

**LIMPOPO**

**PROVINCIAL GOVERNMENT**  
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF  
ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

# **Limpopo Presentation on accommodation survey and Partnerships on Tourism Statistics**

**EDWELL MATUKANE**





## Limpopo in Context

- The following pointers showcase Limpopo's competitive advantages
  - 30% of land dedicated to game farming 4.1mil h contributing R1.7B
  - 3 National Parks are in this province
  - Home to 3 UNESCO Biosphere Reserves
  - Two National orders their roots are in Limpopo
  - Diversity of wildlife and cultural attributes
  - Over 26500 direct jobs created in the Province
  - Over 600 registered active tourists guides in operation





## 1. Purpose of the survey

The Provincial statistics is aimed at informing management in both public and private sectors on the performance and developmental aspects of the tourism industry. Our statistics area of focus are ;

1. *Limpopo Airlift*
2. *Limpopo Conferencing*
3. *Provincial supply side performance*
4. *Event impact assessment*





### 3. Limitations and challenges

- Limited scope due to low supply side in Limpopo
- Extensive travel due to the size of the province
- High staff turnover in the industry
- Budget constraint





## 4. Data collection process including tools used

- Strong relationship with the industry
- Each selected establishment provide a contact person to assist the process
- All selected establishments keep their own data records
- Requested data is supplied once for the past 12 or 6 months
- We usually add extra 2 sources to offset no shows





## 5. Data capturing, validation, cleaning and analysis process

- Data comes in either of the two formats;
  - Circulated template with required data fields
  - Suppliers own format with all our data fields populated
  - Incomplete data is removed and data found to be out of norm is verified with supplier to understand the reason



## PROVINCE: LIMPOPO PERFORMANCE OF MAJOR PROVINCIAL ATTRACTIONS JANUARY TO JULY

1. Highest figures in blue
2. Lowest figures in purple

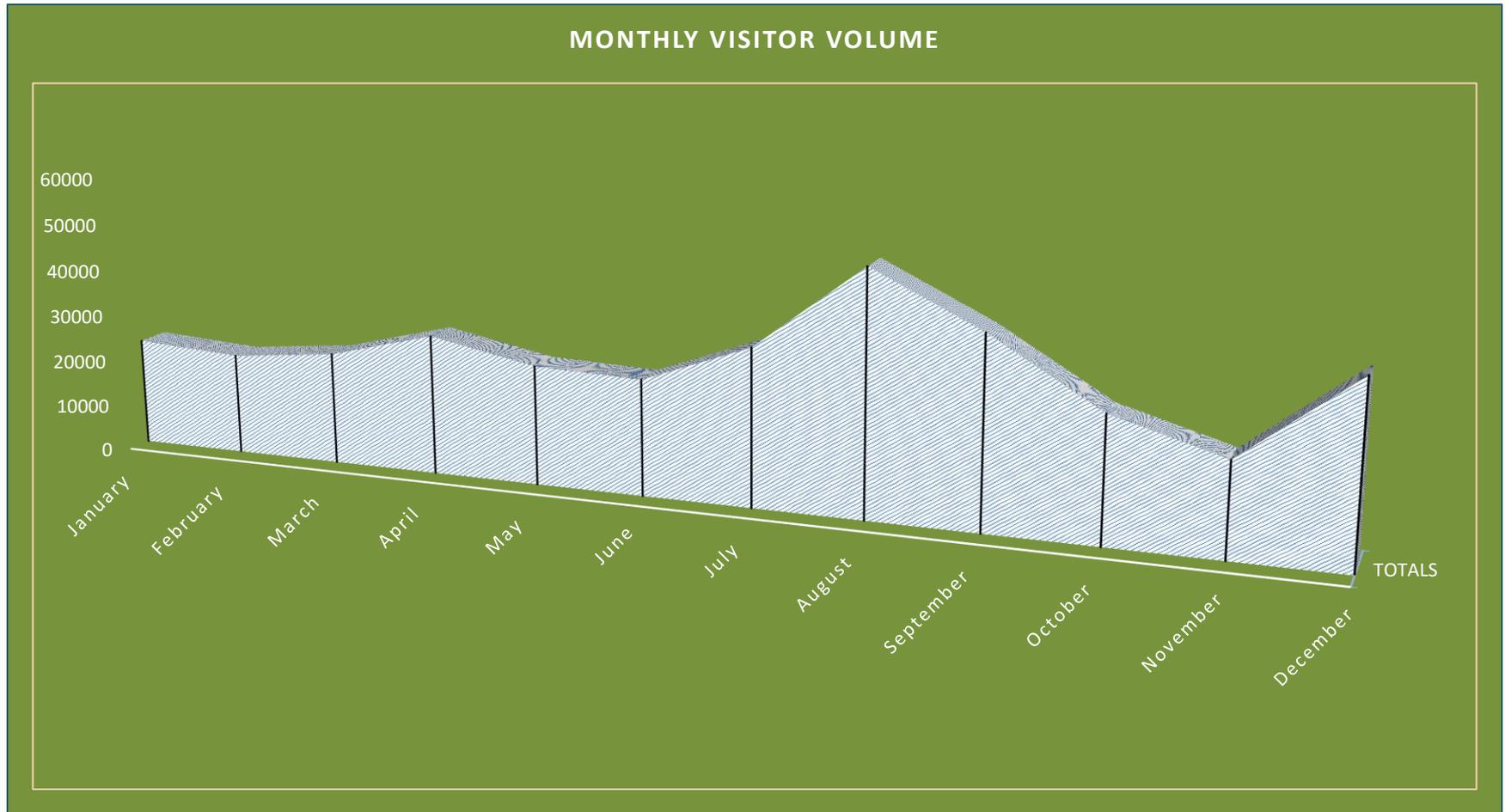
| Attractions                          | January       | February      | March         | April          | May           | June          | July           | TOTALS         |
|--------------------------------------|---------------|---------------|---------------|----------------|---------------|---------------|----------------|----------------|
| KNP- Phalaborwa gate                 | 11609         | 8992          | 17675         | 12470          | 13620         | 16800         | 22016          | 103 182        |
| Hoedspruit endangered species centre | 1817          | 1659          | 2380          | 1958           | 2221          | 2150          | 3376           | 15 561         |
| Sun International Meropa Casino      | 63887         | 52023         | 65256         | 65202          | 68084         | 54501         | 65770          | 434 723        |
| Echo Caves                           | 1489          | 1271          | 1829          | 1940           | 1902          | 1795          | 2108           | 12 334         |
| Mapungubwe National Park             | 1573          | 820           | 2020          | 1831           | 2856          | 3105          | 2331           | 14 536         |
| Peermont Khoroni Casino              | 2133          | 2251          | 2813          | 2507           | 2490          | 2575          | 2331           | 17 100         |
| Marakele National Park               | 532           | 639           | 937           | 898            | 794           | 1070          | 1262           | 5 600          |
| Forever Resorts Bele-bela            | 9211          | 7343          | 7462          | 12229          | 6184          | 6184          | 11088          | 59 701         |
| Nylsvley Nature Reserve              | 391           | 325           | 408           | 346            | 255           | 232           | 413            | 2 370          |
| Zebula Resort                        | 4973          | 3802          | 5749          | 5078           | 3811          | 4061          | 5672           | 33 146         |
| <b>TOTALS</b>                        | <b>97 659</b> | <b>79 447</b> | <b>99 249</b> | <b>105 311</b> | <b>93 047</b> | <b>94 137</b> | <b>116 908</b> | <b>697 486</b> |





## PERFORMANCE OF TOP TEN ATTRACTIONS IN LIMPOPO

A the table below showcase high an low months in the paid accommodation



*The heartland of southern Africa - development is about people!*

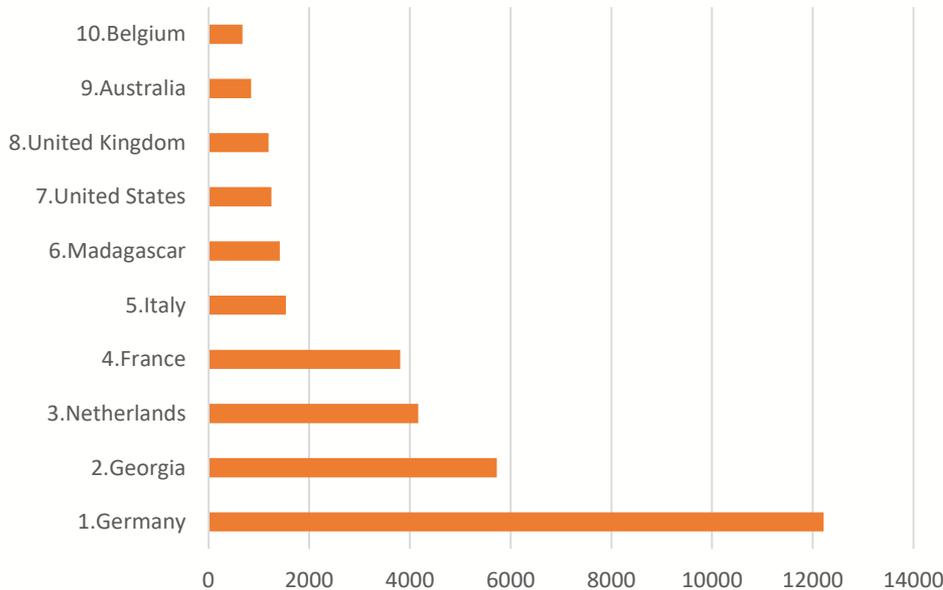




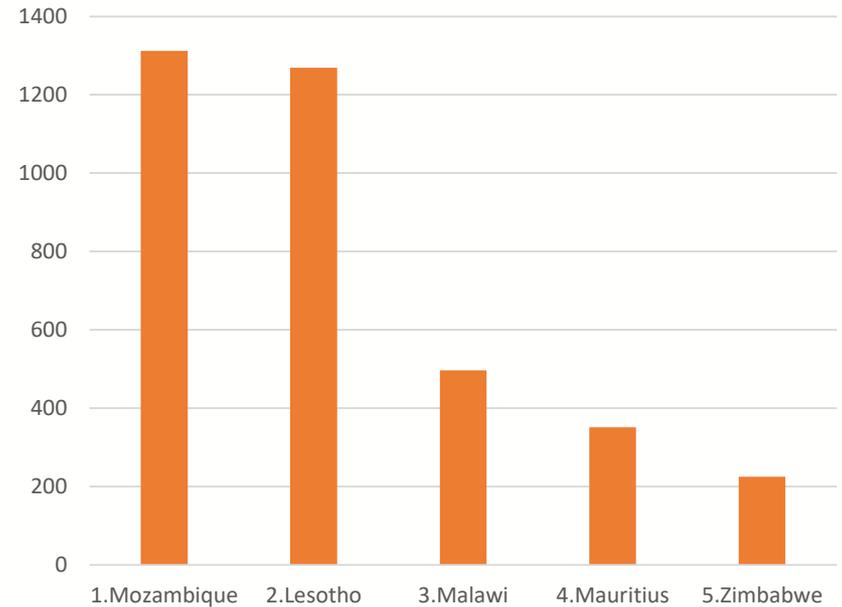
# CONTRIBUTION OF PHALABORWA GATE OF KRUGER NATIONAL PARK TO PROVINCIAL FIGURES

The Phalaborwa gate of KNP contributes immensely to both domestic and international numbers to Limpopo Province, the gate is a favourite destination for the German market. Giryondo boarder gate encourages transit into Mozambique

TOP TEN INTERNATIONAL ENTRIES TO KRUGER THROUGH PHALABORWA GATE



TOP 5 SADC TO KRUGER





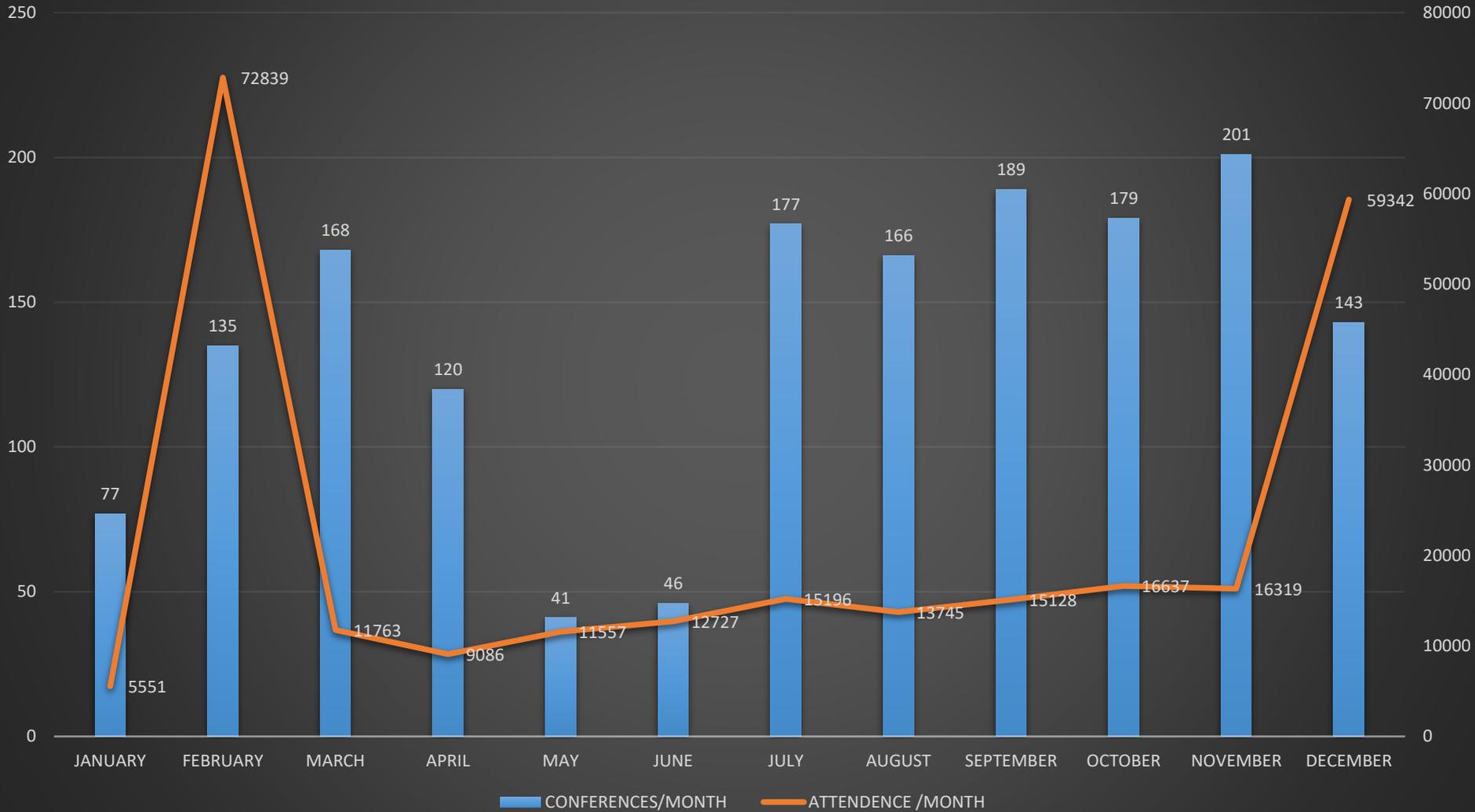
## PROVINCIAL CONFERENCING STATISTICS

| NAME OF ESTABLISHMENT | January   |             | February   |              | March      |              | April     |             | May       |              | June      |              | July       |              | August    |              | September  |               | October   |               | November  |              | December  |              | Total |               |       |       |
|-----------------------|-----------|-------------|------------|--------------|------------|--------------|-----------|-------------|-----------|--------------|-----------|--------------|------------|--------------|-----------|--------------|------------|---------------|-----------|---------------|-----------|--------------|-----------|--------------|-------|---------------|-------|-------|
|                       | Meropa    | 8           | 911        | 8            | 1740       | 15           | 1706      | 1           | 902       | 6            | 680       | 9            | 1833       | 8            | 1241      | 1            | 4483       | 1             | 1672      | 1             | 2770      | 1            | 2440      | 1            | 1324  |               | 21675 |       |
| Bolivia               | 55        | 3449        | 99         | 9292         | 11         | 785          | 8         | 6615        | 9         | 900          | 8         | 902          | 1          | 1176         | 9         | 5172         | 1          | 932           | 1         | 1084          | 1         | 1056         | 7         | 455          | 8     | 1             |       | 97411 |
| Park inn              |           |             | 5          | 225          | 12         | 305          | 1         | 250         | 1         | 403          | 9         | 270          | 7          | 364          | 2         | 1005         | 2          | 1109          | 2         | 954           | 1         | 1036         | 2         | 702          |       | 6621          |       |       |
| Tshipise              | 7         | 173         | 16         | 708          | 14         | 608          | 5         | 326         | 7         | 390          | 4         | 176          | 5          | 207          | 1         | 665          | 1          | 471           | 1         | 457           | 1         | 424          | 9         | 685          |       | 5290          |       |       |
| Tzaneen country       | 5         | 648         | 6          | 476          | 9          | 1200         | 4         | 230         | 1         | 632          | 8         | 767          | 1          | 842          | 1         | 1251         | 1          | 1577          | 8         | 572           | 1         | 876          | 8         | 740          |       | 9809          |       |       |
| Fairview              | Nil       | Nil         | 1          | 60           | 1          | 30           | 1         | 30          | 3         | 155          | 5         | 390          | 4          | 324          | 8         | 740          | 2          | 80            | 4         | 160           | 6         | 330          | 4         | 355          |       | 2654          |       |       |
| Makgobaskloof         |           | 285         |            | 398          |            | 39           |           | 446         |           | 288          |           | 188          |            | 194          |           | 349          |            | 256           |           | 384           |           | 197          |           | 226          |       | 3250          |       |       |
| Hans Merensky         | Nil       | Nil         | Nil        | Nil          | Nil        | Nil          |           | 71          | Nil       | Nil          | Nil       | Nil          | 4          | 197          | Nil       | Nil          | 2          | 400           | 2         | 136           | 3         | 292          | 1         | 50           |       | 1146          |       |       |
| Cajori                | 2         | 85          | Nil        | Nil          | 2          | 60           | 4         | 202         | Nil       | Nil          | 1         | 60           | 1          | 60           | 2         | 80           | Nil        | Nil           | 3         | 310           | 4         | 160          | 1         | 759          |       | 1776          |       |       |
| <b>TOTALS</b>         | <b>77</b> | <b>5551</b> | <b>135</b> | <b>72839</b> | <b>168</b> | <b>11763</b> | <b>12</b> | <b>9086</b> | <b>41</b> | <b>11557</b> | <b>46</b> | <b>12727</b> | <b>177</b> | <b>15196</b> | <b>16</b> | <b>13745</b> | <b>189</b> | <b>151289</b> | <b>17</b> | <b>166379</b> | <b>20</b> | <b>16319</b> | <b>14</b> | <b>59342</b> |       | <b>259975</b> |       |       |





## ANNUAL CONFERENCING



*The heartland of southern Africa - development is about people!*



# PERFORMANCE OF THE 3 COMMERCIAL AIRPORTS IN LIMPOPO

| PERFORMANCE OF THE 3 COMMERCIAL AIRPORTS IN LIMPOPO IN |         |          |       |       |      |      |      |        |           |         |          |          |        |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|--------|
| Name of Airport  | January | February | March | April | May  | June | July | August | September | October | November | December | TOTALS |
| <b>ARRIVALS</b>  |         |          |       |       |      |      |      |        |           |         |          |          |        |
| Polokwane Int. Airport                                 | 1378    | 2788     | 2556  | 2508  | 2789 | 2715 | 3063 | 2929   | 3404      | 3077    | 2987     | 1663     | 31857  |
| Hendrik Van Eck Airport (Phalaborwa)                   | 588     | 873      | 763   | 657   | 820  | 673  | 934  | 921    | 971       | 1045    | 938      | 745      | 9928   |
| East Gate Airport (Hoedspruit)                         | 4492    | 4529     | 5166  | 4596  | 4446 | 4459 | 5608 | 5615   | 5862      | 6006    | 5050     | 4908     | 60737  |
| <b>TOTALS</b>  | 6458    | 8190     | 8485  | 7761  | 8055 | 7847 | 9605 | 9465   | 10237     | 10128   | 8975     | 7316     | 102522 |
| <b>DEPARTURE</b>                                       |         |          |       |       |      |      |      |        |           |         |          |          |        |
| Polokwane Int. Airport                                 | 1343    | 2718     | 2648  | 2424  | 2852 | 2737 | 2971 | 2718   | 3430      | 2953    | 2986     | 1440     | 31220  |
| Hendrik Van Eck Airport (Phalaborwa)                   | 608     | 802      | 824   | 670   | 769  | 622  | 845  | 974    | 956       | 1041    | 961      | 668      | 9118   |
| East Gate Airport (Hoedspruit)                         | 4589    | 4167     | 5037  | 4554  | 4342 | 4133 | 5342 | 5705   | 5597      | 6055    | 5162     | 4748     | 59431  |
| <b>TOTALS</b>  | 6540    | 7687     | 8509  | 7648  | 7963 | 7492 | 9158 | 9397   | 9983      | 10049   | 9109     | 6876     | 99769  |

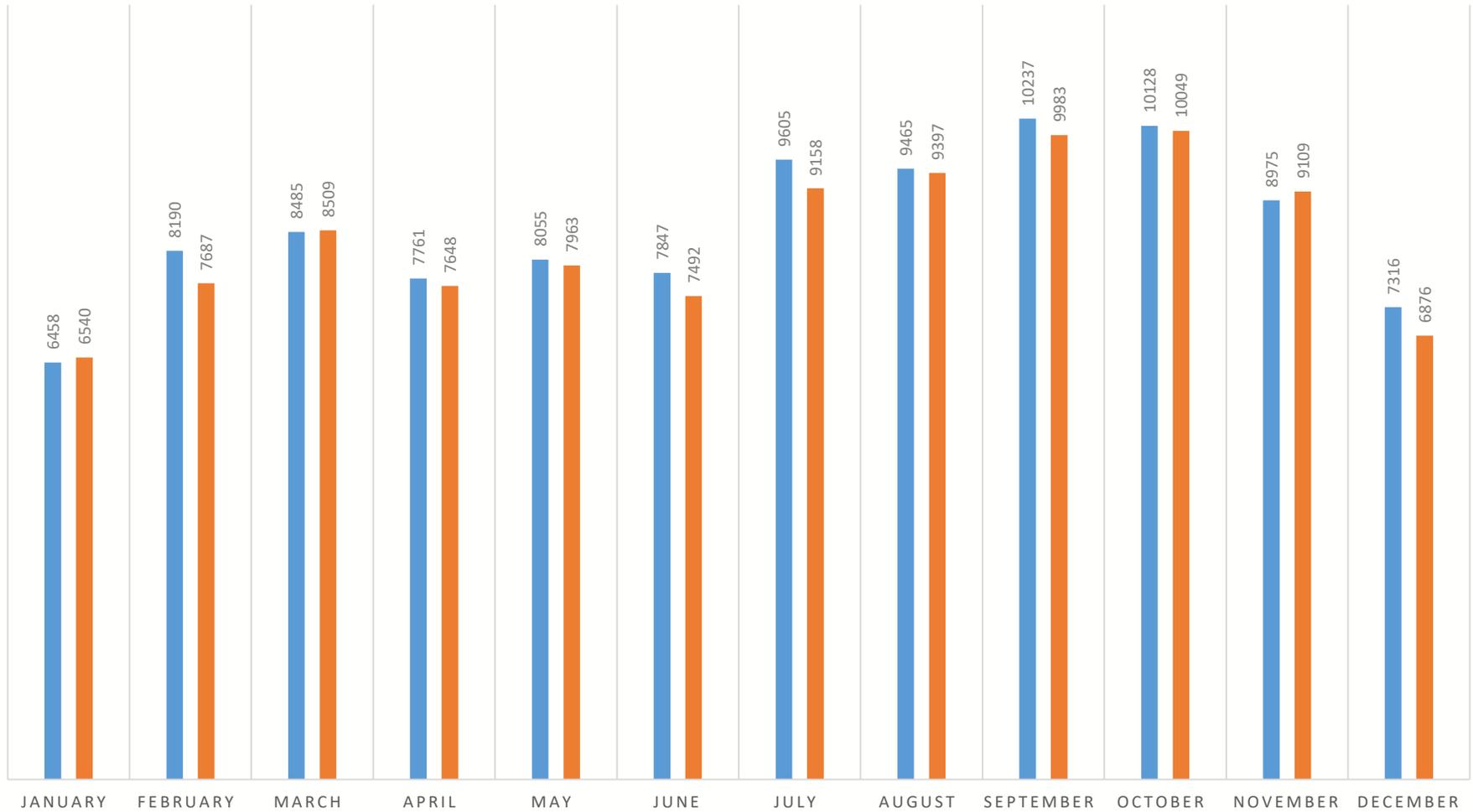
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## LIMPOPO AIRLIFT: ARRIVALS VS DEPARTURE

■ Arrivals ■ Departure

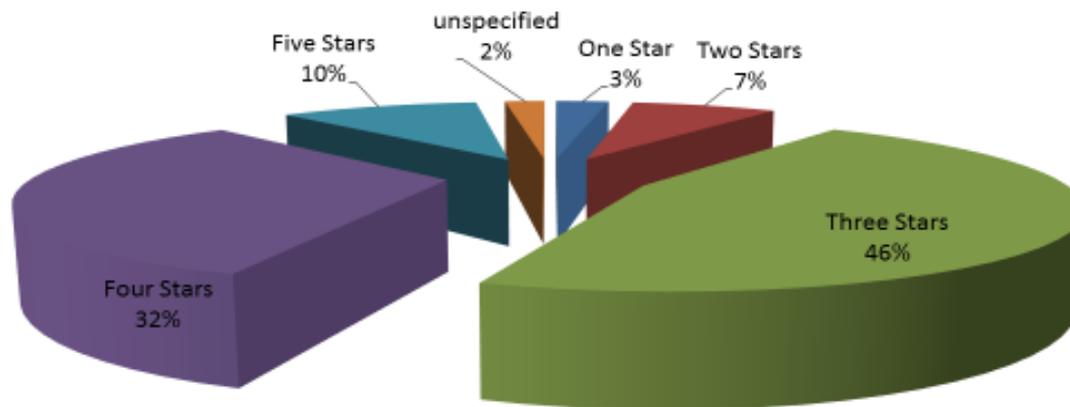


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- Provincial supply performance

PERCENTAGE OF GRADED ESTABLISHMENTS IN LIMPOPO



307 Graded Facilities in Limpopo



## • OBJECTIVES OF THE IMPACT ASSESSMENT:

- The main objectives for assessing the impact of tourism events as prioritised are as follows;
  - Determine the demographics of visitors to the event
  - Assess the expenditure distribution of event attendees
  - Estimate the direct economic impact of this event

PHALAPHALA  
08 SEPT  
SATURDAY 2018  
08 SEPT  
SATURDAY 2018  
08 SEPT  
SATURDAY 2018

**TODAY**

AKA, JONAS GWANGWA, ZONKE, LEONARD ZHAKATA, TIRA, SHEKINAH, SUN EL MUSICIAN, BUSTSWA, DJ ZINHLE, DLADLA MSHUNQISI, SHIMZA, SPEEDSTA, LERATO KGANYAGO, TIPCEE, TEAM MOSHA, DJ GANYANI, MLINDOTHEVOCALIST, THOMAS CHAUKE, UNA RAMS, ZAMO DLAMINI, BENNY MAYENGANI, KING MONADA, COLBERT MUKWEVHO, ZOZO & SENGERE, DAVID MMBI, SIR MCKLEKER, MAKHADZI, KANAKANA COOK, MAZWALE, DUPA, JONES, RUSSTIAN ARMY, VJ NUTTY, SHUFFLERS RAGIMANA, SUNGLEN, VENRAP POWER HOUR, SURPRISE ACT

**ROYAL GARDENS**  
NANDONI DAM, THOHOYANDOU.  
TICKETS R200.00 AT Computicket  
VIP TICKETS & PACKAGES - LUANDE, 076 299 1387

LIMPOPO TOURISM, NVT, Aluma Events, EOP, MEB, SABC, and other logos.

f RoyalHeritageFestival @RoyalHeritageFestival @RoyalHeritageFestival

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# LIMPOPO

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REPUBLIC OF SOUTH AFRICA

## DEPARTMENT OF ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

### LEDET TOURISM: EVENT IMPACT ASSESSMENT

Location/Venue:

Name of Event:

Interviewer:

Date:

**SMME Businesses @ the Venue**

1) The kind of business of commercial establishment is (circle number where appropriate from below)

|                         |  |
|-------------------------|--|
| Food and Beverages      |  |
| Other (Please indicate) |  |

(2) When did your commercial establishment start operating in this area? (Year) .....

|                         |        |         |            |                   |
|-------------------------|--------|---------|------------|-------------------|
| GENDER OF THE OWNER     | Female | Male    | Other      |                   |
| AGE OF THE OWNER        | 18-35  | 36 - 45 | 46 - 55    | 56+               |
| MARITAL STATUS OF OWNER | Single | Married | Divorced   | Widow/widower     |
| Is the facility graded  | None   | Yes     | Star-_____ | Expiry date-_____ |

(3) Please say if you strongly disagree (SD), disagree (D), not sure (N), agree (A) or strongly agree (SA)

| QUESTIONS  | SD | D | N | A | SA |
|--|----|---|---|---|----|
| Crime is low around my business area   |    |   |   |   |    |
| Encourage locals to develop new SMME business  |    |   |   |   |    |
| This festival help increase job opportunities  |    |   |   |   |    |
| The festival improves the standard of living   |    |   |   |   |    |
| Lead to increased spending in the local area and thus increase economic benefits for local businesses? |    |   |   |   |    |
| Expose the locals to many business opportunities   |    |   |   |   |    |
| Lead to the promotion of the area as a tourism destination?  |    |   |   |   |    |
| The festival is a great opportunity to make a living   |    |   |   |   |    |
| Weekends with events has significant impact on sales in your business than weekends without generally  |    |   |   |   |    |
| It lead to the promotion of the area as a tourism destination?   |    |   |   |   |    |
| It is important for the festival to continue for the coming years                                      |    |   |   |   |    |
| This festival influenced your profits and a great opportunity to grow                                  |    |   |   |   |    |
| What is your total staff compliment  |    |   |   |   |    |

Evrldiki Towers, 20 Hans van Rensburg Street, POLOKWANE, 0700, Private Bag X9484, POLOKWANE, 0700  
Tel: 015 293 8300, Fax: 015 295 5297, website: <http://www.Limpopo.gov.za>

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# EVENT IMPACT ASSESMENT ANALYSIS SHEET: Survey of tourism businesses

**EVENT:**

**DATE:**

| 1-ANALYSIS OF BUSINESSES - TOTAL SAMPLE= 15      |             |  |                 |  |            |           |                         |         |           |          |                 |
|--|-------------|--|-----------------|--|------------|-----------|-------------------------|---------|-----------|----------|-----------------|
| Kind of business                                 | Accom       |  | Cultural centre |  | Food & Bev |           | Fishing                 |         |           |          | conference      |
| Years in operation                               | 0 -3        |  | 4 -6            |  | 7 - 10     |           | 11 - 15                 |         |           | 16 +     |                 |
| Age of owner                                     | 19-35       |  | 36-40           |  | 41-50      |           | 50 -60                  |         |           | 61 +     |                 |
| Gender of owner                                  | Male        |  | Female          |  |            |           |                         |         |           |          |                 |
| Kind of ownership                                | Partnership |  | Sole owner      |  |            |           |                         |         |           |          |                 |
| Grading  | Yes         |  | No              |  |            |           |                         |         |           |          |                 |
| Business registration                            | Yes         |  | No              |  | CIPC       |           |                         |         |           |          |                 |
| Facility zoned for business                      | Yes         |  | No              |  |            |           |                         |         |           |          |                 |
| Staff Compliment                                 | 1- 3        |  | 4 -6            |  | 7 - 10     |           | 11 20                   |         |           | 21+      | Total employees |
| Number of rooms                                  | < 5         |  | 5 - 10          |  | 11 -16     |           | TOTAL ROOMS IN THE AREA |         |           |          |                 |
| Room rate per night                              | < 250       |  | 260 - 400       |  | 410-550    |           | 560 - 700               |         |           | 710-1000 | 1000 +          |
| Source market                                    | Limpopo     |  | G P             |  | Mpumalanga |           |                         |         |           |          |                 |
| You receive support from government/Municipality |             |  |                 |  | SD         | D         | N                       | A       | SA        |          |                 |
| Crime is low around your business area           |             |  |                 |  | SD         | D         | N                       | A       | SA        |          |                 |
| Occupancy weekend of 24/25 August 2021           |             |  |                 |  | Low        | Mode rate | High                    | f/house |           |          |                 |
| Occupancy weekend of 03/04 September 2021        |             |  |                 |  | Low        | Mode rate | High                    | f/house |           |          |                 |
| Covid 19 mitigating measures in place            |             |  |                 |  | Sanitizer  |           | Screening               |         | Wear mask |          |                 |



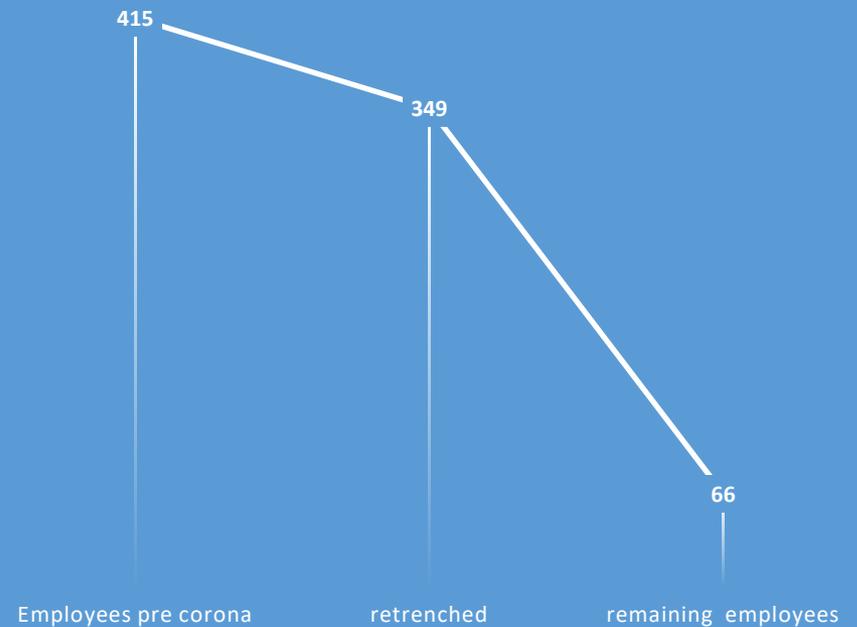
## ANALYSIS OF COVID 19 PANDEMIC TO LIMPOPO GOLF DESTINATION

### BEFORE & AFTER RETRENCHMENT COMPARISON

Pre retrenchment    after retrenchment



### TOTAL EMPLOYMENT TREJECTORY



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**TOURISM FESTIVAL- ECONOMIC IMPACTS total spin-off** across accommodation, food, beverages, communication and general trade

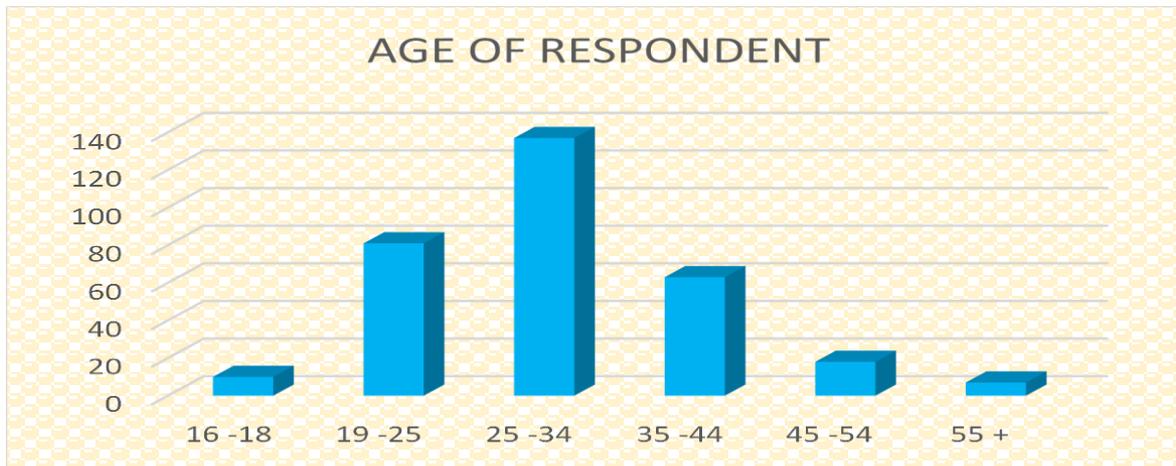
|  |              |
|--|--------------|
| OPPIKOPPI- NORTHAM - Industry and government partnership         | R 54 MILLION |
| CASTLE LITE- POLOKWANE - Industry operators only                 | R43 MILLION  |
| TWO COUNTRY RACE - MUSINA- Industry operators only               | R3.4 MILLION |
| MARULA FESTIVAL – PHALABORWA - Government and industry operators | R44 MILLION  |





#### 4.2 AGE OF RESPONDENTS:

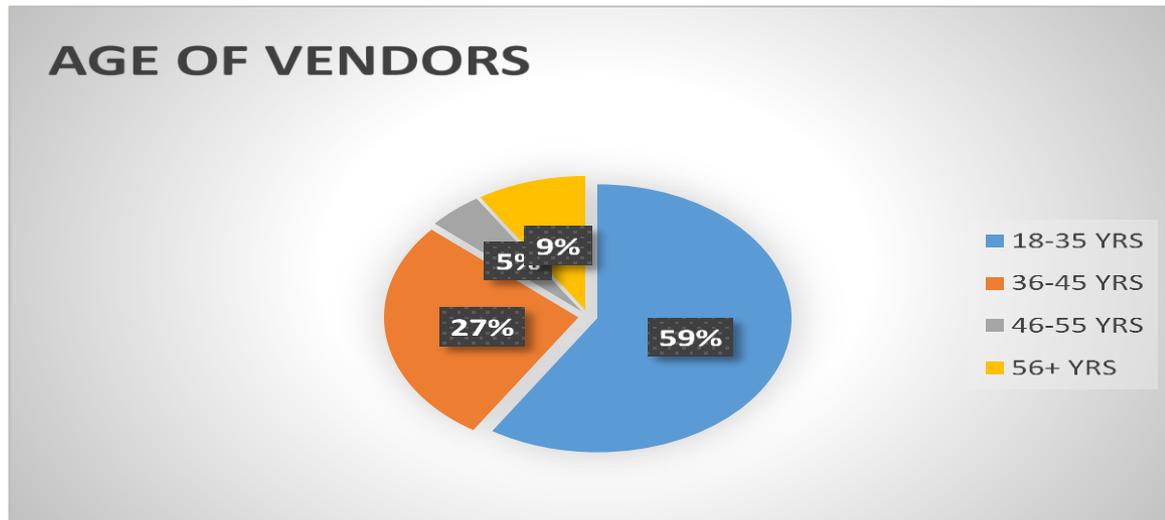
This kind of market the Royal Heritage Festival caters for is basically all age groups because of the kind of music/genres of music on offer. There's two age group which responded mostly/in large numbers and are dominant, it is between 25-34 years at 43.35% and 19-25years at 25.63%. Some of the factors which might be the reason why these age groups mostly attended this festival is because they are still young, vibrant and energetic, and with no much financial commitment. With the other reason being that they are probably in a good financial state, working. With Jazz & Gospel music as some of the genres of music performed at the festival, this might be a contributing factor of the 2.21% attendance from the age group of 55+ (55years and more).



## PROFILE OF VENDORS IN THE EVENT

### AGE OF VENDORS:

The highest percentage of owners of the Food & Beverage business at the festival is the youth between the ages of 18-35 at 59.09% which is a very impressive stat, showing that many young people are opening their businesses, becoming entrepreneurs. This shows that young people are becoming more independent and the unemployment rate that is so high in the country is fought against. The research shows that the people involved in this kind of business are still young as the second highest percentage is that of people at ages between 36-45 at 27.27% and there's a very small number of the old ranging from 46 years to more than 55 years at just 13.63% altogether, 4.54%(46-55) and 9.09%(56years+).

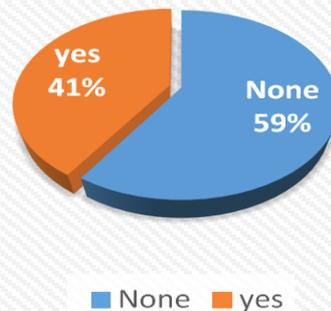


# PROFILE OF SUROUNDING ACCOMMODATION

## 4 GRADED FACILITY:

Out of the facilities which are in operation and offered services to the attendees of the Royal heritage festival, about 59.25% of them were not graded. Some of the reasons why there's many ungraded facilities might be because not many owners know about grading, what they need to do to get their establishments graded or even understand the positive impact that grading will have on their facilities. The remaining percentage is that of the graded facilities which less than 50% of the ungraded facilities. There is 18.51% of the graded 4star facilities and 22.22% of the 3star graded facilities around the area.

## GRADED ESTABLISHMENTS



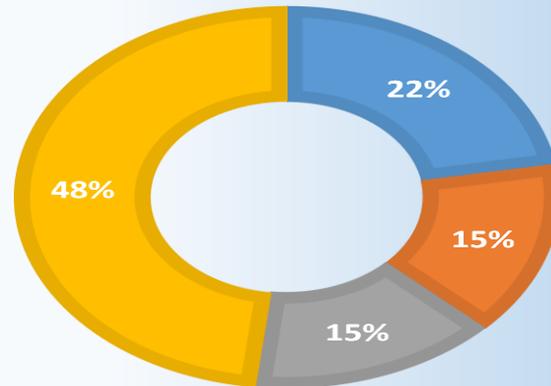
# PROFILE OF SUROUNDING ACCOMMODATION

## OCCUPANCY LEVEL DURING THE PERIOD:

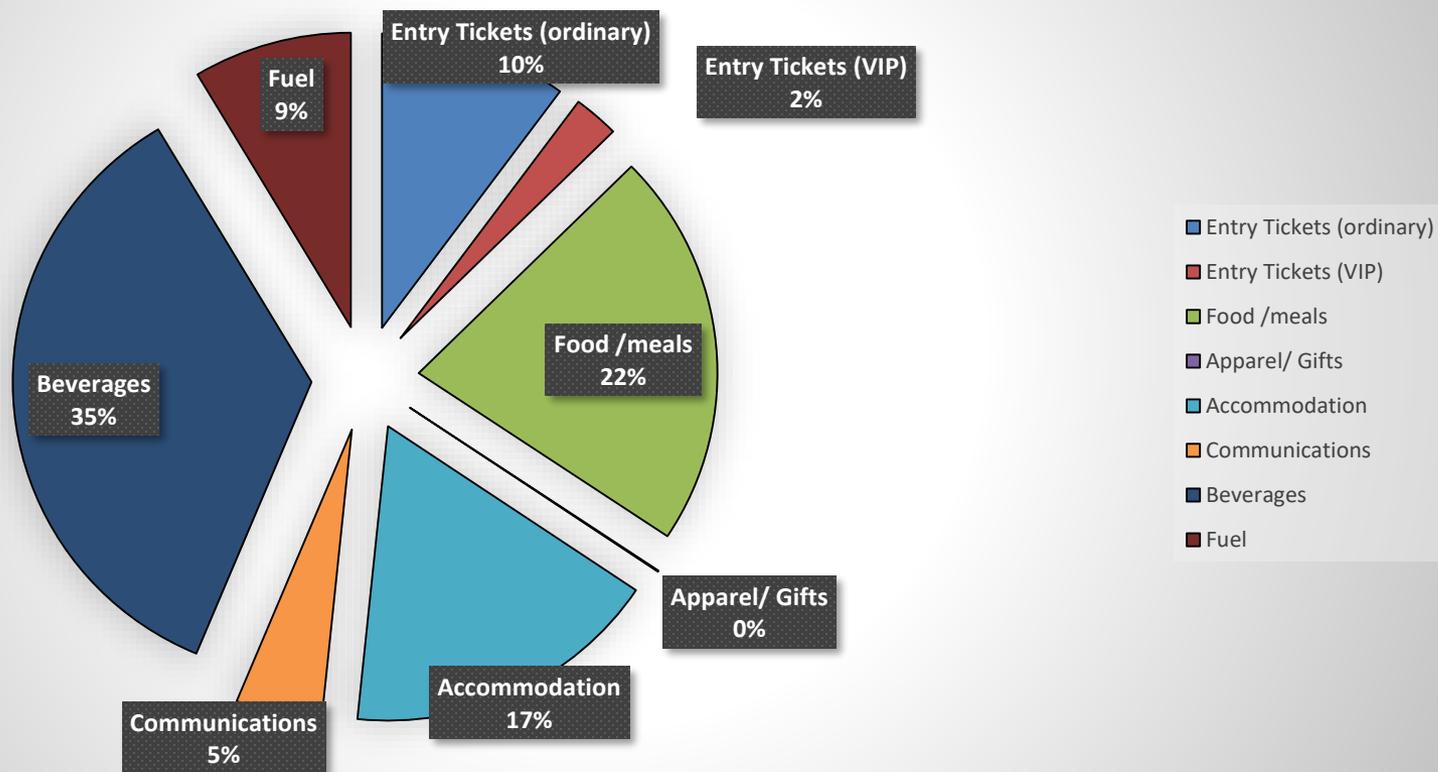
Upon scanning accommodations in a radius of 15 km (*including Thohoyandou and Malamulele*) some tourism establishments were booked full house at 48.14% during the period of the festival which shows that the festival had a positive impact on business and that the businesses which the occupancy level is full house made good sales in return. There is also a 22.22% of low occupancy level shown in the research which means that these establishments didn't receive much, some of the reasons possibly being not properly marketed to the right segment, distance to the venue or the establishment as a new entry into the market.

## OCCUPANCY LEVEL DURING THIS EVENT

■ LOW ■ MODERATE ■ HI ■ FULL H



# Expenditure breakdown



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**Edwell Matukane**

**Tourism Research and Knowledge Management**

- **Department of Economic Development, Environment & Tourism**



**IDO  
TOURISM**

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