

# PROVINCIAL TOURISM STATISTICS WORKSHOP

*Tourism Dashboards Overview:*

*Arrivals, International Key Measures, Domestic Key Measures, Provincial Dashboards*



**SOUTH AFRICAN TOURISM**

# SAT Data

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Our data is collected and consolidated by the Analytics and Insight (AI) arm of SAT.

## Who is AI?

We are the Analytics and Insights arm of SA Tourism.

With access to over a decade of consolidated data, we are an industry-leading source of high-quality research, analytics and insights. Our passionate team is committed to sharing insights and learnings into current industry trends. Drawing from our knowledge and expertise to assist in unpacking data-driven insights that enable smart decision making.

But at AI, we look beyond the numbers to see the bigger picture. Our deep and diverse expertise allows us to partner with people, who like us, are united in and passionate about South Africa as a pre-eminent tourist destination. Leading the way in providing strategic and actionable insights to drive investment and growth opportunities that impact lives and communities.

## AI's work is to:

Inform strategic investment choices of SA Tourism

Identify and assess growth areas for tourism

Monitor and track tourism performance

## Data Sources

### Monthly Tourism & Migration (Tourist Arrivals)

Tourist arrivals statistics are sourced from administrative sources of the Department of Home Affairs. The Department of Home Affairs has the jurisdiction to collect information on legal movements across the borders of South Africa. This information is then processed, analyzed, and published by Statistics South Africa in its monthly Tourism & Migration statistical releases.

### SAT Departures Survey

SA Tourism's Departure Survey measures the travel behavior of international tourists as they leave South Africa from both land and airports of entry. The number of people arriving by sea is negligible, and hence travel by sea is not included in the survey.

### SAT Domestic Survey

Domestic tourism is measured through SA Tourism's Domestic Survey, a monthly household survey representative of the South African adult population, i.e., the population aged 18 years and older.

### International Brand Study (Tracker)

This study entails tracking the brand image of South Africa as a tourist destination across 24 different geographies and analysing the competitive edge of each of its competitors in every market.

### Domestic Lifestyle and Brand Tracking study

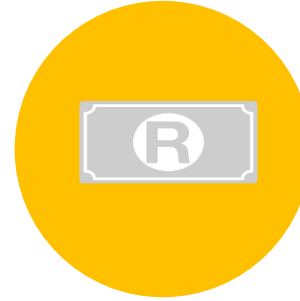
The study entails tracking of the lifestyle needs and the domestic travel preferences of the South African travellers.

# Tourism Key Measures

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TRIPS / ARRIVALS



SPEND



LENGTH OF STAY

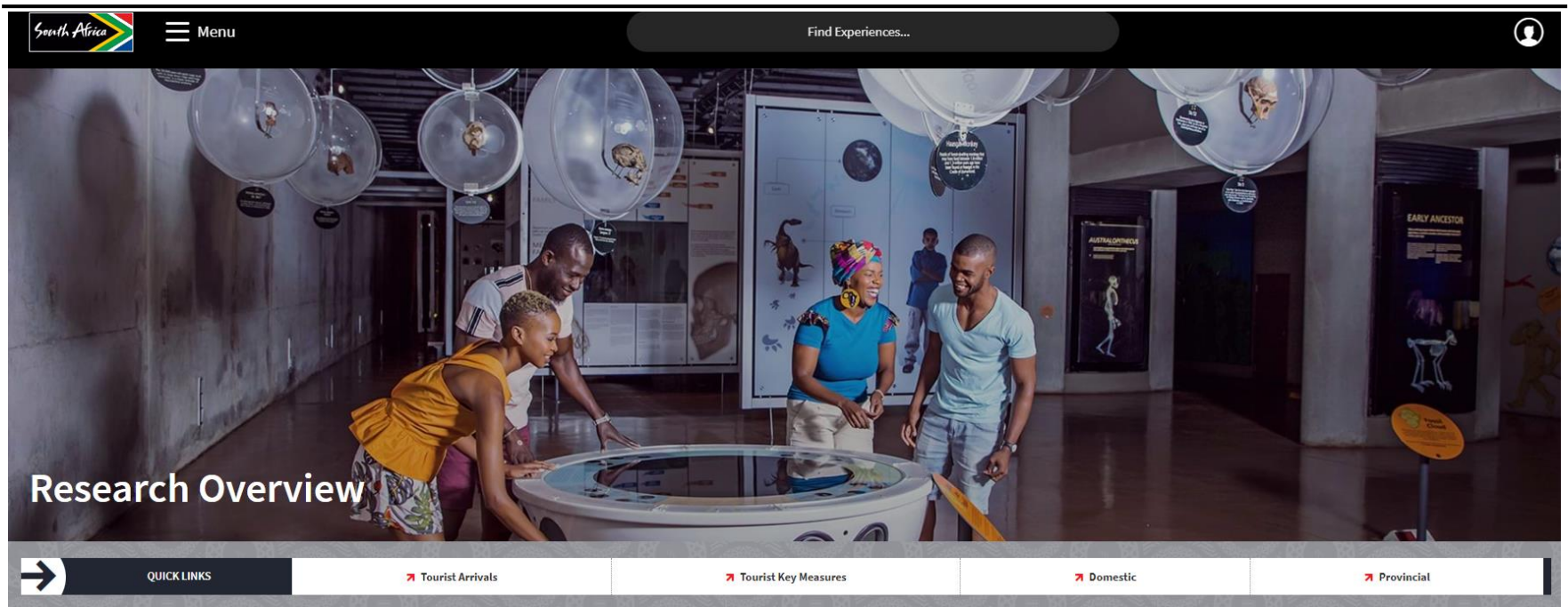


GEOGRAPHIC SPREAD



BEDNIGHTS

# Accessing our data



## International Tourist Arrivals

<https://www.southafrica.net/gl/en/corporate/page/international-tourist-arrivals-report>

## International Tourist Key Measures

<https://www.southafrica.net/gl/en/corporate/page/international-tourist-key-measures-report>

## Domestic Tourism

<https://www.southafrica.net/gl/en/corporate/page/domestic-tourism-report>

## Provincial Tourist Arrivals

<https://www.southafrica.net/gl/en/corporate/page/provincial-tourist-arrivals-report>

## Unlocking Travel Markets

<https://www.southafrica.net/gl/en/corporate/page/unlocking-travel-markets>