

INTERNATIONAL TOURIST SPEND IN SOUTH AFRICA

JANUARY-MARCH 2020 (Q1)



SOUTH AFRICAN TOURISM

TOTAL FOREIGN DIRECT SPEND

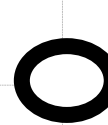


R19.4-BILLION

-24.0% ▼



North America



R1.8bn

-28.2% Down ▼
from 2019

Europe



R7.9bn

-37.6% Down ▼
from 2019

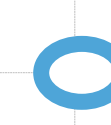
Middle East



R0.2bn

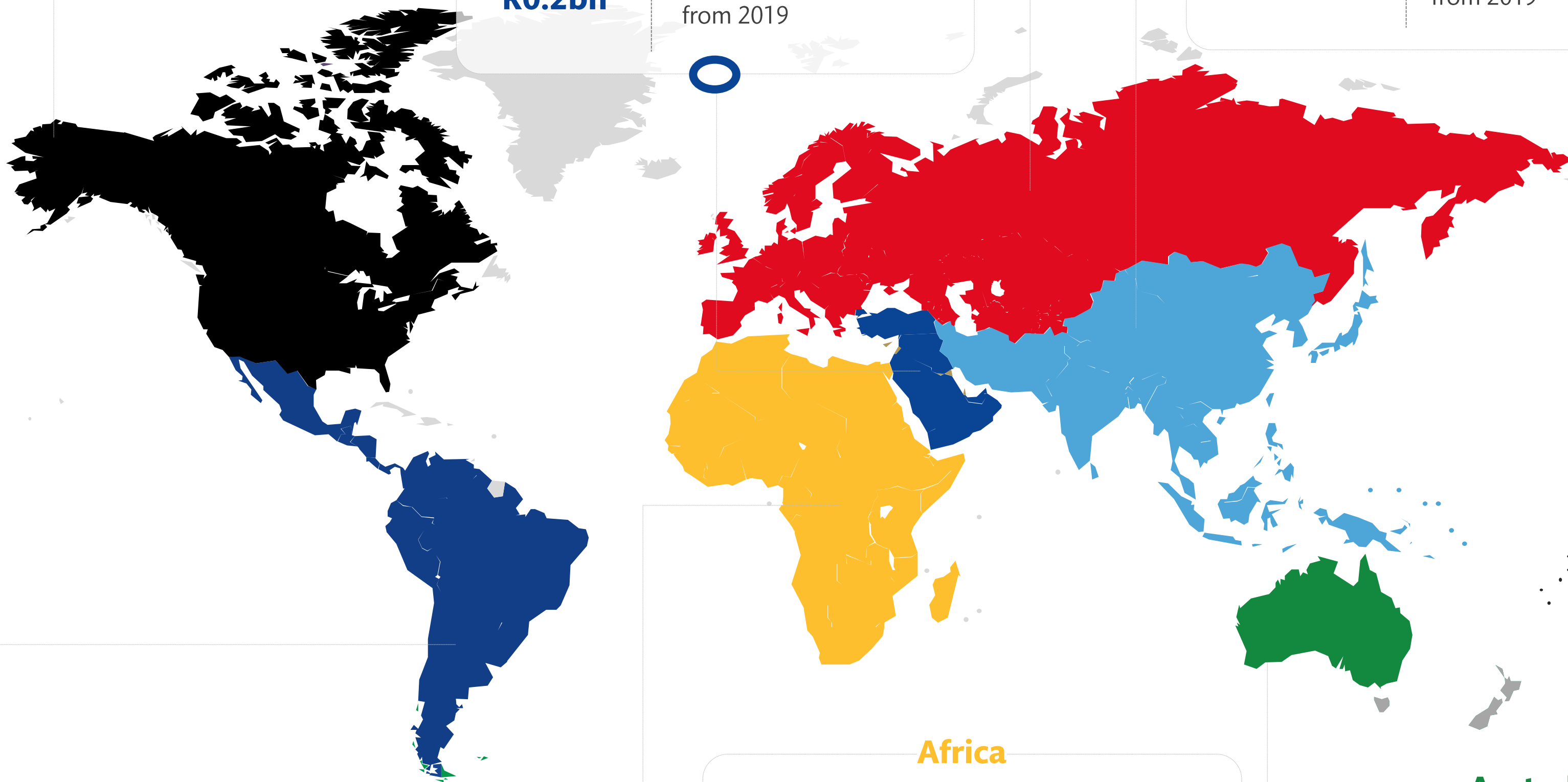
-17.9% down ▼
from 2019

Asia

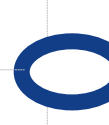


R0.9bn

-34.4% down ▼
from 2019



Central & South America



R0.5bn

-9.6% down ▼
from 2019

Africa



R7.8bn

-1.4% down ▼
from 2019

Australasia



R0.5bn

-10.4% down ▼
from 2019

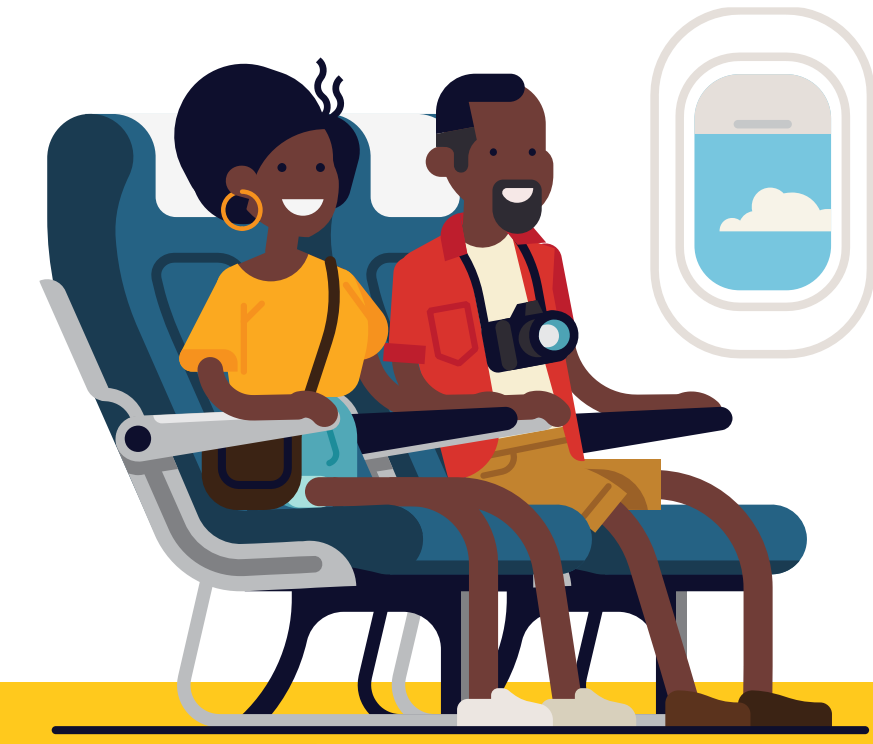
The regions may not add up to the total due to rounding

AVERAGE SPEND PER TRIP



R8,400

-14.1% ▼



AVERAGE SPEND PER INTERNATIONAL TOURIST



Average spend by tourists in Africa (Land and Air markets) increased by **+9.7%** = **R4 400**.



On average, tourists from Europe (**R21 600**) are the biggest spenders followed by tourists from Asia (**R20,200**).



The average spend per tourist **decreased** in 2020 first Q1 in all the regions except from Africa.

SPEND CATEGORIES



International tourists in South Africa spend most of their money on transport, **R5.0 billion**.



The second major spend category was accommodation, **R3.5 billion**



In real terms the biggest decline in spend was from Shopping, declining from **R5 billion to R3 billion**.

