

## QUARTERLY PERFORMANCE - (JUL to SEP 2016)

### DOMESTIC TOURISM PERFORMANCE

Domestic Tourist Trips  
**4,5 million**  
↓ -22 % compared to 2015



Total Direct Domestic Spend  
**R3,5 billion**  
↓ -40% compared to 2015



Length of Stay  
**4.1 nights**  
↑ +19% compared to 2015



Bednights  
**18,2 million**  
↓ -7% compared to 2015



### INTERNATIONAL TOURISM PERFORMANCE

Foreign Tourist Arrivals  
**2,4 million**  
↑ 12.3% compared to 2015

Total Foreign Direct Spend  
**R17,4 billion**  
↑ +9.1% compared to 2015

Length of Stay  
**8.3 nights**  
↓ -15.3% compared to 2015

Bednights  
**19,5 million**  
↓ -5.2% compared to 2015

Geographic Spread  
**14%** Visited more than one province  
↑ +2.1% compared to 2015



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## Foreword

As the tourism marketing arm of the South African Government, South African Tourism has developed an integrated marketing strategy that focuses on leisure and business 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 July to September 2016 against the South African Tourism mandate.

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

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. These changes were made for more robust results as the sample sizes are larger and drawn in way that ensure representativeness.

In 2014, Statistics SA made changes to the release of its Tourism & Migration reports and now no longer report on transit arrivals. 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 2013.

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

- Statistics SA's Tourism & Migration releases for 2016
- South African Tourism's monthly departure surveys conducted at OR Tambo International Airport and Cape Town International Airport as well as 12 land border posts during 2016
- SA Tourism's monthly domestic tourism surveys

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

### 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](http://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.

## Overview of the quarter

In the third quarter of 2016 tourism contributed by estimated **R20.9 billion** (The revenue generated from domestic tourist was **R3.5 billion**, while international tourist contributed by **R17.4 billion**) in the South African economy, this is -4.1% less than the **R21.8 billion** contributions in 2015. The decrease in tourism revenue in this quarter was as the results of decrease in revenue generated from domestic tourists.

### Revenue



**Domestic tourist's** revenue decreased by -40% to record R3.5 billion in 2016 compared to R5.7 billion in 2015. The domestic tourist who took a trip in this period spent less per day than usual, down by -35% from R290 last year to R190 in 2016. The holiday takers spend on the other hand has increased by 2% from R801 million in 2015 to R814 million in this year, this is in line with what South African Tourism aims to achieve, to have more domestic tourist taking and spending more on holiday related trips.

**Foreign tourist** revenue on the other hand increased by 9.1% in this quarter to record R17.4 billion. The increase in arrivals (up 12.3%) and the growth in spend per day (up 15.1% from R770 in 2015 to R890 in this year) are the key drivers of the growth in revenue.

- There was a growth in foreign spend on food, leisure, medical and shopping in this quarter.
- Revenue generated from shopping for items for personal use grew by 25.1% to an estimated value of R5.3 billion. This remains the biggest spend category.
- The revenue generated from food & drink consumed by tourists while in SA grew by 17.7% to a total of R2.5 billion.
- Spend on accommodation decreased by -23.0% to a total of R1.6 billion from R2.1 billion last years. This decline was driven by the decrease in bednights spent in paid accommodation even despite the growth in bednights spent in hotels.
- The amount spent on buying things for resale decreased by -21.2% to reach R3.4 billion
- Spend on transport decreased by -11.3% to reach R1.1 billion

### Domestic Trips and Foreign Arrivals



**Domestic tourism** accounted for **4.5 million** of the tourism trips and has decreased by -22.0% compared to the **5.7 million** trips taken in Q3 2015. The decrease in total trips was largely driven by a decrease in trips taken purpose of, visiting family and friends, holiday and business. Fewer long weekends in Q3 2016 compared to Q3 2015 affected travel patterns between the quarters as domestic tourists tend to travel during long weekends/public holidays and school holidays.

**Foreign** arrivals accounted for **2.4 million** of total tourism trips/arrivals and increased by 12.3% compared to Q3 2015. Looking at purpose of visit we see that the main driver of the increased foreign volume was among tourist visiting for leisure (driven in particular by VFR tourists). Business volume increased slightly while religious and medical tourists saw double-digit increases compared to last year.

The fastest growing region was Asia and Australasia (30.2%), the Americas (19.2%), and Europe (18.4%). These impressive growth rates across the regions have seen arrivals fully recovered as the arrivals are above the 2014 levels for this quarter compared to last year. All regions are now ahead of 2014 from a quarter to quarter perspective and when looking at arrivals from January to September.

## Length of stay and Bednights



The total number of bednights spent in SA decreased to **37.7 million** from **40.3 million** in 2015. Despite the increase in domestic length of stay to 4.1 nights the domestic bednights reduced because of fewer tourists trips in this quarter. From an international perspective we saw the opposite as the decline in bednights was driven by the decrease in average length of stay despite the arrivals increase.

Bednights spent in South Africa are largely dominated by nights spent in unpaid accommodation for both domestic and foreign tourists and make up over two-thirds of bednights spent. Among foreign tourists, 70.1% of bednights are unpaid and this share has been increasing in recent years from 66.2% in Q3 2015.

The formal accommodation sector saw a -8.6% decline in formal bednights (i.e. total nights spent in the formal accommodation sector) from international tourists to reach 5.6 million from 6.1 million in 2015. Hotels saw growth in bednights (6.1%) and length of stay (7.4%) while other formal accommodation types saw declines from last year with the exception of camping sites which saw a 10.6% increase in bednights.

From a domestic stand point 90% of bednights are spent in unpaid accommodation. Hotels, guesthouses and bed and breakfasts make up the majority of paid accommodation with 41%, 24% and 18% share respectively

## Geographic spread



The provincial spread in South Africa has improved from an international perspective with the arrivals increasing in 8 of the 9 provinces in the third quarter of 2016 (Mpumalanga being the provinces that did not see an increase in international tourist arrivals this quarter). To further illustrate the improvement in provincial spread from foreign tourists, we saw an increase of 12.1% in the number of tourists visiting more than one province in Q3 2016. Tourism revenue generated by all provinces from international tourist increased in 4 provinces. The provinces that declined significantly were North West (-27.3%), Kwazulu Natal (-14.4%) and Free State (-14.4%).

From a domestic perspective, Limpopo increased its share of trips and continued to receive the most trips, followed by Gauteng and Eastern Cape.

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<sup>1</sup> Domestic sample sizes are too unstable to provide the equivalent metric.



## Foreign Tourist Arrivals

Tourist arrivals have returned to positive growth with recovery from last year across all regions. In this quarter tourist arrivals grew by 12.3% to 2.4 million. This year-on-year growth is consistent with our competitors but we are well behind on compound annual growth rate (CAGR<sub>(2014-2016)</sub>) for the third quarter.



12.3%  
\*\* 3.1%



12.5%  
\*\*10.2%

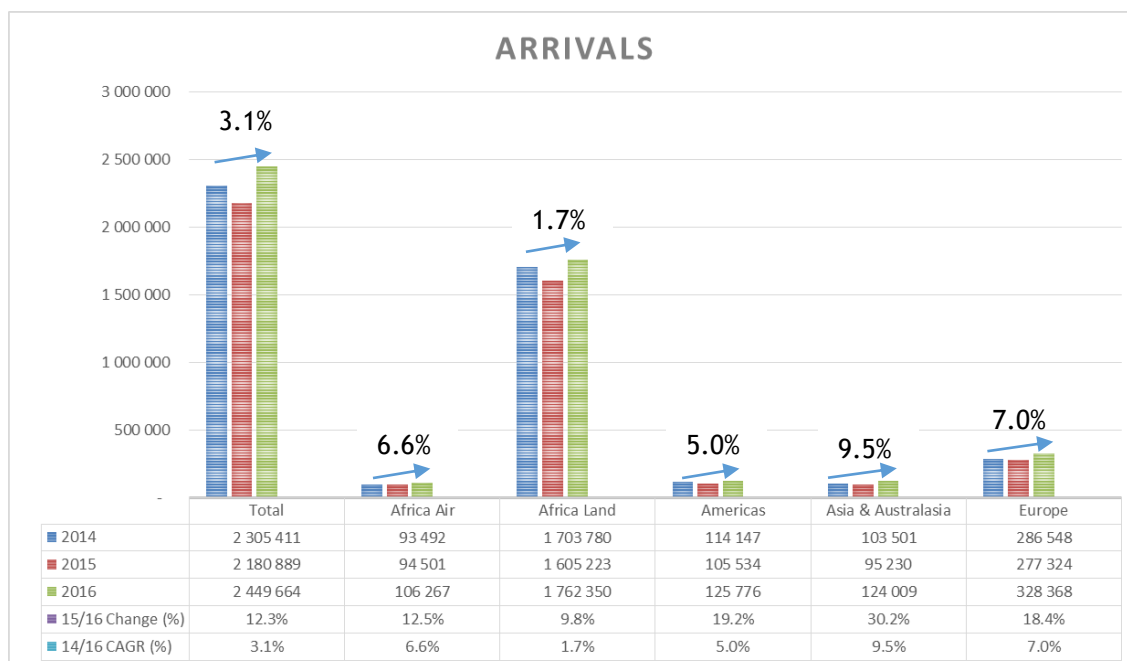


12.8%  
\*\*18.6%

NB: \*\*CAGR<sub>2014-2016</sub>

Driving our growth are the Asia & Australasia markets and in particular the Asian markets which have grown to record highs in this quarter over last year. This growth reflects a return to growth, not just recovery of lost ground from last year's declines.

Air markets are the major driver of the growth in arrivals with land markets dampening the overall growth rate. Africa-land is the only region to grow in single digits compared to last year (9.8%) and grew by a CAGR of 1.7%.

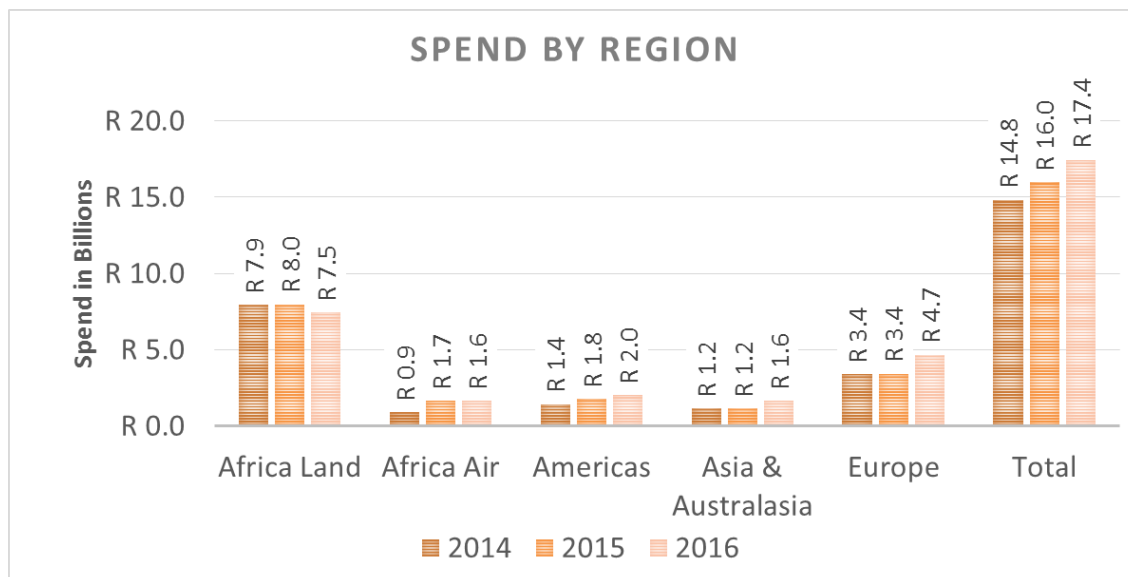




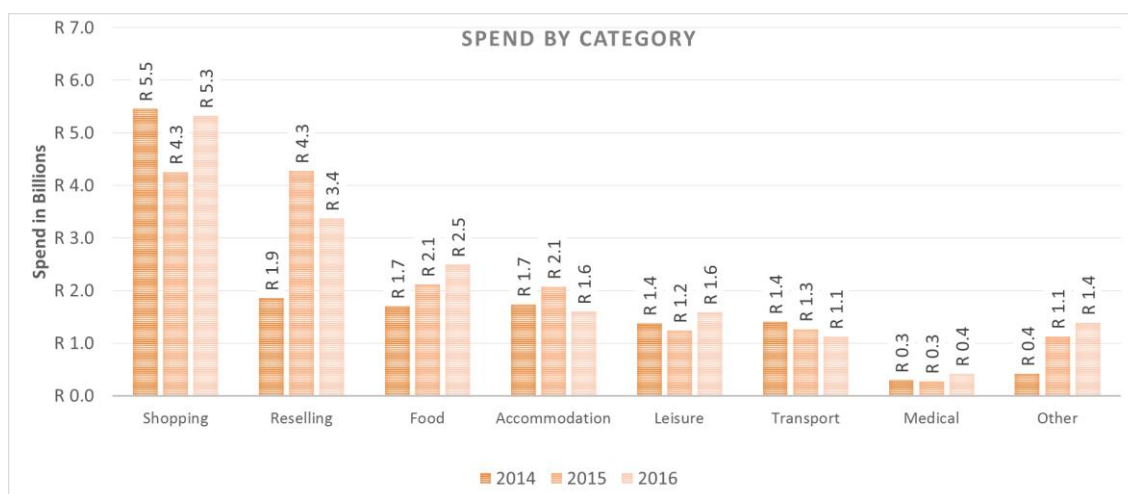


## Total Foreign Direct Spend

Total foreign direct spend (excluding capital expenditure), or foreign tourism revenue has grown consistent with the growth in arrivals with total spend up by 9.1% from last year. However looking at the compound annual growth rate (CAGR<sub>2014-2016</sub>) of 8.5%, spend has outgrown arrivals which only grew by (CAGR<sub>2014-2016</sub>) of 3.1%. Spend increased across all regions, reaching new records of above both last year and 2014 levels with the exception of Africa-land (which is down from both 2014 and 2015) and Africa-air (which grew from 2014 but is down slightly from 2015).

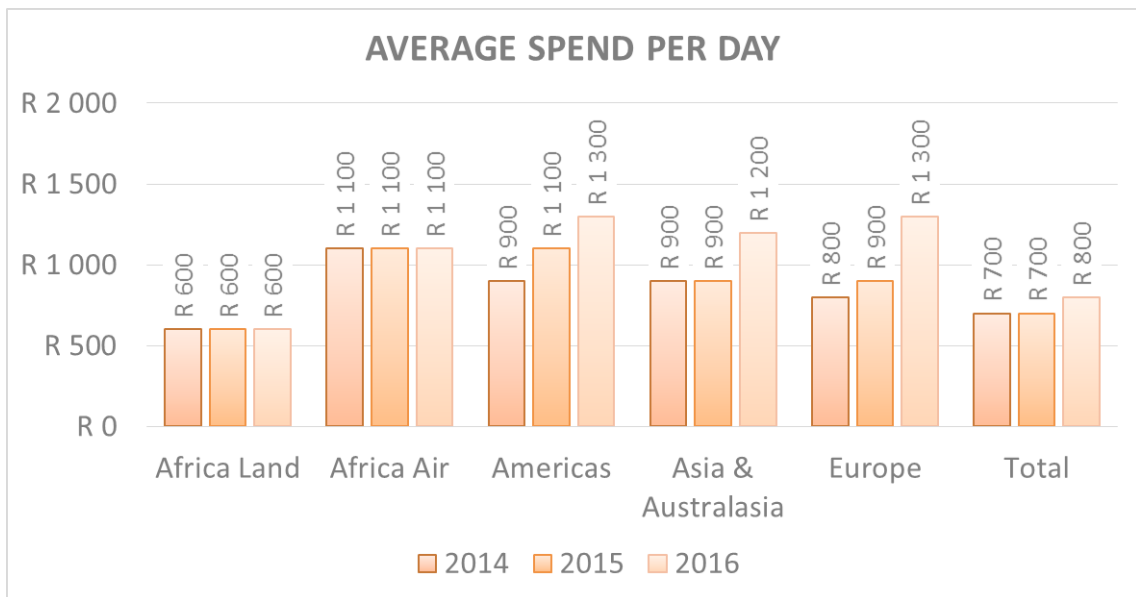


The growth is driven by growth in spend on food, leisure and medical; these spend categories growing both ahead of last year and 2014. Shopping, remains the largest spend category was higher than Q3 2015 but remains slightly below the Q3 2014 levels. This decline in spend on shopping is driven solely by Africa-land which is down by a (CAGR<sub>2014-2016</sub>) -19.7% leading to a (CAGR<sub>2014-2016</sub>) -1.2% decline in total shopping spend despite double-digit growth from air markets.

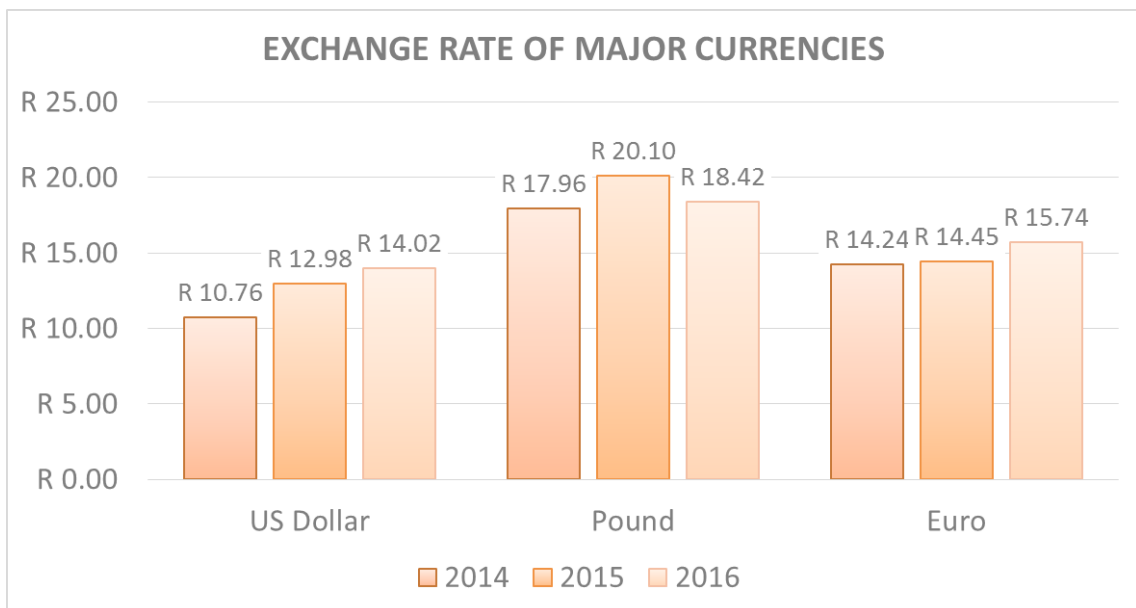









In general, tourists spent slightly more per day than usual except for tourists from Africa-air and Africa-land whose spend remained stable. In the overseas regions, we have seen an increase and this increase was led by Europeans spend which increased by R400 to a total of R1 300, Asia & Australasia increasing by R300 to reach R1 200 and Americans spend increased by R200 to a total of R1 300 per day in South Africa.



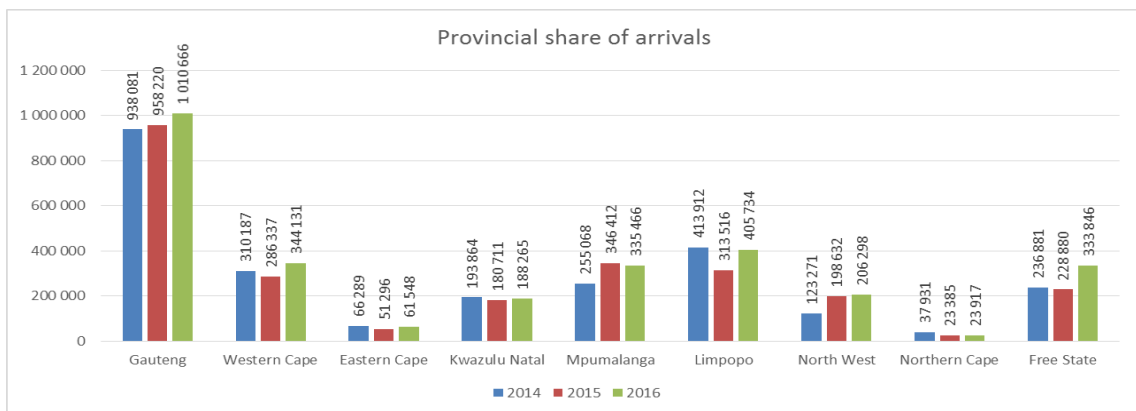
The rand exchange rate to major currencies have continued to worsen with the exception of the improvement in the exchange rate against the British Pound compared to the same period last year.



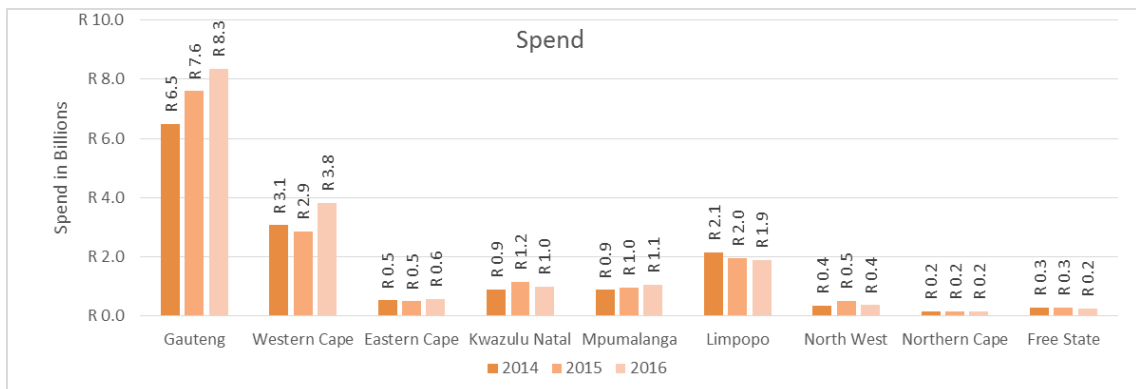
## Provincial Performance

					
	Arrivals	Spend (Millions)	Length of stay	Bednights	% Visited other provinces
Gauteng	1 010 666	R 8 338	8.0	7 764 721	79.8%
Western Cape	344 131	R 3 813	11.0	3 648 390	40.7%
Eastern Cape	61 548	R 576	9.7	571 305	12.0%
Kwazulu Natal	188 265	R 996	6.2	1 119 877	17.0%
Mpumalanga	335 466	R 1 051	5.8	1 871 824	44.4%
Limpopo	405 734	R 1 885	3.8	1 498 905	9.2%
North West	206 298	R 371	4.4	871 854	26.2%
Northern Cape	23 917	R 150	6.5	150 310	1.7%
Free State	333 846	R 245	6.2	1 987 937	3.0%

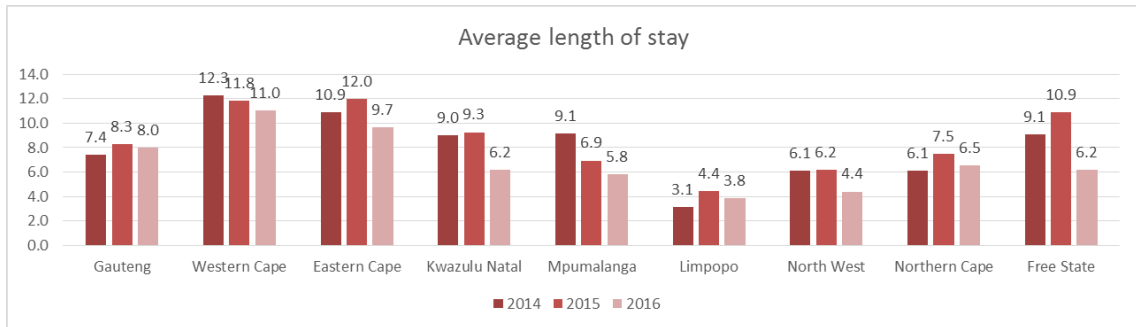
Gauteng was the most visited province in this quarter and grew to reach over 1 million international tourist arrivals with a total of 7.8 million bednights generating an estimated R8.3 billion in revenue. On average tourists stayed 8.0 nights. Western Cape is the 2<sup>nd</sup> most visited province with 0.3 million tourist arrivals generating 3.6 million bednights. On average tourists stayed 11.0 nights. Most of the provinces saw arrivals increase from 2015 levels with the exception of Mpumalanga which dipped slightly.



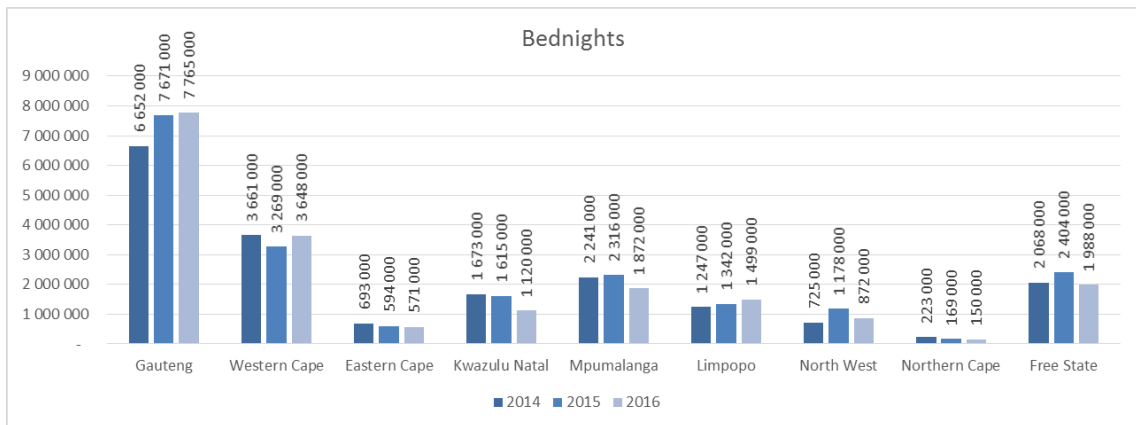
Spend grew for Gauteng, Western Cape, Eastern Cape and Mpumalanga with the other provinces declining from last year. Of those however KZN and North West remain above 2014 levels.



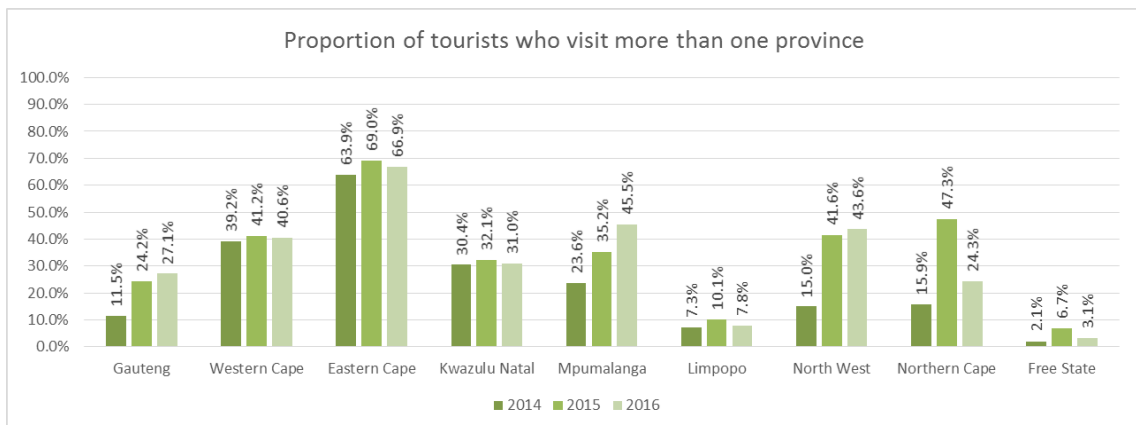
In this quarter there is a decline in average length of stay for all the provinces compared to 2015 and only Gauteng, Limpopo and Northern Cape are above 2014 levels.



Gauteng leads in bednights and has continued to grow despite the dip in average length of stay. Despite the volume increases across the provinces only Gauteng, Western Cape and Limpopo have also grown from last year.

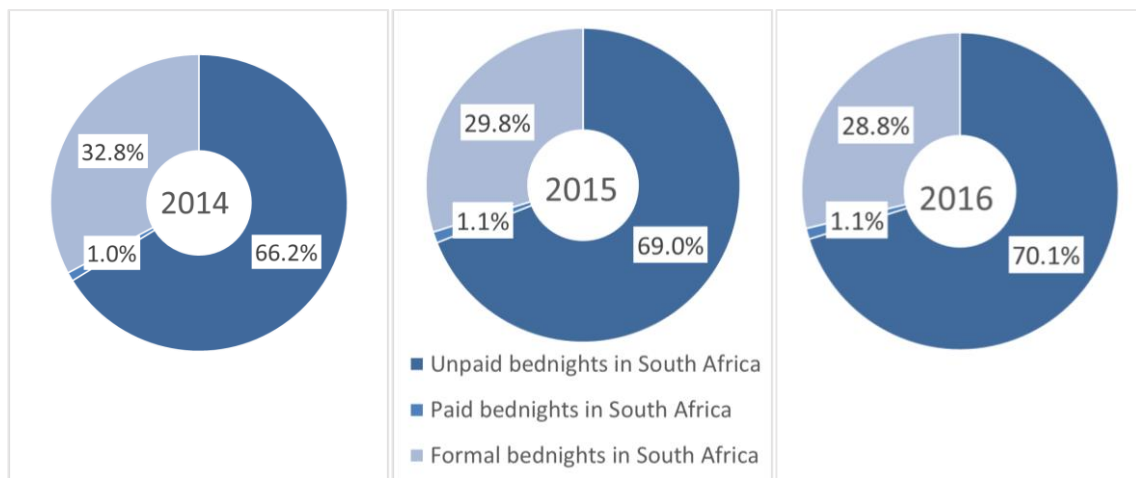


The proportion of tourists visiting more than one province has decreased for most of the provinces in this quarter over the same period last year but all remain ahead of 2014. Eastern Cape is the province visited by the largest proportion of tourists who visit more than one province followed by Mpumalanga and North West.



## Accommodation Section

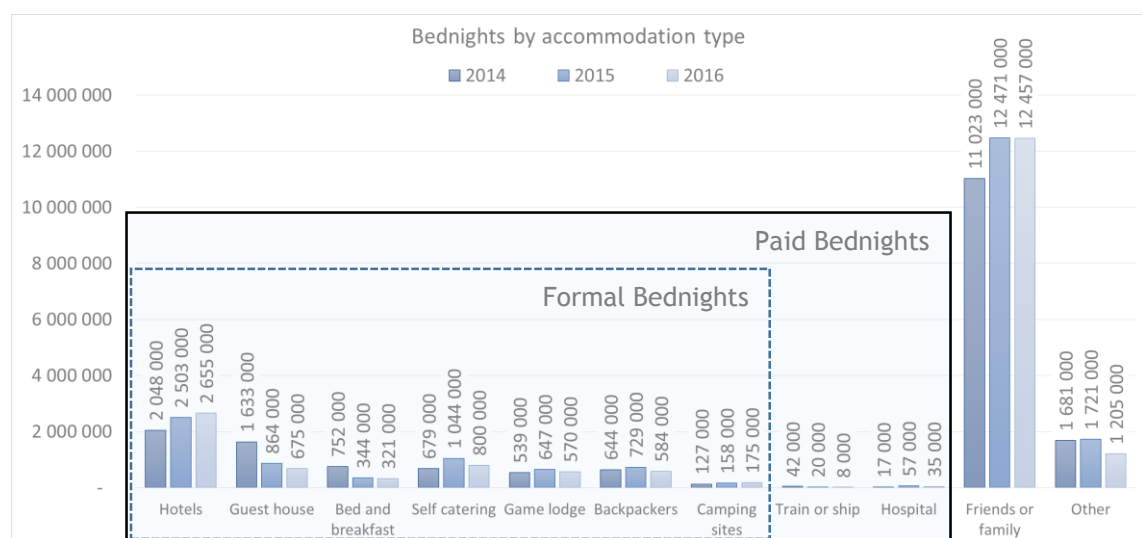
Of the 19.5 million bednights in this quarter, 70.1% of these nights were spent in unpaid accommodation, while the remaining were in paid accommodation. The share of nights spent in unpaid accommodation has been increasing in recent years and has grown from 69.0% to 70.1% between Q3 2015 and Q3 2016, while the share of nights spent in the formal paid accommodation sector has decreased by the corresponding 1%. This implies that tourist coming into South Africa are more inclined in staying with friends and family or staying in their own holiday homes than utilising accommodation in the formal sector. The popular increase of AirBnB and similar sharing economy services globally also poses a challenge in the usage of formal accommodation in the future.



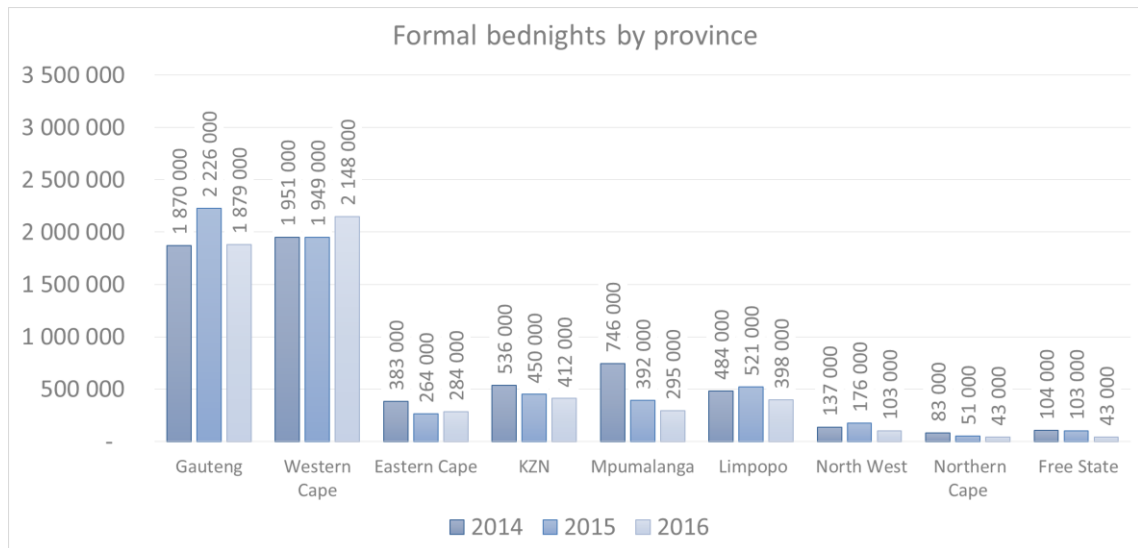
NB:

- Formal Bednights = Hotels, guesthouses, bed and breakfasts, self-catering, game lodge & backpackers.
- Paid Bednights = Hotels, guesthouses, bed and breakfasts, self-catering, game lodge, backpackers, camping, train and hospital.

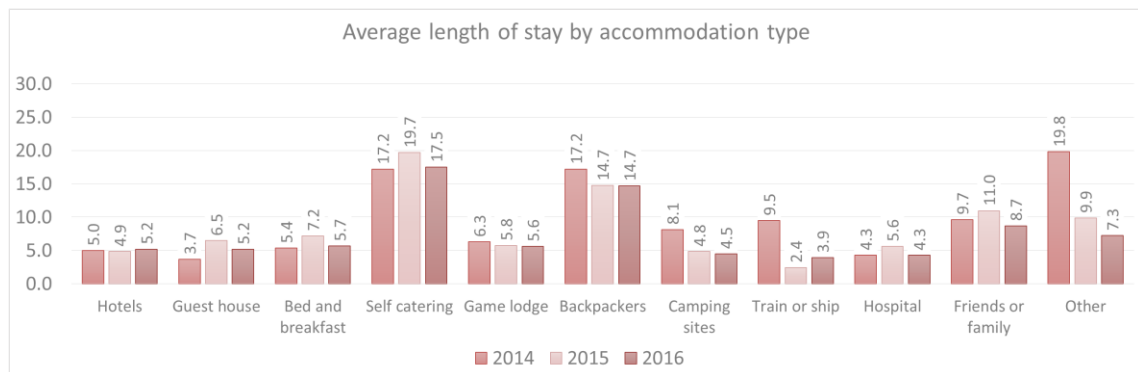
Average length of stay and total bednights have both decreased compared to last year. The declines are driven by paid bednights which decreased by -8.6% to a total of 5.6 million. Hotels and camping sites are the only paid accommodation types that saw an increase in this quarter over 2015. Bednights spent with friends and family have remained relatively stable compared to last year.



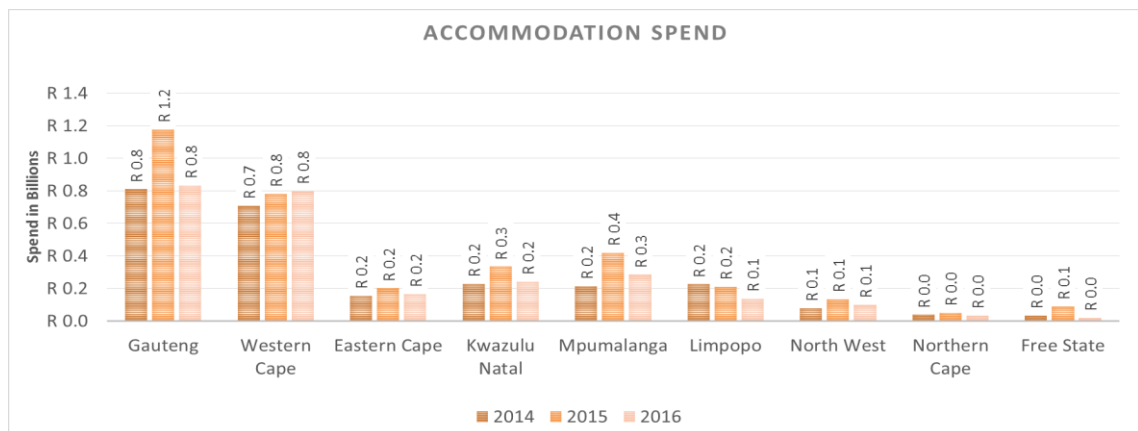
Just over 70% of formal bednights are spent in Western Cape and Gauteng, and Western Cape saw an increase (+10.2%) from last year while Gauteng saw a decline (-15.6%). Eastern Cape is the only other province to have an increase in formal bednights compared to last year.



Most of the accommodation types have seen declines or remain relatively stable which contributed to the decrease in overall bednights. Length of stay at hotels was the only accommodation type to have grown compared to 2015 (up 7.4%) and 2014 (up by a CAGR of 2.1%).

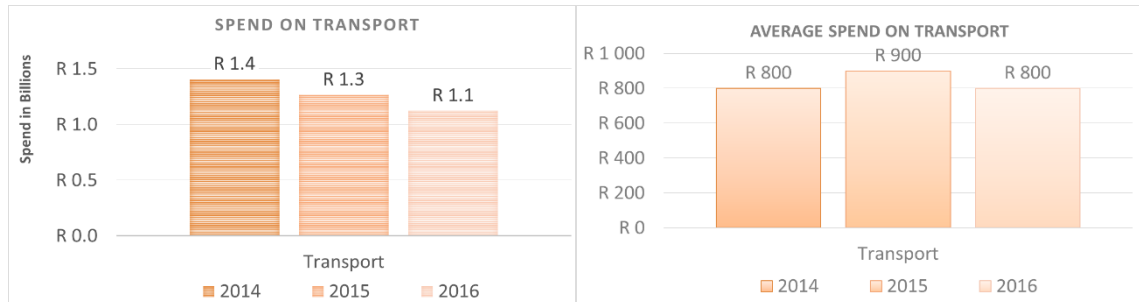


Spend on accommodation is down from last year across all the provinces with the exception of Western Cape with a growth of 2.1%.

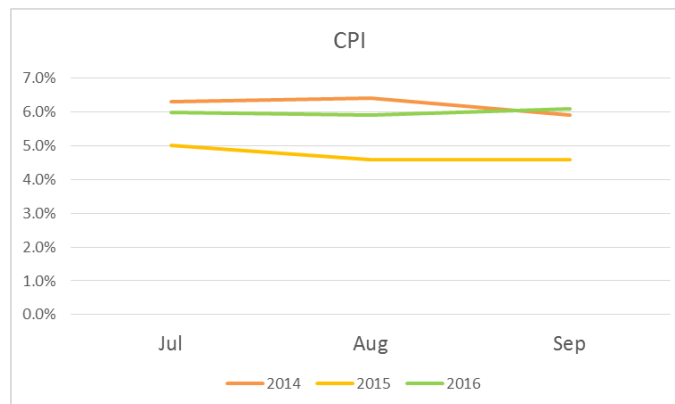


## Transportation Section

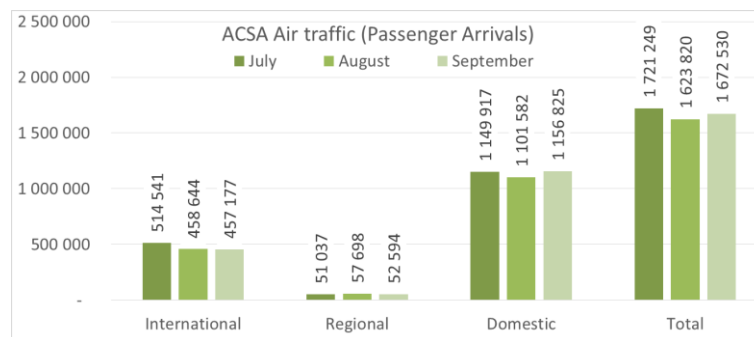
Revenue generated from the transport sector decreased to R1.1 billion in Q3 2016. Africa-land markets are driving the decline in Transport spend while air markets saw double-digit CAGR growth from Q3 2014. In this quarter average spend decreased from R900 to R800. Looking at the various modes of transport we see the modes used remained relatively stable compared to last year.



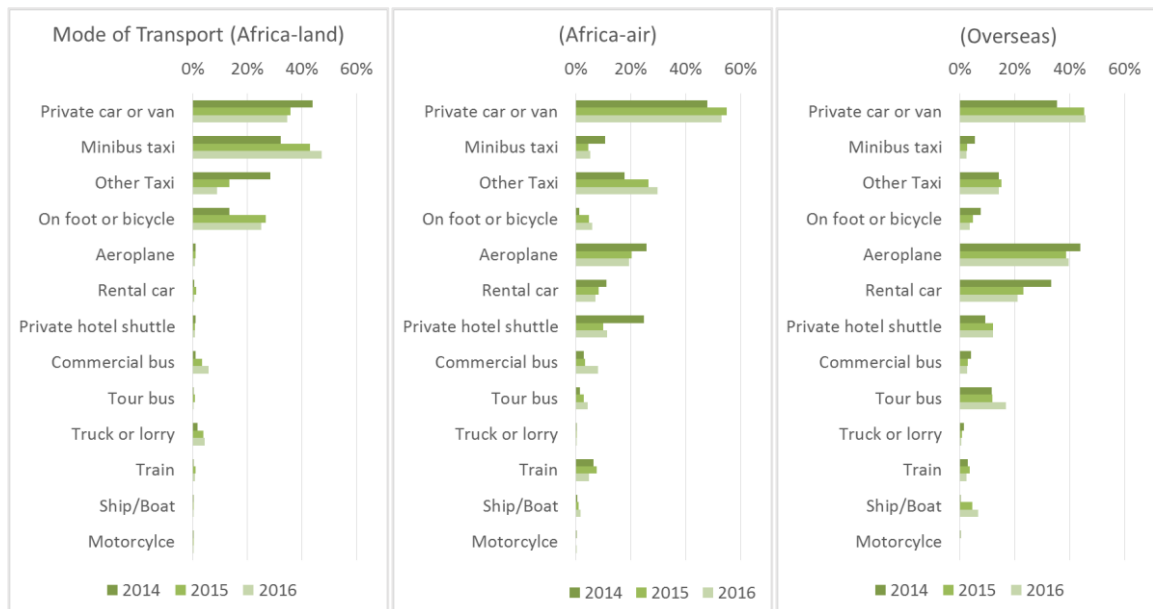
The decrease in spend on transportation can neither be attributed to inflation or the petrol price which are both higher than they were last year. Consumer Price Index peaked at 6.1% in August for the quarter.



The passenger traffic in ACSA controlled airports grew by 4.4% in Q3 2016 and the compounded annual growth rate (CAGR<sub>2014-2016</sub>) was 6.2%. This increased volume and the alongside the increased geographic spread in terms number of provinces visited together go against the decreases in transport expenditure over recent years. Although these figures do not necessarily mean that all these are 'tourists' coming to South Africa. These figures include all travelers including domestic and transiting passengers who have utilized any of the airlines and airports.



Overall private cars, minibus taxis and other taxis are the most used modes of transport and these are also the top among land markets. Overall in this quarter, commercial buses lead growth among modes of transportation followed by boats and tour buses.



Among the land markets minibus taxis are the leading mode of transport with commercial buses leading growth. Trucks/Lorries and foot or bicycle are the only other modes to grow from last year's levels.

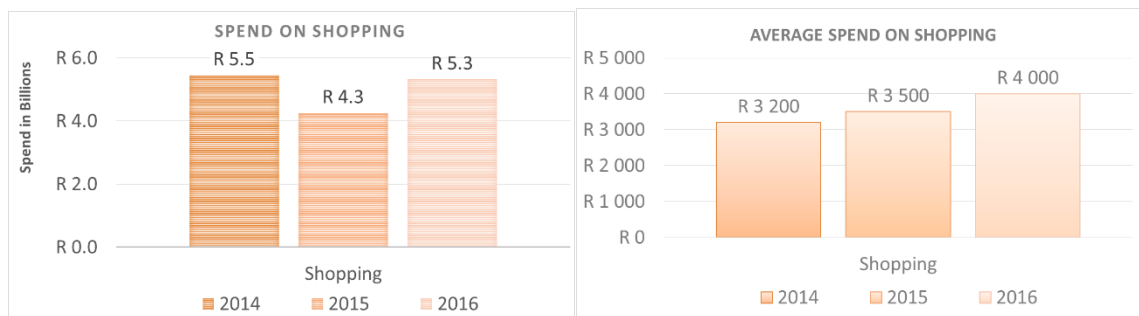
For Africa-air markets the top transport modes are private car, other taxi and aeroplanes however among these there have been declines; only other taxis grew from 2015. Commercial bus grew to be close to 3 times than it was last year.

Overseas markets' most used modes of transport are private cars, aeroplanes and rental vehicles. Tour buses and ships/boats saw double-digit growth over last year while aeroplanes and private cars saw minor growth (both growing less than 3%).

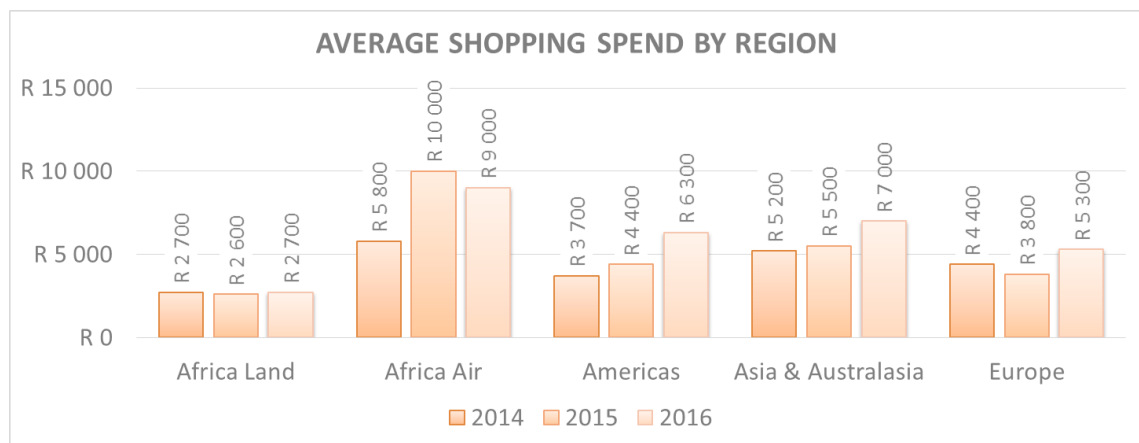


## Retail Section

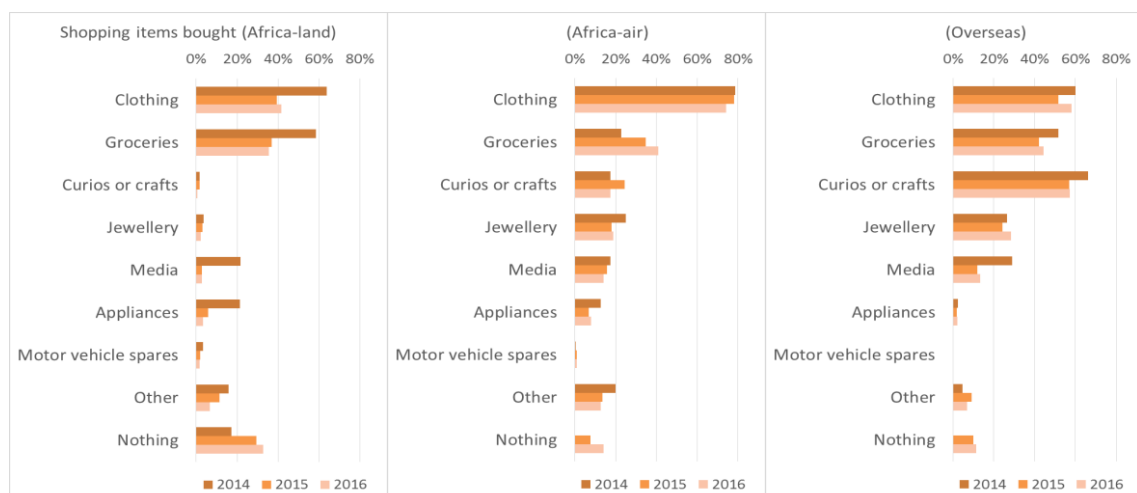
Revenue generated from shopping for items for personal use grew by 25.1% to an estimated value of R5.3 billion in Q3 2016 and this remains the biggest spent category in tourism although it remains behind Q3 2014.



Spend on shopping among the Africa-land markets has remained relatively stable in recent years as spend from Africa-air markets has dipped slightly in this quarter compared to last year. Overseas markets have all seen growth and average shopping spend is above previous years.



Africa-land markets have slightly increased the purchasing clothing while groceries have dipped slightly compared to last year. Among the Africa-air markets the reverse has occurred with clothing dipping as groceries increasing. Clothing now leads followed by curios and crafts as the most purchased items both with growth from last year but remain behind 2014.

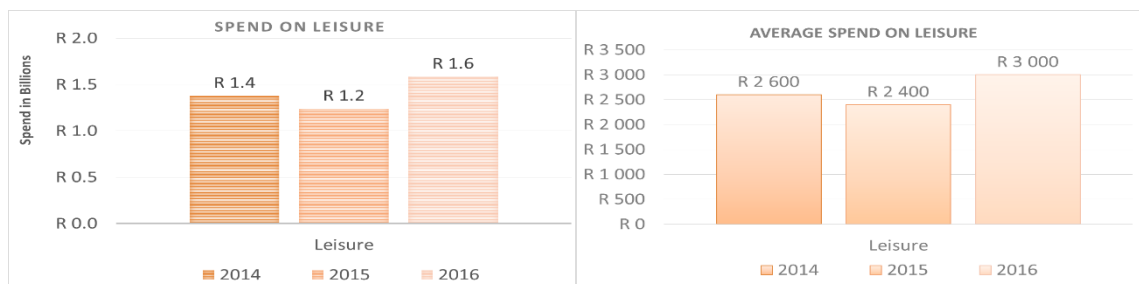


## Attractions Section

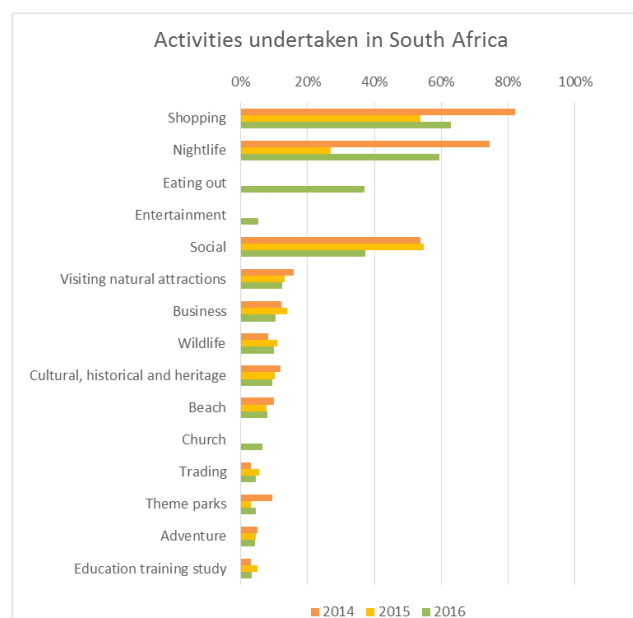
The top attractions across the country are mostly **natural attractions** and **shopping malls**.



Total and average spend on leisure grew from Q3 2015 to Q3 2016 and both rose above 2015 and 2014 levels. Despite tourists having shorter length of stay, they spent more per day on leisure in this quarter than they did last year.



Shopping and nightlife remained the top activities for tourists.



*NB: Eating out, Entertainment and Church are new additions to the activities list in 2016. Among the attractions we have elaborated on vague options such as beach or shopping mall to allow for more granular and detailed responses that speak to a specific place.*

## Appendix A

### Tourism Performance Report - Quarter 3 - 2016

	2015	2016	Difference	% Change
Total tourist arrivals	2 180 889	2 449 664	268 775	11.0%
Africa land markets	1 605 223	1 762 350	157 127	8.9%
Africa air markets	106 267	94 501	11 766	11.1%
Americas	105 534	125 776	20 242	16.1%
Asia & Australasia	95 230	124 009	28 779	23.2%
Europe	277 324	328 368	51 044	15.5%

Source: Statssa, South African Tourism analysis. Note: Regions do not add up to total due to 2,894 "Unspecified"-details in report body.

	2015	2016
Total Foreign Direct Spend in SA (Including capital expenditure)	R17,4 billion	R19,7 billion (up 9.1% from 2015)
Total Foreign Direct Spend in SA (Excluding capital expenditure)	R16,0 billion	R17,4 billion (up 9.1% from 2015)
<ul style="list-style-type: none"> <li>Land markets<sup>2</sup></li> <li>Air markets<sup>3</sup></li> </ul>	R8,0 billion R8,0 billion	R7,6 billion R10,0 billion
Average spend in SA per foreign tourist (Excluding capital expenditure)	R7,700	R7,700
<ul style="list-style-type: none"> <li>Land markets<sup>1</sup></li> <li>Air markets<sup>2</sup></li> </ul>	R5,100 R16,200	R4,400 R17,300
Average spend in SA per foreign tourist per day (Excluding capital expenditure)	R 770	R 890
<ul style="list-style-type: none"> <li>Land markets<sup>1</sup></li> <li>Air markets<sup>2</sup></li> </ul>	R 610 R1,000	R 630 R1,200
Average Length of Stay	9.8 nights	8.3 nights
<ul style="list-style-type: none"> <li>Land markets<sup>1</sup></li> <li>Air markets<sup>2</sup></li> </ul>	8.1 nights 15.3 nights	6.7 nights 13.1 nights
Total bednights spent in SA	20,6 million	19,5 million
<ul style="list-style-type: none"> <li>Land markets<sup>1</sup></li> <li>Air markets<sup>2</sup></li> </ul>	13,0 million 7,6 million	11,8 million 7,7 million
Proportion of foreign tourists who visit more than one province	13.7%	14.0%
<ul style="list-style-type: none"> <li>Land markets<sup>1</sup></li> <li>Air markets<sup>2</sup></li> </ul>	8.7% 30.1%	9.2% 28.4%

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

	2015	2016
Total Domestic Trips	5,7 million	4,5 million
Total Direct Domestic Spend	R 5,8 billion	R 3,5 billion
Average Spend per Domestic Trip	R 1,010	R 780
Average Nights per Domestic Trip	3.4 nights	4.1 nights
Total Quarter Domestic Bednights	19,7 million	18,2 million

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

<sup>2</sup> 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.

<sup>3</sup> Air markets are those countries where at least 60% of arrivals from the country arrive by air.

# 1.1.Appendix 1: Tourist Arrivals

TABLE B - Q3 2016														
TOTAL TOURIST ARRIVALS EXCLUDING TRANSIT TOURISTS														
A tourist is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. As of 2014, Statistics SA is no longer able to provide statistics on Transit Tourists and therefore a new baseline is now created.														
JUL TO SEP 2015 COMPARED WITH JUL TO SEP 2016														
COUNTRY OF RESIDENCE	JUL 2016	JUL 2015	DIFF	%	AUG 2016	AUG 2015	DIFF	%	SEP 2016	SEP 2015	DIFF	%	JUL TO SEP 2016	JUL TO SEP 2015
EUROPE:														
Austria	1 552	1 390	162	11.7%	1 734	1 478	256	17.3%	1 940	1 363	577	42.3%	5 226	4 231
Belgium	5 332	4 098	1 234	30.1%	4 095	3 038	1 057	34.8%	3 572	3 256	316	9.7%	12 999	10 392
Denmark	1 996	1 662	334	20.1%	1 121	1 239	-118	-9.5%	1 699	1 363	336	24.7%	4 816	4 264
Finland	331	318	13	4.1%	414	342	72	21.1%	505	523	-18	-3.4%	1 250	1 183
France	12 315	8 795	3 520	40.0%	12 693	9 685	3 008	31.1%	8 673	8 214	459	5.6%	33 681	26 694
Germany	13 279	10 609	2 670	25.2%	18 792	15 993	2 799	17.5%	23 085	18 375	4 710	25.6%	55 156	44 977
Greece	371	368	3	0.8%	516	389	127	32.6%	542	546	-4	-0.7%	1 429	1 303
Hungary	196	197	-1	-0.5%	233	193	40	20.7%	243	201	42	20.9%	672	591
Ireland	2 083	1 911	172	9.0%	1 970	1 634	336	20.6%	2 025	1 910	115	6.0%	6 078	5 455
Italy	5 281	4 181	1 100	26.3%	11 198	8 704	2 494	28.7%	4 669	4 693	-24	-0.5%	21 148	17 578
Netherlands	17 503	15 326	2 177	14.2%	14 669	9 724	4 945	50.1%	11 808	9 168	2 640	28.8%	43 980	34 268
Norway	1 084	1 073	11	1.0%	725	752	-27	-3.6%	1 016	992	24	2.4%	2 825	2 817
Poland	708	464	244	52.6%	955	770	185	24.0%	1 148	862	286	33.2%	2 811	2 096
Portugal	2 996	2 782	214	7.7%	3 420	3 195	225	7.0%	2 888	2 950	-62	-2.1%	9 304	8 927
Russian Fed	508	422	86	20.4%	699	611	88	14.4%	647	515	132	25.6%	1 854	1 548
Spain	3 509	2 554	955	37.4%	6 117	4 038	2 079	51.5%	3 622	2 764	858	31.0%	13 248	9 356
Sweden	1 355	1 031	324	31.4%	1 186	1 020	166	16.3%	1 519	1 525	-6	-0.4%	4 060	3 576
Switzerland	3 414	2 712	702	25.9%	2 391	2 093	298	14.2%	3 767	3 476	291	8.4%	9 572	8 281
UK	30 937	29 486	1 451	4.9%	31 351	28 540	2 811	9.8%	29 366	26 438	2 928	11.1%	91 654	84 464
Other	1 940	1 396	544	39.0%	2 364	1 918	446	23.3%	2 301	2 009	292	14.5%	6 605	5 323
EUROPE	106 690	90 775	15 915	17.5%	116 643	95 406	21 237	22.3%	105 035	91 143	13 892	15.2%	328 368	277 324
NORTH AMERICA:														
Canada	4 473	3 504	969	27.7%	3 951	3 645	306	8.4%	4 880	4 220	660	15.6%	13 304	11 369
USA	36 596	29 076	7 520	25.9%	29 474	26 635	2 839	10.7%	29 947	25 191	4 756	18.9%	96 017	80 902
Other	-	-	0	0.0%	-	-	0	0.0%	-	-	0	0.0%	-	-
NORTH AMERICA	41 069	32 580	8 489	26.1%	33 425	30 280	3 145	10.4%	34 827	29 411	5 416	18.4%	109 321	92 271
CENTRAL & SOUTH AMERICA:														
Argentina	671	457	214	46.8%	541	439	102	23.2%	797	488	309	63.3%	2 009	1 384
Brazil	3 358	2 786	572	20.5%	2 525	2 018	507	25.1%	3 425	2 519	906	36.0%	9 308	7 323
Chile	283	251	32	12.7%	244	165	79	47.9%	320	209	111	53.1%	847	625
Mexico	542	431	111	25.8%	276	212	64	30.2%	263	596	-333	-55.9%	1 081	1 239
Venezuela	84	71	13	18.3%	84	106	-22	-20.8%	89	125	-36	-28.8%	257	302
Other	1 091	852	239	28.1%	850	678	172	25.4%	1 012	860	152	17.7%	2 953	2 390
CENTRAL & SOUTH AMERICA	6 029	4 848	1 181	24.4%	4 520	3 618	902	24.9%	5 906	4 797	1 109	23.1%	16 455	13 263
AUSTRALASIA:														
Australia	9 582	8 242	1 340	16.3%	9 518	8 529	989	11.6%	12 511	10 086	2 425	24.0%	31 611	26 857
New Zealand	2 152	1 840	312	17.0%	1 836	1 587	249	15.7%	2 320	1 736	584	33.6%	6 308	5 163
Other	25	22	3	13.6%	15	20	-5	-25.0%	31	12	19	158.3%	71	54
AUSTRALASIA	11 759	10 104	1 655	16.4%	11 369	10 136	1 233	12.2%	14 862	11 834	3 028	25.6%	37 990	32 074
ASIA:														
China (including Hong Kong)	8 858	5 402	3 456	64.0%	11 933	7 183	4 750	66.1%	10 182	8 276	1 906	23.0%	30 973	20 861
India	7 856	6 095	1 761	28.9%	7 299	6 126	1 173	19.1%	7 727	6 274	1 453	23.2%	22 882	18 495
Indonesia	589	226	363	160.6%	202	187	15	8.0%	212	249	-37	-14.9%	1 003	662
Japan	2 046	1 492	554	37.1%	2 471	1 965	506	25.8%	2 454	1 891	563	29.8%	6 971	5 348
Rep of Korea	1 852	1 448	404	27.9%	2 113	1 434	679	47.4%	1 613	1 292	321	24.8%	5 578	4 174
Malaysia	915	516	399	77.3%	807	533	274	51.4%	1 028	718	310	43.2%	2 750	1 767
Philippines	683	458	225	49.1%	646	426	220	51.6%	846	470	376	80.0%	2 175	1 354
Singapore	684	415	269	64.8%	596	515	81	15.7%	738	607	131	21.6%	2 018	1 537
Rep of China (Taiwan)	739	577	162	28.1%	456	427	29	6.8%	761	511	250	48.9%	1 956	1 515
Thailand	704	454	250	55.1%	786	403	383	95.0%	603	518	85	16.4%	2 093	1 375
Other	2 785	1 685	1 100	65.3%	2 458	2 385	73	3.1%	2 377	1 998	379	19.0%	7 620	6 068
ASIA	27 711	18 768	8 943	47.7%	29 767	21 584	8 183	37.9%	28 541	22 804	5 737	25.2%	86 019	63 156
AFRICA:														
AFRICA LAND:														
Botswana	60 788	50 671	10 117	20.0%	47 875	47 027	848	1.8%	65 440	56 983	8 457	14.8%	174 103	154 681
Lesotho	162 392	124 988	37 404	29.9%	137 465	120 861	16 604	13.7%	137 932	107 998	29 934	27.7%	372 789	353 847
Malawi	13 414	11 962	1 452	12.1%	14 410	10 735	3 675	34.2%	14 457	12 136	2 321	19.1%	42 281	34 833
Mozambique	97 910	98 686	-776	-0.8%	98 537	105 096	-6 559	-6.2%	94 207	99 730	-5 523	-5.5%	290 654	303 512
Namibia	16 386	17 164	-778	-4.5%	17 334	18 482	-1 148	-6.2%	16 636	16 590	46	0.3%	50 356	52 236
Swaziland	80 353	68 271	12 082	17.7%	80 598	81 679	-1 081	-1.3%	75 374	66 065	9 309	14.1%	236 325	216 015
Zambia	15 101	14 254	847	5.9%	14 317	12 130	2 187	18.0%	14 634	13 043	1 591	12.2%	44 052	39 427
Zimbabwe	145 776	158 287	-12 511	-7.9%	188 750	140 931	47 819	33.9%	152 264	151 454	810	0.5%	486 790	450 672
TOTAL AFRICA LAND	592 120	544 283	47 837	8.8%	599 286	536 941	62 345	11.6%	570 944	523 999	46 945	9.0%	1 762 350	1 605 223
AFRICA AIR:														
Angola	2 969	3 475	-506	-14.6%	3 733	4 021	-288	-7.2%	3 231	3 898	-667	-17.1%	9 933	11 394
Dem Rep of Congo	3 067	2 627	440	16.7%	3 567	2 827	740	26.2%	2 142	2 058	84	4.1%	7 776	7 512
Egypt	649	440	209	47.5%	677	600	77	12.8%	769	612	157	25.7%	2 095	1 652
Ethiopia	757	616	141	22.9%	819	748	71	9.5%	858	613	245	40.0%	2 434	1 977
Ghana	1 221	1 054	167	15.8%	1 462	1 280	182	14.2%	1 565	1 195	370	31.0%	4 248	3 529
Kenya	2 630	2 156	474	22.0%	2 276	2 359	-83	-3.5%	2 485	2 469	16	0.6%	7 391	6 984
Morocco	135	99	36	36.4%	115	121	-6	-5.0%	114	135	-21	-15.6%	364	335
Nigeria	5 869	4 980	889	17.9%	6 494	5 241	1 253	23.9%	4 673	5 427	-754	-13.9%	17 036	15 648
Tanzania	3 280	3 003	277	9.2%	3 037	2 902	135	4.7%	2 900	3 088	-188	-6.1%	9 217	8 993
Uganda	1 548	971	577	59.4%	980	1 002	-22	-2.2%	1 233	968	265	27.4%	3 761	2 941
Other	4 047	3 411	636	18.6%	4 864	4 215	649	15.4%	3 777	3 639	138	3.8%	12 688	11 265
AFRICA AIR	26 172	22 812	3 360	14.7%	28 024	25 316	2 708	10.7%	23 747	24 102	-355	-1.5%	77 943	72 230
MIDDLE EAST:														
Israel	1 815	1 567	248	15.8%	2 435	1 952	483	24.7%	2 234	2 526	-292	-11.6%	6 484	6 045
Saudi Arabia	2 442	1 829	613	33.5%	2 286	684	1 602	234.2%	3 410	897	22	2.5%	5 647	3 410
Turkey	1 158	830	328	39.5%	1 080	750	330	44.0%	1 906	1 281	625	48.8%	4 144	2 861
United Arab Emirates	706	374	332	88.8%	369	297	72	24.2%	192	181	11	6.1%	1 267	852
Other	1 522	1 058	464	43.9%	1 527	1 283	244	19.0%	1 676	1 179	497	42.2%	4 725	3 520
MIDDLE EAST	7 643	5 658	1 985	35.1%	7 697	4 966	2 731	55.0%	6 927	6 064	863	14.2%	22 267	16 688
INDIAN OCEAN ISLANDS:														
Mauritius	1 752	1 675	77	4.6%	1 418	1 591	-173	-10.9%	1 237	1 113	124	11.1%	4 407	4 379
Reunion	-	2	-2	-100.0%	-	-	0	#DIV/0!	-	2	-2	-100.0%	-	4
Seychelles	410													

## 1.2.Appendix 2: Age profile

AGE OF RESPONDENTS						
	2016					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
<b>AFRICA LAND</b>	<b>13.7%</b>	<b>37.6%</b>	<b>31.3%</b>	<b>10.4%</b>	<b>3.5%</b>	<b>1.2%</b>
Botswana	5.4%	31.8%	39.5%	16.1%	3.3%	1.4%
Lesotho	27.7%	36.1%	18.8%	7.9%	4.1%	1.6%
Malawi	2.1%	29.9%	51.3%	14.2%		1.2%
Mozambique	7.3%	44.5%	33.3%	7.3%	3.0%	
Namibia	3.6%	20.1%	24.6%	21.8%	13.2%	9.7%
Swaziland	19.7%	50.0%	21.5%	6.0%	2.8%	
Zambia	1.3%	26.7%	44.3%	22.7%	3.1%	
Zimbabwe	8.3%	34.4%	40.8%	11.9%	3.0%	
<b>AFRICA AIR</b>	<b>7.7%</b>	<b>31.2%</b>	<b>29.6%</b>	<b>18.0%</b>	<b>6.6%</b>	<b>1.9%</b>
Angola	8.0%	41.8%	28.8%	14.7%	4.2%	
Democratic Republic of Congo	9.6%	18.4%	31.2%	20.7%	15.7%	3.4%
Ethiopia	4.5%	34.7%	25.7%	19.6%	3.1%	3.1%
Ghana	2.6%	32.1%	29.5%	19.3%	8.7%	1.4%
Kenya	7.8%	24.2%	40.3%	12.9%	6.7%	
Nigeria	3.0%	36.3%	36.1%	11.7%	3.4%	1.3%
Tanzania	4.8%	42.7%	26.9%	10.5%	4.1%	3.4%
Uganda	4.5%	30.9%	34.5%	22.0%	4.1%	
Other Africa and Middle East	10.7%	27.9%	25.0%	22.5%	7.5%	2.6%
<b>AMERICAS</b>	<b>15.0%</b>	<b>25.9%</b>	<b>25.3%</b>	<b>17.1%</b>	<b>7.9%</b>	<b>6.9%</b>
Argentina	9.3%	38.0%	33.4%	9.3%	6.7%	3.3%
Brazil	14.4%	41.3%	17.8%	16.9%	7.5%	2.1%
Canada	8.0%	20.9%	36.0%	18.9%	9.1%	5.0%
USA	15.8%	24.7%	24.3%	17.3%	7.8%	8.0%
Other Americas	21.4%	29.9%	28.8%	10.0%	9.3%	
<b>ASIA &amp; AUSTRALASIA</b>	<b>5.8%</b>	<b>29.4%</b>	<b>36.2%</b>	<b>18.0%</b>	<b>5.2%</b>	<b>2.9%</b>
Australia	9.1%	25.4%	31.4%	18.9%	8.8%	5.2%
China including Hong Kong	2.7%	36.0%	39.4%	18.1%	1.3%	1.3%
India	3.3%	35.4%	32.7%	15.6%	4.3%	2.3%
Japan	3.9%	25.2%	39.0%	22.8%	5.0%	1.1%
New Zealand	5.2%	19.9%	34.4%	21.4%	10.9%	8.2%
South Korea	7.2%	16.2%	46.6%	25.1%	4.9%	
Other Asia and Australasia	9.4%	25.7%	40.0%	13.1%	4.7%	2.4%
<b>EUROPE</b>	<b>13.2%</b>	<b>28.0%</b>	<b>27.1%</b>	<b>20.1%</b>	<b>5.8%</b>	<b>2.5%</b>
Austria	7.8%	31.1%	30.7%	17.9%	5.7%	2.3%
Belgium	13.8%	20.6%	31.3%	25.4%	5.4%	1.5%
Denmark	11.2%	18.9%	29.4%	28.2%	7.4%	3.1%
France	10.0%	31.2%	22.8%	22.9%	7.9%	2.4%
Germany	19.3%	27.1%	21.7%	21.4%	6.6%	1.3%
Italy	6.3%	28.0%	39.6%	17.6%	3.1%	
Netherlands	16.8%	29.1%	23.2%	20.8%	5.5%	2.2%
Russian Fed	5.4%	23.2%	25.9%	36.2%	7.9%	1.5%
Spain	8.6%	29.1%	30.1%	24.7%	2.9%	2.1%
Sweden	16.0%	17.7%	28.0%	26.2%	7.4%	2.5%
Switzerland	12.4%	26.9%	36.4%	18.8%	3.6%	
UK	13.6%	28.2%	25.7%	17.2%	6.4%	4.7%
Other Europe	7.4%	29.8%	35.5%	18.6%	4.2%	1.3%
<b>ALL FOREIGN TOURISTS</b>	<b>13.1%</b>	<b>35.3%</b>	<b>30.7%</b>	<b>12.5%</b>	<b>4.2%</b>	<b>1.7%</b>
Notes:						
Blank cells indicate that the sample is not big enough for a valid statistical interpretation						

AGE OF RESPONDENTS						
	2015					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
<b>AFRICA LAND</b>	<b>12.5%</b>	<b>37.7%</b>	<b>31.8%</b>	<b>11.4%</b>	<b>3.1%</b>	<b>0.9%</b>
Botswana	5.8%	36.5%	34.2%	13.0%	6.9%	1.1%
Lesotho	22.8%	33.8%	26.7%	9.6%	2.4%	1.0%
Malawi	6.2%	35.7%	43.6%	9.5%	1.6%	
Mozambique	10.9%	45.1%	33.1%	8.0%	1.6%	
Namibia	7.7%	20.0%	26.7%	24.4%	10.7%	5.7%
Swaziland	15.6%	35.1%	29.4%	12.4%	3.0%	1.4%
Zambia	9.3%	30.6%	39.0%	13.5%	5.7%	
Zimbabwe	7.6%	40.1%	34.5%	12.5%	2.4%	
<b>AFRICA AIR</b>	<b>7.5%</b>	<b>27.4%</b>	<b>35.2%</b>	<b>19.6%</b>	<b>5.2%</b>	<b>1.9%</b>
Angola	7.9%	39.0%	32.0%	15.6%	3.0%	1.7%
Democratic Republic of Congo	6.6%	12.8%	40.6%	30.9%	7.0%	2.0%
Ethiopia		22.3%	50.8%	16.9%	3.0%	
Ghana	5.5%	32.3%	28.7%	21.7%	9.2%	
Kenya	5.1%	30.2%	34.4%	19.7%	3.2%	1.5%
Nigeria	5.1%	31.6%	38.5%	15.1%	2.2%	
Tanzania	8.1%	25.2%	38.8%	18.4%	4.0%	1.3%
Uganda		30.6%	34.5%	21.7%	4.4%	
Other Africa and Middle East	10.4%	23.2%	33.1%	20.9%	7.5%	3.3%
<b>AMERICAS</b>	<b>16.3%</b>	<b>25.9%</b>	<b>20.4%</b>	<b>17.2%</b>	<b>11.1%</b>	<b>7.5%</b>
Argentina	6.9%	25.9%	44.2%	13.2%	9.8%	
Brazil	12.7%	46.2%	28.1%	9.1%	2.5%	1.5%
Canada	18.6%	25.0%	19.2%	17.3%	14.0%	3.8%
USA	16.6%	23.8%	19.1%	18.2%	11.6%	8.9%
Other Americas	13.2%	38.0%	29.4%	10.0%	9.3%	
<b>ASIA &amp; AUSTRALASIA</b>	<b>6.4%</b>	<b>29.9%</b>	<b>32.1%</b>	<b>16.4%</b>	<b>7.9%</b>	<b>5.5%</b>
Australia	8.2%	21.3%	23.0%	19.5%	15.6%	10.0%
China including Hong Kong	2.8%	41.1%	38.5%	9.9%	4.3%	2.9%
India	8.1%	36.9%	30.5%	16.9%	2.4%	3.0%
Japan	3.8%	29.6%	32.2%	21.9%	10.4%	1.0%
New Zealand	5.3%	15.1%	36.9%	13.5%	11.8%	16.0%
South Korea	9.9%	35.6%	38.2%	13.9%	2.4%	
Other Asia and Australasia	7.0%	23.6%	39.1%	19.8%	4.3%	3.3%
<b>EUROPE</b>	<b>15.6%</b>	<b>27.4%</b>	<b>27.6%</b>	<b>17.5%</b>	<b>6.6%</b>	<b>3.9%</b>
Austria	11.0%	35.4%	31.2%	12.3%	5.6%	2.2%
Belgium	21.1%	29.8%	21.4%	17.8%	4.0%	3.6%
Denmark	10.4%	17.0%	26.0%	25.0%	13.2%	8.4%
France	17.0%	24.2%	28.5%	16.8%	8.0%	3.5%
Germany	18.6%	25.1%	25.2%	19.7%	6.9%	2.8%
Italy	7.4%	33.1%	38.5%	15.4%	2.9%	2.1%
Netherlands	17.0%	26.6%	24.8%	18.5%	7.3%	4.7%
Russian Fed	13.0%	23.7%	30.8%	24.0%	8.5%	
Spain	16.5%	38.0%	28.3%	14.3%	2.0%	
Sweden	16.8%	19.3%	28.3%	23.8%	9.8%	1.4%
Switzerland	11.4%	25.0%	34.1%	19.8%	6.1%	1.9%
UK	16.6%	27.6%	25.8%	15.5%	7.4%	5.7%
Other Europe	10.3%	28.9%	32.0%	20.1%	4.9%	2.5%
<b>ALL FOREIGN TOURISTS</b>	<b>12.6%</b>	<b>35.3%</b>	<b>31.0%</b>	<b>12.9%</b>	<b>4.1%</b>	<b>1.8%</b>
Notes:						
Blank cells indicate that the sample is not big enough for a valid statistical interpretation						

AGE OF RESPONDENTS						
	2014					
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
<b>AFRICA LAND</b>	<b>12.1%</b>	<b>32.4%</b>	<b>33.5%</b>	<b>15.5%</b>	<b>4.5%</b>	<b>2.1%</b>
Botswana	1.6%	15.3%	55.5%	23.8%	3.3%	
Lesotho	19.2%	39.4%	22.5%	13.2%	4.0%	1.7%
Malawi	3.1%	18.3%	67.5%	9.0%	2.0%	
Mozambique	16.0%	47.6%	25.7%	8.5%	2.1%	
Namibia	6.8%	26.9%	26.5%	29.0%	4.1%	6.5%
Swaziland	31.3%	45.5%	13.3%	5.4%	2.7%	1.8%
Zambia	5.8%	28.2%	51.4%	12.5%	1.6%	
Zimbabwe	1.1%	19.4%	44.6%	22.9%	7.8%	4.1%
<b>AFRICA AIR</b>	<b>7.3%</b>	<b>24.6%</b>	<b>39.3%</b>	<b>19.0%</b>	<b>5.3%</b>	<b>1.4%</b>
Angola	9.7%	29.6%	39.2%	11.5%	2.6%	
Democratic Republic of Congo	8.5%	18.6%	48.2%	17.6%	4.9%	2.1%
Ethiopia	8.5%	29.0%	36.0%	17.7%	7.8%	
Ghana	5.6%	31.9%	38.3%	18.2%	4.6%	
Kenya	4.0%	22.5%	40.8%	24.4%	5.5%	1.2%
Nigeria	7.1%	28.5%	34.5%	22.2%	4.0%	2.7%
Tanzania	7.4%	21.6%	46.4%	13.8%	5.4%	1.3%
Uganda	2.6%	27.6%	43.1%	20.0%	4.0%	
Other Africa and Middle East	7.6%	21.0%	38.5%	20.6%	7.1%	1.2%
<b>AMERICAS</b>	<b>13.7%</b>	<b>21.7%</b>	<b>20.8%</b>	<b>20.3%</b>	<b>11.2%</b>	<b>8.8%</b>
Argentina	6.4%	29.7%	43.8%	16.9%	2.6%	
Brazil	10.4%	33.0%	29.9%	21.1%	3.9%	1.3%
Canada	11.0%	25.6%	18.9%	18.0%	12.8%	5.9%
USA	14.9%	20.1%	19.1%	20.0%	12.2%	10.5%
Other Americas	5.4%	16.1%	37.8%	36.3%	1.4%	1.1%
<b>ASIA &amp; AUSTRALASIA</b>	<b>8.3%</b>	<b>24.7%</b>	<b>33.0%</b>	<b>16.5%</b>	<b>8.1%</b>	<b>5.2%</b>
Australia	10.2%	21.6%	27.1%	15.8%	11.8%	9.9%
China including Hong Kong	6.6%	28.6%	41.5%	15.3%	3.3%	
India	9.0%	29.6%	33.6%	16.8%	7.3%	2.9%
Japan	9.6%	15.6%	31.5%	23.9%	7.2%	
New Zealand	7.6%	19.5%	25.1%	14.7%	14.4%	15.7%
South Korea	6.0%	21.7%	36.0%	17.4%	8.6%	6.7%
Other Asia and Australasia	5.6%	28.2%	37.2%	15.5%	5.3%	2.2%
<b>EUROPE</b>	<b>14.2%</b>	<b>26.6%</b>	<b>22.7%</b>	<b>17.5%</b>	<b>7.9%</b>	<b>4.7%</b>
Austria	12.6%	23.3%	33.2%	19.1%	5.2%	6.5%
Belgium	10.0%	31.0%	26.8%	20.4%	7.1%	4.0%
Denmark	7.4%	27.6%	20.4%	21.2%	7.9%	4.6%
France	12.8%	29.7%	25.3%	18.5%	7.5%	3.5%
Germany	20.8%	23.0%	17.3%	20.5%	7.5%	4.6%
Italy	7.6%	31.7%	31.4%	10.5%	7.3%	2.3%
Netherlands	15.0%	30.3%	16.0%	16.4%	8.9%	4.6%
Russian Fed	3.5%	20.7%	28.6%	28.3%	11.2%	5.0%
Spain	11.4%	29.0%	32.2%	12.2%	5.8%	
Sweden	7.9%	25.2%	30.5%	21.2%	12.0%	3.2%
Switzerland	13.1%	21.0%	22.8%	20.4%	7.9%	4.1%
UK	15.6%	25.6%	20.4%	16.2%	8.5%	6.9%
Other Europe	9.0%	26.1%	29.9%	18.9%	6.8%	2.7%
<b>ALL FOREIGN TOURISTS</b>	<b>12.0%</b>	<b>30.7%</b>	<b>31.9%</b>	<b>16.1%</b>	<b>5.3%</b>	<b>2.8%</b>
Notes:						
Blank cells indicate that the sample is not big enough for a valid statistical interpretation						



### 1.3. Appendix 3: Purpose of visit

PURPOSE OF VISIT: ALL FOREIGN VISITORS					
	2016				
	Leisure	Business	Medical	Religion	Other
<b>AFRICA LAND</b>	<b>67.3%</b>	<b>19.7%</b>	<b>2.3%</b>	<b>3.2%</b>	<b>7.5%</b>
Botswana	51.1%	27.8%	2.5%	8.7%	9.8%
Lesotho	68.7%	9.4%	4.5%	3.4%	14.0%
Malawi	33.9%	57.0%	1.7%	3.3%	4.1%
Mozambique	85.7%	11.3%			1.4%
Namibia	61.1%	21.2%	4.7%	4.0%	8.9%
Swaziland	75.4%	12.8%	1.3%	2.2%	8.3%
Zambia	34.3%	53.0%		5.6%	6.3%
Zimbabwe	63.3%	28.1%	1.6%	2.7%	4.4%
<b>AFRICA AIR</b>	<b>49.3%</b>	<b>33.2%</b>	<b>3.0%</b>	<b>2.2%</b>	<b>12.2%</b>
Angola	53.0%	20.1%	9.9%	1.9%	15.1%
Democratic Republic of Congo	53.5%	21.3%	10.3%	1.7%	13.3%
Ethiopia	46.8%	44.0%	3.2%	1.4%	4.5%
Ghana	41.8%	34.9%	5.3%	1.4%	16.6%
Kenya	24.3%	45.1%	2.3%	5.5%	22.8%
Nigeria	50.6%	34.6%	1.5%	4.0%	9.3%
Tanzania	40.5%	41.0%	1.6%	1.7%	15.2%
Uganda	29.6%	53.9%	1.2%	1.2%	14.0%
Other Africa and Middle East	55.7%	32.2%		1.3%	9.9%
<b>AMERICAS</b>	<b>60.6%</b>	<b>27.0%</b>	<b>0.2%</b>	<b>1.0%</b>	<b>11.2%</b>
Argentina	39.1%	47.8%	1.7%		11.3%
Brazil	55.7%	28.1%	1.0%		15.2%
Canada	66.9%	30.4%			2.3%
USA	60.8%	25.9%		1.2%	12.0%
Other Americas	56.3%	30.9%			12.4%
<b>ASIA &amp; AUSTRALASIA</b>	<b>62.8%</b>	<b>31.5%</b>	<b>0.3%</b>	<b>0.4%</b>	<b>5.1%</b>
Australia	71.9%	18.6%			8.5%
China including Hong Kong	72.8%	25.6%			1.7%
India	31.7%	61.9%		1.3%	5.0%
Japan	70.6%	24.2%			5.1%
New Zealand	65.9%	28.1%	1.3%		4.6%
South Korea	74.7%	18.8%			6.5%
Other Asia and Australasia	58.5%	35.5%			5.3%
<b>EUROPE</b>	<b>60.1%</b>	<b>32.1%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>6.9%</b>
Austria	56.4%	38.1%	1.3%	1.0%	3.3%
Belgium	57.1%	34.0%	2.4%		5.7%
Denmark	47.4%	42.6%			10.0%
France	53.8%	37.5%			7.1%
Germany	62.7%	27.1%			9.8%
Italy	62.3%	34.4%			3.0%
Netherlands	61.6%	29.5%			8.9%
Russian Fed	15.3%	80.8%	1.4%		2.5%
Spain	56.8%	37.7%		1.3%	4.2%
Sweden	55.3%	40.0%			4.6%
Switzerland	66.7%	28.2%			5.2%
UK	65.3%	26.6%			7.1%
Other Europe	47.9%	47.3%			4.4%
<b>ALL FOREIGN TOURISTS</b>	<b>65.2%</b>	<b>22.6%</b>	<b>1.9%</b>	<b>2.6%</b>	<b>7.7%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

PURPOSE OF VISIT: ALL FOREIGN VISITORS					
	2015				
	Leisure	Business	Medical	Religion	Other
<b>AFRICA LAND</b>	<b>63.8%</b>	<b>23.2%</b>	<b>1.7%</b>	<b>2.9%</b>	<b>8.3%</b>
Botswana	51.1%	25.2%	1.6%	6.9%	15.2%
Lesotho	62.9%	17.7%	2.8%	3.2%	13.4%
Malawi	41.8%	48.5%	1.3%	4.1%	4.2%
Mozambique	73.9%	21.7%	1.0%	1.3%	2.1%
Namibia	62.4%	21.5%	1.4%	1.8%	12.9%
Swaziland	67.4%	17.8%	1.8%	3.6%	9.5%
Zambia	39.1%	43.8%	1.9%	7.5%	7.7%
Zimbabwe	64.4%	27.0%	1.5%	1.7%	5.4%
<b>AFRICA AIR</b>	<b>45.6%</b>	<b>36.0%</b>	<b>4.4%</b>	<b>1.7%</b>	<b>12.4%</b>
Angola	57.7%	19.0%	12.4%		10.9%
Democratic Republic of Congo	48.2%	16.3%	21.4%	4.0%	10.1%
Ethiopia	42.1%	37.1%		3.8%	17.0%
Ghana	31.3%	50.4%		3.9%	14.4%
Kenya	20.2%	61.3%	1.5%		16.2%
Nigeria	50.1%	30.7%		3.4%	15.5%
Tanzania	29.4%	47.8%	4.0%	1.4%	17.4%
Uganda	30.4%	45.5%		2.2%	21.9%
Other Africa and Middle East	50.5%	38.3%	1.8%		8.6%
<b>AMERICAS</b>	<b>59.7%</b>	<b>23.6%</b>	<b>0.2%</b>	<b>1.2%</b>	<b>15.3%</b>
Argentina	42.8%	57.2%			
Brazil	40.2%	45.8%		1.3%	12.7%
Canada	66.0%	21.7%			12.0%
USA	61.1%	20.8%		1.4%	16.5%
Other Americas	51.9%	38.7%			9.2%
<b>ASIA &amp; AUSTRALASIA</b>	<b>60.1%</b>	<b>35.4%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>4.2%</b>
Australia	81.2%	13.7%			4.7%
China including Hong Kong	76.0%	22.4%			1.6%
India	22.6%	70.8%			5.4%
Japan	54.3%	44.7%			1.0%
New Zealand	71.3%	24.9%			3.8%
South Korea	42.8%	54.8%			2.4%
Other Asia and Australasia	42.9%	49.2%			7.9%
<b>EUROPE</b>	<b>59.5%</b>	<b>31.5%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>8.5%</b>
Austria	56.6%	40.1%	1.1%		2.2%
Belgium	57.1%	29.7%			13.2%
Denmark	54.1%	33.7%	2.6%	3.3%	6.3%
France	54.0%	33.8%			11.5%
Germany	58.4%	31.9%			9.6%
Italy	65.3%	28.1%		1.0%	5.6%
Netherlands	62.9%	27.4%			9.2%
Russian Fed	19.3%	74.0%			6.7%
Spain	48.7%	42.5%			8.7%
Sweden	46.1%	44.7%			8.7%
Switzerland	61.5%	31.3%			6.7%
UK	65.1%	26.5%			8.0%
Other Europe	49.1%	44.1%			6.6%
<b>ALL FOREIGN TOURISTS</b>	<b>62.3%</b>	<b>25.2%</b>	<b>1.5%</b>	<b>2.4%</b>	<b>8.6%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

PURPOSE OF VISIT: ALL FOREIGN VISITORS					
	2014				
	Leisure	Business	Medical	Religion	Other
<b>AFRICA LAND</b>	<b>75.5%</b>	<b>14.7%</b>	<b>3.2%</b>	<b>0.7%</b>	<b>5.9%</b>
Botswana	47.0%	33.1%	6.1%	2.4%	11.4%
Lesotho	85.0%	9.3%	1.0%		4.6%
Malawi	42.4%	49.9%			7.5%
Mozambique	81.8%	6.0%	6.5%		5.2%
Namibia	48.2%	35.3%	5.5%		10.7%
Swaziland	82.7%	8.1%			8.7%
Zambia	35.3%	56.1%		1.6%	6.6%
Zimbabwe	79.0%	12.6%	3.6%	1.0%	3.8%
<b>AFRICA AIR</b>	<b>42.4%</b>	<b>42.9%</b>	<b>2.4%</b>	<b>1.6%</b>	<b>10.8%</b>
Angola	46.5%	35.6%	5.7%		12.2%
Democratic Republic of Congo	38.7%	48.6%	2.6%	1.5%	8.7%
Ethiopia	26.2%	51.5%	9.9%		12.4%
Ghana	35.1%	50.3%		1.5%	12.4%
Kenya	20.2%	57.9%	6.6%		15.3%
Nigeria	52.5%	40.1%			6.6%
Tanzania	24.0%	46.5%	2.1%	1.3%	26.2%
Uganda	24.9%	59.1%	1.4%		14.0%
Other Africa and Middle East	47.4%	39.4%	1.1%	3.5%	8.7%
<b>AMERICAS</b>	<b>65.3%</b>	<b>21.7%</b>	<b>0.1%</b>	<b>0.9%</b>	<b>11.9%</b>
Argentina	51.3%	41.7%			7.0%
Brazil	50.0%	39.6%			10.1%
Canada	65.7%	22.9%			11.0%
USA	67.9%	18.5%		1.1%	12.4%
Other Americas	45.0%	45.0%			9.6%
<b>ASIA &amp; AUSTRALASIA</b>	<b>53.9%</b>	<b>38.3%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>7.5%</b>
Australia	75.9%	18.3%			5.1%
China including Hong Kong	45.9%	45.4%			8.7%
India	36.0%	57.3%			6.0%
Japan	39.7%	54.5%			5.8%
New Zealand	74.8%	16.9%			8.3%
South Korea	45.3%	47.3%			6.7%
Other Asia and Australasia	41.3%	44.6%			14.1%
<b>EUROPE</b>	<b>64.4%</b>	<b>24.8%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>10.6%</b>
Austria	56.9%	33.7%			9.4%
Belgium	59.0%	32.4%			8.0%
Denmark	79.6%	17.5%			3.0%
France	57.8%	27.7%			14.1%
Germany	65.8%	22.8%			11.1%
Italy	61.5%	32.4%			6.1%
Netherlands	77.1%	13.3%			9.4%
Russian Fed	38.4%	55.1%			6.5%
Spain	59.2%	30.3%		1.4%	9.1%
Sweden	54.4%	29.4%			16.2%
Switzerland	72.2%	19.5%			8.3%
UK	65.3%	22.8%			11.8%
Other Europe	57.4%	32.6%			10.0%
<b>ALL FOREIGN TOURISTS</b>	<b>71.8%</b>	<b>18.1%</b>	<b>2.6%</b>	<b>0.6%</b>	<b>6.9%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

## 1.4. Appendix 4: Repeat rate

REPEATER RATE: ALL FOREIGN VISITORS					
	2016				
	First time	2-3 times	4-5 times	6-9 times	10 or more times
<b>AFRICA LAND</b>	<b>2.7%</b>	<b>7.6%</b>	<b>11.3%</b>	<b>13.0%</b>	<b>65.4%</b>
Botswana		1.3%	1.0%	2.8%	94.5%
Lesotho	16.3%	23.7%	10.2%	10.0%	39.9%
Malawi	4.8%	9.0%	13.5%	14.7%	58.0%
Mozambique	3.5%	15.7%	11.1%	10.5%	59.2%
Namibia	2.8%	11.4%	26.0%	24.6%	35.3%
Swaziland		4.3%	3.3%	4.4%	87.1%
Zambia	2.7%	9.6%	15.7%	11.9%	60.0%
Zimbabwe	1.8%	3.3%	21.5%	27.2%	46.2%
<b>AFRICA AIR</b>	<b>36.5%</b>	<b>26.7%</b>	<b>11.5%</b>	<b>9.0%</b>	<b>16.4%</b>
Angola	18.9%	15.1%	14.9%	19.7%	31.4%
Democratic Republic of Congo	26.2%	26.6%	8.3%	11.4%	27.5%
Ethiopia	55.6%	21.3%	4.4%	12.7%	5.9%
Ghana	47.2%	23.1%	9.9%	10.1%	9.7%
Kenya	36.4%	23.8%	12.6%	7.4%	19.8%
Nigeria	45.2%	30.2%	12.3%	3.9%	8.3%
Tanzania	31.4%	27.5%	13.6%	11.6%	15.9%
Uganda	32.8%	28.1%	15.4%	3.1%	20.5%
Other Africa and Middle East	38.1%	29.2%	10.5%	8.0%	14.3%
<b>AMERICAS</b>	<b>63.8%</b>	<b>20.3%</b>	<b>7.9%</b>	<b>4.5%</b>	<b>3.4%</b>
Argentina	67.3%	23.5%	2.7%	5.3%	1.3%
Brazil	67.1%	14.6%	7.5%	2.6%	8.3%
Canada	58.9%	25.9%	8.3%	4.9%	1.9%
USA	63.4%	20.4%	8.2%	4.7%	3.3%
Other Americas	80.4%	11.5%	4.9%		2.4%
<b>ASIA &amp; AUSTRALASIA</b>	<b>54.1%</b>	<b>26.0%</b>	<b>8.5%</b>	<b>7.0%</b>	<b>4.4%</b>
Australia	47.0%	18.9%	14.4%	13.4%	6.3%
China including Hong Kong	66.5%	29.3%	1.3%	2.6%	
India	50.6%	26.7%	12.0%	5.7%	4.9%
Japan	69.6%	19.4%	4.8%	4.1%	2.1%
New Zealand	37.4%	32.9%	13.7%	12.5%	3.6%
South Korea	57.5%	35.3%	4.3%	1.7%	1.2%
Other Asia and Australasia	46.5%	30.0%	7.1%	6.0%	10.3%
<b>EUROPE</b>	<b>53.5%</b>	<b>27.8%</b>	<b>9.1%</b>	<b>5.4%</b>	<b>4.1%</b>
Austria	68.0%	28.7%	1.0%	1.0%	1.3%
Belgium	55.2%	32.9%	7.6%	2.7%	1.5%
Denmark	63.3%	29.4%	6.1%		1.2%
France	56.7%	33.0%	7.9%	1.7%	
Germany	59.8%	23.5%	10.0%	4.5%	2.2%
Italy	65.8%	26.8%	5.2%	1.6%	
Netherlands	60.6%	24.3%	8.2%	5.0%	1.9%
Russian Fed	46.4%	39.4%	10.6%	3.6%	
Spain	51.9%	31.0%	11.7%	4.1%	1.3%
Sweden	66.6%	24.0%	5.6%	1.3%	2.6%
Switzerland	66.6%	17.4%	9.4%	3.2%	3.4%
UK	41.2%	28.3%	11.6%	9.6%	9.3%
Other Europe	51.9%	33.8%	5.9%	5.3%	3.2%
<b>ALL FOREIGN TOURISTS</b>	<b>21.1%</b>	<b>14.3%</b>	<b>10.5%</b>	<b>10.5%</b>	<b>43.6%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

REPEATER RATE: ALL FOREIGN VISITORS					
	2015				
	First time	2-3 times	4-5 times	6-9 times	10 or more times
<b>AFRICA LAND</b>	<b>4.1%</b>	<b>10.6%</b>	<b>11.8%</b>	<b>15.8%</b>	<b>57.7%</b>
Botswana		2.9%	3.0%	3.7%	89.5%
Lesotho	7.8%	16.0%	23.7%	23.8%	28.8%
Malawi	8.3%	20.1%	13.8%	17.1%	40.7%
Mozambique	2.4%	7.2%	12.0%	15.1%	63.3%
Namibia	4.2%	14.7%	22.8%	23.9%	34.4%
Swaziland	1.2%	3.9%	5.9%	14.8%	74.1%
Zambia	7.1%	22.6%	12.3%	18.0%	40.1%
Zimbabwe	9.1%	20.7%	17.4%	21.3%	31.6%
<b>AFRICA AIR</b>	<b>34.9%</b>	<b>24.3%</b>	<b>13.1%</b>	<b>12.3%</b>	<b>15.3%</b>
Angola	21.7%	19.2%	11.7%	19.1%	28.3%
Democratic Republic of Congo	28.6%	23.1%	13.3%	13.4%	21.7%
Ethiopia	36.9%	47.1%	7.0%	3.0%	6.0%
Ghana	31.7%	34.3%	14.8%	9.7%	9.5%
Kenya	26.1%	38.1%	11.7%	10.3%	13.9%
Nigeria	40.5%	26.8%	15.1%	9.9%	7.7%
Tanzania	30.7%	22.8%	14.8%	9.4%	22.4%
Uganda	37.1%	19.4%	12.9%	19.6%	11.0%
Other Africa and Middle East	41.3%	20.5%	12.9%	12.0%	13.3%
<b>AMERICAS</b>	<b>69.9%</b>	<b>16.8%</b>	<b>5.2%</b>	<b>4.8%</b>	<b>3.4%</b>
Argentina	61.0%	19.6%	6.5%	6.6%	6.3%
Brazil	69.2%	15.5%	7.2%	2.2%	5.9%
Canada	73.9%	13.9%	4.9%	4.1%	3.2%
USA	69.7%	17.1%	5.2%	5.0%	3.1%
Other Americas	66.1%	19.6%	1.2%	8.9%	4.2%
<b>ASIA &amp; AUSTRALASIA</b>	<b>48.7%</b>	<b>23.1%</b>	<b>11.9%</b>	<b>10.8%</b>	<b>5.5%</b>
Australia	40.8%	19.8%	15.4%	15.1%	8.9%
China including Hong Kong	59.7%	17.3%	9.2%	12.9%	1.0%
India	45.3%	29.3%	13.3%	7.3%	4.8%
Japan	56.2%	26.4%	6.8%	6.6%	4.0%
New Zealand	35.7%	35.9%	10.5%	12.3%	5.6%
South Korea	66.6%	15.0%	8.5%	5.9%	4.0%
Other Asia and Australasia	48.6%	27.0%	10.9%	5.4%	8.2%
<b>EUROPE</b>	<b>55.8%</b>	<b>23.3%</b>	<b>8.4%</b>	<b>7.0%</b>	<b>5.6%</b>
Austria	66.5%	23.4%	2.3%	5.6%	2.2%
Belgium	63.4%	25.8%	3.8%	5.3%	1.7%
Denmark	72.1%	20.2%	5.6%	2.0%	
France	63.9%	21.7%	8.1%	4.0%	2.3%
Germany	56.8%	23.3%	9.7%	6.8%	3.5%
Italy	71.6%	20.9%	4.4%	2.3%	
Netherlands	60.1%	20.6%	7.0%	6.9%	5.4%
Russian Fed	47.3%	33.3%	5.2%	10.1%	4.1%
Spain	62.3%	27.0%	3.9%	4.0%	2.8%
Sweden	69.5%	22.1%	4.2%		3.4%
Switzerland	67.1%	21.8%	4.7%	1.2%	5.2%
UK	43.6%	24.0%	11.5%	11.1%	9.8%
Other Europe	57.4%	25.7%	6.5%	4.9%	5.5%
<b>ALL FOREIGN TOURISTS</b>	<b>20.2%</b>	<b>14.4%</b>	<b>10.9%</b>	<b>13.3%</b>	<b>41.2%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

REPEATER RATE: ALL FOREIGN VISITORS					
	2014				
	First time	2-3 times	4-5 times	6-9 times	10 or more times
<b>AFRICA LAND</b>	<b>0.9%</b>	<b>2.6%</b>	<b>8.0%</b>	<b>13.8%</b>	<b>74.8%</b>
Botswana		1.6%	1.0%		96.4%
Lesotho		1.1%		4.9%	93.5%
Malawi	9.6%	3.5%	7.2%	17.0%	62.6%
Mozambique		3.9%	33.8%	56.3%	5.7%
Namibia	1.1%	7.5%	4.4%	15.0%	72.0%
Swaziland		1.1%		1.4%	96.6%
Zambia	10.6%	14.3%	11.6%	10.2%	53.3%
Zimbabwe		2.2%	2.7%	3.4%	90.7%
<b>AFRICA AIR</b>	<b>24.7%</b>	<b>37.0%</b>	<b>23.0%</b>	<b>8.8%</b>	<b>6.6%</b>
Angola	14.9%	37.8%	21.3%	14.0%	11.9%
Democratic Republic of Congo	12.8%	36.7%	26.9%	11.5%	12.0%
Ethiopia	21.3%	38.2%	20.8%	13.9%	5.9%
Ghana	25.7%	30.3%	27.5%	9.1%	7.3%
Kenya	15.0%	44.3%	27.7%	9.4%	3.6%
Nigeria	25.4%	33.4%	23.9%	9.6%	7.6%
Tanzania	16.4%	40.8%	23.6%	11.5%	7.5%
Uganda	14.0%	41.7%	29.6%	5.3%	9.3%
Other Africa and Middle East	35.3%	37.0%	20.0%	5.0%	2.7%
<b>AMERICAS</b>	<b>63.4%</b>	<b>22.2%</b>	<b>8.5%</b>	<b>4.5%</b>	<b>1.4%</b>
Argentina	41.2%	33.3%	19.5%	4.3%	1.6%
Brazil	46.7%	35.2%	15.2%	1.8%	1.2%
Canada	69.5%	18.6%	10.2%	1.7%	
USA	64.3%	21.3%	7.3%	5.3%	1.7%
Other Americas	65.0%	22.0%	11.5%	1.5%	
<b>ASIA &amp; AUSTRALASIA</b>	<b>43.0%</b>	<b>33.1%</b>	<b>16.3%</b>	<b>5.2%</b>	<b>2.4%</b>
Australia	43.0%	31.5%	15.1%	6.5%	3.9%
China including Hong Kong	34.4%	38.9%	19.8%	5.2%	1.8%
India	43.7%	35.6%	15.0%	4.2%	1.6%
Japan	42.4%	28.0%	21.7%	5.3%	2.5%
New Zealand	46.3%	24.2%	18.7%	8.0%	2.8%
South Korea	65.4%	24.3%	5.7%	4.6%	
Other Asia and Australasia	47.5%	34.1%	14.4%	2.5%	1.4%
<b>EUROPE</b>	<b>57.9%</b>	<b>22.6%</b>	<b>8.8%</b>	<b>7.5%</b>	<b>3.2%</b>
Austria	60.1%	24.1%	4.1%	10.5%	1.3%
Belgium	56.0%	31.1%	7.6%	4.1%	1.3%
Denmark	70.7%	20.3%	4.0%	4.9%	
France	62.0%	21.8%	8.3%	5.6%	2.3%
Germany	60.9%	23.5%	6.6%	6.4%	2.6%
Italy	77.0%	14.0%	4.3%	2.8%	1.9%
Netherlands	64.2%	18.2%	7.6%	7.1%	2.8%
Russian Fed	51.4%	32.0%	10.1%	5.3%	1.2%
Spain	73.8%	15.1%	4.5%	5.6%	1.0%
Sweden	52.8%	32.0%	11.1%	2.7%	1.4%
Switzerland	66.9%	20.4%	2.6%	5.4%	4.8%
UK	44.4%	25.9%	12.8%	11.5%	5.3%
Other Europe	61.3%	21.1%	9.8%	6.2%	1.5%
<b>ALL FOREIGN TOURISTS</b>	<b>12.5%</b>	<b>8.1%</b>	<b>9.0%</b>	<b>12.1%</b>	<b>58.2%</b>
Notes:					
Blank cells indicate that the sample is not big enough for a valid statistical interpretation					

## 1.5.Appendix 5: Length of stay

AVERAGE LENGTH OF STAY			
	2014	2015	2016
<b>AFRICA LAND</b>	<b>6.9</b>	<b>8.1</b>	<b>6.7</b>
Botswana	2.8	3.8	3.0
Lesotho	9.6	10.8	6.8
Malawi	8.1	9.3	9.2
Mozambique	6.9	10.7	13.1
Namibia	3.9	7.8	8.2
Swaziland	12.8	6.6	5.5
Zambia	7.0	6.5	5.4
Zimbabwe	3.6	6.5	4.4
<b>AFRICA AIR</b>	<b>9.3</b>	<b>17.2</b>	<b>15.8</b>
Angola	9.2	11.2	14.1
Democratic Republic of Congo	10.1	33.6	30.3
Ethiopia	7.8	19.8	14.1
Ghana	9.4	18.3	14.1
Kenya	7.3	18.6	11.8
Nigeria	9.5	19.9	13.7
Tanzania	8.9	7.6	12.2
Uganda	8.1	19.1	15.5
Other Africa and Middle East	9.8	15.9	15.9
<b>AMERICAS</b>	<b>15.0</b>	<b>15.5</b>	<b>13.7</b>
Argentina	8.6	8.6	11.5
Brazil	10.2	15.7	19.1
Canada	14.7	16.7	11.4
USA	15.8	15.1	13.4
Other Americas	10.2	24.0	18.7
<b>ASIA &amp; AUSTRALASIA</b>	<b>13.5</b>	<b>14.9</b>	<b>11.8</b>
Australia	14.3	13.7	11.6
China including Hong Kong	12.6	8.6	7.3
India	15.5	25.5	18.4
Japan	9.3	12.4	7.1
New Zealand	15.6	11.5	13.0
South Korea	9.5	8.0	8.0
Other Asia and Australasia	13.0	18.4	15.3
<b>EUROPE</b>	<b>16.9</b>	<b>14.6</b>	<b>12.4</b>
Austria	12.0	11.1	11.0
Belgium	13.5	16.2	12.8
Denmark	10.6	14.4	9.9
France	18.1	16.3	12.8
Germany	19.9	17.2	14.0
Italy	13.1	10.2	9.3
Netherlands	20.7	19.1	15.2
Russian Fed	9.8	6.8	5.8
Spain	18.0	13.9	11.1
Sweden	12.0	14.3	10.6
Switzerland	13.1	11.5	12.4
UK	16.4	13.3	12.0
Other Europe	15.3	12.7	10.8
<b>ALL FOREIGN TOURISTS</b>	<b>8.7</b>	<b>9.8</b>	<b>8.3</b>
Notes:			
Blank cells indicate that the sample is not big enough for a valid statistical interpretation			





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

ACCOMMODATION USAGE - ALL FOREIGN VISITORS											
	2015										
	Hotels	Guest House	B&B	Self catering	Game Lodge	Backpacker	Camping	Train/ship	Hospital	Friends and family	Other
<b>AFRICA LAND</b>	<b>760 408</b>	<b>323 933</b>	<b>93 470</b>	<b>251 646</b>	<b>113 749</b>	<b>220 259</b>	<b>54 612</b>	<b>7 271</b>	<b>45 069</b>	<b>10 252 043</b>	<b>848 717</b>
Botswana	85 166	33 167	20 093	2 168	18 064		183		1 095	351 730	73 363
Lesotho	75 769	24 791	4 826	22 149		24 595	20 969		4 199	3 522 519	109 597
Malawi	57 796	28 056	6 098	11 498	4 866	16 369				185 162	13 265
Mozambique	91 893	115 285	25 024	43 777	37 779	81 465	2 760		16 798	2 684 950	138 582
Namibia	46 326	44 740	7 698	16 828	8 061	544	123			214 540	68 243
Swaziland	65 585	5 735	585	104 058	25 309	1 814	30 444		16 694	1 094 054	85 208
Zambia	78 117	8 585	989	904	5 900	1 376			3 151	134 553	23 583
Zimbabwe	259 757	63 572	28 157	50 262	13 771	94 096	134	7 271	3 063	2 064 536	336 876
<b>AFRICA AIR</b>	<b>297 028</b>	<b>67 767</b>	<b>14 657</b>	<b>100 713</b>	<b>16 255</b>	<b>32 449</b>	<b>1 533</b>		<b>8 106</b>	<b>562 475</b>	<b>285 896</b>
Angola	23 583	16 717	1 934	12 868	165				1 323	52 288	13 364
Democratic Republic of Congo	21 329	3 590	660		718	1 238			3 869	144 173	22 820
Ethiopia	4 758	334	316	14 823	2 157					7 337	4 886
Ghana	13 856	2 070	481	2 524	228	364				28 865	13 305
Kenya	22 935	7 480	3 926		1 186	16 772	109		1 769	27 902	37 109
Nigeria	53 368	7 196	2 087	25 664	841	9 340				98 003	92 251
Tanzania	17 397	1 851	498	7 476		793			643	16 731	699
Uganda	9 008	2 635		1 200						21 214	15 558
Other Africa and Middle East	130 794	25 894	4 754	36 159	10 960	3 942	1 424		501	165 964	85 904
<b>AMERICAS</b>	<b>355 807</b>	<b>90 730</b>	<b>51 526</b>	<b>178 232</b>	<b>172 806</b>	<b>104 140</b>	<b>31 647</b>	<b>3 985</b>	<b>1 003</b>	<b>348 314</b>	<b>138 960</b>
Argentina	6 766	698			703					3 063	
Brazil	31 339	15 321	379	12 167	3 051	3 054	1 456			27 953	4 603
Canada	36 625	9 532	7 948	17 192	15 575	25 835	2 703			34 511	21 511
USA	267 673	63 981	42 773	142 525	152 342	74 782	27 263	3 985	1 003	234 747	111 506
Other Americas	13 403	1 198	426	6 349	1 134	468	226			48 039	1 341
<b>ASIA &amp; AUSTRALASIA</b>	<b>311 185</b>	<b>107 889</b>	<b>19 015</b>	<b>134 561</b>	<b>44 080</b>	<b>51 814</b>	<b>7 182</b>	<b>3 197</b>	<b>503</b>	<b>465 940</b>	<b>124 802</b>
Australia	70 779	16 372	4 790	2 991	27 260	23 571	4 571		503	178 560	8 581
China including Hong Kong	58 289	12 603	2 063	15 833	517	1 474				73 478	5 615
India	90 959	48 315	2 578	96 194	7 644	22 807	391	1 504		64 264	76 107
Japan	20 234	2 656	519	637	1 670	528	359			35 039	
New Zealand	12 122	855	590	702	4 056	3 264	1 342			31 173	
South Korea	13 805	2 803	846	656	300					9 669	
Other Asia and Australasia	44 998	24 284	7 628	17 548	2 634	170	518	1 636		73 756	34 419
<b>EUROPE</b>	<b>778 642</b>	<b>274 115</b>	<b>165 237</b>	<b>378 858</b>	<b>300 122</b>	<b>320 102</b>	<b>63 113</b>	<b>5 720</b>	<b>2 376</b>	<b>841 620</b>	<b>322 298</b>
Austria	14 934	4 912	3 389	3 090	3 391	4 517	436		326	3 903	1 139
Belgium	23 699	9 496	8 075	7 177	16 863	38 075	2 333			17 236	11 107
Denmark	12 772	2 424	13 465	9 076	7 468	6 139	592			2 851	1 001
France	86 751	26 504	19 381	60 943	35 829	41 813	8 512			43 283	35 455
Germany	109 954	60 109	30 521	116 225	58 286	92 349	15 260	198	1 718	116 613	66 030
Italy	61 402	33 428	7 803	8 759	23 701	4 976	3 406			9 849	5 703
Netherlands	84 843	39 969	26 426	52 532	39 946	58 965	8 567			105 882	74 238
Russian Fed	6 251		132	548	475					741	1 425
Spain	28 477	4 993	7 703	12 943	8 143	4 427	6 250			20 924	18 096
Sweden	13 908	3 861	1 962	6 482	2 498	4 607	2 260			7 884	2 864
Switzerland	26 614	5 909	4 595	6 288	6 982	3 592	2 104			16 887	8 075
UK	228 302	56 711	31 423	77 121	81 036	53 843	9 232	1 556	297	421 408	68 919
Other Europe	80 734	25 798	10 362	17 675	15 504	6 800	4 160	3 966		74 161	28 248
<b>ALL FOREIGN TOURISTS</b>	<b>2 503 070</b>	<b>864 434</b>	<b>343 904</b>	<b>1 044 010</b>	<b>647 013</b>	<b>728 763</b>	<b>158 087</b>	<b>20 173</b>	<b>57 058</b>	<b>12 470 392</b>	<b>1 720 673</b>
Notes:											
Blank cells indicate that the sample is not big enough for a valid statistical interpretation											

ACCOMMODATION USAGE - ALL FOREIGN VISITORS											
	2014										
	Hotels	Guest House	B&B	Self catering	Game Lodge	Backpacker	Camping	Train/ship	Hospital	Friends and family	Other
<b>AFRICA LAND</b>	<b>652 715</b>	<b>770 814</b>	<b>195 225</b>	<b>128 033</b>	<b>63 352</b>	<b>36 463</b>	<b>22 875</b>	<b>2 924</b>	<b>14 556</b>	<b>8 978 817</b>	<b>807 899</b>
Botswana	56 760	40 281	5 077	5 583	14 290	222				230 863	44 202
Lesotho	21 559	20 823	2 402	13 758	13 243	32 939				3 287 817	43 150
Malawi	78 881	25 275	3 522		2 435			1 492		270 248	
Mozambique	244 900	135 841	16 568	11 263	28 156	555			7 415	1 708 104	3 902
Namibia	23 189	28 784	4 050	26 299	1 585		11 132		6 336	66 375	28 631
Swaziland	13 999	5 322	2 414			475	9 596			2 206 584	683 535
Zambia	89 130	27 536	24 273	8 244	1 296				757	156 125	
Zimbabwe	124 296	486 951	136 918	62 887	2 264	2 272	2 147	1 432		1 052 700	4 478
<b>AFRICA AIR</b>	<b>192 135</b>	<b>79 322</b>	<b>57 638</b>	<b>21 534</b>	<b>6 956</b>	<b>20 400</b>	<b>165</b>	<b>571</b>	<b>987</b>	<b>359 310</b>	<b>14 262</b>
Angola	23 179	11 548	6 651	3 122	185					55 071	8 015
Democratic Republic of Congo	10 572	7 077	3 959			398				38 545	
Ethiopia	3 417	1 117	1 337						197	7 284	236
Ghana	9 015	3 823	2 968	3 069	370					21 059	
Kenya	18 664	5 191	4 736	1 601	307	1 283			433	11 513	
Nigeria	32 603	16 165	9 405	3 909	641	11 191			314	75 827	
Tanzania	15 003	6 201	4 569	423	358					17 824	
Uganda	7 764	1 284	1 383					554		8 576	
Other Africa and Middle East	71 918	26 915	22 629	9 360	4 947	7 528	165			123 612	6 011
<b>AMERICAS</b>	<b>282 531</b>	<b>160 797</b>	<b>124 746</b>	<b>126 763</b>	<b>151 002</b>	<b>143 348</b>	<b>22 352</b>	<b>529</b>		<b>339 075</b>	<b>189 693</b>
Argentina	4 633	2 135	772		623	382	142			2 234	
Brazil	24 860	9 966	4 140	7 042	4 245	7 241	229			13 952	4 839
Canada	28 141	16 759	21 593	21 787	21 014	11 782	304			42 056	2 162
USA	213 039	123 798	95 359	97 841	123 127	123 245	21 482	529		274 011	179 941
Other Americas	11 858	8 139	2 882		1 993	697	196			6 823	2 751
<b>ASIA &amp; AUSTRALASIA</b>	<b>284 080</b>	<b>136 130</b>	<b>64 380</b>	<b>59 464</b>	<b>56 716</b>	<b>41 139</b>	<b>11 005</b>	<b>26 383</b>	<b>218</b>	<b>487 567</b>	<b>64 728</b>
Australia	80 307	29 392	28 559	33 070	31 162	12 067	5 726			184 597	4 603
China including Hong Kong	60 367	25 496	5 789	2 144	6 921	6 206		5 028		102 381	7 778
India	71 161	40 123	13 686	19 581	9 772	5 672	301	2 334	218	73 993	24 955
Japan	19 207	15 889	3 266	264	1 262	990	236			10 772	17 339
New Zealand	10 629	4 637	2 870		4 489	9 979	1 835			43 716	
South Korea	9 743	2 937	3 491	1 359	902	2 292	117			8 751	1 263
Other Asia and Australasia	32 667	17 657	6 718	3 047	2 209	3 932	2 791	19 021		63 357	8 790
<b>EUROPE</b>	<b>636 575</b>	<b>486 288</b>	<b>309 921</b>	<b>342 941</b>	<b>260 965</b>	<b>402 222</b>	<b>70 291</b>	<b>11 103</b>	<b>1 169</b>	<b>858 687</b>	<b>604 353</b>
Austria	11 793	3 713	5 529	615	3 200	4 384	1 761			11 368	3 924
Belgium	20 162	13 733	10 415	4 935	7 673	11 772			705	22 540	16 128
Denmark	9 975	9 127	4 239	402	5 754	4 483	482			4 521	673
France	60 844	39 397	26 973	44 651	32 132	18 822	3 385	1 791		60 300	108 124
Germany	109 779	117 303	79 606	79 948	41 839	107 898	17 462	156	311	105 640	149 629
Italy	71 180	36 264	25 194	6 241	21 344	16 811	1 962			35 717	8 575
Netherlands	63 778	70 910	42 398	44 716	46 118	36 575	8 805	775		93 921	122 607
Russian Fed	6 229	3 723	892	657	1 151	417	107	1 259		5 113	1 080
Spain	28 067	12 706	10 392	27 319	6 782	19 400	1 433			22 062	13 076
Sweden	9 105	3 364	3 163	8 858	10 124	2 779	596			4 567	740
Switzerland	16 949	15 921	9 646	8 694	9 279	9 532	2 136			9 746	11 579
UK	173 227	118 870	64 066	95 309	55 081	137 259	25 765			398 138	121 937
Other Europe	55 487	41 257	27 409	20 596	20 487	32 088	6 297	7 123		85 052	46 281
<b>ALL FOREIGN TOURISTS</b>	<b>2 048 035</b>	<b>1 633 352</b>	<b>751 910</b>	<b>678 736</b>	<b>538 991</b>	<b>643 571</b>	<b>126 688</b>	<b>41 510</b>	<b>16 956</b>	<b>11 023 455</b>	<b>1 680 935</b>
Notes:											
Blank cells indicate that the sample is not big enough for a valid statistical interpretation											

## 1.7. Appendix 7: Provincial distribution

### 1.7.1. Share of arrivals

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS*									
	2016								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>AFRICA LAND</b>	<b>37.6%</b>	<b>2.4%</b>	<b>0.4%</b>	<b>6.5%</b>	<b>13.8%</b>	<b>20.4%</b>	<b>10.2%</b>	<b>0.9%</b>	<b>17.7%</b>
Botswana	43.2%			5.1%		16.5%	68.0%		
Lesotho	22.8%			2.8%			3.2%	1.2%	69.2%
Malawi	88.2%	4.6%		5.0%	1.2%	4.5%	10.2%		
Mozambique	70.0%				44.8%	1.9%	7.4%		1.3%
Namibia	23.4%	54.6%		3.1%			3.9%	17.0%	1.1%
Swaziland	18.9%			32.9%	44.3%		2.6%		1.0%
Zambia	84.3%	1.8%		3.4%	1.3%	10.5%			
Zimbabwe	31.4%	1.5%		1.8%	1.1%	64.4%	2.7%		
<b>AFRICA AIR</b>	<b>71.6%</b>	<b>24.9%</b>	<b>2.9%</b>	<b>7.7%</b>	<b>3.2%</b>	<b>1.6%</b>	<b>3.0%</b>	<b>0.6%</b>	<b>0.7%</b>
Angola	67.7%	30.5%		2.2%					
Democratic Republic of Congo	86.4%	14.1%		9.2%			3.5%	1.2%	
Ethiopia	75.9%	16.6%	2.8%	7.6%	1.6%	4.9%	1.4%		
Ghana	73.4%	12.2%	6.1%	7.1%	2.3%		2.6%		
Kenya	72.7%	14.6%	3.1%	12.3%	2.4%	1.7%			
Nigeria	82.0%	10.9%	1.0%	8.3%	1.4%		1.3%		
Tanzania	76.6%	12.5%	4.4%	8.5%	3.4%	2.3%			1.7%
Uganda	81.2%	7.1%	4.0%	9.6%	2.0%		5.3%		
Other Africa and Middle East	63.2%	38.6%	4.2%	7.5%	5.7%	2.4%	5.3%		1.1%
<b>AMERICAS</b>	<b>50.0%</b>	<b>52.9%</b>	<b>10.9%</b>	<b>12.9%</b>	<b>21.1%</b>	<b>9.3%</b>	<b>4.5%</b>	<b>1.8%</b>	<b>2.4%</b>
Argentina	57.3%	51.5%	8.0%	23.5%	30.6%	7.3%		1.3%	4.6%
Brazil	57.7%	60.2%	14.9%	12.4%	19.0%	16.7%	11.6%		1.0%
Canada	46.4%	60.3%	10.1%	14.2%	22.5%	6.7%	3.5%	1.7%	1.2%
USA	50.1%	50.6%	10.6%	12.6%	21.2%	9.2%	4.2%	2.1%	2.7%
Other Americas	39.1%	70.5%	12.8%	10.7%	14.2%	4.3%	1.4%		2.0%
<b>ASIA &amp; AUSTRALASIA</b>	<b>66.7%</b>	<b>41.0%</b>	<b>5.6%</b>	<b>9.7%</b>	<b>8.1%</b>	<b>2.5%</b>	<b>4.6%</b>	<b>0.4%</b>	<b>1.1%</b>
Australia	60.2%	39.9%	10.5%	13.8%	17.9%	5.3%	3.9%		1.5%
China including Hong Kong	84.5%	46.4%		2.1%	1.1%		5.3%		
India	60.5%	28.7%	3.4%	21.7%	7.4%		6.4%		2.0%
Japan	57.8%	51.7%	1.1%		4.8%	1.1%	2.0%	1.1%	
New Zealand	55.5%	47.8%	10.3%	7.5%	14.8%	4.9%	1.2%	1.0%	2.5%
South Korea	71.3%	41.1%	4.8%	2.9%	6.3%	1.4%			1.7%
Other Asia and Australasia	58.5%	41.6%	9.2%	7.2%	3.2%	2.9%	5.7%		
<b>EUROPE</b>	<b>41.0%</b>	<b>58.2%</b>	<b>11.3%</b>	<b>12.4%</b>	<b>15.7%</b>	<b>5.4%</b>	<b>2.2%</b>	<b>1.5%</b>	<b>1.6%</b>
Austria	39.3%	56.9%	16.7%	12.8%	18.9%	3.3%	1.3%		6.1%
Belgium	42.1%	54.5%	12.8%	13.6%	17.8%	7.7%	2.2%	3.4%	2.7%
Denmark	38.6%	50.0%	6.5%	7.4%	9.6%	8.9%	1.2%	1.7%	1.8%
France	52.3%	57.9%	8.6%	14.3%	20.5%	7.1%	1.8%		1.6%
Germany	41.2%	62.0%	16.4%	13.8%	17.6%	7.0%	2.1%	1.4%	2.4%
Italy	38.6%	66.3%	6.9%	9.7%	28.7%	4.3%	2.7%	1.6%	
Netherlands	38.6%	63.7%	15.4%	18.0%	22.3%	7.5%	3.3%	4.0%	2.3%
Russian Fed	63.1%	32.0%	6.6%	2.8%		1.4%	3.6%	2.9%	1.5%
Spain	51.1%	45.2%	13.5%	12.0%	9.9%	2.3%	2.1%	2.9%	
Sweden	34.1%	63.6%	9.7%	3.4%	12.1%	4.6%	2.6%		1.4%
Switzerland	33.8%	67.9%	14.6%	16.5%	18.9%	3.7%		1.6%	
UK	37.5%	57.0%	9.2%	10.3%	10.1%	4.4%	2.0%		1.2%
Other Europe	42.1%	49.0%	7.1%	10.3%	10.5%	3.4%	2.9%		
<b>ALL FOREIGN TOURISTS</b>	<b>41.3%</b>	<b>14.0%</b>	<b>2.5%</b>	<b>7.7%</b>	<b>13.7%</b>	<b>16.6%</b>	<b>8.4%</b>	<b>1.0%</b>	<b>13.6%</b>

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

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS*									
	2015								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>AFRICA LAND</b>	<b>40.9%</b>	<b>2.8%</b>	<b>0.4%</b>	<b>7.3%</b>	<b>16.5%</b>	<b>16.9%</b>	<b>10.8%</b>	<b>1.0%</b>	<b>13.2%</b>
Botswana	41.9%			4.8%	1.7%	16.7%	61.2%	1.1%	2.0%
Lesotho	29.5%			2.4%	1.0%	2.4%	7.6%	1.0%	57.5%
Malawi	84.5%	4.8%		6.1%	15.3%	1.3%	3.9%		1.8%
Mozambique	58.6%			3.1%	43.7%	2.2%	6.3%		
Namibia	33.5%	46.2%		2.2%	2.7%		6.8%	14.6%	1.9%
Swaziland	24.6%			32.8%	41.4%	2.3%	1.8%		
Zambia	86.5%	3.0%	1.4%	12.7%		5.7%	13.3%		
Zimbabwe	38.8%	3.0%		2.7%	6.5%	49.4%	4.2%		
<b>AFRICA AIR</b>	<b>75.7%</b>	<b>21.8%</b>	<b>3.5%</b>	<b>7.0%</b>	<b>3.6%</b>	<b>1.8%</b>	<b>3.5%</b>	<b>0.7%</b>	<b>1.1%</b>
Angola	71.7%	25.4%		2.6%	1.7%		1.3%		
Democratic Republic of Congo	89.0%	18.0%	1.0%	4.7%			4.3%		
Ethiopia	83.0%	11.5%		6.2%		3.1%	3.0%		
Ghana	83.0%	16.1%	1.5%	4.0%	3.7%	2.4%	1.4%		2.5%
Kenya	79.5%	12.9%	6.8%	11.2%	1.7%	2.6%	2.4%	1.7%	
Nigeria	79.1%	15.9%	3.3%	6.4%	1.1%		3.7%		1.9%
Tanzania	82.7%	9.2%	2.7%	8.0%		1.4%	2.7%		
Uganda	71.7%	17.5%	4.3%	10.9%			2.2%		
Other Africa and Middle East	69.6%	30.4%	4.9%	8.3%	7.7%	3.6%	4.8%	1.3%	1.7%
<b>AMERICAS</b>	<b>48.5%</b>	<b>51.9%</b>	<b>9.4%</b>	<b>11.6%</b>	<b>21.6%</b>	<b>10.7%</b>	<b>3.9%</b>	<b>1.9%</b>	<b>1.6%</b>
Argentina	55.3%	27.6%	6.9%	13.5%	9.8%	3.1%	3.1%	3.5%	3.5%
Brazil	65.3%	41.9%	8.1%	10.9%	13.6%	3.9%	6.5%		
Canada	48.3%	58.1%	11.2%	14.1%	24.7%	5.3%	3.9%	2.1%	1.3%
USA	46.4%	52.7%	9.3%	10.7%	22.4%	12.5%	3.7%	2.1%	1.6%
Other Americas	64.5%	43.7%	9.7%	26.4%	13.3%	2.0%	5.1%		2.8%
<b>ASIA &amp; AUSTRALASIA</b>	<b>66.3%</b>	<b>35.7%</b>	<b>5.5%</b>	<b>12.9%</b>	<b>9.4%</b>	<b>4.2%</b>	<b>4.8%</b>	<b>0.8%</b>	<b>2.0%</b>
Australia	57.6%	41.2%	12.9%	12.3%	19.0%	8.9%	5.4%	1.4%	3.0%
China including Hong Kong	81.8%	38.7%	1.1%	1.1%	1.5%		2.2%		
India	60.1%	27.2%	3.0%	25.9%	8.5%		7.5%		2.1%
Japan	71.0%	31.9%	2.8%	14.8%	3.6%	3.4%	3.4%		
New Zealand	73.6%	35.7%	1.2%	12.9%	12.4%	10.8%		1.4%	1.4%
South Korea	76.6%	24.3%	4.3%	12.2%	8.6%		8.3%		1.9%
Other Asia and Australasia	59.0%	35.3%	4.3%	15.7%	5.2%	3.5%	5.3%		2.6%
<b>EUROPE</b>	<b>43.9%</b>	<b>56.4%</b>	<b>11.5%</b>	<b>12.5%</b>	<b>16.1%</b>	<b>6.5%</b>	<b>3.2%</b>	<b>1.8%</b>	<b>2.0%</b>
Austria	47.7%	55.5%	13.2%	17.8%	18.9%	5.6%	4.4%	3.3%	3.3%
Belgium	41.5%	46.3%	18.9%	16.8%	20.4%	10.4%	3.2%	2.6%	4.3%
Denmark	44.4%	42.9%	7.8%	9.8%	15.7%	18.5%	3.4%	2.0%	1.3%
France	48.8%	56.5%	10.2%	18.0%	23.2%	7.1%	2.3%	1.3%	1.7%
Germany	44.8%	57.9%	13.5%	12.5%	16.1%	9.0%	3.0%	2.0%	2.2%
Italy	52.4%	66.1%	10.0%	9.2%	33.8%	8.1%	1.6%		
Netherlands	44.3%	61.1%	19.1%	17.9%	21.5%	7.0%	3.8%	2.2%	2.9%
Russian Fed	49.3%	40.3%	4.4%	13.3%		2.6%	6.7%		
Spain	45.0%	58.0%	7.9%	2.8%	19.2%	3.1%	2.9%	7.1%	2.8%
Sweden	39.3%	60.0%	11.1%	5.6%	15.7%	6.7%	2.8%	3.3%	1.4%
Switzerland	44.7%	65.8%	15.7%	6.6%	14.8%	8.0%	1.7%	3.2%	
UK	39.0%	56.2%	8.6%	12.0%	9.2%	4.4%	3.4%	1.1%	1.8%
Other Europe	48.4%	45.0%	9.9%	9.4%	12.4%	4.2%	4.1%	1.7%	2.2%
<b>ALL FOREIGN TOURISTS</b>	<b>43.9%</b>	<b>13.1%</b>	<b>2.4%</b>	<b>8.3%</b>	<b>15.9%</b>	<b>14.4%</b>	<b>9.1%</b>	<b>1.1%</b>	<b>10.5%</b>
Notes:									
Blank cells indicate that the sample is not big enough for a valid statistical interpretation									

PROVINCIAL DISTRIBUTION - SHARE OF ARRIVALS*									
	2014								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>AFRICA LAND</b>	<b>41.0%</b>	<b>2.7%</b>	<b>0.2%</b>	<b>6.5%</b>	<b>10.2%</b>	<b>21.7%</b>	<b>5.7%</b>	<b>1.6%</b>	<b>12.8%</b>
Botswana	43.6%	2.3%		2.5%	1.3%	1.6%	48.3%	1.6%	
Lesotho	29.9%			3.5%			4.9%		60.5%
Malawi	85.2%	7.8%		3.6%		5.4%	1.9%	1.7%	
Mozambique	78.8%	1.4%			19.7%			0.0%	
Namibia	7.7%	49.2%						43.7%	
Swaziland	19.4%			33.6%	44.2%	1.8%	1.2%		
Zambia	90.1%	3.9%		3.8%	1.6%	3.3%			
Zimbabwe	29.8%	1.5%		2.2%	1.0%	68.5%	1.2%		
<b>AFRICA AIR</b>	<b>64.5%</b>	<b>20.5%</b>	<b>3.8%</b>	<b>9.8%</b>	<b>2.8%</b>	<b>1.6%</b>	<b>2.2%</b>	<b>0.6%</b>	<b>1.3%</b>
Angola	59.1%	30.1%	2.6%	5.6%		1.8%			1.3%
Democratic Republic of Congo	78.0%	9.4%	4.5%	6.1%	1.9%	1.3%	1.8%		1.3%
Ethiopia	75.5%	7.7%		9.9%	2.3%	3.2%	1.1%	1.2%	2.3%
Ghana	73.4%	12.3%	2.6%	6.4%	3.9%	1.9%	2.8%	1.4%	
Kenya	70.3%	13.7%	2.1%	9.5%	3.4%				1.5%
Nigeria	74.0%	13.7%	3.1%	10.4%	1.3%				1.4%
Tanzania	66.4%	11.4%	3.2%	13.6%	2.8%		3.2%	1.4%	
Uganda	64.2%	11.3%	2.7%	11.4%	4.0%	4.6%	3.2%	1.3%	1.3%
Other Africa and Middle East	54.8%	28.7%	5.6%	11.8%	4.7%	2.0%	4.0%		1.6%
<b>AMERICAS</b>	<b>39.0%</b>	<b>48.5%</b>	<b>13.2%</b>	<b>14.7%</b>	<b>18.3%</b>	<b>8.8%</b>	<b>4.8%</b>	<b>1.8%</b>	<b>1.9%</b>
Argentina	51.3%	41.7%	7.0%	14.6%	9.7%	4.3%	9.7%		
Brazil	48.2%	42.8%	7.8%	14.5%	10.8%	3.5%	3.6%		1.3%
Canada	34.0%	60.0%	19.0%	16.6%	19.6%	6.3%	5.7%	2.2%	
USA	38.7%	47.2%	12.9%	14.3%	19.0%	9.9%	4.6%	1.9%	2.2%
Other Americas	37.2%	57.8%	14.7%	18.8%	18.5%	4.4%	7.0%		
<b>ASIA &amp; AUSTRALASIA</b>	<b>45.0%</b>	<b>43.2%</b>	<b>7.4%</b>	<b>15.4%</b>	<b>11.9%</b>	<b>5.1%</b>	<b>6.0%</b>	<b>1.4%</b>	<b>1.9%</b>
Australia	46.7%	46.6%	11.3%	15.7%	20.8%	6.9%	6.0%	1.3%	3.4%
China including Hong Kong	46.2%	43.7%	5.5%	11.4%	9.7%	3.9%	5.3%		
India	56.0%	30.2%	4.6%	23.6%	4.9%	3.6%	7.2%	1.3%	1.3%
Japan	35.6%	50.4%	3.3%	10.7%	7.6%	3.0%	4.9%	1.1%	
New Zealand	34.5%	44.4%	9.9%	18.6%	12.4%	11.6%	6.7%	3.4%	6.0%
South Korea	55.4%	28.7%	11.2%	15.2%	7.5%	3.0%	8.2%	5.0%	4.5%
Other Asia and Australasia	31.3%	51.1%	5.4%	10.6%	7.4%	4.0%	5.6%	1.0%	
<b>EUROPE</b>	<b>29.7%</b>	<b>61.6%</b>	<b>15.4%</b>	<b>16.2%</b>	<b>16.8%</b>	<b>5.5%</b>	<b>3.9%</b>	<b>2.3%</b>	<b>1.7%</b>
Austria	28.4%	54.3%	11.9%	14.7%	14.5%	8.0%	4.7%	4.5%	1.3%
Belgium	30.6%	61.5%	8.9%	19.1%	23.6%	3.0%	4.7%	2.5%	2.0%
Denmark	20.4%	58.2%	21.3%	5.3%	26.3%	9.8%	5.3%		2.4%
France	32.3%	57.8%	11.1%	20.9%	23.1%	5.6%	5.2%	2.4%	1.3%
Germany	31.2%	65.0%	17.3%	17.2%	19.7%	6.3%	3.5%	3.3%	1.3%
Italy	40.7%	64.9%	19.3%	18.4%	28.0%	5.5%	4.3%	1.1%	1.2%
Netherlands	24.8%	77.1%	22.7%	17.8%	19.2%	5.7%	3.3%	2.1%	2.2%
Russian Fed	38.1%	28.2%	11.6%	15.4%	9.8%	4.0%	7.8%	4.5%	5.5%
Spain	37.8%	63.2%	16.2%	19.6%	19.6%	9.4%	1.0%	7.0%	2.9%
Sweden	30.7%	28.7%	16.1%	21.1%	25.7%	11.4%	3.2%	2.2%	3.2%
Switzerland	24.1%	60.4%	19.5%	15.6%	17.9%	7.1%	2.1%		
UK	26.9%	62.5%	12.6%	12.9%	9.5%	5.1%	3.5%	1.3%	1.8%
Other Europe	30.6%	45.9%	14.2%	15.8%	12.3%	2.0%	6.3%	3.0%	1.5%
<b>ALL FOREIGN TOURISTS</b>	<b>40.7%</b>	<b>13.5%</b>	<b>2.9%</b>	<b>8.4%</b>	<b>11.1%</b>	<b>18.0%</b>	<b>5.3%</b>	<b>1.6%</b>	<b>10.3%</b>
Notes:									
Blank cells indicate that the sample is not big enough for a valid statistical interpretation									



### 1.7.2. Bednights

PROVINCIAL DISTRIBUTION - BEDNIGHTS									
	2016								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
AFRICA LAND	5 305 806	461 251	96 817	614 094	1 370 030	1 195 966	735 641	72 500	1 917 865
Botswana	217 429	6 407	646	23 257	6 949	83 162	173 237	467	3 447
Lesotho	792 040	7 845	42 769	42 843		111 684	114 502	16 555	1 838 102
Malawi	326 941	33 942	240	7 515	15 048	3 871			432
Mozambique	2 599 618	18 329	263	10 125	715 807	98 490	308 526	638	61 697
Namibia	72 933	274 267	1 868	7 991	7 826	1 328	2 519	40 433	3 263
Swaziland	221 531	3 846	1 187	447 207	561 637	13 881	42 080		6 395
Zambia	190 856	9 885	715	5 710	7 930	21 991	672		2 233
Zimbabwe	884 459	106 730	49 129	69 444	54 833	861 560	94 106	14 407	2 295
AFRICA AIR	810 463	405 823	72 030	70 583	35 826	17 573	15 317	4 637	5 269
Angola	54 475	77 381		1 653		1 024			
Democratic Republic of Congo	156 651	41 241		7 683			1 350	237	
Ethiopia	18 926	3 821	4 783	2 292	140	560			
Ghana	36 117	12 161	5 675	2 077	708		307		
Kenya	33 393	7 183	26 488	9 628	2 085	808	292		163
Nigeria	169 915	20 522	2 398	10 405	2 120	1 589	4 158	3 382	1 574
Tanzania	47 114	9 346	5 013	4 797	2 202	1 045			713
Uganda	28 577	18 260	1 388	1 744			1 263		
Other Africa and Middle East	265 295	215 907	26 285	30 304	28 570	12 546	7 947	1 018	2 819
AMERICAS	378 252	656 121	105 772	111 994	139 676	103 172	20 475	14 381	27 362
Argentina	6 431	8 202	679	2 971	2 182	681		174	323
Brazil	60 928	63 399	13 779	7 036	6 059	6 531	1 870		256
Canada	27 702	60 286	8 192	8 923	14 613	13 131	1 319	706	1 725
USA	278 716	474 933	79 284	90 536	115 054	81 300	17 257	13 502	21 563
Other Americas	4 476	49 300	3 837	2 529	1 767	1 529			3 496
ASIA & AUSTRALASIA	583 659	347 991	71 814	97 478	72 939	45 313	62 780	12 726	12 865
Australia	109 525	110 514	26 837	34 737	31 204	12 815	4 412	2 278	4 639
China including Hong Kong	117 586	79 279	1 880	3 765	4 819	422	7 656		
India	223 292	44 529	7 948	35 752	24 502	12 010	10 439	10 059	2 625
Japan	16 999	24 510	1 937	237	1 413	491	1 037	211	
New Zealand	29 219	21 594	12 317	4 079	4 679	1 661	277	179	914
South Korea	17 212	11 815	4 240	1 724	1 974	483			722
Other Asia and Australasia	69 826	55 750	16 655	17 185	4 349	17 431	38 961		3 965
EUROPE	686 542	1 777 204	224 873	225 728	253 353	136 880	37 640	46 066	24 576
Austria	7 238	26 343	3 048	2 656	5 392	591	113		3 434
Belgium	25 978	64 271	8 678	7 246	9 011	8 195	900	2 562	2 492
Denmark	9 628	22 248	1 536	1 315	3 382	2 890		1 387	637
France	80 939	184 871	18 001	17 414	26 271	14 570	2 509	447	1 446
Germany	105 529	374 837	46 147	37 374	51 742	24 910	5 213	3 844	6 111
Italy	32 553	94 911	3 726	8 767	24 941	3 944	1 633	1 912	379



PROVINCIAL DISTRIBUTION - BEDNIGHTS									
	2015								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>AFRICA LAND</b>	<b>5 263 582</b>	<b>483 203</b>	<b>68 547</b>	<b>969 593</b>	<b>1 790 803</b>	<b>961 650</b>	<b>1 056 907</b>	<b>98 877</b>	<b>2 278 014</b>
Botswana	250 577	9 039	3 075	23 047	11 927	90 452	180 796	8 022	8 095
Lesotho	908 506	26 648	1 327	54 502	119 682	88 981	392 492	26 092	2 191 183
Malawi	249 284	10 670	8 659	8 309	27 731	2 098	609		15 752
Mozambique	1 890 720	34 951	5 131	60 386	894 281	40 000	267 034	9 877	35 932
Namibia	93 431	201 746	7 943	7 083	3 071	628	23 837	47 863	21 570
Swaziland	275 576	766	17 622	655 261	452 540	15 967	3 652	4 231	3 872
Zambia	193 352	8 570	3 755	23 236	1 492	15 296	9 564	1 698	194
Zimbabwe	1 402 136	190 814	21 035	137 768	280 079	708 228	178 924	1 094	1 415
<b>AFRICA AIR</b>	<b>745 535</b>	<b>383 594</b>	<b>61 325</b>	<b>101 283</b>	<b>29 942</b>	<b>23 377</b>	<b>17 354</b>	<b>3 652</b>	<b>20 816</b>
Angola	65 724	40 141	1 422	3 812	10 282	165	653		
Democratic Republic of Congo	121 201	75 167	600	923			507		
Ethiopia	12 318	2 004		15 297		4 886	105		
Ghana	42 281	3 264	344	2 968	749	7 495	182		4 409
Kenya	66 616	16 170	24 908	6 903	729	1 528	1 546	675	113
Nigeria	162 900	70 661	12 031	28 502	1 204		2 664	670	10 115
Tanzania	35 532	6 713	865	2 574		249	155		
Uganda	16 407	4 559	13 298	14 836			514		
Other Africa and Middle East	222 555	164 916	7 855	25 467	16 978	9 054	11 027	2 266	6 179
<b>AMERICAS</b>	<b>358 476</b>	<b>574 750</b>	<b>91 989</b>	<b>132 079</b>	<b>143 841</b>	<b>113 337</b>	<b>28 272</b>	<b>10 609</b>	<b>23 797</b>
Argentina	4 939	2 952	310	1 775	467		163	318	227
Brazil	44 788	37 677	4 718	6 690	3 757	1 002	657		
Canada	38 169	64 542	6 552	20 452	29 458	4 525	6 389	976	369
USA	228 429	456 944	79 675	96 058	102 464	107 544	19 071	9 283	23 112
Other Americas	42 151	12 634	735	7 104	7 695	185	1 991		
<b>ASIA &amp; AUSTRALASIA</b>	<b>638 130</b>	<b>248 994</b>	<b>59 112</b>	<b>134 349</b>	<b>83 003</b>	<b>46 944</b>	<b>31 226</b>	<b>12 368</b>	<b>16 043</b>
Australia	102 733	94 562	38 708	37 202	30 992	20 293	5 940	850	6 699
China including Hong Kong	102 758	51 723	1 373	1 357	4 610	1 363	4 566		2 123
India	260 766	44 436	1 938	58 160	22 387	3 116	16 913	1 057	1 987
Japan	46 634	8 347	726	3 704	617	1 155	261		200
New Zealand	21 774	14 252	174	8 949	3 670	2 643			2 632
South Korea	17 079	4 198	891	3 764	1 540		345		263
Other Asia and Australasia	86 385	31 477	15 302	21 212	19 186	18 373	3 200	10 313	2 140
<b>EUROPE</b>	<b>665 092</b>	<b>1 578 088</b>	<b>312 567</b>	<b>277 480</b>	<b>268 383</b>	<b>196 487</b>	<b>44 714</b>	<b>43 708</b>	<b>65 683</b>
Austria	8 628	18 241	2 136	4 083	3 125	2 171	317	746	590
Belgium	17 088	37 590	18 488	19 667	21 010	13 161	1 434	697	4 925
Denmark	7 646	33 056	3 590	1 859	2 454	6 266	333	384	199
France	67 256	155 996	25 976	33 024	30 550	35 704	1 893	1 407	6 666
Germany	91 975	340 005	76 571	34 644	49 498	43 713	7 743	4 978	18 135
Italy	36 609	71 460	5 321	6 184	23 881	12 718	744		2 012
Netherlands	81 706	227 555	66 312	51 344	43 995	11 059	4 554	1 205	3 638
Russian Fed	3 570	4 441	394	659			434		
Spain	22 902	48 071	3 234	906	6 362	1 616	3 751	24 701	412
Sweden	6 095	22 873	6 454	2 131	2 982	2 404	257	458	2 673
Switzerland	11 848	46 145	6 355	2 666	4 291	7 647	426	1 369	298
UK	220 879	479 673	74 243	101 839	55 909	54 125	18 028	4 433	20 718
Other Europe	88 890	92 981	23 493	18 473	24 325	5 831	4 800	3 232	5 417
<b>ALL FOREIGN TOURISTS</b>	<b>7 670 814</b>	<b>3 268 629</b>	<b>593 540</b>	<b>1 614 784</b>	<b>2 315 972</b>	<b>1 341 796</b>	<b>1 178 473</b>	<b>169 215</b>	<b>2 404 353</b>
Notes:									
Blank cells indicate that the sample is not big enough for a valid statistical interpretation									

PROVINCIAL DISTRIBUTION - BEDNIGHTS									
	2014								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<b>AFRICA LAND</b>	<b>4 990 834</b>	<b>328 441</b>	<b>101 681</b>	<b>960 092</b>	<b>1 800 356</b>	<b>867 322</b>	<b>566 210</b>	<b>113 686</b>	<b>1 945 793</b>
Botswana	157 135	39 954	4 376	16 177	4 193	1 654	161 366	9 216	3 205
Lesotho	1 066 941	7 649	4 010	74 248	42 422	6 218	252 902	46 345	1 935 004
Malawi	270 728	56 137		15 272	731	22 357	9 924	6 328	376
Mozambique	1 734 165	33 244	5 775	13 337	333 594	31 644	4 021		925
Namibia	17 172	125 048	1 979	1 489	474		125	50 837	
Swaziland	602 388	604	64 536	715 904	1 373 296	78 707	86 574		
Zambia	251 270	10 999	6 162	10 757	13 748	12 453	854		1 117
Zimbabwe	891 036	54 805	14 842	112 906	31 898	714 290	50 444	959	5 166
<b>AFRICA AIR</b>	<b>410 603</b>	<b>177 972</b>	<b>35 198</b>	<b>71 895</b>	<b>15 597</b>	<b>14 029</b>	<b>12 808</b>	<b>4 916</b>	<b>10 262</b>
Angola	46 206	45 293	2 164	9 928		2 443			1 737
Democratic Republic of Congo	44 736	4 937	2 781	4 551	642	509	1 268	931	196
Ethiopia	10 607	752		1 051	397	336	238	148	160
Ghana	23 121	4 652	1 516	6 017	1 100	2 635	847	416	
Kenya	28 035	5 304	1 638	4 494	2 052	916		478	733
Nigeria	107 452	20 576	5 938	9 388	1 433	2 376	1 152		1 739
Tanzania	27 743	5 391	2 469	6 272	1 192		925	387	
Uganda	11 549	2 157	790	1 792	808	1 258	968	127	212
Other Africa and Middle East	111 155	88 910	17 901	28 402	7 974	3 556	7 331	2 430	5 485
<b>AMERICAS</b>	<b>288 255</b>	<b>623 508</b>	<b>141 006</b>	<b>140 184</b>	<b>106 334</b>	<b>140 084</b>	<b>52 223</b>	<b>20 741</b>	<b>28 528</b>
Argentina	3 687	3 515	574	940	911	450	806		
Brazil	21 600	33 422	4 612	9 515	3 514	1 117	1 246	791	724
Canada	30 660	62 829	21 348	17 523	10 831	16 253	2 426	2 801	928
USA	227 447	504 644	113 196	107 118	88 214	121 441	46 766	16 669	26 876
Other Americas	4 862	19 098	1 275	5 087	2 865	823	979	395	
<b>ASIA &amp; AUSTRALASIA</b>	<b>374 227</b>	<b>456 208</b>	<b>53 967</b>	<b>145 716</b>	<b>76 016</b>	<b>41 998</b>	<b>32 760</b>	<b>14 043</b>	<b>36 875</b>
Australia	107 136	147 075	24 525	33 395	41 266	12 301	13 545	3 402	26 838
China including Hong Kong	70 220	88 175	6 659	30 631	12 648	4 727	5 218	3 832	
India	127 583	60 512	6 527	38 361	9 257	7 759	3 856	2 575	5 366
Japan	15 080	34 719	2 005	11 644	2 028	1 393	1 946	408	
New Zealand	16 682	28 928	4 806	10 229	3 894	8 472	1 145	909	3 090
South Korea	10 362	4 955	2 654	6 720	961	312	2 209	1 591	1 092
Other Asia and Australasia	27 164	91 845	6 792	14 736	5 962	7 034	4 842	1 325	489
<b>EUROPE</b>	<b>588 408</b>	<b>2 075 112</b>	<b>361 397</b>	<b>355 131</b>	<b>242 928</b>	<b>183 919</b>	<b>61 473</b>	<b>69 832</b>	<b>46 313</b>
Austria	6 978	20 624	3 612	6 123	3 964	1 737	1 251	1 706	292
Belgium	10 045	63 435	6 933	7 854	9 313	3 599	3 136	739	3 107
Denmark	5 624	19 011	4 159	1 030	4 827	1 719	619	1 488	1 179
France	43 276	220 216	20 261	30 177	42 396	27 079	8 109	3 286	1 705
Germany	113 692	407 269	77 261	84 573	45 819	53 347	5 566	15 859	6 185
Italy	53 071	95 829	21 606	20 002	19 077	3 729	4 399	3 294	2 281
Netherlands	62 744	330 426	43 404	34 936	32 106	16 997	5 000	3 165	1 826
Russian Fed	4 801	6 198	2 351	2 264	1 079	524	1 034	1 446	932
Spain	40 102	47 934	5 468	11 737	5 474	7 616	151	17 775	4 982
Sweden	8 277	7 966	4 773	5 800	5 123	8 273	1 147	355	1 581
Switzerland	13 339	50 436	8 501	7 421	5 833	6 047	1 122	120	663
UK	171 755	643 460	119 203	103 407	51 083	50 065	18 551	15 067	17 130
Other Europe	54 706	162 308	43 864	39 808	16 834	3 187	11 388	5 534	4 450
<b>ALL FOREIGN TOURISTS</b>	<b>6 652 327</b>	<b>3 661 242</b>	<b>693 249</b>	<b>1 673 018</b>	<b>2 241 232</b>	<b>1 247 353</b>	<b>725 473</b>	<b>223 218</b>	<b>2 067 771</b>
Notes:									
Blank cells indicate that the sample is not big enough for a valid statistical interpretation									

### 1.7.3. Appendix 11: Provincial Spread

PROVINCIAL SPREAD: PROPORTION OF TOURISTS WHO VISIT MORE THAN ONE PROVINCE			
	2014	2015	2016
<b>AFRICA LAND</b>	<b>2.2%</b>	<b>8.7%</b>	<b>9.2%</b>
Botswana	2.3%	27.0%	30.4%
Lesotho		2.2%	1.4%
Malawi	5.8%	15.8%	10.9%
Mozambique	1.6%	15.1%	26.5%
Namibia	2.1%	7.2%	4.2%
Swaziland		3.5%	1.0%
Zambia	3.9%	15.3%	2.0%
Zimbabwe	3.9%	4.7%	3.4%
<b>AFRICA AIR</b>	<b>5.5%</b>	<b>13.2%</b>	<b>11.7%</b>
Angola		3.8%	1.3%
Democratic Republic of Congo	5.2%	17.0%	14.4%
Ethiopia	3.3%	6.9%	7.4%
Ghana	4.6%	13.4%	2.4%
Kenya	2.6%	12.0%	7.4%
Nigeria	5.0%	10.3%	6.5%
Tanzania	2.0%	6.7%	8.4%
Uganda	3.3%	6.6%	9.3%
Other Africa and Middle East	9.5%	19.8%	18.8%
<b>AMERICAS</b>	<b>33.0%</b>	<b>39.6%</b>	<b>40.6%</b>
Argentina	31.9%	23.1%	44.9%
Brazil	20.4%	35.3%	57.0%
Canada	39.2%	42.0%	39.5%
USA	33.4%	40.0%	39.3%
Other Americas	30.1%	37.4%	36.2%
<b>ASIA &amp; AUSTRALASIA</b>	<b>25.1%</b>	<b>28.9%</b>	<b>29.1%</b>
Australia	38.7%	38.1%	32.8%
China including Hong Kong	19.9%	25.3%	37.3%
India	20.9%	23.2%	21.1%
Japan	16.7%	24.6%	19.5%
New Zealand	26.0%	36.5%	25.5%
South Korea	21.8%	26.3%	25.2%
Other Asia and Australasia	12.7%	23.0%	23.0%
<b>EUROPE</b>	<b>31.2%</b>	<b>32.5%</b>	<b>28.6%</b>
Austria	27.4%	34.4%	31.2%
Belgium	27.7%	35.1%	33.3%
Denmark	39.6%	29.7%	18.3%
France	34.4%	39.6%	35.1%
Germany	35.2%	34.1%	33.0%
Italy	47.2%	45.3%	33.9%
Netherlands	40.4%	43.4%	40.4%
Russian Fed	16.0%	12.2%	8.9%
Spain	40.4%	33.1%	22.1%
Sweden	28.8%	30.6%	24.8%
Switzerland	29.2%	36.1%	33.4%
UK	24.5%	25.6%	22.1%
Other Europe	19.7%	24.2%	18.1%
<b>ALL FOREIGN TOURISTS</b>	<b>7.8%</b>	<b>13.7%</b>	<b>14.0%</b>
Notes:			
Blank cells indicate that the sample is not big enough for a valid statistical interpretation			



Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA															
	2015														
	Shopping	Nightlife	Eating Out	Entertainment	Social	Visiting natural attractions	Business	Cultural, historical and heritage	Wildlife	Beach	Trading	Theme parks	Church	Adventure	Education training study
<b>AFRICA LAND</b>	<b>47.6%</b>	<b>14.9%</b>			<b>62.9%</b>	<b>2.2%</b>	<b>8.1%</b>	<b>1.4%</b>	<b>2.5%</b>	<b>3.1%</b>		<b>7.4%</b>	<b>0.7%</b>	<b>0.8%</b>	<b>4.0%</b>
Botswana	53.8%	23.8%			58.6%	2.1%	17.1%	2.2%	4.6%	4.0%		11.2%		1.2%	4.0%
Lesotho	42.4%	21.2%			76.5%		2.8%		1.2%	1.2%					6.8%
Malawi	57.3%	23.3%			44.6%	5.2%	12.3%	5.2%	5.1%	5.8%		17.4%	2.6%		4.1%
Mozambique	35.9%	9.0%			68.5%	1.9%	4.9%	2.0%	2.5%	1.4%		11.6%			1.3%
Namibia	42.9%	32.0%			57.9%	8.6%	15.7%	1.5%	5.8%	8.1%			1.6%	1.9%	8.1%
Swaziland	26.1%	9.5%			64.2%	1.4%	6.9%	2.8%	2.9%	4.7%		7.8%		2.9%	4.3%
Zambia	67.2%	17.9%			38.4%	3.5%	29.0%	1.4%	4.8%	8.3%		16.6%			6.0%
Zimbabwe	67.0%	10.9%			52.8%	2.9%	9.3%		1.7%	3.8%		7.2%			3.2%
<b>AFRICA AIR</b>	<b>83.3%</b>	<b>60.7%</b>			<b>43.4%</b>	<b>19.5%</b>	<b>36.0%</b>	<b>10.9%</b>	<b>18.6%</b>	<b>11.0%</b>		<b>1.0%</b>	<b>6.7%</b>	<b>4.1%</b>	<b>12.4%</b>
Angola	89.7%	72.2%			46.6%	16.5%	19.4%	3.8%	12.4%	10.4%		2.1%	6.3%	1.7%	6.3%
Democratic Republic of Congo	78.5%	72.6%			74.6%	14.8%	15.6%	2.2%	11.6%	4.5%		1.0%	6.8%	1.0%	8.4%
Ethiopia	74.7%	33.7%			43.0%	13.0%	40.1%	10.7%	13.0%	3.1%					17.0%
Ghana	87.7%	48.9%			34.5%	11.1%	50.9%	4.0%	16.8%	8.1%					16.1%
Kenya	81.7%	58.5%			25.2%	9.4%	64.6%	6.0%	18.6%	9.4%			3.5%	5.1%	17.1%
Nigeria	86.5%	53.0%			45.6%	23.4%	29.9%	7.9%	20.4%	14.4%			5.7%	1.9%	16.1%
Tanzania	81.6%	48.2%			38.6%	5.2%	42.6%	4.0%	8.0%	5.4%		4.0%	4.0%	1.4%	20.1%
Uganda	95.6%	63.1%			26.1%	10.9%	45.5%	6.5%	17.4%	8.8%				2.2%	24.1%
Other Africa and Middle East	79.7%	63.7%			42.4%	27.0%	38.7%	20.7%	24.2%	13.2%			10.3%	8.0%	9.1%
<b>AMERICAS</b>	<b>68.6%</b>	<b>58.9%</b>			<b>21.8%</b>	<b>56.4%</b>	<b>22.9%</b>	<b>52.4%</b>	<b>44.3%</b>	<b>24.0%</b>		<b>1.3%</b>	<b>12.7%</b>	<b>22.2%</b>	<b>11.9%</b>
Argentina	86.5%	83.6%			29.3%	44.6%	57.2%	36.9%	26.3%	17.4%			6.9%	20.0%	
Brazil	82.9%	78.6%			19.0%	52.5%	49.0%	43.3%	37.5%	28.0%			9.1%	17.3%	12.1%
Canada	75.8%	67.8%			24.8%	63.5%	21.2%	56.4%	51.3%	29.0%			19.1%	26.0%	9.7%
USA	65.7%	54.9%			21.1%	55.8%	19.7%	53.0%	44.5%	23.2%		1.5%	11.6%	22.3%	12.6%
Other Americas	76.3%	75.0%			29.7%	59.2%	39.1%	49.3%	36.3%	22.4%			26.0%	18.1%	7.1%
<b>ASIA &amp; AUSTRALASIA</b>	<b>64.0%</b>	<b>49.6%</b>			<b>38.5%</b>	<b>35.8%</b>	<b>38.0%</b>	<b>30.9%</b>	<b>24.0%</b>	<b>13.1%</b>		<b>0.2%</b>	<b>9.7%</b>	<b>7.5%</b>	<b>3.2%</b>
Australia	66.4%	54.2%			50.6%	44.9%	15.2%	41.5%	31.7%	18.2%			6.3%	13.7%	2.4%
China including Hong Kong	36.9%	19.0%			41.0%	35.1%	24.6%	21.7%	7.5%	1.9%			16.8%	1.2%	2.5%
India	74.0%	58.1%			21.7%	26.9%	71.6%	27.2%	28.7%	18.3%			10.1%	5.8%	4.3%
Japan	73.0%	50.9%			26.9%	37.3%	52.3%	27.7%	31.2%	10.7%			6.3%	3.1%	
New Zealand	72.6%	68.0%			52.5%	43.8%	24.1%	43.6%	30.1%	14.7%			13.8%	14.9%	2.8%
South Korea	68.1%	64.8%			24.9%	25.2%	61.7%	26.3%	25.4%	15.1%			4.7%	5.9%	2.0%
Other Asia and Australasia	77.2%	61.4%			35.4%	29.2%	52.1%	24.3%	19.3%	10.9%			7.0%	5.3%	5.8%
<b>EUROPE</b>	<b>71.0%</b>	<b>67.5%</b>			<b>27.8%</b>	<b>51.9%</b>	<b>30.3%</b>	<b>45.7%</b>	<b>36.9%</b>	<b>25.3%</b>		<b>0.4%</b>	<b>11.0%</b>	<b>20.1%</b>	<b>6.9%</b>
Austria	77.5%	70.7%			12.4%	57.2%	38.3%	54.9%	41.4%	26.8%		1.1%	12.3%	34.6%	4.5%
Belgium	68.6%	65.4%			18.8%	55.0%	28.3%	59.7%	43.3%	23.0%			12.0%	30.1%	8.8%
Denmark	69.1%	66.9%			9.5%	54.4%	32.4%	54.1%	37.0%	17.1%		1.4%	8.5%	12.3%	8.5%
France	71.9%	70.1%			16.3%	58.2%	34.0%	51.7%	44.7%	23.6%			14.6%	18.5%	10.8%
Germany	69.6%	67.0%			22.9%	56.4%	30.3%	49.1%	40.4%	28.9%			10.7%	23.5%	7.9%
Italy	72.2%	71.9%			9.0%	61.6%	24.6%	60.1%	46.4%	21.2%			13.9%	19.3%	3.1%
Netherlands	71.1%	67.6%			25.7%	60.6%	26.7%	58.3%	47.8%	32.3%			14.9%	29.9%	7.4%
Russian Fed	59.7%	62.7%			9.5%	12.1%	53.5%	9.4%	15.1%	2.6%			4.5%	7.1%	5.3%
Spain	76.2%	71.9%			21.3%	52.2%	34.8%	43.8%	36.2%	21.1%			9.6%	20.1%	10.7%
Sweden	77.1%	77.2%			12.9%	60.0%	42.6%	47.3%	42.0%	22.3%			15.5%	21.2%	4.5%
Switzerland	70.4%	71.5%			19.4%	58.6%	30.6%	49.9%	38.6%	28.2%			16.8%	19.6%	5.5%
UK	69.9%	64.7%			43.7%	45.2%	26.7%	35.2%	29.4%	25.3%			8.6%	16.4%	6.2%
Other Europe	73.9%	68.9%			24.8%	40.2%	41.5%	39.3%	27.0%	19.3%			7.6%	13.3%	4.5%
<b>ALL FOREIGN TOURISTS</b>	<b>53.7%</b>	<b>26.9%</b>			<b>54.8%</b>	<b>13.1%</b>	<b>14.0%</b>	<b>10.9%</b>	<b>10.3%</b>	<b>7.6%</b>		<b>5.6%</b>	<b>3.2%</b>	<b>4.6%</b>	<b>5.1%</b>
Notes:															
Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.															

ACTIVITIES UNDERTAKEN WHILE IN SOUTH AFRICA															
	2014														
	Shopping	Nightlife	Eating Out	Entertainment	Social	Visiting natural attractions	Business	Cultural, historical and heritage	Wildlife	Beach	Trading	Theme parks	Church	Adventure	Education training study
<b>AFRICA LAND</b>	<b>86.6%</b>	<b>78.3%</b>			<b>62.3%</b>	<b>4.7%</b>	<b>7.0%</b>	<b>0.7%</b>	<b>6.0%</b>	<b>4.1%</b>		<b>3.9%</b>	<b>3.7%</b>	<b>0.3%</b>	<b>2.3%</b>
Botswana	60.4%	64.1%			56.7%	2.7%	18.4%	2.2%	1.0%			9.0%			3.8%
Lesotho	71.9%	49.1%			89.4%		2.8%		16.3%	1.3%		2.9%			
Malawi	97.8%	95.3%			49.9%	10.6%	6.8%		8.0%	6.1%		15.4%	12.4%		4.9%
Mozambique	91.6%	80.0%			64.0%	1.1%	4.6%		2.2%			1.6%			1.8%
Namibia	44.2%	36.3%			48.0%	14.8%	14.0%	1.5%	2.8%	15.2%		17.2%	4.7%	3.4%	5.0%
Swaziland	96.4%	89.6%			90.0%	3.2%	1.6%		5.1%	17.0%		6.2%	4.5%		7.9%
Zambia	93.0%	90.1%			36.0%	9.3%	16.6%	2.4%	5.9%	4.7%		18.8%	11.4%		5.3%
Zimbabwe	98.4%	97.3%			36.5%	8.9%	9.3%	1.0%	2.9%	2.0%			6.7%		
<b>AFRICA AIR</b>	<b>77.1%</b>	<b>67.7%</b>			<b>35.1%</b>	<b>21.2%</b>	<b>42.9%</b>	<b>8.5%</b>	<b>20.2%</b>	<b>13.7%</b>		<b>0.3%</b>	<b>12.7%</b>	<b>4.9%</b>	<b>8.6%</b>
Angola	84.1%	69.5%			45.1%	19.9%	36.5%	5.5%	19.9%	11.2%			5.5%	5.8%	9.8%
Democratic Republic of Congo	84.3%	69.3%			43.5%	12.8%	48.6%	5.1%	14.0%	8.6%			9.6%	2.9%	4.8%
Ethiopia	83.1%	59.6%			31.4%	8.9%	49.1%	4.6%	13.9%	8.2%			1.2%	1.2%	8.5%
Ghana	80.4%	66.6%			33.6%	14.3%	53.1%	6.8%	12.3%	8.7%			8.2%		10.1%
Kenya	71.3%	53.4%			19.4%	14.5%	58.8%	4.5%	11.8%	10.9%			7.5%	2.0%	15.3%
Nigeria	87.2%	75.4%			41.4%	16.6%	39.3%	4.9%	22.9%	12.7%			17.7%	4.4%	4.8%
Tanzania	78.1%	61.5%			27.0%	8.2%	46.0%	2.8%	13.4%	5.6%			4.2%	2.0%	21.8%
Uganda	72.6%	61.2%			20.6%	13.2%	57.5%	4.0%	17.9%	8.1%			7.9%	1.3%	10.8%
Other Africa and Middle East	67.4%	67.4%			32.0%	32.3%	39.2%	15.3%	24.8%	20.0%			17.8%	7.7%	6.8%
<b>AMERICAS</b>	<b>67.2%</b>	<b>56.3%</b>			<b>21.0%</b>	<b>60.5%</b>	<b>20.9%</b>	<b>45.0%</b>	<b>41.3%</b>	<b>35.9%</b>		<b>0.9%</b>	<b>34.2%</b>	<b>20.1%</b>	<b>6.6%</b>
Argentina	69.3%	72.0%			19.4%	49.9%	43.8%	32.3%	42.8%	36.3%			25.3%	14.7%	
Brazil	58.7%	55.0%			15.6%	40.8%	38.2%	28.9%	27.0%	30.2%			24.0%	19.9%	5.4%
Canada	70.8%	63.4%			25.4%	62.7%	21.7%	40.5%	38.4%	41.7%			33.9%	21.1%	7.4%
USA	67.1%	54.6%			21.3%	62.2%	18.2%	47.5%	43.0%	35.7%		1.1%	35.4%	19.9%	6.5%
Other Americas	75.1%	69.1%			12.3%	60.8%	36.6%	41.9%	44.8%	35.1%			32.3%	24.8%	10.1%
<b>ASIA &amp; AUSTRALASIA</b>	<b>67.1%</b>	<b>59.6%</b>			<b>28.5%</b>	<b>45.1%</b>	<b>37.3%</b>	<b>27.0%</b>	<b>24.7%</b>	<b>25.1%</b>		<b>0.8%</b>	<b>25.8%</b>	<b>16.0%</b>	<b>3.2%</b>
Australia	70.2%	55.0%			40.8%	53.9%	18.8%	37.8%	28.2%	29.2%		1.6%	35.0%	21.8%	2.7%
China including Hong Kong	68.1%	68.5%			22.0%	44.3%	42.8%	23.6%	28.4%	19.8%			22.0%	13.0%	4.6%
India	62.2%	50.1%			23.6%	31.8%	54.2%	19.1%	20.1%	23.7%			18.3%	10.3%	2.0%
Japan	67.6%	69.9%			9.4%	48.6%	51.2%	22.2%	15.7%	20.9%		1.5%	19.1%	19.4%	4.2%
New Zealand	72.9%	66.6%			55.8%	45.2%	16.2%	34.8%	21.9%	35.3%			30.2%	24.8%	3.8%
South Korea	48.6%	37.5%			20.1%	32.4%	46.7%	20.6%	27.7%	25.0%			18.8%	10.9%	6.9%
Other Asia and Australasia	68.1%	67.7%			18.5%	45.5%	47.0%	19.1%	23.2%	23.5%			24.2%	10.1%	2.4%
<b>EUROPE</b>	<b>63.2%</b>	<b>62.6%</b>			<b>23.3%</b>	<b>62.9%</b>	<b>24.1%</b>	<b>38.5%</b>	<b>34.4%</b>	<b>33.6%</b>		<b>0.4%</b>	<b>31.7%</b>	<b>28.7%</b>	<b>5.3%</b>
Austria	46.6%	53.6%			17.8%	51.3%	32.2%	35.4%	23.6%	33.8%			28.0%	28.6%	1.1%
Belgium	53.8%	60.7%			20.0%	61.5%	26.8%	39.2%	37.5%	28.6%		1.3%	38.9%	29.3%	3.5%
Denmark	70.5%	67.3%			9.9%	70.3%	16.2%	44.9%	37.1%	33.1%		1.3%	34.7%	26.0%	2.2%
France	52.1%	56.7%			16.5%	65.6%	26.6%	45.1%	38.4%	31.1%		1.5%	35.0%	30.6%	7.6%
Germany	62.3%	61.9%			19.9%	67.9%	23.4%	44.2%	38.2%	37.0%			35.2%	33.0%	6.6%
Italy	71.2%	59.4%			11.1%	61.8%	33.5%	41.8%	34.2%	40.8%			37.0%	28.9%	4.7%
Netherlands	63.0%	71.6%			23.3%	78.4%	12.9%	47.2%	43.8%	37.9%			34.6%	40.7%	6.9%
Russian Fed	53.8%	45.7%			20.4%	29.5%	56.1%	16.7%	20.9%	21.0%			16.2%	12.2%	4.2%
Spain	76.2%	66.1%			12.9%	62.0%	28.9%	39.0%	40.4%	37.5%			32.4%	22.8%	1.0%
Sweden	54.8%	44.9%			11.2%	53.4%	27.8%	46.4%	23.8%	21.1%			22.7%	15.6%	8.0%
Switzerland	73.6%	64.7%			19.8%	62.5%	18.6%	45.8%	35.3%	40.8%			30.5%	29.3%	7.1%
UK	65.8%	67.3%			34.8%	59.5%	21.6%	30.9%	30.0%	31.0%			29.7%	24.5%	4.4%
Other Europe	61.0%	50.9%			19.5%	51.4%	32.1%	31.1%	27.7%	29.8%		1.0%	21.4%	24.8%	4.9%
<b>ALL FOREIGN TOURISTS</b>	<b>82.1%</b>	<b>74.5%</b>			<b>53.8%</b>	<b>15.7%</b>	<b>12.0%</b>	<b>8.2%</b>	<b>11.9%</b>	<b>9.9%</b>		<b>3.2%</b>	<b>9.3%</b>	<b>5.1%</b>	<b>3.1%</b>
Notes:															
Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.															

ACTIVITIES BY PROVINCE									
	2016								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Shopping	45.1%	17.6%	3.3%	8.2%	12.6%	20.4%	7.9%		5.4%
Nightlife	43.1%	34.4%	6.8%	7.2%	15.0%	4.4%	15.0%	1.3%	9.8%
Eating out	50.5%	29.6%	5.6%	9.1%	12.3%	14.0%	11.2%		3.3%
Entertainment	49.5%	28.2%	6.8%	8.0%	15.3%	6.0%	18.3%		9.7%
Social	44.7%	12.9%	2.9%	10.3%	18.3%	4.0%	10.9%		16.6%
Visiting natural attractions	36.1%	76.1%	13.5%	14.4%	25.7%	7.3%	5.1%	1.6%	1.5%
Business	65.5%	24.9%	2.9%	9.0%	2.7%	1.7%	4.4%	1.1%	1.0%
Wildlife	38.9%	67.3%	17.3%	16.6%	32.5%	11.0%	6.2%	1.5%	2.3%
Cultural, historical and heritage	47.8%	65.0%	13.3%	16.1%	29.2%	6.9%	6.1%	1.4%	1.7%
Beach	27.3%	69.8%	18.0%	37.2%	20.0%	4.6%	5.4%	1.0%	1.3%
Church	45.8%	5.3%	1.6%	3.0%	8.0%	17.4%	17.4%		15.7%
Trading	69.9%	3.6%		5.8%	13.9%	22.7%	11.7%		1.0%
Theme parks	44.1%	80.8%	12.6%	16.5%	20.7%	3.7%	5.4%	1.4%	1.1%
Adventure	28.7%	80.9%	20.0%	15.1%	22.7%	6.2%	4.0%	1.8%	1.5%
Education training study	52.0%	28.5%	7.0%	5.2%	5.7%	4.6%	3.8%		15.4%

ACTIVITIES BY PROVINCE									
	2015								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Shopping	49.4%	19.8%	3.7%	7.6%	12.9%	15.8%	8.5%		6.6%
Nightlife	51.9%	37.1%	6.7%	10.3%	12.3%	3.7%	9.6%	1.2%	8.9%
Eating out									
Entertainment									
Social	39.9%	8.2%	1.7%	7.9%	16.8%	9.4%	11.9%	1.1%	15.1%
Visiting natural attractions	40.2%	70.0%	12.9%	15.3%	25.6%	6.5%	5.5%	2.2%	2.8%
Business	61.5%	23.3%	2.5%	8.3%	6.2%	7.6%	5.6%	1.1%	3.2%
Wildlife	44.7%	56.0%	14.9%	16.7%	36.3%	12.1%	6.8%	2.4%	2.4%
Cultural, historical and heritage	52.3%	59.9%	12.0%	16.6%	27.8%	5.7%	8.3%	2.0%	4.0%
Beach	29.7%	62.3%	15.8%	42.3%	14.5%	4.2%	6.0%	1.2%	2.5%
Church									
Trading	73.1%	2.0%		8.4%	27.3%	11.9%	12.1%		
Theme parks	51.2%	66.7%	12.3%	20.2%	21.6%	4.7%	6.9%	1.5%	4.5%
Adventure	37.7%	69.1%	18.7%	19.1%	27.7%	6.5%	6.2%	3.2%	4.3%
Education training study	46.3%	25.0%	5.4%	9.6%	7.6%	7.6%	8.8%	1.6%	15.8%

ACTIVITIES BY PROVINCE									
	2014								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Shopping	42.5%	10.9%	2.7%	9.2%	11.9%	21.4%	3.8%	1.2%	8.3%
Nightlife	42.8%	12.4%	2.8%	8.5%	12.1%	23.3%	3.9%		5.3%
Eating out									
Entertainment									
Social	43.0%	5.7%	1.2%	9.3%	12.0%	7.0%	6.4%	1.9%	18.1%
Visiting natural attractions	30.0%	60.9%	12.9%	17.3%	18.9%	10.9%	5.5%	1.7%	1.7%
Business	58.3%	20.8%	2.4%	7.4%	3.9%	7.2%	4.3%	2.1%	3.2%
Wildlife	28.6%	64.5%	19.4%	23.1%	31.9%	12.9%	9.0%	2.0%	1.9%
Cultural, historical and heritage	33.8%	41.1%	11.9%	20.2%	15.2%	6.3%	5.9%	1.5%	15.6%
Beach	20.8%	58.0%	17.3%	45.4%	14.5%	4.2%	3.2%	3.6%	
Church									
Trading	54.2%	14.1%		2.4%	11.0%	5.2%	11.0%		7.0%
Theme parks	45.0%	49.5%	11.8%	16.9%	20.6%	7.8%	5.4%	1.3%	1.6%
Adventure	27.9%	82.1%	22.0%	22.7%	23.7%	7.2%	5.2%	2.2%	1.8%
Education training study	42.0%	25.6%	4.1%	8.0%	20.1%	2.7%	5.3%	1.1%	1.8%



## 1.9.Appendix 9: Experiences in South Africa

TOP MOST POSITIVE EXPERIENCES WHILE IN SOUTH AFRICA			
	2014	2015	2016
Visiting family friends	41.2%	37.7%	37.9%
Hospitality and friendly people	65.8%	26.3%	30.6%
The scenery in SA is beautiful	33.9%	25.1%	26.9%
Good service	54.4%	18.4%	25.6%
Value for money	28.7%	21.1%	23.6%
Good infrastructure	38.2%	16.7%	16.1%
The diverse experience	22.5%	12.3%	13.6%
Business opportunities	9.9%	11.4%	10.6%
The wildlife game parks safari	8.6%	8.6%	8.0%
The culture & heritage	6.3%	5.4%	5.9%
Beaches	5.9%	3.3%	3.6%
I had no outstanding experience	8.0%	14.6%	15.5%
TOP MOST NEGATIVE EXPERIENCES WHILE IN SOUTH AFRICA			
	2013	2014	2015
I had no bad experience	92.2%	81.1%	85.6%
Poor food facilities	0.0%	5.3%	10.7%
Personal safety	1.8%	6.7%	6.0%
Racism	0.1%	0.0%	4.0%
Safety and security	2.0%	4.8%	3.9%
Poverty beggars	1.2%	2.9%	2.0%
Expensive	1.0%	0.7%	0.9%
Poor signage road signs	0.4%	0.6%	0.6%
Unfriendly people	0.4%	0.9%	0.4%
Poor airport service	0.2%	0.9%	0.3%
Poor transport facilities	0.2%	1.5%	0.3%
The service was below my expectations	0.4%	0.3%	0.2%
NB: Racism was encountered by African tourists, in particular tourists from Land Markets This is the first time Racism has risen above 1%			

## 1.10. Appendix 10: Total Foreign Direct Spend

ESTIMATED TFDS (including Capital Expenditure) in SA				
	2014	2015	2016	
TFDS (including Capital)	R 15 378 000 000	R 17 373 000 000	R 19 719 000 000	
Year-on-year change		12.97%	13.50%	
ESTIMATED TFDS (excluding Capital Expenditure) in SA				
	2014	2015	2016	
TFDS (excluding Capital)	R 14 814 000 000	R 15 970 000 000	R 17 426 000 000	
Year-on-year change		7.80%	9.12%	
ESTIMATED TFDS (excluding Capital Expenditure) by CATEGORY IN BILLIONS				
	2014	2015	2016	% Change
Shopping	R 5.5	R 4.3	R 5.3	25.1%
Reselling	R 1.9	R 4.3	R 3.4	-21.2%
Food	R 1.7	R 2.1	R 2.5	17.7%
Accommodation	R 1.7	R 2.1	R 1.6	-23.0%
Leisure	R 1.4	R 1.2	R 1.6	27.9%
Transport	R 1.4	R 1.3	R 1.1	-11.3%
Medical	R 0.3	R 0.3	R 0.4	51.2%
Other	R 0.4	R 1.1	R 1.4	23.0%
TFDS (excluding Capital Expenditure) IN BILLIONS by REGION				
	2014	2015	2016	% Change
Africa Land	R 7.9	R 8.0	R 7.5	-6.5%
Africa Air	R 0.9	R 1.7	R 1.6	-1.6%
Americas	R 1.4	R 1.8	R 2.0	15.3%
Asia & Australasia	R 1.2	R 1.2	R 1.6	42.0%
Europe	R 3.4	R 3.4	R 4.7	36.4%
AVERAGE TFDS (excluding Capital Expenditure) by REGION				
	2014	2015	2016	% Change
Africa Land	R 4 600	R 5 100	R 4 400	-13.7%
Africa Air	R 11 000	R 20 700	R 18 900	-8.7%
Americas	R 14 000	R 18 500	R 18 300	-1.1%
Asia & Australasia	R 12 800	R 13 500	R 15 100	11.9%
Europe	R 14 300	R 14 600	R 17 300	18.5%
ESTIMATED TFDS (excluding Capital Expenditure) by CATEGORY IN BILLIONS: AFRICA LAND				
	2014	2015	2016	% Change
Shopping	R 3.6	R 2.0	R 2.3	12.8%
Reselling	R 1.8	R 4.1	R 3.0	-28.1%
Food	R 0.6	R 0.5	R 0.7	30.6%
Accommodation	R 0.5	R 0.5	R 0.3	-37.1%
Leisure	R 0.2	R 0.3	R 0.3	-3.0%
Transport	R 0.9	R 0.5	R 0.5	-9.2%
Medical	R 0.2	R 0.1	R 0.1	-36.1%
Other	R 0.2	R 0.6	R 0.4	-31.9%
ESTIMATED TFDS (excluding Capital Expenditure) by CATEGORY IN BILLIONS: AIR MARKETS				
	2014	2015	2016	% Change
Shopping	R 1.9	R 2.2	R 3.0	36.5%
Reselling	R 0.0	R 0.2	R 0.4	151.1%
Food	R 1.1	R 1.6	R 1.8	13.6%
Accommodation	R 1.2	R 1.6	R 1.3	-18.2%
Leisure	R 1.2	R 1.0	R 1.3	36.3%
Transport	R 0.5	R 0.8	R 0.7	-12.7%
Medical	R 0.1	R 0.2	R 0.3	116.0%
Other	R 0.3	R 0.6	R 1.0	77.5%
ESTIMATED TFDS (excluding Capital Expenditure) IN BILLIONS by PROVINCES				
	2014	2015	2016	% Change
Gauteng	R 6.5	R 7.6	R 8.3	9.8%
Western Cape	R 3.1	R 2.9	R 3.8	33.8%
Eastern Cape	R 0.5	R 0.5	R 0.6	16.0%
Kwa Zulu Natal	R 0.9	R 1.2	R 1.0	-14.4%
Mpumalanga	R 0.9	R 1.0	R 1.1	9.5%
Limpopo	R 2.1	R 2.0	R 1.9	-3.4%
North West	R 0.4	R 0.5	R 0.4	-27.3%
Northern Cape	R 0.2	R 0.2	R 0.2	-2.3%
Free State	R 0.3	R 0.3	R 0.2	-14.4%

MAJOR CURRENCY AVERAGE EXCHANGE RATE			
Q3	2014	2015	2016
US Dollar	R 10.76	R 12.98	R 14.02
% Change		20.6%	8.0%
Pound	R 17.96	R 20.10	R 18.42
% Change		11.9%	-8.4%
Euro	R 14.24	R 14.45	R 15.74
% Change		1.5%	8.9%

Source: [www.oanda.com](http://www.oanda.com)

## 1.11. Appendix 12: Accommodation Tables

ACCOMMODATION SECTION: OVERALL			
	2014	2015	2016
TOTAL BEDNIGHTS	19 185 000	20 559 000	19 485 000
PAID BEDNIGHTS	6 480 000	6 367 000	5 823 000
FORMAL SECTOR BEDNIGHTS	6 295 000	6 131 000	5 605 000
Notes:			
Paid Bednights = Hotels, guesthouses, bed and breakfasts, self-catering, game lodge, backpackers, camping, train and hospital.			
Formal Bednights = Hotels, guesthouses, bed and breakfasts, self-catering, game lodge & backpackers.			

ACCOMMODATION SECTION: ESTABLISHMENTS			
	2014	2015	2016
Hotels	2 048 000	2 503 000	2 655 000
Guesthouse	1 633 000	864 000	675 000
Bed and breakfast	752 000	344 000	321 000
Self-catering	679 000	1 044 000	800 000
Game lodge	539 000	647 000	570 000
Backpackers	644 000	729 000	584 000
Camping	127 000	158 000	175 000
Train or ship	42 000	20 000	8 000
Hospital	17 000	57 000	35 000
Visiting friends and family	11 023 000	12 471 000	12 457 000
Other	1 681 000	1 721 000	1 205 000

Notes:

ACCOMMODATION SECTION: PAID BEDNIGHTS BY PROVINCE			
	2014	2015	2016
Gauteng	1 890 000	2 287 000	1 910 000
Western Cape	2 024 000	1 971 000	2 197 000
Eastern Cape	395 000	272 000	297 000
Kwazulu Natal	562 000	470 000	424 000
Limpopo	765 000	425 000	330 000
Mpumalanga	503 000	583 000	436 000
North West	143 000	178 000	113 000
Northern Cape	94 000	63 000	50 000
Free State	105 000	119 000	66 000

Notes:

ACCOMMODATION SECTION: FORMAL BEDNIGHTS BY PROVINCE			
	2014	2015	2016
Gauteng	1 870 000	2 226 000	1 879 000
Western Cape	1 951 000	1 949 000	2 148 000
Eastern Cape	383 000	264 000	284 000
Kwazulu Natal	536 000	450 000	412 000
Limpopo	746 000	392 000	295 000
Mpumalanga	484 000	521 000	398 000
North West	137 000	176 000	103 000
Northern Cape	83 000	51 000	43 000
Free State	104 000	103 000	43 000

Notes:



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ACCOMMODATION TYPE BY PROVINCE									
	2016								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Hotels	1 688 000	1 247 000	222 000	404 000	413 000	139 000	126 000	25 000	28 000
Guesthouse	323 000	292 000	90 000	112 000	105 000	89 000	62 000	13 000	38 000
Bed and breakfast	84 000	218 000	62 000	53 000	53 000	26 000	19 000	8 000	6 000
Self-catering	307 000	509 000	116 000	125 000	90 000	107 000	56 000	31 000	36 000
Game lodge	219 000	308 000	97 000	130 000	302 000	146 000	43 000	8 000	14 000
Backpackers	144 000	458 000	194 000	108 000	84 000	19 000	17 000	11 000	15 000
Camping	56 000	67 000	31 000	20 000	55 000	37 000	18 000	13 000	20 000
Train or ship		6 000	2 000	2 000		1 000			
Hospital	13 000	5 000				7 000			9 000
Visiting friends and family	5 786 000	1 255 000	306 000	682 000	2 412 000	1 068 000	1 065 000	123 000	1 959 000
Other	416 000	509 000	142 000	189 000	104 000	196 000	46 000	20 000	23 000
ACCOMMODATION TYPE BY PROVINCE									
	2015								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Hotels	1 594 000	1 058 000	182 000	353 000	349 000	120 000	133 000	31 000	61 000
Guesthouse	439 000	330 000	107 000	140 000	186 000	80 000	58 000	24 000	57 000
Bed and breakfast	186 000	199 000	63 000	54 000	107 000	21 000	33 000	8 000	12 000
Self-catering	425 000	546 000	145 000	148 000	239 000	80 000	61 000	36 000	55 000
Game lodge	237 000	202 000	81 000	109 000	317 000	214 000	39 000	12 000	15 000
Backpackers	334 000	441 000	189 000	143 000	218 000	86 000	61 000	28 000	18 000
Camping	81 000	43 000	19 000	28 000	47 000	27 000	5 000	19 000	16 000
Train or ship		6 000	1 000	7 000		8 000		1 000	
Hospital	20 000	3 000	1 000		31 000	4 000	1 000		4 000
Visiting friends and family	5 354 000	1 209 000	332 000	1 141 000	1 883 000	713 000	1 262 000	141 000	2 296 000
Other	613 000	577 000	153 000	370 000	280 000	376 000	98 000	30 000	260 000
ACCOMMODATION TYPE BY PROVINCE									
	2014								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Free State
Hotels	1 144 000	861 000	184 000	269 000	286 000	86 000	91 000	26 000	23 000
Guesthouse	585 000	638 000	178 000	225 000	257 000	454 000	68 000	35 000	22 000
Bed and breakfast	354 000	409 000	140 000	211 000	183 000	147 000	38 000	18 000	17 000
Self-catering	232 000	347 000	102 000	124 000	80 000	77 000	16 000	42 000	36 000
Game lodge	187 000	242 000	125 000	126 000	223 000	126 000	51 000	7 000	28 000
Backpackers	156 000	373 000	140 000	110 000	42 000	69 000	4 000	13 000	47 000
Camping	36 000	62 000	20 000	31 000	29 000	25 000	11 000	19 000	4 000
Train or ship	4 000	37 000	5 000	7 000		1 000			
Hospital	10 000	7 000							
Visiting friends and family	4 607 000	1 058 000	240 000	1 169 000	1 523 000	483 000	547 000	142 000	1 956 000
Other	383 000	790 000	143 000	88 000	315 000	68 000	69 000	11 000	23 000



## 1.12. Appendix 13: Attractions Tables

*NB: Among the attractions we have elaborated on vague options such as beach or shopping mall to allow for more granular and detailed responses that speak to a specific place.*

Top 10 Attractions: Eastern Cape	
	2016
Addo Elephant Park	60.4%
Storms River	26.8%
Greenacres Mall	22.5%
Board Walk shopping Mall	21.4%
Warmer Park	21.0%
Bloukrans Bridge Bungy (Highest Bungy)	19.6%
Tree Top Canopy Tour / Tstitsikamma Forest	19.1%
Nelson Mandela Museum (Mthatha)	13.3%
Wild Fly Fishing - Sommerset East	12.1%
Tiffendel Ski Resort	10.5%

Top 10 Attractions: Free State	
	2016
Golden Gate National Park	24.6%
Waterfront	19.4%
Mimosa Mall	17.8%
Cheetah Experience	15.0%
University of Free State	14.4%
Welkom Mall	10.1%
Clarens Ash River Outfall	6.2%
Free State stadium/Vodacom Park	5.6%
Basotho cultural village	4.7%
Gariep Dam	3.1%

Top 10 Attractions: Gauteng	
	2016
Sandton City / Mandela Square	53.1%
Eastgate Mall	16.2%
Apartheid Museum	16.1%
Mandela house (Soweto)	15.1%
Tour of Soweto	13.1%
Union Buildings	11.7%
Rhino and Lion Nature Reserve	9.9%
Constitution Hill	6.1%
The Wedge	4.3%
Church Square	3.9%

Top 10 Attractions: Kwazulu Natal	
	2016
Gateway Mall	36.2%
uShaka Marine World	30.5%
Durban South Beach	28.3%
Durban North Beach	25.8%
Durban north coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	24.3%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	23.6%
Pavilion Mall	22.4%
La Lucia	21.8%
Drakensberg Mountains	19.9%
Florida Road (Durban)	15.4%

Top 10 Attractions: Limpopo	
	2016
Kruger National Park via Orpen, Phalaborwa, Punda Maria	61.0%
Viewing the Eclipse	24.8%
Maphugubwe National Park	19.4%
Bela Bela Conservatory	13.0%
Mapungubwe Cultural Landscape	6.8%
Nandoni Dam	4.2%
Southpansberg Mountains	3.1%
The Chuene Resort	2.8%
Ga (modjadji) / Motjaji	1.6%
Thohoyandou varsity	0.3%

Top 10 Attractions: Mpumalanga	
	2016
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	83.4%
Blyde River Canyon God's Window	44.0%
Panorama	30.0%
Hazyview Mall	27.8%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives etc.)	22.3%
Bourke's Luck Potholes	21.3%
Pilgrim's Rest	20.5%
Crocodile River Enviro Park	12.9%
Sabie	12.8%
The Pinnacle	12.0%



Top 10 Attractions: Northern Cape	
	2016
Kimberley Big Hole	34.6%
Diamond Mall	22.2%
Kimberley Museum	19.0%
Namaqualand Flowers	18.9%
Mokala National Park	16.9%
Augrabies Falls	14.9%
Kgalagadi Transfrontier Park	7.7%
Orange River	6.8%
San Cultural Villages (e.g. Khomani San Village etc)	4.0%
Blue flag beach at Mcdougal Bay	3.9%

Top 10 Attractions: North West	
	2016
Sun City / Lost City	51.7%
Pilansberg National Park	40.9%
Hartbeespoort dam & Snake Park	22.1%
Madikwe Game reserve	17.9%
The cradle of humankind	7.7%
Waterfall Mall (Rustenburg)	4.9%
Brits Mall	3.6%
Magaliesburg Resort	2.7%
Klerksdorp Mall	2.1%
Potchefstroom University	1.9%

Top 10 Attractions: Western Cape	
	2016
V&A Waterfront	80.9%
Cape Town Central City	77.6%
Cape Point	58.0%
Table Mountain Cableway	57.8%
The Winelands	42.8%
Camp's Bay	34.8%
Kirstenbosch Botanical Gardens	27.7%
Table Mountain (not cableway)	26.4%
The Garden Route	25.1%
Robben Island	23.3%

### 1.13. Appendix 14: Transportation Tables

TRANSPORTATION SECTION: OVERALL			
	2014	2015	2016
Private car or van	42.6%	38.6%	37.7%
Minibus taxi	26.2%	33.4%	36.1%
Other Taxi	25.4%	14.3%	10.9%
On foot or bicycle	11.8%	21.5%	19.9%
Aeroplane	10.2%	9.4%	9.8%
Rental car	7.3%	6.1%	5.2%
Private hotel shuttle	3.6%	3.5%	3.6%
Commercial bus	1.7%	3.3%	5.2%
Tour bus	2.4%	3.2%	4.0%
Truck or lorry	1.7%	3.1%	3.4%
Train	1.1%	1.9%	1.3%
Ship/Boat	0.1%	1.0%	1.5%
Motorcylce	0.1%	0.3%	0.1%
Notes:			

TRANSPORTATION SECTION: LAND MARKETS			
	2014	2015	2016
Private car or van	44.1%	35.9%	34.6%
Minibus taxi	32.2%	43.1%	47.3%
On foot or bicycle	28.6%	13.5%	9.0%
Other Taxi	13.4%	26.9%	25.3%
Aeroplane	0.9%	1.0%	0.8%
Rental car	0.6%	1.3%	0.6%
Commercial bus	1.1%	0.8%	0.8%
Tour bus	1.0%	3.4%	5.8%
Truck or lorry	0.1%	0.8%	0.4%
Private hotel shuttle	1.8%	3.9%	4.4%
Train	0.4%	1.2%	0.8%
Ship/Boat			
Motorcylce		0.3%	0.1%
Notes:			

TRANSPORTATION SECTION: AIR MARKETS			
	2014	2015	2016
Private car or van	37.5%	46.9%	46.9%
Minibus taxi	6.4%	3.1%	2.9%
On foot or bicycle	14.9%	17.0%	16.7%
Other Taxi	6.6%	4.7%	4.1%
Aeroplane	41.0%	35.7%	36.5%
Rental car	29.9%	20.8%	18.9%
Commercial bus	11.7%	11.9%	12.1%
Tour bus	4.0%	2.9%	3.5%
Truck or lorry	10.1%	10.5%	14.8%
Private hotel shuttle	1.3%	0.7%	0.5%
Train	3.5%	4.4%	2.8%
Ship/Boat	0.4%	4.1%	5.9%
Motorcylce	0.3%	0.2%	0.1%
Notes:			



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TRANSPORT USED WHILE IN SOUTH AFRICA

	2016												
	Private car or van	Minibus taxi	Other Taxi	On foot or bicycle	Aeroplane	Rental car	Private hotel shuttle	Commercial bus	Tour bus	Truck or lorry	Train	Ship/Boat	Motorcycle
<b>AFRICA LAND</b>	<b>34.6%</b>	<b>47.3%</b>	<b>9.0%</b>	<b>25.3%</b>	<b>0.8%</b>	<b>0.6%</b>	<b>0.8%</b>	<b>5.8%</b>	<b>0.4%</b>	<b>4.4%</b>	<b>0.8%</b>		<b>0.1%</b>
Botswana	63.4%	17.8%	5.0%	6.3%			1.1%	2.2%		16.0%			
Lesotho	36.1%	56.8%	6.9%	6.5%				1.9%		2.6%	1.0%		
Malawi	25.3%	39.9%	16.4%	10.2%	2.6%	1.1%	3.1%	33.0%		3.4%	1.6%		
Mozambique	13.8%	67.8%	23.1%	88.0%				7.4%		1.2%	1.0%		
Namibia	77.6%	2.8%	5.7%	1.7%	3.2%	3.3%	4.5%	3.9%		3.8%	1.8%		
Swaziland	30.3%	58.2%		1.7%					1.2%	11.4%			
Zambia	28.6%	29.0%	13.2%	2.0%	3.0%	1.5%	3.2%	25.9%		3.8%	1.6%		
Zimbabwe	34.3%	38.7%	7.4%	28.7%	1.5%		1.0%	8.2%					
<b>AFRICA AIR</b>	<b>53.0%</b>	<b>5.4%</b>	<b>29.7%</b>	<b>6.0%</b>	<b>19.3%</b>	<b>7.0%</b>	<b>11.3%</b>	<b>8.1%</b>	<b>4.2%</b>	<b>0.1%</b>	<b>4.8%</b>	<b>1.6%</b>	<b>0.0%</b>
Angola	47.2%	7.3%	45.5%	6.4%	12.8%	2.7%	10.4%	5.0%	3.8%		9.6%		
Democratic Republic of Congo	68.4%	4.7%	27.3%	4.4%	21.0%	1.8%	14.0%	3.9%			9.3%		
Ethiopia	55.5%	4.9%	18.1%	4.2%	13.4%	6.4%	10.7%	12.2%			4.4%		
Ghana	51.9%	2.3%	26.0%	3.4%	14.4%	5.4%	14.7%	12.9%	1.3%		6.5%		
Kenya	38.0%	3.1%	43.0%	3.1%	21.8%	3.2%	16.2%	7.8%	2.5%		5.7%		
Nigeria	46.3%	4.7%	36.7%	6.3%	16.6%	6.0%	7.4%	11.9%			7.1%		
Tanzania	56.8%	2.6%	25.6%	5.1%	20.4%	2.7%	12.6%	11.3%			5.1%		
Uganda	35.9%	4.7%	33.9%	2.0%	13.2%	6.8%	18.4%	18.5%			1.6%	2.0%	
Other Africa and Middle East	58.1%	6.5%	22.0%	7.4%	22.6%	11.1%	10.7%	5.8%	8.5%		1.6%	3.6%	
<b>AMERICAS</b>	<b>42.7%</b>	<b>1.8%</b>	<b>16.7%</b>	<b>4.9%</b>	<b>49.9%</b>	<b>20.3%</b>	<b>15.5%</b>	<b>2.8%</b>	<b>18.3%</b>	<b>1.2%</b>	<b>3.7%</b>	<b>7.9%</b>	<b>0.1%</b>
Argentina	32.0%	1.3%	29.0%	9.3%	70.9%	8.4%	35.8%	1.3%	15.9%		1.3%	3.4%	3.7%
Brazil	26.2%		36.8%	5.8%	67.8%	24.5%	24.3%	3.8%	12.8%		1.0%	7.1%	11.0%
Canada	48.6%	1.9%	13.8%	3.2%	53.4%	24.8%	10.0%	1.4%	16.6%		1.8%	6.0%	
USA	44.5%	1.9%	14.2%	5.1%	46.0%	19.7%	14.6%	2.8%	18.8%		1.4%	3.5%	7.3%
Other Americas	24.1%	1.6%	35.1%		82.4%	16.5%	22.9%	7.5%	26.6%		6.4%	22.6%	
<b>ASIA &amp; AUSTRALASIA</b>	<b>50.7%</b>	<b>1.3%</b>	<b>10.3%</b>	<b>2.8%</b>	<b>38.5%</b>	<b>10.4%</b>	<b>13.3%</b>	<b>2.3%</b>	<b>21.3%</b>	<b>0.2%</b>	<b>2.1%</b>	<b>3.3%</b>	<b>0.2%</b>
Australia	53.6%	2.7%	9.0%	4.2%	47.1%	16.8%	15.5%	2.1%	15.5%		2.9%	4.9%	
China including Hong Kong	38.4%		6.6%	1.4%	37.7%	3.3%	17.1%		39.4%		1.0%	1.2%	
India	60.8%		14.3%	1.3%	30.4%	15.6%	8.0%	4.3%	5.0%		1.4%	2.0%	
Japan	40.4%		7.0%	4.1%	47.6%	6.0%	14.1%	1.1%	36.3%			9.1%	
New Zealand	62.9%	1.3%	10.4%		47.9%	11.0%	14.3%	2.7%	15.6%		4.0%	3.7%	
South Korea	56.7%		15.2%	1.7%	32.6%	2.9%	6.3%	1.7%	31.4%		1.2%	1.2%	
Other Asia and Australasia	54.1%	2.8%	15.0%	6.0%	28.5%	9.5%	10.0%	4.2%	10.7%		3.7%	4.2%	
<b>EUROPE</b>	<b>45.0%</b>	<b>3.1%</b>	<b>14.9%</b>	<b>3.6%</b>	<b>36.0%</b>	<b>25.7%</b>	<b>10.5%</b>	<b>2.7%</b>	<b>14.3%</b>	<b>0.4%</b>	<b>2.1%</b>	<b>7.5%</b>	<b>0.2%</b>
Austria	47.5%	1.0%	13.7%	1.0%	44.8%	30.4%	8.8%	2.5%	16.7%		1.3%	1.1%	7.1%
Belgium	36.2%	1.5%	18.0%	3.7%	31.5%	34.3%	10.8%		17.3%		1.5%	9.6%	
Denmark	47.4%	2.2%	13.1%	1.0%	28.8%	15.4%	11.8%	3.1%	20.6%			6.0%	
France	39.4%	2.5%	15.0%	3.8%	37.9%	29.2%	7.8%	2.2%	20.1%		3.4%	10.7%	
Germany	39.2%	5.9%	16.2%	5.4%	37.6%	31.2%	10.6%	5.1%	14.7%		2.2%	9.8%	
Italy	38.7%	2.5%	12.8%	2.0%	40.1%	32.1%	11.6%	3.1%	14.9%		1.6%	8.3%	
Netherlands	44.2%	2.8%	16.2%	5.4%	38.2%	31.6%	6.6%	1.7%	14.6%		1.5%	10.4%	
Russian Fed	67.7%	1.1%	16.9%		24.0%	1.1%	14.1%		2.9%		1.4%	1.5%	
Spain	35.6%	2.1%	16.1%	3.4%	33.0%	20.0%	15.6%	3.9%	19.2%			2.9%	
Sweden	42.5%	3.3%	16.7%	2.2%	33.7%	24.4%	10.0%	3.4%	17.8%		2.0%	10.1%	
Switzerland	44.1%	4.2%	16.8%	4.7%	40.3%	23.6%	12.0%	2.8%	17.0%		1.4%	8.1%	
UK	51.1%	2.6%	14.0%	3.1%	34.9%	20.1%	11.3%	2.2%	11.7%		2.4%	5.1%	
Other Europe	53.6%	2.4%	12.6%	1.7%	30.5%	20.3%	11.7%	1.7%	9.6%		1.8%	4.0%	
<b>ALL FOREIGN TOURISTS</b>	<b>37.7%</b>	<b>36.1%</b>	<b>10.9%</b>	<b>19.9%</b>	<b>9.8%</b>	<b>5.2%</b>	<b>3.6%</b>	<b>5.2%</b>	<b>4.0%</b>	<b>3.4%</b>	<b>1.3%</b>	<b>1.5%</b>	<b>0.1%</b>

Notes:

Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.

TRANSPORT USED WHILE IN SOUTH AFRICA													
	2015												
	Private car or van	Minibus taxi	Other Taxi	On foot or bicycle	Aeroplane	Rental car	Private hotel shuttle	Commercial bus	Tour bus	Truck or lorry	Train	Ship/Boat	Motorcycle
<b>AFRICA LAND</b>	<b>35.9%</b>	<b>43.1%</b>	<b>13.5%</b>	<b>26.9%</b>	<b>1.0%</b>	<b>1.3%</b>	<b>0.8%</b>	<b>3.4%</b>	<b>0.8%</b>	<b>3.9%</b>	<b>1.2%</b>		<b>0.3%</b>
Botswana	59.5%	18.5%	3.1%	6.2%			1.7%	3.7%		16.4%	1.3%		
Lesotho	29.0%	47.9%	15.7%	6.0%				2.2%		3.5%			
Malawi	25.3%	49.9%	15.1%	30.5%	2.8%	2.5%	1.8%	11.7%		4.4%	3.3%		
Mozambique	21.5%	54.8%	15.7%	55.4%		2.0%		2.2%	1.1%	3.3%	1.7%		
Namibia	69.2%	4.7%	11.2%	3.5%	2.3%	4.8%	5.3%	1.0%	1.0%	4.7%	1.7%		
Swaziland	46.3%	39.3%	11.8%	13.4%		1.0%		1.5%	1.7%	2.5%			1.1%
Zambia	37.2%	34.6%	10.5%	23.7%	6.8%	3.7%	2.3%	7.8%		11.2%	2.2%		
Zimbabwe	35.6%	46.2%	14.9%	39.1%	1.8%	1.3%		5.0%			1.0%		
<b>AFRICA AIR</b>	<b>54.9%</b>	<b>4.5%</b>	<b>26.3%</b>	<b>4.8%</b>	<b>20.3%</b>	<b>8.4%</b>	<b>9.9%</b>	<b>3.4%</b>	<b>2.9%</b>	<b>0.3%</b>	<b>7.7%</b>	<b>1.0%</b>	
Angola	42.9%	4.9%	46.5%	6.7%	7.5%	7.4%	9.2%	3.9%	1.5%		6.3%	1.6%	
Democratic Republic of Congo	62.9%	9.8%	25.5%	4.9%	15.1%	7.5%	3.6%	2.9%			9.4%		
Ethiopia	64.1%	6.3%	25.9%		17.7%	3.0%	9.2%	3.1%			7.7%		
Ghana	52.3%	9.1%	28.9%	1.2%	20.2%	3.8%	12.5%	6.4%	2.8%		7.2%		
Kenya	47.1%	4.3%	28.9%	10.2%	20.6%	7.4%	12.4%	5.9%	1.8%		12.2%		
Nigeria	58.1%	5.5%	24.3%	5.1%	21.5%	5.9%	7.9%	3.7%			11.5%		
Tanzania	48.0%	5.5%	24.1%	4.0%	18.7%	5.3%	17.2%	1.3%			9.4%		
Uganda	50.0%	2.2%	34.6%	6.5%	24.1%	4.4%	11.0%	4.3%			10.8%		
Other Africa and Middle East	59.4%	2.3%	18.9%	3.4%	25.5%	12.2%	10.0%	2.6%	6.3%		4.4%	2.0%	
<b>AMERICAS</b>	<b>42.0%</b>	<b>4.0%</b>	<b>17.8%</b>	<b>4.6%</b>	<b>47.5%</b>	<b>20.2%</b>	<b>13.3%</b>	<b>3.7%</b>	<b>16.0%</b>	<b>1.1%</b>	<b>4.3%</b>	<b>5.3%</b>	<b>0.1%</b>
Argentina	36.1%		26.7%		48.0%	20.4%	17.1%		3.1%			3.5%	
Brazil	29.2%	3.5%	34.7%	3.8%	52.4%	19.8%	17.5%	3.5%	10.8%		11.6%	1.5%	
Canada	45.1%	3.0%	18.6%	3.7%	45.5%	22.3%	9.6%	6.7%	17.1%		6.3%	6.7%	
USA	43.0%	4.3%	15.9%	5.0%	47.2%	19.4%	13.2%	3.5%	16.8%	1.4%	3.6%	5.7%	
Other Americas	37.9%	1.2%	22.8%		52.8%	32.9%	17.4%	2.1%	7.7%		3.5%		
<b>ASIA &amp; AUSTRALASIA</b>	<b>51.9%</b>	<b>1.2%</b>	<b>11.8%</b>	<b>3.5%</b>	<b>36.7%</b>	<b>11.7%</b>	<b>16.3%</b>	<b>2.4%</b>	<b>10.8%</b>	<b>0.7%</b>	<b>3.5%</b>	<b>2.4%</b>	<b>0.3%</b>
Australia	55.1%	1.3%	10.1%	2.8%	46.0%	19.0%	12.1%	4.1%	10.9%	1.1%	4.3%	2.7%	
China including Hong Kong	41.5%	1.2%	6.3%	2.4%	24.8%	1.5%	33.8%	1.3%	18.1%			2.6%	1.0%
India	55.9%	1.2%	19.0%	4.8%	35.3%	11.5%	6.6%	1.8%	6.6%		2.7%	1.5%	
Japan	43.7%		13.0%	1.8%	42.3%	11.8%	17.1%	2.4%	9.6%		5.4%		
New Zealand	68.2%	1.2%	2.4%		43.6%	11.0%	10.2%	1.3%	9.3%	5.2%	9.2%	1.3%	
South Korea	50.1%	1.9%	19.4%	4.8%	35.2%	10.2%	15.8%		6.7%		6.2%		
Other Asia and Australasia	54.4%	1.1%	15.5%	7.1%	34.0%	14.4%	11.1%	2.9%	6.4%		4.5%	4.6%	
<b>EUROPE</b>	<b>44.4%</b>	<b>3.0%</b>	<b>15.3%</b>	<b>5.2%</b>	<b>35.9%</b>	<b>28.7%</b>	<b>10.4%</b>	<b>2.6%</b>	<b>10.8%</b>	<b>0.6%</b>	<b>3.5%</b>	<b>5.2%</b>	<b>0.2%</b>
Austria	41.2%	1.1%	20.0%	4.4%	35.5%	35.4%	13.4%		14.4%		1.1%	10.0%	
Belgium	34.8%	4.2%	19.1%	7.6%	41.0%	33.1%	9.4%	4.4%	12.6%	2.3%	1.5%	5.6%	
Denmark	38.2%	7.5%	15.9%	5.7%	32.2%	22.9%	12.0%	2.2%	17.3%	1.0%	4.5%	5.6%	
France	37.2%	3.4%	13.1%	4.9%	38.7%	36.3%	7.6%	2.3%	16.2%		2.8%	4.9%	
Germany	41.4%	4.5%	14.4%	5.9%	34.0%	32.6%	8.5%	3.2%	13.4%		5.0%	7.0%	
Italy	31.5%	1.7%	11.2%	3.8%	49.8%	35.7%	14.1%	3.6%	14.9%			4.2%	
Netherlands	39.9%	3.4%	13.6%	5.0%	38.7%	38.4%	8.7%	2.2%	12.0%	1.0%	5.5%	8.0%	
Russian Fed	52.7%	5.2%	17.8%	4.4%	27.3%	8.5%	29.2%		4.4%		2.6%		2.6%
Spain	43.3%	4.0%	18.0%	5.6%	35.5%	27.9%	6.8%	1.7%	12.8%		4.8%		
Sweden	45.1%	2.5%	23.4%	5.3%	35.6%	31.9%	10.6%	6.5%	8.1%		4.4%	12.4%	
Switzerland	38.7%	2.1%	15.9%	1.9%	45.0%	30.3%	17.4%	1.4%	9.8%		1.0%	7.5%	
UK	52.8%	2.3%	16.0%	5.4%	33.2%	21.2%	10.6%	2.5%	7.2%		3.4%	3.9%	
Other Europe	48.6%	1.5%	16.4%	5.0%	29.0%	22.5%	12.5%	2.4%	7.4%		3.6%	4.0%	
<b>ALL FOREIGN TOURISTS</b>	<b>38.6%</b>	<b>33.4%</b>	<b>14.3%</b>	<b>21.5%</b>	<b>9.4%</b>	<b>6.1%</b>	<b>3.5%</b>	<b>3.3%</b>	<b>3.2%</b>	<b>3.1%</b>	<b>1.9%</b>	<b>1.0%</b>	<b>0.3%</b>
Notes:													
Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.													

TRANSPORT USED WHILE IN SOUTH AFRICA													
	2014												
	Private car or van	Minibus taxi	Other Taxi	On foot or bicycle	Aeroplane	Rental car	Private hotel shuttle	Commercial bus	Tour bus	Truck or lorry	Train	Ship/Boat	Motorcycle
<b>AFRICA LAND</b>	<b>44.1%</b>	<b>32.2%</b>	<b>28.6%</b>	<b>13.4%</b>	<b>0.9%</b>	<b>0.6%</b>	<b>1.1%</b>	<b>1.0%</b>	<b>0.1%</b>	<b>1.8%</b>	<b>0.4%</b>		
Botswana	80.9%	12.3%	3.4%	1.3%			1.0%	1.3%		4.4%			
Lesotho	15.1%	91.7%	33.7%	10.9%				1.6%		2.4%			
Malawi	45.1%	15.2%	52.0%	24.2%	1.5%	1.2%	2.8%	4.5%		1.4%	1.1%		
Mozambique	12.9%		85.7%					1.1%					
Namibia	67.0%	3.7%	8.2%	1.1%	1.1%	3.4%	4.3%			13.1%	1.1%		
Swaziland	10.2%	63.7%	2.0%	55.7%						3.6%			
Zambia	31.3%	15.6%	57.1%	16.1%	5.7%	2.5%	8.1%	1.9%			1.1%		
Zimbabwe	86.2%	7.4%	7.0%	7.7%	1.3%		1.3%						
<b>AFRICA AIR</b>	<b>47.9%</b>	<b>10.6%</b>	<b>17.8%</b>	<b>1.2%</b>	<b>25.7%</b>	<b>11.1%</b>	<b>24.7%</b>	<b>2.8%</b>	<b>1.5%</b>	<b>0.2%</b>	<b>6.3%</b>	<b>0.6%</b>	<b>0.1%</b>
Angola	46.3%	12.0%	22.5%	1.2%	23.0%	10.9%	18.5%	1.1%			6.1%		
Democratic Republic of Congo	53.4%	8.1%	19.8%		18.8%	7.7%	28.7%	4.9%			7.3%		
Ethiopia	50.1%	7.7%	20.4%	1.1%	17.4%	7.7%	27.4%	2.3%			2.3%		
Ghana	55.1%	5.7%	20.7%	1.4%	19.8%	8.6%	28.4%	5.2%			4.0%	1.4%	
Kenya	43.0%	16.2%	16.4%		25.2%	10.1%	26.7%	2.7%			7.2%		
Nigeria	51.2%	13.5%	19.9%		22.1%	5.8%	26.9%	2.2%			7.7%		
Tanzania	51.9%	7.4%	18.9%		25.6%	7.5%	22.1%	3.2%			3.3%		
Uganda	38.4%	13.2%	20.0%	1.3%	24.5%	11.9%	35.2%	2.0%			7.8%		
Other Africa and Middle East	45.4%	9.0%	13.6%	2.1%	32.1%	16.3%	23.6%	3.1%	3.8%		6.3%		
<b>AMERICAS</b>	<b>32.9%</b>	<b>5.6%</b>	<b>11.5%</b>	<b>9.3%</b>	<b>53.3%</b>	<b>30.4%</b>	<b>10.9%</b>	<b>5.2%</b>	<b>17.0%</b>	<b>2.2%</b>	<b>3.9%</b>	<b>0.2%</b>	<b>0.2%</b>
Argentina	37.9%	5.4%	15.7%		55.2%	21.5%	34.7%	6.4%	6.0%		1.1%	3.2%	
Brazil	33.2%	8.0%	15.2%	6.9%	51.6%	30.7%	20.6%	3.7%	6.0%		3.0%		
Canada	36.6%	4.4%	10.3%	7.3%	51.4%	45.5%	7.1%	3.7%	10.8%	2.1%	4.3%		
USA	32.2%	5.6%	11.3%	10.1%	53.8%	28.6%	9.8%	5.6%	19.1%	2.5%	4.1%		
Other Americas	34.7%	4.2%	10.1%	7.9%	50.1%	25.4%	17.4%	4.3%	17.5%		2.5%	2.4%	
<b>ASIA &amp; AUSTRALASIA</b>	<b>43.8%</b>	<b>4.7%</b>	<b>12.9%</b>	<b>6.2%</b>	<b>43.2%</b>	<b>23.8%</b>	<b>16.5%</b>	<b>3.3%</b>	<b>8.4%</b>	<b>0.5%</b>	<b>2.8%</b>	<b>1.4%</b>	<b>0.2%</b>
Australia	48.2%	4.1%	7.8%	8.5%	51.9%	29.9%	8.4%	3.6%	9.0%	1.7%	4.5%	1.3%	
China including Hong Kong	41.9%	5.9%	14.4%	3.1%	32.6%	15.4%	23.9%	4.8%	10.4%		1.7%	2.9%	
India	42.3%	4.7%	16.8%	6.9%	41.3%	23.7%	13.6%	2.3%	7.8%		3.7%		
Japan	31.9%	4.2%	13.3%	4.4%	39.0%	27.2%	34.3%	4.8%	6.4%				
New Zealand	62.1%	3.3%	7.6%	12.4%	52.5%	28.1%	3.3%	3.3%	4.2%				2.2%
South Korea	31.7%	1.7%	5.9%	7.4%	51.2%	37.8%	11.3%		13.1%		4.4%		
Other Asia and Australasia	41.6%	6.1%	20.7%	2.3%	37.2%	14.2%	24.3%	1.9%	6.9%		1.3%	1.9%	
<b>EUROPE</b>	<b>33.4%</b>	<b>6.0%</b>	<b>16.1%</b>	<b>7.4%</b>	<b>40.1%</b>	<b>38.5%</b>	<b>5.8%</b>	<b>4.2%</b>	<b>10.7%</b>	<b>1.7%</b>	<b>2.7%</b>	<b>0.1%</b>	<b>0.4%</b>
Austria	46.1%		17.9%	5.7%	42.3%	22.6%	2.1%	3.7%	11.5%	2.4%	3.3%		
Belgium	34.1%	2.0%	23.0%	8.3%	42.4%	30.6%	5.2%	2.8%	12.1%	4.8%	1.9%		
Denmark	21.7%	6.8%	3.0%	7.9%	34.3%	46.7%	12.5%		22.5%		4.6%		1.3%
France	29.5%	5.2%	16.9%	3.0%	47.2%	40.0%	5.4%	3.3%	12.7%	1.4%	2.9%		
Germany	29.7%	6.5%	17.3%	8.9%	39.9%	42.6%	4.8%	6.5%	13.8%	2.4%	4.0%		
Italy	19.2%	5.7%	8.2%	9.3%	52.3%	56.0%	9.3%	1.6%	12.8%	1.6%	3.1%		
Netherlands	26.3%	5.7%	20.0%	5.7%	28.1%	42.4%	6.0%	2.1%	14.9%	1.3%	1.0%		
Russian Fed	34.7%	1.8%	8.5%	7.6%	60.8%	44.0%	10.3%	1.3%	2.9%	1.5%	2.9%	1.7%	1.0%
Spain	30.1%	9.4%	15.6%	12.4%	41.0%	36.3%	7.6%	7.1%	13.3%	2.4%			
Sweden	30.4%	2.7%	11.6%	5.2%	60.2%	27.0%	16.0%	6.6%	20.2%	2.6%	3.3%		
Switzerland	25.8%	7.7%	5.9%	13.8%	46.4%	54.7%	6.4%	3.1%	13.7%	3.2%	4.3%		
UK	42.8%	6.7%	15.8%	6.7%	35.9%	33.2%	4.7%	4.8%	5.7%	1.0%	2.4%		
Other Europe	35.8%	5.0%	20.0%	8.1%	44.3%	29.8%	5.8%	3.2%	7.8%	1.0%	2.7%		
<b>ALL FOREIGN TOURISTS</b>	<b>42.6%</b>	<b>26.2%</b>	<b>25.4%</b>	<b>11.8%</b>	<b>10.2%</b>	<b>7.3%</b>	<b>3.6%</b>	<b>1.7%</b>	<b>2.4%</b>	<b>1.7%</b>	<b>1.1%</b>	<b>0.1%</b>	<b>0.1%</b>
Notes:													
Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Eating out, Entertainment and Church added in 2016 questionnaire to provide more detail.													

## 1.14. Appendix 15: Satisfaction Tables

SATISFACTION RATING OF SOUTH AFRICA												
	2016											
	Hospitable / Friendly People	Domestic Flights	Natural Attractions	Public Transportation	Accommodation	Availability of Information	Service Levels	Safety and Security	General Infrastructure	Value for money	Customs and Immigration	Overall satisfaction
<b>AFRICA LAND</b>	4.1	4.3	4.3	4.2	4.3	4.2	4.2	3.9	4.3	4.1	3.9	4.5
Botswana	4.3	4.8	4.5	3.8	4.5	4.4	4.4	3.8	4.2	4.3	4.1	4.6
Lesotho	4.4	3.9	4.3	4.3	4.5	4.3	4.4	4.3	4.3	4.3	4.2	4.6
Malawi	3.7	4.7	3.9	4.1	4.1	4.0	3.9	2.8	4.2	3.8	3.3	4.2
Mozambique	4.1	4.6	4.8	4.4	3.0	4.3	4.3	4.4	4.7	3.8	4.3	4.5
Namibia	4.4	4.7	4.3	4.7	4.5	4.6	4.5	4.3	4.4	4.3	4.5	4.6
Swaziland	4.4	5.0	4.6	4.2	4.6	4.7	4.7	4.4	4.6	4.4	4.4	4.8
Zambia	3.9	4.7	4.2	4.1	4.4	4.1	4.1	2.9	4.3	3.9	3.4	4.3
Zimbabwe	3.8	4.7	3.7	3.9	4.3	3.9	3.8	3.2	4.1	4.0	2.9	4.3
<b>AFRICA AIR</b>	4.4	4.6	4.8	4.5	4.6	4.5	4.4	4.1	4.6	4.4	4.4	4.5
Angola	4.5	4.5	4.7	4.3	4.4	4.4	4.3	4.1	4.5	4.2	4.3	4.4
Democratic Republic of Congo	4.1	4.9	5.0	4.7	4.9	4.8	4.7	4.2	5.0	4.8	4.8	4.6
Ethiopia	4.5	4.4	4.9	4.6	4.7	4.5	4.5	4.2	4.8	4.5	4.5	4.7
Ghana	4.4	4.5	4.8	4.6	4.7	4.4	4.5	4.2	4.7	4.4	4.3	4.6
Kenya	4.3	4.6	4.8	4.5	4.6	4.4	4.3	4.1	4.6	4.3	4.3	4.4
Nigeria	4.3	4.7	4.8	4.5	4.6	4.5	4.4	4.1	4.7	4.3	4.4	4.5
Tanzania	4.4	4.6	4.9	4.6	4.7	4.6	4.5	4.2	4.7	4.4	4.4	4.5
Uganda	4.4	4.4	4.9	4.4	4.6	4.5	4.5	4.1	4.7	4.4	4.4	4.5
Other Africa and Middle East	4.5	4.6	4.7	4.3	4.6	4.4	4.4	4.0	4.4	4.4	4.3	4.4
<b>AMERICAS</b>	4.7	4.6	4.9	4.2	4.6	4.4	4.4	4.1	4.2	4.6	4.4	4.6
Argentina	4.5	4.6	4.9	4.0	4.6	4.3	4.3	4.1	4.2	4.2	4.1	4.3
Brazil	4.7	4.3	4.8	3.8	4.5	4.2	4.2	3.8	4.3	4.3	4.1	4.5
Canada	4.7	4.6	4.9	4.3	4.5	4.4	4.4	4.0	4.3	4.6	4.4	4.6
USA	4.7	4.6	4.9	4.2	4.6	4.4	4.4	4.1	4.2	4.7	4.4	4.6
Other Americas	4.6	4.5	4.8	3.9	4.7	4.4	4.3	4.1	4.2	4.4	4.3	4.5
<b>ASIA &amp; AUSTRALASIA</b>	4.4	4.4	4.8	4.3	4.5	4.2	4.2	3.8	4.1	4.4	4.2	4.3
Australia	4.6	4.5	4.9	4.2	4.6	4.4	4.4	4.1	4.1	4.6	4.3	4.5
China including Hong Kong	4.0	4.1	4.7	4.1	4.2	3.9	4.0	3.5	3.9	4.0	3.9	4.0
India	4.6	4.5	4.9	4.4	4.6	4.5	4.4	4.0	4.5	4.4	4.4	4.5
Japan	4.4	4.4	4.9	4.5	4.5	4.2	4.2	3.9	4.2	4.3	4.2	4.3
New Zealand	4.5	4.4	4.7	3.9	4.6	4.3	4.3	3.8	4.0	4.5	4.2	4.5
South Korea	4.2	4.4	4.8	4.6	4.3	4.1	4.0	3.8	3.9	4.2	4.0	4.1
Other Asia and Australasia	4.5	4.5	4.8	4.2	4.6	4.2	4.3	3.9	4.2	4.4	4.2	4.4
<b>EUROPE</b>	4.6	4.5	4.9	4.0	4.5	4.4	4.4	4.0	4.1	4.6	4.4	4.6
Austria	4.6	4.5	4.8	4.1	4.5	4.3	4.4	3.9	4.0	4.5	4.3	4.5
Belgium	4.6	4.4	4.8	4.1	4.5	4.4	4.4	4.0	4.2	4.7	4.3	4.6
Denmark	4.5	4.6	4.8	4.2	4.5	4.2	4.4	3.9	4.0	4.7	4.3	4.5
France	4.6	4.5	4.9	4.1	4.5	4.4	4.4	4.0	4.2	4.6	4.4	4.6
Germany	4.6	4.5	4.8	3.8	4.5	4.3	4.4	3.9	4.0	4.6	4.3	4.5
Italy	4.7	4.6	4.9	4.1	4.5	4.4	4.4	3.9	4.2	4.6	4.5	4.6
Netherlands	4.6	4.5	4.8	3.9	4.5	4.4	4.4	3.9	4.1	4.6	4.4	4.5
Russian Fed	4.6	4.6	4.8	4.6	4.7	4.5	4.4	4.0	4.3	4.6	4.4	4.4
Spain	4.6	4.4	4.7	4.0	4.5	4.3	4.4	3.9	4.2	4.6	4.4	4.5
Sweden	4.7	4.6	4.9	3.9	4.4	4.5	4.4	4.0	4.3	4.7	4.4	4.5
Switzerland	4.7	4.5	4.9	3.7	4.5	4.4	4.4	3.9	4.1	4.7	4.4	4.5
UK	4.7	4.5	4.9	4.1	4.6	4.4	4.4	4.0	4.2	4.7	4.4	4.6
Other Europe	4.6	4.6	4.8	3.8	4.5	4.4	4.4	4.0	4.2	4.6	4.4	4.5
<b>ALL FOREIGN TOURISTS</b>	4.3	4.4	4.4	4.2	4.4	4.3	4.2	3.9	4.3	4.2	4.0	4.5

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

SATISFACTION RATING OF SOUTH AFRICA												
	2015											
	Hospitable / Friendly People	Domestic Flights	Natural Attractions	Public Transportation	Accommodation	Availability of Information	Service Levels	Safety and Security	General Infrastructure	Value for money	Customs and Immigration	Overall satisfaction
<b>AFRICA LAND</b>	<b>4.3</b>	<b>4.7</b>	<b>4.5</b>	<b>4.5</b>	<b>4.6</b>	<b>4.4</b>	<b>4.4</b>	<b>4.0</b>	<b>4.6</b>	<b>4.4</b>	<b>4.1</b>	<b>4.6</b>
Botswana	4.3	4.7	4.4	4.3	4.3	4.3	4.5	4.0	4.4	4.2	4.6	4.7
Lesotho	4.5	4.6	4.4	4.3	4.7	4.3	4.3	4.2	4.3	4.2	4.2	4.7
Malawi	4.0	4.8	4.7	4.4	4.3	4.2	4.3	3.4	4.7	4.4	3.8	4.5
Mozambique	4.5	5.0	4.8	4.7	4.8	4.8	4.6	4.4	4.7	4.8	4.3	4.7
Namibia	4.4	4.4	4.3	4.3	4.5	4.5	4.3	4.2	4.3	4.3	4.4	4.4
Swaziland	4.6	4.7	4.7	4.7	4.7	4.5	4.7	4.5	4.8	4.7	4.6	4.8
Zambia	3.9	4.6	4.6	4.3	4.4	4.1	4.2	3.5	4.6	4.2	4.0	4.5
Zimbabwe	4.0	4.5	4.4	4.4	4.5	4.3	4.2	3.5	4.6	4.2	3.4	4.5
<b>AFRICA AIR</b>	<b>4.3</b>	<b>4.4</b>	<b>4.8</b>	<b>4.0</b>	<b>4.5</b>	<b>4.3</b>	<b>4.3</b>	<b>3.8</b>	<b>4.4</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>
Angola	4.3	4.5	4.8	4.0	4.5	4.3	4.3	4.0	4.5	4.4	4.5	4.5
Democratic Republic of Congo	3.9	4.8	4.8	3.6	4.6	4.6	4.5	4.0	4.8	4.6	4.4	4.7
Ethiopia	4.4	4.2	4.7	3.9	4.6	4.2	4.2	3.9	4.6	4.2	4.6	4.6
Ghana	4.3	4.8	4.6	4.2	4.5	4.1	4.3	3.9	4.6	4.2	4.4	4.5
Kenya	4.3	4.3	4.7	4.0	4.4	4.3	4.2	3.9	4.5	4.1	4.0	4.2
Nigeria	4.1	4.4	4.8	4.2	4.5	4.3	4.2	4.1	4.6	4.1	4.3	4.3
Tanzania	4.1	4.1	4.6	3.9	4.4	4.2	4.2	3.8	4.5	4.1	4.2	4.2
Uganda	3.9	4.6	4.6	3.9	4.5	4.2	4.1	3.9	4.6	4.2	4.1	4.2
Other Africa and Middle East	4.4	4.4	4.8	4.0	4.5	4.3	4.2	3.7	4.2	4.3	4.3	4.5
<b>AMERICAS</b>	<b>4.6</b>	<b>4.5</b>	<b>4.9</b>	<b>3.9</b>	<b>4.5</b>	<b>4.2</b>	<b>4.3</b>	<b>3.9</b>	<b>4.0</b>	<b>4.5</b>	<b>4.4</b>	<b>4.6</b>
Argentina	4.8	4.4	5.0	5.0	4.7	4.4	4.4	4.2	4.3	4.5	4.3	4.5
Brazil	4.6	4.4	4.9	3.5	4.4	4.2	4.2	3.7	4.1	4.2	4.2	4.4
Canada	4.6	4.5	4.9	3.8	4.4	4.2	4.3	3.8	3.9	4.5	4.4	4.5
USA	4.6	4.5	4.9	3.9	4.5	4.3	4.3	3.9	4.0	4.6	4.4	4.7
Other Americas	4.4	4.3	4.9	4.1	4.6	4.1	4.3	3.8	4.2	4.1	4.3	4.4
<b>ASIA &amp; AUSTRALASIA</b>	<b>4.5</b>	<b>4.4</b>	<b>4.8</b>	<b>3.6</b>	<b>4.4</b>	<b>4.1</b>	<b>4.1</b>	<b>3.7</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.3</b>
Australia	4.5	4.4	4.8	3.8	4.4	4.2	4.2	3.8	3.8	4.4	4.2	4.5
China including Hong Kong	4.6	4.6	4.9	4.0	4.2	3.9	4.0	3.8	3.8	4.0	4.0	4.1
India	4.5	4.4	4.8	3.4	4.4	4.2	4.2	3.5	4.2	4.2	4.3	4.3
Japan	4.6	4.5	4.7	3.6	4.5	4.1	4.2	3.6	4.0	4.3	4.2	4.3
New Zealand	4.3	4.3	4.8	3.9	4.3	4.0	4.0	3.7	3.6	4.3	4.3	4.4
South Korea	4.6	4.5	4.7	2.9	4.4	4.0	4.1	3.3	4.0	4.2	4.1	4.3
Other Asia and Australasia	4.5	4.4	4.8	3.5	4.4	4.1	4.2	3.7	4.2	4.2	4.3	4.3
<b>EUROPE</b>	<b>4.6</b>	<b>4.4</b>	<b>4.9</b>	<b>3.8</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>3.8</b>	<b>3.9</b>	<b>4.5</b>	<b>4.3</b>	<b>4.5</b>
Austria	4.6	4.3	4.9	3.5	4.4	4.1	4.2	3.7	3.7	4.5	4.3	4.4
Belgium	4.5	4.3	4.8	3.7	4.4	4.1	4.2	3.8	3.9	4.4	4.3	4.5
Denmark	4.5	4.5	4.8	3.6	4.3	4.1	4.3	3.7	3.9	4.4	4.2	4.6
France	4.5	4.5	4.8	3.9	4.4	4.2	4.2	3.8	4.0	4.4	4.3	4.5
Germany	4.6	4.4	4.9	3.7	4.4	4.1	4.2	3.8	3.9	4.5	4.3	4.5
Italy	4.6	4.4	4.9	3.9	4.5	4.3	4.2	3.9	4.0	4.5	4.4	4.6
Netherlands	4.6	4.4	4.9	3.7	4.4	4.2	4.2	3.8	3.8	4.5	4.3	4.5
Russian Fed	4.4	4.1	4.9	3.7	4.5	4.0	4.2	3.6	3.9	4.3	4.1	4.3
Spain	4.5	4.6	4.9	4.0	4.4	4.1	4.2	4.0	3.9	4.3	4.3	4.6
Sweden	4.5	4.5	4.9	3.6	4.4	4.2	4.2	3.7	3.9	4.4	4.4	4.5
Switzerland	4.6	4.5	4.9	3.9	4.4	4.2	4.3	3.9	4.1	4.6	4.4	4.5
UK	4.6	4.4	4.9	3.9	4.5	4.3	4.3	3.9	3.9	4.5	4.3	4.5
Other Europe	4.5	4.4	4.9	3.9	4.4	4.1	4.2	3.7	3.9	4.4	4.2	4.5
<b>ALL FOREIGN TOURISTS</b>	<b>4.4</b>	<b>4.6</b>	<b>4.6</b>	<b>4.4</b>	<b>4.5</b>	<b>4.4</b>	<b>4.4</b>	<b>4.0</b>	<b>4.4</b>	<b>4.4</b>	<b>4.1</b>	<b>4.6</b>
Notes:												
Blank cells indicate that the sample is not big enough for a valid statistical interpretation.												



SATISFACTION RATING OF SOUTH AFRICA												
	2014											
	Hospitable / Friendly People	Domestic Flights	Natural Attractions	Public Transportation	Accommodation	Availability of Information	Service Levels	Safety and Security	General Infrastructure	Value for money	Customs and Immigration	Overall satisfaction
<b>AFRICA LAND</b>	<b>4.4</b>	<b>0.1</b>	<b>2.8</b>	<b>2.6</b>	<b>1.9</b>	<b>3.3</b>	<b>4.2</b>	<b>4.0</b>	<b>4.2</b>	<b>4.2</b>	<b>4.0</b>	
Botswana	4.8	0.1	2.2	0.7	1.9	4.5	4.4	4.3	4.4	4.3	4.7	
Lesotho	4.2	0.0	1.5	3.7	0.3	2.1	3.9	3.8	4.1	4.0	3.9	
Malawi	4.5	0.3	3.2	3.5	2.5	4.2	4.4	4.1	4.4	4.5	4.1	
Mozambique	4.4	0.1	4.3	4.4	1.7	4.4	4.5	4.5	4.5	4.6	3.7	
Namibia	4.8	0.5	2.9	1.1	3.3	2.0	4.6	4.4	4.3	4.6	4.4	
Swaziland	4.2	0.1	2.3	3.4	1.5	1.5	3.7	3.4	3.6	3.6	3.8	
Zambia	4.3	0.6	3.4	3.7	3.2	4.1	4.3	4.1	4.3	4.4	4.2	
Zimbabwe	4.4	0.1	3.1	0.8	3.2	3.9	4.3	4.1	4.2	4.3	4.1	
<b>AFRICA AIR</b>	<b>4.3</b>	<b>1.9</b>	<b>3.5</b>	<b>2.5</b>	<b>3.7</b>	<b>4.1</b>	<b>4.2</b>	<b>4.0</b>	<b>4.3</b>	<b>4.2</b>	<b>4.2</b>	
Angola	4.3	1.7	3.3	2.5	3.4	4.2	4.3	4.0	4.4	4.2	4.3	
Democratic Republic of Congo	4.2	1.7	3.3	3.0	3.3	4.3	4.2	4.0	4.3	4.2	4.2	
Ethiopia	4.4	1.5	3.8	2.4	3.7	4.3	4.4	3.9	4.4	4.2	4.3	
Ghana	4.2	1.5	3.4	2.7	3.6	4.2	4.0	4.0	4.2	4.1	4.0	
Kenya	4.2	2.3	3.6	3.2	4.1	4.2	4.3	4.0	4.3	4.2	4.2	
Nigeria	4.2	2.2	3.7	2.8	3.9	4.2	4.2	4.0	4.3	4.2	4.2	
Tanzania	4.2	1.9	2.9	2.5	3.9	4.2	4.1	4.0	4.2	4.1	4.1	
Uganda	4.3	2.0	3.7	3.0	4.1	4.2	4.1	4.0	4.3	4.2	4.2	
Other Africa and Middle East	4.3	1.9	3.5	2.1	3.5	4.0	4.1	4.0	4.3	4.2	4.2	
<b>AMERICAS</b>	<b>4.5</b>	<b>2.7</b>	<b>4.0</b>	<b>1.2</b>	<b>4.0</b>	<b>3.9</b>	<b>4.3</b>	<b>3.9</b>	<b>4.1</b>	<b>4.4</b>	<b>4.3</b>	
Argentina	4.4	2.7	3.9	2.2	4.3	4.3	4.4	4.1	4.3	4.4	4.3	
Brazil	4.5	2.6	3.6	1.8	4.0	4.3	4.2	4.0	4.2	4.2	4.2	
Canada	4.6	2.9	4.1	0.9	3.9	4.0	4.3	3.9	4.1	4.4	4.3	
USA	4.5	2.7	4.0	1.1	4.0	3.8	4.3	3.9	4.0	4.4	4.3	
Other Americas	4.6	2.3	4.0	1.8	4.2	3.7	4.4	4.2	4.3	4.2	4.3	
<b>ASIA &amp; AUSTRALASIA</b>	<b>4.5</b>	<b>2.3</b>	<b>3.8</b>	<b>1.7</b>	<b>3.8</b>	<b>4.1</b>	<b>4.2</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>	
Australia	4.5	2.6	4.1	1.2	3.4	4.0	4.2	3.8	4.0	4.3	4.2	
China including Hong Kong	4.5	2.0	3.9	2.5	4.1	4.3	4.3	4.1	4.4	4.3	4.3	
India	4.4	2.1	3.5	1.5	3.8	3.8	4.1	3.8	4.2	4.0	4.1	
Japan	4.4	2.3	3.8	2.4	4.3	4.2	4.3	4.1	4.3	4.3	4.2	
New Zealand	4.5	2.6	3.6	0.8	3.5	3.8	4.3	3.7	3.9	4.2	4.1	
South Korea	4.4	2.2	3.1	0.5	3.7	3.5	4.0	3.5	3.9	4.1	4.1	
Other Asia and Australasia	4.5	2.3	4.0	2.3	4.1	4.3	4.4	4.2	4.4	4.3	4.4	
<b>EUROPE</b>	<b>4.6</b>	<b>2.1</b>	<b>4.0</b>	<b>1.5</b>	<b>4.1</b>	<b>4.1</b>	<b>4.4</b>	<b>4.1</b>	<b>4.2</b>	<b>4.5</b>	<b>4.4</b>	
Austria	4.6	2.2	3.8	1.5	4.3	4.1	4.4	4.0	4.3	4.4	4.3	
Belgium	4.7	2.3	3.8	1.7	4.2	4.3	4.4	4.2	4.3	4.5	4.5	
Denmark	4.6	2.2	4.3	1.5	4.5	4.3	4.5	4.2	4.4	4.6	4.5	
France	4.6	2.3	3.9	1.5	4.3	4.1	4.3	4.1	4.3	4.5	4.4	
Germany	4.7	2.0	4.0	1.4	4.3	4.2	4.4	4.1	4.3	4.5	4.5	
Italy	4.6	2.4	3.8	1.0	4.5	3.8	4.3	4.0	4.1	4.4	4.3	
Netherlands	4.8	1.8	4.5	2.0	4.5	4.4	4.6	4.4	4.5	4.7	4.6	
Russian Fed	4.4	2.6	3.0	0.5	3.6	3.6	4.1	3.6	3.9	4.2	4.1	
Spain	4.6	2.0	4.0	1.2	4.1	3.9	4.2	4.0	4.0	4.4	4.3	
Sweden	4.4	2.8	3.5	0.9	4.0	3.6	4.2	3.8	4.0	4.4	4.3	
Switzerland	4.6	2.4	4.0	1.0	4.2	4.2	4.3	3.9	4.0	4.4	4.3	
UK	4.6	2.1	4.0	1.6	3.9	4.1	4.3	4.1	4.2	4.5	4.4	
Other Europe	4.5	2.2	3.6	1.3	3.9	3.8	4.3	4.0	4.1	4.4	4.3	
<b>ALL FOREIGN TOURISTS</b>	<b>4.4</b>	<b>0.6</b>	<b>3.1</b>	<b>2.4</b>	<b>2.4</b>	<b>3.5</b>	<b>4.2</b>	<b>4.0</b>	<b>4.2</b>	<b>4.3</b>	<b>4.1</b>	

Notes:  
Blank cells indicate that the sample is not big enough for a valid statistical interpretation. Overall Satisfaction not asked in 2014

## 2. SA Tourism's Departure Survey

South African Tourism conducts surveys of departing foreign tourists to gain an understanding of the travel behaviour, perceptions, buying process, travel patterns and the amount spent on their trip in South Africa. These surveys are designed primarily to provide information on which we base our marketing decisions and track the performance of the industry. These surveys are the only measure of tourism demand in South Africa.

Since 2002, South African Tourism has commissioned a monthly survey of departing foreign visitors 18 years and older exiting through OR Tambo International Airport, Cape Town International Airport and the following 12 land border posts.

- Kopfontein (Botswana)
- Pioneer Gate (Botswana)
- Groblers Brug (Botswana)
- Ramathlabama (Botswana)
- Lebombo (Mozambique)
- Ficksburg (Lesotho)
- Maseru (Lesotho)
- Oshoek (Swaziland)
- Golela (Swaziland)
- Beit Bridge (Zimbabwe)
- Nakop (Namibia)
- Vioolsdrif (Namibia)

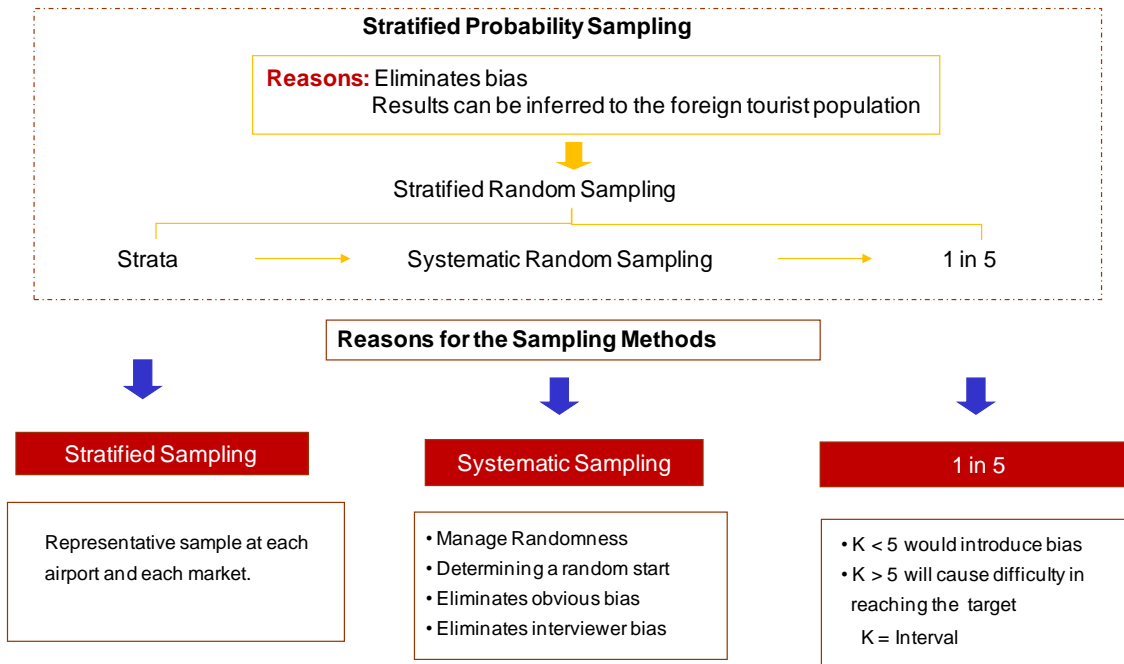
All interviews are conducted using tablet-aided personal interviews in a face-to-face method. The surveys are conducted in the following 17 languages: English, German, French, Italian, Spanish, Portuguese, Dutch, Japanese, Mandarin, Siswati, Sotho, Tswana, Shona, Ndebele, Afrikaans, Xhosa and Zulu.

The Departure Survey samples 3,800 respondents aged 18 years and older each month using Tablet Aided Personal Interviewing (TAPI) in the departure lounges of the two major international airports and within the controlled area on the South African side of the land border posts.

The results of the survey are weighted to the foreign tourist arrivals data for the reference period as released by Statistics SA in their monthly release P0351. The variables mode of arrival and country of residence are used in the weighting framework.

## 2.1. Sample design

A random stratified probability sample is drawn proportional to the actual tourist arrivals using the same month of the previous year. Sampling units are the two major airports and 10 land borders mentioned above.



The total sample size at the airports is 3,800 per month, while the land survey consists of 1,000 per month.

Airport Intervention		Land Border Intervention		
Airport	Sample Jul-Sep 2016	Country	Land Border	Sample Jul-Sep 2016
O. R. Tambo International	2980	Botswana	Kopfontein	80
Cape Town International Airport	820		Pioneer Gate	40
<b>Total Air Sample</b>	<b>3800</b>		Ramathlabama	40
			Groblers brug	60
		Lesotho	Ficksburg	80
			Maseru	85
		Malawi	Beit Bridge	20
		Mozambique	Lebombo	220
		Namibia	Nakop	15
			Violsdrift	35
		Swaziland	Golela	45
			Oshoek	90
		Zambia	Beit Bridge	20
		Zimbabwe	Beit Bridge	170
		<b>Total Land Sample</b>	<b>All Borders</b>	<b>1000</b>

## 2.2.Data reliability

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 4 400	R 4 180	R 4 620
Air markets	R 17 300	R 16 435	R 18 165
Total	R 7 700	R 7 315	R 8 085

Length of stay

	Mean	Lower bound	Upper bound
Land markets	6.68	6.34	7.01
Air markets	13.06	12.41	13.72
Total	8.28	7.87	8.70

## 2.3.Normalising expenditure data

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:

$$\begin{aligned}\text{Log\_Low\_cut\_off} &= \text{Mean} - 3 \times \text{Stdev} \\ \text{Log\_Upper\_cut\_off} &= \text{Mean} + 3 \times \text{Stdev}\end{aligned}$$

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.

### 3. SA Tourism's Domestic Tourism Survey

In 2007, South African Tourism commissioned a monthly domestic survey designed to measure headline indicators and ensure a proper representation of existing travel trends and the characteristics of travellers in the national population.

The following key indicators are measured:

- Volume: the incidence of domestic travel and how many trips are taken
- Value: how much is spent annually by domestic tourists
- Number of bednights: The number of nights spent in various establishments
- Provincial distribution: How the volume, value and bednights are distributed between the nine provinces
- Seasonality: When do people travel?

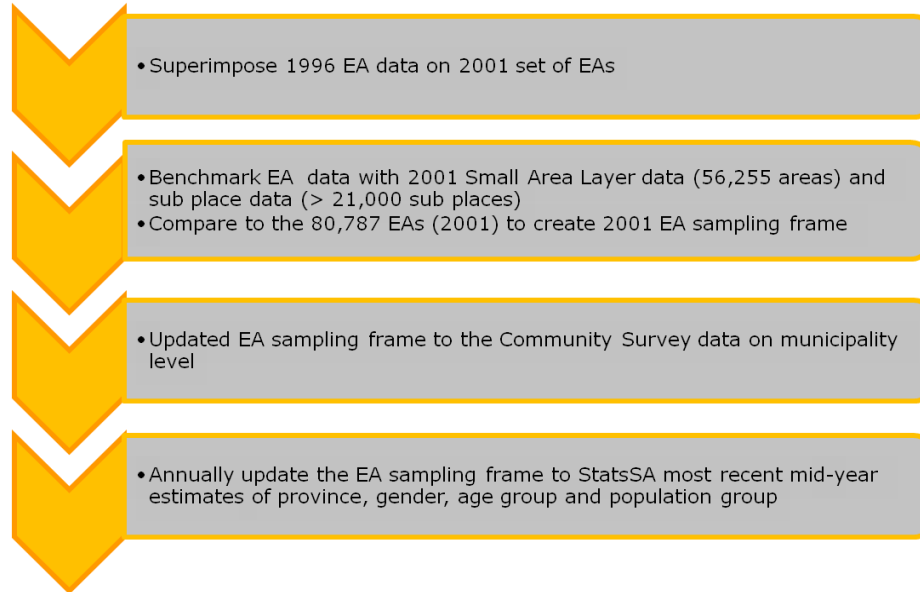
All interviews are conducted using paper-based personal interviews in a face-to-face method. The Domestic Survey samples 1,300 respondents aged 18 years and older each month. Each interview consists of two modules:

- Random questionnaire: measures the headline indicators and perceptions of various ad campaigns run by SA Tourism
- Trip module: collects detailed information on each trip undertaken by respondent in the past month. Separate trip module completed for each trip undertaken

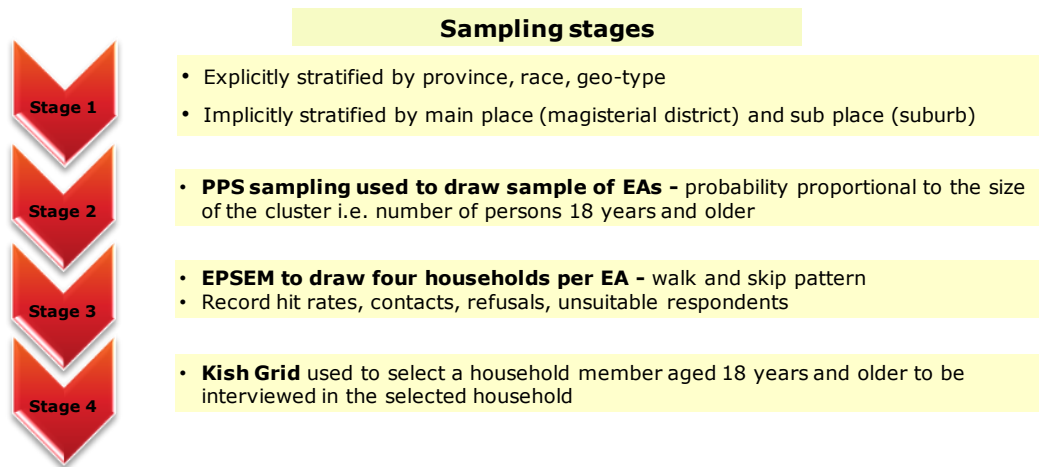
#### 3.1. Sample design

The sample of 1,300 (face-to-face) interviews per month (325 enumerator areas) is designed as a multi-stage, stratified and clustered probability sample, representative of the national population of SA residents aged 18 years and older. Only province and dominant population group are used as explicit stratification variables. The Northern Cape and the Asian population is over sampled to ensure representivity, while the rural population is under sampled on the assumption of homogeneity of this population.

A sampling frame is created as follows:



The sample is drawn as a rolling monthly sample in such a way that every consecutive period of three months can be used as period for reporting (after benchmarked to the 18+ population of SA).



The results of the survey are weighted back to the population in three stages:

- First stage: EAs are selected with probability proportional to size (pps) from sampling frame
  - Develop EA Weight

$$W_{PSU} = \left( n_{EA} \frac{PSU_{18+}}{POP_{18+}} \right)^{-1},$$

- $n_{EA}$  is the allocated number of EAs over the 12 months in the stratum,
- $PSU_{18+}$  the number of persons aged 18 years and older in the selected EA, and

$Pop_{18+}$  is the number of persons aged 18 years and older in the selected stratum.

- Second stage: Households are selected systematically in each EA
  - Develop Household weight

$$W_{HH} = W_{PSU} \left( \frac{n_{HH}}{PSU_{HH}} \right)^{-1},$$

- $n_{HH}$  is the number of selected households in the selected PSU,
  - $PSU_{HH}$  is the number of household available in the PSU.
- Third stage in sample design: draw one person 18 years+ randomly from the selected household.
  - Develop respondent weight: is the number of persons aged 18 years and older in the selected household

The final sample record weight generally consists of three components:

- design weight,
- reciprocal value of response rate,
- adjusted weighting factor to compensate for non-coverage/skewness

### 3.2. Normalising expenditure data

The expenditure data is analysed on a monthly basis to measure effect on travel patterns and the absolute values of the key variables. A methodology using above two standard deviations is applied when necessary to normalise the data.

### 3.3. Data reliability

With such a low incidence, this report could not reflect data for all the provinces. Only the provinces and purpose of travel data with a sample (unweighted n) count of above 20 were reflected on the report.



#### 4. 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. However since 2014 StatsSA is unable to include Transit tourists in Tourism and Migration reports and therefore our definition of tourism excludes transit tourists.
- 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.

Other terms commonly used by SA Tourism in its reports are:

- Land markets are countries where at least 60% of arrivals from the country arrive by land. The countries are Botswana, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia and Zimbabwe.
- Air markets are those countries where at least 60% of arrivals from the country arrive by air.
- Compound Annual Growth Rate (CQGR) is the year over year growth rate applied to arrivals over a multiple-year period. The formula for calculating CQGR is:  $(\text{Current Value} / \text{Base Value})^{(1 / \# \text{ of years})} - 1$ .
- Compound Quarterly Growth Rate is the year over year growth rate, within a specific quarter, applied to arrivals over a multiple-year period.

- 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.
- 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.
- 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 vehicles, artwork, furniture, jewellery, financial assets, etc.