

# PROVINCIAL TOURISM STATISTICS WORKSHOP

**Date:** 25 – 27 July 2023

**Venue:** Southern Sun O.R Tambo International Airport



## DAY 1: 25 JULY 2023 | TIME: 09:00 - 17:15

TIME	ITEM	LED BY
08:00 - 08:50	Registration	Department of Tourism (Secretariat)
<b>SESSION 1: SETTING THE SCENE</b> Facilitator: Ms Anemé Malan - Department of Tourism		
09:00 - 09:15	Welcome and Opening Remarks	<b>Ms Anemé Malan:</b> Department of Tourism
09:15 - 09:30	Purpose of the Workshop	<b>Ms Anemé Malan:</b> Department of Tourism
09:30 - 10:00	Importance of Statistics and Stats SA role in producing official statistics (General)	<b>Mr Sierage De Klerk:</b> Stats SA
10:00 - 10:30	SASQAF	<b>Ms Gemma Boucher:</b> Stats SA
10:30 - 11:00	Official Tourism Definitions: (Process followed in developing the definitions and key tourism definitions)	<b>Ms Lydia Machitje:</b> Department of Tourism
11:00 - 11:30	<b>TEA BREAK</b>	
11:30 - 11:45	Importance and Usage of Tourism Statistics: Private Sector	TBCSA
11:45 - 12:15	Importance and Usage of Tourism Statistics: Local Government	<b>Mr Mxolisi Mchunu:</b> SALGA
12:15 - 12:35	Partnerships on Tourism Statistics at National Level	<b>Ms Nonkqubela Silulwane:</b> Department of Tourism
12:35 - 13:00	Partnerships on Tourism Statistics at Provincial Level	<b>Provinces:</b> 1. <b>Mr Abraham Jansen:</b> Free State 2. <b>Mr Edwell Matukane:</b> Limpopo
13:00 - 13:45	<b>LUNCH</b>	
<b>SESSION 2: INBOUND TOURISM STATISTICS</b> Facilitator: Mr Melusi Mngomezulu - South African Tourism		
13:45 - 14:30	Collection and Processing of Migration Data	<b>Ms Rika Anker:</b> DHA
14:30 - 15:00	Processing of Tourist Arrivals Data: (Including the Production of Tourism and Migration Report, Annual Tourism Report)	<b>Mr Tshwara Gae/ Ms Duduzile Mazibuko:</b> Stats SA
15:00 - 15:30	Collection of Other Inbound Tourism Data: (Departure Survey, Forecasting of Key indicators, Process of Developing Tourism Performance Reports)	<b>Mr Mukhovhe Metshavha:</b> SA Tourism
15:30 - 16:00	Tourism Dashboards Overview: (Arrivals, International Key Measures, Domestic Key Measures, Provincial Dashboards)	<b>Mr Vongani Sambo:</b> SA Tourism
16:00 - 16:30	Collection of Inbound Tourism Statistics at Provincial Level	<b>Provinces:</b> 1. <b>Ms Eva Marumo:</b> Western Cape 2. <b>Mr Jean Theron:</b> Eastern Cape
16:30 - 17:00	Augmentation of Inbound Statistics at Provincial Level	<b>Ms Pinky Masemola:</b> Gauteng
17:00 - 17:15	Summary and Closure	Facilitator



Home Affairs  
Statistics South Africa  
Tourism



**TBCSA**  
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA



SOUTH AFRICAN TOURISM

# PROGRAMME

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**DAY 2: 26 JULY 2023 | TIME: 08:30 - 16:45**

**SESSION 3: DOMESTIC TOURISM STATISTICS AND DATA LICENSES**

**Facilitator: Mr Solly Molayi - Statistics South Africa**

TIME	ITEM	LED BY
08:30 - 09:00	Difference between SA Tourism and Stats SA Domestic Tourism Surveys	<b>Ms Lydia Machitje:</b> Department of Tourism
09:00 - 09:30	Domestic Tourism Survey Processes: (Including Process to Develop the Domestic Survey Reports as well as Challenges)	<b>Ms Refilwe Molatlhegi:</b> SA Tourism
09:30 - 10:00	Domestic Tourism Survey Processes: (Including the Process to Develop the Domestic Survey Reports and Challenges)	<b>Ms Brenda Mosima/ Ms Dorcas Nkosi:</b> Stats SA
10:00 - 10:30	Domestic Tourism Surveys at Provincial Level	<b>Provinces:</b> 1. <b>Mr Wayne Tifflin:</b> KwaZulu-Natal 2. <b>Mr Jeff Mabunda:</b> North-West
10:30 - 11:00	Augmentation of Domestic Statistics at Provincial Level	<b>Mr Jacobus Verster:</b> Mpumalanga
11:00 - 11:30	<b>TEA BREAK</b>	
11:30 - 12:15	Tourist Accommodation Survey and Food and Beverage Survey • Monthly • Annual	Monthly <b>Ms Joyce-Essel Mensah:</b> Stats SA  Annual <b>Mr Itani Magwaba:</b> Stats SA
12:15 - 12:45	Data and Statistics for Graded Establishments	<b>Mr Karabo Moshote:</b> SA Tourism
	Net Promote Scores (NPS)	<b>Mr Mbongeni Dhlwayo:</b> SA Tourism
12:45 - 13:15	Accommodation Surveys in Provinces	<b>Provinces:</b> 1. <b>Mr Edwell Matukane:</b> Limpopo 2. <b>Mr Jeff Mabunda:</b> North-West
13:15 - 14:00	<b>LUNCH</b>	
14:00 - 14:30	Aviation Data	<b>Mr Mpho Rambau:</b> ACSA
14:30 - 15:00	Other data Sources: Data licenses	<b>Ms Morongwa Moraladi,</b> <b>Mr Mbongeni Dhlwayo,</b> <b>Mr Vongani Sambo:</b> SA Tourism  <b>Ms Crystal Munthre:</b> Department of Tourism
15:00 - 15:20	National Tourism Information and Monitoring System Data	<b>Mr Theto Modjadji:</b> Department of Tourism
15:20 - 16:00	Impact of Business Events in SA	<b>Ms Morongwa Moraladi:</b> SA Tourism
	Impact Studies on Tourism Events	<b>Mr Andile Mlawu:</b> Northern-Cape
16:00 - 16:30	Framework for Tourism Events Impact Studies	<b>Dr Kholadi Tabela:</b> Department of Tourism
16:30 - 16:45	Summary and Closure	Facilitator

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**DAY 3: 27 JULY 2023 | TIME: 08:30 - 15:00**

### SESSION 4: TOURISM SATELLITE ACCOUNT AND BREAKWAY SESSIONS

**Facilitator:** Ms Nonkqubela Silulwane - Department Of Tourism

TIME	ITEM	LED BY
08:30 - 09:15	Labour Force Survey and Employment Data Cuts for Tourism Industries	<b>Mr Ndivhuwo Gangazhe:</b> Stats SA
09:15 - 09:45	Tourism Satellite Account – Development Process	<b>Mr Riaan Grobler:</b> Stats SA
09:45 - 10:30	Quarterly Tourism Employment Estimates	<b>Ms Lydia Machitje:</b> Department of Tourism
10:30 - 10:45	Briefing on Breakaway Sessions	<b>Ms Nonkqubela Silulwane:</b> Department of Tourism
10:45 - 13:00	<p><b>TEA BREAK AND BREAKAWAY SESSIONS</b></p> <p><b>Inbound Tourism Statistics</b>  <b>Facilitator: Mr Riaan Grobler - Stats SA</b></p> <ul style="list-style-type: none"> <li>• Current Challenges</li> <li>• Recommended Solutions</li> <li>• Proposed Implementation plan</li> <li>• Proposed Partnerships</li> </ul> <p><b>Domestic Tourism Statistics</b>  <b>Facilitator: Mr Jeff Mabunda - North West</b></p> <ul style="list-style-type: none"> <li>• Current Challenges</li> <li>• Recommended Solutions</li> <li>• Proposed Implementation plan</li> <li>• Proposed Partnerships</li> </ul> <p><b>Other Statistics and Impact of Tourism</b>  <b>Facilitator: Mr Melusi Mngomezulu - South African Tourism</b></p> <ul style="list-style-type: none"> <li>• Current Challenges</li> <li>• Recommended Solutions</li> <li>• Proposed Implementation plan</li> <li>• Proposed Partnerships</li> </ul>	All
13:00 - 14:00	<b>LUNCH</b>	
14:00 - 14:45	Feedback from Breakaway Sessions	Reps from Breakaway Sessions
14:45 - 14:55	Summary and Way forward	Facilitator
14:55 - 15:00	Closing Remarks	<b>Ms Anemé Malan:</b> Department of Tourism