



Inspiring new ways

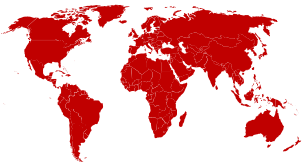
TOURISM PERFORMANCE REPORT

JANUARY -
DECEMBER 2018



DEFINITIONS

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



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



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

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

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

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



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

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

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

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



ABOUT THE REPORT

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

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

INTERNATIONAL ARRIVALS STATISTICS



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

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

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

DOMESTIC STATISTICS



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

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



THE REPORT IS BASED ON THE FOLLOWING REPORTS:

- Statistics SA's Tourism & Migration releases

- South African Tourism's departure tourism surveys

- Statistics SA's Tourism Satellite Account for South Africa

- Euromonitor for Travel & Tourism

- UNWTO World Tourism Barometer

- South African Tourism's domestic tourism survey

- World Travel Tourism Council - WTTC

DISCLAIMER

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

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

A person with dark hair, wearing a light-colored short-sleeved shirt, tan cargo pants, and a dark backpack, stands on the edge of a rocky cliff. They are looking out over a vast, forested mountain range with steep, rocky slopes. The scene is captured from a low angle, emphasizing the height and scale of the landscape. The lighting suggests a bright, sunny day, with some haze or mist in the distance.

TOURISM OUTLOOK

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

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

• OUTLOOK 2019

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

TOURISM PERFORMANCE IN SOUTH AFRICA



TRIPS



SPEND



LENGTH OF STAY

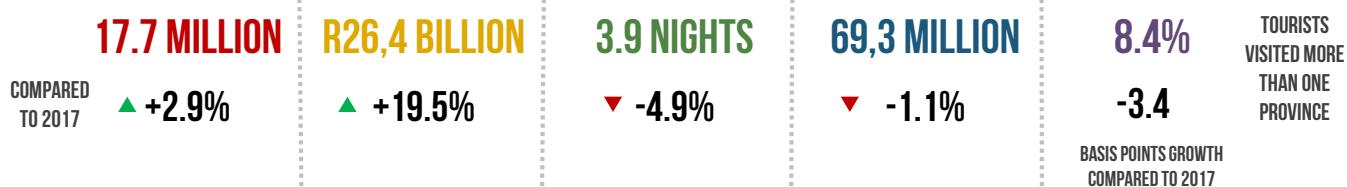


BEDNIGHTS



GEOGRAPHIC
SPREAD

DOMESTIC: TOTAL



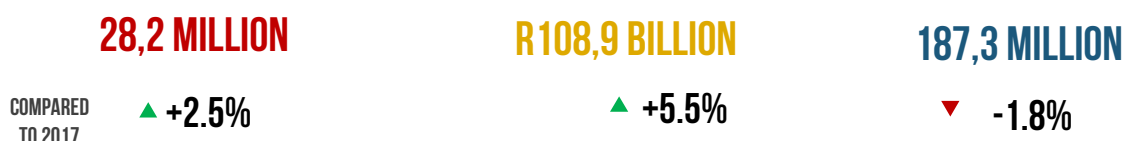
DOMESTIC: HOLIDAY



INTERNATIONAL



TOTAL TOURISM IN SOUTH AFRICA

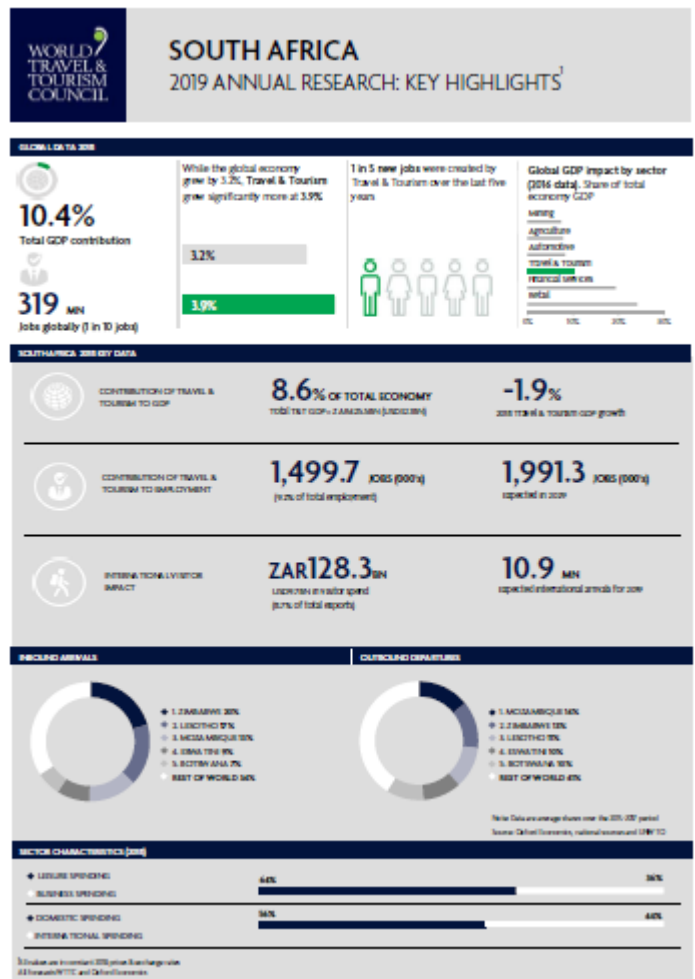


IMPACT OF TOURISM IN SA ECONOMY

-1.9% ▼

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

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



SECTOR CHARACTERISTICS (2018)



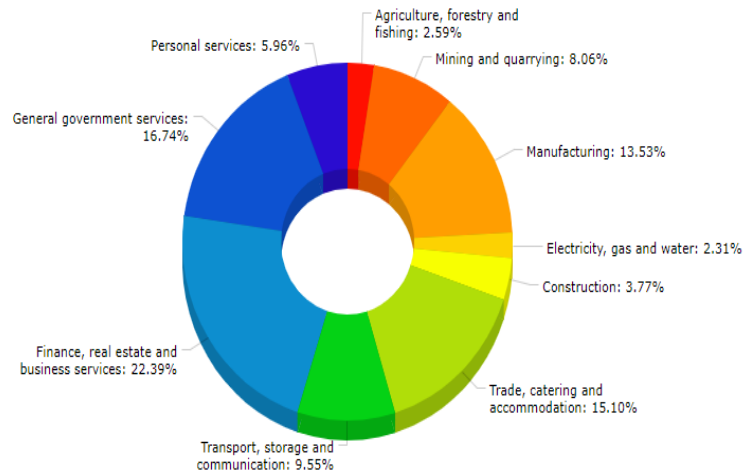
All values are in constant 2018 prices & exchange rates
All forecasts WTTC and Oxford Economics

THE SOUTH AFRICAN ECONOMY

0.8% ▲

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

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



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

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

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

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

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

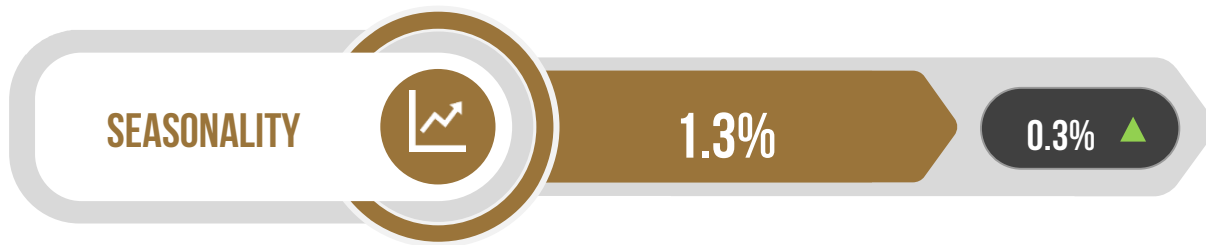
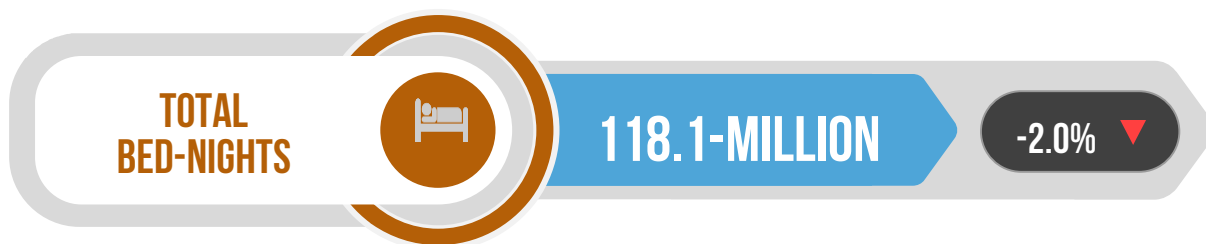
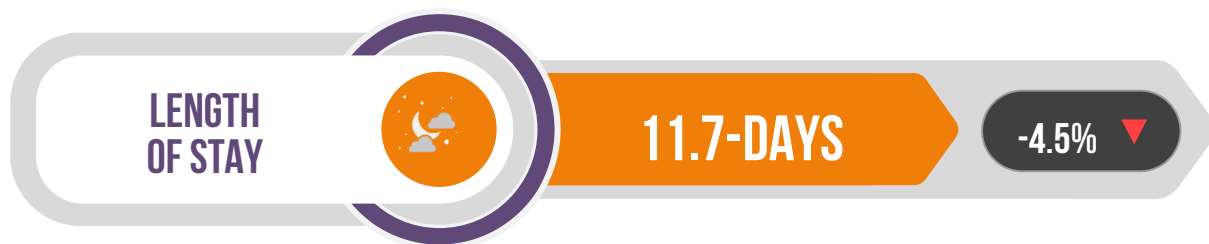
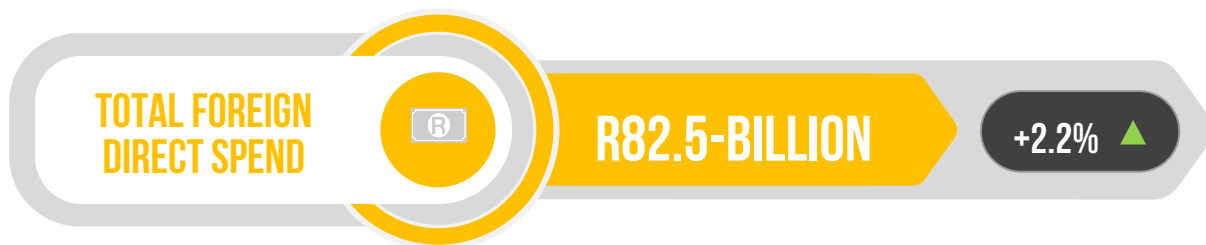
- Gems, precious metals: US\$16.6 billion (17.5% of total exports)
- Ores, slag, ash: \$11.8 billion (12.5%)
- Vehicles: \$10.8 billion (11.4%)
- Mineral fuels including oil: \$10 billion (10.6%)
- Iron, steel: \$6.3 billion (6.7%)
- Machinery including computers: \$5.8 billion (6.2%)
- Fruits, nuts: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

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


A savanna landscape at sunset. In the foreground, three people (two men and one woman) are seen from behind, walking through tall grass. In the middle ground, a giraffe is visible among the trees. The background shows a dense line of trees under a warm, golden sky.

INTERNATIONAL TOURISM PERFORMANCE

KEY PERFORMANCE INDICATORS



SUMMARY OF KEY FINDINGS



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



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



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

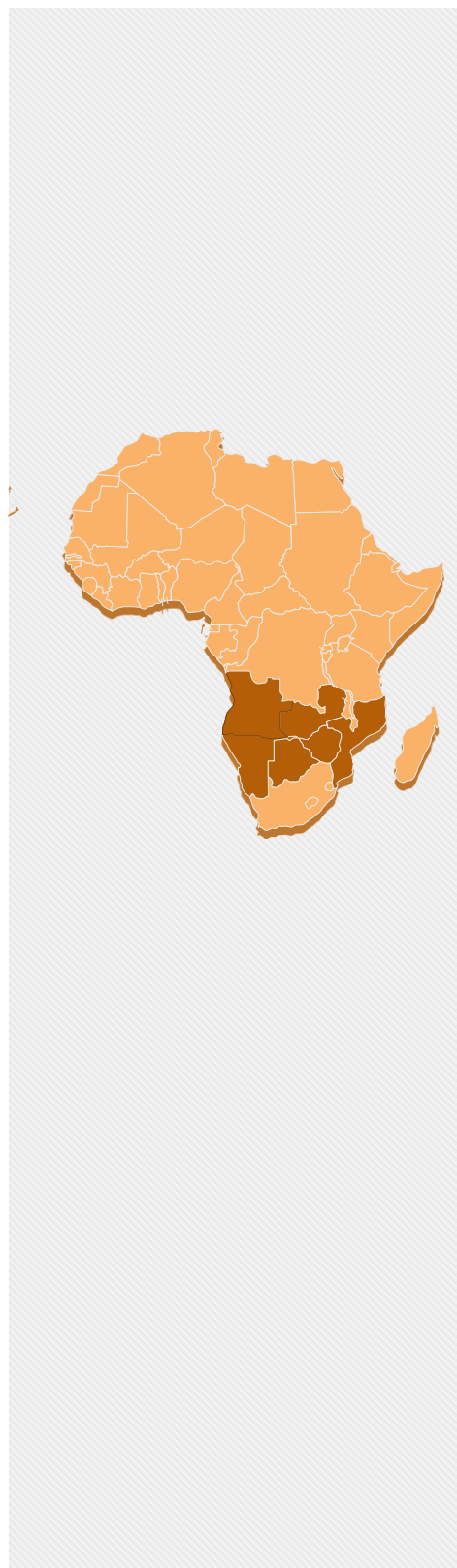
The main purpose of visiting South Africa was to visit with friends and relatives. The proportion of tourists for VFR dropped to just under 39%. The other reasons for visiting the country were for holiday and shopping for products for own use. Holiday tourists were attracted by safari and wildlife experience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

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

INTERNATIONAL TOURISM PERFORMANCE

AFRICA

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



INTERNATIONAL TOURISM PERFORMANCE

AFRICA

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



INTERNATIONAL TOURISM PERFORMANCE

EUROPE

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

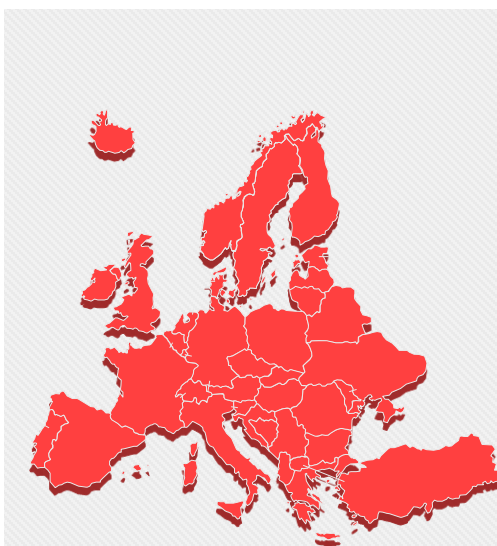
- Tourist arrivals from the **UK** declined by 3.8% in 2018. There has been a significant decrease in the share of holiday arrivals, down from 45.5% in 2017 to 56.3% in 2018. There was however an increase in the share of MICE tourists. According to Forwardkeys, the airfares from the UK to South Africa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



INTERNATIONAL TOURISM PERFORMANCE

EUROPE

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



AUSTRALASIA

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

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

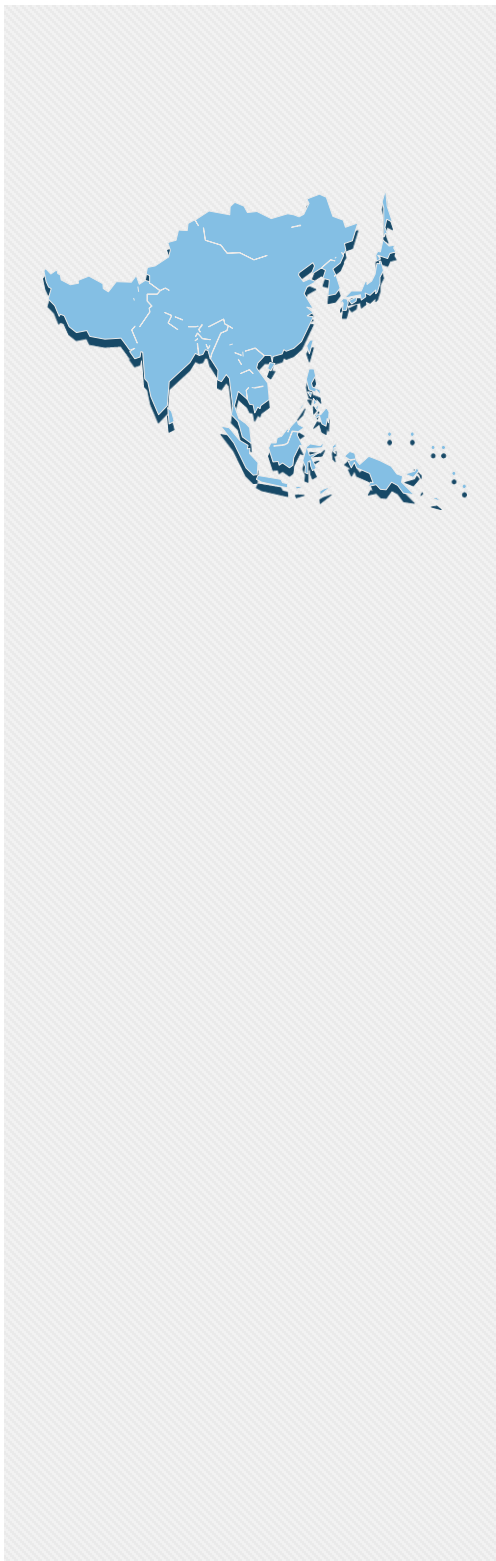


INTERNATIONAL TOURISM PERFORMANCE

ASIA

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

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

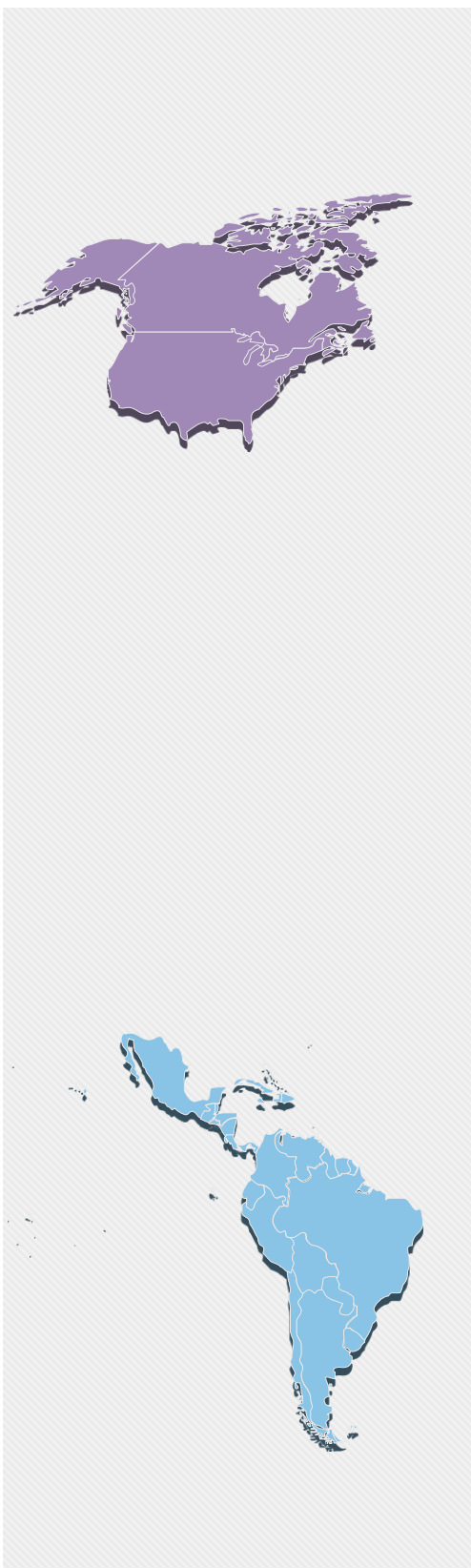


INTERNATIONAL TOURISM PERFORMANCE

NORTH AMERICA

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

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



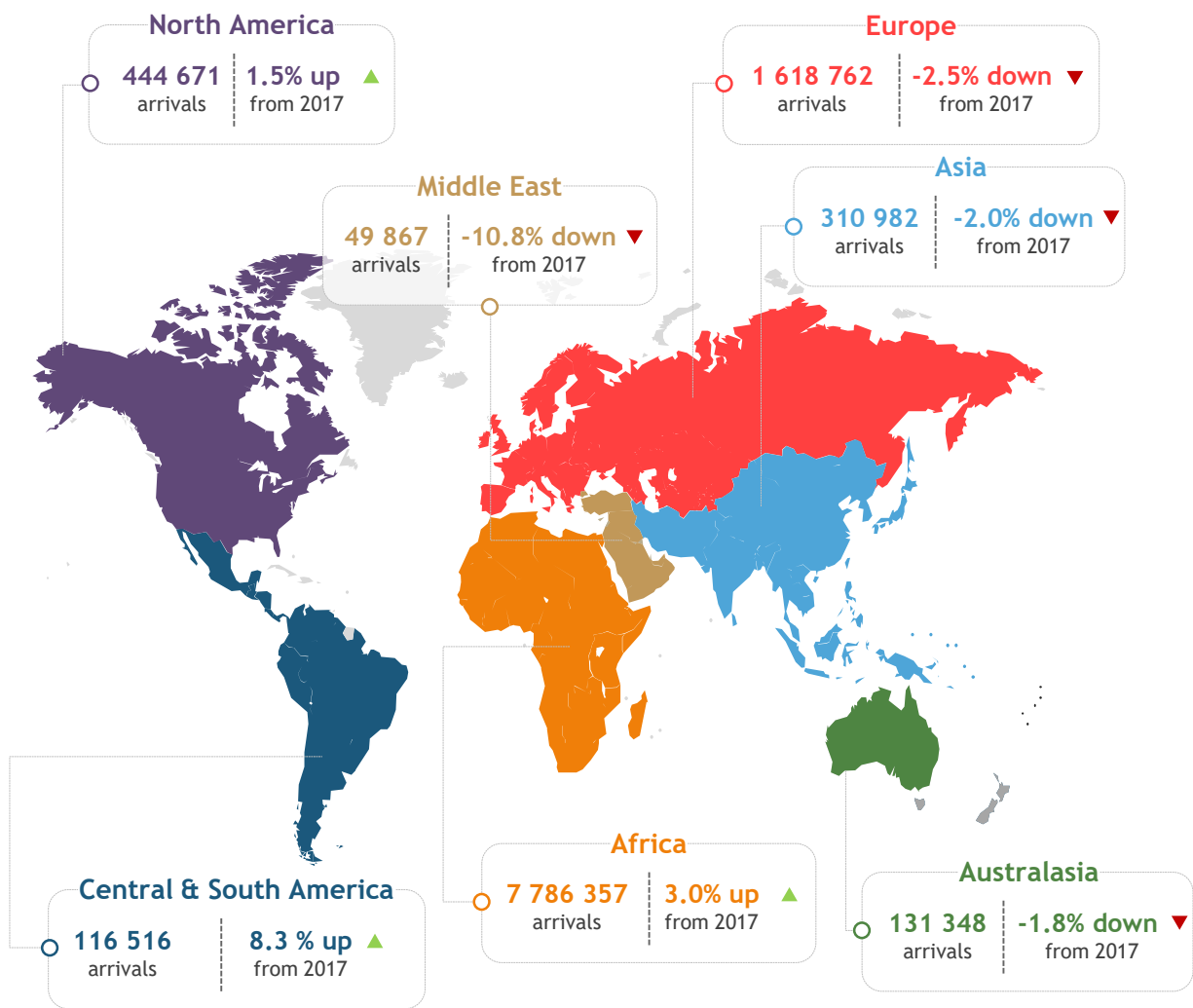
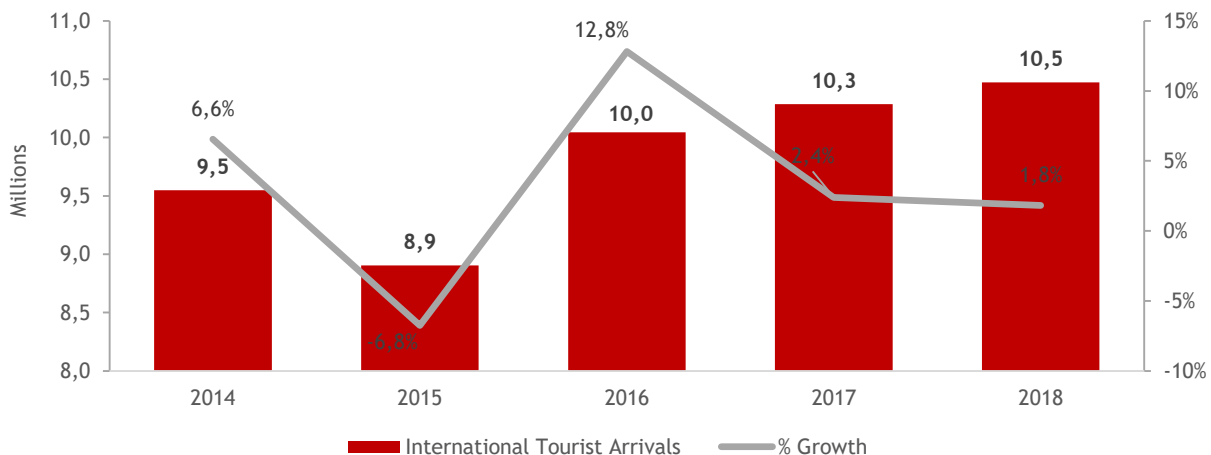
SOUTH AMERICA

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

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

INTERNATIONAL TOURIST ARRIVALS **10.5-MILLION** **+1.8%** ▲

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



**INTERNATIONAL
TOURIST ARRIVALS**

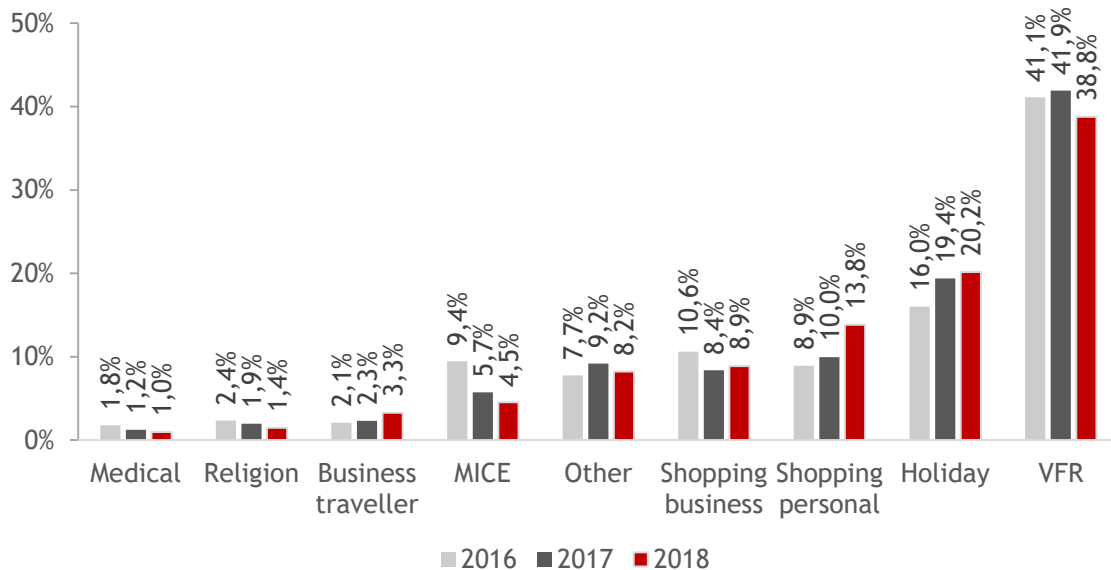
10.5-MILLION

+1.8%
▲

PURPOSE OF VISIT

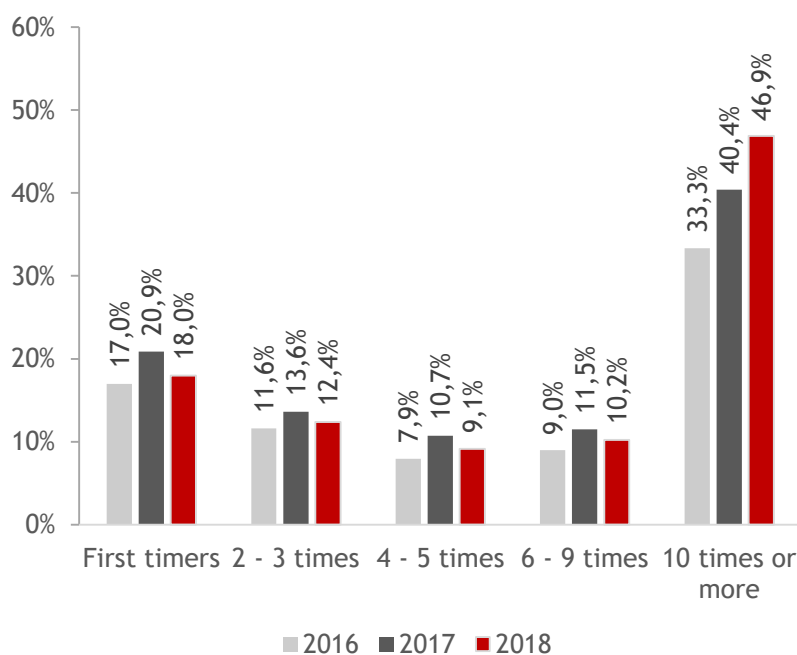
The main purpose of visit for international tourists was for VFR but the share of total arrivals decreased to 38.8% in 2018 from 41.9% in 2017.

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



REPEAT RATE

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



**INTERNATIONAL
TOURIST ARRIVALS**

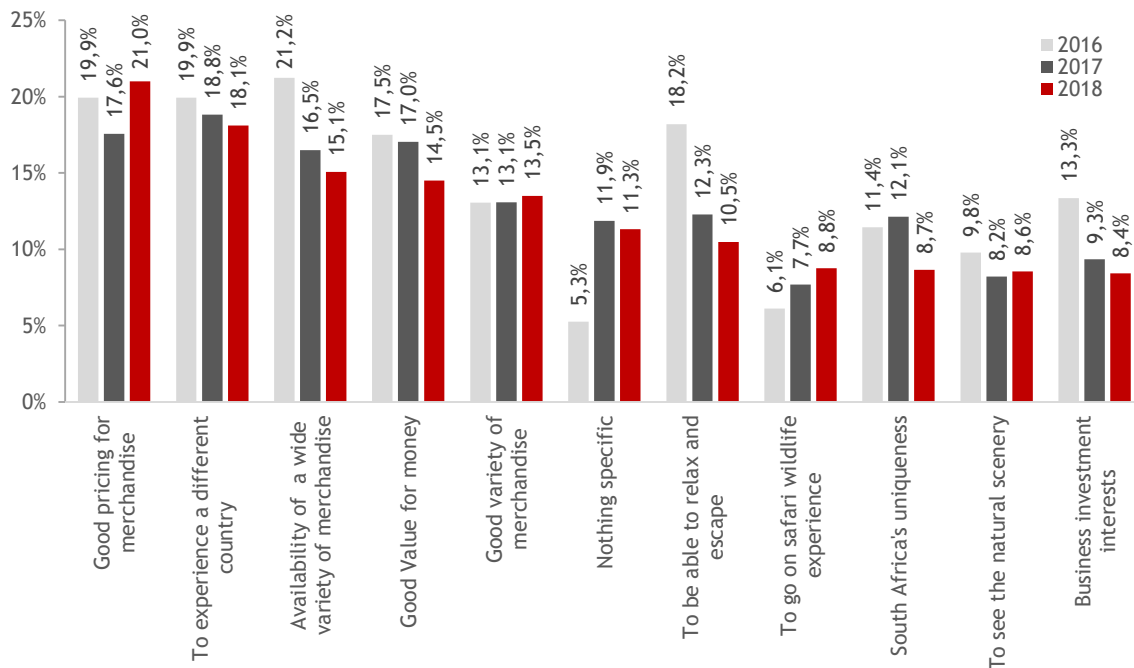


10.5-MILLION

+1.8% ▲

WHAT ATTRACTED YOU TO SOUTH AFRICA?

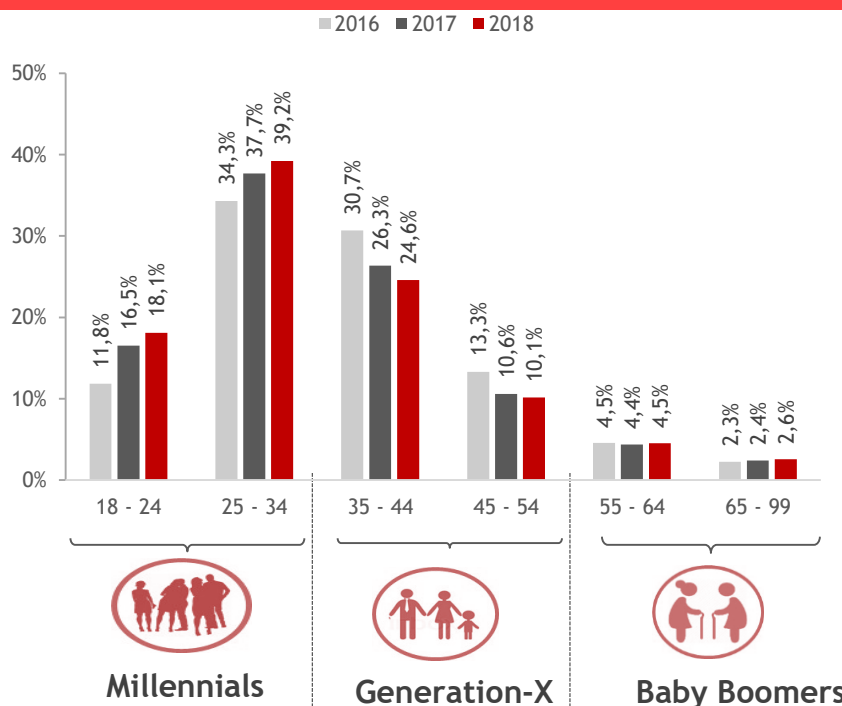
The main attraction for tourists to South Africa were related to South Africa as a shopping destination. This is substantiated by the fact that more than 70% of arrivals to South Africa are from Africa and more than 90% of this is from the neighbouring countries.



AGE BREAKDOWN

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

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

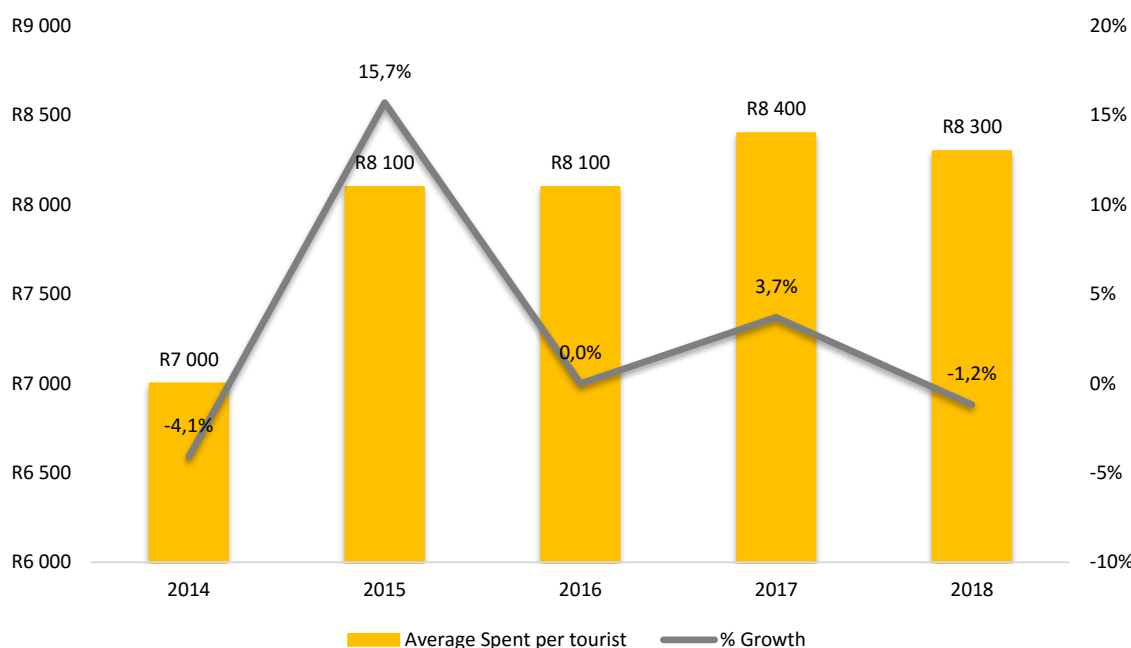


AVERAGE SPEND PER INTERNATIONAL  **R8,200** **-1.2%**

AVERAGE SPEND PER INTERNATIONAL TOURIST

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

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




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

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

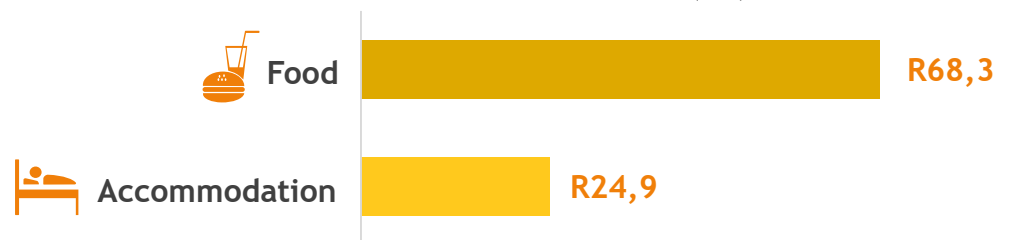
SPEND CATEGORIES

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

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

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

Sector Size 2018 (Bn)



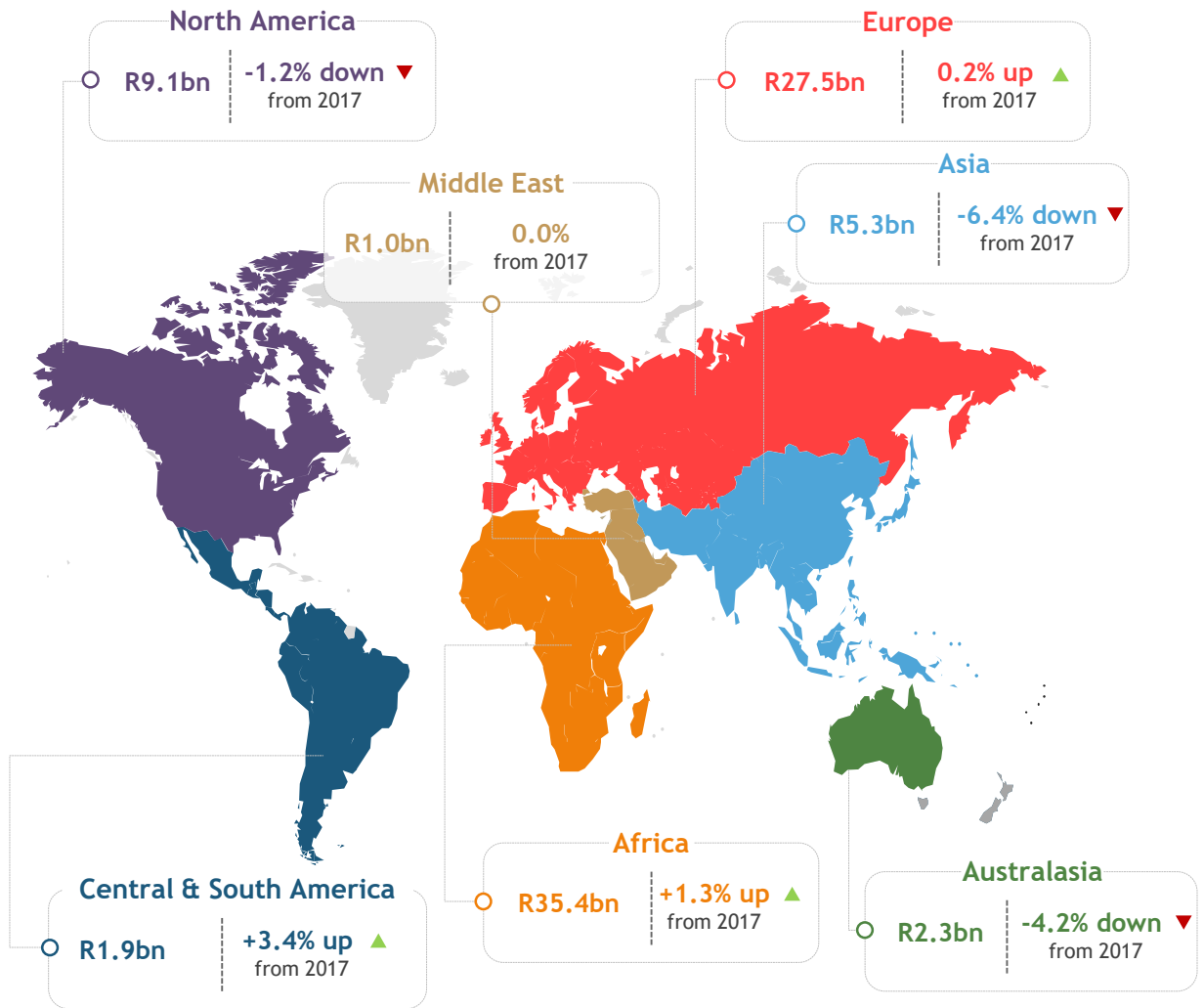
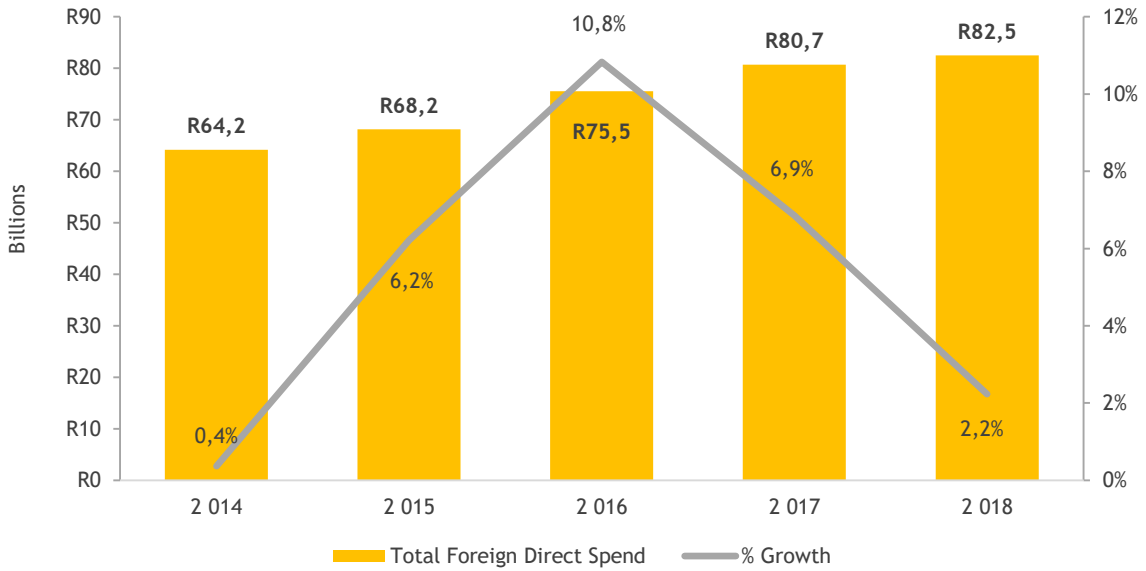
Source: Statistics SA Food and Beverage Report 2018

TOTAL FOREIGN DIRECT SPEND

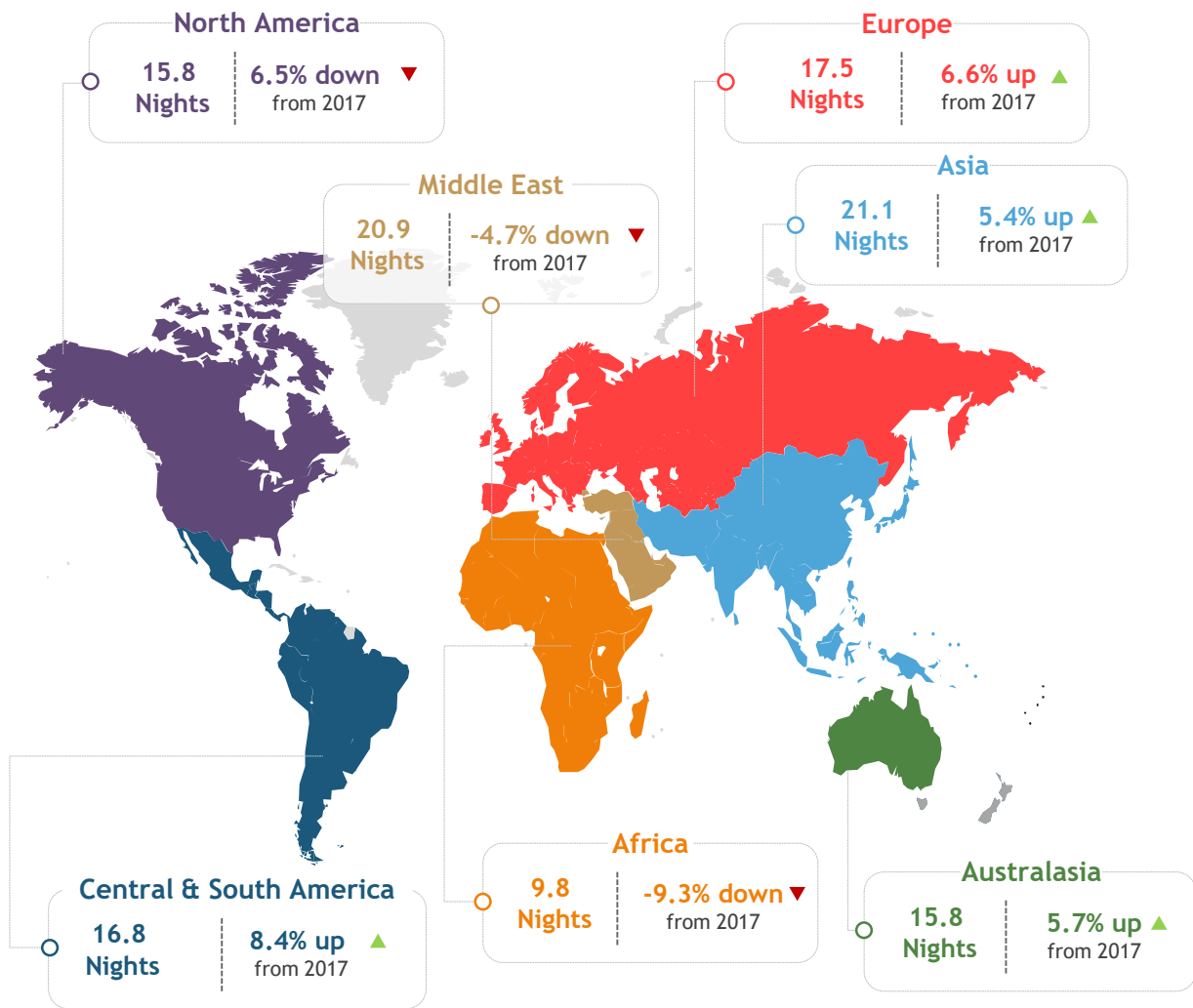
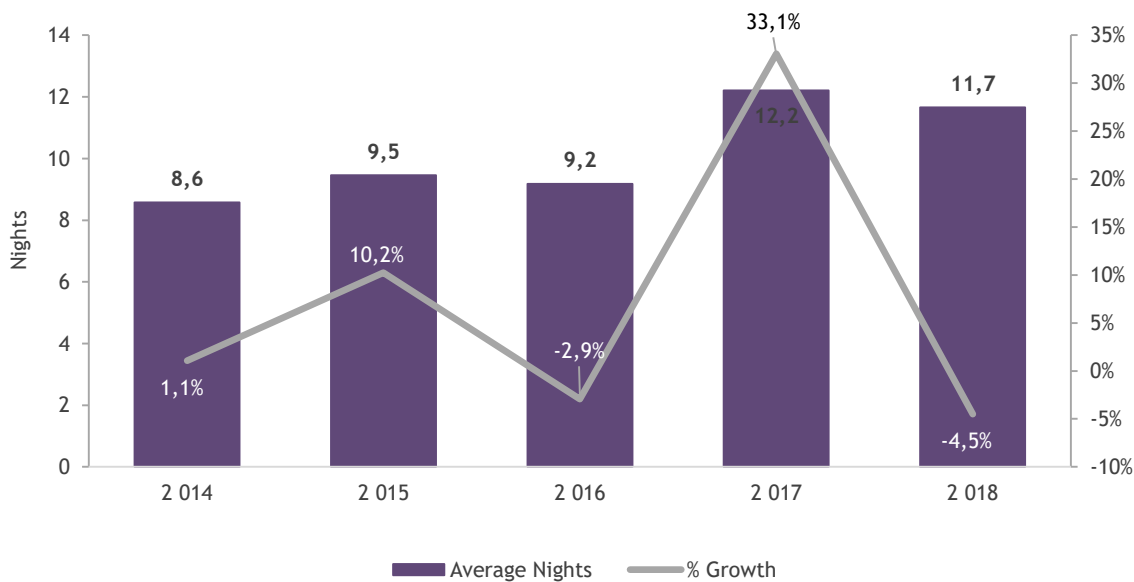


R82.5-BILLION

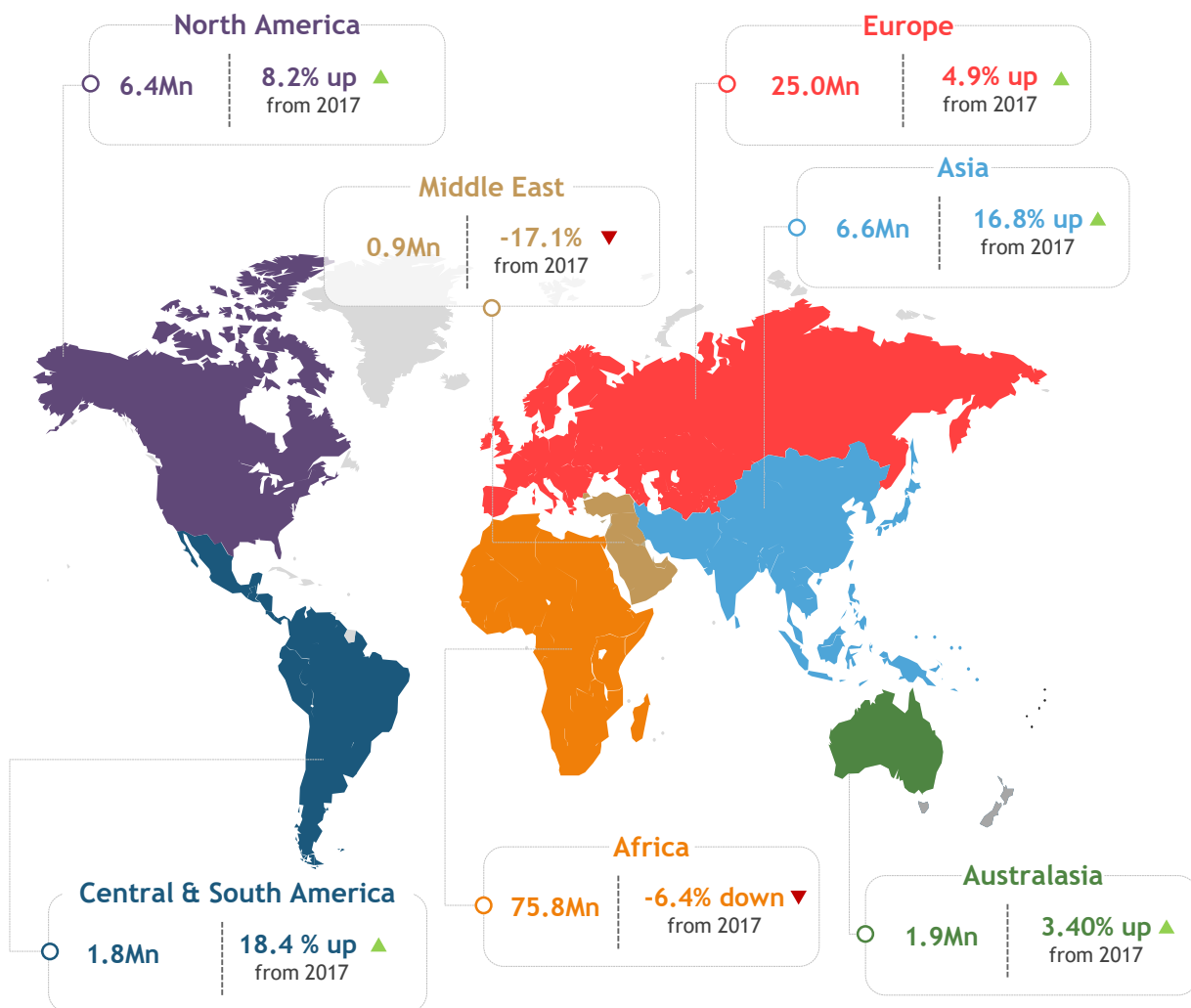
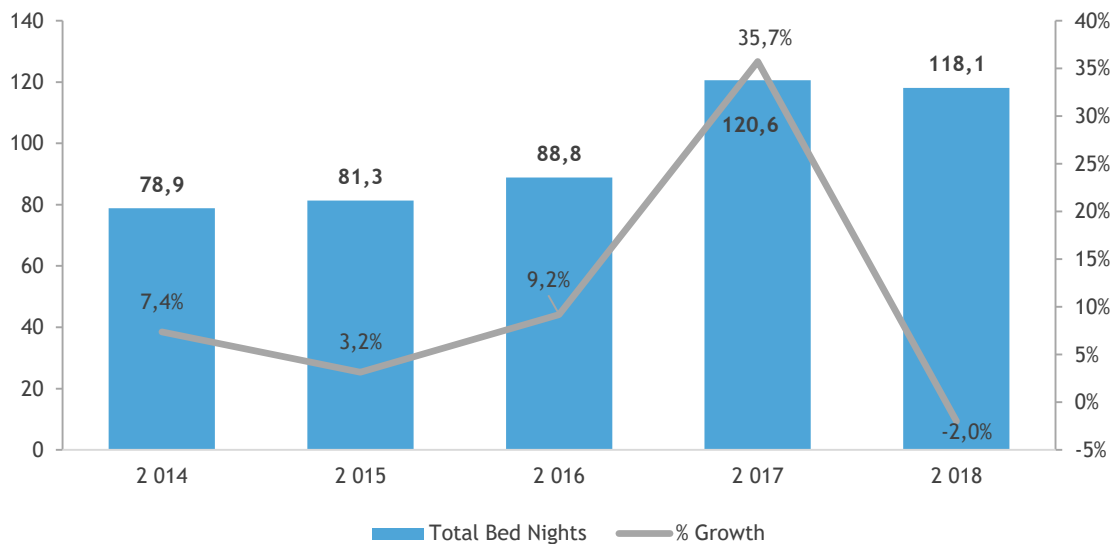
+2.2% ▲



LENGTH OF STAY  **11.7 NIGHTS** **-4.5%** ▼



TOTAL BEDNIGHTS  **118.1 MILLION** **-2.0%** ▼



TOTAL
BEDNIGHTS

118.1 MILLION








-2.0% ▼

ACCOMMODATION ESTABLISHMENTS

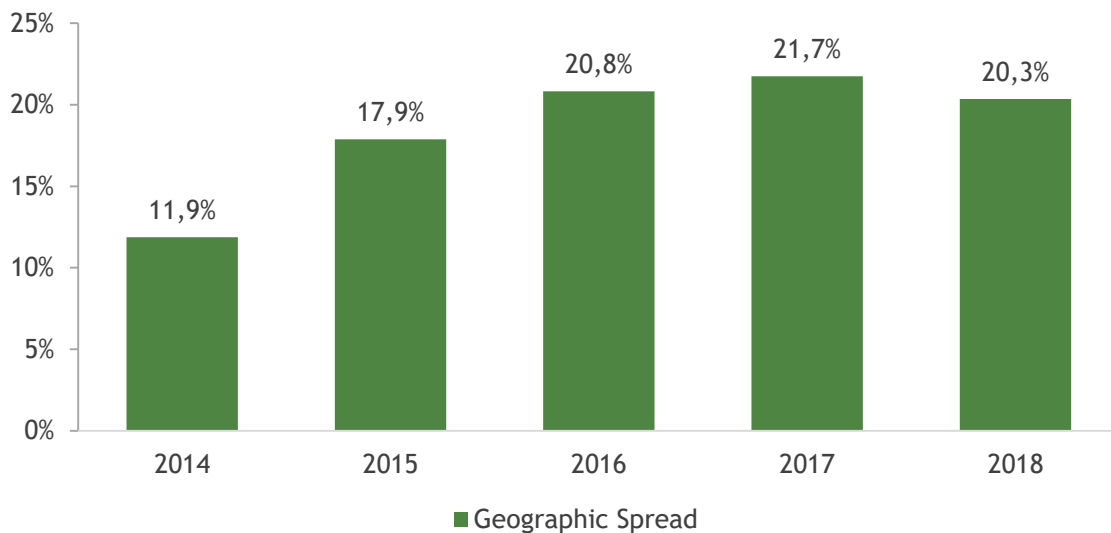
A total of 118.1 million nights were spent in South Africa by international tourists. This is a decline of 2.0% compared to 2017.





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

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

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

GEOGRAPHIC SPREAD  **20.3%** -0.14 ▼



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

SEASONALITY

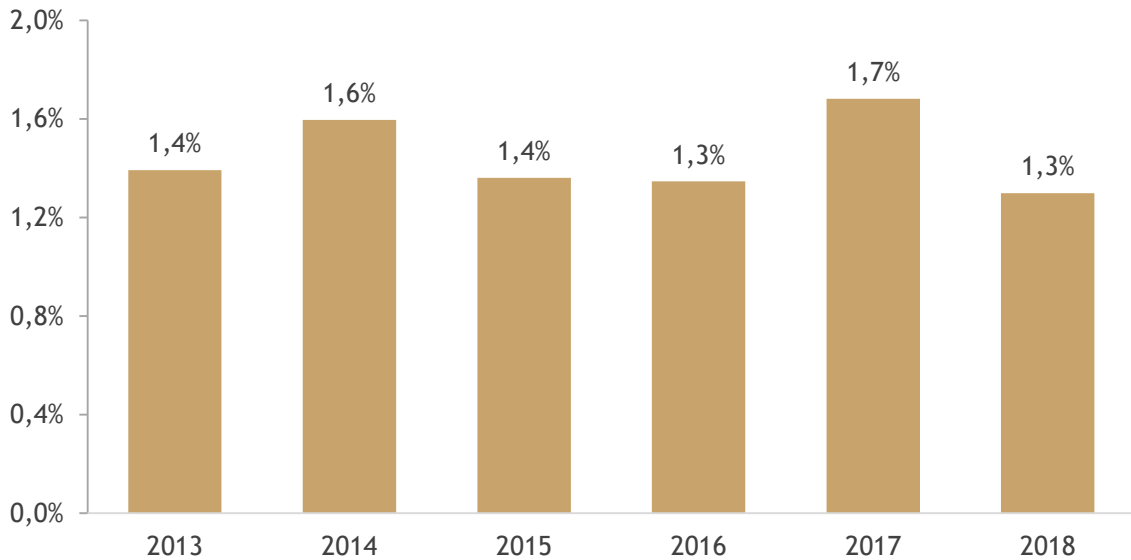


1.3%

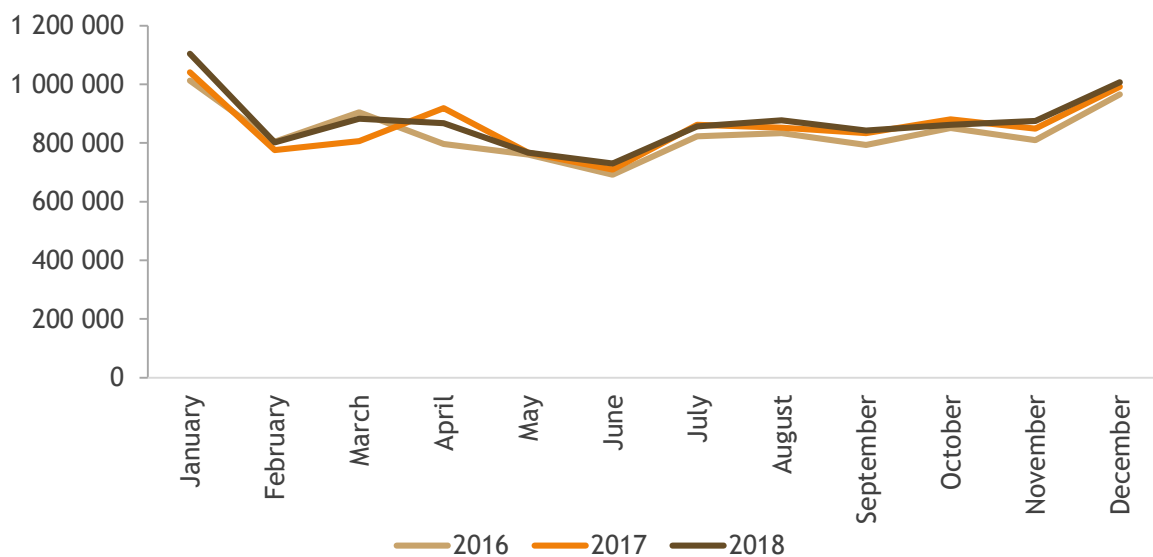
+0.3% ▲

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

Seasonality Index



Preferred travel month



A savanna landscape at sunset. In the foreground, three people (two men and one woman) are seen from behind, standing in a field of tall grass and looking towards a savanna. A giraffe is visible in the middle ground, partially obscured by a dark semi-transparent text box. The background shows a line of trees under a warm, golden sky.

INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE



**INTERNATIONAL
TOURIST ARRIVALS**

0.4

MILLION

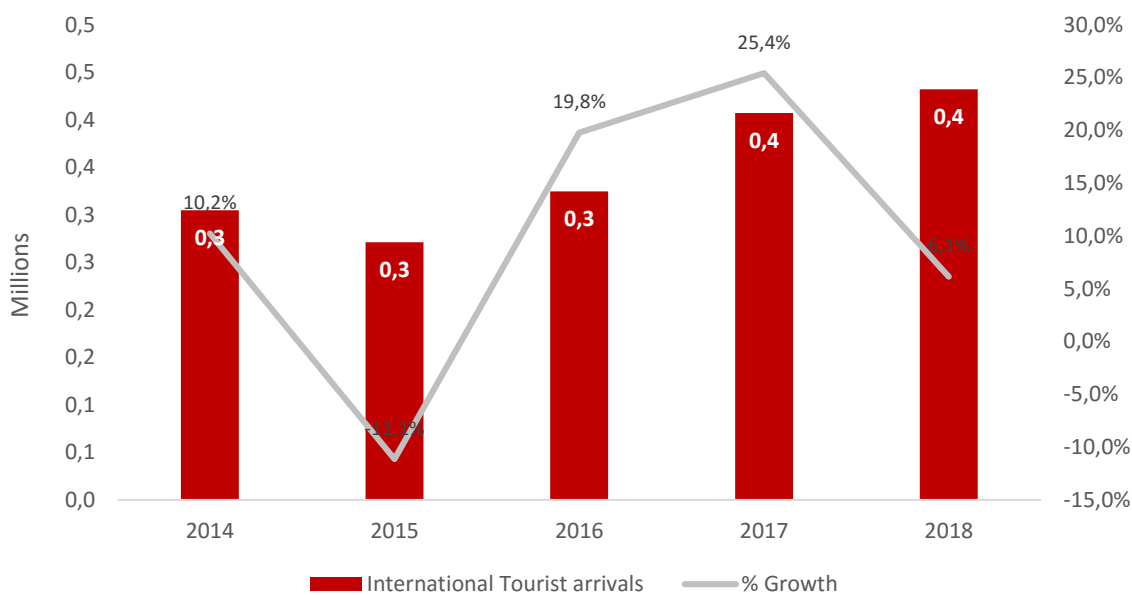
+6.1%






▲



EASTERN CAPE

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



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

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



**INTERNATIONAL
TOURIST ARRIVALS**

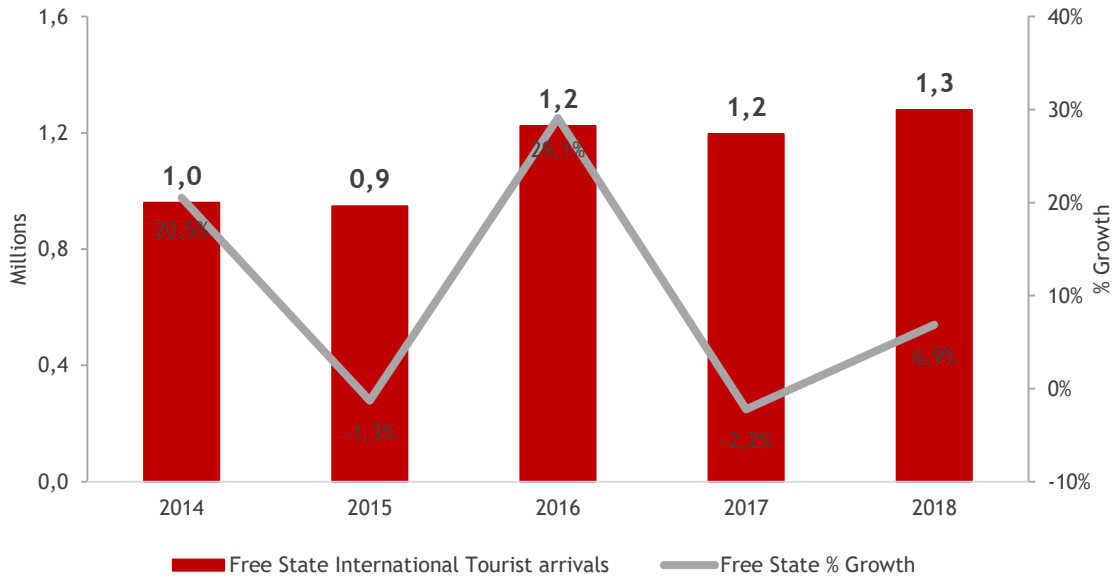
1.3 MILLION






+6.9% ▲








FREE STATE

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



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

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

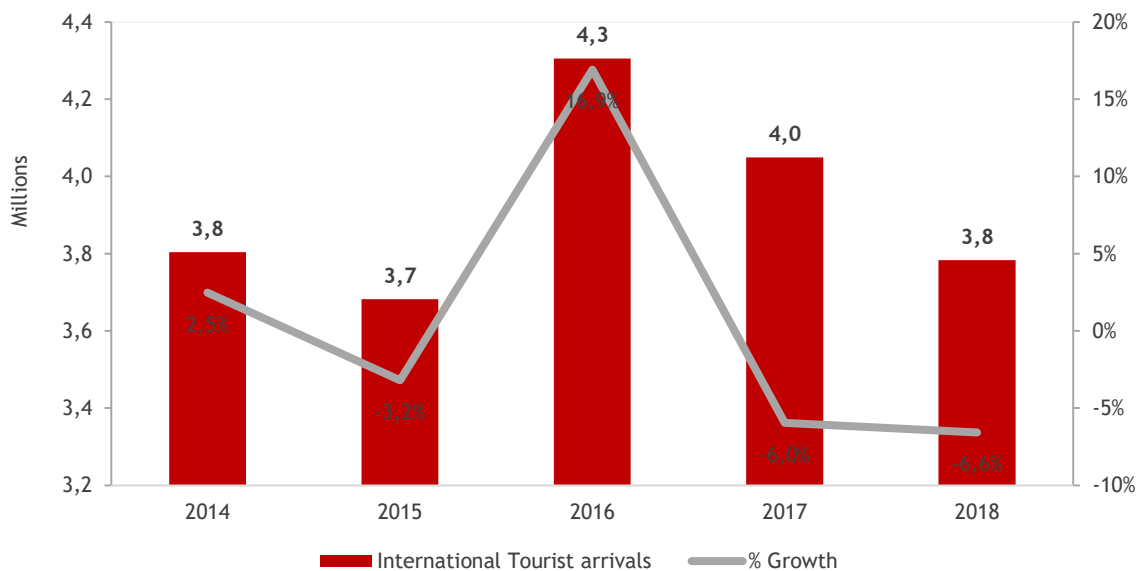
**INTERNATIONAL
TOURIST ARRIVALS**

3.8 MILLION

-6.6%

GAUTENG

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



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

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



**INTERNATIONAL
TOURIST ARRIVALS**

0.8

MILLION

+0.6%

▲



KWAZULU NATAL

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

Year	International Tourist arrivals (Million)	% Growth
2014	0.8	0.5%
2015	0.7	-3.2%
2016	0.8	1.3%
2017	0.8	0.0%
2018	0.8	0.6%

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

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

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**INTERNATIONAL
TOURIST ARRIVALS**

2.2 MILLION

+16.5% ▲



LIMPOPO

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

Year	Arrivals (Millions)	% Growth
2014	1.6	15.3%
2015	1.3	-18.0%
2016	1.5	14.6%
2017	1.9	21.8%
2018	2.2	16.5%

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

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

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35



**INTERNATIONAL
TOURIST ARRIVALS**

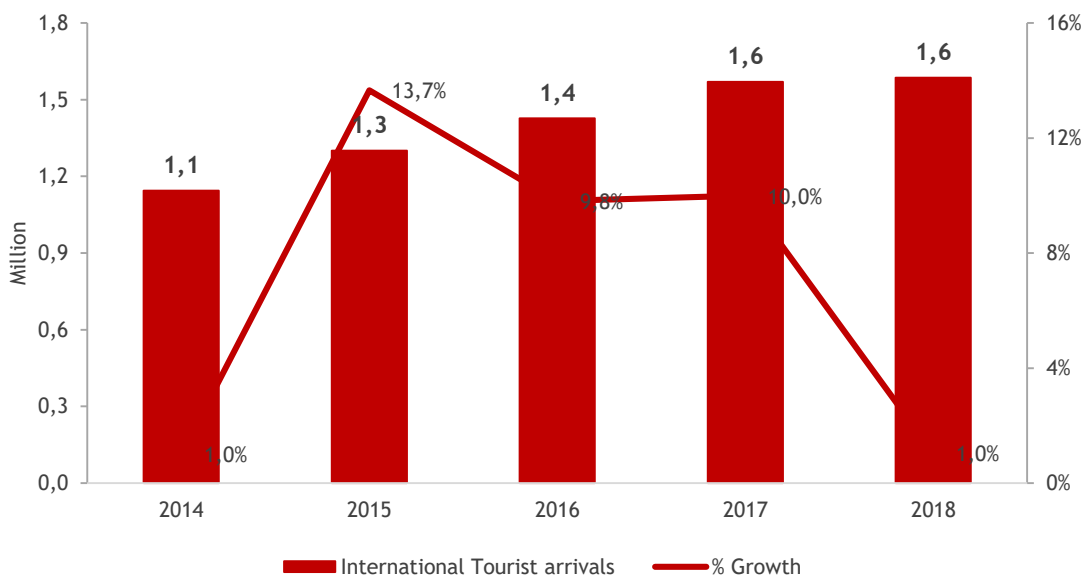
1.6 MILLION






+1.0% ▲








MPUMALANGA

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



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

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



**INTERNATIONAL
TOURIST ARRIVALS**

0.1 MILLION






-3.8%








NORTHERN CAPE

Total number of international tourists that visited Northern Cape decreased by -3.8% to a total of 0.1 million. Arrivals decreased from key source markets of Botswana, USA, UK, Germany and France.



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

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



**INTERNATIONAL
TOURIST ARRIVALS**

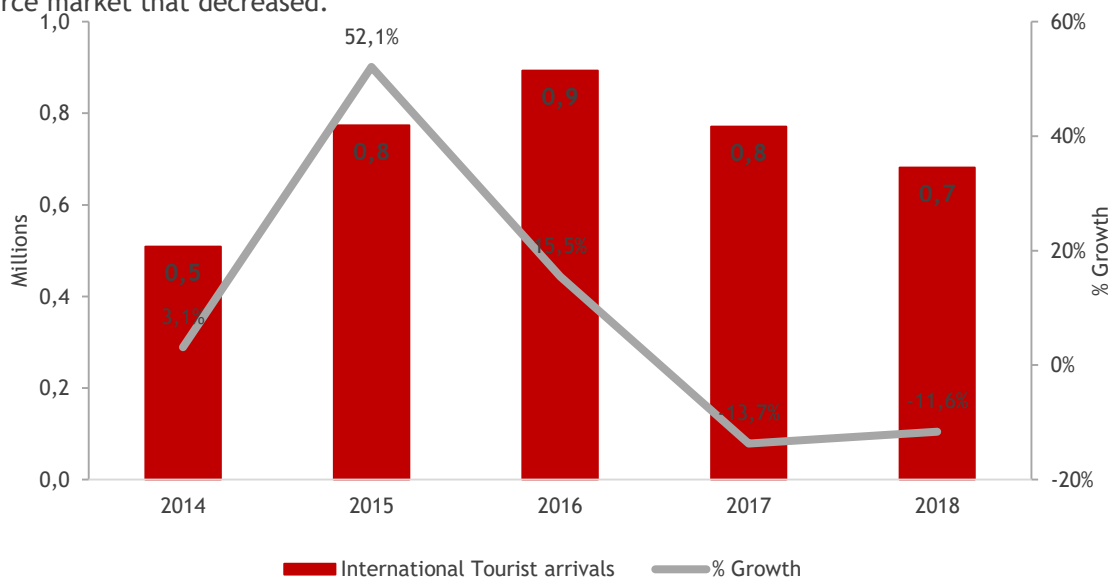
0.7MILLION






-12.8%








NORTH WEST

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



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

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



**INTERNATIONAL
TOURIST ARRIVALS**

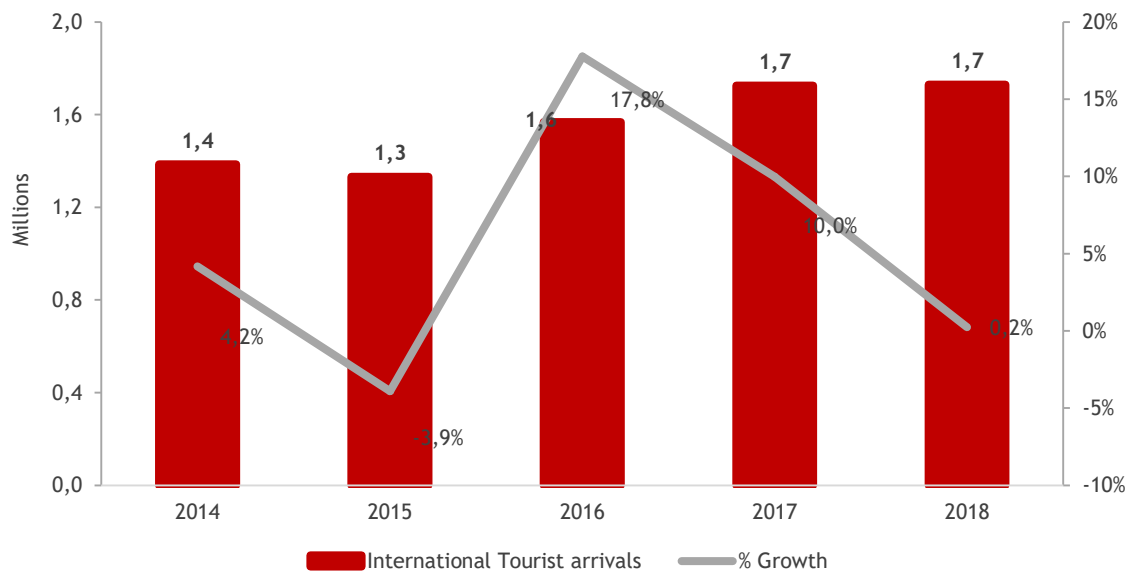
1.7 MILLION






+0.2% ▲








WESTERN CAPE

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



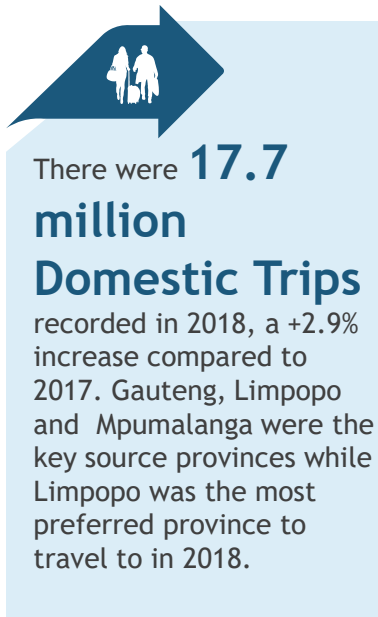
	 USA	 UK	 Germany	 Namibia	 France
2017	192 465	259 188	210 699	120 477	98 978
2018	192 629	250 429	213 054	105 817	102 007
% Growth	0,1%	-3,4%	1,1%	-12,2%	3,1%

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

DOMESTIC TOURISM PERFORMANCE



SUMMARY OF KEY FINDINGS



- The SA Tourism marketing strategy is aimed at building the culture of travel (encourage more South Africans to take overnight domestic trips) is gaining traction. There were approximately 11 million South Africans who took a domestic trip in 2018 and this amounted to a 10,3% increase compared to the 9.9 million of 2017.
- The main reason for taking a trip was to visit friends and relatives. VFR (60.8%) and business events (4.1%) travel grew the fastest. Domestic tourists are budget conscious and try to control their spending. They plan their travel in advance and include family in their travel plans (either to travel with them or to visit family at the destination). Domestic travel tracks the school holiday calendar. The peak periods of travel are during the July school holidays, the September spring school holidays and the festive season/ summer holidays in December.
- Affordability is still the main reason for some South Africans not travelling, followed by those who say there is no reason to take a domestic trip. There are fewer people than usual who now state that affordability as the main deterrent to travel. Bearing in mind that the economic situation for the country has not significantly improved, marketing activities seem to be the only driver of this change.
- Outbound travel from South Africa increased by 3.1% in 2018. South Africans also spent 9.9% more on outbound trips in 2018. The top destinations for South Africans are neighbouring countries, while the top long-haul destinations for South Africans are the UK and Spain.

DOMESTIC TOURISM PERFORMANCE

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

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

DOMESTIC TRIPS



17.7-MILLION

+2.9% ▲

DOMESTIC SPEND



R 26.4-BILLION

+19.5% ▲

BEDNIGHTS



69.3-MILLION

-1.1% ▼

LENGTH OF STAY



3.9 NIGHTS

-4.9% ▼

DAY TRIPS



116.0-MILLION

-14.1% ▼

DAY TRIP SPEND



R77.3-BILLION

-10.0% ▼

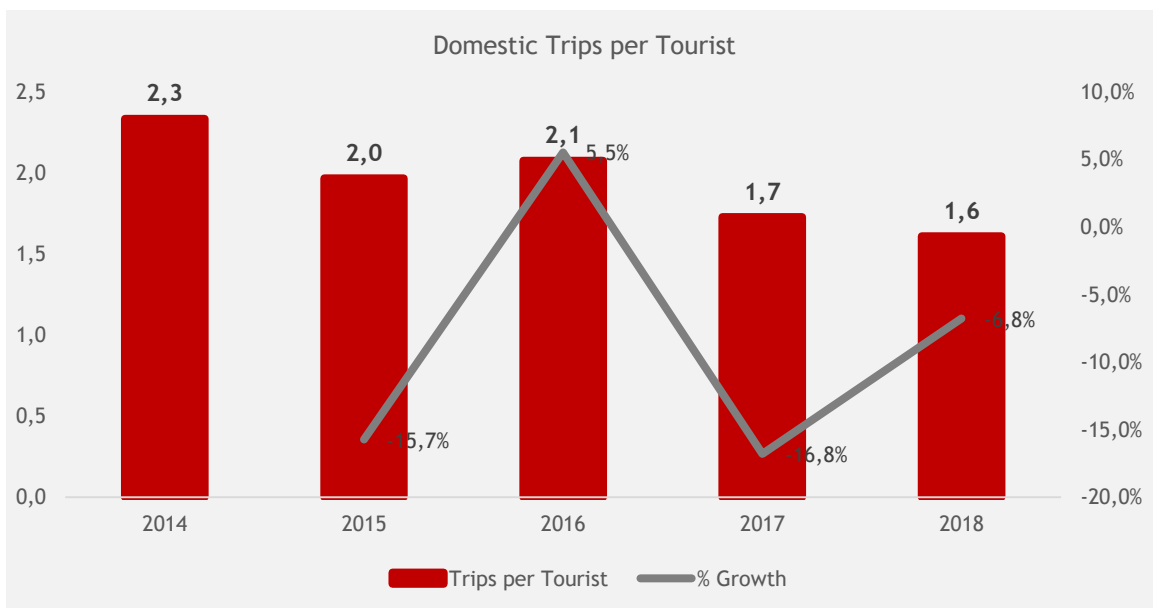
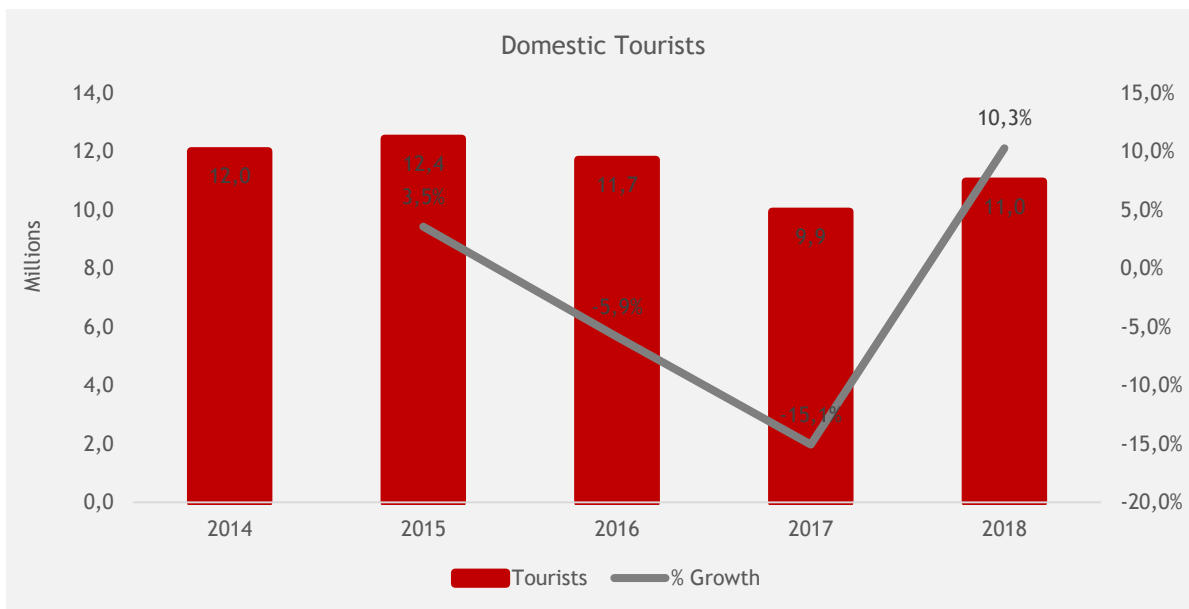
DOMESTIC TRIPS



17.7-MILLION

+2.9% ▲

There were approximately 11 Million South Africans who took a domestic trip in 2018 and this amounted to a 10,3% increase compared to the 9.9 million of 2017.

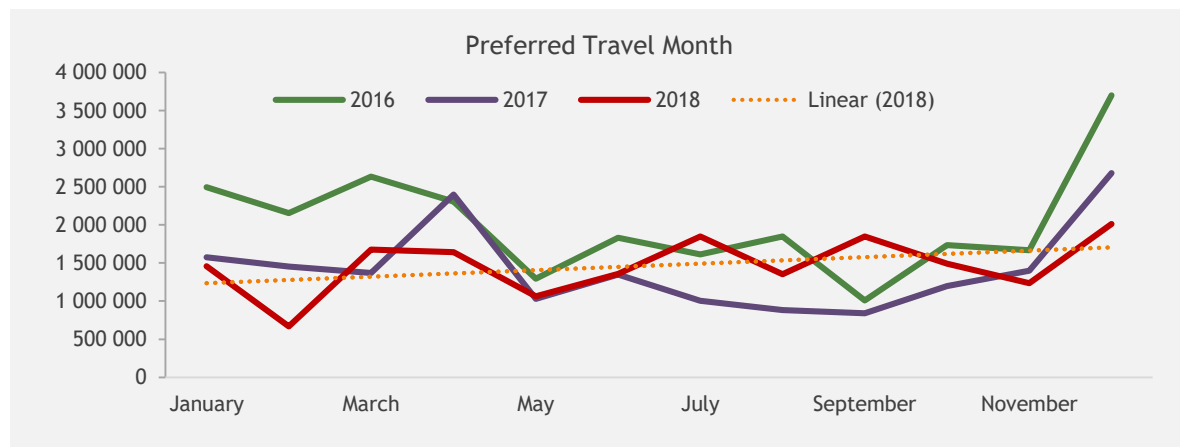
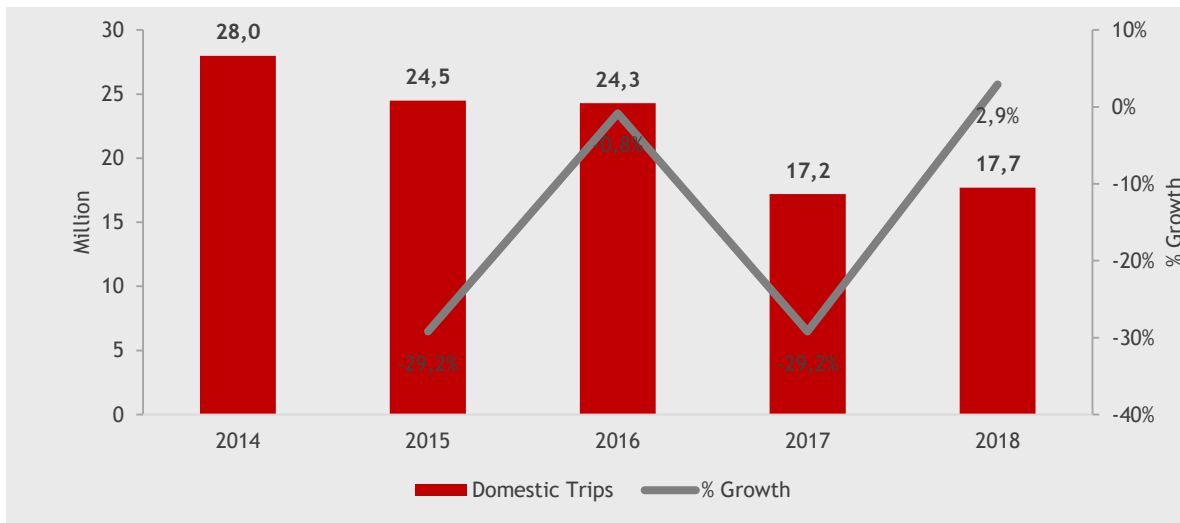


DOMESTIC TRIPS



17.7-MILLION

+2.9% ▲



TOTAL TRIPS by purpose (millions)

9.8%

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

VFR

HOLIDAY

RELIGIOUS

BUSINESS

MEDICAL



11.5m
65.1%
+10.1%



2.6m
14.8%
-11.3%



1.3m
7.2%
-29.6%



1.3m
7.4%
-23.5%



0.1m
0.6%
-39.3%

DOMESTIC TRIPS

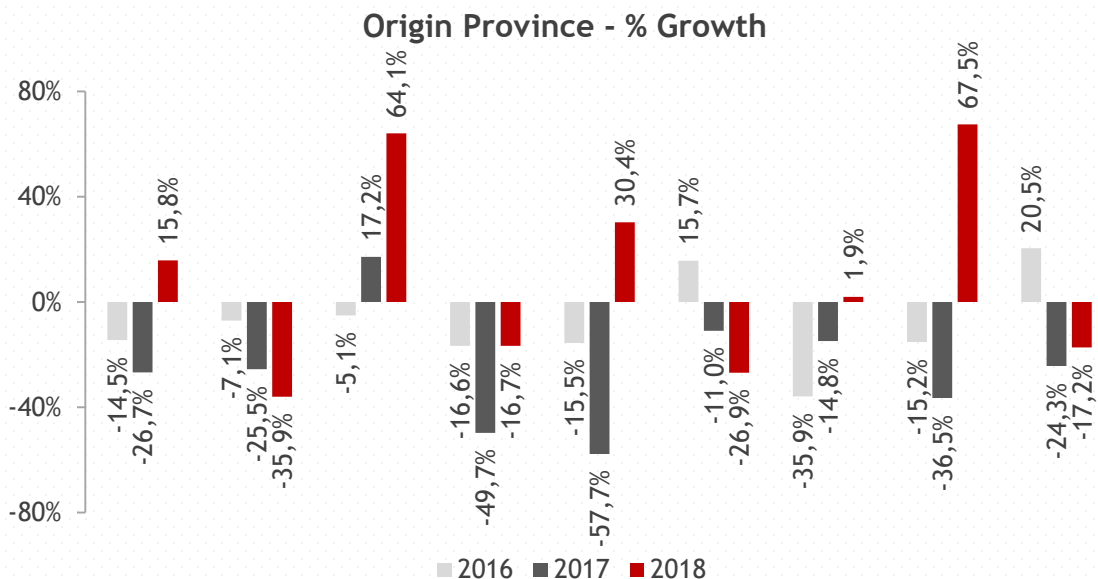


17.7-MILLION

+2.9% ▲

ORIGIN PROVINCE

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



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

DOMESTIC TRIPS

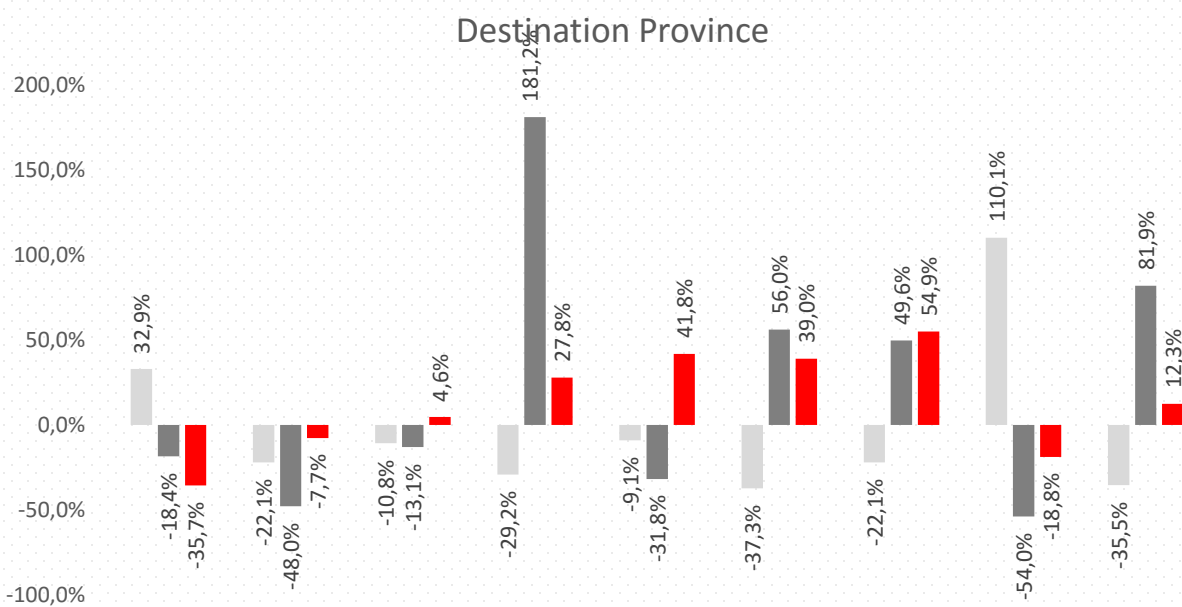


19.1-MILLION

-0.2% ▲

DESTINATION PROVINCE

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



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

DOMESTIC TRIPS

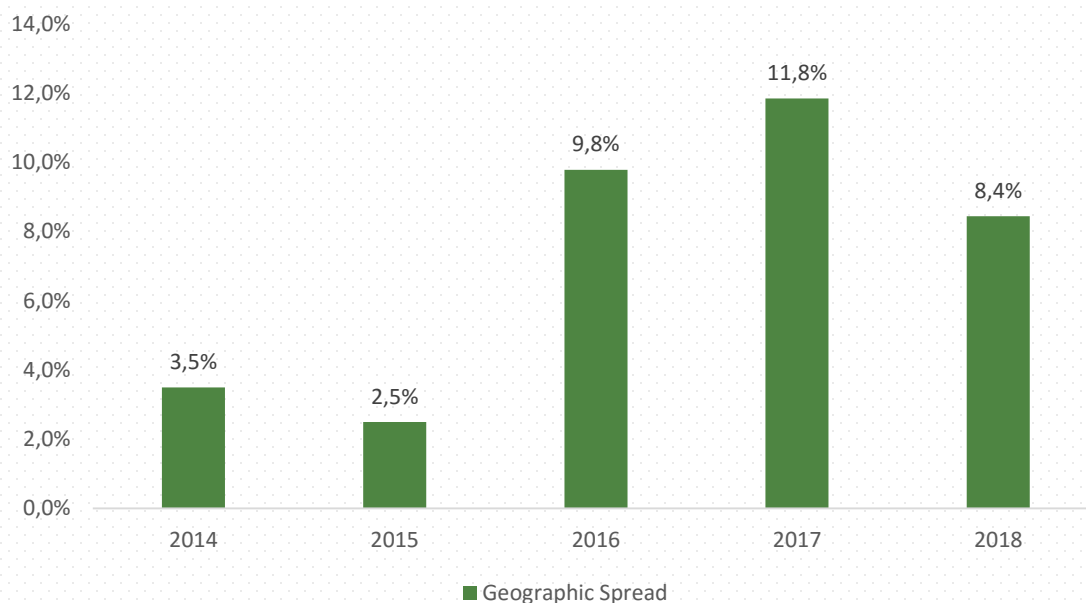


8,4%

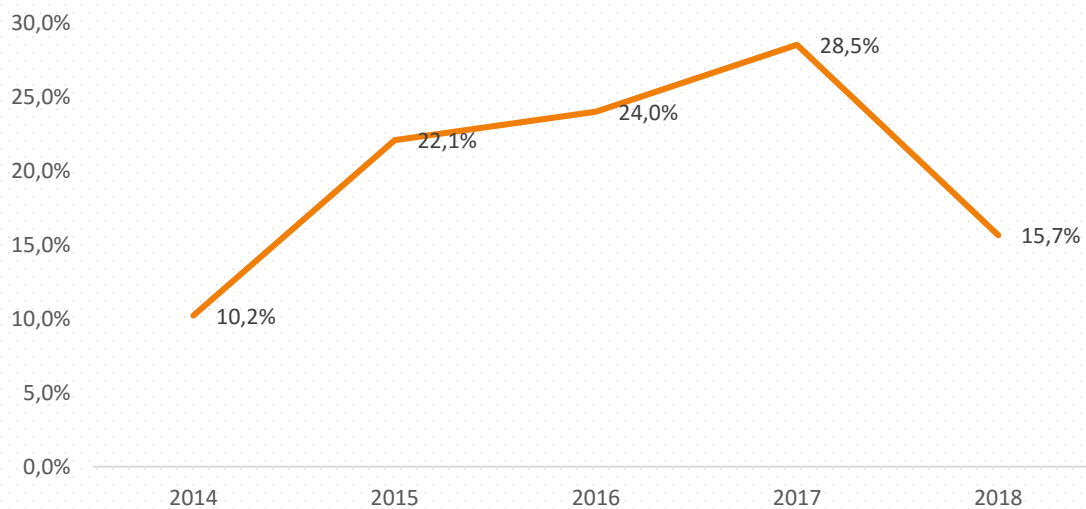
-28.7%

GEOGRAPHIC SPREAD

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



Seasonality Index

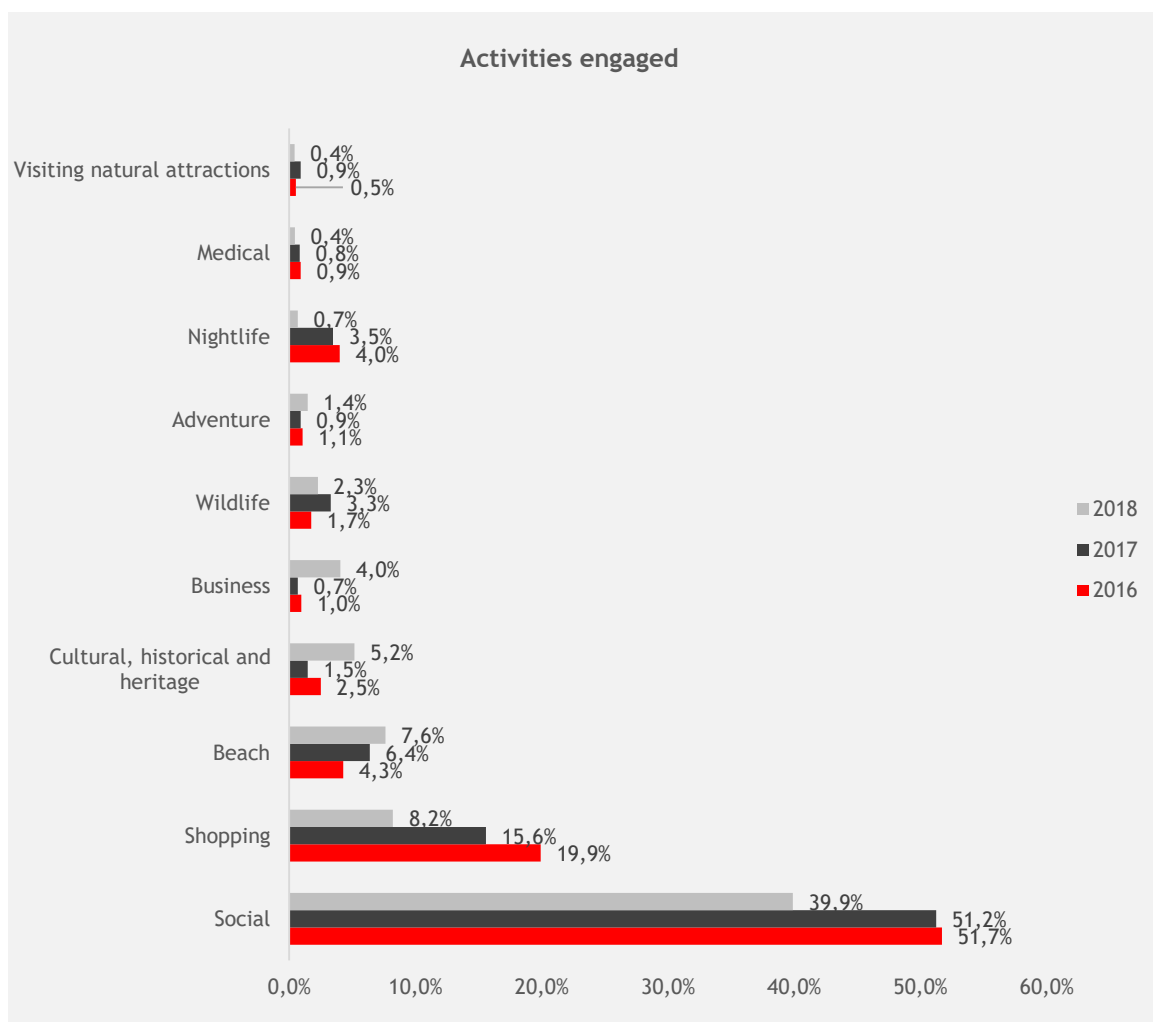
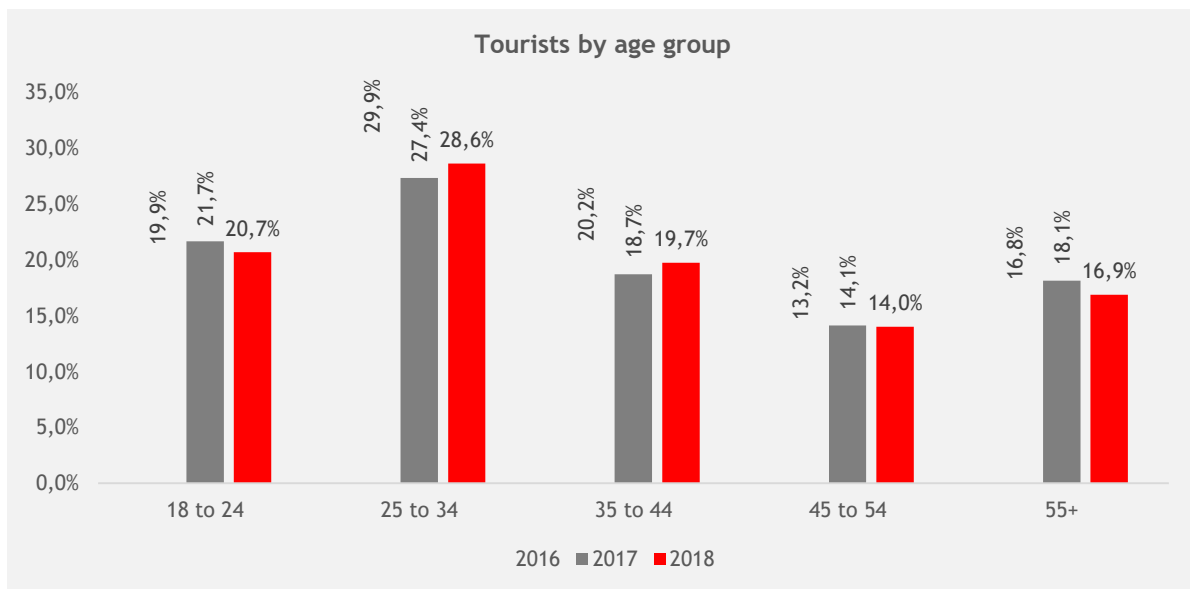


DOMESTIC TRIPS



17.7-MILLION

+2.9% ▲



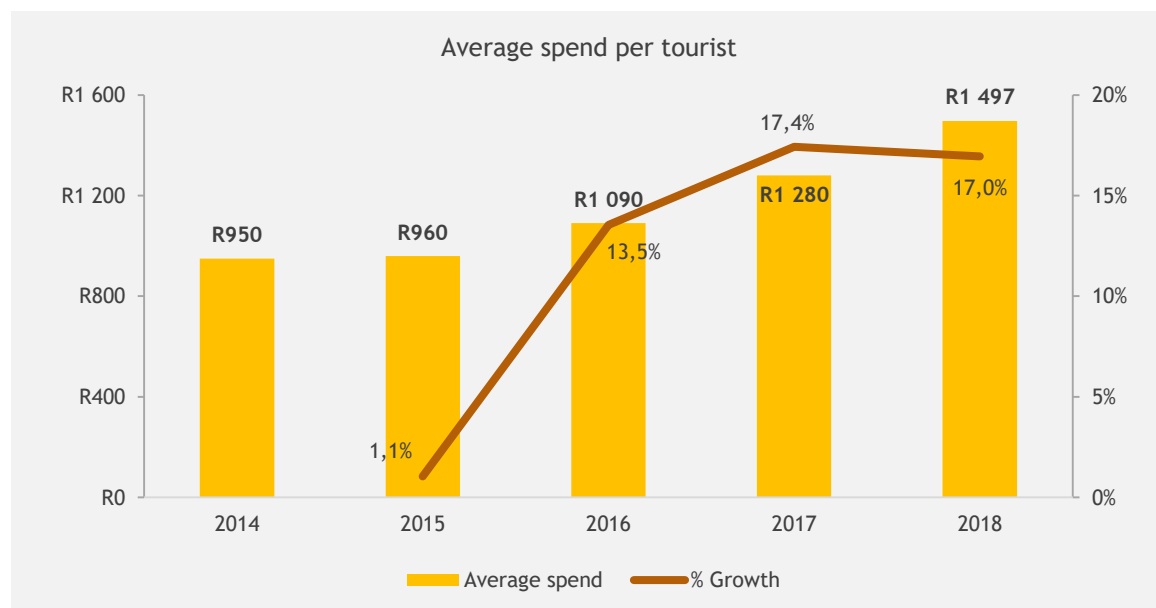
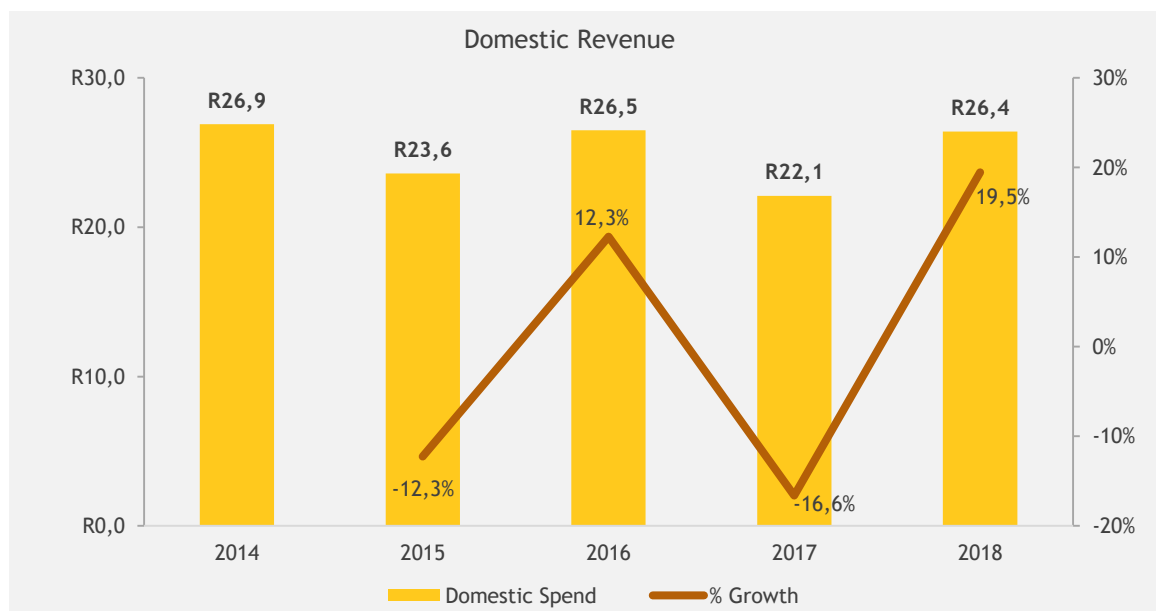
DOMESTIC SPEND



R 26.4-BILLION

+19.5% ▲

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



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

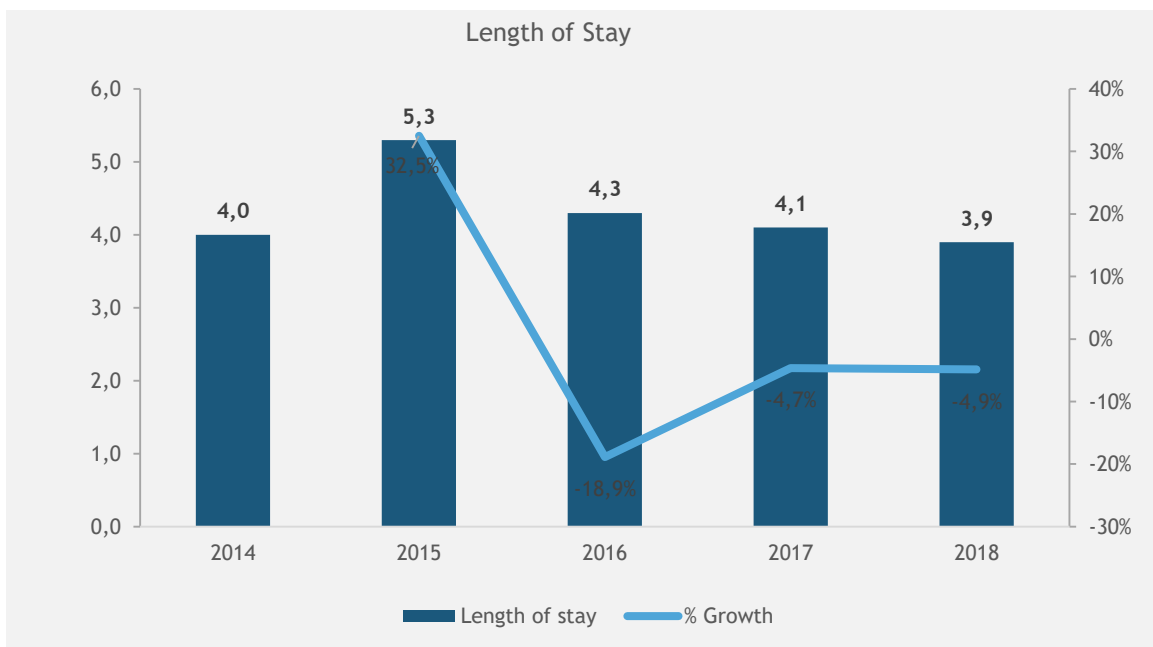
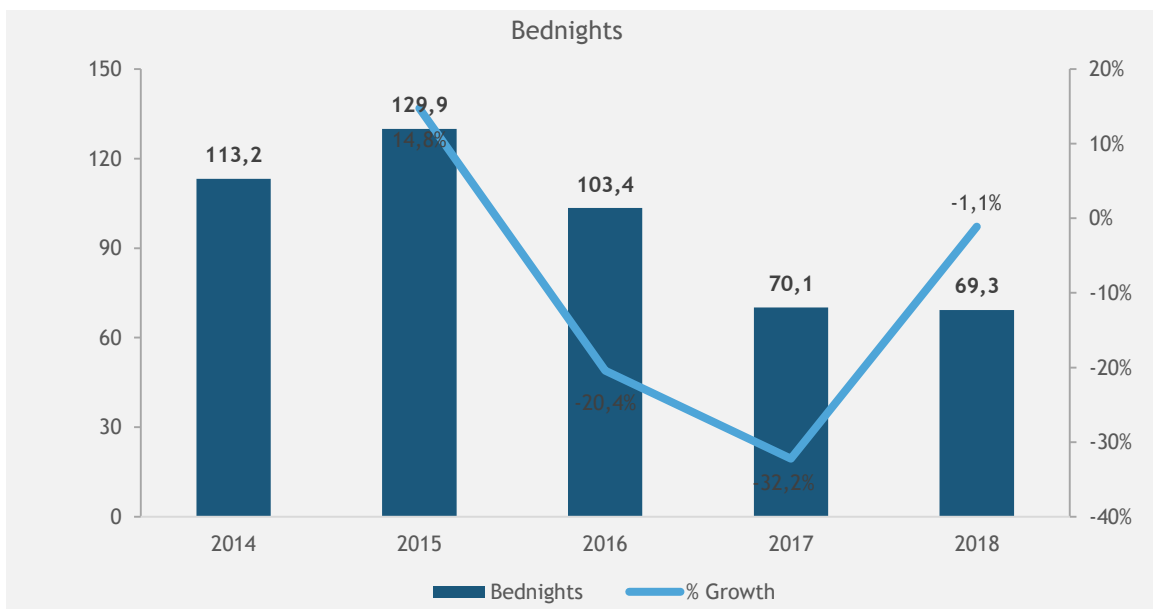
BEDNIGHTS



69.3 MILLION

-1.1% ▼

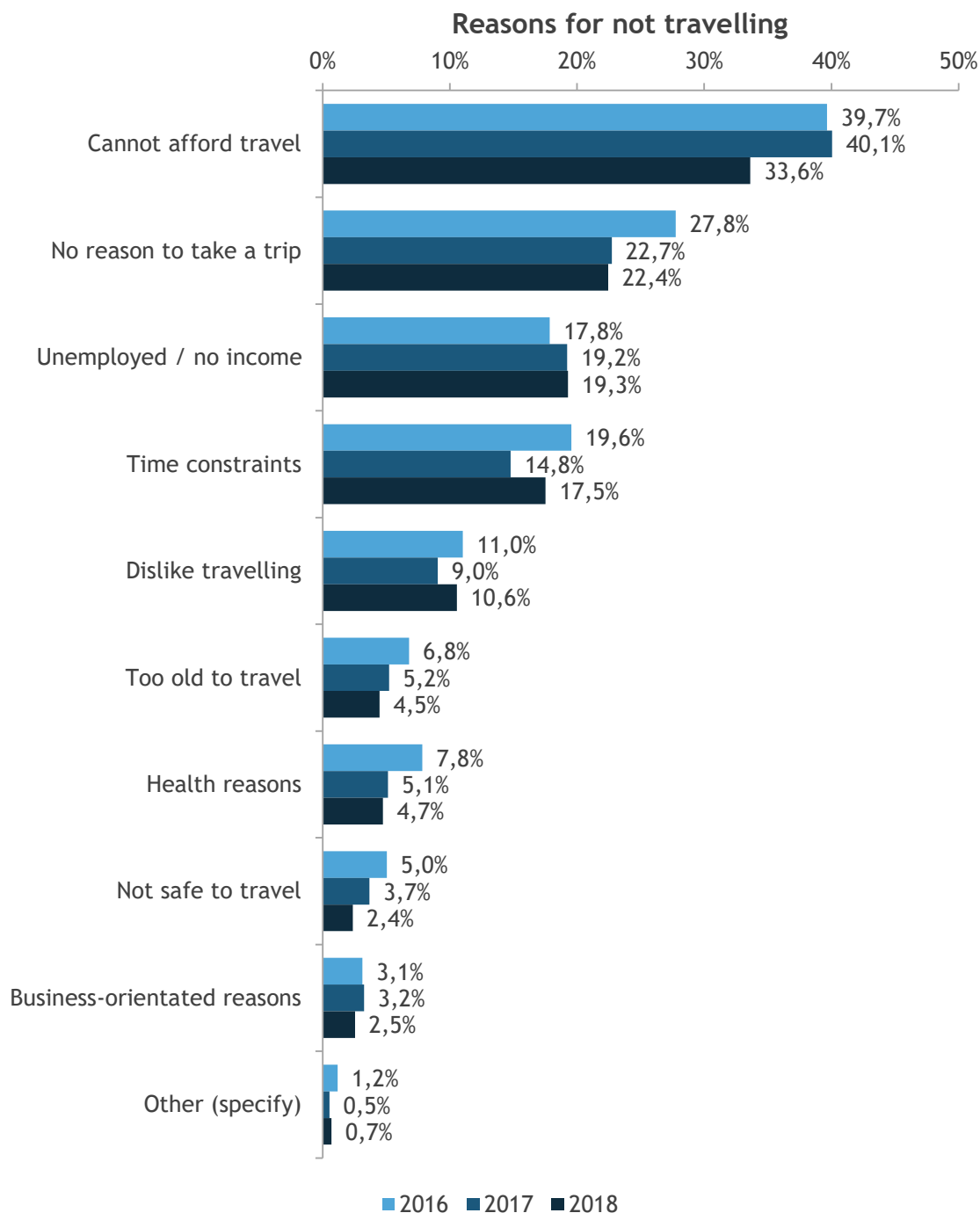
Total number of bednights spend by domestic tourists decreased by -1.1% to 69.3 million.





REASONS FOR NOT TRAVELLING

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

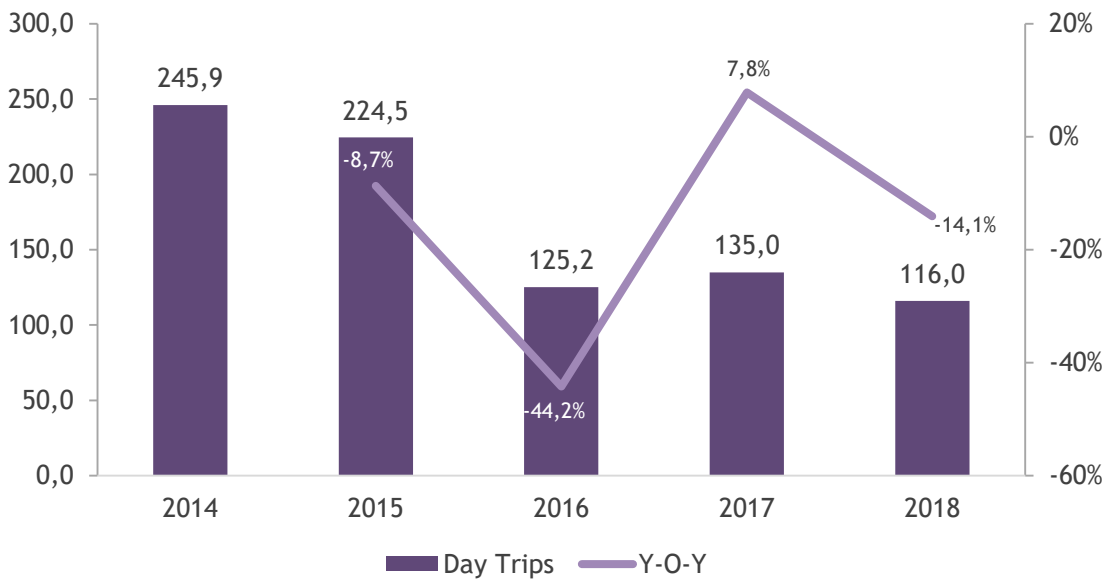


DAY TRIPS

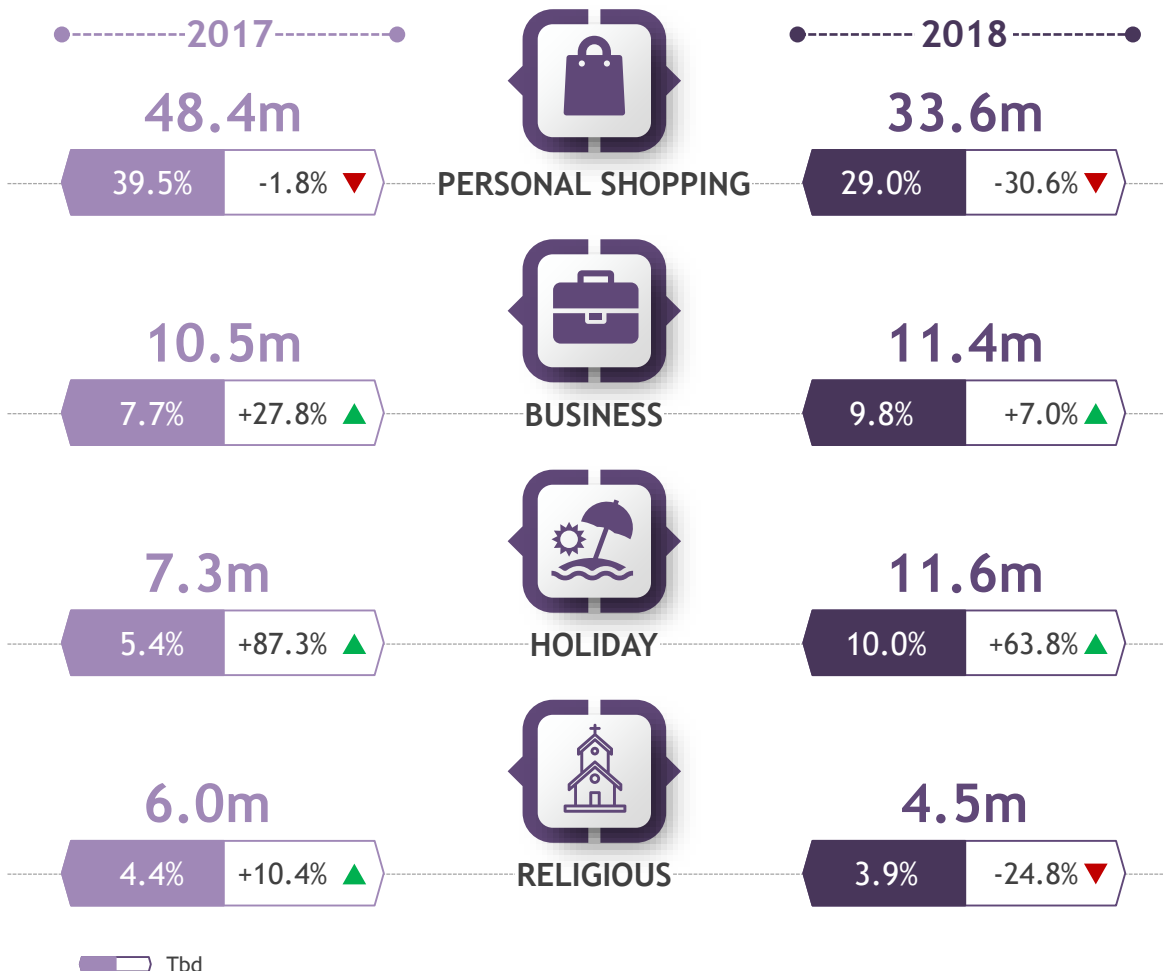


116.0-MILLION

-14.1% ▼



TOTAL DAY TRIPS by purpose (millions)



A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow, rocky stream. She is smiling and looking down at the water. The background is a lush green forest with many trees and ferns. In the distance, another person wearing a helmet and a grey t-shirt is also riding a Segway on a path. The word "APPENDIX" is overlaid in large white letters on a dark rectangular background in the center of the image.

APPENDIX

APPENDIX

INTERNATIONAL ARRIVALS				
	2016	2017	2018	% Growth
GRAND TOTAL	10 044 163	10 285 197	10 472 105	1,8%
Africa	7 501 512	7 559 342	7 786 357	3,0%
Botswana	679 828	681 379	688 566	1,1%
Lesotho	1 757 058	1 747 211	1 739 188	-0,5%
Malawi	154 017	175 014	197 317	12,7%
Mozambique	1 268 258	1 339 245	1 360 896	1,6%
Namibia	214 664	208 747	200 367	-4,0%
Swaziland	893 618	876 992	883 735	0,8%
Zambia	174 767	173 033	165 968	-4,1%
Zimbabwe	2 028 881	2 039 932	2 208 930	8,3%
Angola	43 608	49 299	64 859	31,6%
Democratic Republic of Congo	29 586	29 675	35 356	19,1%
Ethiopia	8 417	8 598	9 031	5,0%
Ghana	17 152	17 705	20 999	18,6%
Kenya	29 319	28 944	29 193	0,9%
Nigeria	65 599	50 921	53 769	5,6%
Tanzania	38 032	36 306	36 473	0,5%
Uganda	13 640	14 097	13 686	-2,9%
Other Africa	85 068	82 244	78 024	3,0%
Asia	327 890	317 181	310 982	-2,0%
China including Hong Kong	117 144	97 271	97 136	-0,1%
India	95 377	97 921	93 428	-4,6%
Japan	25 802	27 410	27 541	0,5%
Malaysia	8 713	9 282	7 460	-19,6%
Singapore	8 367	10 964	9 093	-17,1%
South Korea	18 840	22 173	21 868	-1,4%
Other Asia	53 845	52 362	54 677	-2,0%
Australasia	131 856	133 713	131 348	-1,8%
Australia	109 146	116 257	115 846	-0,4%
New Zealand	22 443	17 094	15 213	-11,0%
Other Australasia	267	362	289	-1,8%
South America	67 546	107 582	116 516	8,3%
Argentina	9 517	14 874	19 439	30,7%
Brazil	38 814	67 797	70 539	4,0%
Chile	3 460	6 140	6 631	8,0%
Other Central & South America	15 755	18 771	19 907	8,3%
Europe	1 544 026	1 660 848	1 618 762	-2,5%
Austria	27 556	29 602	30 119	1,7%
Belgium	48 991	54 048	57 232	5,9%
Denmark	27 554	28 679	27 649	-3,6%
Finland	9 371	10 127	10 430	3,0%
France	154 226	196 165	186 251	-5,1%
Germany	311 832	349 211	343 229	-1,7%
Ireland	30 545	31 510	31 597	0,3%
Italy	60 774	61 126	63 870	4,5%
Netherlands	147 973	159 621	146 925	-8,0%
Norway	19 220	19 248	19 282	0,2%
Portugal	41 216	38 409	31 754	-17,3%
Russian Fed	8 307	12 532	16 783	33,9%
Spain	36 278	39 966	41 766	4,5%
Sweden	44 043	48 552	48 740	0,4%
Switzerland	55 160	59 024	58 320	-1,2%
Turkey	16 174	14 387	14 586	1,4%
UK	447 840	447 901	430 708	-3,8%
Other Europe	56 966	60 740	59 521	-2,5%
Middle East	53 536	55 906	49 867	-10,8%
UAE	2 603	2 782	2 431	-12,6%
Other Middle East	50 933	53 124	47 436	1,8%
North America	406 192	437 903	444 671	1,5%
Canada	61 179	67 156	67 779	0,9%
USA	345 013	370 747	376 892	1,7%

APPENDIX

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

APPENDIX

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

APPENDIX

PURPOSE OF VISIT (CATEGORIES)

2016

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

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

APPENDIX

AVERAGE LENGTH OF STAY			
	2016	2017	2018
AFRICA	8,0	10,8	9,8
Botswana	3,0	4,7	4,3
Lesotho	9,2	15,4	13,1
Malawi	8,2	12,7	14,0
Mozambique	13,1	13,6	13,8
Namibia	8,5	11,3	9,3
Swaziland	6,5	8,5	9,2
Zambia	6,5	8,9	9,2
Zimbabwe	5,1	6,6	4,9
Angola	13,1	16,8	19,1
Democratic Republic of Congo	24,9	33,0	28,7
Ethiopia	13,5	17,4	19,1
Ghana	14,8	20,0	16,7
Kenya	12,5	23,0	17,1
Nigeria	14,9	20,4	23,3
Tanzania	14,0	19,0	19,0
Uganda	15,6	22,7	27,9
Other Africa	13,8	21,3	23,3
ASIA	13,0	20,1	21,1
China including Hong Kong	7,4	15,0	18,2
India	21,0	27,0	27,6
Japan	8,2	11,3	16,3
Malaysia	11,0	16,6	18,9
Singapore	12,9	12,9	9,3
South Korea	8,0	15,1	18,4
Other Asia	17,2	27,8	24,6
AUSTRALASIA	13,0	14,9	15,8
Australia	12,6	14,8	15,2
New Zealand	14,9	15,6	20,1
Other Australasia	6,6	24,2	6,0
CENTRAL & SOUTH AMERICA	16,3	15,5	16,8
Argentina	12,4	15,4	13,6
Brazil	15,9	15,2	16,9
Chile	11,9	17,4	17,0
Other Central & South America	23,5	16,2	20,6
EUROPE	13,2	16,4	17,5
Austria	12,6	14,2	16,0
Belgium	12,8	17,6	19,0
Denmark	13,2	14,1	16,5
Finland	11,0	15,6	15,6
France	12,4	16,8	18,7
Germany	15,0	18,4	18,9
Ireland	12,6	16,6	17,4
Italy	11,3	14,2	16,8
Netherlands	15,5	18,9	19,6
Norway	15,8	17,1	18,7
Portugal	9,2	12,0	18,0
Russian Fed	7,3	16,3	15,2
Spain	11,0	15,9	19,2
Sweden	12,8	16,9	15,9
Switzerland	13,0	17,1	18,1
Turkey	8,9	11,7	17,2
UK	12,8	14,9	15,8
Other Europe	11,7	16,3	14,8
MIDDLE EAST	15,1	22,0	20,9
UAE	9,1	14,7	16,7
Other Middle East	15,4	22,4	21,2
NORTH AMERICA	13,2	14,8	15,8
Canada	13,1	15,3	16,0
USA	13,2	14,7	15,7
Total	9,2	12,2	11,7

APPENDIX

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

APPENDIX

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

APPENDIX

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

TFDS

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

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

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	2017								
ANNUAL	hotels	Guest House	BB	Self_catering	Game_Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	3 163 615	1 341 005	377 309	3 755 544	280 082	2 315 243	174 422	60 703 151	112 895
Botswana	300 955	136 618	41 988	93 298	43 957	32 266	3 987	2 130 570	2 733
Lesotho	181 365	124 618	51 923		11 609	598 066	51 840	21 655 216	48 082
Malawi	357 066	85 848	7 416	145 997	6 977	81 636		1 347 343	789
Mozambique	225 900	151 453	31 764	810 942	20 460	80 553	23 020	16 773 890	417
Namibia	167 377	147 353	45 603	195 498	63 008	155 179	24 070	1 182 819	12 924
Swaziland	160 353	84 184	5 805	15 440	32 300	97 020	3 101	6 476 390	
Zambia	465 457	47 332	24 415	133 292	6 125	112 780	175	497 285	1 806
Zimbabwe	485 172	234 960	85 208	1 357 261	43 139	536 010	66 016	8 782 339	7 369
Angola	90 545	83 421	4 414	159 510	3 007	13 712		369 487	3 334
Democratic Republic of Congo	62 422	11 127	144	126 086	1 355	112 644	185	350 972	485
Ethiopia	23 905	11 257	3 982	17 746	338	6 585	162	52 919	1 351
Ghana	45 989	11 261	4 044	81 487	703	25 169		104 120	756
Kenya	96 031	25 712	10 391	131 837	6 036	85 769	205	136 493	22 229
Nigeria	174 185	39 102	5 792	128 534	10 272	98 584		314 243	7 980
Tanzania	63 122	31 907	995	103 297	514	46 039		118 588	132
Uganda	55 215	20 627	1 743	3 365	346	45 323		78 894	767
Other Africa	208 556	94 226	51 684	251 953	29 936	187 907	1 661	331 582	1 741
Asia	1 288 222	428 011	94 011	940 415	130 570	140 015	22 759	1 644 624	67 977
China including Hong Kong	370 516	114 497	22 916	104 841	50 092	22 479	6 462	489 992	19 542
India	565 555	207 561	18 360	489 237	36 635	53 157	2 314	465 817	22 671
Japan	97 967	36 643	10 999	13 420	10 655	4 746	1 569	63 283	2 578
Malaysia	30 144	6 200	4 197	6 835	6 713	6 321	574	61 710	5 259
Singapore	44 832	3 008	4 220	1 509	9 173	619	806	49 178	4 507
South Korea	48 635	15 637	1 960	60 133	6 514	11 823	1 954	128 790	4 326
Other Asia	130 564	44 465	31 359	264 439	10 789	40 869	9 079	385 790	9 094
Australasia	355 672	119 957	53 210	116 911	187 419	67 101	21 953	793 868	49 643
Australia	315 287	102 773	46 674	110 690	162 320	58 722	20 403	663 732	45 511
New Zealand	40 126	17 184	6 535	6 221	25 099	8 379	1 551	129 767	4 132
Other Australasia	259							369	
South America	442 990	93 712	25 642	103 912	97 214	141 131	12 034	296 913	85 124
Argentina	59 095	19 564	2 638	14 335	20 277	24 376	2 412	49 829	8 141
Brazil	301 374	54 688	14 324	78 726	47 710	101 617	8 295	168 914	66 686
Chile	24 355	2 615	1 790	9 290	4 370	10 563	838	24 168	2 086
Other Central & South America	58 166	16 845	6 889	1 562	24 858	4 575	489	54 001	8 211
Europe	4 899 957	2 794 537	1 256 223	2 214 568	2 330 580	1 669 355	431 456	5 065 691	1 017 672
Austria	84 761	55 940	23 558	13 800	39 942	52 170	4 842	61 002	11 072
Belgium	155 852	121 909	60 204	84 934	72 501	70 025	7 866	127 395	21 834
Denmark	82 883	28 874	18 791	38 347	76 283	27 826	5 754	62 840	7 285
Finland	34 351	16 896	5 222	22 895	11 818	5 948	646	35 793	5 158
France	532 133	319 785	108 902	285 608	334 170	134 582	42 445	335 447	123 610
Germany	1 134 935	786 324	329 568	464 144	546 244	496 875	128 478	933 967	299 345
Ireland	103 447	48 531	14 100	43 884	39 660	24 621	7 737	162 402	6 823
Italy	184 492	98 884	87 490	52 121	107 050	47 239	8 615	128 284	26 524
Netherlands	409 529	307 976	118 572	304 947	242 865	238 340	57 332	407 681	104 624
Norway	62 329	29 349	11 593	53 251	25 433	29 504	4 592	34 003	16 413
Portugal	87 904	25 058	14 244	24 383	32 431	12 098	2 596	76 922	2 553
Russian Fed	48 834	15 269	10 395	40 215	12 645	6 749	660	27 032	14 368
Spain	133 868	79 605	24 500	85 586	53 690	28 613	19 107	62 618	19 742
Sweden	182 461	77 887	39 968	73 768	71 107	53 730	12 896	141 513	57 475
Switzerland	185 890	136 512	64 646	66 285	90 709	109 504	26 537	96 550	37 986
Turkey	41 133	22 326	8 361	21 904	12 078	9 443	379	27 445	2 855
UK	1 246 336	510 296	264 638	462 351	514 961	300 733	89 949	2 169 738	250 155
Other Europe	188 828	113 117	51 472	76 142	46 995	21 354	11 025	175 125	9 851
Middle East	148 817	31 068	21 808	98 428	33 460	81 131	11 287	502 349	17 771
UAE	6 063	776	929	12 018	158	77		20 764	
Other Middle East	142 754	30 291	20 880	86 409	33 303	81 054	11 287	481 585	17 771
North America	1 413 147	558 877	228 791	453 608	789 125	259 982	151 873	1 360 747	239 727
Canada	220 577	96 185	49 166	62 474	109 140	58 069	30 449	193 026	37 956
USA	1 192 570	462 691	179 624	391 134	679 985	201 913	121 423	1 167 721	201 771

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ANNUAL	2016								
	hotels	Guest House	BB	Self_catering	Game Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	3 328 290	1 226 820	326 963	1 682 780	225 317	536 796	356 153	48 613 167	6 308
Botswana	308 574	221 079	42 595	41 710	30 081	3 779	3 808	1 079 039	1 701
Lesotho	133 138	84 241	44 674	34 439	11 521	50 835	110 625	15 497 261	
Malawi	254 538	16 205	5 607	22 668	4 220	9 844	642	795 099	
Mozambique	263 800	84 046	14 257	362 553	32 376	177 738	45 130	15 429 423	
Namibia	169 705	195 563	40 245	90 942	8 932	52 295	9 624	1 101 294	
Swaziland	119 351	57 554	23 128	320 338	29 341	89 659	58 536	4 536 037	
Zambia	436 014	61 913	6 223	58 172	9 614		5 947	425 334	
Zimbabwe	752 116	223 217	85 469	302 010	65 700	54 733	112 464	7 914 455	346
Angola	96 417	86 204	5 359	90 231	3 366	11 079	494	209 292	373
Democratic Republic of Congo	38 136	15 247	2 246	12 704	1 981	29 772		379 755	802
Ethiopia	24 216	5 526	1 548	9 572	922	1 267	70	55 650	
Ghana	59 505	5 603	3 792	34 806	2 472			111 093	
Kenya	100 867	22 116	13 805	38 757	2 345	20 684		98 282	1 831
Nigeria	220 267	52 628	6 273	107 238	3 423	11 557		339 770	765
Tanzania	62 499	9 487	5 476	20 825	2 441	944		149 936	
Uganda	39 796	6 803	6 314	17 859	2 733	661		89 423	
Other Africa	249 350	79 386	19 951	117 958	13 848	21 948	8 815	402 025	490
Asia	1 100 829	259 979	49 525	466 882	39 243	60 420	4 339	1 261 459	9 947
China including Hong Kong	379 180	19 376	4 555	82 192	4 957	2 291	222	284 300	
India	411 337	188 803	14 898	311 244	16 764	35 137	2 515	463 050	6 067
Japan	91 652	13 583	1 679	13 116	6 165	5 316		52 849	
Malaysia	37 195	6 881	2 191	2 424	2 424	3 060	88	22 850	
Singapore	28 149	10 216	2 418	12 233	3 686	5 438	243	41 093	
South Korea	45 743	5 267	1 509	11 422	1 613	408	1 172	62 584	862
Other Asia	107 512	15 854	22 275	36 675	3 634	8 771	100	334 116	3 018
Australasia	332 701	81 124	48 496	34 129	123 873	53 958	22 766	822 651	8 144
Australia	280 150	70 629	37 657	22 236	106 880	41 507	18 528	647 320	4 999
New Zealand	52 479	10 481	10 839	11 848	16 989	12 451	4 239	175 327	3 097
Other Australasia	72	14		44	4			4	48
South America	273 599	53 436	19 977	130 302	53 137	65 303	4 497	194 713	3 865
Argentina	49 535	2 766	1 836	6 121	11 334	9 846	2 130	25 087	
Brazil	166 569	21 275	12 843	107 937	33 917	47 861	859	116 786	3 865
Chile	15 280	1 117	1 403	2 336	2 478	3 856	39	12 309	
Other Central & South America	42 215	28 278	3 895	13 908	5 408	3 740	1 469	40 530	
Europe	4 686 089	1 523 472	1 027 476	1 380 479	1 373 151	1 511 908	271 078	4 326 853	113 815
Austria	95 532	31 466	27 457	33 194	23 249	20 511	8 444	54 767	2 916
Belgium	134 711	72 574	38 770	42 491	44 826	38 507	17 701	89 227	3 946
Denmark	85 214	23 875	11 025	38 085	47 886	29 306	3 997	57 222	2 700
Finland	36 889	10 180	11 462	11 248	6 179	7 159	452	7 606	755
France	478 335	155 145	73 997	119 598	146 702	137 905	24 386	226 867	10 040
Germany	980 054	470 061	274 042	301 155	334 588	527 796	86 198	721 314	25 593
Ireland	96 172	29 924	11 856	22 245	18 966	26 316	1 367	135 619	2 067
Italy	213 789	35 802	57 678	77 616	67 241	31 485	11 478	106 195	2 010
Netherlands	394 724	146 648	118 342	187 284	191 658	240 763	25 790	290 005	26 589
Norway	56 387	18 480	14 898	33 891	16 768	29 356	4 471	69 483	404
Portugal	109 220	7 290	12 410	5 585	19 412	9 653	1 463	72 931	183
Russian Fed	38 656	3 325	1 154	884	945	1 401	401	7 083	
Spain	111 279	44 634	9 708	41 478	25 112	20 968	4 584	56 615	418
Sweden	149 437	47 696	44 025	23 593	41 257	28 804	5 824	100 378	2 736
Switzerland	221 959	56 812	48 258	49 469	55 267	42 092	5 902	106 846	3 995
Turkey	51 515	7 597	9 551	19 997	5 191	14 726	602	15 581	
UK	1 239 807	304 279	234 604	339 219	290 653	281 776	62 410	2 117 384	27 934
Other Europe	192 470	57 685	28 239	33 447	37 251	23 385	5 609	92 346	1 530
Middle East	142 294	53 630	13 264	23 828	19 946	22 386	2 393	407 831	9
UAE	6 054	3 750	329	394	1 628			11 357	
Other Middle East	136 239	49 880	12 934	23 435	18 318	22 386	2 393	396 474	9
North America	1 406 951	290 339	235 870	510 058	560 548	315 891	122 257	991 243	25 265
Canada	213 731	55 091	32 742	48 616	74 747	60 536	15 192	169 159	2 518
USA	1 193 219	235 248	203 128	461 442	485 800	255 355	107 066	822 084	22 747

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVICINAL DISTRIBUTION									
ANNUAL	2018								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	2 740 820	286 547	57 888	483 759	1 076 811	2 008 166	558 348	66 477	1 223 902
Botswana	291 667	8 399	5 260	48 159	8 973	155 250	348 976	5 575	12 897
Lesotho	474 546	31 547	9 906	44 796	18 721	15 409	101 028	8 854	1 188 010
Malawi	170 159	17 229	2 910	8 559	206	7 996	5 600	0	1 407
Mozambique	676 530	10 892	3 775	8 309	724 129	16 694	27 717	1 604	5 842
Namibia	51 439	105 817	3 797	6 201	1 793	2 286	11 693	48 033	4 340
Swaziland	292 564	4 943	7 472	297 163	303 119	7 242	19 521	0	2 817
Zambia	151 732	4 768	2 993	10 256	1 690	3 364	2 237	119	962
Zimbabwe	408 054	35 714	11 577	36 879	11 958	1 796 473	33 683	1 309	4 890
Angola	43 435	17 348	1 622	2 345	449	209	441	252	518
Democratic Republic of Congo	26 024	4 402	498	2 898	800	303	942	266	296
Ethiopia	6 428	1 417	103	1 017	169	130	157	70	95
Ghana	15 083	3 929	755	1 662	200	417	969	117	332
Kenya	22 011	3 532	1 311	2 319	558	298	897	54	248
Nigeria	39 830	10 599	1 901	4 678	540	502	1 820	96	406
Tanzania	18 512	3 310	938	1 877	421	374	430	0	188
Uganda	10 279	1 625	624	935	252	319	421	53	251
Other Africa	42 530	21 076	2 446	5 705	2 835	901	1 816	75	403
Asia	197 695	136 891	25 873	36 961	28 338	10 153	25 644	4 615	7 264
China including Hong Kong	76 883	57 868	14 179	13 707	12 781	4 478	8 655	2 335	2 420
India	61 589	32 460	3 881	10 549	6 731	1 990	10 365	852	1 578
Japan	15 766	12 054	1 720	2 839	2 608	1 117	1 708	676	635
Malaysia	4 069	3 611	381	743	297	294	145	0	178
Singapore	5 089	5 164	433	868	788	493	394	234	163
South Korea	11 156	7 941	1 782	2 253	2 537	957	1 005	383	1 166
Other Asia	23 143	17 793	3 496	6 001	2 597	824	3 372	134	1 125
Australasia	60 334	61 337	15 578	18 733	24 655	10 258	9 354	2 286	2 825
Australia	54 083	53 843	13 841	16 594	22 199	8 974	8 068	1 983	2 624
New Zealand	6 203	7 494	1 736	2 136	2 456	1 283	1 286	303	200
Other Australasia	49	1	1	3	0	1	0	0	0
South America	65 812	66 923	15 613	9 432	28 747	7 997	7 328	901	1 426
Argentina	11 508	11 947	3 320	1 996	5 482	1 213	1 574	312	499
Brazil	41 669	45 446	9 649	4 920	18 102	5 831	4 380	398	750
Chile	4 148	3 339	553	506	2 050	257	351	0	0
Other Central & South America	8 488	6 191	2 091	2 011	3 113	697	1 023	191	177
Europe	508 035	926 318	267 641	208 183	322 486	101 407	56 933	24 401	32 149
Austria	8 679	17 563	5 003	3 385	6 633	1 542	811	615	646
Belgium	17 084	29 380	10 159	10 961	15 815	4 701	1 727	1 054	1 194
Denmark	8 838	13 106	3 083	2 581	5 512	4 583	1 658	355	448
Finland	3 297	6 343	1 333	817	1 944	554	436	78	180
France	61 487	102 007	23 622	32 210	51 943	14 102	4 411	2 389	3 494
Germany	95 959	213 054	81 699	48 385	78 346	21 295	11 756	5 268	8 354
Ireland	10 087	20 458	6 661	3 023	4 424	2 267	1 263	398	470
Italy	22 701	38 662	9 203	5 953	15 092	4 789	1 670	1 201	1 193
Netherlands	43 045	79 045	26 980	24 407	34 854	9 894	5 638	2 461	4 102
Norway	5 530	12 401	2 597	1 312	3 565	1 558	825	151	314
Portugal	8 867	11 887	2 646	1 612	3 119	1 030	847	455	127
Russian Fed	6 318	7 532	1 693	1 967	3 030	669	1 029	270	378
Spain	15 165	23 400	5 335	3 653	9 015	1 802	1 150	2 716	836
Sweden	15 686	31 624	7 397	4 399	8 788	2 214	2 533	609	431
Switzerland	14 978	36 493	10 726	6 646	10 577	4 382	2 818	716	1 197
Turkey	5 207	7 534	1 107	933	1 679	1 363	392	85	60
UK	148 418	250 429	61 749	50 464	58 958	22 161	15 425	4 684	8 154
Other Europe	16 690	25 399	6 646	5 476	9 192	2 503	2 543	899	572
Middle East	22 063	20 668	5 449	6 552	6 985	2 428	2 379	790	434
UAE	1 538	1 270	194	313	248	172	198	16	23
Other Middle East	20 525	19 398	5 256	6 239	6 737	2 255	2 181	774	411
North America	188 373	230 403	44 014	55 331	98 756	46 354	21 298	6 409	10 760
Canada	27 787	37 774	7 386	11 150	14 212	5 450	3 180	960	1 523
USA	160 585	192 629	36 628	44 181	84 544	40 903	18 118	5 448	9 238

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
ANNUAL	2017								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	3 010 200	296 047	53 252	496 062	1 108 143	1 675 040	676 720	70 714	1 153 077
Botswana	283 773	8 618	4 006	52 154	7 082	132 938	445 988	3 173	5 933
Lesotho	526 570	23 876	7 747	50 657	17 038	8 470	92 757	19 809	1 115 058
Malawi	163 246	11 174	1 381	8 433	1 228	2 361	6 960	79	71
Mozambique	845 405	13 033	3 713	7 134	748 375	25 842	29 498	2 674	9 351
Namibia	55 555	120 477	3 623	2 747	2 179	1 380	11 055	41 903	4 403
Swaziland	257 182	6 046	5 487	304 367	298 536	14 180	32 960	563	9 166
Zambia	166 790	5 733	2 320	10 072	2 053	5 118	1 255	76	301
Zimbabwe	501 394	44 945	16 175	42 569	26 328	1 479 854	48 743	1 634	6 239
Angola	35 197	14 019	921	1 232	500	165	842	151	104
Democratic Republic of Congo	21 351	2 915	559	2 126	683	747	1 575	101	244
Ethiopia	5 964	1 459	219	665	198	127	137	90	0
Ghana	13 096	3 505	822	724	491	371	370	59	118
Kenya	21 430	5 415	1 009	1 894	447	277	1 028	59	429
Nigeria	37 143	9 195	1 771	3 378	742	691	1 456	183	359
Tanzania	18 598	3 127	696	1 913	199	363	333	0	337
Uganda	9 706	2 493	479	1 609	97	416	422	111	345
Other Africa	47 798	20 016	2 326	4 388	1 966	1 739	1 340	49	618
Asia	188 452	121 160	17 028	30 609	23 771	10 408	21 267	2 924	5 365
China including Hong Kong	65 127	36 710	5 609	6 142	5 037	4 070	4 645	729	1 855
India	61 395	34 778	5 739	14 110	8 766	1 960	10 980	838	915
Japan	16 073	12 057	1 216	2 916	2 025	922	1 324	160	237
Malaysia	5 492	5 271	940	821	1 018	284	288	0	112
Singapore	5 607	7 290	402	738	1 315	704	438	562	370
South Korea	13 063	7 871	1 169	1 674	1 735	816	1 042	245	843
Other Asia	21 694	17 183	1 954	4 207	3 875	1 662	2 550	390	1 033
Australasia	58 248	62 728	17 109	16 320	23 196	10 010	5 662	2 057	2 598
Australia	51 874	54 791	14 511	14 569	20 343	8 481	4 749	1 798	2 238
New Zealand	6 347	7 937	2 598	1 752	2 854	1 528	913	260	359
Other Australasia	27	0	0	0	0	0	0	0	0
South America	62 950	61 152	11 879	8 837	23 988	8 094	7 456	484	747
Argentina	8 392	9 025	2 215	1 427	3 177	1 195	1 049	0	106
Brazil	43 089	42 281	7 588	5 562	16 714	5 130	5 033	158	366
Chile	3 747	3 386	858	581	1 354	309	722	161	161
Other Central & South America	7 722	6 459	1 218	1 267	2 743	1 460	652	165	113
Europe	526 412	928 586	257 816	203 840	293 874	121 488	42 761	25 838	23 860
Austria	9 661	17 637	4 357	2 949	5 421	2 100	769	864	240
Belgium	19 502	28 459	7 200	8 235	10 937	5 084	1 630	834	1 280
Denmark	8 990	13 903	4 104	2 708	4 482	4 813	904	615	812
Finland	3 507	5 740	1 196	844	1 661	660	263	101	102
France	66 095	98 978	17 906	29 774	46 178	17 096	3 464	2 360	2 019
Germany	106 302	210 699	79 168	46 288	74 015	24 857	9 136	6 415	5 358
Ireland	10 702	18 370	5 857	2 826	3 812	2 401	940	304	723
Italy	18 166	34 045	6 462	4 091	10 711	7 983	1 289	948	547
Netherlands	44 332	86 527	29 175	25 355	33 166	13 686	4 406	2 452	2 900
Norway	5 534	11 524	2 197	1 347	3 214	1 090	486	424	299
Portugal	11 303	12 580	2 503	2 628	4 669	1 106	588	203	359
Russian Fed	5 575	5 605	1 121	1 034	1 253	588	258	344	233
Spain	14 817	21 727	4 645	2 726	7 881	2 131	859	2 584	547
Sweden	14 043	30 842	7 277	5 135	9 235	4 171	1 607	519	856
Switzerland	16 654	39 734	14 293	7 730	11 481	4 455	1 759	749	921
Turkey	5 394	7 518	892	818	1 389	517	193	78	0
UK	145 820	259 188	63 671	53 041	56 404	25 588	12 762	5 347	5 829
Other Europe	20 015	25 511	5 792	6 310	7 964	3 159	1 446	695	833
Middle East	25 954	22 564	3 533	5 991	4 317	2 243	2 458	349	1 012
JAE	1 567	1 533	226	320	0	18	135	47	108
Other Middle East	24 387	21 031	3 306	5 672	4 317	2 225	2 323	302	904
North America	177 020	232 672	46 442	52 590	93 211	50 360	14 507	7 650	9 782
Canada	25 314	40 208	9 686	9 168	16 255	5 689	3 056	1 402	1 332
USA	151 707	192 465	36 756	43 422	76 956	44 671	11 451	6 248	8 450

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
ANNUAL	2016								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	3 226 771	259 785	39 758	473 564	109 621	1 414 776	813 199	68 740	1 181 134
Botswana	281 125	4 683	976	27 371	6 448	118 082	483 893	3 786	4 094
Lesotho	477 476	28 336	16 266	46 224	6 448	12 609	105 831	19 977	1 147 060
Malawi	138 984	4 500	675	7 911	6 448	12 095	17 369	0	219
Mozambique	921 549	11 075	1 404	12 035	6 448	21 843	90 663	649	17 036
Namibia	52 887	119 042	2 823	7 543	6 448	1 269	12 907	35 520	4 101
Swaziland	204 901	2 366	3 199	304 588	6 448	9 461	14 316	0	4 235
Zambia	159 864	4 958	602	10 071	6 448	13 292	7 379	0	427
Zimbabwe	762 368	32 098	7 608	40 075	6 448	1 224 061	74 784	8 284	2 246
Angola	30 481	11 940	280	1 221	6 448	275	433	116	103
Democratic Republic of Congo	20 622	3 469	125	1 731	6 448	150	802	124	88
Ethiopia	5 991	1 302	192	473	6 448	109	157	0	86
Ghana	12 542	2 689	566	921	6 448	132	567	0	325
Kenya	21 423	4 109	736	2 336	6 448	169	600	0	118
Nigeria	52 610	7 439	1 462	3 859	6 448	485	1 035	123	337
Tanzania	19 696	2 955	807	1 844	6 448	395	542	125	243
Uganda	10 274	1 394	445	649	6 448	50	499	0	170
Other Africa	53 977	17 430	1 591	4 712	6 448	301	1 422	35	246
Asia	209 270	130 601	8 856	25 378	45 138	3 324	16 656	1 068	2 861
China including Hong Kong	96 800	59 583	1 127	1 338	6 448	347	3 782	136	654
India	53 928	26 781	3 538	17 757	6 448	1 215	7 789	449	1 455
Japan	14 558	12 198	374	852	6 448	421	719	116	214
Malaysia	3 490	5 214	478	891	6 448	84	484	180	45
Singapore	3 777	5 504	483	342	6 448	126	604	78	137
South Korea	13 007	7 612	471	599	6 448	72	657	0	83
Other Asia	23 710	13 708	2 384	3 599	6 448	1 059	2 621	109	272
Australasia	69 072	55 637	14 740	17 312	19 345	8 157	5 890	1 390	3 870
Australia	57 245	46 023	11 660	14 764	6 448	6 944	5 347	1 144	2 809
New Zealand	11 801	9 586	3 051	2 548	6 448	1 213	543	246	1 060
Other Australasia	26	28	28	0	6 448	0	0	0	1
South America	32 945	34 954	5 762	6 217	25 793	4 934	3 774	289	839
Argentina	5 179	5 540	1 489	1 482	6 448	472	294	82	161
Brazil	21 497	20 743	3 450	3 730	6 448	3 718	2 385	186	226
Chile	1 583	1 966	345	354	6 448	218	150	21	30
Other Central & South America	4 686	6 706	479	651	6 448	525	945	0	422
Europe	556 488	848 094	206 715	175 222	116 069	76 088	36 512	19 430	25 405
Austria	10 495	14 461	4 956	3 405	6 448	938	574	379	599
Belgium	18 648	23 114	6 319	6 208	6 448	2 542	1 139	558	586
Denmark	10 477	13 327	4 155	2 266	6 448	4 136	649	461	106
Finland	3 605	5 365	1 089	961	6 448	224	181	76	142
France	66 354	78 439	12 580	18 803	6 448	8 150	3 111	1 366	1 953
Germany	113 079	184 988	66 042	44 281	6 448	17 629	7 294	4 638	8 719
Ireland	10 267	17 275	4 334	2 456	6 448	684	913	662	783
Italy	21 744	35 174	5 648	4 885	6 448	3 872	1 251	948	228
Netherlands	46 820	80 360	24 865	21 211	6 448	9 867	4 285	3 051	3 530
Norway	6 383	10 901	1 794	1 577	6 448	1 477	695	106	212
Portugal	14 847	11 574	1 793	2 998	6 448	775	477	116	134
Russian Fed	4 779	3 206	427	310	6 448	193	107	187	102
Spain	15 164	16 563	3 517	2 979	6 448	1 161	570	1 361	423
Sweden	15 269	26 184	6 517	4 041	6 448	2 422	1 280	558	799
Switzerland	17 250	36 958	10 258	7 944	6 448	2 603	1 155	639	396
Turkey	7 414	8 404	671	792	6 448	154	226	68	0
UK	154 107	260 013	46 877	46 524	6 448	17 052	10 852	3 429	5 676
Other Europe	19 785	21 789	4 873	3 580	6 448	2 210	1 752	827	1 015
Middle East	25 023	23 834	3 707	3 816	12 897	2 112	3 001	538	1 337
UAE	608	2 147	53	113	6 448	201	182	0	0
Other Middle East	24 416	21 687	3 654	3 703	6 448	1 911	2 819	538	1 337
North America	186 065	215 453	45 023	52 109	12 897	31 729	14 286	6 761	8 184
Canada	25 739	36 130	8 168	9 519	6 448	3 533	1 996	635	1 147
USA	160 325	179 323	36 855	42 590	6 448	28 196	12 290	6 126	7 037

APPENDIX

PROVINCIAL SPREAD: PROPORTION OF TOURISTS WHO VISIT MORE THAN ONE PROVINCE

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



ACTIVITIES

2018

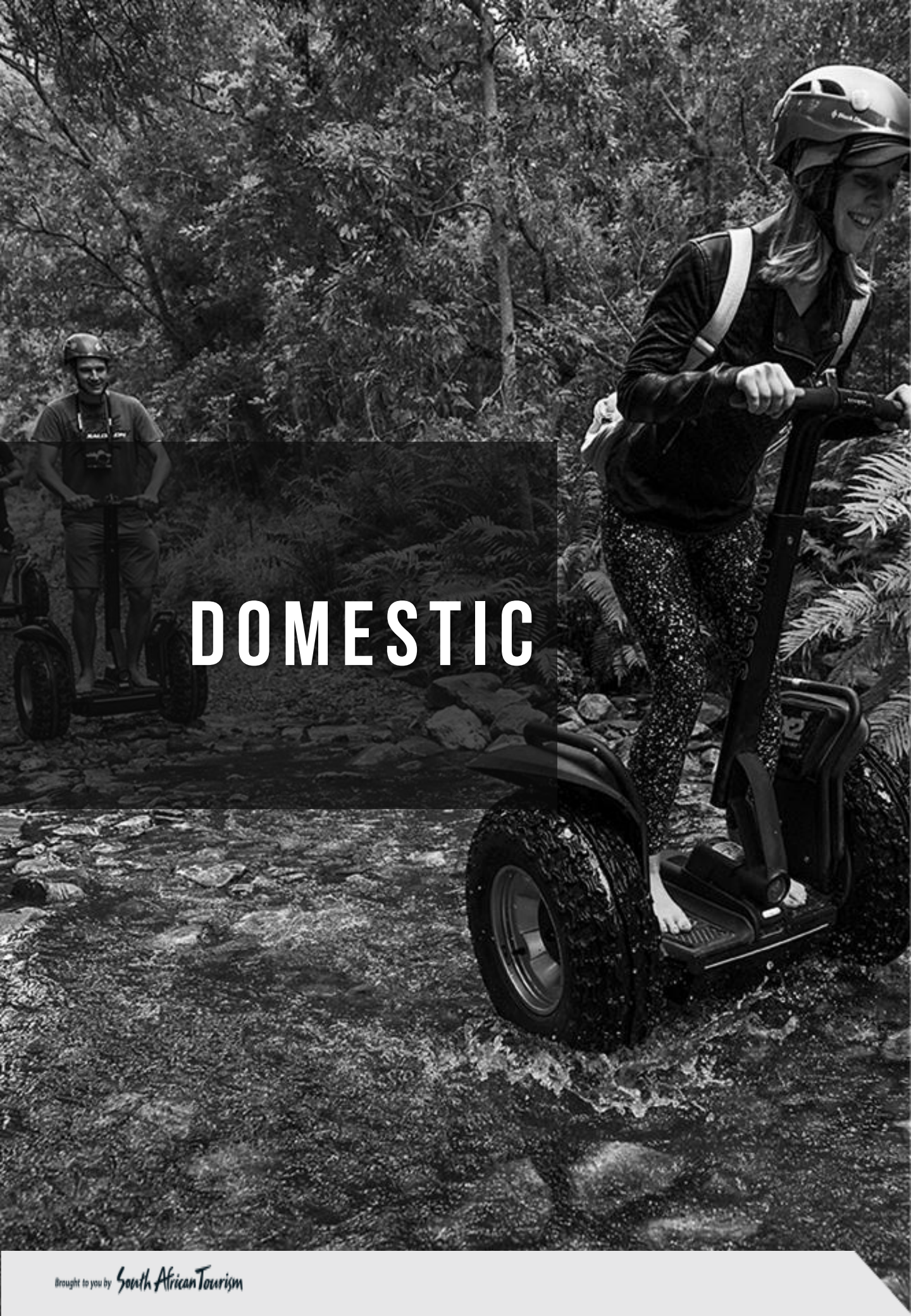
	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	76.1%	60.3%	21.8%	65.3%	100.0%	9.0%	63.8%	61.8%	36.1%	72.2%	38.7%	5.6%	21.7%	12.3%	26.7%
Botswana	4.3%	5.6%	0.5%	12.1%	1.9%	0.5%	4.5%	2.9%	2.1%	2.1%	0.2%	0.2%	0.5%	0.4%	3.1%
Lesotho	10.9%	17.4%	4.7%	5.3%	15.9%	2.4%	29.1%	14.0%	3.3%	36.2%	1.6%	0.6%	7.9%	2.1%	2.8%
Malawi	2.6%	0.9%	0.3%	1.3%	0.0%	0.2%	1.8%	2.0%	1.5%	1.2%	0.2%	0.2%	0.0%	0.2%	1.1%
Mozambique	16.0%	16.1%	3.2%	33.3%	34.6%	0.1%	7.9%	23.4%	1.9%	2.4%	23.3%	0.8%	1.3%	2.5%	0.7%
Namibia	0.7%	1.0%	0.8%	1.2%	3.2%	0.6%	1.6%	1.3%	2.9%	3.2%	0.5%	0.3%	5.6%	0.6%	1.0%
Swaziland	7.4%	9.2%	2.9%	1.6%	19.8%	0.9%	8.8%	7.0%	1.6%	7.6%	8.0%	0.6%	2.8%	0.9%	10.3%
Zambia	1.9%	1.1%	0.8%	1.4%	5.1%	0.4%	0.8%	1.3%	2.4%	2.2%	0.3%	0.2%	0.3%	0.3%	0.5%
Zimbabwe	28.7%	5.4%	3.6%	6.1%	19.6%	1.9%	6.9%	7.1%	8.0%	6.5%	1.3%	0.5%	2.5%	1.7%	3.8%
Angola	0.7%	1.0%	0.7%	1.0%	0.0%	0.4%	0.5%	0.7%	1.5%	1.7%	0.5%	0.3%	0.0%	0.9%	0.7%
Democratic Republic of Congo	0.3%	0.3%	0.6%	0.3%	0.0%	0.1%	0.1%	0.2%	0.8%	0.7%	0.4%	0.2%	0.0%	0.2%	0.3%
Ethiopia	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.4%	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.2%	0.2%	0.4%	0.1%	0.0%	0.1%	0.1%	0.2%	1.0%	0.7%	0.2%	0.1%	0.2%	0.2%	0.2%
Kenya	0.3%	0.3%	0.4%	0.1%	0.0%	0.1%	0.1%	0.2%	2.0%	1.3%	0.2%	0.1%	0.0%	0.3%	0.2%
Nigeria	0.6%	0.6%	1.0%	0.4%	0.0%	0.2%	0.3%	0.4%	2.2%	1.9%	0.6%	0.3%	0.2%	0.6%	0.5%
Tanzania	0.3%	0.2%	0.4%	0.2%	0.0%	0.1%	0.1%	0.3%	1.1%	1.2%	0.2%	0.1%	0.0%	0.2%	0.2%
Uganda	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.2%	0.1%	0.6%	0.8%	0.2%	0.1%	0.1%	0.1%	0.1%
Other Africa	0.7%	0.8%	1.2%	0.7%	0.0%	0.9%	0.8%	0.6%	2.8%	2.2%	0.9%	0.9%	0.4%	1.0%	1.0%
ASIA	3.3%	3.9%	8.5%	2.7%	0.0%	5.5%	3.9%	5.1%	16.0%	3.8%	5.1%	7.9%	5.3%	7.7%	7.0%
China including Hong Kong	1.3%	1.7%	3.4%	1.4%	0.0%	2.4%	1.4%	2.1%	6.0%	1.1%	2.1%	3.4%	3.3%	3.2%	3.2%
India	0.9%	1.1%	2.7%	0.5%	0.0%	1.6%	1.2%	1.9%	5.7%	1.4%	1.3%	2.1%	0.3%	1.9%	1.7%
Japan	0.3%	0.3%	0.6%	0.1%	0.0%	0.3%	0.2%	0.1%	1.2%	0.4%	0.5%	0.6%	0.3%	0.7%	0.5%
Malaysia	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.1%	0.2%	0.3%	0.1%	0.1%	0.2%	0.0%	0.2%	0.1%
Singapore	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.4%	0.0%	0.1%	0.2%	0.2%	0.2%	0.2%
South Korea	0.2%	0.2%	0.5%	0.1%	0.0%	0.3%	0.2%	0.2%	0.6%	0.2%	0.3%	0.5%	0.6%	0.5%	0.4%
Other Asia	0.4%	0.5%	1.0%	0.6%	0.0%	0.6%	0.7%	0.4%	1.9%	0.6%	0.7%	0.9%	0.7%	0.9%	0.8%
AUSTRALASIA	1.2%	1.4%	3.3%	1.9%	0.0%	3.3%	1.4%	2.0%	1.9%	0.8%	2.7%	4.3%	4.1%	3.9%	2.9%
Australia	1.0%	1.3%	2.9%	1.6%	0.0%	2.9%	1.2%	1.6%	1.7%	0.7%	2.4%	3.8%	3.5%	3.4%	2.5%
New Zealand	0.1%	0.2%	0.4%	0.3%	0.0%	0.4%	0.3%	0.4%	0.2%	0.1%	0.3%	0.5%	0.6%	0.5%	0.4%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SOUTH AMERICA	1.1%	2.2%	4.2%	0.7%	0.0%	2.8%	1.7%	1.1%	2.3%	2.2%	3.4%	4.3%	0.9%	3.9%	3.5%
Argentina	0.2%	0.5%	0.9%	0.1%	0.0%	0.6%	0.6%	0.3%	0.3%	0.3%	0.6%	0.7%	0.0%	0.6%	0.7%
Brazil	0.7%	1.4%	2.5%	0.4%	0.0%	1.8%	0.8%	0.8%	1.5%	1.5%	2.2%	2.9%	0.0%	2.6%	2.3%
Chile	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%	0.0%	0.2%	0.1%
Other Central & South America	0.1%	0.2%	0.6%	0.2%	0.0%	0.3%	0.1%	0.1%	0.4%	0.2%	0.4%	0.5%	0.9%	0.4%	0.4%
EUROPE	14.1%	25.0%	48.9%	19.6%	0.0%	62.6%	24.9%	24.0%	34.1%	14.8%	38.2%	59.9%	26.6%	56.0%	48.1%
Austria	0.2%	0.6%	0.8%	0.3%	0.0%	1.3%	0.6%	0.4%	0.9%	0.3%	0.7%	1.2%	0.4%	1.0%	0.9%
Belgium	0.4%	0.7%	1.8%	0.8%	0.0%	2.5%	0.7%	1.0%	0.9%	0.6%	1.4%	2.3%	0.5%	2.0%	1.6%
Denmark	0.2%	0.5%	0.9%	0.7%	0.0%	1.0%	0.2%	0.4%	0.6%	0.3%	0.7%	1.1%	2.1%	1.0%	0.6%
Finland	0.1%	0.1%	0.4%	0.0%	0.0%	0.4%	0.1%	0.3%	0.4%	0.1%	0.3%	0.4%	0.3%	0.4%	0.3%
France	1.4%	2.4%	3.4%	2.0%	0.0%	7.7%	1.9%	2.2%	3.5%	1.6%	4.7%	7.1%	2.3%	6.4%	4.5%
Germany	3.1%	6.0%	11.7%	3.5%	0.0%	16.2%	5.4%	5.6%	6.1%	2.7%	8.8%	14.4%	4.9%	12.9%	12.0%
Ireland	0.3%	0.6%	1.4%	0.5%	0.0%	1.1%	0.9%	0.3%	0.6%	0.3%	0.8%	1.2%	0.5%	1.2%	1.1%
Italy	0.5%	0.8%	2.0%	0.3%	0.0%	2.1%	0.6%	0.8%	2.0%	0.7%	1.6%	2.5%	0.7%	2.3%	1.8%
Netherlands	1.3%	2.4%	5.1%	1.8%	0.0%	6.3%	2.6%	2.3%	2.5%	1.6%	3.6%	5.5%	2.5%	5.0%	4.5%
Norway	0.2%	0.3%	0.6%	0.4%	0.0%	0.8%	0.1%	0.3%	0.4%	0.4%	0.5%	0.7%	0.6%	0.7%	0.6%
Portugal	0.2%	0.4%	0.6%	0.2%	0.0%	0.8%	0.2%	0.3%	0.8%	0.4%	0.5%	0.7%	0.0%	0.7%	0.6%
Russian Fed	0.2%	0.2%	0.6%	0.1%	0.0%	0.5%	0.2%	0.3%	0.7%	0.2%	0.3%	0.5%	1.1%	0.5%	0.4%
Spain	0.4%	0.6%	1.4%	0.5%	0.0%	1.5%	0.4%	0.4%	1.5%	0.4%	1.0%	1.6%	1.9%	1.4%	1.0%
Sweden	0.4%	0.7%	1.6%	0.4%	0.0%	1.8%	1.4%	0.8%	1.3%	0.5%	1.2%	1.9%	1.0%	1.8%	1.6%
Switzerland	0.5%	1.1%	2.0%	0.5%	0.0%	2.8%	1.0%	0.7%	0.9%	0.7%	1.5%	2.4%	0.7%	2.2%	1.9%
Turkey	0.1%	0.3%	0.6%	0.5%	0.0%	0.4%	0.2%	0.1%	0.6%	0.2%	0.3%	0.5%	0.5%	0.4%	0.3%
UK	4.0%	6.9%	12.2%	6.2%	0.0%	13.9%	7.8%	7.4%	8.4%	3.4%	9.3%	14.3%	5.6%	14.5%	13.3%
Other Europe	0.4%	0.6%	1.7%	0.7%	0.0%	1.5%	0.8%	0.5%	2.0%	0.4%	1.1%	1.7%	0.8%	1.5%	1.2%
MIDDLE EAST	0.4%	0.6%	1.5%	0.7%	0.0%	1.1%	0.7%	0.6%	1.5%	0.5%	0.7%	1.2%	1.1%	1.2%	1.0%
UAE	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Middle East	0.4%	0.5%	1.4%	0.7%	0.0%	1.0%	0.7%	0.5%	1.5%	0.5%	0.7%	1.2%	1.1%	1.1%	0.9%
NORTH AMERICA	3.9%	6.6%	11.8%	9.1%	0.0%	15.6%	3.6%	5.4%	8.0%	5.8%	11.2%	16.7%	40.2%	15.0%	10.8%
Canada	0.6%	0.9%	1.7%	0.9%	0.0%	2.8%	0.4%	0.7%	1.1%	0.7%	1.8%	2.5%	2.9%	2.4%	1.9%
USA	3.3%	5.7%	10.1%	8.2%	0.0%	12.9%	3.2%	4.7%	6.9%	5.1%	9.4%	14.2%	37.3%	12.6%	8.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

2017

	Shoppin g	Nightlif e	Them e parks	Tradin g	Visite d a Casino	Adventu re	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural , historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	75.6%	49.2%	23.0%	80.8%	100.0%	7.7%	66.0%	57.6%	36.5%	70.0%	32.6%	5.1%	13.4%	12.9%	24.9%
Botswana	4.7%	7.1%	1.3%	11.3%	3.0%	0.7%	2.9%	4.2%	3.2%	3.6%	0.4%	0.2%	2.7%	0.5%	3.9%
Lesotho	10.8%	14.3%	2.3%	2.6%	22.5%	1.3%	31.3%	8.0%	2.4%	33.5%	0.4%	0.2%	0.0%	1.5%	2.6%
Malawi	2.3%	0.5%	0.6%	4.2%	3.9%	0.1%	0.1%	1.9%	1.8%	1.3%	0.2%	0.1%	0.0%	0.2%	0.6%
Mozambique	16.6%	8.2%	7.1%	24.0%	14.4%	0.6%	14.8%	21.7%	3.2%	4.6%	23.4%	0.6%	4.3%	3.6%	0.8%
Namibia	1.0%	1.9%	1.0%	0.5%	2.2%	0.9%	1.7%	1.4%	3.0%	2.7%	0.7%	0.4%	1.6%	1.2%	1.9%
Swaziland	8.1%	7.3%	1.5%	1.2%	21.4%	0.6%	5.3%	8.6%	1.8%	5.1%	2.0%	0.5%	2.3%	0.6%	7.3%
Zambia	2.1%	0.6%	0.6%	6.8%	2.2%	0.2%	1.1%	0.8%	2.7%	2.0%	0.4%	0.1%	0.1%	0.2%	0.6%
Zimbabwe	26.7%	5.6%	4.3%	29.0%	30.5%	1.4%	6.3%	9.0%	7.5%	7.6%	1.9%	1.4%	0.8%	1.8%	4.3%
Angola	0.6%	1.0%	0.6%	0.3%	0.0%	0.5%	0.5%	0.3%	0.9%	1.0%	0.5%	0.3%	0.2%	0.6%	0.6%
Democratic Republic of Congo	0.3%	0.2%	0.2%	0.1%	0.0%	0.0%	0.2%	0.2%	0.7%	0.8%	0.2%	0.1%	0.5%	0.2%	0.2%
Ethiopia	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.1%	0.0%	0.0%	0.1%	0.1%
Ghana	0.2%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.8%	0.7%	0.2%	0.1%	0.0%	0.1%	0.2%
Kenya	0.3%	0.4%	0.4%	0.0%	0.0%	0.2%	0.4%	0.3%	1.5%	1.7%	0.3%	0.1%	0.3%	0.3%	0.2%
Nigeria	0.6%	0.5%	0.7%	0.1%	0.0%	0.2%	0.4%	0.4%	2.0%	1.5%	0.5%	0.2%	0.3%	0.5%	0.4%
Tanzania	0.3%	0.3%	0.4%	0.2%	0.0%	0.1%	0.2%	0.2%	1.0%	0.9%	0.3%	0.0%	0.2%	0.2%	0.2%
Uganda	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.7%	0.7%	0.2%	0.0%	0.0%	0.1%	0.1%
Other Africa	0.8%	0.9%	1.3%	0.4%	0.0%	0.7%	0.7%	0.5%	2.9%	2.1%	0.9%	0.6%	0.2%	1.0%	0.8%
ASIA	3.3%	3.3%	9.5%	1.0%	0.0%	5.5%	3.0%	4.5%	13.4%	2.9%	4.9%	6.2%	5.8%	7.2%	5.2%
China including Hong Kong	1.1%	0.9%	3.1%	0.3%	0.0%	1.3%	0.8%	0.9%	3.7%	0.7%	1.2%	1.5%	2.6%	2.2%	1.2%
India	1.0%	1.2%	3.2%	0.2%	0.0%	2.1%	1.4%	1.2%	5.5%	0.9%	1.6%	2.1%	0.4%	2.2%	1.9%
Japan	0.3%	0.2%	0.9%	0.0%	0.0%	0.4%	0.2%	0.5%	1.2%	0.2%	0.5%	0.6%	0.2%	0.7%	0.5%
Malaysia	0.1%	0.2%	0.3%	0.1%	0.0%	0.3%	0.0%	0.1%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%
Singapore	0.1%	0.1%	0.3%	0.1%	0.0%	0.4%	0.1%	0.2%	0.2%	0.1%	0.2%	0.4%	0.7%	0.4%	0.3%
South Korea	0.3%	0.2%	0.7%	0.2%	0.0%	0.3%	0.3%	0.4%	0.7%	0.2%	0.3%	0.3%	0.7%	0.5%	0.4%
Other Asia	0.4%	0.5%	1.0%	0.2%	0.0%	0.6%	0.3%	1.2%	1.8%	0.8%	0.7%	0.9%	0.9%	1.0%	0.7%
AUSTRALASIA	1.2%	2.3%	2.4%	0.7%	0.0%	3.5%	2.0%	2.0%	1.8%	1.0%	3.1%	4.2%	3.3%	3.8%	3.0%
Australia	1.0%	2.1%	2.0%	0.6%	0.0%	3.1%	1.5%	1.9%	1.5%	0.9%	2.8%	3.7%	2.7%	3.3%	2.6%
New Zealand	0.2%	0.3%	0.4%	0.0%	0.0%	0.4%	0.5%	0.1%	0.3%	0.1%	0.3%	0.6%	0.6%	0.5%	0.4%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SOUTH AMERICA	1.1%	2.7%	4.1%	0.3%	0.0%	3.2%	1.2%	1.7%	2.4%	1.9%	3.4%	4.1%	1.1%	3.6%	3.4%
Argentina	0.2%	0.3%	0.5%	0.1%	0.0%	0.5%	0.3%	0.2%	0.4%	0.3%	0.5%	0.6%	0.0%	0.5%	0.5%
Brazil	0.7%	1.9%	2.8%	0.2%	0.0%	2.2%	0.5%	1.2%	1.4%	1.5%	2.4%	2.8%	0.7%	2.4%	2.4%
Chile	0.1%	0.1%	0.3%	0.0%	0.0%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.0%	0.2%	0.2%
Other Central & South America	0.1%	0.3%	0.5%	0.0%	0.0%	0.3%	0.2%	0.1%	0.4%	0.1%	0.4%	0.5%	0.5%	0.4%	0.3%
EUROPE	14.5%	33.5%	48.3%	12.8%	0.0%	62.7%	23.6%	27.3%	36.6%	16.6%	43.0%	62.2%	28.6%	56.2%	50.8%
Austria	0.3%	0.7%	1.0%	0.1%	0.0%	1.2%	0.5%	0.5%	0.9%	0.4%	0.8%	1.2%	0.8%	1.0%	1.0%
Belgium	0.5%	1.1%	1.4%	0.6%	0.0%	2.3%	0.7%	1.0%	1.3%	0.6%	1.5%	2.0%	0.5%	1.8%	1.5%
Denmark	0.3%	0.5%	0.8%	0.3%	0.0%	0.9%	0.6%	0.3%	0.7%	0.2%	0.8%	1.2%	3.2%	0.9%	0.8%
Finland	0.1%	0.2%	0.4%	0.2%	0.0%	0.4%	0.1%	0.2%	0.3%	0.1%	0.2%	0.4%	0.3%	0.4%	0.3%
France	1.4%	2.8%	5.1%	0.8%	0.0%	7.0%	1.4%	2.6%	3.9%	1.7%	5.1%	7.5%	2.9%	6.5%	4.9%
Germany	3.1%	7.9%	11.9%	2.9%	0.0%	15.1%	5.8%	6.2%	7.3%	3.7%	9.9%	14.8%	7.0%	12.8%	12.3%
Ireland	0.3%	0.6%	0.8%	0.3%	0.0%	1.2%	0.4%	0.6%	0.7%	0.2%	0.8%	1.2%	0.3%	1.1%	1.1%
Italy	0.4%	0.7%	1.5%	0.3%	0.0%	1.8%	0.6%	0.4%	1.3%	0.6%	1.6%	2.5%	0.5%	2.1%	1.6%
Netherlands	1.3%	3.8%	4.9%	1.4%	0.0%	7.1%	2.3%	3.2%	2.6%	1.9%	4.2%	6.0%	2.5%	5.2%	5.0%
Norway	0.2%	0.5%	0.6%	0.1%	0.0%	0.9%	0.2%	0.3%	0.5%	0.4%	0.5%	0.7%	0.4%	0.7%	0.6%
Portugal	0.3%	0.7%	0.8%	0.2%	0.0%	0.8%	0.6%	0.3%	0.9%	0.2%	0.7%	0.9%	0.5%	0.7%	0.6%
Russian Fed	0.1%	0.2%	0.4%	0.1%	0.0%	0.3%	0.2%	0.2%	0.6%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%
Spain	0.3%	0.8%	1.0%	0.4%	0.0%	1.4%	0.4%	0.5%	1.3%	0.3%	1.0%	1.3%	0.4%	1.2%	1.0%
Sweden	0.5%	0.9%	1.7%	0.2%	0.0%	2.0%	0.7%	0.8%	1.4%	0.8%	1.4%	2.1%	0.8%	1.9%	1.6%
Switzerland	0.6%	1.6%	2.7%	0.5%	0.0%	2.7%	0.9%	1.2%	1.1%	0.7%	1.6%	2.4%	1.0%	2.4%	2.1%
Turkey	0.1%	0.2%	0.5%	0.0%	0.0%	0.3%	0.1%	0.4%	0.7%	0.1%	0.3%	0.4%	0.0%	0.4%	0.3%
UK	4.3%	9.4%	11.6%	4.1%	0.0%	15.8%	7.4%	7.7%	8.7%	3.8%	11.2%	15.6%	6.4%	15.1%	14.6%
Other Europe	0.5%	0.9%	1.3%	0.2%	0.0%	1.6%	0.7%	0.9%	2.4%	0.7%	1.1%	1.6%	0.7%	1.5%	1.2%
MIDDLE EAST	0.5%	0.8%	1.1%	0.3%	0.0%	1.1%	0.7%	1.1%	1.5%	0.9%	0.8%	1.2%	1.1%	1.4%	1.2%
UAE	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
Other Middle East	0.5%	0.7%	1.1%	0.3%	0.0%	1.0%	0.6%	1.1%	1.5%	0.8%	0.8%	1.1%	1.1%	1.3%	1.1%
NORTH AMERICA	3.8%	8.2%	11.6%	4.1%	0.0%	16.2%	3.6%	5.7%	7.9%	6.6%	12.2%	17.1%	46.7%	14.9%	11.5%
Canada	0.6%	1.2%	2.1%	0.4%	0.0%	2.6%	0.6%	1.1%	1.1%	0.6%	2.0%	2.6%	3.7%	2.5%	2.2%
USA	3.2%	7.0%	9.5%	3.6%	0.0%	13.6%	3.0%	4.6%	6.8%	6.0%	10.2%	14.4%	43.1%	12.4%	9.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

2016

	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	72.9%	63.6%	16.3%	96.4%	99.6%	8.4%	59.4%	71.1%	39.1%	68.3%	19.3%	6.1%	27.1%	15.8%	24.0%
Botswana	5.7%	12.3%	0.8%	17.1%	15.4%	1.0%	2.1%	2.4%	5.1%	6.5%	1.3%	0.6%	1.7%	0.5%	1.9%
Lesotho	10.3%	18.9%	1.8%	5.6%	14.6%	1.6%	9.4%	9.0%	2.9%	25.0%	1.3%	0.3%	15.1%	1.9%	2.3%
Malawi	1.8%	0.6%	0.3%	6.9%	2.7%	0.0%	1.0%	1.1%	1.3%	0.9%	0.3%	0.0%	0.2%	0.2%	0.6%
Mozambique	14.7%	14.7%	4.8%	16.3%	14.5%	1.2%	11.4%	30.1%	2.2%	3.8%	7.2%	0.6%	1.6%	4.6%	1.2%
Namibia	1.6%	1.3%	1.0%	0.5%	4.9%	0.7%	4.3%	1.0%	2.9%	3.9%	0.7%	0.3%	0.2%	2.7%	4.6%
Swaziland	7.0%	5.2%	0.7%	4.9%	12.3%	1.3%	16.5%	10.9%	3.8%	6.2%	1.4%	1.4%	2.2%	0.8%	5.6%
Zambia	2.2%	1.2%	0.6%	7.1%	3.4%	0.2%	0.7%	1.0%	2.4%	2.0%	0.5%	0.2%	0.0%	0.4%	0.8%
Zimbabwe	26.0%	6.2%	2.8%	37.6%	31.8%	1.0%	10.7%	13.6%	8.8%	8.7%	3.0%	1.0%	3.3%	2.1%	4.3%
Angola	0.6%	0.9%	0.7%	0.1%	0.1%	0.2%	0.3%	0.3%	0.7%	1.3%	0.4%	0.2%	0.3%	0.5%	0.5%
Democratic Republic of Congo	0.3%	0.2%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.4%	0.8%	0.2%	0.0%	0.3%	0.2%	0.2%
Ethiopia	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.2%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.2%	0.7%	0.6%	0.2%	0.1%	0.0%	0.1%	0.1%
Kenya	0.3%	0.3%	0.3%	0.0%	0.0%	0.2%	0.1%	0.1%	1.4%	1.6%	0.4%	0.1%	0.2%	0.2%	0.2%
Nigeria	0.8%	0.9%	0.7%	0.0%	0.0%	0.2%	0.8%	0.5%	2.0%	1.8%	0.9%	0.3%	0.6%	0.5%	0.5%
Tanzania	0.3%	0.3%	0.2%	0.1%	0.0%	0.1%	0.2%	0.2%	0.9%	1.5%	0.3%	0.1%	0.2%	0.2%	0.2%
Uganda	0.2%	0.1%	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	0.5%	0.8%	0.2%	0.1%	0.2%	0.1%	0.1%
Other Africa	0.9%	0.6%	1.4%	0.1%	0.0%	0.6%	1.5%	0.4%	2.6%	2.7%	1.0%	0.7%	1.0%	0.9%	0.7%
ASIA	3.9%	1.8%	15.3%	0.2%	0.0%	3.3%	1.0%	1.8%	10.3%	2.2%	4.8%	5.1%	1.5%	8.2%	4.1%
China including Hong Kong	1.6%	0.2%	9.4%	0.1%	0.0%	0.5%	0.4%	0.2%	2.4%	0.3%	0.8%	1.1%	0.2%	3.9%	0.5%
India	1.1%	0.8%	2.4%	0.0%	0.0%	1.4%	0.4%	0.7%	4.9%	0.9%	1.8%	2.1%	0.6%	1.7%	1.8%
Japan	0.3%	0.1%	1.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.8%	0.1%	0.6%	0.5%	0.2%	0.8%	0.5%
Malaysia	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.1%	0.3%	0.1%	0.3%	0.3%	0.0%	0.3%	0.3%
Singapore	0.1%	0.1%	0.3%	0.0%	0.0%	0.2%	0.0%	0.1%	0.3%	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%
South Korea	0.2%	0.1%	0.9%	0.0%	0.0%	0.2%	0.0%	0.1%	0.3%	0.1%	0.2%	0.2%	0.0%	0.5%	0.3%
Other Asia	0.5%	0.5%	0.9%	0.1%	0.0%	0.5%	0.1%	0.5%	1.3%	0.5%	0.8%	0.7%	0.2%	0.7%	0.6%
AUSTRALASIA	1.4%	2.0%	3.6%	0.2%	0.1%	3.7%	3.2%	2.0%	2.1%	1.4%	4.2%	4.8%	2.0%	3.9%	3.7%
Austratia	1.2%	1.7%	3.0%	0.2%	0.1%	2.9%	2.3%	1.6%	1.5%	1.2%	3.5%	4.0%	1.6%	3.2%	3.0%
New Zealand	0.3%	0.3%	0.7%	0.0%	0.0%	0.9%	0.8%	0.3%	0.6%	0.1%	0.7%	0.8%	0.4%	0.7%	0.6%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SOUTH AMERICA	0.8%	1.7%	1.7%	0.1%	0.0%	3.0%	1.5%	0.5%	1.7%	1.3%	3.0%	3.2%	0.6%	2.7%	2.5%
Argentina	0.1%	0.2%	0.2%	0.0%	0.0%	0.5%	0.9%	0.1%	0.2%	0.1%	0.5%	0.6%	0.3%	0.4%	0.4%
Brazil	0.5%	1.1%	0.9%	0.0%	0.0%	1.8%	0.3%	0.4%	1.1%	0.9%	1.8%	1.9%	0.3%	1.6%	1.5%
Chile	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%	0.0%	0.2%	0.2%
Other Central & South America	0.1%	0.3%	0.4%	0.0%	0.0%	0.5%	0.2%	0.0%	0.3%	0.2%	0.5%	0.5%	0.0%	0.5%	0.4%
EUROPE	16.2%	24.5%	47.8%	2.1%	0.3%	64.1%	27.1%	19.5%	37.3%	18.3%	51.5%	60.9%	24.3%	53.8%	51.5%
Austria	0.3%	0.4%	0.9%	0.1%	0.0%	1.4%	0.7%	0.4%	0.9%	0.4%	1.0%	1.3%	0.2%	1.1%	1.0%
Belgium	0.4%	0.5%	1.3%	0.1%	0.0%	2.2%	1.1%	0.7%	1.3%	0.5%	1.5%	1.9%	0.9%	1.6%	1.4%
Denmark	0.3%	0.3%	0.7%	0.0%	0.0%	1.3%	0.3%	0.1%	0.8%	0.4%	1.0%	1.3%	4.4%	0.9%	0.8%
Finland	0.1%	0.1%	0.3%	0.0%	0.0%	0.3%	0.1%	0.2%	0.4%	0.1%	0.3%	0.3%	0.1%	0.3%	0.3%
France	1.6%	1.8%	4.9%	0.2%	0.0%	6.2%	2.5%	1.3%	4.0%	1.8%	5.2%	6.5%	3.3%	5.3%	4.2%
Germany	3.3%	5.5%	10.6%	0.4%	0.0%	15.9%	7.0%	3.6%	6.5%	4.5%	12.1%	14.8%	2.0%	12.3%	11.9%
Ireland	0.3%	0.5%	0.8%	0.1%	0.0%	1.4%	0.4%	0.7%	0.8%	0.3%	0.9%	1.2%	0.0%	1.1%	1.2%
Italy	0.6%	0.7%	2.2%	0.1%	0.0%	2.1%	0.1%	0.0%	1.8%	0.6%	2.2%	2.5%	0.2%	2.1%	1.7%
Netherlands	1.5%	2.6%	5.4%	0.2%	0.0%	7.7%	1.7%	1.9%	2.7%	2.1%	5.5%	6.7%	1.9%	5.5%	5.4%
Norway	0.2%	0.3%	0.8%	0.0%	0.0%	0.9%	0.5%	0.3%	0.5%	0.4%	0.8%	0.9%	0.4%	0.7%	0.7%
Portugal	0.3%	0.3%	0.8%	0.0%	0.0%	0.6%	0.6%	0.1%	1.0%	0.2%	0.7%	0.8%	0.4%	0.7%	0.8%
Russian Fed	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.6%	0.0%	0.1%	0.1%	0.3%	0.1%	0.1%
Spain	0.3%	0.5%	0.9%	0.2%	0.0%	1.6%	0.6%	0.5%	1.1%	0.5%	1.0%	1.3%	1.0%	1.0%	0.9%
Sweden	0.5%	0.6%	1.7%	0.1%	0.0%	1.8%	0.2%	0.5%	1.4%	0.4%	1.8%	1.9%	0.1%	1.7%	1.6%
Switzerland	0.6%	0.9%	2.6%	0.1%	0.0%	2.7%	1.7%	0.4%	1.0%	0.8%	2.2%	2.4%	1.3%	2.4%	2.2%
Turkey	0.2%	0.2%	0.7%	0.0%	0.0%	0.4%	0.1%	0.1%	0.8%	0.2%	0.4%	0.3%	0.0%	0.5%	0.3%
UK	5.0%	8.7%	11.8%	0.5%	0.3%	15.8%	8.3%	8.3%	9.4%	4.5%	13.3%	14.8%	6.3%	15.3%	15.8%
Other Europe	0.5%	0.6%	1.4%	0.0%	0.0%	1.6%	1.1%	0.4%	2.3%	0.6%	1.5%	1.7%	1.5%	1.4%	1.3%
MIDDLE EAST	0.6%	0.5%	1.1%	0.1%	0.0%	1.5%	0.3%	0.4%	1.3%	0.5%	1.2%	1.2%	1.2%	1.3%	1.3%
UAE	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
Other Middle East	0.6%	0.4%	1.0%	0.1%	0.0%	1.3%	0.3%	0.3%	1.2%	0.5%	1.2%	1.1%	1.2%	1.2%	1.2%
NORTH AMERICA	4.3%	5.9%	14.1%	1.0%	0.1%	16.1%	7.6%	4.8%	8.3%	8.0%	16.1%	18.8%	43.4%	14.4%	12.9%
Canada	0.7%	0.8%	2.3%	0.1%	0.0%	2.9%	0.6%	0.8%	1.3%	0.6%	2.4%	3.0%	2.7%	2.4%	2.2%
USA	3.6%	5.0%	11.9%	0.9%	0.1%	13.2%	6.9%	3.9%	7.0%	7.4%	13.7%	15.8%	40.7%	12.0%	10.8%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



DOMESTIC

Appendix

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

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

Source Province	Destination Province								
	2016								
	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Eastern Cape	1 609 853	99 027	153 174	210 876	-	-	51 556	50 169	229 042
Free State	-	311 959	88 930	-	20 297	23 828	11 946	47 540	-
Gauteng	179 382	501 314	1 636 640	989 702	1 515 137	879 676	33 214	789 209	111 089
KwaZulu Natal	67 278	152 443	320 987	2 467 005	39 522	45 824	-	-	107 555
Limpopo	-	-	1 209 237	7 124	4 930 358	171 565	10 741	-	-
Mpumalanga	51 065	-	45 944	-	138 512	496 261	-	60 919	4 148
Northern Cape	7 696	7 321	26 078	12 290	-	-	146 331	-	16 786
North West	45 144	44 902	190 475	-	42 893	21 195	27 246	349 044	17 021
Western Cape	950 059	23 065	318 031	288 527	36 441	-	182 769	-	1 653 449

Appendix

Purpose of Domestic Trip by Source Province (million)					
2018					
	VFR	Holiday	Business	Religion	Medical
Eastern Cape	0,9	0,2	0,2	0,0	0,5
Free State	0,3	0,0	0,0	0,2	0,0
Gauteng	0,5	1,0	0,2	0,3	0,0
KwaZulu Natal	1,0	0,3	0,0	0,1	0,0
Limpopo	1,5	0,2	0,2	0,3	0,0
Mpumalanga	1,4	0,2	0,0	0,2	0,0
Northern Cape	0,1	0,0	0,0	0,0	0,0
North West	0,6	0,1	0,0	0,0	0,0
Western Cape	0,6	0,4	0,0	0,0	0,0

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

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

Appendix

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

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

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

Appendix

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

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

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

Appendix

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

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

Appendix

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

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

COLLECTION OF TOURISM STATISTICS IN SOUTH AFRICA

Who is a Tourist?

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

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

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

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

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

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

How is inbound tourism measured in South Africa?

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

SA Tourism's Departure Surveys

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

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

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

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

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

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

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

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

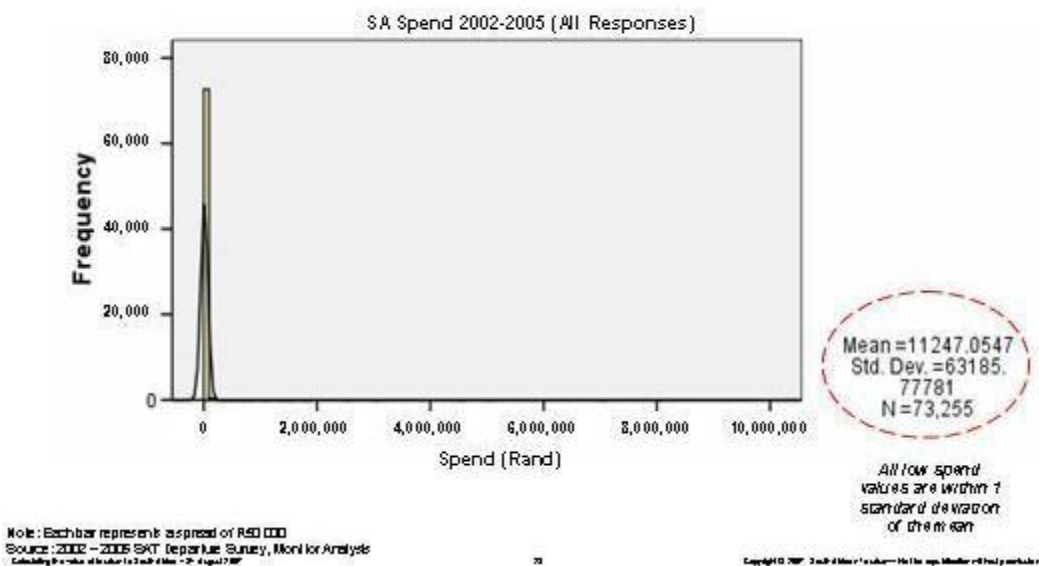


NORMALISING DEPARTURE SURVEY SPEND DATA

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

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

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





NORMALISING DEPARTURE SURVEY SPEND DATA (CONT...)

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

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

The normalization process leads to the following results for 2006:

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

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

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

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

Based on this information, SA Tourism has revised the methodology for normalizing spend data. This chapter provides the details of how the data has been normalized. SA Tourism now normalizes the spend data by eliminating 3-standard deviations from the logarithmic mean.

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

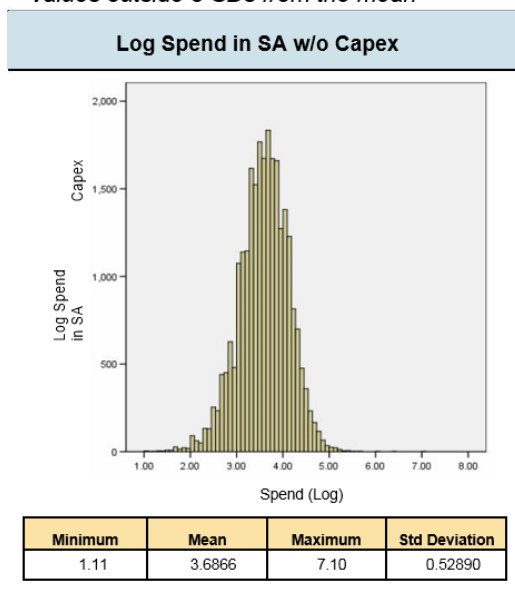
Compute log of spend variable using the formula above

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

Determine the cut-off criteria using the following formula:

SA Spend Logarithmic Values

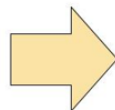
Plotting the log of the SA Spend produces a normal distribution allowing us to eliminate values outside 3 SDs from the mean



Corresponding Spend Values after elimination

Min. Spend: R126
 Mean Spend: R4,860
 Max. Spend: R187,692
 Count (No. of data points): 25,102

Eliminate values outside +/- 3 SDs



Note: Each bar represents a spread of 0.1
 Source: 2006 SAT Departure Survey



Inspiring new ways

South African Tourism
Private Bag X10012,
Sandton, Johannesburg, 2146
+27 (0) 11 895 3000

info@southafrica.net

www.southafrica.net

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