South Africa
Inspiring new ways

JUL-SEP
2024

3RD QUARTER PERFORMANCE REPORT

DOMESTIC

TOURISM

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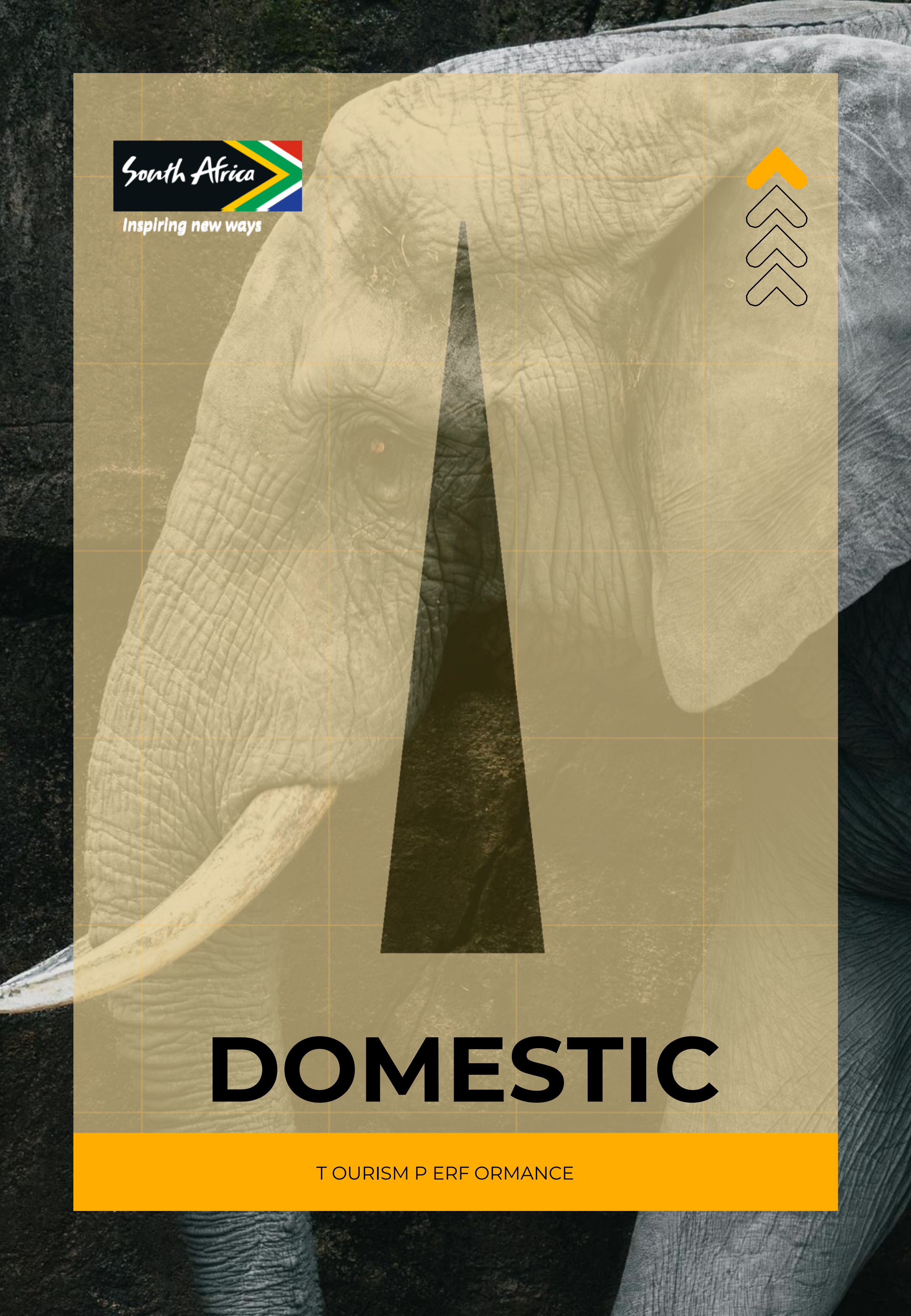


DOMESTIC

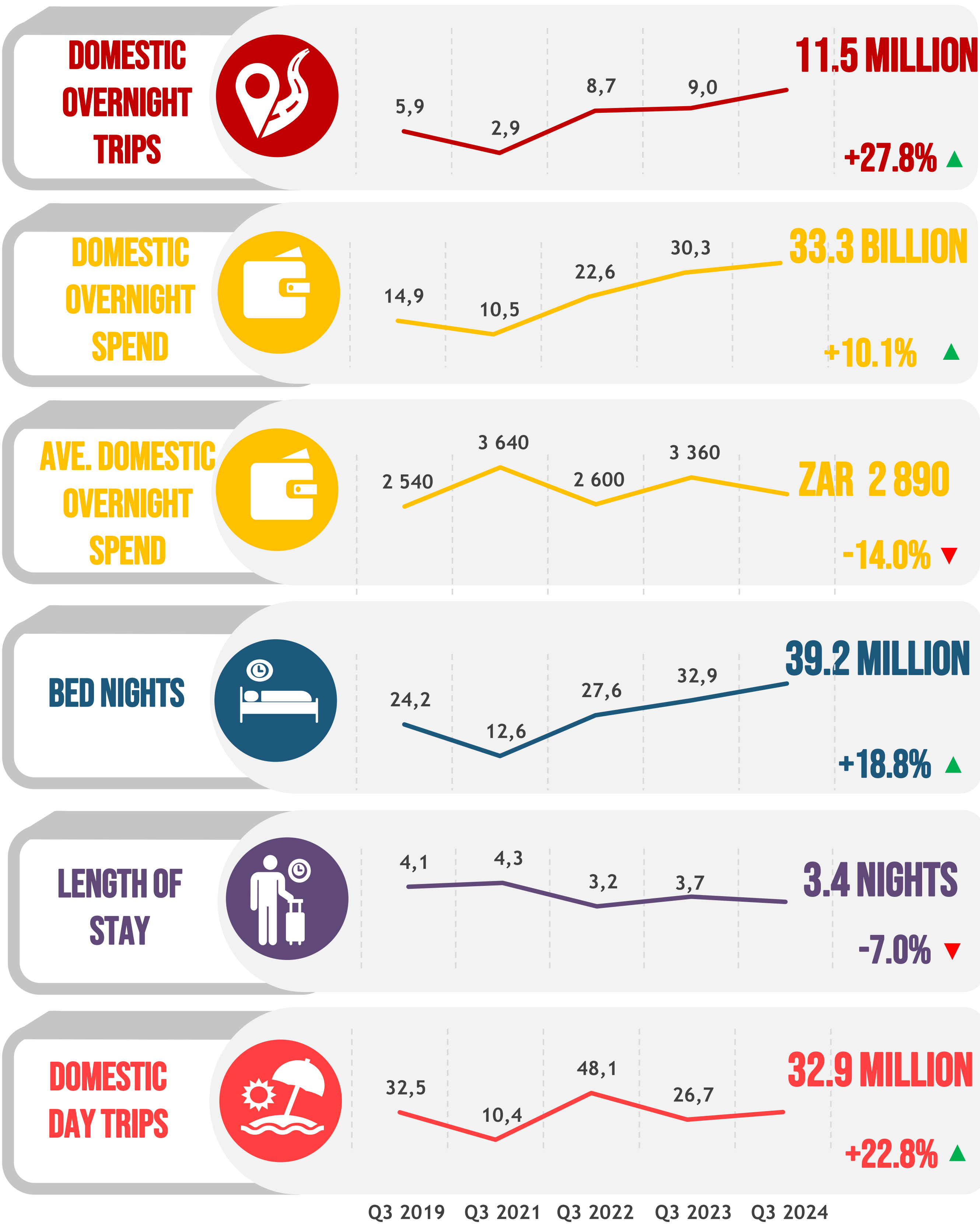
TOURISM PERFORMANCE

EXECUTIVE SUMMARY

- In Q3 2024, the total number of domestic overnight trips rose to an impressive 11.5 million, reflecting a +27.8% increase compared to Q3 2023. This marks the highest number of domestic overnight trips recorded in the past five years.
- Year-on-year, the share of trips for holidays experienced a significant decline, decreasing by -16.8 percentage points. In contrast, trips related to religion and business travel grew steadily, increasing by +7.6 percentage points and +5.9 percentage points, respectively. VFR trips remained stable compared to Q3 2023 but continue to fall short of the shares recorded in Q3 2021 and Q3 2022.
- Total domestic overnight spending has gone from strength to strength reaching ZAR 33.3 billion in Q3 2024, marking the highest spend recorded in the past five years. Total spend grew across most sectors, with a notable increase in business traveller spend.
- The average overnight spend decreased by -14.0% this quarter (vs. Q3 2023) reaching ZAR 2 890.
- This quarter, y.o.y bed nights increased slightly to 39.2 million from 32.9 million. On the other hand, the average length of stay noted a modest decrease of -7.0%, dropping from an average of 3.7 nights in Q3 2023 to 3.4 nights in Q3 2024.
- Eastern Cape, reached 1.3 million domestic overnight trips, resulting in an overnight spend of ZAR 4.8 billion. The province accounted for 6.3 million bed nights. The average spend per trip was ZAR 3 690, with a length of stay averaging 4.8 nights.
- Free State, reached 1.4 million domestic overnight trips, generating an overnight spend of ZAR 1.9 billion. The average spend per trip was ZAR 1 380, the lowest among provinces. Bed nights totaled 3.4 million, with an average stay of 2.5 nights.
- Gauteng, with 2.0 million domestic overnight trips, an impressive overnight spend of ZAR 5.2 billion was recorded. The average spend per trip was ZAR 2 610. Bed nights reached 6.5 million, with an average stay of 3.3 nights.
- KwaZulu-Natal, emerged as the most visited province with the highest spend reaching 2.7 million overnight trips and a total spend of ZAR 7.6 billion, respectively. The average spend per trip reached ZAR 2 840. Bed nights were 7.0 million, with an average stay of 2.6 nights.
- Limpopo, recorded 2.1 million domestic overnight trips, province with the second highest number of overnight trips, generating an overnight spend of ZAR 5.7 billion. The average spend per trip was ZAR 2 730. Recording the highest number of bed nights at 7.1 million, with an average stay of 3.4 nights
- Mpumalanga, saw 0.8 million domestic overnight trips, generating an overnight spend of ZAR 2.3 billion. The average spend per trip was ZAR 3 010. Bed nights were 2.9 million, with an average stay of 3.7 nights.
- North West, noted 0.4 million domestic overnight trips, with an overnight spend of ZAR 0.7 billion. The average spend per trip was ZAR 1 580. Bed nights reached 1.3 million, with an average stay of 2.9 nights.
- Northern Cape, registered 0.3 million domestic overnight trips, generating an overnight spend of ZAR 1.4 billion. The average spend per trip was ZAR 5 590. Bed nights totaled 0.7 million, with an average stay of 2.7 nights.
- Western Cape, recorded 0.6 million trips, generating an overnight spend of ZAR 3.7 billion. The average spend per trip was ZAR 5 760, the highest across all of the provinces. Bed nights totaled 4.0 million, with an average stay of 6.2 nights being the highest across all the provinces.
- In Q3 2024, domestic tourists grew by similar levels as domestic overnight trips, increasing to a total of 10.7 million tourists.
- Domestic day trips and spend increased this quarter, noting Zar 32.9 million trips and reaching 36.2 billion this quarter
- In Q3 2024, the leading cause for not travelling is simply not having a reason to travel, at 33.0% of responses.

DOMESTIC TOURISM INDICATORS

Key growth and change rates shown in this report are in comparison to 2023.



ABOUT THE REPORT

OBJECTIVES ABOUT THE SURVEY

South Africa Tourism (SAT) commissioned this monthly survey in 2001 to understand and gain vital information on domestic overnight travel and day trips. Several enhancements and improvements have been introduced over time.

Domestic Tourism Survey (DTS) is a large-scale household survey aimed at collecting accurate statistics on the travel behaviour and expenditure of South African residents travelling within the country. Such information is crucial when determining the contribution of tourism to the South African economy, as well as helping with planning, marketing, policy formulation, and regulation of tourism-related activities.

The key objective of the DTS is to understand the domestic travel behaviour of an average South African resident. Hence, this would include collecting information on:

- Domestic day and overnight trips undertaken;
- Trips undertaken by respondents and trips by other household members without the respondent accompanying them;
- Profile of the most recent day/overnight domestic trips undertaken both by the respondent and other household members (detailing information on destination, trip length, purpose of visit, accommodation, transport, activities, trip expenditure, etc.); and
- Socio-demographics.

DEFINITIONS

- **Domestic Overnight Trips:** Domestic trips where tourists spend at least one night away from their usual place of residence, which are at least 40km, one way, but visited less frequently than once a week (unless for leisure purposes). These trips must not have been for relocation and remuneration purposes.
- **Domestic Overnight Spend:** The total amount of money during an overnight stay at a destination, including accommodation, food, transportation, and activities.
- **Average Spend:** The average spend refers to the mean amount of money spent by a specific group of individuals over a set period. For domestic tourism, it would be the total amount of money spent by all domestic tourists, divided by the number of trips.
- **Domestic Day Trips:** Domestic trips outside of the tourist's usual environment, which are at least 40km, one way, but visited less frequently than once a week (unless for leisure purposes). These trips must not have been for relocation and remuneration purposes, and the tourist returns to their place of residence on the same day.
- **Domestic Day Spend:** The total amount of money spent by domestic tourists during a day trip, including expenditures on transportation, food, and activities.
- **Domestic Tourists:** Residents of a country who travel to and stay in places within their own country for leisure, business, or other purposes.
- **Geographic Spread:** Domestic tourists' distribution and movement patterns across different regions or provinces within a country.
- **Bednights:** The total number of nights spent in accommodation by domestic tourists.
- **Length of Stay:** The number of nights a domestic tourist spends at a destination during their trip.
- **Main Destination Province:** A tourism trip's main destination province is the place visited that is central to the decision to take the trip.
- **Origin Province:** The province or region where domestic tourists reside before embarking on their trip.
- **Main purpose of the trip:** This is the purpose in the absence of which the trip would not have been taken.
- **Business Travel/MICE trips:** Domestic trips undertaken primarily for work-related purposes, including meetings, conferences, and business exhibitions.
- **VFR (Visiting Friends and Relatives):** Domestic trips undertaken primarily to visit friends or family, rather than for leisure, business, or other reasons.
- **Holiday/Leisure Trips:** Domestic trips undertaken primarily for leisure or vacation purposes, excluding trips for business or other reasons.

ABOUT THE REPORT

DOMESTIC TOURISM STATISTICS

South African Tourism's Domestic Survey is conducted through in-home face-to-face interviews – the most feasible interview approach for this type of study, in order to ensure high data quality. The sample is designed as a multi-stage, stratified sample of n=1 300 per month. The sampling framework is built from geographic strata based on enumerator areas (EAs) used as primary sampling units (PSUs), and households, used as the secondary sampling units (SSUs). In each EA drawn, four households are systematically selected with an equal selection probability. However, the EAs are disproportionally allocated to the main strata in order to ensure sufficient representation of domestic tourism from smaller provinces. The sample design ensures 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 level of 95% for the monthly sample. Results are weighted based on Stats SA's mid-year population estimates of SA residents aged 18 and above, and as such, the sample is representative of SA's adult population.

Due to the Covid-19 pandemic, surveying in-home face-to-face became impossible and the survey was halted at the end of February 2020. The survey was renewed in July 2020 (for March travel). Since then, quotas have been achieved in full, although this has not been without difficulty. Interviewers received special training on how to overcome respondent fears; laminated cards were produced and sanitized in front of the respondents; interviews were conducted outside the house gates; interviewers were instructed to keep face masks and shields on at all times except for a few seconds of introduction and identification; and lastly, interviewers used only private transport.

ABOUT THE REPORT

ADDITIONAL SOURCES USED IN THIS REPORT:

1. P0141 - Consumer Price Index (CPI), September 2024
2. P0141 - Consumer Price Index (CPI), August 2024
3. P0141 - Consumer Price Index (CPI), July 2024
4. P6410 - Tourist accommodation, September 2024
5. P6410 - Tourist accommodation, August 2024
6. P6410 - Tourist accommodation, July 2024
7. P0441 - Gross Domestic Product (GDP), 3rd Quarter 2024
8. P0441 - Gross Domestic Product (GDP), 2nd Quarter 2024
9. P0441 - Gross Domestic Product (GDP), 1st Quarter 2024
10. Botswana Air Access project takes flight

ABOUT THE REPORT

DISCLAIMER

SA Tourism's Analytics and Insights Unit makes every effort to publish reports that are error-free. However, with the large number of complex records that are analyzed, 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 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.

South Africa
Inspiring new ways

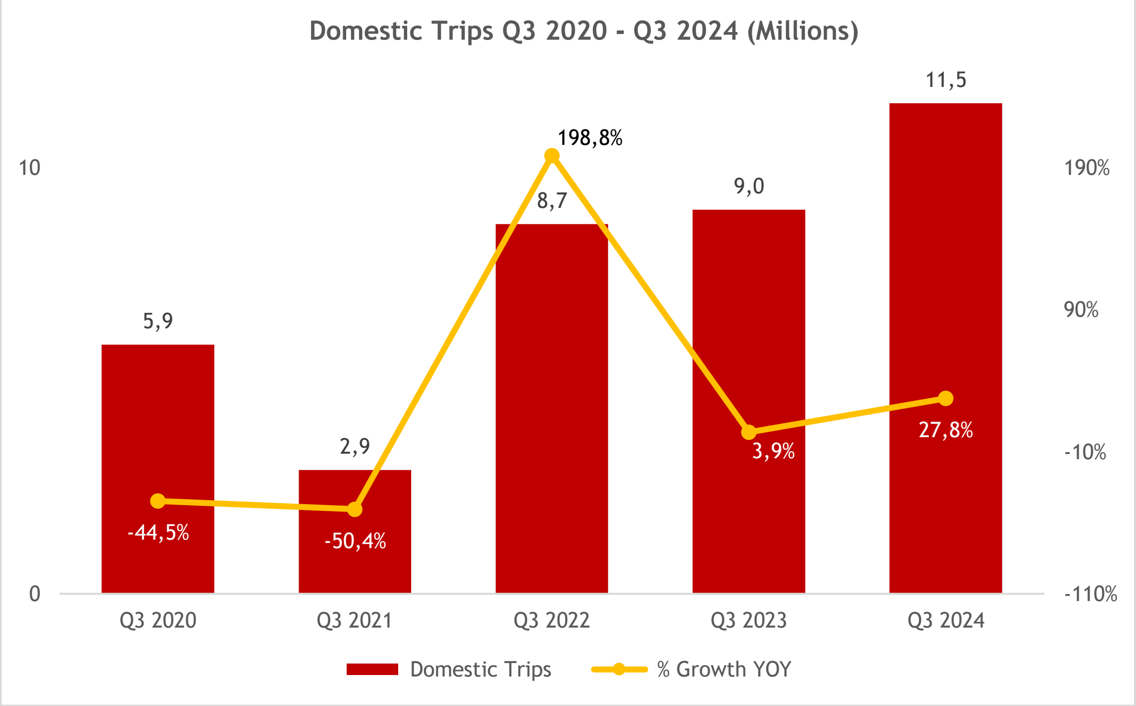
OVERNIGHT TRIPS

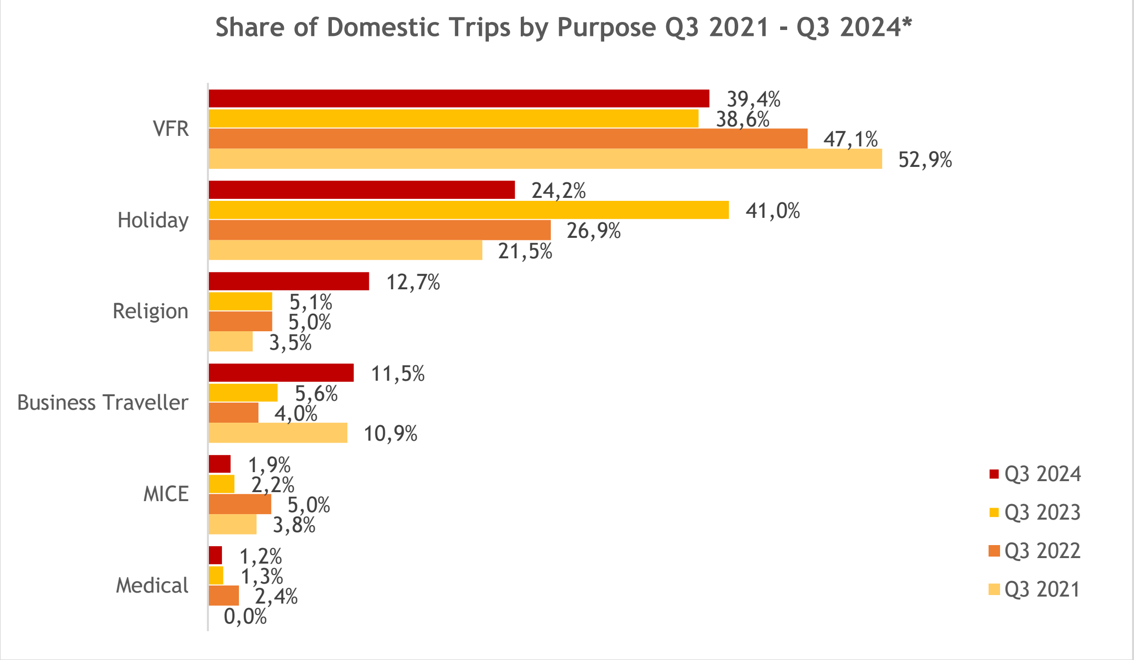
DOMESTIC

DOMESTIC OVERNIGHT TRIPS

11.5 MILLION **+27.8%**

In Q3 2024, the total number of domestic trips rose to an impressive 11.5 million, reflecting a +27.8% increase compared to Q3 2023. This marks the highest number of domestic overnight trips recorded in the past five years. Year-on-year, the share of trips for holidays experienced a significant decline, decreasing by -16.8 percentage points. In contrast, trips related to religion and business travel grew steadily, increasing by +7.6 percentage points and +5.9 percentage points, respectively. VFR trips remained stable compared to Q3 2023 but continue to fall short of the shares recorded in Q3 2021 and Q3 2022.





*Personal & business shopping removed due to very low counts.

DOMESTIC OVERNIGHT TRIPS

11.5 MILLION +27.8%

	VFR	HOLIDAY	MICE
Trips	4.5 million	2.8 million	0.2 million
Total spend	ZAR 10.0	ZAR 12.9 bn	ZAR 1.4 bn
Average spend per trip	R 2 200	R 4 600	R 6 700
Bed nights	17.2 m	10.1 m	0.7 m
Length of stay	3.8	3.6	3.5
Share	39.4%	24.2%	1.9%
Change	+30.6%	-24.6%	+9.8%

- The VFR sector experienced increases across total trips, spend, bed nights, and length of stay. Despite there being an increase in trips, the average spend per trip decreased.
- Overall, the VFR share of total trips remained stable at 39.4% in Q3 2024.
- The number of VFR trips experienced strong growth of +30.6% year-on-year reaching a total of 4.5 million.
- VFR total spend also increased by +17.4% resulting in a total spend of ZAR 10.0 billion.
- The average spend per trip decreased marginally by -8.3%% marking the average spend per trip to ZAR 2 200.
- Total bed nights and length of stay for VFR increased to 17.2 million and an average of 3.8.

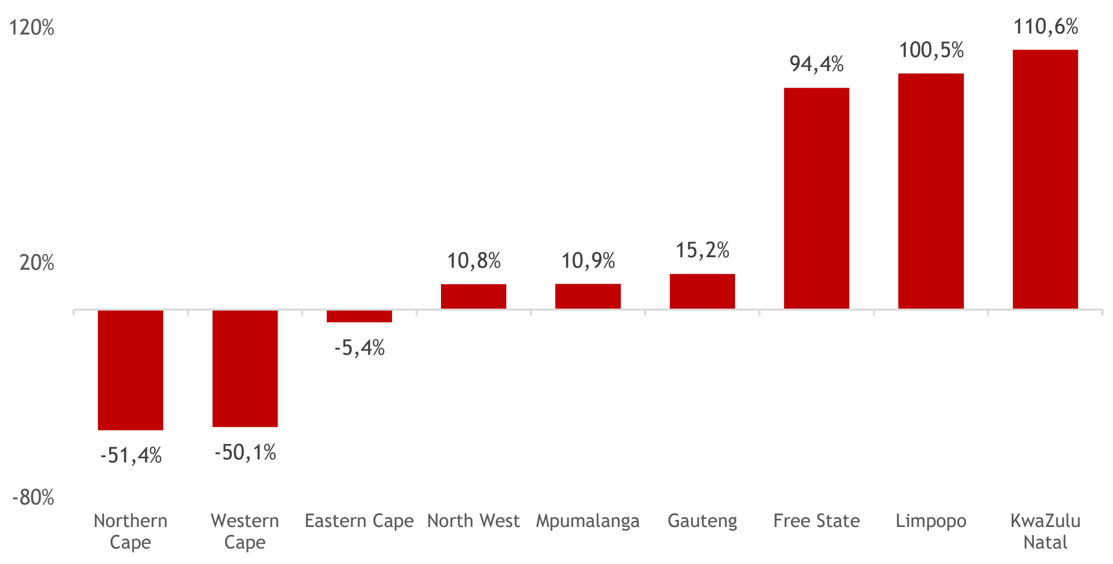
- The holiday sector experienced dips in Q3 2024 across total trips, spend, bed nights, and length of stay. The holiday sector's share of total trips decreased to 24.2% in Q3 2024.
- Holiday trips decreased by -24.6% to 2.8 million against the previous year.
- Total spend for Holiday trips also decreased by -15.5% to ZAR 12.9 billion.
- The average spend per trip increased by +12.2% to ZAR 4 600 per trip.
- Bed nights decreased by -27.6% to 10.1 million and the length of stay dropped marginally from 3.8 to 3.6 nights, a -3.9% decline compared to the previous year.
- This could suggest more affluent travellers, staying for shorter periods of time this quarter.

- The MICE sector, while smaller in terms of total trips and bed nights, showed growth across all the metrics as well as its share. MICE accounted for 1.9% of total domestic trips in Q3 2024.
- MICE trips increased marginally reaching 0.2 million, a +9.8% when compared to Q2 2023.
- MICE total spend also increased by +28.6% resulting in a total spend of ZAR 1.4 billion.
- The average spend increased by +17.1% to ZAR 6 700, one of the highest average spends across the sectors.
- Total MICE bed nights increased by +89.9% to 0.7 million this quarter.
- The average length of stay increased substantially from an average of 2.0 nights in Q3 2023 to 3.5 nights in Q3 2024.

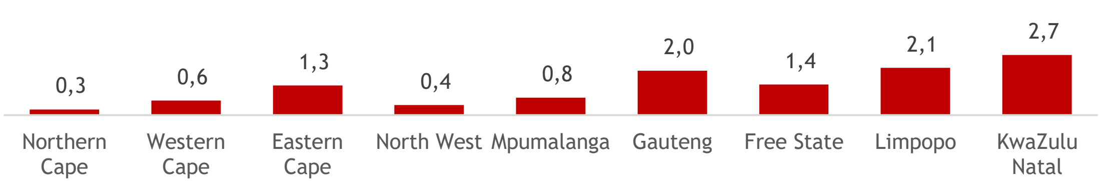
DOMESTIC OVERNIGHT TRIPS | **11.5 MILLION** | **+27.8%** ▲

In Q3 2024, KwaZulu-Natal emerged as the most visited province, recording both the highest growth rate and the largest number of trips, with 2.7 million domestic overnight trips. Limpopo followed with 2.1 million trips, reflecting a remarkable growth of +100.5% compared to the previous year, while Gauteng accounted for 2.0 million domestic overnight trips. In contrast, the Northern Cape and Western Cape experienced significant declines as main destinations this quarter, with year-on-year drops of -51.4% and -50.1%, respectively. The remaining provinces remained relatively stable year-on-year. Overall, these trends indicate a notable shift in traveller preferences toward KwaZulu-Natal and Limpopo as key destinations.

Main Destination Province Growth Rate Q3 2024 vs. Q3 2023



No. of Trips to Main Destination Province Q3 2024 (Millions)

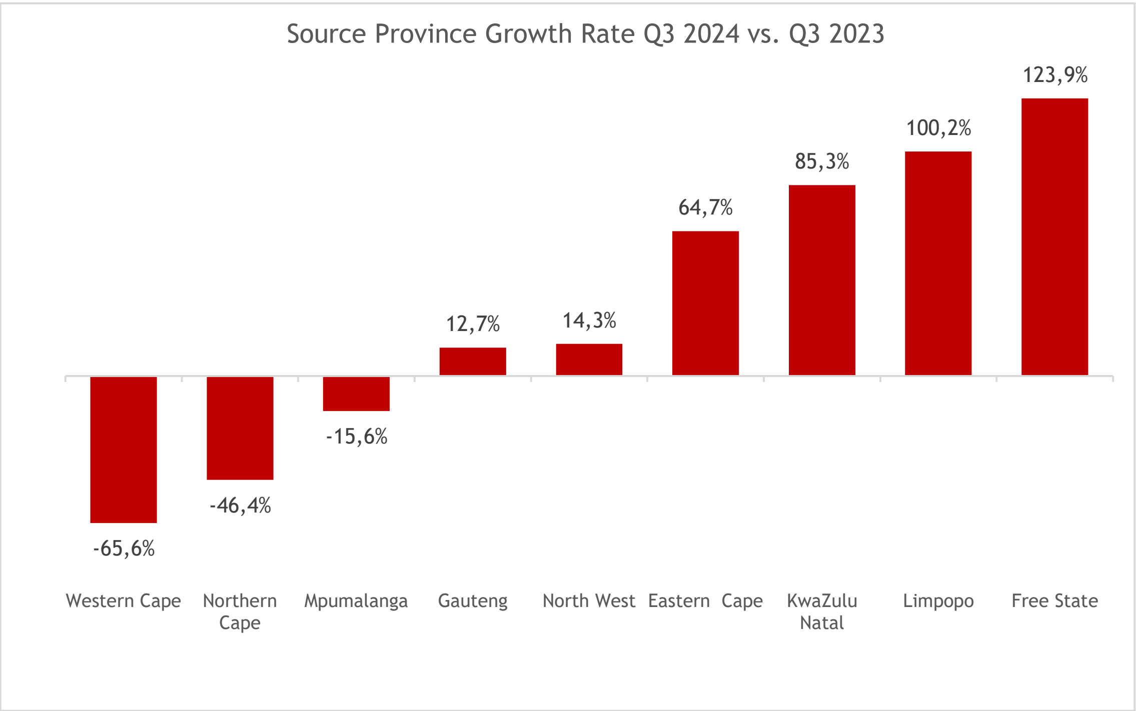


No. of Trips to Main Destination Province Q3 2022 - Q3 2024

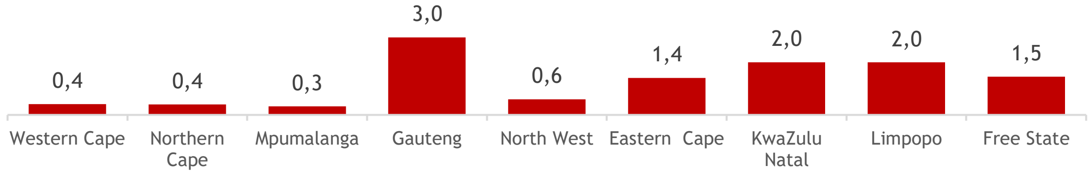
No. of Trips to Main Destination	Northern Cape	Western Cape	Eastern Cape	North West	Mpumalanga	Gauteng	Free State	Limpopo	KwaZulu Natal
Q3 2022	127 881	1 123 948	1 143 146	588 974	675 076	1 101 281	833 926	1 559 381	1 526 589
Q3 2023	525 653	1 282 875	1 388 751	401 787	694 041	1 713 269	697 814	1 045 131	1 268 963
Q3 2024	255 643	640 662	1 313 342	445 109	769 611	1 973 425	1 356 776	2 095 887	2 672 359

DOMESTIC OVERNIGHT TRIPS **11.5 MILLION** **+27.8%**

Similarly to the main destination, the Western Cape province experienced a steep decline as a source province, recording a decrease of -65.5% compared to Q3 2023. Likewise, the Northern Cape also declined by -46.4% year-on-year. In Q3 2024, Gauteng emerged as the largest source of trips, with 3.0 million trips. Mpumalanga and North West provinces remained stable year-on-year during the same period. This quarter, the Free State recorded a substantial increase, achieving the highest source province growth rate of +123.9%, a remarkable leap compared to Q3 2023. Following closely, KwaZulu-Natal and Limpopo provinces reported growth rates of +85.3% and +100.2%, respectively, ranking as the second and third-highest source provinces.



No. Trips from Source Province Q3 2024 (Millions)



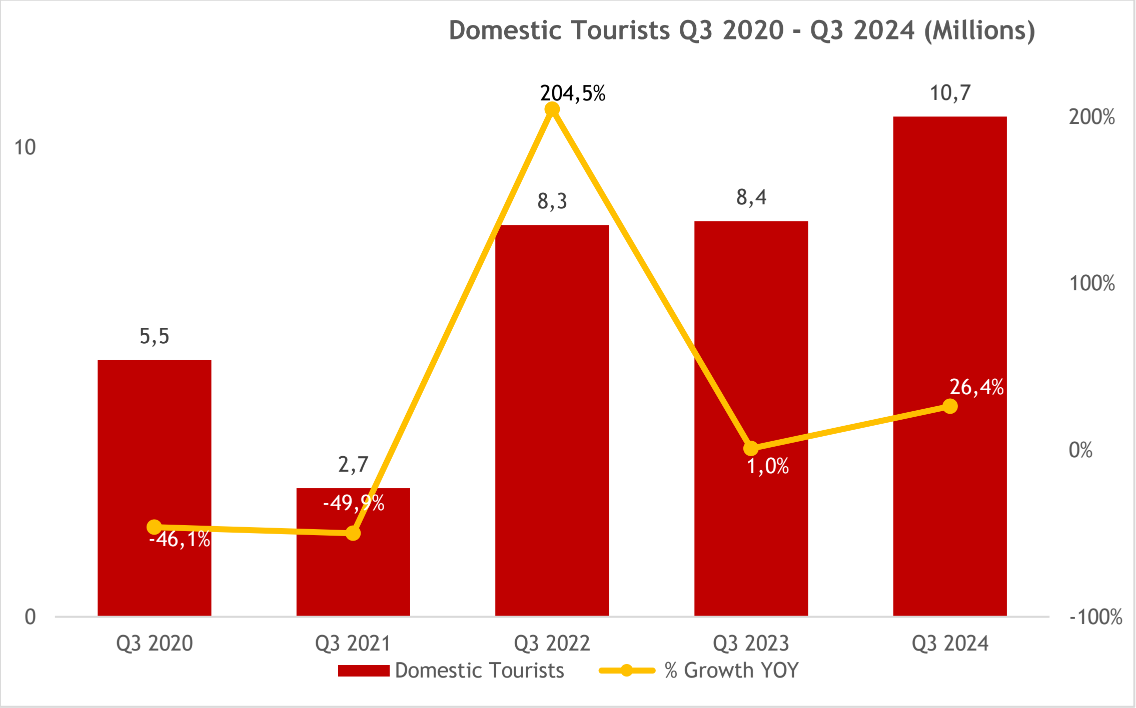
No. of Trips from Source Province Q3 2022 - Q3 2024

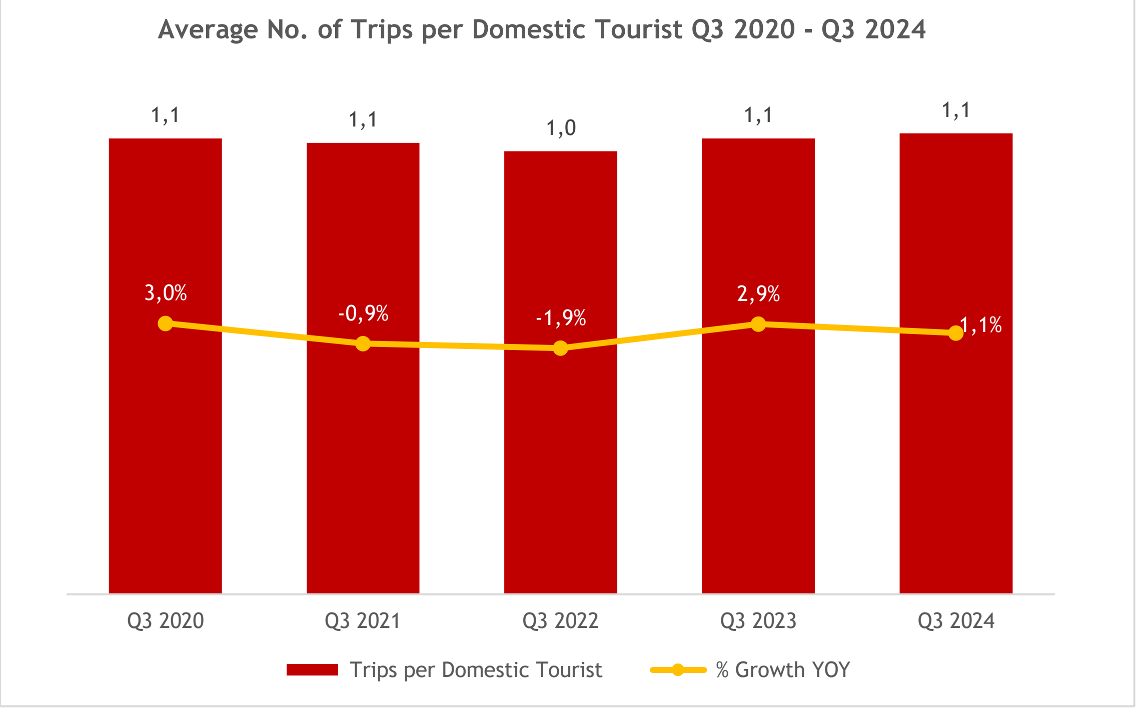
No. of Trips from Source	Western Cape	Northern Cape	Mpumalanga	Gauteng	North West	Eastern Cape	KwaZulu Natal	Limpopo	Free State
Q3 2022	1 177 797	216 757	74 238	1 476 210	624 566	1 018 814	1 248 908	1 526 510	648 264
Q3 2023	1 175 867	746 202	379 983	2 617 905	520 502	855 294	1 076 725	996 097	649 709
Q3 2024	404 554	400 174	320 539	2 950 369	595 005	1 408 537	1 994 793	1 994 030	1 454 814

DOMESTIC OVERNIGHT TRIPS

11.5 MILLION +27.8% ▲

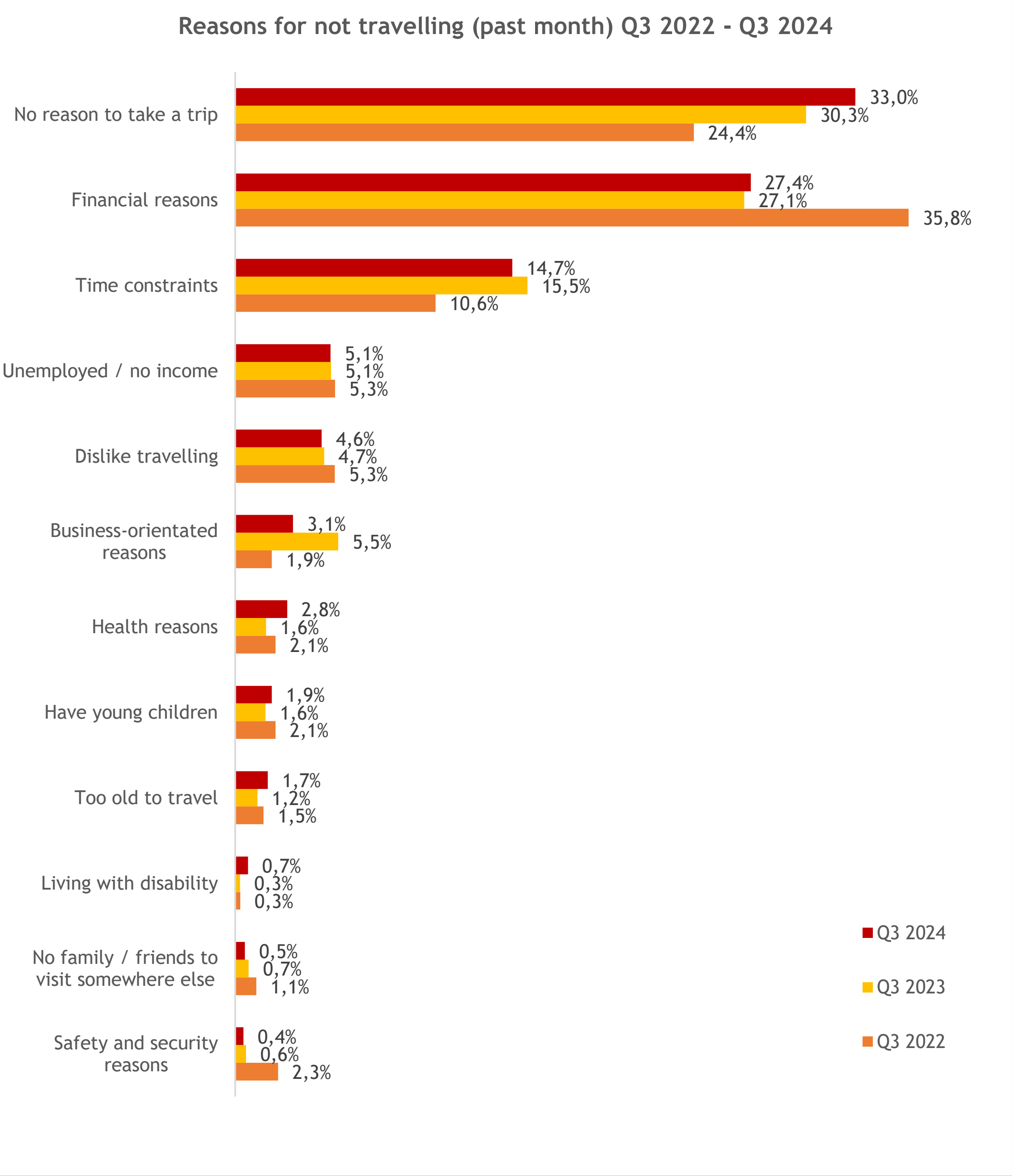
In Q3 2024, domestic tourists grew by similar levels as domestic overnight trips, increasing to a total of 10.7 million tourists (+26.4% compared to Q3 2023. Despite this increase, the average number of trips per domestic tourist remained consistent at 1.1 trips per domestic tourist.





REASONS FOR NOT TRAVELLING

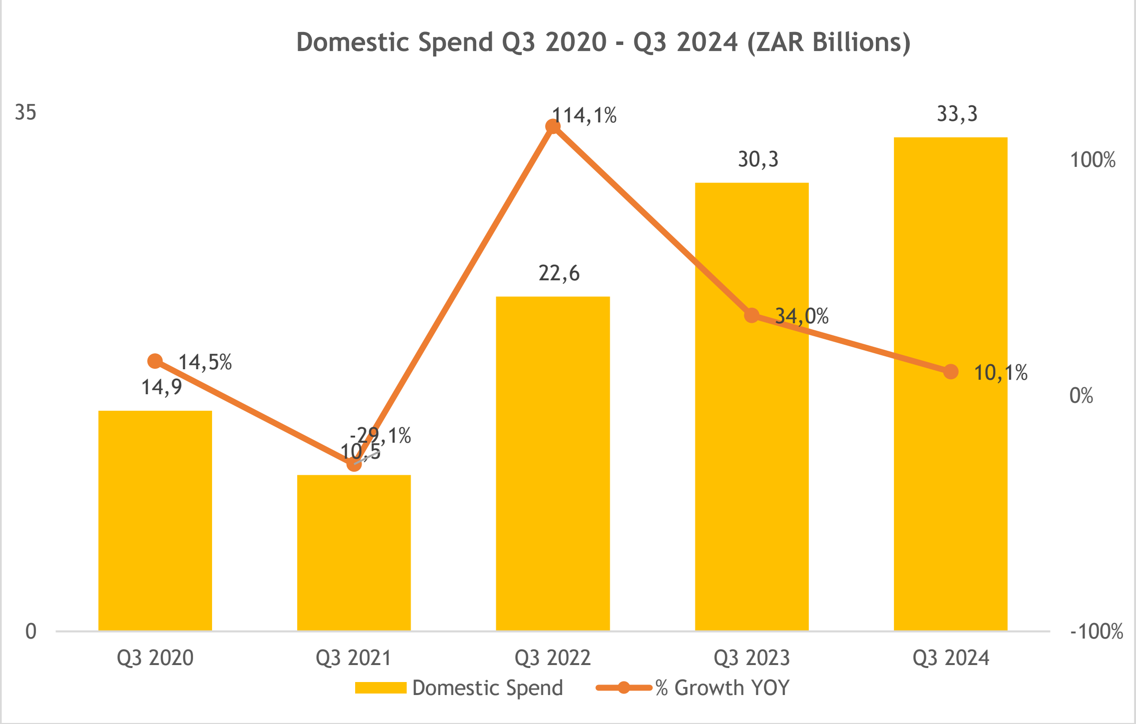
- In Q3 2024, the leading cause for not travelling is simply not having a reason to travel, at 33.0% of responses, an increase year on year of +3.0 percentage points.
- The second highest reason for not travelling is financial constraints with 27.4% of mentions in line with Q3 2023 mentions but a bit less than Q3 2022.
- Despite yearly variations, the trend remained consistent, with financial reasons, no reason to travel, and time constraints making up 75.4% of the reasons for not travelling.



DOMESTIC SPEND | **ZAR 33.3 BILLION** | **+10.1%** ▲

Domestic overnight spending has gone from strength to strength reaching ZAR 33.3 billion in Q3 2024, marking the highest spend recorded in the past five years.

Although holiday maker spend is the largest contributor, this quarter its share dropped -11.7 percentage points. Noteworthy is the increase in spend by business travellers, having more than doubled, increasing its share to 14.4% in Q3 2024 from 5.6% in Q3 2023. Collectively, spend by holidaymakers, VFR, and Business Travellers accounted for 83.0% of domestic overnight spending, totaling ZAR 27.7 billion.



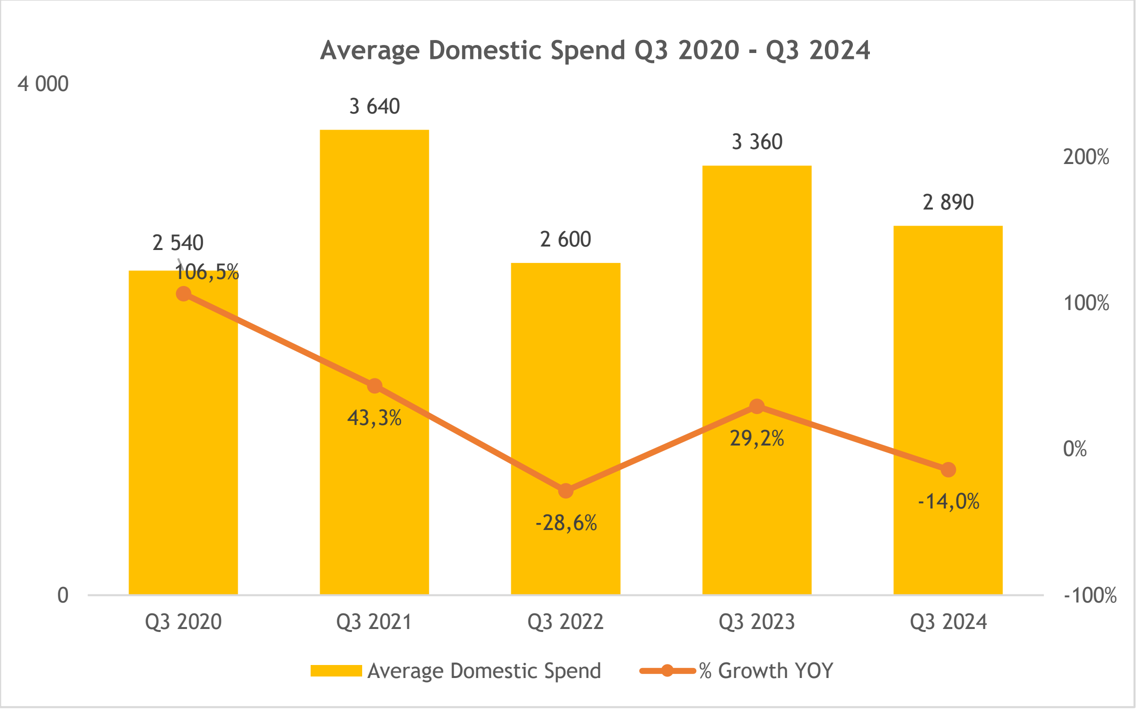
Domestic Spend by Main Purpose Q3 2024 vs. Q3 2023 (ZAR Billions & Shares)

Main Purpose	Q3 2023	Q3 2024	% Share Q3 2023	% Share Q3 2024
Holiday	15.2	12.9	50.3%	38.6%
VFR	8.5	10.0	28.1%	30.0%
Business Traveller	1.7	4.8	5.6%	14.4%
MICE	1.1	1.4	3.7%	4.3%
Religion	0.7	1.4	2.4%	4.1%
Medical	0.1	0.6	0.3%	1.7%

*Personal & business shopping removed due to very low counts.

DOMESTIC SPEND ZAR 33.3 BILLION +10.1%

During this quarter, the average domestic spend is at ZAR 2 890, a -14.0% decline compared to Q3 2023. Year-on-year, the average spend for MICE, holiday-related visitors, and business travellers increased by +17.5%, +12.2%, and +5.9%, respectively. Conversely, the average spend for VFR-related visitors contracted by -8.3% (Q3 2024 vs. Q3 2023).



Average Domestic Overnight Spend by Main Purpose* Q3 2023 - Q3 2024

Average Domestic Spend	Q3 2023	Q3 2024	% Growth Q3 2024 vs. Q3 2023
VFR	2 400	2 200	-8.3%
Holiday	4 100	4 600	12.2%
MICE	5 700	6 700	17.5%
Business Traveller	3 400	3 600	5.9%
Domestic Trips	3 360	2 890	-14.0%

*Personal & business shopping, medical and religion removed due to very low counts.

DOMESTIC SPEND

ZAR 33.3 BILLION

+10.1% ▲

This quarter, the transport, food & beverage, personal shopping and leisure spending noted the growth, rising by +17.4%, +14.8%, +50.0% and +39.0%, respectively, when compared to Q3 2023. In contrast, accommodation and business shopping decreased significantly by -33.1% and -32.0%, respectively.

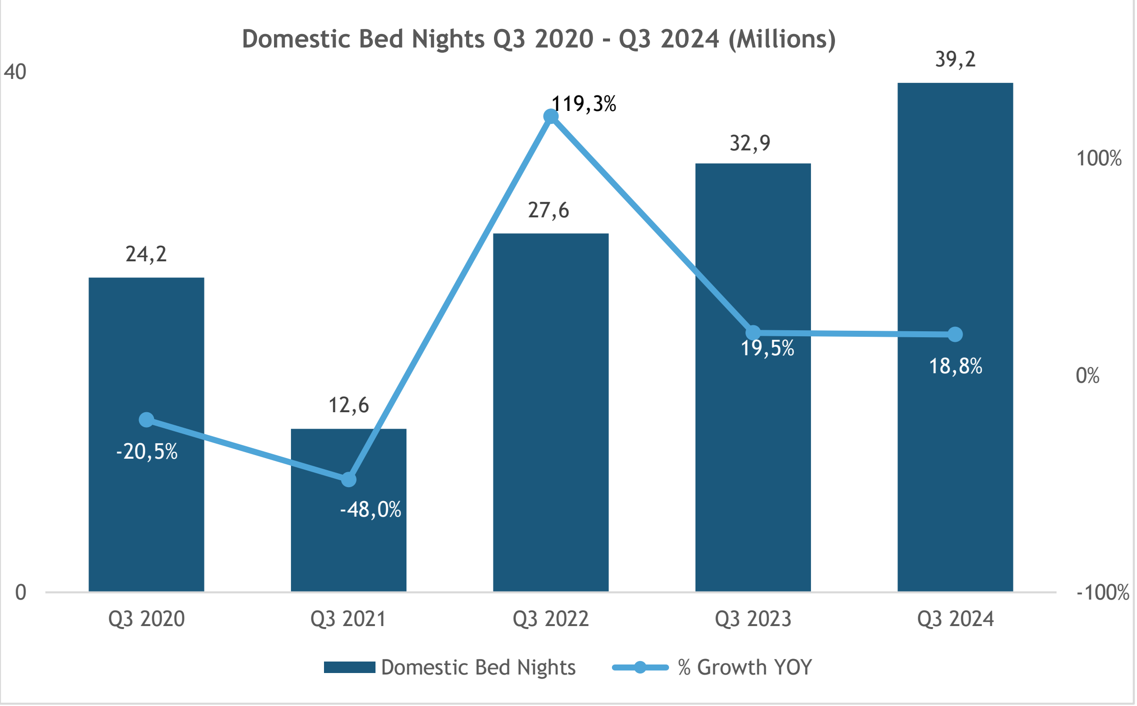
Domestic Spend by Expenditure Category Q3 2022 - Q3 2024 (ZAR Billions)

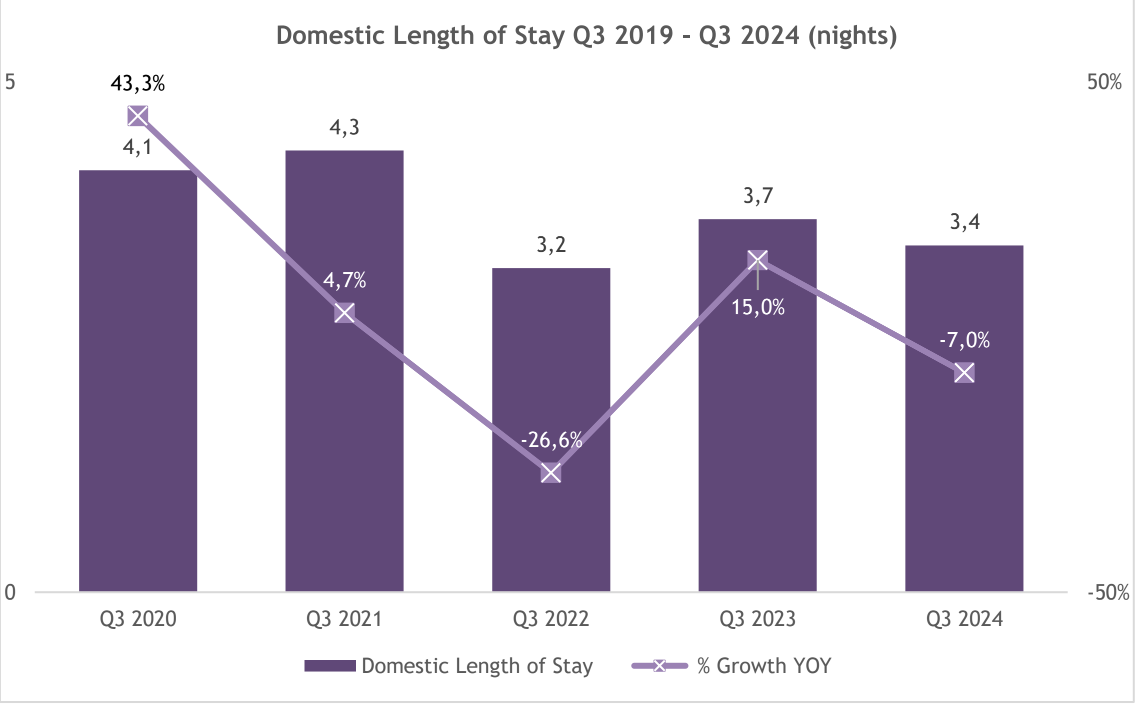
Expenditure Category	Q3 2023	Q3 2024	% Growth Q3 2024 vs. Q3 2023
Transport	11.2	13.1	17.4%
Food & Beverage	8.8	10.1	14.8%
Accommodation	4.8	3.2	-33.1%
Personal Shopping	2.8	4.2	50.0%
Leisure	0.5	0.7	39.0%
Business Shopping	0.3	0.2	-32.0%

*Personal & business shopping removed due to very low counts.

BED NIGHTS 39.2 MILLION +18.8%

In Q3 2024, domestic bed nights increased by +18.8% from 32.9 million to 39.2 million, the highest recorded number of bed-nights in the past five years. On the other hand, the average length of stay noted a modest decrease of -7.0%, dropping from an average of 3.7 nights in Q3 2023 to 3.4 nights in Q3 2024.





PROVINCIAL

PERFORMANCE OF MAIN DESTINATION

- **Eastern Cape:** Recorded 1.3 million domestic overnight trips, resulting in an overnight spend of ZAR 4.8 billion. The province accounted for 6.3 million bed nights. The average spend per trip was ZAR 3 690, with a length of stay averaging 4.8 nights.
- **Free State:** Reaching 1.4 million domestic overnight trips, generating an overnight spend of ZAR 1.9 billion. The average spend per trip was ZAR 1 380, the lowest among provinces. Bed nights totaled 3.4 million, with an average stay of 2.5 nights. The shorter stays and relatively low spend per trip suggest budget-conscious travel in this province.
- **Gauteng:** With 2.0 million domestic overnight trips, an impressive overnight spend of ZAR 5.2 billion was recorded. The average spend per trip was ZAR 2 610. Bed nights reached 6.5 million, with an average stay of 3.3 nights. This reflects Gauteng's appeal as a high-traffic urban destination with a reasonable trip duration.

- **KwaZulu-Natal:** Reported the highest number of domestic overnight trips and spend, reaching 2.7 million and ZAR 7.6 billion, respectively. The average spend per trip reached ZAR 2 840. Bed nights were 7.0 million, with an average stay of 2.6 nights. This highlights the province's ability to attract a high volume of trips with moderate stays and spending.
- **Limpopo:** Noted 2.1 million domestic overnight trips, the province with the second highest number of overnight trips, generating an overnight spend of ZAR 5.7 billion. The average spend per trip was ZAR 2 730. Recording the highest number of bed nights at 7.1 million, with an average stay of 3.4 nights.
- **Mpumalanga:** Saw 0.8 million domestic overnight trips, generating an overnight spend of ZAR 2.3 billion. The average spend per trip was ZAR 3 010. Bed nights were 2.9 million, with an average stay of 3.7 nights. The province's high spend per trip reflects its appeal for premium travel experiences, particularly for wildlife and nature enthusiasts.
- **North-West:** Reached 0.4 million domestic overnight trips, with an overnight spend of ZAR 0.7 billion. The average spend per trip was ZAR 1 580. Bed nights reached 1.3 million, with an average stay of 2.9 nights.

- **Northern Cape:** Noted 0.3 million domestic overnight trips and generated an overnight spend of ZAR 1.4 billion. The average spend per trip was ZAR 5 590. Bed nights totaled 0.7 million, with an average stay of 2.7 nights. Despite low volumes, the Northern Cape sees high spending likely linked to its unique and remote attractions.
- **Western Cape:** Registered 0.6 million trips, generating an overnight spend of ZAR 3.7 billion. The average spend per trip was ZAR 5 760, the highest across all of the provinces. Bed nights totaled 4.0 million, with an average stay of 6.2 nights being the highest across all the provinces. The province's high spending and long stays indicate its premium tourism offerings and strong appeal to domestic travellers.

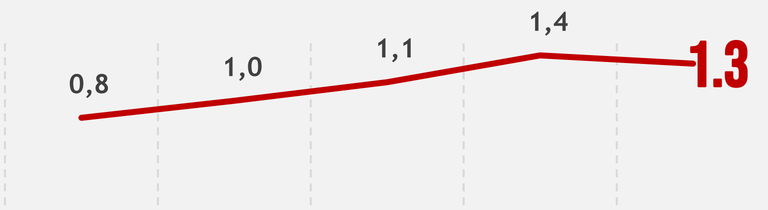
Domestic Overnight Key Performance Indicators by Main Destination Q3 2024

Main Destination Province	Domestic Overnight Trips (Millions)	Overnight Spend (ZAR Billions)	Average Overnight Spend (ZAR)	Bednights (Millions)	Length of Stay (Nights)
Eastern Cape	1.3	4.8	3690	6.3	4.8
Free State	1.4	1.9	1380	3.4	2.5
Gauteng	2.0	5.2	2610	6.5	3.3
KwaZulu Natal	2.7	7.6	2840	7.0	2.6
Limpopo	2.1	5.7	2730	7.1	3.4
Mpumalanga	0.8	2.3	3010	2.9	3.7
Northern Cape	0.3	1.4	5590	0.7	2.7
North West	0.4	0.7	1580	1.3	2.9
Western Cape	0.6	3.7	5760	4.0	6.2

EASTERN CAPE

1.3 MILLION -5.4% ▼

DOMESTIC OVERNIGHT TRIPS



1.3 MILLION

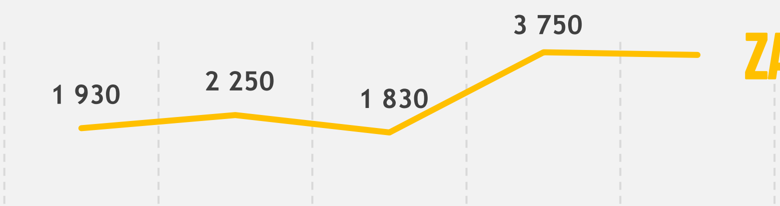
-5.4% ▼

DOMESTIC OVERNIGHT SPEND

4.8 BILLION

-7.0% ▼

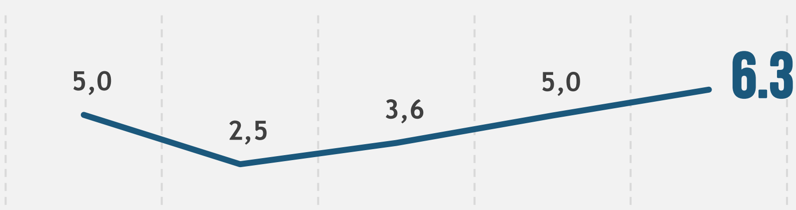
AVE. DOMESTIC OVERNIGHT SPEND



ZAR 3 690

-1.6% ▼

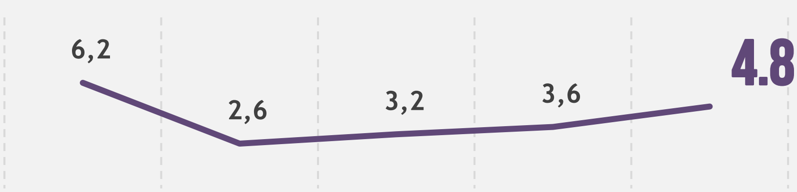
BED NIGHTS



6.3 MILLION

+26.0% ▲

LENGTH OF STAY



4.8 NIGHTS

+33.2% ▲

Q3 2020 Q3 2021 Q3 2022 Q3 2023 Q3 2024

Key growth and change rates shown in this report are in comparison to 2023.
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

EASTERN CAPE

1.3 MILLION -5.4%

Share of Eastern Cape Overnight Trips by Main Purpose Q3 2024

Eastern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	55.0%	17.2%	23.3%	0.0%	0.0%	1.7%
Percentage Point Change vs. 2023	-0.5	-15.5	20.3	-4.2	0.0	1.7

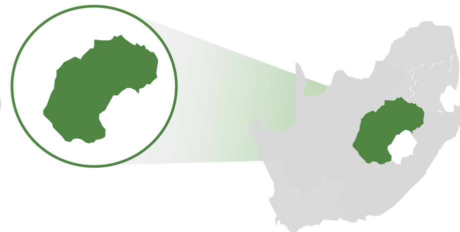
Eastern Cape Overnight Spend by Main Purpose Q3 2024

Eastern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	48.4%	30.5%	14.9%	0.0%	0.0%	1.6%
Percentage Point Change vs. 2023	9.8	-14.5	13.9	-8.9	0.0	1.6

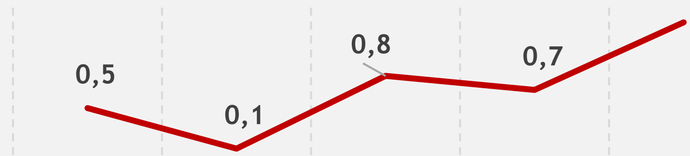
Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

FREE STATE

1.4 MILLION +94.4% ▲



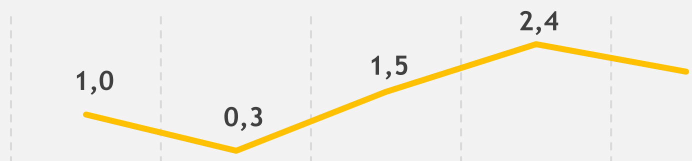
DOMESTIC OVERNIGHT TRIPS



1.4 MILLION

+94.4% ▲

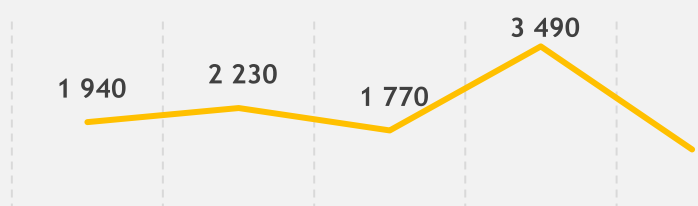
DOMESTIC OVERNIGHT SPEND



1.9 BILLION

-22.9% ▼

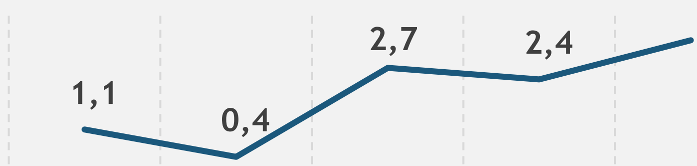
AVE. DOMESTIC OVERNIGHT SPEND



ZAR 1 380

-60.5% ▼

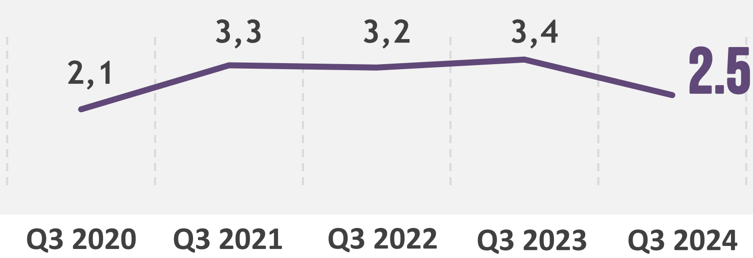
BED NIGHTS



3.4 MILLION

+41.8% ▲

LENGTH OF STAY



2.5 NIGHTS

-27.0% ▼

Key growth and change rates shown in this report are in comparison to 2023.
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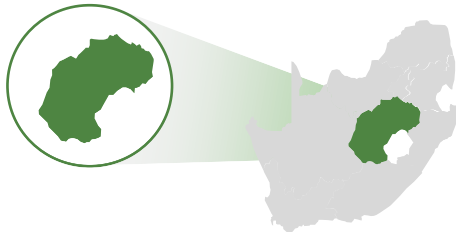
FREE STATE

1.4 MILLION +94.4%



Share of Free State Overnight Trips by Main Purpose Q3 2024

Free State	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	50.3%	12.4%	4.0%	0.0%	4.1%	16.7%
Percentage Point Change vs. 2023	15.1	-6.3	-5.7	-4.4	-7.7	16.7

Free State Overnight Spend by Main Purpose Q3 2024

Free State	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	32.6%	38.4%	6.2%	0.0%	0.0%	9.7%
Percentage Point Change vs. 2023	8.1	11.3	-6.3	-9.4	-3.3	9.7

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

GAUTENG

2.0 MILLION **+15.2%** ▲

DOMESTIC OVERNIGHT TRIPS

2.0 MILLION

+15.2% ▲

DOMESTIC OVERNIGHT SPEND

5.2 BILLION

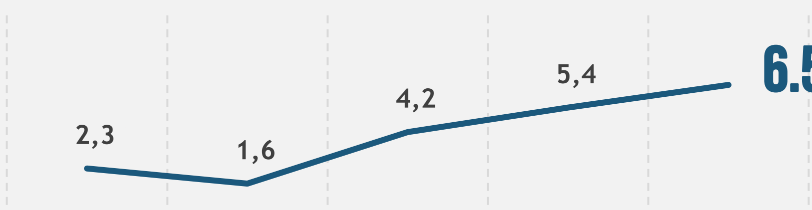
+7.6% ▲

AVE. DOMESTIC OVERNIGHT SPEND

ZAR 2 610

-6.8% ▼

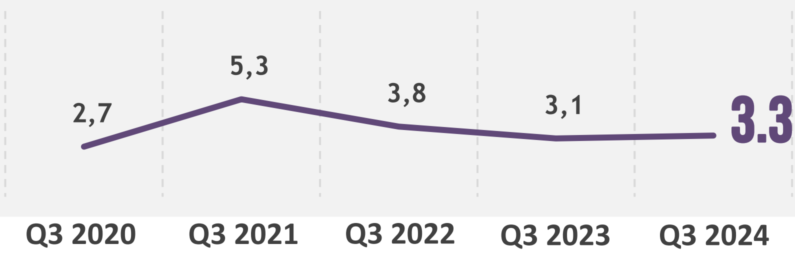
BED NIGHTS



6.5 MILLION

+21.2% ▲

LENGTH OF STAY



3.3 NIGHTS

+5.2% ▲

Key growth and change rates shown in this report are in comparison to 2023.
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

GAUTENG

2.0 MILLION +15.2%

Share of Gauteng Overnight Trips by Main Purpose Q3 2024

Gauteng	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	49.2%	30.5%	4.8%	1.3%	0.0%	0.0%
Percentage Point Change vs. 2023	3.9	-6.7	-6.0	-1.1	0.0	-1.3

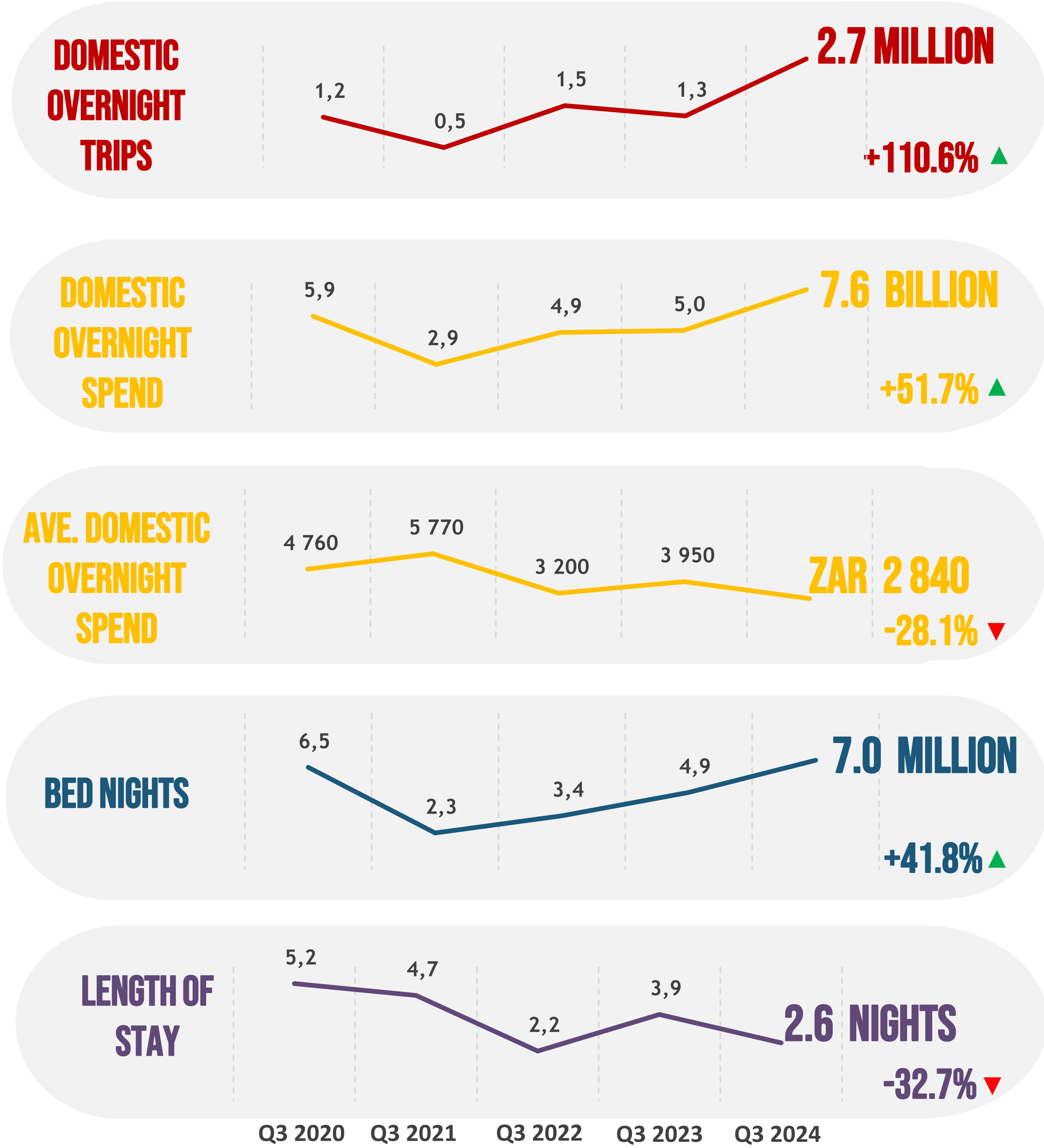
Gauteng Overnight Spend by Main Purpose Q3 2024

Gauteng	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	31.1%	38.8%	11.3%	4.4%	0.0%	0.0%
Percentage Point Change vs. 2023	-4.5	5.0	-8.4	0.7	0.0	-0.6

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

KWAZULU-NATAL

2.7 MILLION +110.6% ▲



Key growth and change rates shown in this report are in comparison to 2023.
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

KWAZULU-NATAL

2.7 MILLION

+110.6%

Share of KwaZulu-Natal Overnight Trips by Main Purpose Q3 2024

KwaZulu-Natal	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	18.8%	26.8%	8.5%	2.1%	3.0%	29.9%
Percentage Point Change vs. 2023	-0.3	-37.2	4.1	2.1	0.4	25.8

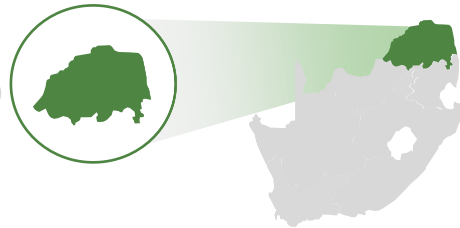
KwaZulu-Natal Overnight Spend by Main Purpose Q3 2024

KwaZulu-Natal	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	17.4%	44.4%	14.0%	2.8%	7.6%	10.1%
Percentage Point Change vs. 2023	6.9	-37.5	9.8	2.8	7.2	9.0

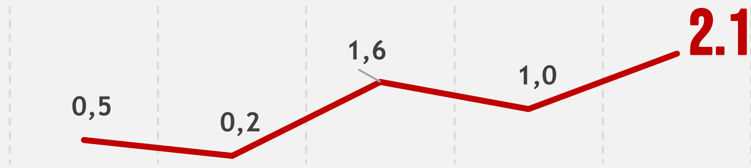
Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

LIMPOPO

2.1 MILLION +100.5%



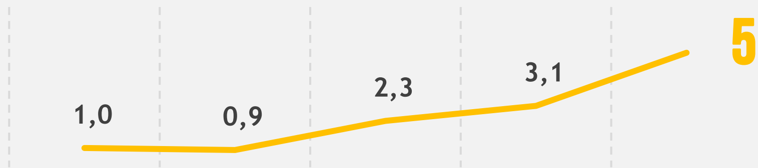
DOMESTIC OVERNIGHT TRIPS



2.1 MILLION

+100.5%

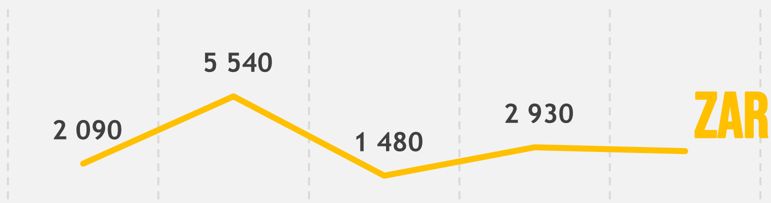
DOMESTIC OVERNIGHT SPEND



5.7 BILLION

+86.7%

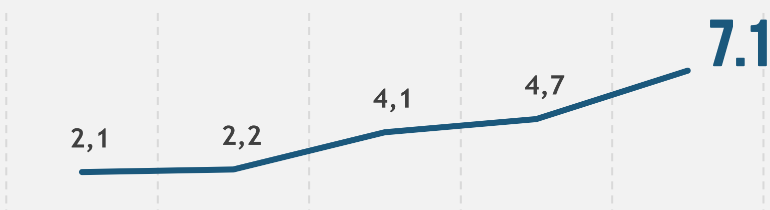
AVE. DOMESTIC OVERNIGHT SPEND



ZAR 2 730

-6.8%

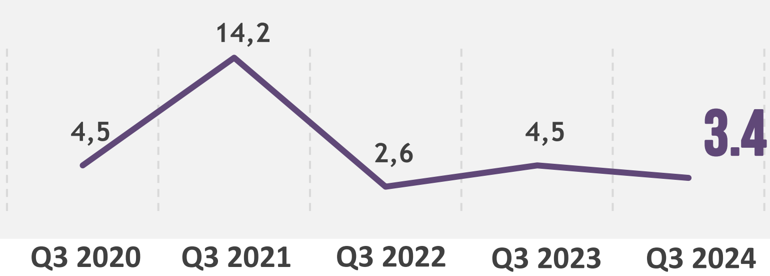
BED NIGHTS



7.1 MILLION

+51.1%

LENGTH OF STAY



3.4 NIGHTS

-24.7%

Key growth and change rates shown in this report are in comparison to 2023.
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

LIMPOPO

2.1 MILLION +100.5%

Share of Limpopo Overnight Trips by Main Purpose Q3 2024

Limpopo	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	41.6%	20.0%	15.1%	3.8%	0.0%	18.2%
Percentage Point Change vs. 2023	-10.9	16.7	15.1	3.8	0.0	-19.0

Limpopo Overnight Spend by Main Purpose Q3 2024

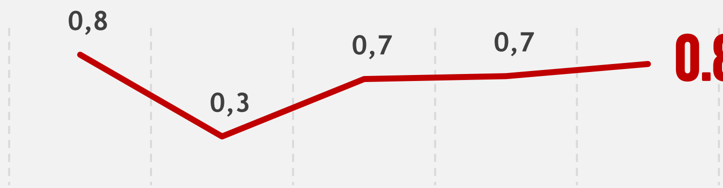
Limpopo	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	26.9%	34.7%	14.7%	14.8%	0.0%	5.3%
Percentage Point Change vs. 2023	-38.6	29.6	14.7	14.8	0.0	-15.8

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

MPUMALANGA

0.8 MILLION +10.9%

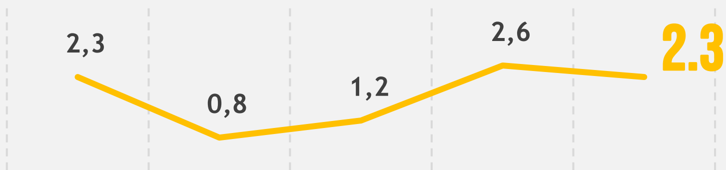
DOMESTIC OVERNIGHT TRIPS



0.8 MILLION

+10.9%

DOMESTIC OVERNIGHT SPEND



2.3 BILLION

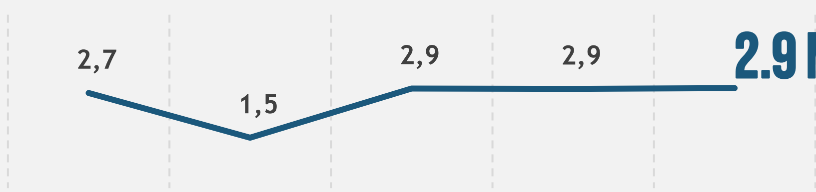
-10.8%

AVE. DOMESTIC OVERNIGHT SPEND

ZAR 3 010

-19.5%

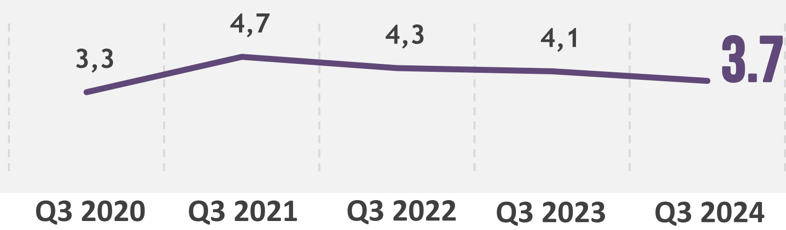
BED NIGHTS



2.9 MILLION

+0.8%

LENGTH OF STAY



3.7 NIGHTS

-9.1%

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MPUMALANGA **0.8 MILLION** +10.9%

Share of Mpumalanga Overnight Trips by Main Purpose Q3 2024

Mpumalanga	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	30.2%	42.0%	12.5%	1.6%	0.0%	0.0%
Percentage Point Change vs. 2023	-7.4	1.6	0.9	1.6	0.0	0.0

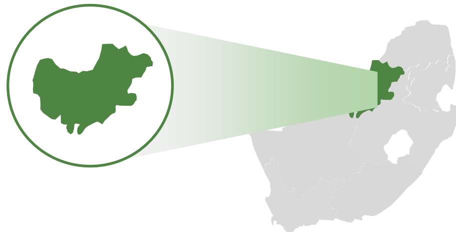
Mpumalanga Overnight Spend by Main Purpose Q3 2024

Mpumalanga	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	39.8%	38.7%	5.0%	5.7%	0.0%	0.0%
Percentage Point Change vs. 2023	30.5	-47.3	2.9	5.7	0.0	0.0

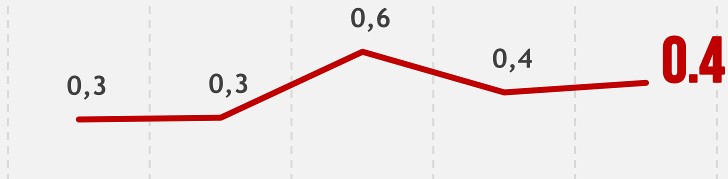
Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

NORTH WEST

0.4 MILLION +10.8% ▲



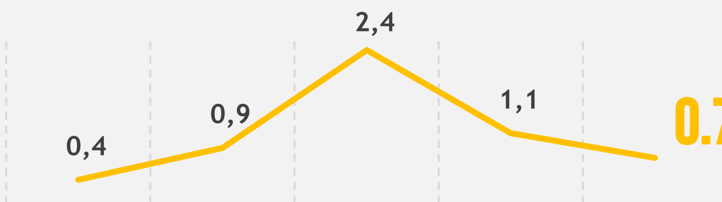
DOMESTIC OVERNIGHT TRIPS



0.4 MILLION

+10.8% ▲

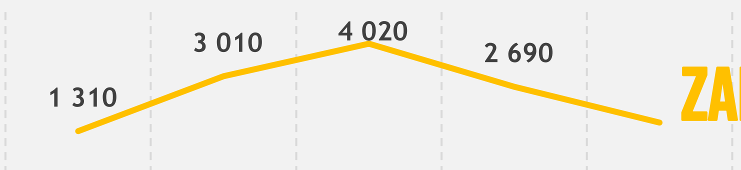
DOMESTIC OVERNIGHT SPEND



0.7 BILLION

-35.2% ▼

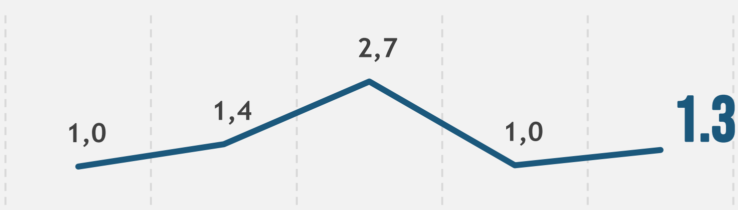
AVE. DOMESTIC OVERNIGHT SPEND



ZAR 1 580

-41.3% ▼

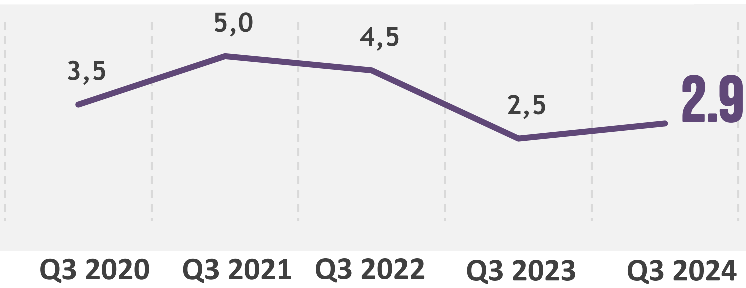
BED NIGHTS



1.3 MILLION

+31.0% ▲

LENGTH OF STAY



2.9 NIGHTS

+18.3% ▲

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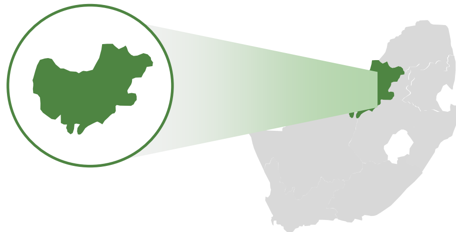
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

NORTH WEST

0.4 MILLION +10.8%



Share of North West Overnight Trips by Main Purpose Q3 2024

North West	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	38.5%	14.9%	19.1%	0.0%	0.0%	7.1%
Percentage Point Change vs. 2023	17.7	-51.8	19.1	0.0	0.0	7.1

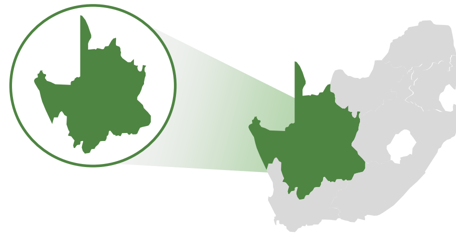
North West Overnight Spend by Main Purpose Q3 2024

North West	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	13.0%	26.6%	17.0%	0.0%	0.0%	4.3%
Percentage Point Change vs. 2023	-7.6	-38.2	17.0	0.0	0.0	4.3

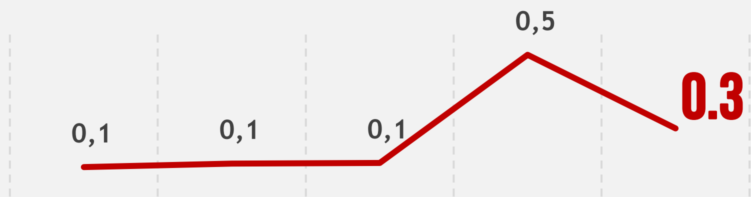
Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

NORTHERN CAPE

0.3 MILLION -51.4% ▼



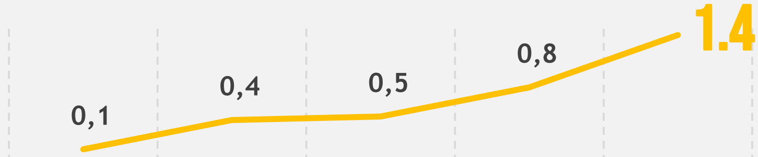
DOMESTIC OVERNIGHT TRIPS



0.3 MILLION

-51.4% ▼

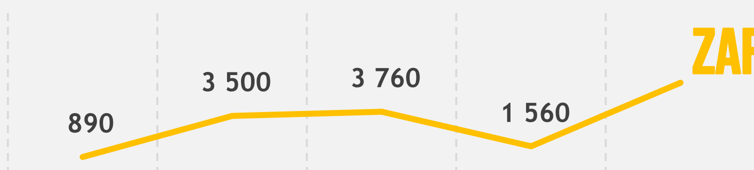
DOMESTIC OVERNIGHT SPEND



1.4 BILLION

+73.8% ▲

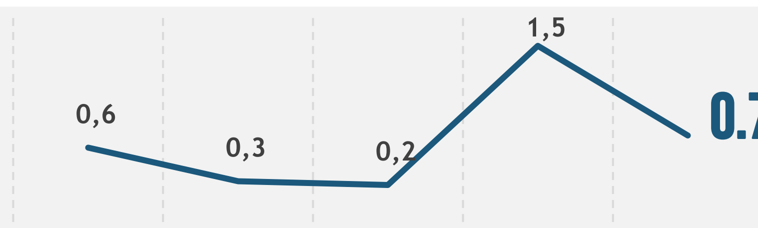
AVE. DOMESTIC OVERNIGHT SPEND



ZAR 5 590

+258.3% ▲

BED NIGHTS



0.7 MILLION

-54.6% ▼

LENGTH OF STAY

2.7 NIGHTS

-6.6% ▼

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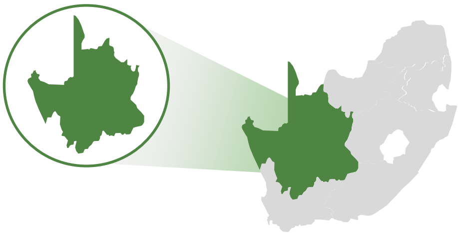
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

NORTHERN CAPE

0.3 MILLION -51.4% ▼



Share of Northern Cape Overnight Trips by Main Purpose Q3 2024

Northern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	33.0%	14.4%	40.6%	0.0%	0.0%	1.2%
Percentage Point Change vs. 2023	-18.3	-12.9	26.9	-7.8	0.0	1.2

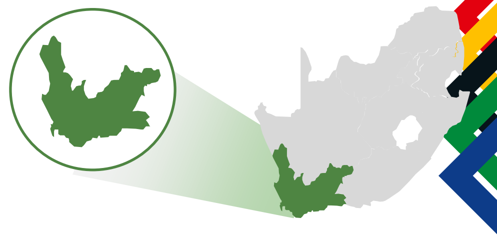
Northern Cape Overnight Spend by Main Purpose Q3 2024

Northern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	55.2%	5.3%	37.4%	0.0%	0.0%	0.8%
Percentage Point Change vs. 2023	-12.3	-7.6	19.2	-1.5	0.0	0.8

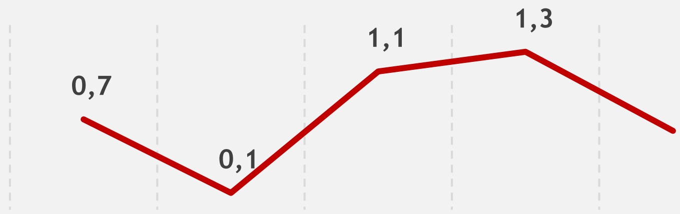
Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

WESTERN CAPE

0.6 MILLION -50.1% ▼

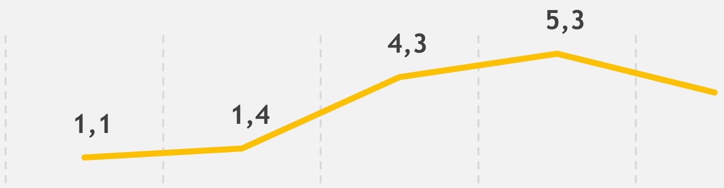


DOMESTIC OVERNIGHT TRIPS



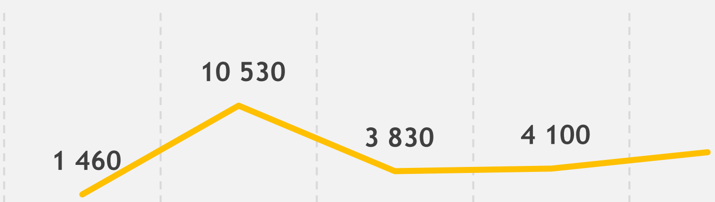
0.6 MILLION
-50.1% ▼

DOMESTIC OVERNIGHT SPEND



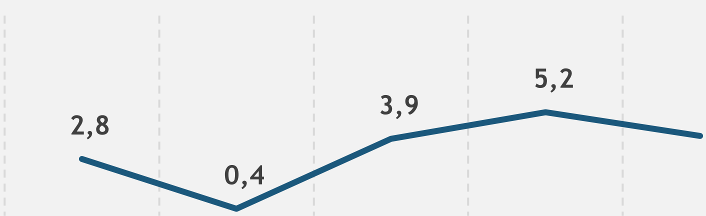
3.7 BILLION
-29.8% ▼

AVE. DOMESTIC OVERNIGHT SPEND



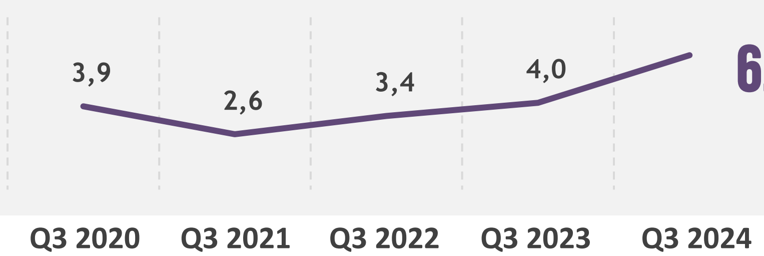
ZAR 5 760
+40.5% ▲

BED NIGHTS



4.0 MILLION
-22.8% ▼

LENGTH OF STAY

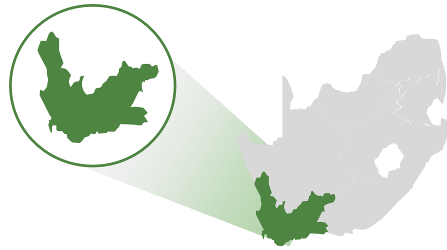


6.2 NIGHTS
+54.7% ▲

Key growth and change rates shown in this report are in comparison to 2023.
Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

WESTERN CAPE

0.6 MILLION -50.1%



Share of Western Cape Overnight Trips by Main Purpose Q3 2024

Western Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q3 2024	47.8%	14.9%	19.1%	0.0%	0.0%	7.1%
Percentage Point Change vs. 2023	25.9	-51.8	19.1	0.0	0.0	7.1

Western Cape Overnight Spend by Main Purpose Q3 2024

Western Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q3 2024	21.0%	58.4%	19.1%	0.5%	0.0%	0.0%
Percentage Point Change vs. 2023	8.9	-4.4	19.1	-4.0	0.0	0.0

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2023.

South Africa

Inspiring new ways

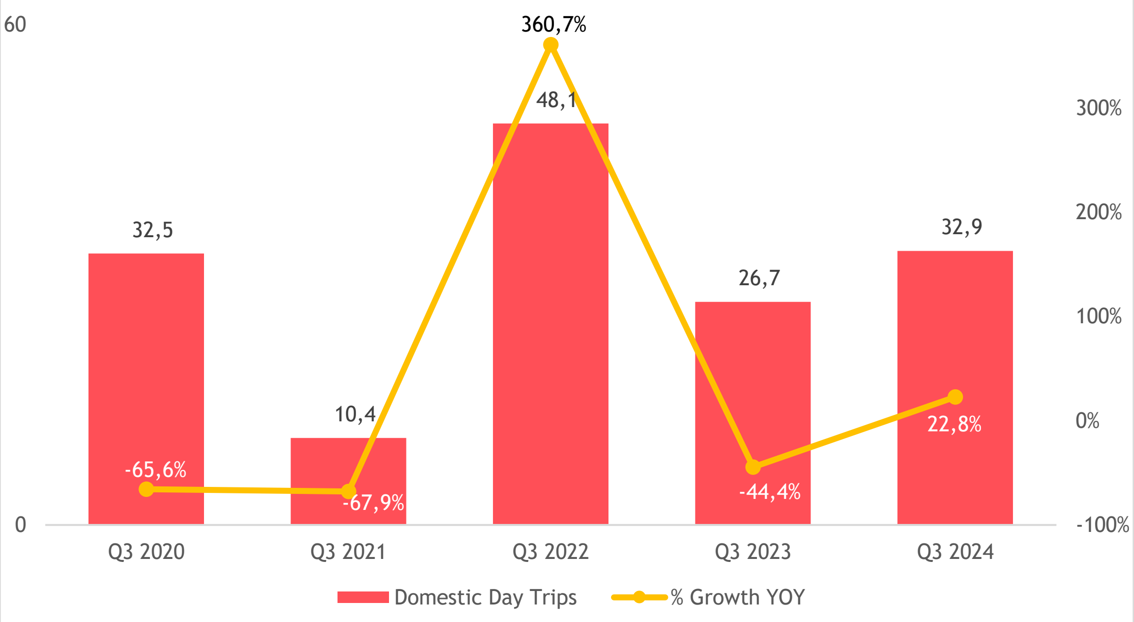
DAY TRIPS

DOMESTIC TOURISM

DOMESTIC DAY TRIPS | **32.9 MILLION** | **+22.8%** ▲

The total number of domestic day trips experienced an increase of +22.8% against Q3 2023, marking 32.9 million domestic day trips in Q3 2024. In Q3 2024, growth is noted in domestic day trips for personal shopping increasing by a significant +155.4%, trips for business and religious purposes increased marginally by +14.6% and +6.1%, respectively, however their shares dropped marginally. In contrast, trips for holiday purposes noted a decline of -18.0%.

Domestic Day Trips Q3 2020 - Q3 2024 (Millions)



Domestic Day Trips by Purpose
(Actual Millions, Share & *Growth YOY* or Growth Q3 2024 vs. Q3 2023)

Q3 2024		Growth	Q3 2023	
PERSONAL SHOPPING 7.4m	40.4%	+155.4%	**PERSONAL SHOPPING** 2.9m	19.8%
BUSINESS 4.7m	25.5%	+6.1%	**BUSINESS** 4.4m	30.1%
HOLIDAY 5.4m	29.7%	-18.0%	**HOLIDAY** 6.6m	45.3%
RELIGIOUS 0.8m	4.4%	+14.6%	**RELIGIOUS** 0.7m	4.8%

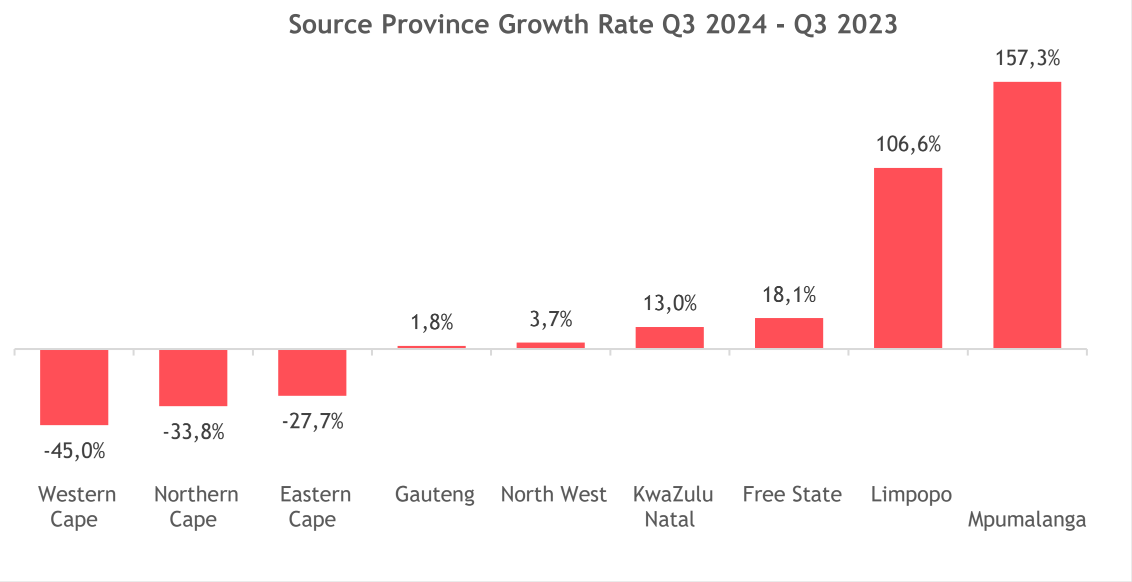
Note: the definition of a day trip was revised in Q3 2023

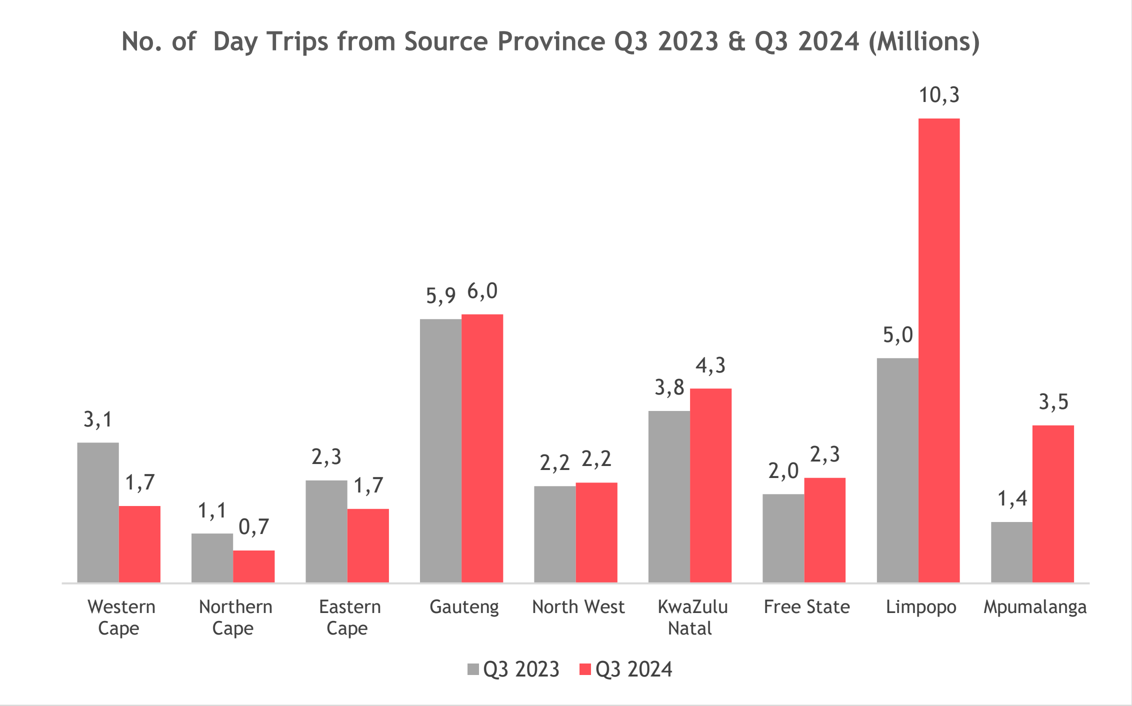
DOMESTIC DAY TRIPS

32.9 MILLION

+22.8%

In Q3 2024, positive growth rates in domestic day trips were observed across most provinces except the Western Cape, Northern Cape and Eastern Cape which decreased sharply by -45.0%, -33.8% and -27.7%, respectively, as source provinces for domestic day trips against Q3 2023. The Western Cape decrease places their number of trips (1.7 million) at the same level as the Eastern Cape this quarter. Mpumalanga increased sharply by +157.3% as a source province this quarter reaching 3.5 million day trips. Limpopo also increased significantly by +106.6% against Q3 2023 and noting the highest number of day trips (10.3 million) this quarter. The Gauteng province was stable this quarter, recording the second highest number of day trips (6.0 million).

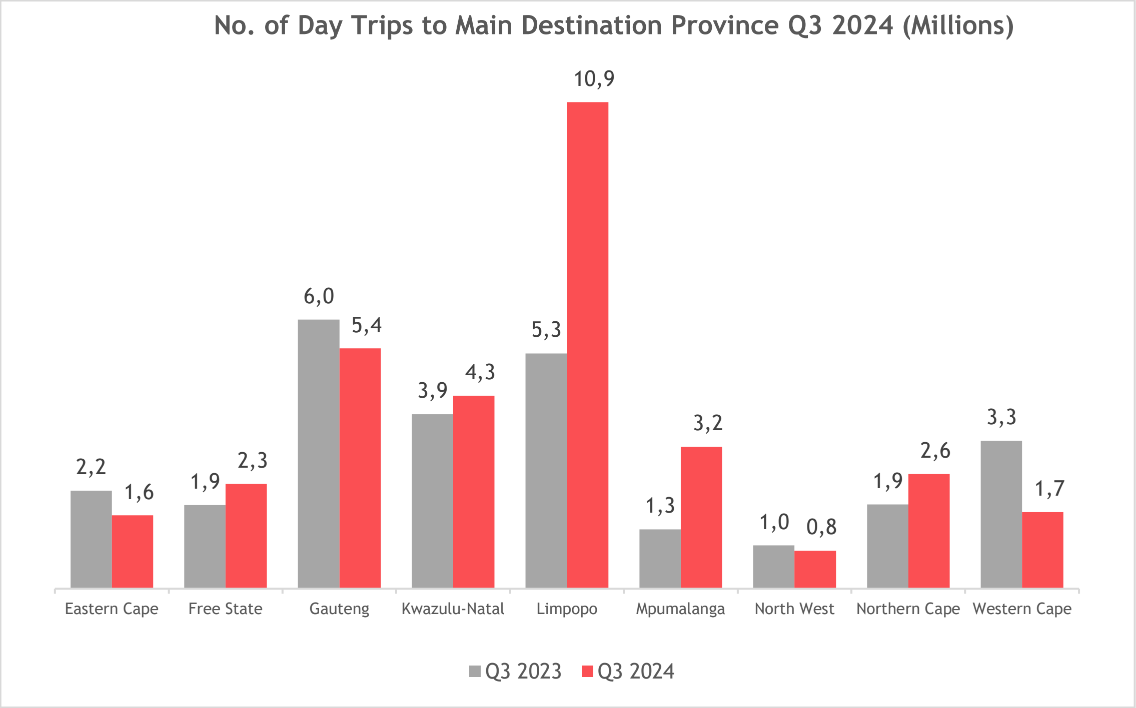


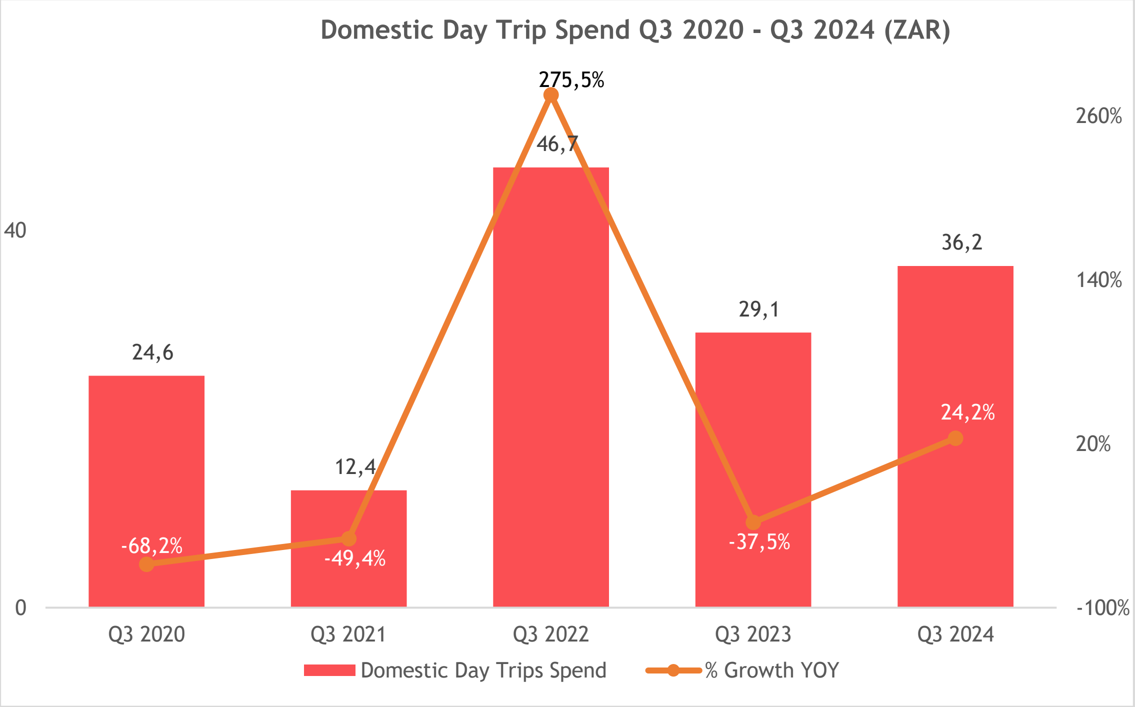


DOMESTIC DAY TRIPS

32.9 MILLION **+22.8%**

This quarter, Limpopo was not only the highest source province for domestic day trips, but it also noted the highest day trips as a key main destination, reaching a total of 10.9 million day trip visits. In Q3 2024, Gauteng and KwaZulu-Natal followed having received the second and third highest number of Domestic Day trip visits at 5.4 million and 4.3 million. Spending levels for day trips also noted strong growth of +24.2% against Q3 2023 reaching a total of 36.2 billion this quarter.





South Africa
Inspiring new ways

SOUTH AFRICAN

ECONOMY

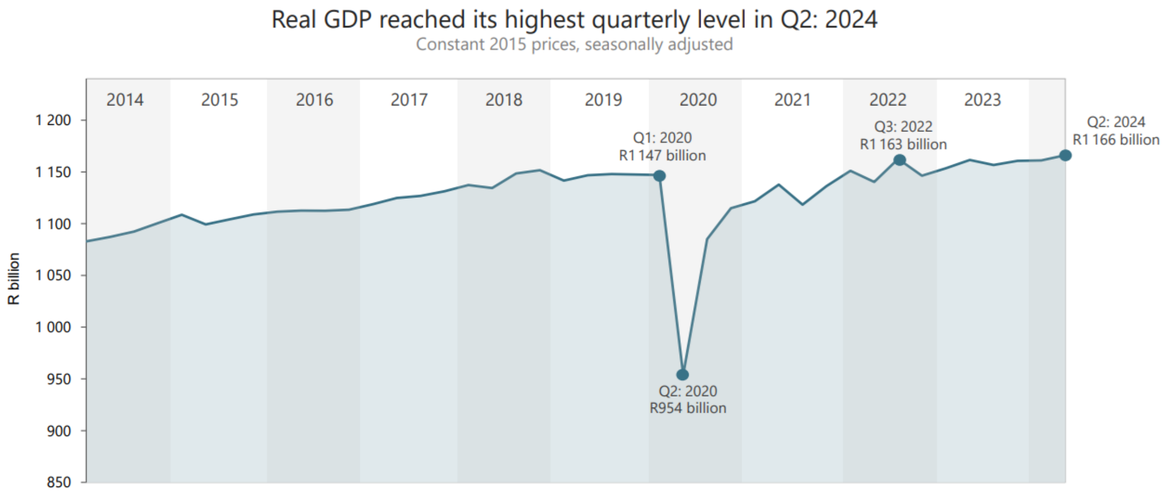
THE SOUTH AFRICAN ECONOMY

+0.4* ▲

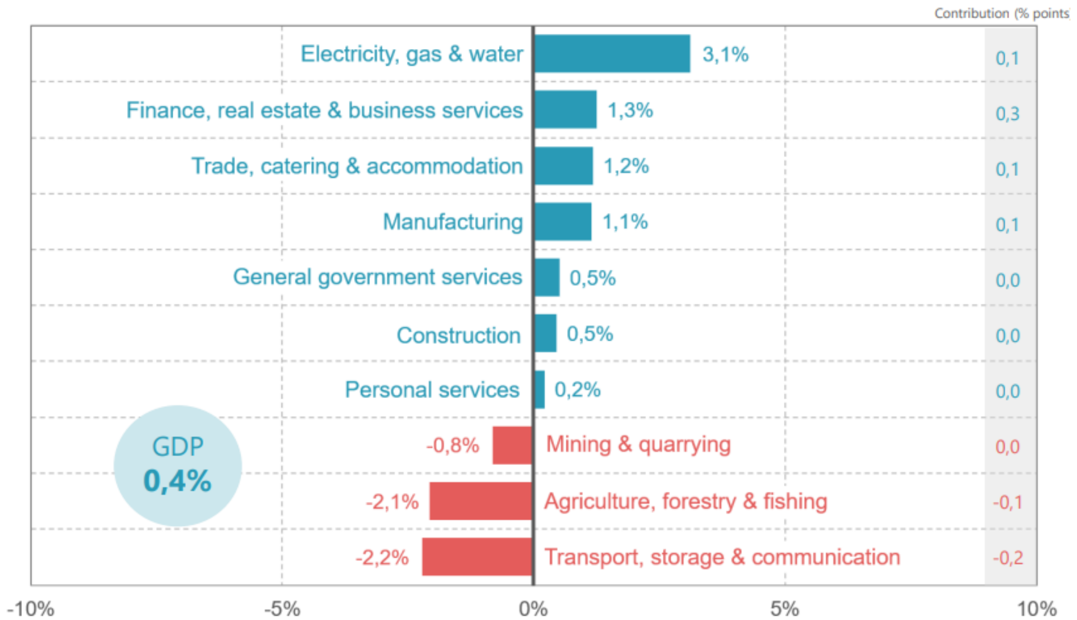
[1]Real gross domestic product (GDP) measured by production, increased by 0.4% in the second quarter of 2024, following a 0.0% growth in the first quarter of 2024.

Seven industries recorded positive growth between the first quarter of 2024 and the second quarter of 2024. The finance industry increased by 1.3% and contributed 0.3 of a percentage point to the GDP growth. The trade, catering and accommodation industry increased by 1.2% and contributed 0.1 of a percentage point. The manufacturing industry increased by 1.1% and contributed 0.1 of a percentage point. The transport industry was the main negative contributor, decreasing by 2.2% and contributing -0.2 of a percentage point.[1]

SA Real GDP Q1 2016 - Q3 2024[2]
(constant 2015 prices, seasonally adjusted)



SA GDP Industry Growth Rates Q3 2024 vs. Q2 2024[2]
(constant 2015 prices, seasonally adjusted)



*Over Q2 2024.
[1] Statistical Releases P0441: GDP P0441- 2023Q3.
[2]GDP 2024 Q3 (Media presentation)

TECHNICAL NOTES

RESPONSE RATES AT PROVINCIAL LEVEL

Response rates at a provincial level against the quarterly quotas which were all achieved for Q3 2024.

PROVINCE	QUARTERLY QUOTA	QUARTERLY ACHIEVED SAMPLE	COMPLETION RESPONSE RATE %
Eastern Cape	472	472	100%
Free State	284	284	100%
Gauteng	1036	1036	100%
KwaZulu Natal	696	696	100%
Limpopo	180	180	100%
Mpumalanga	188	188	100%
North West	120	120	100%
Northern Cape	180	180	100%
Western Cape	744	744	100%
Total	**3900**	**3900**	**100%**

MEASURE OF PRECISION

This section provides an overview of the standard error, confidence interval, and coefficient of variation (CV) for overnight trips. Estimates were computed based on a complex multi-stage survey design with stratification, clustering, and unequal weighting.

Confidence Intervals are a range of values derived from the survey data that likely contains the true population parameter (e.g., incidence rate) with a specified level of confidence (usually 95%). Confidence intervals provide a measure of the uncertainty or precision of the survey estimate. A narrower interval indicates greater precision.
Standard Error is the standard deviation of the sampling distribution of a statistic, such as the mean or proportion. The standard error quantifies the amount of variation in the sample estimate and is used to construct confidence intervals. Smaller standard errors indicate more precise estimates.
Coefficient of Variation (CV) is a measure of relative variability, calculated as the ratio of the standard error to the mean, often expressed as a percentage. The CV allows for comparison of the precision of different metrics, regardless of their scale, by indicating the degree of variability in relation to the mean.
Sample Size (N) are the number of observations or respondents included in the survey. A larger sample size generally leads to more precise estimates, reducing the standard error and margin of error. It is a fundamental determinant of the precision of survey results.

Alphabetic	CV
A.	0.0% - 0.5%
B.	0.6% - 1.0%
C.	1.1% - 2.5%
D.	2.6% - 5.0%
E.	5.1% - 10.0%
F.	10.1 %- 16.5%
G.	16.6% - 25.0%
H.	25.1% - 33.4%
I.	+33.5%

Interpretation

Reliable enough for most purposes

Use with caution

Data not published

Measures of precision for number of overnight trips
n=Total Overnight Trips (Weighted)

Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Number of nights spent away from home	11 522 814	3.4	3.4	3.4	0.001	0.037
TSpend	11 522 814	R2 893	R2 890	R2 896	1.415	0.049

SAMPLING

Sampling Methodology

A stratified multistage random sample design are used to draw the sample of EAs to ensure the selected sample is representative of the adult (aged 18 years and older) population in South Africa. Geographical area (metro urban, non-metro urban, rural), province and dominant population group are considered as the explicit stratification variables while variables such as district municipality, local municipality, main place, sub-place and EA code are used as implicit stratification variables to improve the representativeness of the sample.

The EAs are the primary sampling units (psus), households the secondary sampling units (ssus) and a person aged 18 years or older the ultimate sampling unit (usu). The number of households per EA is used as the measure of size.

Sample Size and Allocation

For an optimal allocation of the sample size to the different strata, the population sizes within a stratum are important to consider. Because of the large differences in the population sizes between the strata, it is meaningful to deviate from proportional allocation. The power allocation rule, a disproportional allocation technique, between equal and proportional allocation, that is applied internationally, is used to determine the number of EAs (and thus sample size) needed to be drawn per stratum. The aim of using the power allocation rule is to decrease somewhat the allocation of EAs to the larger strata and to increase somewhat the allocation to the smaller strata. Hence, with this technique, one can ensure, as far as the overall sample size allows you, that the sample sizes are large enough in each stratum to represent the different geographical areas, provinces and different population groups within the sampling frame.

Selection of the EAs

The EAs for each of the above explicit strata are ordered according to the district municipality, local municipality, main place, sub-place and EA code upon which the predetermined number of EAs are drawn using pps (i.e. probability proportional to size) systematic sampling with the number of households per EA as the measure of size. The statistical program SAS is used to draw the sample of EAs.

METHODOLOGY

The Domestic Tourism Survey is a national survey designed to interview individuals aged 18 years and older from selected households, in accordance with the sampling procedure. Only respondents who have been interviewed for the same survey in the past 12 months are excluded from participation. Each selected household member is asked to provide detailed information about their travel, both day trips and night trips, from the previous month.

Tablet-Assisted Personal Interviewing (TAPI) is used in the data collection for the Domestic Tourism survey. The interviewing via TAPI captures the geographic coordinates of the exact location of the interview, ensuring location accuracy for the survey data. The survey is available in five official languages for the respondent to select from at the start of the interview. All open-ended answers are recorded in the chosen language and then coded for analysis purposes.

Household selection is based on a random sampling procedure. If no one is home at the selected dwelling or if the household refuses to participate, two call-backs are made before substituting the dwelling. All appointments are honoured before a dwelling can be substituted. Any substitution is done in consultation with the Field Supervisor.

Once the household has been selected, the person to be interviewed is determined by the Kish Grid. The Kish Grid ensures unbiased sampling when multiple eligible participants are present. Each eligible individual in the household is listed in the grid based on age. The interviewer then uses the grid to systematically select one person to answer the survey, ensuring each eligible individual has an equal chance of being chosen.

The target population for the SAT Domestic survey is the adult population of South Africa. The following criteria are used to filter the broad audience base of the respondents:

- Age: 18 years and older;
- Gender: males and females;
- Race: All racial groups; and
- Area: National, all 9 provinces

FIELDWORK

Interviews are conducted using the face-to-face in-home interviewing methodology. Tablet-Assisted Personal Interviews (TAPI) is used as it allows for real time dissemination of the data.

The quantitative questionnaire is programmed onto tablets using the Survey-to-go software. The programmed questionnaire is checked for accuracy by various departments prior to fieldwork commencement.

The questionnaire is piloted and tested extensively in field to ensure that it meets the requirements for comprehension, detailed data collection, and sound data processing/statistical analysis. A pilot debriefing session is conducted in close consultation with SAT prior to proceeding with the fieldwork.

Appropriately qualified and experienced interviewers are given a project-specific briefing and training prior to commencing fieldwork.

All face-to-face interviews are conducted in the respondent's language of choice, with 5 official languages to choose from, and the questionnaire is translated upfront to assure accuracy and consistency.

GIS mapping is used to select households that are to be interviewed in each EA. Replacement points are also provided. Interviewers only use the replacement points with approval from the field supervisor.

In the event of multiple households being are on a stand, the Kish Grid is used to randomly select the qualifying household, and then applied to select the respondent within a household.

All interviewers wear Plus 94 Research branded shirts and have name tags so that they are identifiable at all times. After each month's fieldwork, interviewers are required to attend a "de-briefing" session where project team members assess the difficulties/successes in field and also garner some of the more qualitative information that is useful, but not captured.

Plus 94 Research also conducts interviews after-hours or over weekends, depending on appointments made. Our field team has company vehicles at their disposal to transport our interviewers to interview locations and they also have procedures and protocols in place to ensure the safety of our interviewers and respondents.

As a quality checking measure, 20% of all the completed interviews are telephone backchecked. The tablets automatically capture accurate GPS coordinates at different points in the survey (e.g., at the beginning, middle and towards the end of the interview). These are used to check that interviews are conducted in the right areas. When Plus 94 Research updates the questionnaires, the client approves all changes before the new questionnaire is implemented.

WEIGHTING

Design weights

In order to obtain a representative sample of the population, a stratified multistage probability sample is designed as described above. Since the sample consists of three stages, the design weight of a household and respondent are calculated according to the inclusion probability of a unit at each stage.

First stage: In the first stage primary sampling units, i.e. the EAs, are selected with pps from the population sampling frame. Thus, the weight of an EA, i.e. the inverse of the inclusion probability of an EA, is given by

$$w_{EA} = \left(n_{PSU}\frac{EA_{MOS}}{POP_{MOS}}\right)^{-1},$$

where
$nPSU$ is the allocated number of EAs in the stratum;
$EAMOS$ is the measure of size (MOS), thus the number of households in a selected EA and
$POPMOS$ is the total MOS of all the EAs in the specific stratum.

Second stage: From each selected EA, the predetermined number of households are selected with equal probability. The household weight per psu is given by

$$w_{HH} = w_{EA}\left(\frac{n_{HH}}{EA_{HH}}\right)^{-1},$$

Third stage: In the final stage, a person aged 18 years or older is selected from the drawn household as a respondent. The respondent weight is given by

$$W_{PP} = W_{HH} * Av_{18+},$$

where
Av18+ is the average number of persons aged 18 years and older per household in the EA.
Since there are large differences regarding to the number of persons aged 18 years and older per household, which will cause too large deviation in the weights, the average number of persons aged 18 years and older in the households of an EA is used in the weighting process.

Calibration

For this study the design weights of the respondents are adjusted to compensate for differential non-response (i.e. under-representation of certain parts of the population). The design weights are benchmarked to the latest StatsSA 18 years and older population totals. The variables province, population group, age group and gender are used as benchmark variables.

APPENDIX

MONTHLY SHARES OF OVERNIGHT TRAVELLERS AND OVERNIGHT TRIPS

APPENDIX

		SHARE OF OVERNIGHT TRAVELLERS BY MONTH		
		Q3 2022	Q3 2023	Q3 2024
Month	July	36.5%	35.1%	31.7%
	August	33.4%	33.7%	33.5%
	September	30.1%	31.2%	34.8%

		SHARE OF OVERNIGHT TRIPS BY MONTH		
		Q3 2022	Q3 2023	Q3 2024
Month	July	37.5%	33.5%	32.2%
	August	32.6%	35.3%	33.0%
	September	29.9%	31.2%	34.8%

PURPOSE OF TRIP BY SOCIO_DEMOGRAPHICS PROFILING

APPENDIX

		SOCIO-DEMOGRAPHICS PROFILING BY PURPOSE								
		Q3 2022			Q3 2023			Q3 2024		
		VFR	Holiday	MICE	VFR	Holiday	MICE	VFR	Holiday	MICE
Highest level of education	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	No school	1.9%	0.0%	0.0%	0.3%	1.2%	0.0%	0.1%	0.0%	0.0%
	Some primary school	3.2%	5.5%	0.0%	0.1%	2.7%	0.0%	5.0%	0.0%	25.8%
	Primary school completed	2.9%	0.0%	0.0%	6.8%	1.0%	0.0%	7.8%	1.8%	0.0%
	Some high school	31.3%	9.1%	5.5%	16.9%	9.7%	3.7%	37.2%	29.5%	12.8%
	High school completed	37.4%	49.8%	57.5%	41.9%	36.1%	0.0%	29.6%	35.4%	45.2%
	Some college	1.0%	3.3%	0.0%	8.4%	5.1%	0.0%	1.9%	0.6%	1.9%
	College completed	4.7%	7.7%	6.8%	3.5%	10.2%	7.1%	4.7%	8.3%	0.0%
	Some university	1.0%	1.6%	9.7%	8.7%	0.6%	0.0%	1.6%	8.4%	0.0%
	Technicon diploma / degree	6.5%	4.6%	15.8%	2.7%	4.7%	71.8%	7.3%	5.3%	0.0%
	University degree / diploma	8.4%	15.3%	0.0%	7.4%	13.0%	17.4%	3.5%	6.7%	0.0%
	Post-graduate degree	1.6%	3.2%	4.7%	3.1%	15.7%	0.0%	1.1%	3.9%	14.3%
Gender	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Male	48.3%	55.1%	49.5%	45.9%	69.6%	70.0%	50.4%	52.3%	72.7%
	Female	51.7%	44.9%	50.5%	54.1%	30.4%	30.0%	49.6%	47.7%	27.3%
Marital Status	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Single, never married	65.4%	57.7%	67.9%	68.3%	35.0%	28.2%	49.5%	66.0%	33.4%
	Married or living together	28.0%	36.1%	32.1%	24.6%	61.8%	63.0%	40.8%	30.5%	53.8%
	Divorced / widowed / separated	6.5%	6.2%	0.0%	7.1%	3.2%	8.9%	9.8%	3.5%	12.8%
Family Situation	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Do not have children	27.4%	27.6%	9.7%	41.5%	30.3%	28.2%	27.7%	38.9%	21.7%
	Have children who are dependent	55.5%	38.7%	84.1%	42.0%	51.3%	54.8%	54.1%	40.6%	78.3%
	Have children who are not dependent	14.1%	32.5%	0.0%	14.7%	16.4%	17.1%	10.2%	17.5%	0.0%
	Have children, some dependent others not	2.9%	1.2%	6.2%	1.8%	2.0%	0.0%	8.1%	3.0%	0.0%
Personal Monthly Income	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	R1 - R500	18.7%	5.8%	0.0%	9.2%	1.5%	0.0%	3.6%	10.2%	0.0%
	R 501 - R750	0.3%	1.3%	0.0%	4.4%	1.2%	0.0%	4.3%	7.3%	0.0%
	R 751 - R1000	12.5%	5.3%	0.0%	5.0%	4.3%	0.0%	5.5%	0.8%	15.8%
	R1001 - R1500	4.8%	7.3%	0.0%	6.1%	3.6%	0.0%	10.8%	3.9%	25.8%
	R1501 - R2000	9.0%	6.1%	0.0%	5.8%	2.7%	0.0%	9.1%	5.1%	0.0%
	R2001 - R3000	10.3%	3.0%	0.0%	12.5%	2.6%	0.0%	10.1%	8.2%	0.0%
	R3001 - R5000	12.6%	8.4%	5.5%	8.5%	6.9%	0.0%	16.8%	9.7%	0.0%
	R5001 - R7500	8.4%	14.7%	34.1%	5.5%	7.7%	38.1%	7.3%	12.0%	1.9%
	R7501 - R10 000	6.2%	2.2%	6.8%	11.6%	13.2%	0.0%	10.8%	4.0%	12.8%
	R10 001 - R15 000	2.7%	4.2%	0.0%	14.8%	6.9%	0.0%	6.9%	7.5%	0.0%
	R15 001 - R20 000	2.5%	11.7%	0.0%	5.4%	11.6%	3.7%	2.3%	9.0%	9.8%
	R20 001 - R30 000	2.4%	5.4%	17.9%	2.0%	4.9%	8.5%	3.4%	11.0%	0.0%
	R30 001 +	1.5%	10.4%	6.2%	2.1%	17.7%	28.6%	3.3%	7.9%	14.3%
	Refuse to answer	3.0%	13.2%	12.1%	2.1%	8.8%	21.2%	0.9%	3.4%	19.6%
	Don t know / uncertain	0.4%	0.0%	0.0%	1.0%	4.2%	0.0%	1.2%	0.0%	0.0%
	No income	4.7%	0.9%	17.3%	3.9%	2.1%	0.0%	3.8%	0.0%	0.0%
Age Group	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	18 to 24	14.4%	11.1%	27.0%	32.1%	20.4%	28.2%	13.9%	26.4%	15.8%
	25 to 34	22.6%	42.2%	38.6%	29.8%	14.5%	0.0%	24.0%	25.2%	0.0%
	35 to 44	27.9%	21.3%	6.8%	19.0%	23.3%	50.7%	19.7%	27.0%	23.5%
	45 to 54	15.7%	17.5%	18.0%	5.7%	24.3%	21.2%	21.0%	8.3%	60.7%
	55+	19.3%	7.9%	9.6%	13.4%	17.5%	0.0%	21.3%	13.2%	0.0%

TRIPS BY SOCIO_DEMOGRAPHICS PROFILING

APPENDIX

		OVERNIGHT TRIPS BY SOCIO-DEMOGRAPHICS PROFILING		
		Q3 2022	Q3 2023	Q3 2024
Highest level of education	Total	100.0%	100.0%	100.0%
	No school	1.9%	0.6%	0.5%
	Some primary school	5.6%	1.7%	3.0%
	Primary school completed	2.7%	5.6%	6.6%
	Some high school	24.0%	14.7%	32.6%
	High school completed	39.0%	39.3%	31.4%
	Some college	1.4%	5.9%	3.4%
	College completed	4.8%	5.9%	7.0%
	Some university	1.5%	4.0%	4.0%
	Technicon diploma / degree	7.2%	5.3%	5.6%
	University degree / diploma	9.6%	8.9%	3.6%
	Post-graduate degree	2.3%	8.3%	2.4%
Gender	Total	100.0%	100.0%	100.0%
	Male	53.9%	55.7%	49.3%
	Female	46.1%	44.3%	50.7%
Marital Status	Total	100.0%	100.0%	100.0%
	Single, never married	60.0%	52.7%	53.7%
	Married or living together	33.8%	42.9%	39.3%
	Divorced / widowed / separated	6.3%	4.5%	6.9%
Family Situation	Total	100.0%	100.0%	100.0%
	Do not have children	23.8%	31.7%	25.7%
	Have children who are dependent	52.4%	49.0%	54.8%
	Have children who are not dependent	20.9%	17.0%	15.2%
	Have children, some dependent others not	2.8%	2.3%	4.3%
Personal Monthly Income	Total	100.0%	100.0%	100.0%
	R1 - R500	11.5%	5.9%	5.0%
	R 501 - R750	1.8%	2.2%	4.5%
	R 751 - R1000	8.8%	4.3%	3.4%
	R1001 - R1500	6.6%	4.7%	6.9%
	R1501 - R2000	7.8%	4.9%	6.9%
	R2001 - R3000	7.5%	9.3%	16.5%
	R3001 - R5000	12.1%	9.4%	13.5%
	R5001 - R7500	10.2%	7.3%	11.6%
	R7501 - R10 000	4.1%	10.9%	6.7%
	R10 001 - R15 000	4.1%	10.6%	4.7%
	R15 001 - R20 000	4.9%	7.6%	4.9%
	R20 001 - R30 000	4.5%	3.4%	5.4%
	R30 001 +	4.2%	9.0%	4.6%
	Refuse to answer	8.1%	5.4%	3.2%
	Don t know / uncertain	0.2%	2.4%	0.5%
	No income	3.6%	2.7%	1.7%
Age Groups	Total	100.0%	100.0%	100.0%
	18 to 24	13.7%	23.6%	18.0%
	25 to 34	28.7%	22.9%	23.5%
	35 to 44	23.0%	21.8%	20.2%
	45 to 54	16.0%	15.7%	17.5%
	55+	18.5%	15.9%	20.9%

APPENDIX

		DAY TRIPS BY SOCIO-DEMOGRAPHICS PROFILING		
		Q3 2022	Q3 2023	Q3 2024
Highest level of education	Total	100.0%	100.0%	100.0%
	No school	1.4%	0.7%	2.1%
	Some primary school	4.8%	1.7%	2.1%
	Primary school completed	2.3%	1.6%	2.6%
	Some high school	29.0%	25.6%	29.7%
	High school completed	39.7%	41.8%	38.2%
	Some college	2.6%	3.4%	3.7%
	College completed	7.4%	6.0%	6.7%
	Some university	1.8%	2.3%	2.6%
	Technicon diploma / degree	3.6%	7.4%	4.3%
	University degree / diploma	6.2%	7.8%	6.7%
	Post-graduate degree	1.0%	1.7%	1.4%
Gender	Total	100.0%	100.0%	100.0%
	Male	52.9%	56.3%	54.2%
	Female	47.1%	43.7%	45.8%
Marital Status	Total	100.0%	100.0%	100.0%
	Single, never married	64.3%	60.7%	54.1%
	Married or living together	31.0%	33.2%	38.7%
	Divorced / widowed / separated	4.7%	6.1%	7.2%
Family Situation	Total	100.0%	100.0%	100.0%
	Do not have children	22.0%	32.7%	28.3%
	Have children who are dependent	59.0%	50.2%	55.7%
	Have children who are not dependent	15.5%	13.0%	11.1%
	Have children, some dependent others not	3.5%	4.1%	4.9%
Personal Monthly Income	Total	100.0%	100.0%	100.0%
	R1 - R500	11.9%	7.8%	8.8%
	R 501 - R750	4.6%	2.8%	3.8%
	R 751 - R1000	4.6%	4.4%	6.1%
	R1001 - R1500	7.6%	7.1%	8.2%
	R1501 - R2000	14.1%	8.5%	6.4%
	R2001 - R3000	10.9%	9.2%	13.0%
	R3001 - R5000	12.2%	11.3%	17.3%
	R5001 - R7500	6.4%	7.8%	6.6%
	R7501 - R10 000	6.0%	10.2%	5.5%
	R10 001 - R15 000	3.9%	7.3%	3.8%
	R15 001 - R20 000	2.9%	9.0%	8.0%
	R20 001 - R30 000	3.0%	3.3%	4.3%
	R30 001 +	2.4%	3.5%	2.5%
	Refuse to answer	4.6%	4.2%	2.4%
	Don t know / uncertain	1.1%	1.6%	0.5%
	No income	3.8%	2.0%	2.9%
Age Groups	Total	100.0%	100.0%	100.0%
	18 to 24	19.7%	19.4%	18.5%
	25 to 34	27.8%	31.3%	24.7%
	35 to 44	23.9%	24.6%	22.0%
	45 to 54	12.8%	11.2%	19.9%
	55+	15.8%	13.4%	14.9%

SHARES OF TRANSPORT TYPE USED TO TRAVEL TO DESTINATION

APPENDIX

		DAY TRIPS BY SOCIO-DEMOGRAPHICS PROFILING		
		Q3 2022	Q3 2023	Q3 2024
Highest level of education	Total	100.0%	100.0%	100.0%
	No school	1.4%	0.7%	2.1%
	Some primary school	4.8%	1.7%	2.1%
	Primary school completed	2.3%	1.6%	2.6%
	Some high school	29.0%	25.6%	29.7%
	High school completed	39.7%	41.8%	38.2%
	Some college	2.6%	3.4%	3.7%
	College completed	7.4%	6.0%	6.7%
	Some university	1.8%	2.3%	2.6%
	Technicon diploma / degree	3.6%	7.4%	4.3%
	University degree / diploma	6.2%	7.8%	6.7%
	Post-graduate degree	1.0%	1.7%	1.4%
Gender	Total	100.0%	100.0%	100.0%
	Male	52.9%	56.3%	54.2%
	Female	47.1%	43.7%	45.8%
Marital Status	Total	100.0%	100.0%	100.0%
	Single, never married	64.3%	60.7%	54.1%
	Married or living together	31.0%	33.2%	38.7%
	Divorced / widowed / separated	4.7%	6.1%	7.2%
Family Situation	Total	100.0%	100.0%	100.0%
	Do not have children	22.0%	32.7%	28.3%
	Have children who are dependent	59.0%	50.2%	55.7%
	Have children who are not dependent	15.5%	13.0%	11.1%
	Have children, some dependent others not	3.5%	4.1%	4.9%
Personal Monthly Income	Total	100.0%	100.0%	100.0%
	R1 - R500	11.9%	7.8%	8.8%
	R 501 - R750	4.6%	2.8%	3.8%
	R 751 - R1000	4.6%	4.4%	6.1%
	R1001 - R1500	7.6%	7.1%	8.2%
	R1501 - R2000	14.1%	8.5%	6.4%
	R2001 - R3000	10.9%	9.2%	13.0%
	R3001 - R5000	12.2%	11.3%	17.3%
	R5001 - R7500	6.4%	7.8%	6.6%
	R7501 - R10 000	6.0%	10.2%	5.5%
	R10 001 - R15 000	3.9%	7.3%	3.8%
	R15 001 - R20 000	2.9%	9.0%	8.0%
	R20 001 - R30 000	3.0%	3.3%	4.3%
	R30 001 +	2.4%	3.5%	2.5%
	Refuse to answer	4.6%	4.2%	2.4%
	Don t know / uncertain	1.1%	1.6%	0.5%
	No income	3.8%	2.0%	2.9%
Age Groups	Total	100.0%	100.0%	100.0%
	18 to 24	19.7%	19.4%	18.5%
	25 to 34	27.8%	31.3%	24.7%
	35 to 44	23.9%	24.6%	22.0%
	45 to 54	12.8%	11.2%	19.9%
	55+	15.8%	13.4%	14.9%

SHARES OF BEDNIGHTS BY ACCOMMODATION TYPE

APPENDIX

		DAY TRIPS BY SOCIO-DEMOGRAPHICS PROFILING		
		Q3 2022	Q3 2023	Q3 2024
Highest level of education	Total	100.0%	100.0%	100.0%
	No school	1.4%	0.7%	2.1%
	Some primary school	4.8%	1.7%	2.1%
	Primary school completed	2.3%	1.6%	2.6%
	Some high school	29.0%	25.6%	29.7%
	High school completed	39.7%	41.8%	38.2%
	Some college	2.6%	3.4%	3.7%
	College completed	7.4%	6.0%	6.7%
	Some university	1.8%	2.3%	2.6%
	Technicon diploma / degree	3.6%	7.4%	4.3%
	University degree / diploma	6.2%	7.8%	6.7%
	Post-graduate degree	1.0%	1.7%	1.4%
Gender	Total	100.0%	100.0%	100.0%
	Male	52.9%	56.3%	54.2%
	Female	47.1%	43.7%	45.8%
Marital Status	Total	100.0%	100.0%	100.0%
	Single, never married	64.3%	60.7%	54.1%
	Married or living together	31.0%	33.2%	38.7%
	Divorced / widowed / separated	4.7%	6.1%	7.2%
Family Situation	Total	100.0%	100.0%	100.0%
	Do not have children	22.0%	32.7%	28.3%
	Have children who are dependent	59.0%	50.2%	55.7%
	Have children who are not dependent	15.5%	13.0%	11.1%
	Have children, some dependent others not	3.5%	4.1%	4.9%
Personal Monthly Income	Total	100.0%	100.0%	100.0%
	R1 - R500	11.9%	7.8%	8.8%
	R 501 - R750	4.6%	2.8%	3.8%
	R 751 - R1000	4.6%	4.4%	6.1%
	R1001 - R1500	7.6%	7.1%	8.2%
	R1501 - R2000	14.1%	8.5%	6.4%
	R2001 - R3000	10.9%	9.2%	13.0%
	R3001 - R5000	12.2%	11.3%	17.3%
	R5001 - R7500	6.4%	7.8%	6.6%
	R7501 - R10 000	6.0%	10.2%	5.5%
	R10 001 - R15 000	3.9%	7.3%	3.8%
	R15 001 - R20 000	2.9%	9.0%	8.0%
	R20 001 - R30 000	3.0%	3.3%	4.3%
	R30 001 +	2.4%	3.5%	2.5%
	Refuse to answer	4.6%	4.2%	2.4%
	Don t know / uncertain	1.1%	1.6%	0.5%
	No income	3.8%	2.0%	2.9%
Age Groups	Total	100.0%	100.0%	100.0%
	18 to 24	19.7%	19.4%	18.5%
	25 to 34	27.8%	31.3%	24.7%
	35 to 44	23.9%	24.6%	22.0%
	45 to 54	12.8%	11.2%	19.9%
	55+	15.8%	13.4%	14.9%

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