Augmentation of Inbound Tourism Statistics

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Reasons for augmentation

Tourism is a high-growth sector identified in GGT 2030. Tourism contribution by 5 GP corridors (regions)

The GDED Tourism cluster identifies the COHWHS & Dinokeng as important spatial tourism projects.

Need to effectively promote projects to create jobs and economic growth.

First need to establish the value added of tourism.

Economic impact of the 2020 and 2021 Covid-19 pandemic related lockdowns.

Growing the tourism sector.

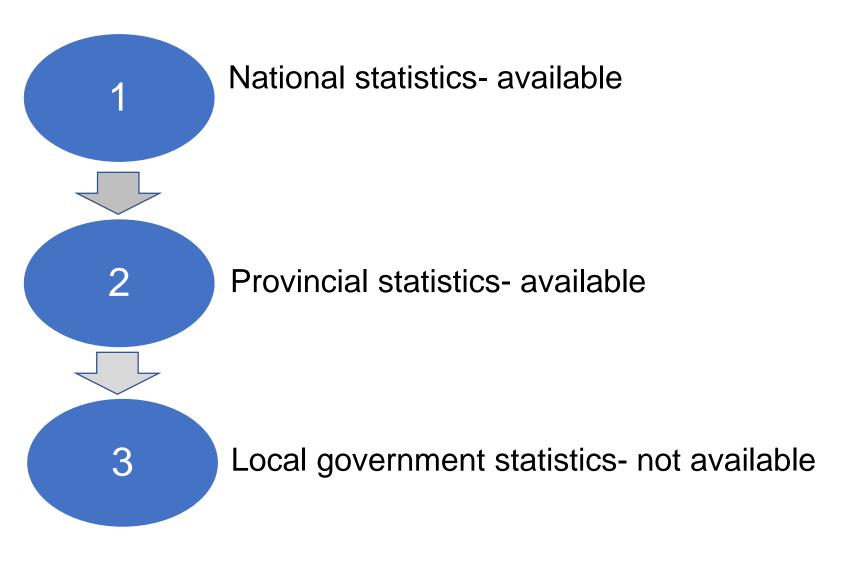Compelling case to model tourism areas.

SAM (multipliers) based on tourism numbers and spending.

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INBOUND TOURISM STATISTICS

1 National statistics- available

2 Provincial statistics- available

3 Local government statistics- not available

Importance of Inbound tourism statistics at a local government level

- Tourism happens at a local government level and it becomes difficult to quantify its value without small area reliable statistics

- IHS Markit (Regional Explorer) is applied to determine the regional spread of tourist arrivals in the province

- IHS Markit's approach considers the following:

  - A top-down approach using the trip destination questions posed in the SAT data (demand side measures) to estimate the absolute number of trips made to each province

  - Building Distribution Key to determine the purpose of visit- use a bottom-up approach of supply side measures (visiting friends and relatives, holiday and leisure and Other which include medical and religious tourism

  - balance all regions in a province to the adjusted provincial estimates on total trips and all regions in the country to the national estimates on total trips by type. This was achieved by simply multiplying the national estimates through each distribution key and using bi-proportional matrix balancing

- Estimating spend per region

  - The trip type adjustment factor, from the previous step, is used as the base spending figure per year per type of trip.

  - The remaining regional adjustment factors are each associated with various trip types according to a weighting technique that considers the importance of each adjustment factor in

    determining the cost of that trip.

  - Foreign tourists, for example, are more likely to stay in established accommodation even when visiting friends or relatives and the weights are therefore adjusted accordingly.

  - The output is a set of five adjustment factors per region, one for each type of trip - VFR, Leisure, Religious, Business and Medical. Each of the five factors take into account the relative cost of a specific type of trip on a national level and the relative cost of a trip to that specific region. By combining the factors in this manner, a relative cost of trip based on the region of the trip and the type of trip undertaken is created.

  - Finally, each of the five adjustment factors per region is multiplied by number of bednights for each of the five types of bednights per region and year. The results are balanced to the Tourism Satellite Account.

TOURISM NUMBERS

2021

Number of International trips to Gauteng by region

	Metro/DM	2019	2020	2021
J003	EKU Ekurhuleni	696 277	230 941	171 101
J004	JHB City of Johannesburg	1 340 581	439 144	325 161
J006	TSH City of Tshwane	820 604	275 112	207 616
DC42	Sedibeng (GP)	149 427	51 945	39 400
DC48	West Rand (GP)	223 083	73 411	53 618
	Total Gauteng	**3 229 972**	**1 070 553**	**796 897**

DC42 Sedibeng (GP)

J421	GT421 Emfuleni	105 131	36 332	27 645
J422	GT422 Midvaal	25 154	9 028	6 799
J423	GT423 Lesedi	19 142	6 585	4 956
	Total Sedibeng DM	**149 427**	**51 945**	**39 400**

DC48 West Rand (GP)

J481	GT481 Mogale City	124 997	41 583	30 654
J484	GT484 Merafong City	46 984	14 955	10 735
J485	GT485 Rand West City (Randfontein/Westonaria)	51 102	16 873	12 229
	Total West Rand DM	**223 083**	**73 411**	**53 618**

INTERNATIONAL OUTLOOK

FORECAST ASSUMPTIONS

Tshwane: accounts for 18% of foreign tourism.
West Rand: accounts for 1% of GP international tourism.
Dinokeng: attracts 2% of Tshwane's domestic and international tourism market
Cradle of Humankind: attracts 32.4% of the West Rand's domestic and foreign tourism market.

Limitations and challenges

- Not comparable with SAT data
- No breakdown by country origin
- Spend data is combined domestic and international
- Limited tourism indicators