

TOURISM STATISTICS WORKSHOP

Partnerships on Tourism Statistics at Provincial Level
Southern Sun O.R Tambo International Airport



25-27 July 2023



destea

department of
economic, small business development,
tourism and environmental affairs
FREE STATE PROVINCE

CONTENT

1. Partnerships
2. Research Committee
3. Key Stakeholders
4. Roles and Responsibilities
5. Challenges
6. Proposed Solutions



CURRENT PARTNERSHIPS

Subscribing to South Africa Regional Explorer

IHS Market
(now part of **S&P Global** Market Intelligence)
Centurion

- **REX REGIONAL EXPLORER**

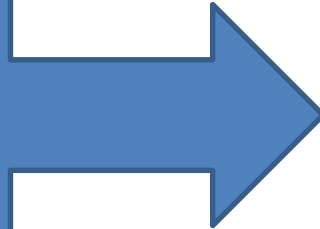
Consolidates a wide range of data sources such as Statistics South Africa, South African Reserve Bank, South African Revenue Services, Council for Scientific and Industrial Research, Department of Mineral Resources, South African Petroleum Industry Association, National Electricity Regulator, and Eskom, Government departments – including the National Treasury and the DTI, various development agencies, selected private research houses, and many more.

CURRENT PARTNERSHIPS (2)

Three data sources

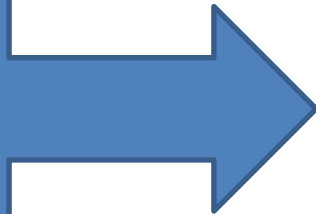
ReX Publisher

Generate socio-economic reports on Free State Province, Metropolitan and District Municipalities, as well as Local Municipalities any South African



- **AT A GLANCE**
Three page overview on the socio-economy of a specific area
- **STATISTICAL OVERVIEW**
A full content report on a region containing descriptive charts, data summaries, and basic interpretations
- **COMPANY DATABASES**
Consists of various company databases and reports

Who Owns Whom (WOW)



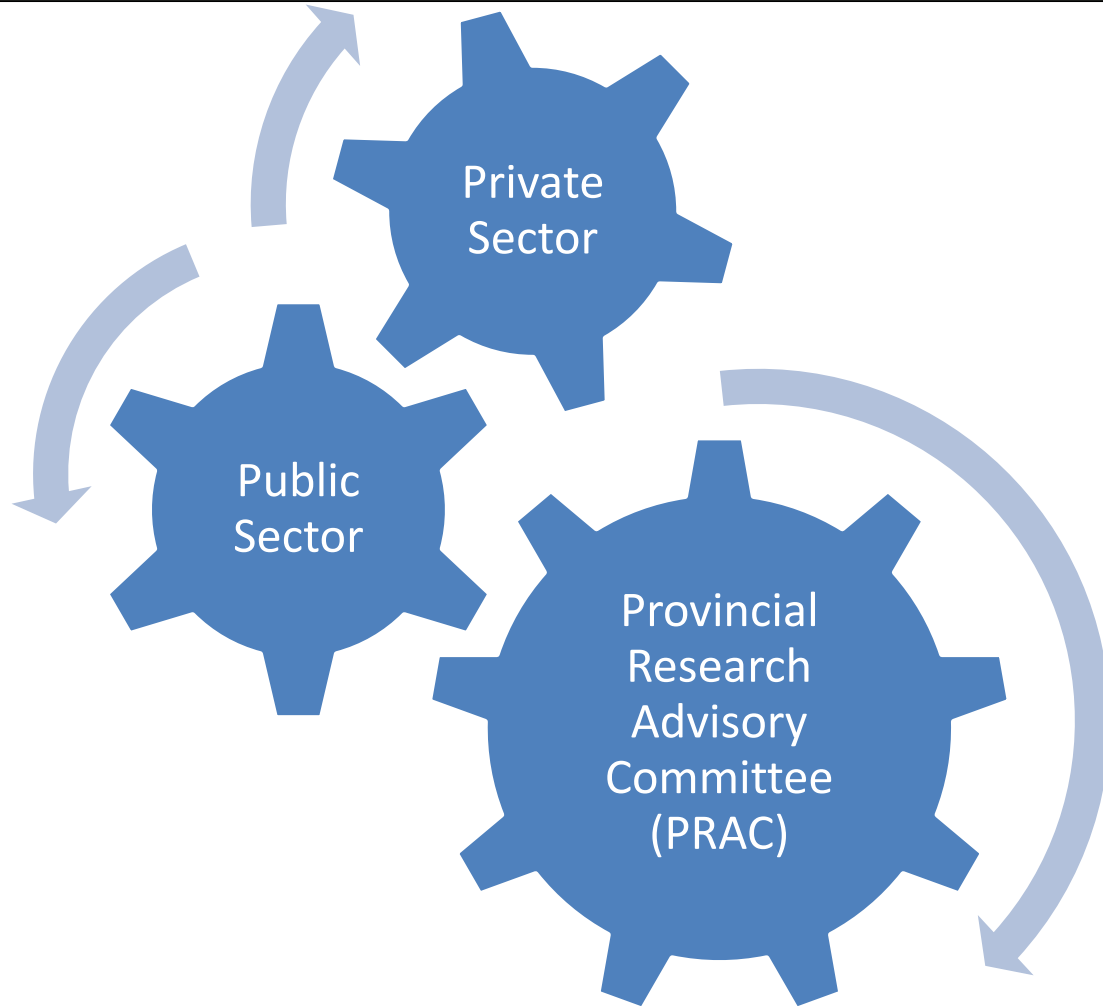
TYPE OF INFORMATION

Tourism Statistics

- Purpose of trips
- Origin of tourists
- Tourism spending
- Growth in tourism
- Total tourist spend as % of GDP
- Average tourist spend per resident capita



RESEARCH COMMITTEE



KEY STAKEHOLDERS

Academic Institutions

- University of the Free State
- Central University of Technology
- Motheo TVET College

Government Departments

- Provincial Treasury
- Agriculture & Rural Development
- Office of the Premier

Organised Business

- Manguang Chamber of Commerce and Industry (MCCI)
- National African Federated Chamber of Commerce & Industry (NAFCOC)
- Free State Chamber of Commerce and Industry (FSCCI)
- Federated Hospitality Association of Southern Africa (FEDHASA)

Other

- IDC
- Statistics SA
- Commercial Banks
- Mangaung Metropolitan Municipality

ROLES AND RESPONSIBILITIES

Destea

- Identification of data sources
- Coordination of available data sources
- Identify the relevant and available expertise
- Budget

IHS Market

- Provide the relevant data/statistics
- Updates as per the recent releases

PRAC

- Establish and maintain sound working relationships
- Discussion of relevant research topics
- Alignment of research initiatives
- Sharing of completed research reports

WOW

- Provide the relevant data/statistics
- Updates as per the recent releases

CHALLENGES

- Frequency of updates
- Province specific data
- Incomplete databases



PROPOSED SOLUTIONS



- Improve communication between the various stakeholders (Destea, Service Providers, Statistics South Africa and others)
- Align research mechanisms/sources, specifically relating to province specific data
- Develop the relationship between the private sector by means of PRAC to provide adequate and complete information

THANK YOU

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