%
Rep of China (Taiwan)	957	816	141	17.3%	7,193	7,175	18	0.3%
Thailand	826	1,599	-773	-48.3%	6,470	5,710	760	13.3%
Other	3,337	3,233	104	3.2%	26,626	29,622	-2,996	-10.1%
ASIA	39,565	34,625	4,940	14.3%	282,618	256,694	25,924	10.1%
MIDDLE EAST:								
Israel	2,028	1,793	235	13.1%	14,041	13,152	889	6.8%
Saudi Arabia	1,480	643	837	130.2%	4,988	3,967	1,021	25.7%
Turkey	872	827	45	5.4%	8,598	8,739	-141	-1.6%
United Arab Emirates	425	193	232	120.2%	964	945	19	2.0%
Other	1,474	1,119	355	31.7%	8,714	9,151	-437	-4.8%
MIDDLE EAST	6,279	4,575	1,704	37.2%	37,305	35,954	1,351	3.8%
AFRICA MAINLAND:								
Angola	4,981	3,430	1,551	45.2%	36,233	31,432	4,801	15.3%
Dem Rep of Congo	3,740	4,153	-413	-9.9%	22,365	21,069	1,296	6.2%
Botswana	48,485	39,873	8,612	21.6%	337,308	276,555	60,753	22.0%
Egypt	789	499	290	58.1%	5,029	4,540	489	10.8%
Ghana	2,282	1,929	353	18.3%	18,121	14,539	3,582	24.6%
Kenya	2,906	2,471	435	17.6%	22,158	19,790	2,368	12.0%
Lesotho	107,919	119,796	-11,877	-9.9%	1,023,091	1,075,943	-52,852	-4.9%
Malawi	17,488	12,052	5,436	45.1%	113,670	93,059	20,611	22.1%
Mozambique	78,358	94,321	-15,963	-16.9%	734,676	746,604	-11,928	-1.6%
Namibia	20,114	17,325	2,789	16.1%	139,756	127,407	12,349	9.7%
Nigeria	8,161	6,795	1,366	20.1%	55,034	47,381	7,653	16.2%
Swaziland	78,808	68,485	10,323	15.1%	546,235	508,823	37,412	7.4%
Tanzania	3,030	2,813	217	7.7%	24,185	23,053	1,132	4.9%
Uganda	1,309	1,179	130	11.0%	10,727	10,071	656	6.5%
Zambia	15,823	14,644	1,179	8.1%	115,349	108,907	6,442	5.9%
Zimbabwe	193,870	176,988	16,882	9.5%	1,313,478	1,236,006	77,472	6.3%
Other	6,774	5,557	1,217	21.9%	45,602	39,800	5,802	14.6%
TOTAL AFRICA MAINLAND	594,837	572,310	22,527	3.9%	4,563,017	4,384,979	178,038	4.1%
INDIAN OCEAN ISLANDS:								
Mauritius	1,850	1,361	489	35.9%	12,555	11,673	882	7.6%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	345	222	123	55.4%	2,487	1,775	712	40.1%
TOTAL INDIAN OCEAN ISLANDS	2,195	1,583	612	38.7%	15,042	13,448	1,594	11.9%
TOTAL AFRICA	597,032	573,893	23,139	4.0%	4,578,059	4,398,427	179,632	4.1%
Unspecified	1,615	1,907	-292	-15.3%	13,612	16,858	-3,246	-19.3%
GRAND TOTAL	829,021	775,620	53,401	6.9%	6,260,406	5,985,238	275,168	4.6%
**OVERSEAS TOTAL	230,374	199,820	30,554	15.3%	1,668,735	1,569,953	98,782	6.3%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - SEPTEMBER 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO SEP 2013 COMPARED WITH JAN TO SEP 2012								
COUNTRY OF RESIDENCE	SEPTEMBER 2013	SEPTEMBER 2012	DIFFERENCE	%	JANUARY TO SEPTEMBER 2013	SEPTEMBER 2012	DIFFERENCE	%
EUROPE:								
Austria	2,025	1,779	246	13.8%	18,838	16,005	2,833	17.7%
Belgium	3,480	3,675	-195	-5.3%	31,319	29,710	1,609	5.4%
Denmark	1,514	1,680	-166	-9.9%	17,904	17,481	423	2.4%
Finland	634	689	-55	-8.0%	6,463	6,497	-34	-0.5%
France	8,416	8,169	247	3.0%	91,327	84,842	6,485	7.6%
Germany	25,489	22,171	3,318	15.0%	197,986	173,167	24,819	14.3%
Greece	479	515	-36	-7.0%	4,372	4,358	14	0.3%
Hungary	207	207	0	0.0%	2,297	2,266	31	1.4%
Ireland	1,863	2,006	-143	-7.1%	19,935	20,033	-98	-0.5%
Italy	5,723	5,441	282	5.2%	48,983	45,502	3,481	7.7%
Netherlands	9,692	8,923	769	8.6%	80,515	78,453	2,062	2.6%
Norway	1,550	1,541	9	0.6%	17,036	15,568	1,468	9.4%
Poland	914	1,108	-194	-17.5%	8,905	8,081	824	10.2%
Portugal	4,186	4,175	11	0.3%	36,624	34,395	2,229	6.5%
Russian Fed	909	1,253	-344	-27.5%	9,592	9,305	287	3.1%
Spain	3,356	2,800	556	19.9%	23,417	22,066	1,351	6.1%
Sweden	2,012	2,026	-14	-0.7%	26,244	24,662	1,582	6.4%
Switzerland	5,258	4,665	593	12.7%	36,755	32,585	4,170	12.8%
UK	30,874	31,843	-969	-3.0%	311,705	310,803	902	0.3%
Other	2,412	2,320	92	4.0%	22,378	20,395	1,983	9.7%
EUROPE	110,993	106,986	4,007	3.7%	1,012,595	956,174	56,421	5.9%
NORTH AMERICA:								
Canada	5,238	5,199	39	0.8%	47,268	47,184	84	0.2%
USA	30,040	28,491	1,549	5.4%	260,906	248,305	12,601	5.1%
Other	-	-	0	0.0%	1	-	1	-
NORTH AMERICA	35,278	33,690	1,588	4.7%	308,175	295,489	12,686	4.3%
CENTRAL & SOUTH AMERICA:								
Argentina	1,551	1,130	421	37.3%	14,853	13,762	1,091	7.9%
Brazil	7,186	6,774	412	6.1%	59,363	56,630	2,733	4.8%
Chile	410	375	35	9.3%	3,000	2,808	192	6.8%
Mexico	352	266	86	32.3%	2,982	2,594	388	15.0%
Venezuela	131	121	10	8.3%	1,278	1,055	223	21.1%
Other	1,681	1,475	206	14.0%	12,367	11,152	1,215	10.9%
CENTRAL & SOUTH AMERICA	11,311	10,141	1,170	11.5%	93,843	88,001	5,842	6.6%
AUSTRALASIA:								
Australia	14,038	13,848	190	1.4%	91,880	89,129	2,751	3.1%
New Zealand	2,262	2,509	-247	-9.8%	15,884	15,434	450	2.9%
Other	44	38	6	15.8%	361	290	71	24.5%
AUSTRALASIA	16,344	16,395	-51	-0.3%	108,125	104,853	3,272	3.1%
ASIA:								
China (including Hong Kong)	15,308	13,031	2,277	17.5%	115,569	96,747	18,822	19.5%
India	8,086	9,077	-991	-10.9%	84,202	79,306	4,896	6.2%
Indonesia	552	407	145	35.6%	4,715	4,411	304	6.9%
Japan	4,018	3,508	510	14.5%	28,470	23,913	4,557	19.1%
Rep of Korea	1,633	1,429	204	14.3%	16,470	15,131	1,339	8.8%
Malaysia	1,135	1,138	-3	-0.3%	7,007	7,269	-262	-3.6%
Philippines	1,384	1,385	-1	-0.1%	12,611	12,058	553	4.6%
Singapore	1,575	719	856	119.1%	6,976	6,046	930	15.4%
Rep of China (Taiwan)	1,271	976	295	30.2%	8,464	8,151	313	3.8%
Thailand	594	718	-124	-17.3%	7,064	6,428	636	9.9%
Other	3,457	3,551	-94	-2.6%	30,083	33,173	-3,090	-9.3%
ASIA	39,013	35,939	3,074	8.6%	321,631	292,633	28,998	9.9%
MIDDLE EAST:								
Israel	2,207	2,443	-236	-9.7%	16,248	15,595	653	4.2%
Saudi Arabia	302	278	24	8.6%	5,290	4,245	1,045	24.6%
Turkey	1,061	1,118	-57	-5.1%	9,659	9,857	-198	-2.0%
United Arab Emirates	62	73	-11	-15.1%	1,026	1,018	8	0.8%
Other	1,074	1,140	-66	-5.8%	9,788	10,291	-503	-4.9%
MIDDLE EAST	4,706	5,052	-346	-6.8%	42,011	41,006	1,005	2.5%
AFRICA MAINLAND:								
Angola	4,820	3,954	866	21.9%	41,053	35,386	5,667	16.0%
Dem Rep of Congo	2,742	2,918	-176	-6.0%	25,107	23,987	1,120	4.7%
Botswana	48,776	43,825	4,951	11.3%	386,084	320,380	65,704	20.5%
Egypt	785	792	-7	-0.9%	5,814	5,332	482	9.0%
Ghana	2,230	2,176	54	2.5%	20,351	16,715	3,636	21.8%
Kenya	2,911	3,165	-254	-8.0%	25,069	22,955	2,114	9.2%
Lesotho	110,080	131,271	-21,191	-16.1%	1,133,171	1,207,214	-74,043	-6.1%
Malawi	17,952	13,061	4,891	37.4%	131,622	106,120	25,502	24.0%
Mozambique	87,278	92,949	-5,671	-6.1%	821,954	839,553	-17,599	-2.1%
Namibia	17,818	15,848	1,970	12.4%	157,574	143,255	14,319	10.0%
Nigeria	7,479	6,469	1,010	15.6%	62,513	53,850	8,663	16.1%
Swaziland	72,939	65,771	7,168	10.9%	619,174	574,594	44,580	7.8%
Tanzania	3,167	3,234	-67	-2.1%	27,352	26,287	1,065	4.1%
Uganda	1,599	1,318	281	21.3%	12,326	11,389	937	8.2%
Zambia	15,588	14,028	1,560	11.1%	130,937	122,935	8,002	6.5%
Zimbabwe	160,094	146,515	13,579	9.3%	1,473,572	1,382,521	91,051	6.6%
Other	6,248	5,946	302	5.1%	51,850	45,746	6,104	13.3%
TOTAL AFRICA MAINLAND	562,506	553,240	9,266	1.7%	5,125,523	4,938,219	187,304	3.8%
INDIAN OCEAN ISLANDS:								
Mauritius	1,436	1,591	-155	-9.7%	13,991	13,264	727	5.5%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	449	262	187	71.4%	2,936	2,037	899	44.1%
TOTAL INDIAN OCEAN ISLANDS	1,885	1,853	32	1.7%	16,927	15,301	1,626	10.6%
TOTAL AFRICA	564,391	555,093	9,298	1.7%	5,142,450	4,953,520	188,930	3.8%
Unspecified	1,897	2,102	-205	-9.8%	15,509	18,960	-3,451	-18.2%
GRAND TOTAL	783,933	765,398	18,535	2.4%	7,044,339	6,750,636	293,703	4.4%
**OVERSEAS TOTAL	217,645	208,203	9,442	4.5%	1,886,380	1,778,156	108,224	6.1%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - OCTOBER 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO OCT 2013 COMPARED WITH JAN TO OCT 2012								
COUNTRY OF RESIDENCE	OCTOBER 2013	OCTOBER 2012	DIFFERENCE	%	JANUARY TO OCTOBER 2013	JANUARY TO OCTOBER 2012	DIFFERENCE	%
EUROPE:								
Austria	3,026	3,221	-195	-6.1%	21,864	19,226	2,638	13.7%
Belgium	5,231	5,132	99	1.9%	36,550	34,842	1,708	4.9%
Denmark	3,338	2,921	417	14.3%	21,242	20,402	840	4.1%
Finland	1,117	949	168	17.7%	7,580	7,446	134	1.8%
France	15,775	13,379	2,396	17.9%	107,102	98,221	8,881	9.0%
Germany	36,545	31,080	5,465	17.6%	234,531	204,247	30,284	14.8%
Greece	528	537	-9	-1.7%	4,900	4,895	5	0.1%
Hungary	279	273	6	2.2%	2,576	2,539	37	1.5%
Ireland	2,362	2,353	9	0.4%	22,297	22,386	-89	-0.4%
Italy	6,092	5,257	835	15.9%	55,075	50,759	4,316	8.5%
Netherlands	14,987	14,094	893	6.3%	95,502	92,547	2,955	3.2%
Norway	2,166	2,090	76	3.6%	19,202	17,658	1,544	8.7%
Poland	1,221	1,088	133	12.2%	10,126	9,169	957	10.4%
Portugal	4,353	3,944	409	10.4%	40,977	38,339	2,638	6.9%
Russian Fed	1,018	1,115	-97	-8.7%	10,610	10,420	190	1.8%
Spain	3,129	3,131	-2	-0.1%	26,546	25,197	1,349	5.4%
Sweden	4,474	4,409	65	1.5%	30,718	29,071	1,647	5.7%
Switzerland	8,274	7,196	1,078	15.0%	45,029	39,781	5,248	13.2%
UK	39,543	39,787	-244	-0.6%	351,248	350,590	658	0.2%
Other	2,781	2,813	-32	-1.1%	25,159	23,208	1,951	8.4%
EUROPE	156,239	144,769	11,470	7.9%	1,168,834	1,100,943	67,891	6.2%
NORTH AMERICA:								
Canada	7,054	6,932	122	1.8%	54,322	54,116	206	0.4%
USA	29,180	27,378	1,802	6.6%	290,086	275,683	14,403	5.2%
Other	-	1	-1	0.0%	1	1	0	-
NORTH AMERICA	36,234	34,311	1,923	5.6%	344,409	329,800	14,609	4.4%
CENTRAL & SOUTH AMERICA:								
Argentina	1,605	1,190	415	34.9%	16,458	14,952	1,506	10.1%
Brazil	7,121	7,396	-275	-3.7%	66,484	64,026	2,458	3.8%
Chile	365	251	114	45.4%	3,365	3,059	306	10.0%
Mexico	367	254	113	44.5%	3,349	2,848	501	17.6%
Venezuela	127	88	39	44.3%	1,405	1,143	262	22.9%
Other	1,611	1,643	-32	-1.9%	13,978	12,795	1,183	9.2%
CENTRAL & SOUTH AMERICA	11,196	10,822	374	3.5%	105,039	98,823	6,216	6.3%
AUSTRALASIA:								
Australia	10,580	9,733	847	8.7%	102,460	98,862	3,598	3.6%
New Zealand	1,949	1,873	76	4.1%	17,833	17,307	526	3.0%
Other	40	32	8	25.0%	401	322	79	24.5%
AUSTRALASIA	12,569	11,638	931	8.0%	120,694	116,491	4,203	3.6%
ASIA:								
China (including Hong Kong)	11,084	11,404	-320	-2.8%	126,653	108,151	18,502	17.1%
India	8,357	8,600	-243	-2.8%	92,559	87,906	4,653	5.3%
Indonesia	526	485	41	8.5%	5,241	4,896	345	7.0%
Japan	6,366	5,256	1,110	21.1%	34,836	29,169	5,667	19.4%
Rep of Korea	1,734	1,434	300	20.9%	18,204	16,565	1,639	9.9%
Malaysia	1,023	1,010	13	1.3%	8,030	8,279	-249	-3.0%
Philippines	1,299	1,425	-126	-8.8%	13,910	13,483	427	3.2%
Singapore	919	722	197	27.3%	7,895	6,768	1,127	16.7%
Rep of China (Taiwan)	1,311	1,109	202	18.2%	9,775	9,260	515	5.6%
Thailand	918	792	126	15.9%	7,982	7,220	762	10.6%
Other	3,035	3,568	-533	-14.9%	33,118	36,741	-3,623	-9.9%
ASIA	36,572	35,805	767	2.1%	358,203	328,438	29,765	9.1%
MIDDLE EAST:								
Israel	1,725	1,564	161	10.3%	17,973	17,159	814	4.7%
Saudi Arabia	572	641	-69	-10.8%	5,862	4,886	976	20.0%
Turkey	2,083	1,781	302	17.0%	11,742	11,638	104	0.9%
United Arab Emirates	68	50	18	36.0%	1,094	1,068	26	2.4%
Other	1,122	1,094	28	2.6%	10,910	11,385	-475	-4.2%
MIDDLE EAST	5,570	5,130	440	8.6%	47,581	46,136	1,445	3.1%
AFRICA MAINLAND:								
Angola	5,030	3,980	1,050	26.4%	46,083	39,366	6,717	17.1%
Dem Rep of Congo	2,553	2,777	-224	-8.1%	27,660	26,764	896	3.3%
Botswana	39,318	35,397	3,921	11.1%	425,402	355,777	69,625	19.6%
Egypt	810	717	93	13.0%	6,624	6,049	575	9.5%
Ghana	2,214	2,083	131	6.3%	22,565	18,798	3,767	20.0%
Kenya	3,039	3,149	-110	-3.5%	28,108	26,104	2,004	7.7%
Lesotho	102,846	133,321	-30,475	-22.9%	1,236,017	1,340,535	-104,518	-7.8%
Malawi	15,909	12,224	3,685	30.1%	147,531	118,344	29,187	24.7%
Mozambique	92,717	90,191	2,526	2.8%	914,671	929,744	-15,073	-1.6%
Namibia	18,514	16,123	2,391	14.8%	176,088	159,378	16,710	10.5%
Nigeria	6,821	6,406	415	6.5%	69,334	60,256	9,078	15.1%
Swaziland	64,645	61,522	3,123	5.1%	683,819	636,116	47,703	7.5%
Tanzania	3,501	3,264	237	7.3%	30,853	29,551	1,302	4.4%
Uganda	1,342	1,256	86	6.8%	13,668	12,645	1,023	8.1%
Zambia	15,055	14,557	498	3.4%	145,992	137,492	8,500	6.2%
Zimbabwe	151,407	145,868	5,539	3.8%	1,624,979	1,528,389	96,590	6.3%
Other	6,205	5,538	667	12.0%	58,055	51,284	6,771	13.2%
TOTAL AFRICA MAINLAND	531,926	538,373	-6,447	-1.2%	5,657,449	5,476,592	180,857	3.3%
INDIAN OCEAN ISLANDS:								
Mauritius	1,750	1,509	241	16.0%	15,741	14,773	968	6.6%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	566	203	363	178.8%	3,502	2,240	1,262	56.3%
TOTAL INDIAN OCEAN ISLANDS	2,316	1,712	604	35.3%	19,243	17,013	2,230	13.1%
TOTAL AFRICA	534,242	540,085	-5,843	-1.1%	5,676,692	5,493,605	183,087	3.3%
Unspecified	1,872	2,302	-430	-18.7%	17,381	21,262	-3,881	-18.3%
GRAND TOTAL	794,494	784,862	9,632	1.2%	7,838,833	7,535,498	303,335	4.0%
**OVERSEAS TOTAL	258,380	242,475	15,905	6.6%	2,144,760	2,020,631	124,129	6.1%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - NOVEMBER 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO NOV 2013 COMPARED WITH JAN TO NOV 2012								
COUNTRY OF RESIDENCE	NOVEMBER 2013	NOVEMBER 2012	DIFFERENCE	%	JANUARY TO NOVEMBER 2013	JANUARY TO NOVEMBER 2012	DIFFERENCE	%
EUROPE:								
Austria	4,178	3,400	778	22.9%	26,042	22,626	3,416	15.1%
Belgium	5,608	4,981	627	12.6%	42,158	39,823	2,335	5.9%
Denmark	2,509	2,406	103	4.3%	23,751	22,808	943	4.1%
Finland	1,621	1,446	175	12.1%	9,201	8,892	309	3.5%
France	15,238	13,535	1,703	12.6%	122,340	111,756	10,584	9.5%
Germany	39,149	34,444	4,705	13.7%	273,680	238,691	34,989	14.7%
Greece	633	551	82	14.9%	5,533	5,446	87	1.6%
Hungary	444	375	69	18.4%	3,020	2,914	106	3.6%
Ireland	2,492	2,990	-498	-16.7%	24,789	25,376	-587	-2.3%
Italy	6,177	5,007	1,170	23.4%	61,252	55,766	5,486	9.8%
Netherlands	13,053	12,723	330	2.6%	108,555	105,270	3,285	3.1%
Norway	2,870	2,917	-47	-1.6%	22,072	20,575	1,497	7.3%
Poland	1,800	1,607	193	12.0%	11,926	10,776	1,150	10.7%
Portugal	5,119	4,559	560	12.3%	46,096	42,898	3,198	7.5%
Russian Fed	1,477	1,429	48	3.4%	12,087	11,849	238	2.0%
Spain	3,278	2,467	811	32.9%	29,824	27,664	2,160	7.8%
Sweden	5,737	4,932	805	16.3%	36,455	34,003	2,452	7.2%
Switzerland	8,290	6,775	1,515	22.4%	53,319	46,556	6,763	14.5%
UK	40,333	39,035	1,298	3.3%	391,581	389,625	1,956	0.5%
Other	4,024	3,467	557	16.1%	29,183	26,675	2,508	9.4%
EUROPE	164,030	149,040	14,984	10.1%	1,332,864	1,249,989	82,875	6.6%
NORTH AMERICA:								
Canada	7,113	5,829	1,284	22.0%	61,435	59,945	1,490	2.5%
USA	27,576	24,072	3,504	14.6%	317,662	299,755	17,907	6.0%
Other	-	-	0	0.0%	1	1	0	-
NORTH AMERICA	34,689	29,901	4,788	16.0%	379,098	359,701	19,397	5.4%
CENTRAL & SOUTH AMERICA:								
Argentina	1,452	1,270	182	14.3%	17,910	16,222	1,688	10.4%
Brazil	7,067	6,528	539	8.3%	73,551	70,554	2,997	4.2%
Chile	281	222	59	26.6%	3,646	3,281	365	11.1%
Mexico	356	249	107	43.0%	3,705	3,097	608	19.6%
Venezuela	107	97	10	10.3%	1,512	1,240	272	21.9%
Other	1,458	1,349	109	8.1%	15,436	14,144	1,292	9.1%
CENTRAL & SOUTH AMERICA	10,721	9,715	1,006	10.4%	115,760	108,538	7,222	6.7%
AUSTRALASIA:								
Australia	9,678	9,363	315	3.4%	112,138	108,225	3,913	3.6%
New Zealand	1,855	1,610	245	15.2%	19,688	18,917	771	4.1%
Other	23	39	-16	-41.0%	424	361	63	17.5%
AUSTRALASIA	11,556	11,012	544	4.9%	132,250	127,503	4,747	3.7%
ASIA:								
China (including Hong Kong)	13,934	14,331	-397	-2.8%	140,587	122,482	18,105	14.8%
India	10,451	9,758	693	7.1%	103,010	97,664	5,346	5.5%
Indonesia	529	571	-42	-7.4%	5,770	5,467	303	5.5%
Japan	3,933	2,848	1,085	38.1%	38,769	32,017	6,752	21.1%
Rep of Korea	1,699	1,597	102	6.4%	19,903	18,162	1,741	9.6%
Malaysia	1,581	845	736	87.1%	9,611	9,124	487	5.3%
Philippines	1,623	1,449	174	12.0%	15,533	14,932	601	4.0%
Singapore	1,168	880	288	32.7%	9,063	7,648	1,415	18.5%
Rep of China (Taiwan)	1,097	787	310	39.4%	10,872	10,047	825	8.2%
Thailand	579	777	-198	-25.5%	8,561	7,997	564	7.1%
Other	4,087	3,890	197	5.1%	37,205	40,631	-3,426	-8.4%
ASIA	40,681	37,733	2,948	7.8%	398,084	366,171	32,713	8.9%
MIDDLE EAST:								
Israel	2,479	1,755	724	41.3%	20,452	18,914	1,538	8.1%
Saudi Arabia	264	195	69	35.4%	6,126	5,081	1,045	20.6%
Turkey	1,296	967	329	34.0%	13,038	12,605	433	3.4%
United Arab Emirates	89	52	37	71.2%	1,183	1,120	63	5.6%
Other	1,141	1,037	104	10.0%	12,051	12,422	-371	-3.0%
MIDDLE EAST	5,269	4,006	1,263	31.5%	52,850	50,142	2,708	5.4%
AFRICA MAINLAND:								
Angola	5,583	4,283	1,300	30.4%	51,666	43,649	8,017	18.4%
Dem Rep of Congo	2,435	2,790	-355	-12.7%	30,095	29,554	541	1.8%
Botswana	45,821	40,221	5,600	13.9%	471,223	395,998	75,225	19.0%
Egypt	733	703	30	4.3%	7,357	6,752	605	9.0%
Ghana	2,367	2,134	233	10.9%	24,932	20,932	4,000	19.1%
Kenya	3,603	3,221	382	11.9%	31,711	29,325	2,386	8.1%
Lesotho	112,707	130,954	-18,247	-13.9%	1,348,724	1,471,489	-122,765	-8.3%
Malawi	13,839	12,038	1,801	15.0%	161,370	130,382	30,988	23.8%
Mozambique	99,705	90,817	8,888	9.8%	1,014,376	1,020,561	-6,185	-0.6%
Namibia	17,628	16,508	1,120	6.8%	193,716	175,886	17,830	10.1%
Nigeria	7,356	6,162	1,194	19.4%	76,690	66,418	10,272	15.5%
Swaziland	68,958	59,310	9,648	16.3%	752,777	695,426	57,351	8.2%
Tanzania	3,664	3,275	389	11.9%	34,517	32,826	1,691	5.2%
Uganda	1,622	1,297	325	25.1%	15,290	13,942	1,348	9.7%
Zambia	16,275	14,730	1,545	10.5%	162,267	152,222	10,045	6.6%
Zimbabwe	154,952	140,575	14,377	10.2%	1,779,931	1,668,964	110,967	6.6%
Other	6,749	5,860	889	15.2%	64,804	57,144	7,660	13.4%
TOTAL AFRICA MAINLAND	563,997	534,878	29,119	5.4%	6,221,446	6,011,470	209,976	3.5%
INDIAN OCEAN ISLANDS:								
Mauritius	2,079	1,784	295	16.5%	17,820	16,557	1,263	7.6%
Reunion	-	-	0	0.0%	-	-	0	0.0%
Seychelles	743	418	325	77.8%	4,245	2,658	1,587	59.7%
TOTAL INDIAN OCEAN ISLANDS	2,822	2,202	620	28.2%	22,065	19,215	2,850	14.8%
TOTAL AFRICA	566,819	537,080	29,739	5.5%	6,243,511	6,030,685	212,826	3.5%
Unspecified	1,431	2,603	-1,172	-45.0%	18,812	23,865	-5,053	-21.2%
GRAND TOTAL	835,196	781,096	54,100	6.9%	8,674,029	8,316,594	357,435	4.3%
**OVERSEAS TOTAL	266,946	241,413	25,533	10.6%	2,411,706	2,262,044	149,662	6.6%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

TABLE A - DECEMBER 2013								
TOTAL TOURISTS*								
*Foreign tourist, 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								
JAN TO DEC 2013 COMPARED WITH JAN TO DEC 2012								
COUNTRY OF RESIDENCE	DECEMBER 2013	DECEMBER 2012	DIFFERENCE	%	JANUARY TO DECEMBER 2013	JANUARY TO DECEMBER 2012	DIFFERENCE	%
EUROPE:								
Austria	3,067	2,553	514	20.1%	29,109	25,179	3,930	15.6%
Belgium	4,516	4,302	214	5.0%	46,674	44,125	2,549	5.8%
Denmark	2,494	2,341	153	6.5%	26,245	25,149	1,096	4.4%
Finland	1,479	1,311	168	12.8%	10,680	10,203	477	4.7%
France	12,500	10,488	2,012	19.2%	134,840	122,244	12,596	10.3%
Germany	30,410	27,642	2,768	10.0%	304,090	266,333	37,757	14.2%
Greece	885	711	174	24.5%	6,418	6,157	261	4.2%
Hungary	328	339	-11	-3.2%	3,348	3,253	95	2.9%
Ireland	3,395	3,486	-91	-2.6%	28,184	28,862	-678	-2.3%
Italy	6,538	5,552	986	17.8%	67,790	61,318	6,472	10.6%
Netherlands	13,744	12,665	1,079	8.5%	122,299	117,935	4,364	3.7%
Norway	2,664	2,581	83	3.2%	24,736	23,156	1,580	6.8%
Poland	1,108	946	162	17.1%	13,034	11,722	1,312	11.2%
Portugal	6,619	5,312	1,307	24.6%	52,715	48,210	4,505	9.3%
Russian Fed	1,631	1,501	130	8.7%	13,718	13,350	368	2.8%
Spain	2,351	1,734	617	35.6%	32,175	29,398	2,777	9.4%
Sweden	7,670	6,853	817	11.9%	44,125	40,856	3,269	8.0%
Switzerland	6,292	5,251	1,041	19.8%	59,611	51,807	7,804	15.1%
UK	50,942	48,398	2,544	5.3%	442,523	438,023	4,500	1.0%
Other	3,481	3,023	458	15.2%	32,664	29,698	2,966	10.0%
EUROPE	162,114	146,989	15,125	10.3%	1,494,978	1,396,978	98,000	7.0%
NORTH AMERICA:								
Canada	7,499	6,857	642	9.4%	68,934	66,802	2,132	3.2%
USA	30,984	26,888	4,096	15.2%	348,646	326,643	22,003	6.7%
Other	1	-	1	0.0%	2	1	1	-
NORTH AMERICA	38,484	33,745	4,739	14.0%	417,582	393,446	24,136	6.1%
CENTRAL & SOUTH AMERICA:								
Argentina	1,529	1,292	237	18.3%	19,439	17,514	1,925	11.0%
Brazil	9,251	7,822	1,429	18.3%	82,802	78,376	4,426	5.6%
Chile	396	226	170	75.2%	4,042	3,507	535	15.3%
Mexico	377	380	-3	-0.8%	4,082	3,477	605	17.4%
Venezuela	202	202	0	0.0%	1,714	1,442	272	18.9%
Other	1,948	1,453	495	34.1%	17,384	15,597	1,787	11.5%
CENTRAL & SOUTH AMERICA	13,703	11,375	2,328	20.5%	129,463	119,913	9,550	8.0%
AUSTRALASIA:								
Australia	13,029	12,090	939	7.8%	125,167	120,315	4,852	4.0%
New Zealand	3,329	3,292	37	1.1%	23,017	22,209	808	3.6%
Other	52	64	-12	-18.8%	476	425	51	12.0%
AUSTRALASIA	16,410	15,446	964	6.2%	148,660	142,949	5,711	4.0%
ASIA:								
China (including Hong Kong)	11,260	9,852	1,408	14.3%	151,847	132,334	19,513	14.7%
India	9,662	9,110	552	6.1%	112,672	106,774	5,898	5.5%
Indonesia	549	646	-97	-15.0%	6,319	6,113	206	3.4%
Japan	3,276	2,398	878	36.6%	42,045	34,415	7,630	22.2%
Rep of Korea	1,933	1,655	278	16.8%	21,836	19,817	2,019	10.2%
Malaysia	978	920	58	6.3%	10,589	10,044	545	5.4%
Philippines	1,503	1,306	197	15.1%	17,036	16,238	798	4.9%
Singapore	1,569	1,248	321	25.7%	10,632	8,896	1,736	19.5%
Rep of China (Taiwan)	862	639	223	34.9%	11,734	10,686	1,048	9.8%
Thailand	573	696	-123	-17.7%	9,134	8,693	441	5.1%
Other	4,027	3,663	364	9.9%	41,232	44,294	-3,062	-6.9%
ASIA	36,192	32,133	4,059	12.6%	435,076	398,304	36,772	9.2%
MIDDLE EAST:								
Israel	1,717	1,726	-9	-0.5%	22,169	20,640	1,529	7.4%
Saudi Arabia	201	224	-23	-10.3%	6,327	5,305	1,022	19.3%
Turkey	1,128	852	276	32.4%	14,166	13,457	709	5.3%
United Arab Emirates	117	60	57	95.0%	1,300	1,180	120	10.2%
Other	1,369	1,168	201	17.2%	13,420	13,590	-170	-1.3%
MIDDLE EAST	4,532	4,030	502	12.5%	57,382	54,172	3,210	5.9%
AFRICA MAINLAND:								
Angola	5,654	4,065	1,589	39.1%	57,320	47,714	9,606	20.1%
Dem Rep of Congo	4,143	3,402	741	21.8%	34,238	32,956	1,282	3.9%
Botswana	66,024	56,160	9,864	17.6%	537,247	452,158	85,089	18.8%
Egypt	560	556	4	0.7%	7,917	7,308	609	8.3%
Ghana	2,443	2,021	422	20.9%	27,375	22,953	4,422	19.3%
Kenya	3,894	3,667	227	6.2%	35,605	32,992	2,613	7.9%
Lesotho	122,034	146,734	-24,700	-16.8%	1,470,758	1,618,223	-147,465	-9.1%
Malawi	12,100	11,681	419	3.6%	173,470	142,063	31,407	22.1%
Mozambique	102,714	83,843	18,871	22.5%	1,117,090	1,104,404	12,686	1.1%
Namibia	28,944	24,955	3,989	16.0%	222,660	200,841	21,819	10.9%
Nigeria	7,899	6,864	1,035	15.1%	84,589	73,282	11,307	15.4%
Swaziland	83,752	73,301	10,451	14.3%	836,529	768,727	67,802	8.8%
Tanzania	3,795	3,102	693	22.3%	38,312	35,928	2,384	6.6%
Uganda	1,892	1,580	312	19.7%	17,182	15,522	1,660	10.7%
Zambia	19,530	17,333	2,197	12.7%	181,797	169,555	12,242	7.2%
Zimbabwe	196,221	179,010	17,211	9.6%	1,976,152	1,847,974	128,178	6.9%
Other	6,344	5,189	1,155	22.3%	71,148	62,333	8,815	14.1%
TOTAL AFRICA MAINLAND	667,943	623,463	44,480	7.1%	6,889,389	6,634,933	254,456	3.8%
INDIAN OCEAN ISLANDS:								
Mauritius	1,723	1,676	47	2.8%	19,543	18,233	1,310	7.2%
Reunion	1	-	1	0.0%	1	-	1	0.0%
Seychelles	605	634	-29	-4.6%	4,850	3,292	1,558	47.3%
TOTAL INDIAN OCEAN ISLANDS	2,329	2,310	19	0.8%	24,394	21,525	2,869	13.3%
TOTAL AFRICA	670,272	625,773	44,499	7.1%	6,913,783	6,656,458	257,325	3.9%
Unspecified	1,228	2,283	-1,055	-46.2%	20,040	26,148	-6,108	-23.4%
GRAND TOTAL	942,935	871,774	71,161	8.2%	9,616,964	9,188,368	428,596	4.7%
**OVERSEAS TOTAL	271,435	243,718	27,717	11.4%	2,683,141	2,505,762	177,379	7.1%
** GRAND TOTAL LESS TOTAL AFRICA AND UNSPECIFIED W.E.F. JANUARY 2001								
SA TOURISM CLASSIFIES TURKEY IN THE MIDDLE EAST AND NOT IN EUROPE								
SOURCE: STATISTICS SA								

12. Appendix 2: Purpose of visit

PURPOSE OF VISIT : 2013					
	Leisure	Business	Medical	Religion	Other
AFRICA LAND	66.7%	21.3%	5.5%	0.6%	5.9%
Botswana	43.4%	38.6%	7.5%	2.7%	7.9%
Lesotho	71.5%	15.3%	6.7%		6.2%
Malawi	33.5%	60.2%			3.5%
Mozambique	74.0%	13.2%	6.6%		6.2%
Namibia	48.6%	30.5%	7.8%		12.8%
Swaziland	71.9%	11.2%	7.1%		9.8%
Zambia	31.3%	59.3%	2.4%		5.2%
Zimbabwe	71.4%	22.1%	3.0%	0.6%	2.9%
AFRICA AIR	42.1%	44.7%	2.1%	1.0%	10.0%
Angola	48.8%	35.6%	5.6%		9.5%
DRC	39.9%	45.8%	4.2%		9.8%
Kenya					
Nigeria	46.7%	42.5%		2.5%	7.5%
Tanzania	22.3%	53.6%			20.2%
Other Africa and Middle East	44.4%	44.6%	1.0%	0.6%	9.3%
AMERICAS	59.2%	29.7%		0.6%	10.4%
Brazil	48.8%	42.6%			8.7%
Canada	65.3%	28.5%			6.1%
USA	61.4%	25.7%		0.9%	11.7%
Other Americas	51.5%	38.5%			9.8%
ASIA & AUSTRALASIA	50.8%	43.9%			5.0%
Australia	70.3%	23.4%			5.8%
China (including Hong Kong)	56.5%	40.3%			3.1%
India	38.1%	56.1%			5.3%
Japan	33.2%	59.9%			6.8%
Other Asia and Australasia	41.9%	52.0%			5.5%
EUROPE	61.6%	32.2%			6.0%
France	50.5%	42.9%			6.6%
Germany	63.3%	29.7%			6.9%
Italy	54.7%	41.7%			3.5%
Netherlands	69.6%	23.2%			6.8%
Sweden	49.3%	41.0%			9.7%
UK	68.1%	26.4%			5.3%
Other Europe	56.3%	37.7%			5.8%
ALL FOREIGN TOURISTS	63.7%	25.6%	4.0%	0.5%	6.3%
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 : 2012					
	Leisure	Business	Medical	Religion	Other
AFRICA LAND	62.8%	24.8%	3.8%	0.8%	7.9%
Botswana	43.7%	39.6%	3.4%	3.0%	10.3%
Lesotho	59.6%	29.3%	3.1%		7.6%
Malawi	46.9%	43.4%	3.6%		5.4%
Mozambique	72.2%	8.3%	8.8%		10.7%
Namibia	51.6%	27.5%	5.9%		14.7%
Swaziland	58.0%	27.8%	1.7%		12.3%
Zambia	39.9%	51.4%			6.4%
Zimbabwe	71.2%	21.6%	2.4%	1.2%	3.6%
AFRICA AIR	45.5%	40.4%	2.6%	1.2%	10.3%
Angola	46.2%	34.9%	6.7%		12.0%
DRC					
Kenya	33.1%	48.9%			15.5%
Nigeria	48.1%	40.7%			8.0%
Tanzania	34.4%	51.2%			
Other Africa and Middle East	47.6%	39.1%	1.7%		10.1%
AMERICAS	52.8%	35.6%			11.0%
Brazil	49.3%	34.8%			15.9%
Canada	55.0%	37.2%			7.5%
USA	53.1%	35.1%			11.0%
Other Americas	54.3%	38.7%			6.9%
ASIA & AUSTRALASIA	50.4%	44.2%			4.9%
Australia	69.1%	24.3%			6.1%
China (including Hong Kong)	49.8%	47.5%			
India	39.9%	54.1%			4.4%
Japan	35.0%	59.5%			5.1%
Other Asia and Australasia	45.5%	47.5%			6.5%
EUROPE	57.0%	36.0%	0.3%		6.6%
France	46.3%	47.4%			6.1%
Germany	58.4%	33.3%			8.0%
Italy	45.2%	49.0%			5.5%
Netherlands	63.4%	27.8%			8.5%
Sweden	47.9%	45.8%			6.0%
UK	63.6%	30.3%	0.4%		5.6%
Other Europe	51.9%	40.9%			6.9%
ALL FOREIGN TOURISTS	60.2%	28.5%	2.9%	0.6%	7.8%
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 : 2011					
	Leisure	Business	Medical	Religion	Other
AFRICA LAND	57.8%	28.8%	5.9%	0.6%	6.8%
Botswana	45.8%	36.2%	4.1%	3.2%	10.7%
Lesotho	58.0%	34.9%	4.4%		2.3%
Malawi	51.6%	33.3%	6.6%		7.4%
Mozambique	56.1%	12.0%	15.1%		16.9%
Namibia	60.0%	22.8%	5.9%		10.8%
Swaziland	34.9%	57.6%	2.0%		5.2%
Zambia	44.2%	47.1%			6.1%
Zimbabwe	74.5%	17.8%	3.9%		3.1%
AFRICA AIR	41.0%	42.9%	3.3%		12.6%
Angola	44.5%	29.2%	11.0%		15.2%
DRC	43.0%	41.1%			
Kenya	19.0%	61.7%			17.5%
Nigeria	47.8%	38.9%			11.0%
Tanzania	21.3%	53.5%			25.2%
Other Africa and Middle East	43.7%	43.8%	1.4%		11.0%
AMERICAS	58.3%	28.5%			12.9%
Brazil	40.9%	45.5%			13.6%
Canada	62.4%	28.0%			9.3%
USA	62.4%	23.7%			13.5%
Other Americas	41.6%	45.9%			12.4%
ASIA & AUSTRALASIA	48.8%	46.4%			4.7%
Australia	75.7%	16.2%			7.8%
China (including Hong Kong)	50.0%	48.7%			
India	20.2%	76.8%			2.9%
Japan	41.5%	56.0%			
Other Asia and Australasia	45.5%	48.0%			6.5%
EUROPE	65.5%	28.6%	0.1%		5.8%
France	57.1%	37.9%			5.0%
Germany	68.7%	24.5%			6.7%
Italy	56.8%	39.0%			4.1%
Netherlands	66.0%	23.9%			9.7%
Sweden	58.3%	36.8%			4.9%
UK	72.0%	23.2%			4.5%
Other Europe	58.4%	35.3%			6.3%
ALL FOREIGN TOURISTS	57.9%	30.1%	4.5%	0.5%	7.0%
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 : 2013									
	Holiday	Shopping - Personal	Shopping - Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA LAND	10.5%	19.9%	11.4%	4.8%	5.1%	5.5%	36.2%	0.6%	5.9%
Botswana	5.3%	7.6%	15.9%	10.3%	12.3%	7.5%	30.6%	2.7%	7.9%
Lesotho	0.8%	4.8%	12.2%	1.8%	1.3%	6.7%	65.8%		6.2%
Malawi	8.4%		45.7%	7.5%	7.0%		22.4%		3.5%
Mozambique	30.0%	22.2%	5.8%	2.7%	4.6%	6.6%	21.8%		6.2%
Namibia	14.6%	9.2%		14.9%	14.6%	7.8%	24.7%		12.8%
Swaziland	2.9%	1.9%	7.8%	1.7%	1.7%	7.1%	67.1%		9.8%
Zambia	14.3%	4.1%	38.3%	9.6%	11.4%	2.4%	12.9%		5.2%
Zimbabwe	10.7%	45.1%	9.9%	6.3%	5.9%	3.0%	15.5%	0.6%	2.9%
AFRICA AIR	20.1%	1.1%	0.5%	20.8%	23.4%	2.1%	20.9%	1.0%	10.0%
Angola	22.3%			18.3%	16.6%	5.6%	25.2%		9.5%
DRC	13.3%			21.9%	23.0%	4.2%	25.5%		9.8%
Kenya	8.7%			25.4%	32.7%		14.5%		13.0%
Nigeria	19.4%			20.0%	22.4%		26.7%	2.5%	7.5%
Tanzania	5.6%			28.8%	23.8%		15.3%		20.2%
Other Africa and Middle East	25.2%	1.4%		19.8%	24.5%	1.0%	17.9%	0.6%	9.3%
AMERICAS	43.9%			17.2%	12.3%		15.2%	0.6%	10.4%
Brazil	34.6%			21.9%	20.5%		14.1%		8.7%
Canada	43.4%			17.8%	10.7%		21.5%		6.1%
USA	46.7%			15.5%	10.2%		14.6%	0.9%	11.7%
Other Americas	40.3%			21.5%	16.6%		11.2%		9.8%
ASIA & AUSTRALASIA	33.8%			25.3%	18.4%		16.9%		5.0%
Australia	37.7%			14.9%	8.5%		32.6%		5.8%
China (including Hong Kong)	48.7%			21.0%	19.2%		7.8%		3.1%
India	21.0%			34.2%	21.4%		16.9%		5.3%
Japan	26.5%			28.0%	31.2%		6.3%		6.8%
Other Asia and Australasia	25.5%			31.9%	20.0%		16.3%		5.5%
EUROPE	45.9%			18.2%	14.0%		15.6%		6.0%
France	38.8%			24.2%	18.6%		11.6%		6.6%
Germany	51.3%			17.3%	12.3%		12.0%		6.9%
Italy	44.8%			25.5%	16.2%		9.8%		3.5%
Netherlands	56.6%			13.9%	9.3%		12.9%		6.8%
Sweden	31.3%			18.2%	22.8%		17.9%		9.7%
UK	47.0%			14.9%	11.5%		21.1%		5.3%
Other Europe	41.3%			20.9%	16.8%		14.9%		5.8%
ALL FOREIGN TOURISTS	19.1%	14.2%	8.1%	9.2%	8.3%	4.0%	30.4%	0.5%	6.3%
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 : 2012									
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion	Other
AFRICA LAND	11.0%	20.9%	14.7%	6.2%	3.8%	3.8%	30.9%	0.8%	7.9%
Botswana	5.2%	8.2%	19.1%	13.4%	7.1%	3.4%	30.3%	3.0%	10.3%
Lesotho	1.3%	8.1%	24.1%	3.7%	1.5%	3.1%	50.2%		7.6%
Malawi	11.1%	3.4%	26.0%	9.5%	7.9%	3.6%	32.4%		5.4%
Mozambique	20.2%	42.5%	2.4%	3.0%	2.9%	8.8%	9.4%		10.7%
Namibia	12.5%	8.4%		18.4%	7.6%	5.9%	30.7%		14.7%
Swaziland	7.1%	4.4%	21.7%	2.4%	3.7%	1.7%	46.6%		12.3%
Zambia	11.1%	3.3%	26.8%	15.9%	8.7%		25.5%		6.4%
Zimbabwe	16.7%	33.7%	9.4%	7.8%	4.4%	2.4%	20.8%	1.2%	3.6%
AFRICA AIR	19.1%	0.8%	1.2%	24.1%	15.1%	2.6%	25.6%	1.2%	10.3%
Angola	19.3%			21.1%	12.6%	6.7%	25.8%		12.0%
DRC	15.0%			20.8%	14.2%		33.1%		
Kenya	15.4%			31.7%	15.6%		16.7%		15.5%
Nigeria	20.0%			24.1%	15.6%		27.8%		8.0%
Tanzania				27.9%	22.5%		20.3%		
Other Africa and Middle East	21.2%	0.7%	1.0%	23.5%	14.6%	1.7%	25.7%		10.1%
AMERICAS	40.2%			24.6%	10.7%		12.3%		11.0%
Brazil	41.4%			23.3%	10.9%		7.4%		15.9%
Canada	36.6%			28.1%	8.8%		17.9%		7.5%
USA	40.1%			23.9%	11.0%		12.6%		11.0%
Other Americas	44.3%			26.5%	11.8%		9.7%		6.9%
ASIA & AUSTRALASIA	32.5%		0.8%	30.4%	12.9%		17.5%		4.9%
Australia	42.0%			14.9%	9.3%		26.8%		6.1%
China (including Hong Kong)	39.0%			32.5%	14.4%		10.4%		
India	24.4%			38.4%	15.0%		14.9%		4.4%
Japan	24.3%			42.2%	14.7%		10.0%		5.1%
Other Asia and Australasia	25.0%			33.6%	12.7%		20.3%		6.5%
EUROPE	41.2%	0.3%	0.2%	26.3%	9.5%	0.3%	15.5%		6.6%
France	36.1%			34.2%	13.1%		9.8%		6.1%
Germany	48.8%			24.8%	8.4%		9.4%		8.0%
Italy	35.5%			37.2%	11.6%		8.8%		5.5%
Netherlands	47.1%			20.1%	7.5%		16.1%		8.5%
Sweden	34.4%			29.9%	15.6%		12.5%		6.0%
UK	40.5%	0.2%		22.7%	7.5%	0.4%	22.9%		5.6%
Other Europe	38.1%			29.3%	11.4%		13.6%		6.9%
ALL FOREIGN TOURISTS	18.2%	15.1%	10.7%	12.0%	5.9%	2.9%	26.8%	0.6%	7.8%
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 : 2011									
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion	Other
AFRICA LAND	12.8%	18.2%	17.2%	7.3%	4.4%	5.9%	26.8%	0.6%	6.8%
Botswana	3.4%	9.7%	15.3%	16.2%	4.8%	4.1%	32.7%	3.2%	10.7%
Lesotho	3.1%	12.2%	26.9%	5.0%	3.0%	4.4%	42.7%		2.3%
Malawi	10.7%		10.7%	14.8%	7.8%	6.6%	38.9%		7.4%
Mozambique	15.2%	30.4%	5.5%	3.3%	3.2%	15.1%	10.5%		16.9%
Namibia	15.4%	10.7%		15.1%	5.3%	5.9%	33.9%		10.8%
Swaziland	7.7%	8.3%	46.9%	6.5%	4.2%	2.0%	18.9%		5.2%
Zambia	12.2%	3.3%	10.0%	31.0%	6.1%		28.7%		6.1%
Zimbabwe	25.8%	26.6%	6.0%	5.8%	5.9%	3.9%	22.1%		3.1%
AFRICA AIR	15.5%	0.5%	0.8%	31.0%	11.1%	3.3%	24.9%		12.6%
Angola	14.8%			23.3%	3.5%	11.0%	27.3%		15.2%
DRC				37.7%			36.9%		
Kenya	3.7%			43.0%	17.8%		15.1%		17.5%
Nigeria	25.1%			27.8%	10.4%		22.4%		11.0%
Tanzania				35.4%	17.4%				25.2%
Other Africa and Middle East	17.0%			30.5%	13.0%	1.4%	26.4%		11.0%
AMERICAS	43.7%			23.0%	5.5%		14.5%		12.9%
Brazil	33.2%			38.0%	7.5%		7.4%		13.6%
Canada	40.8%			19.9%	8.0%		21.4%		9.3%
USA	47.5%			19.7%	3.9%		14.8%		13.5%
Other Americas	31.3%			33.6%	11.9%		10.3%		12.4%
ASIA & AUSTRALASIA	30.0%			40.0%	6.4%		18.7%		4.7%
Australia	42.1%			13.2%	3.1%		33.6%		7.8%
China (including Hong Kong)	38.2%			40.2%	8.5%		11.9%		
India	13.7%			70.7%	6.1%		6.3%		2.9%
Japan	35.7%			49.8%	6.2%		5.7%		
Other Asia and Australasia	22.7%			39.4%	8.4%		22.8%		6.5%
EUROPE	44.2%			24.7%	3.9%	0.1%	21.2%		5.8%
France	42.5%			34.4%	3.5%		14.6%		5.0%
Germany	53.8%			21.4%	3.1%		14.9%		6.7%
Italy	47.8%			32.2%	6.8%		9.0%		4.1%
Netherlands	48.1%			20.2%	3.8%		17.8%		9.7%
Sweden	48.6%			28.0%	8.8%		9.7%		4.9%
UK	38.6%			20.6%	2.6%		33.3%		4.5%
Other Europe	42.9%			29.7%	5.6%		15.5%		6.3%
ALL FOREIGN TOURISTS	19.5%	13.3%	12.6%	12.8%	4.7%	4.5%	25.0%	0.5%	7.0%
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									

13. Appendix 3: Length of stay

LENGTH OF STAY - 2013		
	AVERAGE NUMBER OF NIGHTS ¹	MOST COMMON LENGTH OF STAY ²
AFRICA LAND	6.7	1
Botswana	3.6	1
Lesotho	9.8	1
Malawi	8.9	3
Mozambique	6.0	2
Namibia	5.2	2
Swaziland	10.2	1
Zambia	7.2	3
Zimbabwe	4.0	1
AFRICA AIR	12.3	4
Angola	12.3	3
DRC	12.7	2
Kenya	10.2	3
Nigeria	11.9	4
Tanzania	8.1	4
Other Africa and Middle East	13.6	4
AMERICAS	13.2	7
Brazil	8.2	5
Canada	13.5	7
USA	14.7	7
Other Americas	10.2	7
ASIA & AUSTRALASIA	11.8	5
Australia	14.0	7
China (including Hong Kong)	9.2	5
India	15.8	4
Japan	8.1	3
Other Asia and Australasia	10.9	3
EUROPE	14.4	14
France	12.3	4
Germany	16.6	14
Italy	11.6	5
Netherlands	17.3	14
Sweden	11.7	5
UK	14.2	14
Other Europe	13.6	14
ALL FOREIGN TOURISTS	8.7	1

LENGTH OF STAY - 2012		
	AVERAGE NUMBER OF NIGHTS ¹	MOST COMMON LENGTH OF STAY ²
AFRICA LAND	5.4	1
Botswana	2.8	1
Lesotho	6.2	1
Malawi	9.1	3
Mozambique	3.8	2
Namibia	6.7	3
Swaziland	7.4	1
Zambia	6.9	3
Zimbabwe	5.0	1
AFRICA AIR	11.6	4
Angola	10.7	4
DRC	14.6	3
Kenya	10.2	4
Nigeria	10.5	3
Tanzania	8.5	3
Other Africa and Middle East	12.6	4
AMERICAS	13.4	5
Brazil	11.7	5
Canada	13.4	5
USA	14.0	4
Other Americas	11.6	5
ASIA & AUSTRALASIA	12.8	5
Australia	11.9	5
China (including Hong Kong)	12.9	5
India	15.8	6
Japan	7.6	4
Other Asia and Australasia	12.8	4
EUROPE	14.1	5
France	11.3	5
Germany	16.5	5
Italy	10.8	5
Netherlands	18.0	4
Sweden	11.7	5
UK	13.5	4
Other Europe	13.9	4
ALL FOREIGN TOURISTS	7.7	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 - 2011		
	AVERAGE NUMBER OF NIGHTS¹	MOST COMMON LENGTH OF STAY²
AFRICA LAND	4.9	2
Botswana	2.5	1
Lesotho	5.0	1
Malawi	9.1	4
Mozambique	4.6	2
Namibia	7.4	3
Swaziland	2.9	1
Zambia	6.9	2
Zimbabwe	5.8	2
AFRICA AIR	16.3	4
Angola	16.8	4
DRC	18.7	29
Kenya	15.5	3
Nigeria	16.1	6
Tanzania	12.3	5
Other Africa and Middle East	16.5	4
AMERICAS	17.4	6
Brazil	10.7	2
Canada	19.1	10
USA	18.6	6
Other Americas	16.0	6
ASIA & AUSTRALASIA	18.7	5
Australia	15.2	7
China (including Hong Kong)	15.8	5
India	26.5	6
Japan	9.3	3
Other Asia and Australasia	20.7	6
EUROPE	17.5	13
France	14.5	6
Germany	20.0	13
Italy	13.7	6
Netherlands	21.2	13
Sweden	16.4	13
UK	17.3	13
Other Europe	16.6	13
ALL FOREIGN TOURISTS	8.3	2
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		

MOST COMMON LENGTH OF STAY*: 2013								
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion
AFRICA LAND	2	1	1	2	3	2	3	1
Botswana	2	2	1	1	2	2	2	1
Lesotho	2	1	2	3	3	3	30	
Malawi	7		3	3	3		7	
Mozambique	2	1	1	3	2	3	3	
Namibia	5	1		3	2	4	3	
Swaziland	3	1	1	1	2	2	3	
Zambia	4	3	3	2	2	4	5	
Zimbabwe	5	1	1	3	3	4	3	2
AFRICA AIR	7	3	2	4	3	7	14	5
Angola	7			4	3	5	14	
DRC	14			2	2	4	14	
Kenya	7			3	3		8	
Nigeria	14			3	5		29	5
Tanzania	5			4	4		6	
Other Africa and Middle East	7	3		4	3	7	7	3
AMERICAS	7			4	5		7	14
Brazil	7			2	5		5	
Canada	7			6	3		14	
USA	7			4	5		7	14
Other Americas	8			4	3		7	
ASIA & AUSTRALASIA	5			4	3		14	
Australia	7			5	4		14	
China (including Hong Kong)	5			4	3		6	
India	7			4	3		14	
Japan	5			2	3		8	
Other Asia and Australasia	7			3	3		14	
EUROPE	14			4	4		14	
France	14			5	4		14	
Germany	14			5	4		14	
Italy	14			4	3		10	
Netherlands	14			5	4		14	
Sweden	7			5	5		14	
UK	14			4	2		14	
Other Europe	14			4	3		14	
ALL FOREIGN TOURISTS	5	1	1	3	3	2	3	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*: 2012								
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion
AFRICA LAND	3	1	1	2	3	2	3	3
Botswana	2	1	1	1	2	1	2	2
Lesotho	5	1	1	2	3	2	4	
Malawi	6	4	3	3	3	4	5	
Mozambique	3	2	2	3	10	3	3	
Namibia	5	1		3	3	1	3	
Swaziland	3	1	1	2	2	3	3	
Zambia	4	2	3	2	4		4	
Zimbabwe	7	1	1	3	3	2	5	3
AFRICA AIR	5	3	4	3	3	7	7	7
Angola	4			3	3	6	7	
DRC	7			4	3		7	
Kenya	6			3	3		4	
Nigeria	4			3	2		6	
Tanzania				2	3		20	
Other Africa and Middle East	5	5	4	4	4	7	3	
AMERICAS	7			4	4		7	
Brazil	5			3	5		7	
Canada	10			5	4		8	
USA	7			4	3		6	
Other Americas	5			5	4		10	
ASIA & AUSTRALASIA	5		3	3	5		7	
Australia	5			5	3		14	
China (including Hong Kong)	5			6	6		7	
India	7			3	4		6	
Japan	4			2	4		5	
Other Asia and Australasia	7			4	3		6	
EUROPE	14	6	4	4	2	4	14	
France	10			5	5		5	
Germany	14			5	2		7	
Italy	10			4	2		7	
Netherlands	14			4	3		14	
Sweden	7			5	2		5	
UK	14	3		4	3	6	14	
Other Europe	14			4	2		7	
ALL FOREIGN TOURISTS	5	1	1	3	3	2	3	3
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*: 2011								
	Holiday	Shopping - Personal	Shopping - Business	Business - Traveller	Business - Tourists	Medical	VFR	Religion
AFRICA LAND	3	1	1	2	2	2	4	2
Botswana	2	1	1	1	2	2	2	2
Lesotho	5	1	1	2	3	1	4	
Malawi	4		3	2	3	3	6	
Mozambique	2	2	2	2	7	2	4	
Namibia	4	2		3	3	4	3	
Swaziland	2	1	1	2	2	2	3	
Zambia	5	2	2	2	2		6	
Zimbabwe	3	1	2	3	4	7	3	
AFRICA AIR	6	2	4	3	5	6	29	
Angola	14			2	4	11	20	
DRC				4			29	
Kenya	6			3	4		29	
Nigeria	6			3	6		13	
Tanzania				2	4			
Other Africa and Middle East	9			4	5	5	13	
AMERICAS	10			3	6		10	
Brazil	7			3	3		28	
Canada	10			7	6		13	
USA	10			4	5		10	
Other Americas	7			6	6		6	
ASIA & AUSTRALASIA	5			6	6		13	
Australia	7			6	7		14	
China (including Hong Kong)	5			6	6		13	
India	9			6	6		20	
Japan	4			3	5		20	
Other Asia and Australasia	7			3	6		13	
EUROPE	13			3	4	7	13	
France	10			4	3		13	
Germany	13			2	5		9	
Italy	7			6	3		6	
Netherlands	13			4	5		14	
Sweden	13			3	5		13	
UK	13			4	4		13	
Other Europe	13			3	3		13	
ALL FOREIGN TOURISTS	3	1	1	2	3	2	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								

14. Appendix 4: Age profile

AGE OF RESPONDENTS - 2013						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA LAND	10.8%	34.4%	34.1%	14.1%	4.4%	2.0%
Botswana	3.1%	27.1%	49.5%	15.9%	3.4%	
Lesotho	16.4%	35.9%	28.3%	12.1%	5.1%	2.2%
Malawi	3.9%	32.5%	43.2%	15.3%	4.1%	
Mozambique	11.6%	51.4%	27.1%	8.0%	1.6%	
Namibia	8.8%	24.9%	32.9%	22.8%	5.2%	2.9%
Swaziland	28.5%	45.1%	17.8%	5.3%	2.7%	
Zambia	4.6%	35.2%	42.2%	15.0%	2.2%	
Zimbabwe	2.1%	22.4%	43.9%	21.0%	6.8%	3.8%
AFRICA AIR	8.2%	28.8%	35.9%	18.3%	4.9%	1.2%
Angola	10.8%	30.9%	34.4%	17.0%	3.5%	
DRC	6.6%	24.2%	41.0%	19.4%	4.6%	
Kenya	4.8%	30.9%	37.2%	21.1%		
Nigeria	5.9%	30.1%	36.7%	20.3%	5.0%	
Tanzania		29.0%	41.2%	18.4%	4.7%	
Other Africa and Middle East	9.8%	27.7%	34.0%	17.0%	5.8%	1.5%
AMERICAS	11.3%	24.2%	25.5%	19.2%	10.1%	6.9%
Brazil	7.0%	31.9%	36.5%	18.1%	3.7%	
Canada	9.3%	22.4%	26.6%	21.6%	10.0%	5.7%
USA	13.2%	21.5%	21.5%	19.2%	12.4%	9.4%
Other Americas	7.1%	34.6%	35.1%	16.8%	4.0%	
ASIA & AUSTRALASIA	7.5%	26.1%	31.7%	19.4%	8.1%	4.1%
Australia	11.0%	19.6%	22.9%	18.5%	12.8%	13.1%
China (including Hong Kong)	8.2%	29.8%	29.5%	18.4%	8.8%	
India	5.9%	29.6%	34.7%	20.6%	6.0%	
Japan	4.7%	24.2%	36.6%	23.5%	5.2%	
Other Asia and Australasia	5.8%	25.7%	38.2%	19.3%	5.8%	2.4%
EUROPE	10.7%	24.7%	23.8%	19.2%	10.2%	6.9%
France	8.7%	23.5%	29.0%	19.1%	10.8%	5.2%
Germany	13.6%	25.8%	21.8%	17.6%	10.1%	6.4%
Italy	4.9%	25.1%	30.1%	21.7%	8.7%	5.2%
Netherlands	12.1%	20.4%	18.5%	21.0%	13.1%	8.4%
Sweden	8.2%	24.9%	29.7%	24.1%	8.8%	4.2%
UK	11.8%	23.6%	21.8%	17.5%	10.7%	9.2%
Other Europe	8.5%	26.8%	25.7%	21.1%	9.0%	5.2%
ALL FOREIGN TOURISTS	10.5%	31.8%	32.1%	15.5%	5.8%	3.0%

AGE OF RESPONDENTS - 2012						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA LAND	8.0%	33.3%	35.1%	16.3%	5.4%	1.9%
Botswana	2.2%	27.5%	46.3%	19.8%	3.1%	1.0%
Lesotho	11.8%	36.7%	32.4%	14.8%	3.4%	
Malawi	4.1%	28.5%	41.9%	20.6%	4.3%	
Mozambique	6.7%	47.6%	30.8%	12.4%	1.9%	
Namibia	7.4%	25.1%	31.7%	24.9%	7.3%	3.6%
Swaziland	21.2%	46.3%	23.3%	6.2%	2.4%	
Zambia	5.5%	31.2%	43.1%	15.2%	4.7%	
Zimbabwe	2.1%	19.2%	41.3%	22.2%	10.9%	4.4%
AFRICA AIR	7.4%	31.9%	36.4%	16.9%	5.3%	2.2%
Angola	8.7%	33.0%	38.6%	14.6%	4.3%	
DRC		28.4%	37.9%	20.4%		
Kenya	6.9%	32.7%	37.2%	19.3%	3.3%	
Nigeria	4.8%	33.5%	38.4%	17.4%	4.2%	
Tanzania		29.6%	41.8%			
Other Africa and Middle East	8.8%	31.6%	33.5%	16.7%	6.3%	3.1%
AMERICAS	11.4%	26.7%	26.9%	17.1%	10.7%	7.2%
Brazil	12.7%	37.3%	30.4%	12.3%		
Canada	9.4%	25.2%	24.3%	18.2%	12.5%	10.4%
USA	11.7%	23.8%	25.7%	18.2%	12.6%	7.9%
Other Americas	9.5%	31.8%	34.3%	15.2%	5.4%	3.8%
ASIA & AUSTRALASIA	7.7%	31.0%	31.8%	16.8%	8.2%	4.5%
Australia	11.4%	25.1%	28.4%	15.5%	12.1%	7.6%
China (including Hong Kong)	7.0%	35.9%	29.0%	17.4%	7.8%	2.9%
India	6.4%	35.2%	34.3%	16.1%	5.6%	
Japan	5.7%	25.5%	37.1%	22.6%	5.4%	3.7%
Other Asia and Australasia	6.7%	29.8%	34.5%	16.2%	7.9%	5.0%
EUROPE	9.9%	25.5%	27.3%	19.0%	10.4%	8.0%
France	7.0%	26.1%	29.8%	20.8%	11.6%	4.7%
Germany	13.1%	25.5%	24.6%	20.9%	9.0%	6.9%
Italy	4.0%	27.2%	37.5%	21.4%	6.3%	3.6%
Netherlands	11.7%	23.1%	24.8%	18.1%	13.2%	9.1%
Sweden	7.6%	21.7%	30.3%	21.8%	11.1%	7.6%
UK	9.4%	25.0%	26.7%	17.4%	11.0%	10.5%
Other Europe	10.0%	26.7%	27.8%	18.4%	9.8%	7.3%
ALL FOREIGN TOURISTS	8.4%	31.7%	33.4%	16.8%	6.5%	3.2%

AGE OF RESPONDENTS - 2011						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA LAND	5.8%	32.0%	35.8%	18.1%	6.1%	2.1%
Botswana	1.1%	29.8%	49.8%	16.9%	2.0%	
Lesotho	10.0%	42.1%	30.7%	14.1%	2.3%	
Malawi	2.9%	22.4%	44.2%	27.0%	2.8%	
Mozambique	6.8%	35.4%	34.9%	18.1%	3.5%	1.3%
Namibia	6.4%	25.3%	30.6%	20.6%	12.6%	4.5%
Swaziland	5.9%	34.0%	46.3%	11.1%	1.8%	
Zambia	3.6%	26.2%	41.7%	21.3%	6.2%	
Zimbabwe	2.7%	22.0%	31.8%	24.1%	14.3%	5.1%
AFRICA AIR	6.3%	29.5%	34.4%	20.6%	7.8%	1.3%
Angola	6.1%	32.4%	32.3%	21.0%	7.5%	
DRC		16.3%	36.0%	28.7%	14.5%	
Kenya	4.8%	31.5%	36.6%	21.2%	5.4%	
Nigeria	4.0%	32.1%	38.5%	19.0%	5.1%	
Tanzania		25.1%	32.8%	25.9%		
Other Africa and Middle East	8.4%	30.3%	32.6%	18.7%	8.1%	2.0%
AMERICAS	13.2%	23.9%	17.2%	17.3%	17.0%	11.3%
Brazil	8.7%	39.0%	24.6%	13.7%	11.0%	
Canada	12.4%	21.1%	16.2%	21.4%	18.4%	10.3%
USA	14.5%	21.2%	15.0%	17.0%	18.7%	13.6%
Other Americas	10.7%	27.5%	27.8%	19.5%	9.1%	5.5%
ASIA & AUSTRALASIA	8.5%	34.6%	25.1%	16.9%	10.2%	4.8%
Australia	14.2%	24.8%	17.3%	16.9%	15.7%	11.1%
China (including Hong Kong)	5.8%	36.3%	27.7%	19.5%	7.9%	
India	5.8%	44.6%	30.1%	12.6%	6.1%	
Japan	4.2%	31.2%	25.6%	18.9%	15.2%	5.0%
Other Asia and Australasia	8.2%	35.8%	26.8%	17.6%	8.5%	3.1%
EUROPE	10.2%	27.8%	22.4%	18.3%	13.5%	7.8%
France	8.8%	30.7%	21.8%	19.0%	15.1%	4.7%
Germany	10.7%	28.7%	21.4%	20.4%	12.5%	6.3%
Italy	5.5%	31.0%	32.0%	19.1%	9.6%	2.9%
Netherlands	13.1%	27.5%	20.0%	17.6%	13.5%	8.3%
Sweden	8.5%	22.7%	20.6%	20.0%	18.4%	9.7%
UK	10.0%	25.7%	20.5%	17.5%	15.1%	11.3%
Other Europe	10.7%	29.4%	25.4%	17.4%	11.6%	5.5%
ALL FOREIGN TOURISTS	6.9%	31.1%	32.5%	18.1%	7.9%	3.4%

15. Appendix 5: Repeater rate

REPEATER RATE: ALL FOREIGN VISITORS - 2013					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA LAND	1.7%	4.6%	9.1%	11.2%	73.5%
Botswana	0.8%	3.3%	1.7%	2.1%	92.1%
Lesotho	0.2%	1.5%	2.0%	5.2%	91.1%
Malawi	5.9%	10.8%	4.6%	7.6%	71.0%
Mozambique	3.7%	7.2%	38.8%	42.0%	8.3%
Namibia	2.7%	12.9%	8.4%	10.2%	65.8%
Swaziland	0.6%	2.2%	1.3%	1.6%	94.2%
Zambia	5.4%	19.4%	11.2%	7.2%	56.8%
Zimbabwe	1.4%	4.0%	3.0%	5.6%	86.1%
AFRICA AIR	29.0%	43.2%	15.8%	6.5%	5.5%
Angola	20.0%	44.0%	18.5%	8.4%	9.2%
DRC	16.8%	50.7%	19.9%	8.4%	4.2%
Kenya	22.5%	48.5%	18.6%	6.5%	3.8%
Nigeria	28.9%	43.1%	17.9%	5.4%	4.7%
Tanzania	25.4%	48.7%	15.9%	5.3%	
Other Africa and Middle East	36.0%	40.0%	12.5%	6.1%	5.4%
AMERICAS	59.0%	26.2%	8.5%	3.9%	2.3%
Brazil	47.8%	35.2%	13.0%		
Canada	57.9%	24.8%	8.3%	6.0%	3.1%
USA	62.5%	23.6%	7.3%	4.1%	2.5%
Other Americas	54.6%	32.5%	9.5%		
ASIA & AUSTRALASIA	51.3%	31.2%	10.7%	4.6%	2.2%
Australia	44.2%	30.3%	13.8%	7.9%	3.7%
China (including Hong Kong)	70.0%	22.4%	4.6%		
India	38.4%	37.4%	16.3%	5.1%	2.8%
Japan	28.0%	47.9%	18.6%	3.8%	
Other Asia and Australasia	54.0%	31.9%	8.0%	4.5%	1.6%
EUROPE	50.2%	26.0%	10.9%	7.5%	5.3%
France	55.5%	27.9%	9.1%	5.5%	2.1%
Germany	51.5%	26.5%	10.5%	5.9%	5.7%
Italy	62.3%	22.8%	6.1%	4.8%	4.0%
Netherlands	51.2%	24.0%	11.0%	8.5%	5.4%
Sweden	55.5%	29.1%	9.1%	3.8%	
UK	39.9%	26.8%	14.1%	11.0%	8.1%
Other Europe	56.9%	24.9%	9.0%	6.0%	3.3%
ALL FOREIGN TOURISTS	15.6%	11.9%	9.7%	9.7%	53.1%
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 2009/10 survey					

REPEATER RATE: ALL FOREIGN VISITORS - 2012					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA LAND	2.6%	5.8%	8.6%	12.4%	70.7%
Botswana	0.8%	4.3%	1.9%	1.6%	91.3%
Lesotho		1.7%	2.0%	6.2%	89.8%
Malawi	16.1%	10.7%	9.3%	12.5%	51.4%
Mozambique	5.5%	13.4%	34.1%	45.5%	1.4%
Namibia	4.0%	20.1%	12.7%	10.0%	53.2%
Swaziland	0.7%	3.3%	2.1%	2.1%	91.8%
Zambia	10.3%	15.8%	10.4%	12.4%	51.2%
Zimbabwe	2.1%	3.4%	2.8%	5.0%	86.6%
AFRICA AIR	27.3%	39.6%	16.9%	9.1%	7.2%
Angola	19.5%	41.4%	16.4%	10.5%	12.2%
DRC	17.1%	38.8%	19.5%	13.0%	11.6%
Kenya	25.8%	44.7%	15.7%	7.6%	6.2%
Nigeria	32.1%	39.7%	18.4%	6.1%	3.8%
Tanzania	27.3%	41.1%	19.7%		
Other Africa and Middle East	29.8%	37.7%	15.6%	10.2%	6.7%
AMERICAS	47.2%	30.8%	11.9%	6.4%	3.7%
Brazil	46.3%	41.0%	8.1%		
Canada	47.4%	25.0%	13.4%	9.9%	4.3%
USA	46.6%	29.3%	12.8%	7.1%	4.2%
Other Americas	55.2%	31.9%	9.4%		
ASIA & AUSTRALASIA	44.9%	32.7%	12.4%	6.0%	4.0%
Australia	33.0%	35.7%	14.9%	9.9%	6.5%
China (including Hong Kong)	63.2%	19.4%	9.7%	4.8%	2.9%
India	35.9%	41.9%	13.9%	5.3%	3.0%
Japan	41.3%	36.6%	13.4%	5.8%	2.9%
Other Asia and Australasia	44.9%	35.8%	11.2%	4.3%	3.8%
EUROPE	42.4%	26.1%	12.3%	11.0%	8.1%
France	42.1%	29.2%	12.7%	9.5%	6.5%
Germany	45.9%	26.0%	12.1%	9.5%	6.5%
Italy	45.5%	26.9%	11.2%	9.6%	6.8%
Netherlands	42.8%	26.6%	11.3%	11.3%	8.0%
Sweden	48.2%	24.3%	11.5%	8.5%	7.5%
UK	35.8%	26.0%	13.7%	13.7%	10.9%
Other Europe	47.6%	25.2%	11.2%	9.6%	6.4%
ALL FOREIGN TOURISTS	13.6%	12.6%	9.8%	11.4%	52.5%
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 2009/10 survey					

REPEATER RATE: ALL FOREIGN VISITORS - 2011					
	First time	2-3 times	4-5 times	6-9 times	10 or more times
AFRICA LAND	2.4%	4.9%	7.4%	11.7%	73.4%
Botswana	0.4%	0.4%	0.8%	1.4%	96.9%
Lesotho				1.6%	97.6%
Malawi	19.4%	4.5%	11.8%	13.6%	50.6%
Mozambique	6.1%	18.6%	28.5%	44.0%	2.6%
Namibia	2.0%	23.0%	19.8%	7.3%	48.0%
Swaziland					98.5%
Zambia	9.6%	6.6%	8.2%	15.8%	59.7%
Zimbabwe	1.3%	1.3%	2.9%	7.6%	87.0%
AFRICA AIR	37.6%	18.2%	10.6%	14.8%	18.7%
Angola	21.7%	15.6%	12.8%	14.9%	35.0%
DRC	20.8%	11.6%	14.1%	26.6%	26.9%
Kenya	33.3%	21.6%	11.9%	15.6%	17.5%
Nigeria	54.1%	16.4%	8.1%	10.0%	11.4%
Tanzania	31.4%	21.2%		20.7%	17.1%
Other Africa and Middle East	39.9%	20.1%	10.3%	13.7%	16.0%
AMERICAS	65.1%	15.3%	6.7%	6.2%	6.6%
Brazil	63.7%	15.5%	5.6%	8.1%	7.1%
Canada	62.3%	16.3%	6.5%	7.3%	7.6%
USA	65.7%	15.3%	7.1%	5.6%	6.4%
Other Americas	67.8%	13.9%	6.1%	6.4%	5.9%
ASIA & AUSTRALASIA	59.6%	16.8%	8.4%	7.6%	7.6%
Australia	53.0%	18.4%	9.4%	8.5%	10.7%
China (including Hong Kong)	68.8%	12.8%	6.4%	5.9%	6.1%
India	59.7%	18.3%	8.1%	7.5%	6.4%
Japan	62.5%	14.3%	7.8%	8.3%	7.1%
Other Asia and Australasia	58.0%	17.9%	9.4%	7.8%	6.9%
EUROPE	49.1%	20.7%	9.8%	9.7%	10.7%
France	58.2%	20.2%	8.2%	7.2%	6.2%
Germany	53.6%	20.8%	8.9%	8.2%	8.5%
Italy	62.1%	19.1%	7.3%	4.3%	7.2%
Netherlands	52.2%	20.4%	8.5%	9.4%	9.6%
Sweden	61.2%	18.1%	7.0%	6.4%	7.3%
UK	37.1%	21.4%	11.9%	14.2%	15.3%
Other Europe	55.0%	20.6%	9.1%	6.8%	8.6%
ALL FOREIGN TOURISTS	15.8%	8.7%	7.9%	11.1%	56.5%
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 2009/10 survey					

16. Appendix 6: Bednights per province

PROVINCIAL DISTRIBUTION : BEDNIGHTS - 2013									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA LAND	18,295,807	2,447,827	585,709	3,402,540	6,139,764	2,734,863	2,181,415	544,370	7,273,333
Botswana	813,294	279,845	12,581	93,680	19,130	29,958	655,252	2,027	16,319
Lesotho	4,997,916	248,564	112,627	282,000	130,882	115,649	1,205,817	239,859	7,109,655
Malawi	1,189,206	97,795	50,937	129,459	19,597	16,675	45,707	179	1,173
Mozambique	4,486,405	568,102	36,174	62,941	1,472,741	20,452	19,743		2,497
Namibia	179,283	619,254	11,092	39,363	14,609	5,478	3,758	280,225	6,723
Swaziland	1,839,367	79,661	48,478	2,124,853	4,210,902	61,506	146,597	5,079	45,400
Zambia	900,659	111,995	12,136	100,916	60,116	77,744	28,976	760	13,740
Zimbabwe	3,889,677	442,610	301,683	569,327	211,785	2,407,400	75,566	16,241	77,827
AFRICA AIR	2,233,768	1,546,384	185,842	335,476	104,312	68,883	110,422	24,515	45,991
Angola	375,869	229,536	12,288	33,743	8,680	8,551	7,698	1,994	2,568
DRC	219,711	40,007	14,952	43,650	8,783	9,633	5,239	1,788	700
Kenya	188,194	68,189	12,259	18,430	14,074	4,401	3,565	9,695	1,507
Nigeria	616,928	147,095	31,093	81,582	14,384	16,395	18,440		16,667
Tanzania	120,663	23,232	4,353	24,459	7,990	2,327	3,978	5,089	264
Other Africa and Middle East	712,404	1,038,324	110,897	133,613	50,401	27,576	71,503	5,948	24,286
AMERICAS	1,408,465	2,748,110	567,406	726,881	418,854	313,222	150,401	66,841	133,218
Brazil	185,036	291,634	35,538	42,500	31,319	9,643	28,486	9,088	6,653
Canada	158,233	359,624	64,158	109,278	51,273	38,239	15,069	12,009	13,446
USA	966,991	1,891,294	447,630	542,846	323,922	260,778	97,673	43,168	111,163
Other Americas	98,205	205,558	20,080	32,257	12,340	4,563	9,172	2,576	1,956
ASIA & AUSTRALASIA	2,157,996	2,125,561	261,552	834,568	230,718	195,066	203,326	83,115	67,731
Australia	438,189	466,622	112,515	266,119	102,297	84,945	78,421	24,553	27,131
China (including Hong Kong)	443,326	622,994	37,433	74,641	28,937	34,754	55,290	11,044	2,542
India	693,873	348,647	39,711	300,977	44,197	39,763	21,622	32,403	28,560
Japan	77,330	172,484	9,514	25,535	12,788	3,038	11,601	5,892	1,324
Other Asia and Australasia	505,278	514,814	62,379	167,296	42,499	32,566	36,392	9,223	8,174
EUROPE	3,100,970	10,156,468	1,478,976	1,585,562	1,062,809	655,053	362,875	242,956	289,366
France	286,898	656,126	105,367	147,210	96,835	46,005	44,243	18,548	34,840
Germany	612,613	2,482,060	466,671	352,475	245,680	104,992	56,749	41,923	52,900
Italy	173,269	306,527	44,836	59,589	42,209	37,596	16,173	21,853	18,542
Netherlands	188,007	989,301	132,566	133,876	106,989	71,153	27,877	25,153	24,481
Sweden	133,636	62,067	43,737	53,138	74,298	62,545	19,621	7,917	7,417
UK	833,823	3,502,840	374,302	471,427	244,966	129,111	105,997	78,911	67,935
Other Europe	872,723	2,157,547	311,497	367,847	251,833	203,652	92,215	48,652	83,251
ALL FOREIGN TOURISTS	27,197,006	19,024,349	3,079,485	6,885,027	7,956,457	3,967,088	3,008,440	961,796	7,809,640
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 - 2012									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA LAND	16,083,858	1,937,100	572,925	3,029,946	4,475,552	2,509,112	1,573,667	235,543	3,769,698
Botswana	641,843	24,423	8,173	53,883	16,226	16,702	479,368	4,437	14,528
Lesotho	4,613,607	205,631	132,780	469,706	110,219	9,340	825,797	35,165	3,570,574
Malawi	854,114	97,677	92,404	127,808	29,670	39,344	19,612		28,698
Mozambique	1,921,593	219,486	7,894	131,991	1,824,500	13,490	11,412	1,240	15,017
Namibia	237,404	756,694	92,359	28,947	8,759	7,885	28,495	190,420	564
Swaziland	1,884,065	50,997	51,773	1,419,247	2,129,285	73,275	76,877	1,064	21,558
Zambia	776,139	73,558	49,482	150,984	36,173	22,108	9,875	690	46,296
Zimbabwe	5,155,094	508,633	138,061	647,379	320,720	2,326,968	122,230	2,526	72,464
AFRICA AIR	2,224,071	955,927	143,335	257,648	49,156	29,717	51,254	17,959	31,167
Angola	321,656	116,479	11,850	18,341	8,632	5,659	3,084		6,127
DRC	253,573	64,399	5,499	26,051	1,944	3,266	4,055	1,059	4,892
Kenya	186,081	40,875	30,795	24,220	3,553	2,205	3,546	534	2,566
Nigeria	509,137	88,407	30,092	50,407	4,400	1,627	18,990	1,731	1,590
Tanzania	121,078	21,093	7,792	8,907	3,462	6,911	2,327	4,022	3,298
Other Africa and Middle East	832,546	624,675	57,306	129,722	27,166	10,049	19,253	10,613	12,693
AMERICAS	1,607,175	2,869,670	384,704	549,469	309,607	244,172	118,972	58,676	52,985
Brazil	229,194	446,836	74,209	38,792	29,711	8,082	24,360	2,689	4,001
Canada	203,334	346,434	45,182	74,836	59,086	23,639	15,446	9,118	10,172
USA	1,084,816	1,898,739	253,788	407,946	205,663	169,857	74,016	45,919	35,942
Other Americas	89,832	177,662	11,524	27,895	15,147	42,594	5,150	949	2,869
ASIA & AUSTRALASIA	3,017,817	1,617,122	256,961	611,930	182,863	117,832	146,925	27,299	115,129
Australia	435,304	407,219	99,379	163,918	85,121	33,243	37,936	7,989	60,564
China (including Hong Kong)	984,079	403,556	37,710	73,856	24,301	10,271	58,273	1,827	8,294
India	878,261	214,396	31,328	214,060	34,581	23,845	27,964	4,548	2,546
Japan	128,364	63,786	11,317	31,757	8,902	1,200	2,961	1,364	1,584
Other Asia and Australasia	591,808	528,166	77,227	128,339	29,957	49,273	19,791	11,570	42,141
EUROPE	3,581,286	8,942,257	1,311,291	1,471,507	911,063	454,088	213,272	143,442	201,488
France	397,445	438,731	67,212	114,498	91,097	30,537	19,966	5,446	27,614
Germany	696,454	2,110,434	361,643	236,494	214,725	82,053	31,473	29,390	39,109
Italy	167,994	297,575	34,927	41,723	32,213	6,075	6,010	3,521	10,190
Netherlands	248,624	984,103	168,006	141,531	83,182	44,574	18,855	15,511	18,612
Sweden	105,696	191,652	25,366	47,303	31,998	15,259	3,122	2,532	6,065
UK	1,111,599	2,887,624	403,156	462,847	212,648	148,484	75,794	49,603	44,485
Other Europe	853,473	2,032,136	250,982	427,111	245,201	127,107	58,053	37,439	55,413
ALL FOREIGN TOURISTS	26,514,207	16,322,077	2,669,216	5,920,500	5,928,241	3,354,922	2,104,090	482,918	4,170,467
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 - 2011									
	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA LAND	13,801,434	2,252,893	355,283	2,776,654	2,617,751	2,317,456	1,226,030	260,427	2,975,732
Botswana	560,639	65,262	2,417	55,234	8,661	8,387	480,589	3,036	11,249
Lesotho	3,148,800	164,826	135,037	558,389	63,914	45,735	589,783	91,196	2,757,979
Malawi	887,388	91,078	24,798	128,283	40,751	4,624	4,802	174	54,182
Mozambique	2,448,695	333,570	23,244	111,267	1,988,080	6,728	24,727	2,649	5,641
Namibia	241,736	988,919	7,876	19,263	2,067	3,538	41,523	152,310	12,833
Swaziland	686,942	28,460	14,317	893,840	334,637	67,368	26,272		11,573
Zambia	862,593	37,342	9,379	97,319	11,903	14,511	9,865	1,436	55,385
Zimbabwe	4,964,641	543,436	138,216	913,058	167,738	2,166,563	48,469	9,626	66,890
AFRICA AIR	2,854,238	936,365	306,842	354,781	62,908	14,379	87,033	22,824	26,822
Angola	412,546	141,332	27,647	30,421	1,527	3,664	5,532	5,725	3,974
DRC	367,206	74,401	1,500	19,500			1,559		
Kenya	235,352	79,028	47,936	24,020	7,474	3,596	1,953	2,179	420
Nigeria	635,371	139,226	75,255	25,291	9,495	1,585	52,439		2,603
Tanzania	107,975	23,196	41,992	40,293		534	1,416		375
Other Africa and Middle East	1,095,787	479,182	112,513	215,257	44,412	5,000	24,136	14,919	19,450
AMERICAS	1,524,812	2,813,989	577,993	778,650	468,394	321,284	76,063	62,296	91,812
Brazil	182,073	238,027	21,024	42,015	35,654	3,335	5,202		930
Canada	222,433	367,282	93,768	123,421	70,328	47,387	27,486	6,527	10,747
USA	979,961	2,012,353	451,860	588,492	352,474	253,041	40,392	55,494	75,382
Other Americas	140,345	196,328	11,342	24,722	9,937	17,521	2,983	276	4,753
ASIA & AUSTRALASIA	3,721,768	1,417,849	351,034	752,281	208,770	151,926	72,941	44,693	126,395
Australia	391,546	489,859	135,730	232,480	96,554	45,902	17,712	5,185	42,809
China (including Hong Kong)	766,510	240,795	46,659	80,733	14,607	14,255	18,338	6,041	34,493
India	1,515,972	219,418	58,010	141,140	36,125	19,619	14,756	25,332	10,571
Japan	125,839	60,744	6,815	23,277	4,990	220	4,558	1,044	1,059
Other Asia and Australasia	921,901	407,034	103,820	274,651	56,494	71,929	17,577	7,090	37,464
EUROPE	3,755,937	9,540,425	1,713,300	1,969,592	1,059,925	649,095	273,774	153,943	224,638
France	327,717	479,430	91,605	157,516	123,742	62,928	20,787	15,979	30,969
Germany	530,032	2,445,193	402,514	267,215	185,642	76,358	72,006	52,863	18,028
Italy	169,609	298,177	32,377	77,404	56,821	20,338	3,746	7,444	3,152
Netherlands	283,319	949,783	251,401	163,631	142,308	80,371	32,018	13,801	30,576
Sweden	101,509	299,128	43,279	60,395	31,057	13,857	5,509	3,312	3,214
UK	1,309,801	3,303,335	543,596	773,569	255,517	207,126	75,285	36,860	95,872
Other Europe	1,033,949	1,765,380	348,528	469,862	264,838	188,116	64,423	23,685	42,827
ALL FOREIGN TOURISTS	25,658,189	16,961,520	3,304,452	6,631,958	4,417,748	3,454,139	1,735,841	544,184	3,445,399
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.									

17. Appendix 7: Provincial distribution: share of visitors

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS* - 2013									
* 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 LAND	41.0%	3.4%	0.6%	6.8%	13.4%	19.7%	5.4%	2.0%	11.3%
Botswana	47.2%	3.2%		4.0%	0.7%	1.8%	43.3%		
Lesotho	39.4%	1.5%	0.5%	3.5%	0.8%		5.8%	0.8%	48.1%
Malawi	87.4%	4.1%		7.6%					
Mozambique	55.4%	4.2%		1.3%	41.2%				
Namibia	12.3%	35.6%		2.2%				51.7%	
Swaziland	23.9%	0.2%		32.2%	42.1%		1.2%		
Zambia	84.8%	5.3%		4.9%	6.6%	5.3%	1.8%		
Zimbabwe	34.6%	1.8%	0.8%	2.9%	1.4%	62.9%	0.7%		0.7%
AFRICA AIR	61.8%	25.1%	4.2%	9.6%	3.9%	2.0%	3.1%	0.4%	0.8%
Angola	64.2%	26.9%	3.2%	7.2%	2.5%		2.7%		
DRC	69.6%	9.9%	5.1%	12.4%	4.8%				
Kenya	66.1%	17.5%	4.3%	9.0%	4.3%				
Nigeria	73.8%	15.9%		9.4%	2.6%		3.1%		
Tanzania	71.3%	10.5%		11.9%					
Other Africa and Middle East	51.4%	35.2%	5.6%	9.9%	4.9%	2.1%	3.7%	0.4%	1.2%
AMERICAS	44.7%	45.7%	10.3%	15.0%	13.0%	7.5%	4.5%	1.7%	2.2%
Brazil	54.4%	43.6%	6.4%	9.8%	9.4%		7.1%		
Canada	38.8%	47.5%	13.2%	17.7%	15.0%	5.8%	3.7%		2.3%
USA	43.1%	45.0%	11.0%	15.8%	14.1%	9.6%	4.0%	1.7%	2.5%
Other Americas	47.7%	52.2%	7.1%	14.9%	8.3%	2.6%	4.5%		
ASIA & AUSTRALASIA	54.5%	44.4%	6.2%	15.2%	6.2%	3.0%	14.6%	1.4%	1.2%
Australia	44.5%	38.1%	11.1%	19.5%	12.4%	6.6%	6.9%	1.9%	2.4%
China (including Hong Kong)	71.6%	64.9%	3.9%	8.3%	4.1%		37.4%		
India	50.3%	27.7%	4.8%	24.2%	4.6%	1.9%	4.9%		
Japan	42.0%	43.0%	4.5%	13.0%	5.8%		7.2%		
Other Asia and Australasia	51.5%	40.4%	6.0%	12.8%	4.2%	2.7%	5.6%	0.9%	
EUROPE	32.7%	55.9%	13.1%	13.8%	12.6%	5.2%	3.7%	1.7%	1.9%
France	39.3%	47.4%	12.1%	16.1%	15.1%	4.2%	4.7%	1.7%	2.3%
Germany	32.9%	60.5%	18.6%	13.9%	14.8%	4.4%	2.6%	1.9%	1.7%
Italy	38.1%	49.0%	12.1%	12.3%	14.8%	8.3%	3.6%		
Netherlands	30.7%	61.2%	17.2%	16.4%	18.0%	6.8%	4.0%	2.5%	2.6%
Sweden	38.1%	23.8%	12.3%	16.2%	20.2%	12.1%	7.0%		
UK	27.3%	63.5%	9.9%	11.8%	8.5%	3.4%	3.8%	1.5%	1.6%
Other Europe	35.8%	49.0%	11.9%	14.6%	12.0%	6.3%	3.8%	1.6%	2%
ALL FOREIGN TOURISTS	41.6%	16.3%	3.4%	8.8%	12.5%	15.3%	5.6%	1.8%	8.4%
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.									

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS* - 2012									
* 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 LAND	42.3%	3.3%	0.8%	8.1%	17.4%	17.1%	5.4%	1.4%	10.1%
Botswana	44.4%	0.8%		3.7%	1.0%	1.5%	48.0%		1.0%
Lesotho	46.6%	2.2%	1.2%	7.5%			5.0%		37.5%
Malawi	81.7%	5.1%		10.7%		4.7%			
Mozambique	27.5%	2.5%		1.9%	70.2%				
Namibia	17.1%	41.1%	1.9%	2.3%				39.5%	
Swaziland	32.4%			31.5%	32.9%	1.2%	1.2%		
Zambia	82.2%	4.9%		11.6%					5.0%
Zimbabwe	47.1%	2.2%	0.8%	3.6%	2.4%	56.3%	1.6%		
AFRICA AIR	72.1%	19.2%	4.0%	10.0%	2.4%	1.2%	2.6%	0.8%	0.9%
Angola	78.8%	15.1%		6.2%					
DRC	79.8%	11.6%		12.0%					
Kenya	71.6%	14.8%	6.0%	11.6%					
Nigeria	82.4%	11.6%		7.0%					
Tanzania	71.7%								
Other Africa and Middle East	63.6%	28.3%	5.3%	12.2%	3.6%	1.1%	3.0%		1.1%
AMERICAS	50.5%	42.7%	8.6%	13.9%	12.1%	3.9%	5.1%	1.3%	1.8%
Brazil	57.0%	41.6%	9.6%	9.8%	9.0%				
Canada	45.8%	45.3%	10.2%	14.6%	16.4%	3.8%	4.6%		2.5%
USA	50.0%	41.3%	8.2%	14.2%	12.1%	4.3%	4.3%	1.4%	1.7%
Other Americas	48.1%	53.0%	7.3%	18.6%	11.7%		4.1%		
ASIA & AUSTRALASIA	65.1%	37.9%	5.9%	15.5%	6.5%	1.9%	12.5%	0.9%	1.7%
Australia	57.8%	37.1%	9.1%	18.8%	12.8%	3.1%	6.0%		2.8%
China (including Hong Kong)	78.8%	51.8%	3.0%	9.5%	3.7%		31.6%		
India	63.9%	27.3%	5.2%	22.2%	5.2%		9.6%		
Japan	62.1%	29.6%	4.8%	12.7%	4.7%				
Other Asia and Australasia	59.4%	34.4%	6.6%	14.4%	5.1%	1.6%	3.6%		
EUROPE	39.1%	53.1%	12.4%	14.3%	11.7%	3.9%	3.5%	1.6%	1.9%
France	52.3%	37.8%	8.8%	16.2%	15.9%	4.6%	4.3%		2.2%
Germany	35.9%	61.0%	17.4%	13.7%	14.1%	4.1%	2.7%	1.8%	2.0%
Italy	46.0%	47.2%	8.2%	10.3%	12.8%		2.6%		
Netherlands	38.7%	55.4%	17.7%	19.8%	15.9%	5.8%	3.8%	2.2%	3.0%
Sweden	45.5%	40.7%	10.4%	14.4%	14.8%	4.8%	2.8%		
UK	35.7%	57.7%	10.5%	12.3%	7.5%	2.6%	3.6%	1.5%	1.4%
Other Europe	39.6%	48.3%	11.7%	15.7%	12.0%	4.8%	3.9%	1.8%	2%
ALL FOREIGN TOURISTS	44.6%	14.7%	3.2%	9.7%	15.2%	13.1%	5.4%	1.4%	7.8%
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* - 2011									
* 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 LAND	44.1%	4.1%	0.7%	9.3%	16.6%	15.2%	6.2%	1.2%	10.6%
Botswana	42.4%	0.7%		3.0%		0.7%	53.1%		
Lesotho	44.3%	1.8%	1.2%	8.9%			5.1%		38.0%
Malawi	81.0%	6.9%		17.2%	4.4%				8.0%
Mozambique	28.2%	3.7%		1.4%	70.4%				
Namibia	15.7%	56.4%		1.6%				28.0%	
Swaziland	41.4%			33.7%	21.8%	1.6%	1.4%		
Zambia	80.9%	4.4%		15.1%					6.2%
Zimbabwe	53.4%	2.4%	0.9%	5.9%	2.3%	55.5%	0.9%		
AFRICA AIR	75.4%	23.6%	4.1%	8.4%	2.4%	0.9%	3.8%	0.6%	1.0%
Angola	81.9%	17.5%	2.9%	3.1%			2.8%		
DRC	90.4%	12.5%							
Kenya	77.5%	15.8%	4.9%	9.9%					
Nigeria	83.6%	16.0%	3.3%	5.1%			4.4%		
Tanzania	77.0%								
Other Africa and Middle East	65.8%	34.2%	5.5%	11.5%	4.0%	1.1%	4.5%		1.4%
AMERICAS	53.8%	51.1%	11.7%	14.2%	19.8%	5.7%	4.6%	1.3%	1.9%
Brazil	67.8%	41.7%	6.7%	10.3%	14.9%		5.2%		
Canada	47.2%	55.9%	14.4%	21.3%	21.8%	5.3%	5.0%		3.2%
USA	52.5%	51.4%	12.4%	14.0%	21.2%	6.7%	4.2%	1.5%	2.1%
Other Americas	52.3%	56.3%	8.5%	10.4%	10.9%		6.8%		
ASIA & AUSTRALASIA	68.9%	40.9%	6.8%	15.4%	9.1%	2.7%	13.4%	1.2%	1.8%
Australia	58.9%	43.0%	11.4%	19.1%	15.7%	4.9%	5.1%		2.1%
China (including Hong Kong)	80.3%	55.9%	4.4%	10.3%	3.5%		33.5%		
India	75.7%	27.1%	4.6%	16.1%	6.8%		15.2%		
Japan	65.0%	43.4%	3.5%	11.1%	4.9%		3.6%		
Other Asia and Australasia	65.1%	36.9%	6.9%	16.4%	10.1%	3.2%	6.4%		2.7%
EUROPE	40.0%	61.3%	15.4%	17.1%	15.9%	4.0%	3.5%	1.8%	2.0%
France	51.9%	46.4%	10.3%	25.1%	25.3%	5.0%	4.0%	1.6%	2.1%
Germany	31.9%	73.4%	20.6%	13.6%	14.7%	3.1%	3.0%	2.8%	1.7%
Italy	42.9%	64.5%	12.0%	13.2%	25.1%	4.5%	3.0%		
Netherlands	40.5%	64.0%	21.4%	22.3%	23.5%	6.5%	4.4%	2.5%	4.6%
Sweden	37.0%	66.6%	18.7%	16.5%	17.1%	2.7%	3.2%		
UK	39.0%	61.5%	13.8%	15.9%	10.7%	2.9%	3.0%	1.4%	2.0%
Other Europe	43.6%	54.6%	13.6%	17.9%	16.5%	5.3%	4.4%	1.4%	1.5%
ALL FOREIGN TOURISTS	46.3%	16.7%	3.7%	10.9%	15.8%	12.1%	6.0%	1.2%	8.2%
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.									

COUNTRY IMPORTANCE TO PROVINCE ARRIVALS* - 2013									
* 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 LAND	69.6%	14.6%	12.8%	54.3%	76.0%	90.9%	68.9%	76.7%	94.2%
Botswana	6.6%	1.2%		2.6%	0.3%	0.7%	45.4%		
Lesotho	15.1%	1.5%	2.3%	6.3%	1.1%		16.7%	6.7%	90.7%
Malawi	4.0%	0.5%		1.6%					
Mozambique	16.1%	3.1%		1.8%	40.0%				
Namibia	0.7%	5.3%		0.6%				68.4%	
Swaziland	5.2%	0.1%		33.1%	30.6%		2.0%		
Zambia	4.0%	0.6%		1.1%	1.0%	0.7%	0.6%		
Zimbabwe	17.8%	2.3%	5.1%	7.2%	2.5%	88.0%	2.7%		1.9%
AFRICA AIR	6.1%	6.3%	5.1%	4.5%	1.3%	0.5%	2.3%	0.9%	0.4%
Angola	0.9%	1.0%	0.6%	0.5%	0.1%		0.3%		
DRC	0.5%	0.2%	0.4%	0.4%	0.1%				
Kenya	0.5%	0.4%	0.4%	0.3%	0.1%				
Nigeria	1.5%	0.8%		0.9%	0.2%		0.5%		
Tanzania	0.4%	0.2%		0.4%					
Other Africa and Middle East	2.1%	3.7%	2.9%	2.0%	0.7%	0.2%	1.2%	0.4%	0.2%
AMERICAS	5.8%	15.1%	16.4%	9.2%	5.6%	2.6%	4.3%	4.9%	1.4%
Brazil	1.1%	2.3%	1.6%	0.9%	0.6%		1.1%		
Canada	0.6%	1.9%	2.6%	1.3%	0.8%	0.2%	0.4%		0.2%
USA	3.6%	9.6%	11.4%	6.2%	3.9%	2.2%	2.5%	3.2%	1.0%
Other Americas	0.5%	1.3%	0.9%	0.7%	0.3%	0.1%	0.3%		
ASIA & AUSTRALASIA	7.4%	15.4%	10.4%	9.8%	2.8%	1.1%	14.9%	4.2%	0.8%
Australia	1.3%	2.9%	4.1%	2.7%	1.2%	0.5%	1.5%	1.3%	0.4%
China (including Hong Kong)	2.7%	6.2%	1.8%	1.5%	0.5%		10.5%		
India	1.3%	1.8%	1.5%	2.9%	0.4%	0.1%	0.9%		
Japan	0.4%	1.1%	0.6%	0.6%	0.2%		0.6%		
Other Asia and Australasia	1.7%	3.4%	2.5%	2.0%	0.5%	0.2%	1.4%	0.7%	
EUROPE	11.2%	48.7%	55.3%	22.3%	14.3%	4.8%	9.6%	13.3%	3.3%
France	1.2%	3.7%	4.6%	2.3%	1.5%	0.3%	1.1%	1.2%	0.3%
Germany	2.3%	10.7%	15.9%	4.6%	3.4%	0.8%	1.3%	2.9%	0.6%
Italy	0.6%	2.0%	2.4%	0.9%	0.8%	0.4%	0.4%		
Netherlands	0.8%	4.0%	5.5%	2.0%	1.5%	0.5%	0.8%	1.5%	0.3%
Sweden	0.4%	0.6%	1.6%	0.8%	0.7%	0.3%	0.5%		
UK	2.9%	17.2%	13.0%	5.9%	3.0%	1.0%	3.1%	3.7%	0.9%
Other Europe	3.0%	10.5%	12.3%	5.8%	3.4%	1.4%	2.4%	3.0%	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* - 2012									
* 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 LAND	68.0%	16.1%	18.0%	59.6%	82.3%	93.2%	71.9%	72.9%	93.8%
Botswana	5.1%	0.3%		2.0%	0.4%	0.6%	45.5%		0.6%
Lesotho	19.2%	2.7%	6.7%	14.3%			16.8%		89.1%
Malawi	3.0%	0.6%		1.8%		0.6%			
Mozambique	7.8%	2.1%		2.4%	58.0%				
Namibia	0.9%	6.4%	1.3%	0.5%				66.0%	
Swaziland	6.4%			28.4%	18.9%	0.8%	2.0%		
Zambia	3.6%	0.6%		2.3%					1.3%
Zimbabwe	22.2%	3.2%	5.3%	7.9%	3.3%	90.3%	6.0%		
AFRICA AIR	6.0%	4.8%	4.6%	3.8%	0.6%	0.3%	1.8%	2.2%	0.4%
Angola	0.9%	0.5%		0.3%					
DRC	0.5%	0.2%		0.4%					
Kenya	0.5%	0.3%	0.6%	0.4%					
Nigeria	1.4%	0.6%		0.5%					
Tanzania	0.4%								
Other Africa and Middle East	2.2%	3.0%	2.6%	1.9%	0.4%	0.1%	0.9%		0.2%
AMERICAS	5.9%	15.2%	14.0%	7.5%	4.2%	1.5%	4.9%	5.0%	1.2%
Brazil	1.1%	2.3%	2.5%	0.8%	0.5%		1.4%		
Canada	0.7%	2.0%	2.1%	1.0%	0.7%	0.2%	0.6%		0.2%
USA	3.8%	9.5%	8.6%	5.0%	2.7%	1.1%	2.7%	3.4%	0.7%
Other Americas	0.4%	1.3%	0.8%	0.7%	0.3%		0.3%		
ASIA & AUSTRALASIA	7.9%	13.9%	9.8%	8.7%	2.3%	0.8%	12.5%	3.7%	1.2%
Australia	1.6%	3.2%	3.6%	2.5%	1.1%	0.3%	1.4%		0.5%
China (including Hong Kong)	2.5%	4.9%	1.3%	1.4%	0.3%		8.2%		
India	1.5%	1.9%	1.7%	2.4%	0.4%		1.8%		
Japan	0.5%	0.8%	0.6%	0.5%	0.1%				
Other Asia and Australasia	1.7%	3.1%	2.7%	2.0%	0.4%	0.2%	0.9%		
EUROPE	12.2%	50.0%	53.6%	20.4%	10.6%	4.1%	8.9%	16.2%	3.4%
France	1.4%	3.1%	3.3%	2.0%	1.3%	0.4%	0.9%		0.3%
Germany	2.1%	10.8%	14.2%	3.7%	2.4%	0.8%	1.3%	3.5%	0.7%
Italy	0.7%	2.0%	1.6%	0.7%	0.5%		0.3%		
Netherlands	0.9%	4.1%	6.0%	2.2%	1.1%	0.5%	0.8%	1.7%	0.4%
Sweden	0.4%	1.2%	1.4%	0.6%	0.4%	0.2%	0.2%		
UK	3.7%	17.9%	14.9%	5.8%	2.3%	0.9%	3.0%	4.9%	0.8%
Other Europe	3.0%	11.0%	12.2%	5.4%	2.6%	1.2%	2.4%	4.3%	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* - 2011									
* 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 LAND	69.7%	18.0%	14.3%	62.7%	76.9%	91.9%	75.6%	68.9%	94.1%
Botswana	5.5%	0.2%		1.7%		0.4%	53.1%		
Lesotho	18.3%	2.1%	6.3%	15.6%			16.3%		88.7%
Malawi	3.0%	0.7%		2.7%	0.5%				1.7%
Mozambique	8.2%	3.0%		1.8%	60.2%				
Namibia	0.8%	8.4%		0.4%				56.4%	
Swaziland	7.9%			27.2%	12.1%	1.2%	2.0%		
Zambia	3.5%	0.5%		2.8%					1.5%
Zimbabwe	22.5%	2.8%	4.8%	10.5%	2.8%	89.3%	2.9%		
AFRICA AIR	5.9%	5.1%	4.0%	2.8%	0.5%	0.3%	2.3%	1.7%	0.4%
Angola	0.8%	0.5%	0.4%	0.1%			0.2%		
DRC	0.6%	0.2%							
Kenya	0.5%	0.3%	0.4%	0.3%					
Nigeria	1.3%	0.7%	0.7%	0.3%			0.5%		
Tanzania	0.4%								
Other Africa and Middle East	2.2%	3.1%	2.3%	1.6%	0.4%	0.1%	1.1%		0.3%
AMERICAS	5.6%	14.8%	15.3%	6.3%	6.0%	2.3%	3.7%	4.9%	1.1%
Brazil	0.9%	1.6%	1.1%	0.6%	0.6%		0.5%		
Canada	0.7%	2.1%	2.5%	1.2%	0.9%	0.3%	0.5%		0.2%
USA	3.7%	10.0%	10.9%	4.2%	4.4%	1.8%	2.3%	4.0%	0.8%
Other Americas	0.4%	1.1%	0.7%	0.3%	0.2%		0.4%		
ASIA & AUSTRALASIA	6.9%	11.3%	8.5%	6.5%	2.7%	1.0%	10.3%	4.5%	1.0%
Australia	1.5%	3.1%	3.7%	2.1%	1.2%	0.5%	1.0%		0.3%
China (including Hong Kong)	1.7%	3.3%	1.2%	0.9%	0.2%		5.4%		
India	1.6%	1.6%	1.2%	1.4%	0.4%		2.5%		
Japan	0.4%	0.8%	0.3%	0.3%	0.1%		0.2%		
Other Asia and Australasia	1.6%	2.5%	2.1%	1.7%	0.7%	0.3%	1.2%		0.4%
EUROPE	12.0%	50.9%	57.9%	21.7%	13.9%	4.6%	8.1%	20.0%	3.3%
France	1.3%	3.2%	3.2%	2.6%	1.8%	0.5%	0.7%	1.5%	0.3%
Germany	1.7%	11.2%	14.2%	3.2%	2.4%	0.7%	1.3%	5.7%	0.5%
Italy	0.6%	2.4%	2.0%	0.7%	1.0%	0.2%	0.3%		
Netherlands	1.0%	4.4%	6.7%	2.4%	1.7%	0.6%	0.9%	2.3%	0.6%
Sweden	0.3%	1.7%	2.2%	0.7%	0.5%	0.1%	0.2%		
UK	4.0%	17.7%	18.0%	7.0%	3.2%	1.1%	2.4%	5.4%	1.2%
Other Europe	3.0%	10.4%	11.7%	5.2%	3.3%	1.4%	2.3%	3.5%	0.6%
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									

18. Appendix 8: Spend tables including capital expenditure

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2013			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 5,900	6,515,703	R 38,808
Botswana	R 3,300	537,247	R 1,782
Lesotho	R 2,600	1,470,758	R 3,913
Malawi	R 17,700	173,470	R 3,079
Mozambique	R 4,900	1,117,090	R 5,550
Namibia	R 4,700	222,660	R 1,046
Swaziland	R 6,100	836,529	R 5,125
Zambia	R 16,400	181,797	R 2,997
Zimbabwe	R 7,700	1,976,152	R 15,317
AFRICA AIR	R 10,600	455,462	R 4,006
Angola	R 13,400	57,320	R 743
DRC	R 11,100	34,238	R 304
Kenya	R 9,500	35,605	R 300
Nigeria	R 11,700	84,589	R 931
Tanzania	R 7,600	38,312	R 182
Other Africa and Middle East	R 9,600	205,398	R 1,546
AMERICAS	R 13,000	547,045	R 6,462
Brazil	R 11,500	82,802	R 893
Canada	R 12,200	68,934	R 750
USA	R 13,700	348,646	R 4,384
Other Americas	R 11,500	46,663	R 434
ASIA & AUSTRALASIA	R 14,000	583,736	R 7,334
Australia	R 13,000	125,167	R 1,497
China (including Hong Kong)	R 21,300	151,847	R 3,059
India	R 9,200	112,672	R 905
Japan	R 9,000	42,045	R 360
Other Asia and Australasia	R 11,900	152,005	R 1,513
EUROPE	R 12,600	1,494,978	R 16,562
France	R 11,900	134,840	R 1,396
Germany	R 12,800	304,090	R 3,411
Italy	R 11,400	67,790	R 716
Netherlands	R 12,800	122,299	R 1,261
Sweden	R 10,000	44,125	R 399
UK	R 13,400	442,523	R 5,470
Other Europe	R 12,100	379,311	R 3,909
ALL FOREIGN TOURISTS	R 7,900	9,616,964	R 73,173
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			

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2012			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 6,900	6,303,945	R 43,901
Botswana	R 3,200	452,158	R 1,491
Lesotho	R 5,400	1,618,223	R 8,765
Malawi	R 11,000	142,063	R 1,573
Mozambique	R 7,000	1,104,404	R 7,771
Namibia	R 4,600	200,841	R 923
Swaziland	R 11,400	768,727	R 8,836
Zambia	R 12,400	169,555	R 2,110
Zimbabwe	R 6,700	1,847,974	R 12,433
AFRICA AIR	R 12,000	406,685	R 3,899
Angola	R 13,800	47,714	R 638
DRC	R 16,400	32,956	R 413
Kenya	R 9,700	32,992	R 279
Nigeria	R 12,000	73,282	R 810
Tanzania	R 8,200	35,928	R 172
Other Africa and Middle East	R 11,600	183,813	R 1,586
AMERICAS	R 13,100	513,359	R 6,077
Brazil	R 12,800	78,376	R 938
Canada	R 12,600	66,802	R 740
USA	R 13,300	326,643	R 3,958
Other Americas	R 13,600	41,538	R 440
ASIA & AUSTRALASIA	R 13,500	541,253	R 6,432
Australia	R 13,400	120,315	R 1,504
China (including Hong Kong)	R 17,900	132,334	R 2,223
India	R 11,400	106,774	R 1,036
Japan	R 11,500	34,415	R 382
Other Asia and Australasia	R 11,100	147,415	R 1,288
EUROPE	R 13,000	1,396,978	R 15,881
France	R 13,500	122,244	R 1,434
Germany	R 13,400	266,333	R 3,101
Italy	R 12,200	61,318	R 685
Netherlands	R 13,900	117,935	R 1,333
Sweden	R 10,800	40,856	R 397
UK	R 13,000	438,023	R 5,235
Other Europe	R 12,500	350,269	R 3,696
ALL FOREIGN TOURISTS	R 8,600	9,188,368	R 76,190
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			

TOTAL FOREIGN DIRECT SPEND IN SA - INCLUDING CAPITAL EXPENDITURE - 2011			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 8,400	5,828,128	R 49,214
Botswana	R 2,800	477,937	R 1,367
Lesotho	R 5,600	1,526,597	R 8,595
Malawi	R 7,700	135,577	R 1,045
Mozambique	R 9,800	1,076,753	R 10,610
Namibia	R 7,200	197,835	R 1,415
Swaziland	R 20,500	700,119	R 13,948
Zambia	R 8,800	160,302	R 1,412
Zimbabwe	R 6,900	1,553,008	R 10,823
AFRICA AIR	R 14,600	356,191	R 4,161
Angola	R 22,500	39,217	R 834
DRC	R 14,100	32,582	R 348
Kenya	R 10,600	30,279	R 274
Nigeria	R 18,900	64,402	R 1,107
Tanzania	R 10,600	28,645	R 185
Other Africa and Middle East	R 11,600	161,066	R 1,413
AMERICAS	R 11,000	432,890	R 4,247
Brazil	R 10,900	54,183	R 544
Canada	R 12,000	57,767	R 605
USA	R 10,800	287,614	R 2,807
Other Americas	R 11,400	33,326	R 290
ASIA & AUSTRALASIA	R 13,100	420,666	R 4,807
Australia	R 10,600	103,506	R 1,014
China (including Hong Kong)	R 16,100	84,883	R 1,236
India	R 10,600	90,367	R 813
Japan	R 9,300	26,284	R 227
Other Asia and Australasia	R 16,600	115,626	R 1,518
EUROPE	R 10,500	1,275,679	R 11,550
France	R 8,700	105,420	R 787
Germany	R 11,500	235,774	R 2,327
Italy	R 9,000	54,628	R 439
Netherlands	R 11,300	113,846	R 1,042
Sweden	R 10,200	38,754	R 350
UK	R 10,100	420,483	R 3,856
Other Europe	R 10,800	306,774	R 2,749
ALL FOREIGN TOURISTS	R 9,300	8,339,354	R 73,980
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			

19. Appendix 9: Spend tables excluding capital expenditure

TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2013			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 5,500	6,515,703	R 36,349
Botswana	R 2,900	537,247	R 1,576
Lesotho	R 2,600	1,470,758	R 3,846
Malawi	R 17,700	173,470	R 3,078
Mozambique	R 4,900	1,117,090	R 5,501
Namibia	R 4,600	222,660	R 1,042
Swaziland	R 4,600	836,529	R 3,876
Zambia	R 16,000	181,797	R 2,920
Zimbabwe	R 7,300	1,976,152	R 14,510
AFRICA AIR	R 10,600	455,462	R 4,003
Angola	R 13,400	57,320	R 743
DRC	R 11,100	34,238	R 304
Kenya	R 9,500	35,605	R 300
Nigeria	R 11,700	84,589	R 930
Tanzania	R 7,600	38,312	R 182
Other Africa and Middle East	R 9,600	205,398	R 1,544
AMERICAS	R 13,000	547,045	R 6,461
Brazil	R 11,500	82,802	R 893
Canada	R 12,200	68,934	R 750
USA	R 13,700	348,646	R 4,383
Other Americas	R 11,500	46,663	R 434
ASIA & AUSTRALASIA	R 13,900	583,736	R 7,296
Australia	R 12,900	125,167	R 1,482
China (including Hong Kong)	R 21,300	151,847	R 3,059
India	R 9,100	112,672	R 897
Japan	R 8,600	42,045	R 344
Other Asia and Australasia	R 11,900	152,005	R 1,513
EUROPE	R 12,300	1,494,978	R 16,151
France	R 11,800	134,840	R 1,388
Germany	R 12,800	304,090	R 3,411
Italy	R 11,400	67,790	R 716
Netherlands	R 12,700	122,299	R 1,248
Sweden	R 10,000	44,125	R 398
UK	R 12,400	442,523	R 5,082
Other Europe	R 12,100	379,311	R 3,907
ALL FOREIGN TOURISTS	R 7,600	9,616,964	R 70,260

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

TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2012			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 6,700	6,303,945	R 42,775
Botswana	R 2,900	452,158	R 1,335
Lesotho	R 5,100	1,618,223	R 8,351
Malawi	R 10,600	142,063	R 1,518
Mozambique	R 7,000	1,104,404	R 7,749
Namibia	R 4,500	200,841	R 910
Swaziland	R 11,400	768,727	R 8,785
Zambia	R 10,900	169,555	R 1,859
Zimbabwe	R 6,600	1,847,974	R 12,270
AFRICA AIR	R 11,300	406,685	R 3,684
Angola	R 13,800	47,714	R 638
DRC	R 12,500	32,956	R 315
Kenya	R 9,700	32,992	R 279
Nigeria	R 10,500	73,282	R 705
Tanzania	R 8,200	35,928	R 172
Other Africa and Middle East	R 11,500	183,813	R 1,575
AMERICAS	R 13,100	513,359	R 6,057
Brazil	R 12,700	78,376	R 930
Canada	R 12,600	66,802	R 740
USA	R 13,200	326,643	R 3,947
Other Americas	R 13,600	41,538	R 440
ASIA & AUSTRALASIA	R 13,400	541,253	R 6,386
Australia	R 13,400	120,315	R 1,502
China (including Hong Kong)	R 17,900	132,334	R 2,221
India	R 11,400	106,774	R 1,036
Japan	R 11,500	34,415	R 382
Other Asia and Australasia	R 10,700	147,415	R 1,245
EUROPE	R 12,500	1,396,978	R 15,320
France	R 11,400	122,244	R 1,214
Germany	R 13,400	266,333	R 3,100
Italy	R 12,200	61,318	R 685
Netherlands	R 13,900	117,935	R 1,332
Sweden	R 10,800	40,856	R 397
UK	R 12,300	438,023	R 4,944
Other Europe	R 12,300	350,269	R 3,647
ALL FOREIGN TOURISTS	R 8,400	9,188,368	R 74,222
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			

TOTAL FOREIGN DIRECT SPEND IN SA - EXCLUDING CAPITAL EXPENDITURE - 2011			
	Average spend in SA	Number of arrivals	Total TFDS (Million)
AFRICA LAND	R 8,100	5,828,128	R 47,151
Botswana	R 2,400	477,937	R 1,146
Lesotho	R 5,400	1,526,597	R 8,231
Malawi	R 7,400	135,577	R 1,004
Mozambique	R 9,700	1,076,753	R 10,486
Namibia	R 5,600	197,835	R 1,099
Swaziland	R 20,100	700,119	R 13,710
Zambia	R 7,400	160,302	R 1,184
Zimbabwe	R 6,600	1,553,008	R 10,291
AFRICA AIR	R 13,300	356,191	R 3,812
Angola	R 22,500	39,217	R 832
DRC	R 14,100	32,582	R 346
Kenya	R 10,500	30,279	R 272
Nigeria	R 13,600	64,402	R 794
Tanzania	R 10,600	28,645	R 185
Other Africa and Middle East	R 11,300	161,066	R 1,382
AMERICAS	R 11,000	432,890	R 4,222
Brazil	R 10,900	54,183	R 544
Canada	R 12,000	57,767	R 605
USA	R 10,700	287,614	R 2,782
Other Americas	R 11,400	33,326	R 290
ASIA & AUSTRALASIA	R 12,000	420,666	R 4,386
Australia	R 10,600	103,506	R 1,014
China (including Hong Kong)	R 16,100	84,883	R 1,235
India	R 10,600	90,367	R 812
Japan	R 8,700	26,284	R 214
Other Asia and Australasia	R 12,100	115,626	R 1,110
EUROPE	R 10,300	1,275,679	R 11,414
France	R 8,700	105,420	R 787
Germany	R 11,400	235,774	R 2,306
Italy	R 8,900	54,628	R 437
Netherlands	R 11,300	113,846	R 1,035
Sweden	R 10,200	38,754	R 350
UK	R 10,000	420,483	R 3,839
Other Europe	R 10,500	306,774	R 2,659
ALL FOREIGN TOURISTS	R 8,900	8,339,354	R 70,984
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			

AVERAGE TOTAL FOREIGN DIRECT SPEND (TFDS) IN SA BY PURPOSE OF VISIT - EXCLUDING CAPITAL EXPENDITURE - 2013									
	Holiday	Shopping Personal	Shopping Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA LAND	R 5,600	R 7,000	R 13,400	R 6,900	R 4,700	R 3,300	R 2,600	R 2,500	R 5,500
Botswana	R 3,600	R 4,700	R 4,100	R 2,300	R 2,700	R 2,100	R 2,000	R 1,000	R 3,900
Lesotho	R 4,000	R 4,700	R 8,500	R 2,700	R 1,900	R 1,200	R 1,400		R 2,600
Malawi	R 9,600		R 24,600	R 24,000	R 6,800		R 8,900		R 10,100
Mozambique	R 4,600	R 4,900	R 6,400	R 5,800	R 5,800	R 5,600	R 3,400		R 8,200
Namibia	R 5,300	R 5,600		R 4,100	R 4,300	R 4,400	R 3,500		R 6,100
Swaziland									
Zambia	R 10,300	R 25,800	R 25,500	R 9,800	R 6,600	R 10,500	R 8,900		R 9,600
Zimbabwe	R 7,000	R 7,600	R 9,500	R 9,100	R 5,500	R 5,800	R 5,300	R 4,100	R 8,600
AFRICA AIR	R 12,500	R 29,000	R 44,400	R 8,900	R 7,400	R 24,800	R 9,100	R 6,900	R 14,000
Angola	R 15,300			R 11,600	R 7,900	R 18,900	R 12,600		R 17,600
DRC	R 13,500			R 6,400	R 7,000	R 39,900	R 10,500		R 13,800
Kenya	R 9,600			R 6,900	R 7,100		R 6,800		R 12,500
Nigeria	R 14,100			R 12,300	R 9,600		R 9,300	R 5,400	R 15,800
Tanzania	R 10,600			R 5,300	R 4,500		R 6,200		R 8,200
Other Africa and Middle East	R 11,200	R 21,300		R 8,100	R 6,900	R 31,400	R 7,700	R 4,300	R 14,200
AMERICAS	R 14,900			R 10,400	R 9,800		R 11,200	R 9,200	R 15,500
Brazil	R 12,500			R 10,800	R 10,700		R 11,100		R 10,900
Canada	R 12,600			R 10,400	R 8,600		R 13,800		R 16,200
USA	R 15,700			R 10,900	R 9,900		R 10,500	R 9,200	R 16,700
Other Americas	R 16,000			R 6,500	R 8,100		R 10,300		R 10,400
ASIA & AUSTRALASIA	R 19,200			R 10,900	R 11,500		R 11,200		R 10,800
Australia	R 14,900			R 9,000	R 11,200		R 12,900		R 11,900
China (including Hong Kong)	R 29,000			R 12,400	R 17,200		R 10,400		R 14,700
India	R 8,600			R 9,700	R 8,000		R 9,800		R 9,600
Japan	R 9,500			R 8,200	R 8,400		R 7,300		R 8,300
Other Asia and Australasia	R 13,900			R 12,500	R 9,700		R 10,300		R 8,900
EUROPE	R 13,600			R 10,500	R 10,000		R 10,700		R 16,300
France	R 13,300			R 9,700	R 10,300		R 10,700		R 16,900
Germany	R 13,300			R 10,700	R 10,400		R 10,200		R 22,300
Italy	R 13,000			R 9,900	R 9,500		R 11,400		R 12,200
Netherlands	R 13,600			R 11,100	R 9,200		R 10,400		R 14,700
Sweden	R 9,200			R 9,600	R 9,800		R 10,500		R 12,700
UK	R 13,700			R 11,600	R 9,500		R 11,400		R 13,700
Other Europe	R 14,300			R 9,700	R 10,200		R 9,800		R 14,900
ALL FOREIGN TOURISTS	R 11,200	R 7,100	R 13,500	R 9,100	R 7,500	R 4,000	R 3,800	R 3,800	R 8,600
Notes:									
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AVERAGE TOTAL FOREIGN DIRECT SPEND (TFDS) IN SA BY PURPOSE OF VISIT - EXCLUDING CAPITAL EXPENDITURE - 2012									
	Holiday	Shopping Personal	Shopping Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA LAND	R 5,900	R 5,700	R 17,800	R 5,300	R 6,000	R 6,000	R 2,800	R 2,300	R 7,600
Botswana	R 4,600	R 4,500	R 3,400	R 4,100	R 2,300	R 3,100	R 1,400	R 1,100	R 3,600
Lesotho	R 3,900	R 6,900	R 13,100	R 3,600	R 2,600	R 3,300	R 1,800		R 2,100
Malawi	R 7,200	R 8,400	R 19,900	R 9,000	R 6,900	R 9,200	R 5,900		R 13,200
Mozambique	R 5,700	R 5,200	R 21,400	R 7,500	R 5,400	R 6,100	R 4,800		R 16,000
Namibia	R 5,600	R 2,800		R 4,800	R 4,000	R 2,600	R 3,500		R 6,300
Swaziland									
Zambia	R 7,200	R 11,800	R 21,000	R 5,000	R 11,500		R 6,000		R 6,500
Zimbabwe	R 6,800	R 5,400	R 11,100	R 6,100	R 8,300	R 8,700	R 5,200	R 3,600	R 11,700
AFRICA AIR	R 15,600	R 18,400	R 40,600	R 9,500	R 7,300	R 24,700	R 9,200	R 4,200	R 12,300
Angola	R 16,600			R 7,900	R 8,700	R 29,100	R 11,400		R 17,700
DRC	R 21,100			R 8,400	R 3,100		R 11,700		
Kenya	R 13,500			R 7,700	R 6,500		R 8,600		R 10,500
Nigeria	R 11,800			R 11,800	R 6,800		R 8,100		R 8,600
Tanzania				R 3,900	R 4,500		R 13,400		
Other Africa and Middle East	R 17,000	R 13,500	R 28,400	R 10,500	R 8,700	R 22,000	R 8,100		R 12,900
AMERICAS	R 14,500			R 11,100	R 12,000		R 9,700		R 15,800
Brazil	R 13,500			R 10,800	R 9,500		R 9,300		R 17,200
Canada	R 13,300			R 10,600	R 10,900		R 12,700		R 13,500
USA	R 15,000			R 11,300	R 12,500		R 8,900		R 15,400
Other Americas	R 14,500			R 10,900	R 14,800		R 10,500		R 19,200
ASIA & AUSTRALASIA	R 17,800		R 39,700	R 10,300	R 11,400		R 11,400		R 11,900
Australia	R 16,300			R 9,800	R 12,300		R 11,400		R 12,500
China (including Hong Kong)	R 24,900			R 12,400	R 14,700		R 15,000		
India	R 13,800			R 11,400	R 7,900		R 11,200		R 9,100
Japan	R 16,200			R 8,600	R 9,900		R 10,000		R 7,900
Other Asia and Australasia	R 12,000			R 8,000	R 10,600		R 9,600		R 14,000
EUROPE	R 13,900	R 16,700	R 16,500	R 10,100	R 11,600	R 22,500	R 10,700		R 17,900
France	R 12,900			R 9,400	R 11,300		R 8,400		R 19,100
Germany	R 14,300			R 11,200	R 12,000		R 10,100		R 20,400
Italy	R 13,800			R 9,000	R 14,600		R 15,600		R 13,800
Netherlands	R 14,400			R 10,600	R 12,500		R 10,300		R 27,000
Sweden	R 12,100			R 8,200	R 9,600		R 10,400		R 13,300
UK	R 13,900	R 16,200		R 10,900	R 11,800	R 31,300	R 10,500		R 13,200
Other Europe	R 14,100			R 9,400	R 11,000		R 11,700		R 18,000
ALL FOREIGN TOURISTS	R 11,000	R 5,800	R 17,900	R 8,400	R 8,600	R 7,100	R 4,100	R 2,700	R 9,800
Notes:									
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AVERAGE TOTAL FOREIGN DIRECT SPEND (TFDS) IN SA BY PURPOSE OF VISIT - EXCLUDING CAPITAL EXPENDITURE - 2011									
	Holiday	Shopping Personal	Shopping Business	Business Traveller	Business Tourists	Medical	VFR	Religion	Other
AFRICA LAND	R 5,200	R 6,200	R 20,600	R 5,100	R 5,200	R 7,000	R 3,400	R 2,800	R 12,500
Botswana	R 2,000	R 3,500	R 3,500	R 2,500	R 1,900	R 1,300	R 1,400	R 1,000	R 3,700
Lesotho	R 5,900	R 7,000	R 9,900	R 4,400	R 4,400	R 3,100	R 2,500		R 4,600
Malawi	R 5,200		R 14,600	R 6,100	R 6,000	R 8,100	R 5,700		R 11,800
Mozambique	R 5,500	R 6,500	R 26,400	R 7,800	R 5,500	R 7,400	R 5,400		R 19,600
Namibia	R 4,800	R 7,000		R 4,700	R 3,900	R 3,000	R 3,900		R 6,900
Swaziland									
Zambia	R 6,700	R 8,200	R 13,400	R 6,100	R 7,700		R 6,600		R 6,600
Zimbabwe	R 5,400	R 4,800	R 18,700	R 7,200	R 6,500	R 12,400	R 5,400		R 10,700
AFRICA AIR	R 15,500	R 38,300	R 43,500	R 9,400	R 9,900	R 35,900	R 12,400		R 17,400
Angola	R 24,700			R 11,500	R 14,500	R 39,800	R 21,900		R 21,700
DRC				R 8,900			R 11,400		
Kenya	R 9,400			R 8,500	R 7,600		R 7,700		R 17,200
Nigeria	R 16,400			R 9,600	R 9,600		R 11,400		R 22,300
Tanzania				R 9,600	R 8,900				R 12,600
Other Africa and Middle East	R 13,300			R 9,200	R 10,500	R 27,700	R 10,500		R 13,900
AMERICAS	R 10,100			R 11,000	R 9,900		R 10,100		R 15,100
Brazil	R 12,200			R 8,600	R 13,400		R 12,500		R 12,000
Canada	R 10,400			R 13,700	R 11,900		R 11,800		R 16,100
USA	R 9,800			R 11,100	R 7,500		R 9,400		R 15,800
Other Americas	R 10,200			R 12,400	R 10,700		R 10,300		R 13,600
ASIA & AUSTRALASIA	R 12,300			R 11,700	R 10,100		R 11,700		R 15,400
Australia	R 10,100			R 11,200	R 13,400		R 10,100		R 12,100
China (including Hong Kong)	R 20,100			R 12,700	R 13,600		R 17,400		
India	R 7,400			R 11,200	R 8,200		R 9,700		R 15,900
Japan	R 6,800			R 9,900	R 8,100		R 11,600		
Other Asia and Australasia	R 10,900			R 12,500	R 7,200		R 12,100		R 20,900
EUROPE	R 10,300			R 9,600	R 6,500	R 28,800	R 9,000		R 20,900
France	R 8,500			R 8,400	R 4,400		R 8,000		R 17,200
Germany	R 10,800			R 9,200	R 6,600		R 8,600		R 30,700
Italy	R 8,900			R 9,400	R 5,600		R 7,700		R 13,000
Netherlands	R 10,900			R 8,800	R 7,000		R 8,500		R 23,800
Sweden	R 10,100			R 10,300	R 6,300		R 8,100		R 20,900
UK	R 10,300			R 9,900	R 7,400		R 9,100		R 16,200
Other Europe	R 10,300			R 10,200	R 6,400		R 9,500		R 18,200
ALL FOREIGN TOURISTS	R 8,100	R 6,300	R 20,600	R 8,100	R 6,300	R 7,900	R 4,900	R 2,800	R 14,100
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TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2013			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA LAND	R 7,000	R 1,400	R 5,500
Botswana	R 4,200	R 1,100	R 2,900
Lesotho	R 3,700	R 900	R 2,600
Malawi	R 20,600	R 2,300	R 17,700
Mozambique	R 5,900	R 1,600	R 4,900
Namibia	R 7,400	R 3,100	R 4,600
Swaziland	R 7,400	R 1,500	R 4,600
Zambia	R 16,600	R 2,200	R 16,000
Zimbabwe	R 8,700	R 1,300	R 7,300
AFRICA AIR	R 16,500	R 11,100	R 10,600
Angola	R 19,100	R 9,400	R 13,400
DRC	R 16,800	R 8,600	R 11,100
Kenya	R 13,900	R 7,800	R 9,500
Nigeria	R 15,200	R 8,800	R 11,700
Tanzania	R 11,300	R 9,700	R 7,600
Other Africa and Middle East	R 17,500	R 14,300	R 9,600
AMERICAS	R 36,800	R 27,500	R 13,000
Brazil	R 29,600	R 21,400	R 11,500
Canada	R 38,500	R 27,700	R 12,200
USA	R 39,100	R 29,100	R 13,700
Other Americas	R 27,500	R 22,800	R 11,500
ASIA & AUSTRALASIA	R 28,400	R 24,400	R 13,900
Australia	R 40,800	R 30,200	R 12,900
China (including Hong Kong)	R 26,900	R 24,400	R 21,300
India	R 19,500	R 14,600	R 9,100
Japan	R 27,300	R 35,900	R 8,600
Other Asia and Australasia	R 25,200	R 22,400	R 11,900
EUROPE	R 29,900	R 20,800	R 12,300
France	R 30,600	R 21,900	R 11,800
Germany	R 29,800	R 19,900	R 12,800
Italy	R 30,800	R 22,300	R 11,400
Netherlands	R 29,700	R 21,100	R 12,700
Sweden	R 27,800	R 21,200	R 10,000
UK	R 29,800	R 20,000	R 12,400
Other Europe	R 30,000	R 21,700	R 12,100
ALL FOREIGN TOURISTS	R 12,800	R 6,200	R 7,600
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TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2013			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA LAND	R 7,000	R 1,400	R 5,500
Botswana	R 4,200	R 1,100	R 2,900
Lesotho	R 3,700	R 900	R 2,600
Malawi	R 20,600	R 2,300	R 17,700
Mozambique	R 5,900	R 1,600	R 4,900
Namibia	R 7,400	R 3,100	R 4,600
Swaziland	R 7,400	R 1,500	R 4,600
Zambia	R 16,600	R 2,200	R 16,000
Zimbabwe	R 8,700	R 1,300	R 7,300
AFRICA AIR	R 16,500	R 11,100	R 10,600
Angola	R 19,100	R 9,400	R 13,400
DRC	R 16,800	R 8,600	R 11,100
Kenya	R 13,900	R 7,800	R 9,500
Nigeria	R 15,200	R 8,800	R 11,700
Tanzania	R 11,300	R 9,700	R 7,600
Other Africa and Middle East	R 17,500	R 14,300	R 9,600
AMERICAS	R 36,800	R 27,500	R 13,000
Brazil	R 29,600	R 21,400	R 11,500
Canada	R 38,500	R 27,700	R 12,200
USA	R 39,100	R 29,100	R 13,700
Other Americas	R 27,500	R 22,800	R 11,500
ASIA & AUSTRALASIA	R 28,400	R 24,400	R 13,900
Australia	R 40,800	R 30,200	R 12,900
China (including Hong Kong)	R 26,900	R 24,400	R 21,300
India	R 19,500	R 14,600	R 9,100
Japan	R 27,300	R 35,900	R 8,600
Other Asia and Australasia	R 25,200	R 22,400	R 11,900
EUROPE	R 29,900	R 20,800	R 12,300
France	R 30,600	R 21,900	R 11,800
Germany	R 29,800	R 19,900	R 12,800
Italy	R 30,800	R 22,300	R 11,400
Netherlands	R 29,700	R 21,100	R 12,700
Sweden	R 27,800	R 21,200	R 10,000
UK	R 29,800	R 20,000	R 12,400
Other Europe	R 30,000	R 21,700	R 12,100
ALL FOREIGN TOURISTS	R 12,800	R 6,200	R 7,600
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TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2012			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA LAND	R 7,500	R 1,000	R 6,700
Botswana	R 3,400	R 900	R 2,900
Lesotho	R 5,500	R 400	R 5,100
Malawi	R 12,400	R 4,400	R 10,600
Mozambique	R 5,900	R 400	R 7,000
Namibia	R 6,000	R 2,900	R 4,500
Swaziland	R 11,900	R 700	R 11,400
Zambia	R 20,500	R 5,100	R 10,900
Zimbabwe	R 7,900	R 1,200	R 6,600
AFRICA AIR	R 24,200	R 19,800	R 11,300
Angola	R 15,300	R 6,900	R 13,800
DRC	R 40,800	R 33,900	R 12,500
Kenya	R 10,100	R 7,400	R 9,700
Nigeria	R 14,800	R 8,600	R 10,500
Tanzania	R 7,500	R 4,800	R 8,200
Other Africa and Middle East	R 34,300	R 31,800	R 11,500
AMERICAS	R 40,900	R 37,000	R 13,100
Brazil	R 47,600	R 45,100	R 12,700
Canada	R 35,500	R 30,400	R 12,600
USA	R 40,700	R 36,900	R 13,200
Other Americas	R 36,900	R 31,200	R 13,600
ASIA & AUSTRALASIA	R 38,000	R 35,800	R 13,400
Australia	R 47,700	R 37,700	R 13,400
China (including Hong Kong)	R 30,700	R 25,800	R 17,900
India	R 15,900	R 12,400	R 11,400
Japan	R 26,700	R 30,600	R 11,500
Other Asia and Australasia	R 57,100	R 64,700	R 10,700
EUROPE	R 31,500	R 25,700	R 12,500
France	R 36,700	R 29,900	R 11,400
Germany	R 27,800	R 21,300	R 13,400
Italy	R 24,900	R 21,300	R 12,200
Netherlands	R 39,600	R 24,300	R 13,900
Sweden	R 21,300	R 17,800	R 10,800
UK	R 34,400	R 29,200	R 12,300
Other Europe	R 28,200	R 25,200	R 12,300
ALL FOREIGN TOURISTS	R 14,800	R 7,500	R 8,400
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TOTAL COST FOR THE TRIP, PREPAID EXPENSES AND EXPENDITURE IN SA - EXCLUDING CAPITAL EXPENDITURE 2011			
	Total cost for the trip (Including airfare) ¹	Total prepaid expenses ²	Total expenditure in SA excluding capital ³
AFRICA LAND	R 10,800	R 2,300	R 8,100
Botswana	R 3,400	R 500	R 2,400
Lesotho	R 6,000	R 300	R 5,400
Malawi	R 16,500	R 10,700	R 7,400
Mozambique	R 10,400	R 500	R 9,700
Namibia	R 9,100	R 1,700	R 5,600
Swaziland	R 21,600	R 1,200	R 20,100
Zambia	R 63,100	R 59,900	R 7,400
Zimbabwe	R 7,700	R 600	R 6,600
AFRICA AIR	R 31,400	R 21,300	R 13,300
Angola	R 33,500	R 10,300	R 22,500
DRC	R 20,800	R 7,100	R 14,100
Kenya	R 16,500	R 7,800	R 10,500
Nigeria	R 27,200	R 10,300	R 13,600
Tanzania	R 18,600	R 10,200	R 10,600
Other Africa and Middle East	R 40,000	R 37,300	R 11,300
AMERICAS	R 42,800	R 28,200	R 11,000
Brazil	R 34,600	R 20,000	R 10,900
Canada	R 44,600	R 29,000	R 12,000
USA	R 44,900	R 29,700	R 10,700
Other Americas	R 33,700	R 23,600	R 11,400
ASIA & AUSTRALASIA	R 38,600	R 25,300	R 12,000
Australia	R 52,200	R 32,500	R 10,600
China (including Hong Kong)	R 36,600	R 23,000	R 16,100
India	R 23,000	R 15,400	R 10,600
Japan	R 41,400	R 35,300	R 8,700
Other Asia and Australasia	R 38,400	R 23,000	R 12,100
EUROPE	R 28,200	R 16,700	R 10,300
France	R 28,800	R 19,500	R 8,700
Germany	R 27,600	R 15,300	R 11,400
Italy	R 29,500	R 20,400	R 8,900
Netherlands	R 28,200	R 15,500	R 11,300
Sweden	R 29,400	R 20,000	R 10,200
UK	R 27,000	R 15,300	R 10,000
Other Europe	R 30,000	R 18,300	R 10,500
ALL FOREIGN TOURISTS	R 16,800	R 6,900	R 8,900
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AVERAGE SPENT PER DAY IN SA - 2013	
AFRICA LAND	R 830
Botswana	R 820
Lesotho	R 260
Malawi	R 1,980
Mozambique	R 820
Namibia	R 890
Swaziland	R 450
Zambia	R 2,230
Zimbabwe	R 1,810
AFRICA AIR	R 850
Angola	R 1,090
DRC	R 880
Kenya	R 930
Nigeria	R 980
Tanzania	R 940
Other Africa and Middle East	R 700
AMERICAS	R 980
Brazil	R 1,390
Canada	R 910
USA	R 930
Other Americas	R 1,120
ASIA & AUSTRALASIA	R 1,180
Australia	R 920
China (including Hong Kong)	R 2,330
India	R 570
Japan	R 1,070
Other Asia and Australasia	R 1,090
EUROPE	R 850
France	R 960
Germany	R 770
Italy	R 990
Netherlands	R 730
Sweden	R 850
UK	R 870
Other Europe	R 890
ALL FOREIGN TOURISTS	R 870
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

AVERAGE SPENT PER DAY IN SA - 2012	
AFRICA LAND	R 1,250
Botswana	R 1,050
Lesotho	R 830
Malawi	R 1,170
Mozambique	R 1,860
Namibia	R 670
Swaziland	R 1,530
Zambia	R 1,590
Zimbabwe	R 1,320
AFRICA AIR	R 970
Angola	R 1,290
DRC	R 860
Kenya	R 940
Nigeria	R 990
Tanzania	R 960
Other Africa and Middle East	R 910
AMERICAS	R 970
Brazil	R 1,080
Canada	R 940
USA	R 940
Other Americas	R 1,170
ASIA & AUSTRALASIA	R 1,040
Australia	R 1,120
China (including Hong Kong)	R 1,380
India	R 720
Japan	R 1,510
Other Asia and Australasia	R 840
EUROPE	R 880
France	R 1,010
Germany	R 810
Italy	R 1,140
Netherlands	R 770
Sweden	R 920
UK	R 910
Other Europe	R 890
ALL FOREIGN TOURISTS	R 1,100
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

AVERAGE SPEND PER DAY IN SA - 2011	
AFRICA LAND	R 1,640
Botswana	R 950
Lesotho	R 1,080
Malawi	R 810
Mozambique	R 2,120
Namibia	R 740
Swaziland	R 6,640
Zambia	R 1,070
Zimbabwe	R 1,140
AFRICA AIR	R 810
Angola	R 1,310
DRC	R 740
Kenya	R 670
Nigeria	R 840
Tanzania	R 850
Other Africa and Middle East	R 680
AMERICAS	R 620
Brazil	R 1,030
Canada	R 620
USA	R 570
Other Americas	R 710
ASIA & AUSTRALASIA	R 640
Australia	R 690
China (including Hong Kong)	R 1,010
India	R 390
Japan	R 930
Other Asia and Australasia	R 580
EUROPE	R 590
France	R 600
Germany	R 560
Italy	R 650
Netherlands	R 530
Sweden	R 620
UK	R 580
Other Europe	R 630
ALL FOREIGN TOURISTS	R 1,070
Note	
Spent per day is equal to : Total TFDS excluding capital divide by total number of bednights	

20. Appendix 10: Seasonality Index

The seasonality index is shown below for all key countries.

Seasonality for the past three years			
	2011	2012	2013
AFRICA LAND	1.95%	2.41%	2.29%
Botswana	5.82%	6.58%	9.91%
Lesotho	2.35%	3.39%	3.20%
Malawi	1.40%	1.91%	1.98%
Mozambique	1.29%	0.90%	2.71%
Namibia	9.84%	5.83%	8.32%
Swaziland	2.83%	2.06%	1.90%
Zambia	1.18%	1.50%	1.79%
Zimbabwe	2.94%	4.94%	4.04%
AFRICA AIR	0.87%	0.55%	1.13%
Angola	1.57%	2.54%	2.12%
DRC	9.82%	8.09%	7.59%
Kenya	1.54%	2.59%	1.96%
Nigeria	1.81%	2.59%	1.71%
Tanzania	1.58%	0.63%	0.73%
Other Africa and Middle East	1.31%	0.62%	1.94%
AMERICAS	2.43%	1.38%	1.44%
Brazil	10.83%	5.58%	3.15%
Canada	4.03%	4.91%	4.43%
USA	2.76%	2.26%	1.55%
Other Americas	4.24%	2.84%	2.51%
ASIA & AUSTRALASIA	1.22%	1.63%	0.79%
Australia	4.10%	4.80%	5.71%
China (including Hong Kong)	7.07%	4.96%	4.99%
India	5.08%	4.10%	4.79%
Japan	10.76%	10.63%	13.65%
Other Asia and Australasia	3.35%	1.84%	1.62%
EUROPE	5.79%	5.46%	6.83%
France	7.08%	7.64%	11.31%
Germany	11.65%	12.99%	15.00%
Italy	30.91%	22.57%	24.93%
Netherlands	13.98%	12.58%	13.51%
Sweden	16.13%	25.19%	27.27%
UK	7.95%	5.77%	7.20%
Other Europe	5.18%	5.35%	6.62%
ALL FOREIGN TOURISTS	1.29%	1.43%	1.38%

21. Appendix 11: Activities undertaken in SA

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2013										
Top 10 activities in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA LAND	86%	74%	56%	6%	8%	5%	1%	6%	7%	2%
Botswana	63%	65%	55%	2%	2%	2%	2%	2%	1%	1%
Lesotho	76%	41%	83%	1%	12%	1%		1%	1%	0%
Malawi	94%	90%	51%	9%	8%	6%		9%	16%	2%
Mozambique	92%	86%	34%	3%	9%	2%	1%	3%	1%	4%
Namibia	50%	41%	46%	13%	8%	16%	4%	13%	8%	2%
Swaziland	91%	83%	85%	12%	7%	16%	2%	12%	13%	5%
Zambia	88%	83%	33%	8%	8%	6%	2%	8%	10%	3%
Zimbabwe	96%	92%	40%	10%	6%	3%	2%	10%	11%	2%
AFRICA AIR	69%	61%	32%	19%	20%	17%	10%	19%	16%	10%
Angola	72%	63%	39%	19%	19%	15%	8%	19%	15%	9%
DRC	65%	57%	38%	8%	15%	11%		8%	14%	10%
Kenya	62%	50%	22%	10%	16%	13%	4%	10%	15%	9%
Nigeria	76%	65%	38%	11%	20%	11%	6%	11%	15%	15%
Tanzania	71%	56%	22%	8%	13%	7%		8%	7%	
Other Africa and Middle East	67%	62%	28%	29%	24%	23%	17%	29%	20%	8%
AMERICAS	59%	57%	22%	53%	36%	35%	38%	53%	29%	9%
Brazil	58%	52%	18%	37%	33%	32%	26%	37%	26%	15%
Canada	54%	58%	30%	54%	33%	37%	39%	54%	24%	6%
USA	59%	57%	22%	57%	38%	35%	41%	57%	31%	7%
Other Americas	66%	62%	16%	47%	36%	40%	31%	47%	32%	13%
ASIA & AUSTRALASIA	65%	62%	22%	43%	33%	23%	22%	43%	31%	22%
Australia	58%	49%	39%	46%	29%	34%	33%	46%	34%	11%
China (including Hong Kong)	80%	80%	12%	57%	53%	12%	13%	57%	45%	49%
India	57%	50%	23%	31%	23%	26%	22%	31%	24%	13%
Japan	54%	65%	8%	30%	21%	20%	15%	30%	19%	11%
Other Asia and Australasia	62%	60%	20%	36%	24%	25%	26%	36%	23%	14%
EUROPE	58%	63%	26%	56%	32%	37%	38%	56%	25%	5%
France	51%	58%	18%	50%	30%	30%	32%	50%	21%	7%
Germany	60%	64%	25%	61%	36%	40%	43%	61%	27%	5%
Italy	50%	53%	17%	49%	31%	28%	33%	49%	25%	6%
Netherlands	62%	72%	24%	66%	39%	39%	46%	66%	29%	5%
Sweden	52%	57%	19%	47%	23%	17%	37%	47%	14%	7%
UK	61%	67%	35%	59%	30%	41%	36%	59%	25%	6%
Other Europe	54%	60%	23%	52%	31%	34%	37%	52%	23%	5%
ALL FOREIGN TOURISTS	78%	70%	47%	19%	15%	12%	10%	19%	12%	4%

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2012										
Top 10 activities in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA LAND	89%	72%	47%	7%	12%	5%	2%	7%	7%	4%
Botswana	75%	74%	53%	2%	1%	1%	2%	2%	1%	1%
Lesotho	85%	46%	61%	2%	18%	3%		2%	3%	
Malawi	91%	79%	53%	15%	19%	9%		15%	17%	9%
Mozambique	95%	85%	12%	4%	18%	1%	2%	4%	3%	4%
Namibia	63%	53%	56%	21%	7%	18%	2%	21%	5%	3%
Swaziland	86%	71%	60%	12%	2%	11%	3%	12%	7%	2%
Zambia	84%	71%	44%	9%	12%	8%		9%	12%	5%
Zimbabwe	97%	89%	46%	10%	11%	5%	2%	10%	14%	7%
AFRICA AIR	67%	50%	36%	15%	13%	13%	9%	15%	11%	11%
Angola	68%	53%	37%	12%	11%	11%	6%	12%	10%	10%
DRC	66%	43%	49%	11%	13%	13%		11%	15%	18%
Kenya	66%	46%	23%	9%	12%	13%	5%	9%	7%	9%
Nigeria	67%	45%	42%	10%	12%	8%	6%	10%	11%	13%
Tanzania	63%	42%	28%							
Other Africa and Middle East	67%	54%	34%	23%	16%	18%	13%	23%	11%	10%
AMERICAS	58%	56%	23%	42%	29%	30%	33%	42%	17%	11%
Brazil	67%	54%	16%	44%	28%	36%	33%	44%	25%	20%
Canada	56%	60%	28%	48%	31%	29%	38%	48%	14%	5%
USA	55%	55%	24%	40%	29%	28%	32%	40%	15%	10%
Other Americas	66%	63%	13%	46%	33%	41%	34%	46%	22%	12%
ASIA & AUSTRALASIA	68%	61%	24%	35%	29%	23%	28%	35%	21%	25%
Australia	61%	54%	37%	38%	28%	29%	31%	38%	18%	14%
China (including Hong Kong)	80%	79%	14%	47%	45%	15%	37%	47%	36%	51%
India	61%	49%	22%	27%	20%	26%	24%	27%	22%	20%
Japan	59%	49%	12%	21%	20%	16%	16%	21%	10%	9%
Other Asia and Australasia	72%	61%	28%	28%	23%	25%	23%	28%	12%	16%
EUROPE	61%	66%	28%	49%	29%	34%	37%	49%	16%	6%
France	55%	59%	19%	40%	28%	21%	33%	40%	13%	7%
Germany	62%	69%	25%	56%	33%	42%	44%	56%	18%	5%
Italy	53%	60%	17%	40%	23%	23%	33%	40%	14%	5%
Netherlands	65%	69%	31%	56%	35%	37%	45%	56%	17%	4%
Sweden	59%	63%	20%	44%	23%	27%	31%	44%	14%	4%
UK	64%	68%	38%	48%	27%	37%	33%	48%	15%	6%
Other Europe	60%	66%	24%	49%	27%	31%	38%	49%	16%	6%
ALL FOREIGN TOURISTS	82%	69%	41%	16%	16%	12%	10%	16%	10%	6%

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA : 2011										
Top 10 activities in total	Shopping	Nightlife	Social	Visiting natural attractions	Cultural, historical and heritage	Beach	Wildlife	Business	Theme parks	Visited a Casino
AFRICA LAND	98%	79%	38%	8%	13%	6%	3%	8%	8%	4%
Botswana	99%	99%	49%	1%	1%	1%	1%	1%		
Lesotho	96%	47%	46%	3%	19%	6%		3%	2%	
Malawi	97%	84%	50%	15%	24%	11%	3%	15%	12%	6%
Mozambique	99%	98%	11%	6%	20%	2%	7%	6%	11%	10%
Namibia	93%	83%	63%	39%	5%	29%	2%	39%	7%	2%
Swaziland	99%	71%	28%	14%	2%	7%	3%	14%	7%	1%
Zambia	96%	81%	44%	13%	17%	9%		13%	11%	5%
Zimbabwe	99%	94%	47%	7%	11%	6%	3%	7%	15%	6%
AFRICA AIR	94%	86%	41%	21%	21%	15%	11%	21%	11%	10%
Angola	94%	75%	44%	12%	11%	11%	6%	12%	9%	8%
DRC	96%	94%	57%	12%	25%	11%		12%		
Kenya	91%	86%	26%	14%	17%	13%	4%	14%	8%	5%
Nigeria	95%	84%	47%	15%	25%	9%	7%	15%	12%	12%
Tanzania	92%	85%	23%							
Other Africa and Middle East	93%	89%	39%	31%	24%	22%	17%	31%	13%	10%
AMERICAS	90%	92%	26%	61%	46%	35%	53%	61%	19%	6%
Brazil	93%	90%	13%	45%	34%	28%	40%	45%	19%	18%
Canada	91%	96%	34%	66%	44%	39%	56%	66%	23%	3%
USA	89%	91%	27%	63%	49%	35%	56%	63%	18%	4%
Other Americas	95%	94%	16%	59%	43%	34%	47%	59%	23%	9%
ASIA & AUSTRALASIA	92%	92%	27%	46%	40%	29%	43%	46%	22%	24%
Australia	91%	90%	47%	55%	43%	34%	46%	55%	14%	9%
China (including Hong Kong)	96%	95%	16%	54%	53%	34%	54%	54%	37%	51%
India	91%	90%	13%	34%	28%	20%	36%	34%	28%	26%
Japan	94%	92%	8%	44%	41%	24%	36%	44%	10%	9%
Other Asia and Australasia	91%	92%	33%	41%	33%	28%	38%	41%	15%	18%
EUROPE	89%	94%	35%	64%	39%	42%	50%	64%	18%	4%
France	88%	93%	24%	58%	45%	30%	53%	58%	16%	4%
Germany	88%	95%	29%	72%	41%	51%	56%	72%	20%	3%
Italy	88%	95%	17%	65%	36%	35%	53%	65%	16%	3%
Netherlands	90%	95%	35%	71%	47%	48%	57%	71%	20%	3%
Sweden	90%	96%	19%	69%	46%	41%	54%	69%	23%	3%
UK	89%	93%	48%	60%	34%	42%	42%	60%	15%	4%
Other Europe	88%	95%	28%	63%	38%	37%	52%	63%	21%	3%
ALL FOREIGN TOURISTS	96%	83%	37%	20%	20%	14%	14%	20%	11%	5%

22. Appendix 12: Attractions or landmarks visited by tourists in SA

ATTRactions OR LANDMARKS VISITED BY TOURISTS IN SA : 2011 - 2013			
Top 20 attractions or land marks	2011	2012	2013
V&A Waterfront	981,838	780,495	978,439
Cape Town Central City	903,265	791,689	964,434
Cape Point	687,957	674,942	858,009
Table Mountain Cableway	300,491	443,538	784,689
The Winelands	593,046	511,357	713,911
Western Cape Beaches	556,047	488,421	641,962
Western Cape - Flea/craft markets	491,510	403,527	541,763
Western Cape - Nature conservatories	356,972	313,820	392,653
Robben Island	231,678	287,368	386,651
The Garden Route	331,658	288,625	303,328
Durban beach front	223,708	240,346	269,484
Gauteng - Flea/craft markets	306,246	296,365	256,483
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	240,979	202,496	236,826
Pretoria's attractions	150,646	218,616	215,037
Apartheid Museum	121,491	161,200	213,005
Gambling center	134,232	248,810	204,188
Lion and rhino Park	115,406	162,637	187,577
Whale watching	187,650	200,232	163,263
Ostrich farms	215,571	190,907	153,657
Gauteng - Family entertainment centre	95,375	201,355	141,873

Source: SA Tourism Departure Surveys

23. Appendix 13: Experiences in South Africa

MOST POSITIVE EXPERIENCE - 2013										
	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 LAND	12%	17%	2%	2%	55%	42%	44%	24%	18%	39%
Botswana	16%	7%	2%	2%	65%	41%	35%	22%	11%	18%
Lesotho	19%	4%	0%	1%	27%	54%	19%	3%	6%	26%
Malawi	8%	41%	2%	3%	68%	41%	52%	44%	27%	80%
Mozambique	1%	13%	2%	1%	63%	23%	74%	19%	28%	17%
Namibia	4%	18%	3%	9%	64%	43%	48%	35%	21%	22%
Swaziland	3%	18%	1%	7%	69%	69%	38%	15%	15%	25%
Zambia	12%	34%	5%	4%	58%	25%	53%	42%	23%	68%
Zimbabwe	16%	29%	2%	1%	61%	33%	49%	43%	23%	67%
AFRICA AIR	10%	39%	14%	10%	46%	23%	51%	20%	24%	44%
Angola	11%	39%	13%	11%	45%	27%	50%	21%	24%	37%
DRC	14%	30%	8%	7%	40%	29%	51%	16%	19%	42%
Kenya	9%	39%	13%	6%	47%	15%	56%	20%	25%	52%
Nigeria	8%	36%	11%	8%	40%	26%	50%	18%	22%	55%
Tanzania	23%	30%	6%		49%	15%	55%	14%	20%	42%
Other Africa and Middle East	8%	44%	17%	13%	50%	22%	51%	22%	26%	39%
AMERICAS	4%	56%	37%	17%	61%	19%	51%	22%	32%	21%
Brazil	8%	45%	27%	18%	52%	15%	51%	17%	24%	35%
Canada		57%	36%	17%	63%	27%	46%	22%	30%	15%
USA	3%	58%	40%	16%	63%	19%	50%	23%	34%	17%
Other Americas	10%	56%	27%	22%	64%	14%	62%	25%	36%	37%
ASIA & AUSTRALASIA	8%	50%	21%	13%	57%	19%	47%	16%	23%	23%
Australia	4%	55%	33%	20%	60%	37%	53%	22%	30%	18%
China (including Hong Kong)	6%	65%	16%	7%	70%	11%	42%	10%	16%	16%
India	6%	39%	18%	14%	46%	20%	50%	15%	23%	35%
Japan	19%	37%	18%	10%	36%	6%	42%	14%	22%	31%
Other Asia and Australasia	11%	42%	19%	14%	54%	17%	48%	17%	24%	26%
EUROPE	4%	60%	36%	21%	65%	23%	49%	28%	33%	21%
France	5%	52%	31%	15%	61%	15%	42%	20%	27%	17%
Germany	4%	63%	41%	24%	65%	20%	46%	28%	35%	21%
Italy	3%	58%	35%	17%	67%	13%	52%	26%	34%	20%
Netherlands	3%	67%	44%	20%	65%	22%	48%	32%	37%	24%
Sweden	6%	52%	39%	7%	56%	18%	37%	12%	19%	9%
UK	4%	63%	33%	25%	66%	32%	54%	34%	35%	24%
Other Europe	3%	58%	33%	17%	66%	20%	48%	25%	30%	19%
ALL FOREIGN TOURISTS	10%	28%	10%	7%	57%	36%	46%	24%	21%	35%

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

MOST POSITIVE EXPERIENCE - 2012										
	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 LAND	18%	18%	2%	2%	43%	34%	37%	19%	13%	36%
Botswana	9%	12%	2%	1%	50%	41%	44%	31%	9%	19%
Lesotho	26%	8%		2%	31%	44%	22%	5%	10%	35%
Malawi	11%	41%	3%	4%	48%	40%	30%	18%	15%	54%
Mozambique	1%	5%	5%		61%	12%	92%	48%	26%	32%
Namibia	11%	27%	4%	5%	55%	48%	38%	38%	26%	22%
Swaziland	7%	12%	2%	2%	57%	50%	47%	29%	15%	24%
Zambia	16%	40%	3%	3%	43%	29%	27%	18%	15%	47%
Zimbabwe	29%	34%	2%	2%	32%	27%	14%	5%	5%	49%
AFRICA AIR	14%	43%	10%	7%	44%	23%	35%	23%	22%	33%
Angola	14%	40%	7%	5%	45%	22%	37%	24%	20%	35%
DRC		41%			48%	34%	42%	21%	27%	39%
Kenya	16%	42%	9%	7%	45%	15%	39%	28%	22%	37%
Nigeria	12%	41%	8%	3%	39%	23%	33%	21%	21%	39%
Tanzania		46%			45%	22%	40%	34%	20%	45%
Other Africa and Middle East	14%	46%	14%	10%	44%	23%	32%	21%	22%	26%
AMERICAS	8%	54%	29%	14%	48%	17%	32%	18%	25%	19%
Brazil	11%	57%	29%	17%	44%	9%	33%	21%	25%	22%
Canada	5%	53%	29%	13%	49%	24%	30%	12%	24%	13%
USA	8%	53%	29%	13%	48%	19%	31%	17%	24%	19%
Other Americas	10%	58%	31%	21%	55%	12%	39%	23%	31%	25%
ASIA & AUSTRALASIA	8%	51%	22%	11%	54%	18%	36%	19%	20%	20%
Australia	7%	53%	30%	12%	44%	28%	32%	20%	25%	22%
China (including Hong Kong)	6%	58%	18%	7%	67%	11%	32%	8%	10%	8%
India	6%	49%	26%	16%	50%	16%	42%	26%	30%	33%
Japan	14%	43%	16%	8%	45%	9%	39%	23%	22%	23%
Other Asia and Australasia	9%	47%	18%	12%	56%	22%	39%	23%	19%	22%
EUROPE	6%	55%	29%	15%	51%	23%	29%	16%	22%	15%
France	7%	49%	30%	9%	48%	15%	27%	13%	22%	17%
Germany	5%	59%	34%	17%	53%	19%	29%	14%	22%	13%
Italy	7%	48%	29%	11%	51%	13%	29%	15%	22%	14%
Netherlands	5%	61%	37%	16%	52%	25%	29%	17%	24%	12%
Sweden	5%	49%	25%	8%	48%	17%	24%	13%	15%	13%
UK	6%	56%	25%	17%	51%	31%	31%	18%	23%	15%
Other Europe	7%	53%	29%	13%	52%	19%	28%	15%	22%	16%
ALL FOREIGN TOURISTS	15%	28%	9%	5%	45%	30%	36%	19%	15%	32%
Blank spaces in the table indicates that the sample size was too small to be significant										

MOST POSITIVE EXPERIENCE - 2011										
	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 LAND	20%	14%	2%	4%	41%	29%	39%	19%	11%	36%
Botswana	6%	18%	1%	2%	46%	50%	45%	28%	6%	30%
Lesotho	35%	7%		5%	33%	33%	28%	4%	12%	31%
Malawi	12%	30%	3%	7%	51%	40%	37%	16%	14%	36%
Mozambique	1%	5%	7%		65%	10%	89%	51%	6%	48%
Namibia	10%	47%		9%	41%	53%	22%	30%	22%	20%
Swaziland	22%	25%	2%	6%	55%	25%	52%	26%	25%	24%
Zambia	17%	31%		7%	42%	27%	26%	11%	14%	39%
Zimbabwe	23%	13%	2%	3%	24%	29%	12%	7%	7%	40%
AFRICA AIR	20%	43%	7%	4%	38%	21%	16%	1%	15%	32%
Angola	22%	28%	4%		32%	21%	12%	3%	11%	37%
DRC	13%	63%			49%	39%	29%		27%	49%
Kenya	26%	33%		4%	32%	9%	13%		10%	39%
Nigeria	19%	41%	6%		39%	21%	16%		13%	39%
Tanzania	30%	34%			30%					27%
Other Africa and Middle East	18%	49%	11%	6%	41%	23%	16%	1%	17%	23%
AMERICAS	8%	63%	39%	9%	51%	18%	15%	3%	19%	7%
Brazil	20%	56%	30%	8%	46%	6%	11%		24%	16%
Canada	4%	67%	40%	11%	52%	26%	15%	5%	18%	5%
USA	6%	63%	40%	9%	53%	19%	15%	3%	18%	5%
Other Americas	14%	64%	35%	8%	45%	10%	12%		22%	12%
ASIA & AUSTRALASIA	12%	60%	31%	9%	46%	20%	15%	2%	15%	9%
Australia	7%	61%	36%	9%	43%	35%	15%	3%	17%	6%
China (including Hong Kong)	7%	67%	41%	10%	59%	12%	19%		10%	5%
India	16%	58%	25%	8%	41%	7%	13%		16%	18%
Japan	16%	65%	25%	10%	52%	6%	18%		27%	9%
Other Asia and Australasia	16%	54%	25%	9%	40%	24%	13%		13%	9%
EUROPE	5%	64%	34%	12%	50%	25%	17%	4%	14%	5%
France	7%	65%	44%	9%	56%	18%	22%	3%	26%	10%
Germany	3%	70%	34%	15%	54%	20%	18%	4%	12%	4%
Italy	5%	59%	42%	9%	54%	11%	20%	3%	14%	6%
Netherlands	4%	66%	42%	12%	55%	24%	17%	5%	14%	4%
Sweden	4%	70%	38%	11%	52%	14%	18%	5%	15%	6%
UK	5%	61%	28%	13%	45%	37%	15%	4%	12%	5%
Other Europe	6%	61%	37%	10%	51%	20%	17%	4%	14%	5%
ALL FOREIGN TOURISTS	17%	26%	10%	5%	43%	27%	33%	15%	12%	29%
Blank spaces in the table indicates that the sample size was too small to be significant										

24. Appendix 14: Satisfaction Rating

SATISFACTION RATING - 2013											
	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 LAND	4.51	0.25	2.56	2.40	2.21	3.33	4.12	4.02	4.25	4.01	4.27
Botswana	4.73	0.18	2.22	0.77	1.66	4.43	4.24	4.05	4.12	4.52	4.09
Lesotho	4.42	0.08	1.98	3.54	0.63	2.19	3.88	3.70	4.38	3.75	3.97
Malawi	4.58	0.28	2.84	3.35	2.68	4.04	4.25	4.05	4.41	4.14	4.49
Mozambique	4.46	0.63	4.24	3.46	3.02	4.43	4.36	4.46	4.24	4.04	4.55
Namibia	4.67	0.57	2.99	0.91	3.79	2.52	4.39	4.40	3.86	4.44	4.50
Swaziland	4.33	0.09	2.00	3.26	1.60	1.72	3.76	3.45	3.84	3.87	3.75
Zambia	4.46	0.66	2.94	3.43	3.52	4.04	4.27	4.10	4.33	4.12	4.38
Zimbabwe	4.59	0.17	2.26	1.03	3.01	3.92	4.23	4.18	4.38	4.02	4.54
AFRICA AIR	4.32	1.94	3.37	2.36	3.66	4.15	4.19	4.03	4.24	4.13	4.11
Angola	4.35	1.63	3.29	2.31	3.42	4.13	4.22	4.07	4.26	4.18	4.13
DRC	4.32	1.93	3.26	2.51	3.54	4.09	4.15	4.07	4.19	4.19	4.09
Kenya	4.26	2.38	3.42	2.78	3.93	4.18	4.17	4.06	4.28	4.08	4.09
Nigeria	4.30	1.99	3.47	2.71	3.61	4.14	4.19	4.01	4.25	4.07	4.07
Tanzania	4.26	1.67	2.58	2.01	3.90	4.14	4.17	4.02	4.19	4.14	4.02
Other Africa and Middle East	4.35	1.99	3.47	2.16	3.71	4.16	4.19	4.00	4.24	4.15	4.14
AMERICAS	4.57	2.48	3.67	1.26	3.96	4.00	4.25	4.02	4.11	4.27	4.29
Brazil	4.46	2.65	3.55	1.54	3.96	4.21	4.24	4.13	4.23	4.19	4.18
Canada	4.63	2.22	3.67	0.99	3.76	3.96	4.22	3.97	4.09	4.28	4.33
USA	4.59	2.47	3.72	1.20	3.98	3.94	4.26	3.99	4.07	4.29	4.32
Other Americas	4.52	2.65	3.49	1.68	4.17	4.11	4.31	4.08	4.20	4.22	4.24
ASIA & AUSTRALASIA	4.50	2.56	3.63	1.28	3.94	4.21	4.30	3.95	4.22	4.28	4.05
Australia	4.51	2.51	3.65	0.96	3.35	3.97	4.23	3.91	3.96	4.22	4.25
China (including Hong Kong)	4.65	3.13	4.17	1.09	4.39	4.47	4.51	3.86	4.51	4.52	3.84
India	4.38	2.30	3.43	1.57	3.93	4.17	4.16	4.02	4.16	4.15	4.08
Japan	4.23	2.72	3.25	2.04	4.06	4.08	4.07	3.98	4.09	4.05	3.98
Other Asia and Australasia	4.49	2.12	3.27	1.30	3.93	4.21	4.29	4.00	4.23	4.25	4.12
EUROPE	4.63	2.01	3.74	1.09	3.97	3.97	4.30	4.04	4.17	4.33	4.34
France	4.58	2.22	3.48	0.90	4.15	3.91	4.26	4.02	4.13	4.31	4.25
Germany	4.66	2.09	3.82	1.13	4.11	3.98	4.31	4.06	4.17	4.35	4.34
Italy	4.61	2.07	3.46	0.74	4.20	3.89	4.28	3.98	4.11	4.30	4.35
Netherlands	4.70	1.83	4.07	1.13	4.11	4.15	4.36	4.10	4.23	4.39	4.39
Sweden	4.57	2.37	3.35	0.79	3.73	3.57	4.23	3.94	4.02	4.21	4.23
UK	4.63	1.97	3.90	1.27	3.85	4.05	4.33	4.08	4.21	4.36	4.40
Other Europe	4.62	1.93	3.59	0.99	3.90	3.90	4.25	3.99	4.15	4.30	4.30
ALL FOREIGN TOURISTS	4.52	0.82	2.88	2.09	2.72	3.54	4.17	4.02	4.23	4.09	4.26

SATISFACTION RATING - 2012											
	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 LAND	4.48	4.25	4.20	2.11	2.80	3.51	4.21	4.00	4.42	4.20	4.02
Botswana	4.74	4.43	4.19	0.96	1.69	4.60	4.37	4.12	4.19	4.28	4.42
Lesotho	4.29	3.58	3.49	3.37	1.49	2.54	4.05	3.58	4.51	3.83	3.67
Malawi	4.45	4.58	4.36	3.06	2.78	3.75	4.25	3.98	4.52	4.34	4.08
Mozambique	4.64	4.26	4.76	1.95	4.43	4.62	4.67	4.64	4.59	4.72	4.59
Namibia	4.51	4.43	4.30	1.20	3.91	2.88	4.10	4.06	4.14	4.16	4.23
Swaziland	4.46	3.97	3.94	2.88	1.84	2.78	3.91	3.61	3.97	3.95	3.91
Zambia	4.36	4.40	4.24	2.99	3.21	3.79	4.16	3.91	4.44	4.20	3.98
Zimbabwe	4.49	4.45	4.38	0.75	3.27	3.68	4.18	4.13	4.51	4.29	3.91
AFRICA AIR	4.33	4.43	4.32	2.60	3.74	4.10	4.12	3.99	4.30	3.95	4.09
Angola	4.39	4.40	4.33	2.94	3.88	4.18	4.20	4.09	4.36	4.12	4.17
DRC	4.22	4.31	4.30	1.89	3.26	4.03	4.07	3.93	4.30	3.84	4.02
Kenya	4.32	4.52	4.25	2.73	3.91	4.12	4.09	4.01	4.33	3.91	4.09
Nigeria	4.30	4.45	4.36	2.85	3.74	4.14	4.15	4.05	4.38	3.98	4.06
Tanzania	4.29	4.48	4.21	2.93	3.84	4.00	4.08	3.88	4.31	3.76	4.13
Other Africa and Middle East	4.35	4.42	4.34	2.41	3.74	4.09	4.10	3.94	4.23	3.93	4.08
AMERICAS	4.57	4.51	4.52	1.98	4.17	4.03	4.19	4.05	4.17	4.12	4.19
Brazil	4.42	4.44	4.30	2.18	4.21	4.15	4.13	4.03	4.21	4.03	4.13
Canada	4.68	4.59	4.66	1.95	4.10	3.98	4.22	4.05	4.15	4.18	4.21
USA	4.58	4.51	4.55	1.90	4.16	3.98	4.19	4.03	4.15	4.13	4.19
Other Americas	4.63	4.51	4.52	2.31	4.39	4.22	4.30	4.16	4.30	4.18	4.26
ASIA & AUSTRALASIA	4.52	4.55	4.50	1.64	4.03	4.10	4.26	3.85	4.27	3.87	4.24
Australia	4.47	4.48	4.42	1.82	3.72	4.00	4.15	3.93	4.07	4.12	4.10
China (including Hong Kong)	4.68	4.75	4.71	0.99	4.38	4.28	4.53	3.78	4.51	3.63	4.54
India	4.45	4.46	4.34	2.16	4.03	4.08	4.14	3.93	4.28	3.90	4.09
Japan	4.44	4.42	4.37	2.06	4.21	4.13	4.16	3.94	4.22	3.96	4.17
Other Asia and Australasia	4.48	4.47	4.50	1.58	3.87	4.02	4.18	3.78	4.21	3.84	4.17
EUROPE	4.66	4.50	4.66	1.70	4.13	3.95	4.21	4.00	4.15	4.18	4.16
France	4.59	4.52	4.58	1.69	4.23	3.80	4.17	3.97	4.15	4.12	4.09
Germany	4.68	4.50	4.70	1.73	4.23	3.98	4.20	3.97	4.11	4.17	4.12
Italy	4.67	4.55	4.64	1.74	4.27	3.94	4.22	4.00	4.24	4.14	4.19
Netherlands	4.68	4.49	4.70	1.68	4.14	3.97	4.22	4.02	4.13	4.27	4.19
Sweden	4.63	4.55	4.66	1.49	4.15	3.93	4.14	3.96	4.15	4.16	3.97
UK	4.65	4.46	4.63	1.76	3.99	4.01	4.24	4.03	4.17	4.19	4.22
Other Europe	4.67	4.53	4.67	1.62	4.15	3.89	4.19	3.98	4.14	4.16	4.15
ALL FOREIGN TOURISTS	4.50	4.43	4.32	2.05	3.17	3.66	4.21	3.99	4.36	4.17	4.06

SATISFACTION RATING - 2011											
	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 LAND	4.56	4.54	4.54	4.38	4.62	4.48	4.46	4.25	4.64	4.43	4.41
Botswana	4.58	4.46	4.92	4.79	4.62	4.81	4.52	4.25	4.61	4.62	4.58
Lesotho	4.42	4.55	3.83	4.31	4.15	3.69	4.13	3.66	4.42	4.03	4.03
Malawi	4.54	4.74	4.67	4.61	4.60	4.55	4.52	4.27	4.71	4.51	4.54
Mozambique	4.97	4.92	5.00	4.92	4.98	4.98	4.97	4.97	4.98	4.90	4.85
Namibia	4.36	4.18	4.20	4.11	4.36	4.34	4.03	3.90	4.49	3.99	4.58
Swaziland	4.70	4.35	4.41	4.39	4.50	4.64	4.68	4.53	4.55	4.54	4.55
Zambia	4.29	4.44	4.55	4.41	4.52	4.38	4.27	4.06	4.66	4.32	4.36
Zimbabwe	4.41	4.20	4.74	4.23	4.67	4.50	4.38	4.27	4.68	4.46	4.35
AFRICA AIR	4.14	4.19	4.75	3.82	4.28	4.07	4.06	3.77	4.47	3.68	4.17
Angola	4.27	4.25	4.75	4.23	4.42	4.25	4.20	4.00	4.51	3.95	4.32
DRC	3.96	4.14	4.65	3.87	4.06	3.98	3.94	3.62	4.69	3.42	4.05
Kenya	3.98	4.13	4.66	4.03	4.23	4.06	4.01	3.85	4.61	3.53	4.09
Nigeria	4.07	4.22	4.74	3.93	4.31	4.12	4.14	3.91	4.58	3.79	4.20
Tanzania	4.13	3.92	4.85	3.84	4.32	4.16	4.14	3.93	4.53	3.78	4.25
Other Africa and Middle East	4.20	4.23	4.77	3.54	4.27	4.01	4.01	3.63	4.33	3.62	4.15
AMERICAS	4.65	4.49	4.89	3.70	4.50	4.33	4.34	4.05	4.18	4.15	4.51
Brazil	4.46	4.39	4.86	3.55	4.39	4.19	4.21	3.99	4.35	4.00	4.33
Canada	4.70	4.52	4.90	3.87	4.50	4.28	4.34	3.97	4.09	4.27	4.55
USA	4.68	4.51	4.89	3.73	4.53	4.37	4.37	4.09	4.16	4.18	4.56
Other Americas	4.54	4.38	4.86	3.47	4.38	4.23	4.27	3.90	4.32	3.95	4.34
ASIA & AUSTRALASIA	4.42	4.35	4.82	3.35	4.37	4.16	4.17	3.61	4.16	3.69	4.31
Australia	4.45	4.35	4.80	3.61	4.41	4.20	4.19	3.80	3.97	4.14	4.33
China (including Hong Kong)	4.66	4.66	4.93	3.06	4.59	4.38	4.46	3.66	4.39	3.38	4.54
India	4.28	4.04	4.73	3.28	4.21	4.01	4.05	3.41	4.29	3.56	4.24
Japan	4.29	4.07	4.80	3.53	4.26	4.07	4.05	3.59	4.03	3.63	4.09
Other Asia and Australasia	4.32	4.26	4.81	3.27	4.31	4.09	4.04	3.53	4.08	3.61	4.23
EUROPE	4.68	4.43	4.85	3.57	4.44	4.32	4.30	3.95	4.11	4.15	4.45
France	4.57	4.35	4.86	3.70	4.42	4.27	4.26	3.92	4.18	4.07	4.42
Germany	4.73	4.39	4.85	3.39	4.42	4.37	4.33	3.95	4.09	4.21	4.45
Italy	4.75	4.48	4.89	3.45	4.49	4.37	4.32	3.99	4.21	4.17	4.51
Netherlands	4.68	4.42	4.83	3.36	4.37	4.33	4.29	3.93	4.05	4.20	4.40
Sweden	4.67	4.44	4.83	3.59	4.32	4.31	4.28	3.88	4.05	4.18	4.44
UK	4.66	4.43	4.84	3.66	4.47	4.31	4.30	3.97	4.11	4.12	4.44
Other Europe	4.68	4.46	4.86	3.64	4.44	4.31	4.31	3.93	4.11	4.16	4.47
ALL FOREIGN TOURISTS	4.56	4.42	4.63	4.22	4.55	4.42	4.41	4.15	4.52	4.32	4.41

25. 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 are three types of tourists:

- a. Inbound tourist - A non-resident visitor who visits within the economic territory of the country of reference.
- b. Domestic tourist - A resident visitor who visits within the economic territory of the country of reference.
- c. 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 SA Tourism's Departure Surveys

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

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

Data is collected using computer-aided personal interviewing method where a structured questionnaire is completed by qualifying respondents. In the Departure Survey it is almost impossible to back check as the survey deals with foreign tourists who are departing the country. Conducting back checks on foreign tourists is costly. To reduce response errors the field coordinator, field supervisor, and field manager check errors on the questionnaires before data processing. During the 2003 to 2005 period rejection of questionnaires was commonly used but since the beginning of year 2006 imputation methods are being used. For most of the questions in the Departure Survey the item non response rate is zero. The

total spend in South Africa has an item non response rate non response of 0.8% rate and justifies using face to face interviews rather than self completion.

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

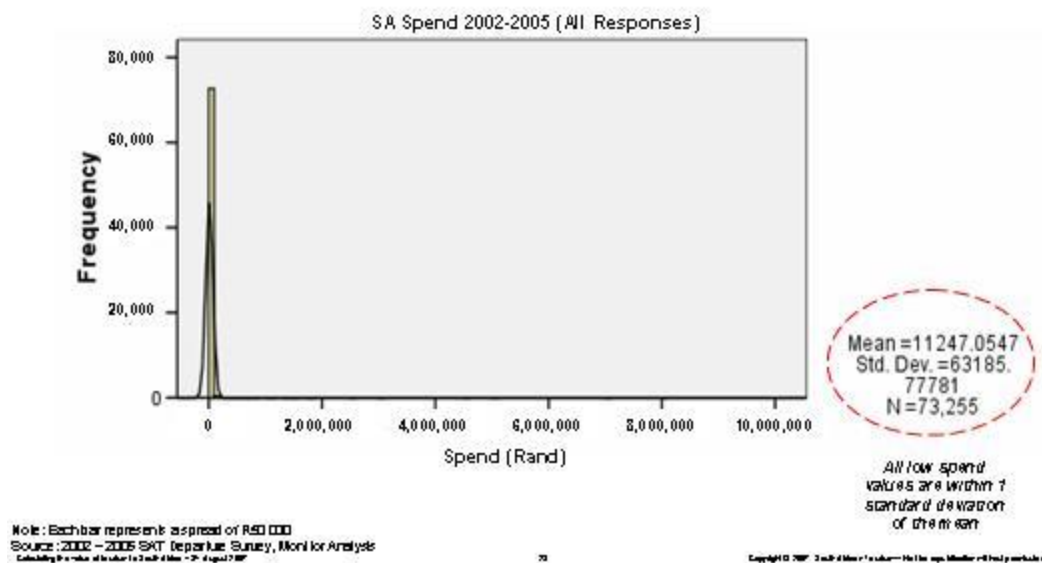
For more details on the methodology used in the survey, please consult our website. **SA Tourism's Departure Survey is weighted using the data published by Statssa. Should this data be incorrect, there would be a direct impact on the data released by SA Tourism.**

26. 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:

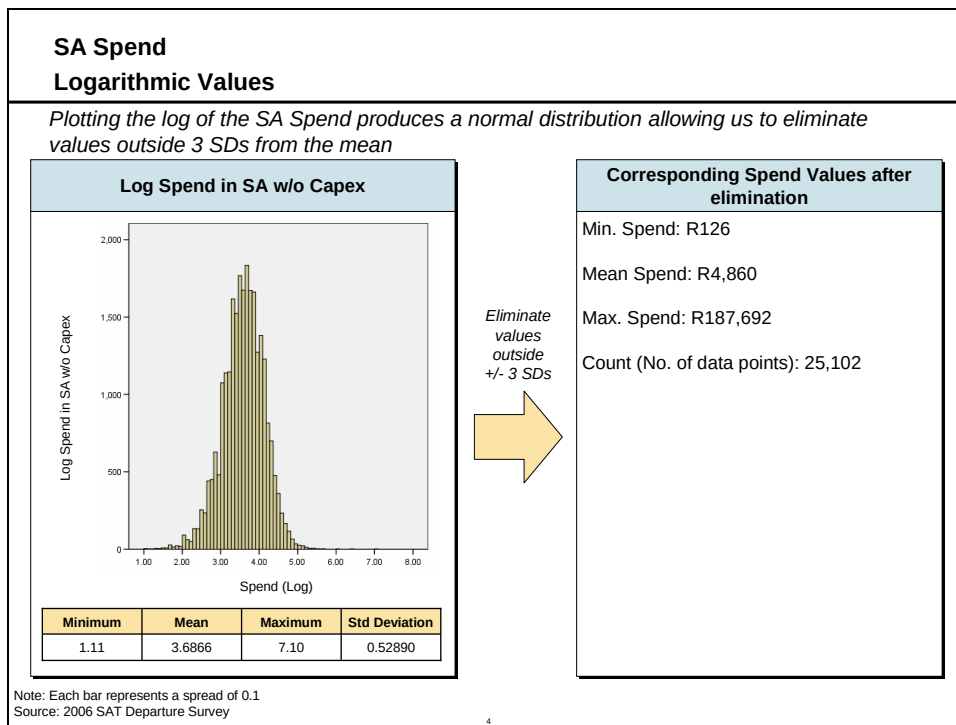
$$\begin{aligned}\text{Log_Low_cut_off} &= \text{Mean} - 3 * \text{Stdev} \\ \text{Log_Upper_cut_off} &= \text{Mean} + 3 * \text{Stdev}\end{aligned}$$

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

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

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)

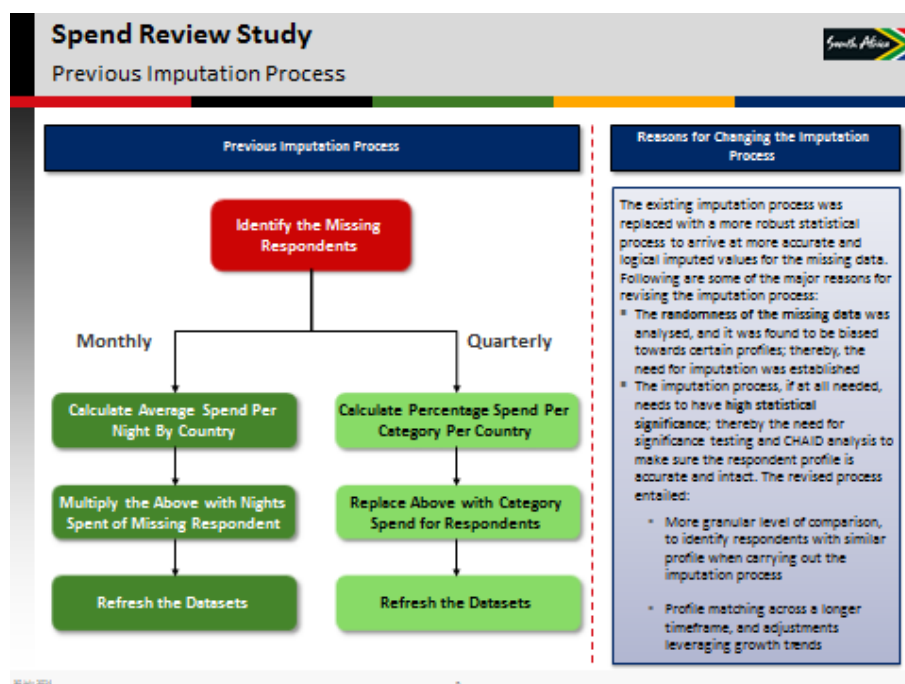
	Mean	Lower bound	Upper bound
Land markets	R 5,570	R 5,560	R 5,580
Air markets	R 12,520	R 12,500	R 12,540
Total	R 7,610	R 7,600	R 7,620

Length of stay

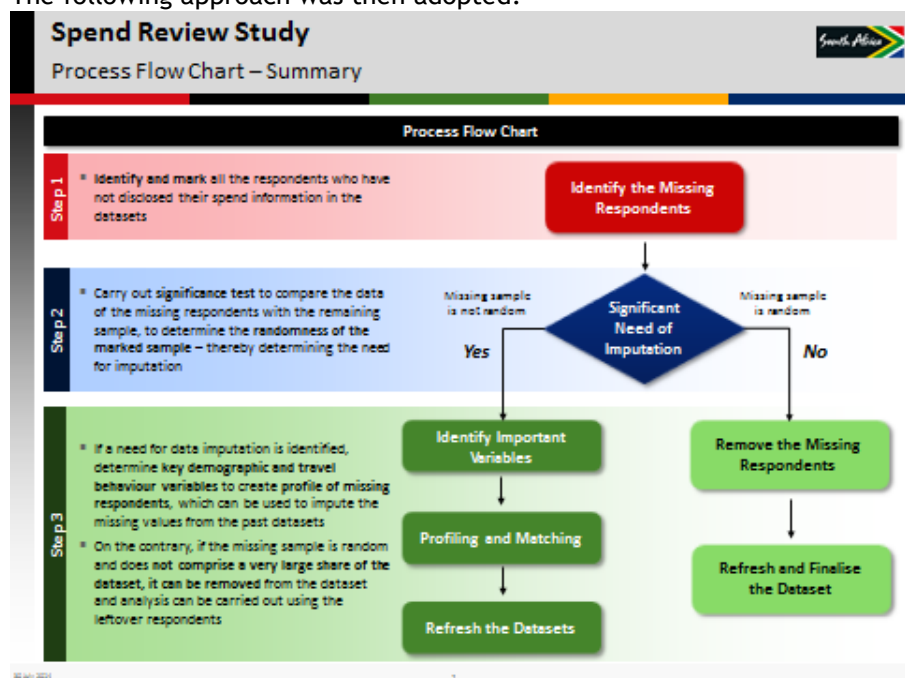
	Mean	Lower bound	Upper bound
Land markets	6.69	6.68	6.70
Air markets	13.40	13.38	13.42
Total	8.66	8.65	8.67

27. Appendix 17: Imputation methodology

SA Tourism bases its revenue calculations on the traveller spend data, collected from the Departure Surveys. During 2012 and 2013, there was a decrease in the number of respondents disclosing their travel spend. SA Tourism therefore performed imputation on the missing data for these years. In 2014, a review was conducted of the imputation methodology and a more robust methodology was adopted. As a result, 2012 revenue data previously reported has been revised.



The following approach was then adopted:



28. Appendix 18: 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 tourist arrivals by air and road as released by StatsSA.
3. 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:

$$(\text{Current Value} / \text{Base Value})^{(1 / \# \text{ of years})} - 1$$
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 tourists who reported incurring expenses in that category.

29. Appendix 19: Domestic Tourism

This report is based on the findings of the Domestic Tourism Survey, conducted from January 2009 to December 2013.

A sample of 1,950 interviews was conducted each month (for 2007 to 2009), 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.) However from 2010, the booster sample was discontinued, and only the random sample of 1,300 conducted monthly.

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 in 2007, 15 481 people interviewed in 2008, and 15 600 people interviewed in 2009 onwards. The main indicators were as follows:

Key Metrics		2009	2010	2011	2012	2013
Domestic Travel Incidence	Annual	48%	43%	44%	40%	35%
	Monthly ¹	8%	8%	7%	6%	6%
Number of Trips	Annual	30.3 Million	29.7 Million	26.3 Million	25.4 Million	25.2 Million
	travellers	14.6 million	13.5 million	13.9 million	12.5 million	12.0million
	Avg. Trip taken	2.1	2.4	2.1	2.1	2.1
	By Purpose	VFR: 76%, Holiday: 12%, Business: 5%,	VFR: 74%, Holiday: 13%, Business: 5%,	VFR: 73%, Holiday: 15%, Business: 4%,	VFR: 72%, Holiday: 12%, Business: 7%,	VFR: 70%, Holiday: 11%, Business: 8%,
Spend	Total Annual Spend	R22.4 Billion	R21.1 Billion	R20.2 Billion	R21.8 Billion	R24.3 Billion
	By Purpose	VFR: 59%, Holiday: 22%, Business: 17%	VFR: 51%, Holiday: 31%, Business: 14%	VFR: 53%, Holiday: 29%, Business: 12%	VFR: 52%, Holiday: 23%, Business: 17%	VFR: 47%, Holiday: 26%, Business: 19%
	Average Spend per Trip / per Day	R730 / Trip; R170 / Day	R710 / Trip; R160 / Day	R760 / Trip; R170 / Day	R850 / Trip; R180 / Day	R960 / Trip; R210 / Day
Trip Length	Total Annual Bed Nights	128.4 Million	130.8 Million	114.8 Million	121.2 Million	111.3 Million
	Average Nights per Trip	4.2	4.4	4.4	4.8	4.4

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.

From 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 and 2009

data as a baseline. The result of the monthly audit is that there are no systematic deviations observed in the 2009 and 2010 dataset and no identifiable reason to normalise both datasets. This method will be used in future to ensure that there are no outliers in the dataset that could affect the results of the Domestic Tourism Survey.

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.

30. Appendix 20: Glossary of terms

Tourism is not an industry in the traditional sense because industries are classified according to the goods and services they produce, while tourism is a consumption-based concept that depends on the status of the consumer. This is the major reason for the difficulty in measuring tourism's contribution to the economy of any country.

With the growing significance of tourism globally and the increasing economic interdependence between countries, it is becoming vital that there is a common language for defining and measuring tourism statistics.

SA Tourism in conjunction with the Department of Environmental Affairs and Tourism and Statistics South Africa undertook an exercise to develop a set of tourism definitions that are aligned to global standards. This process involved user consultation and the agreed definitions are published in the Statistics South Africa document titled "Concepts and Definitions for Statistics South Africa 2007".

SA Tourism has now aligned its reporting to these approved definitions.

- **Visitor** - Any person travelling to a place other than that of his/her usual environment for less than 12 months, and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.
- **Same day visitor** - A visitor who visits a place for less than one night.
- **Tourist** - A visitor who stays at least one night in the place visited.
- **Usual environment** - To be outside the 'usual environment' the person should travel more than 40 kilometres from his/her place of residence (one way) AND the place should NOT be visited more than once a week. This includes place of work and place of study. Leisure and recreational trips are included irrespective of frequency.
- **Country of residence** - If a person resides (or intends to reside) for more than one year in a given country and has there his/her centre of economic interest (e.g. his/her major source of income), he/she is considered as a resident of this country.
- **International traveller** - Any person on a trip between two or more localities in different countries.
- **International visitor** - Any person who travels to a country other than that in which he/she has his/her residence but outside his/her usual environment for a period that is less than 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.
- **International tourist** - An international visitor who stays at least one night in collective or private accommodation in the country visited.
- **Foreign traveler** - A person who resides outside South Africa and visits the country temporarily.
- **Foreign visitor** - Visitor who is a resident of another country.
- **Domestic tourist** - A resident visitor who visits within the economic territory of the country of reference.

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

22