

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

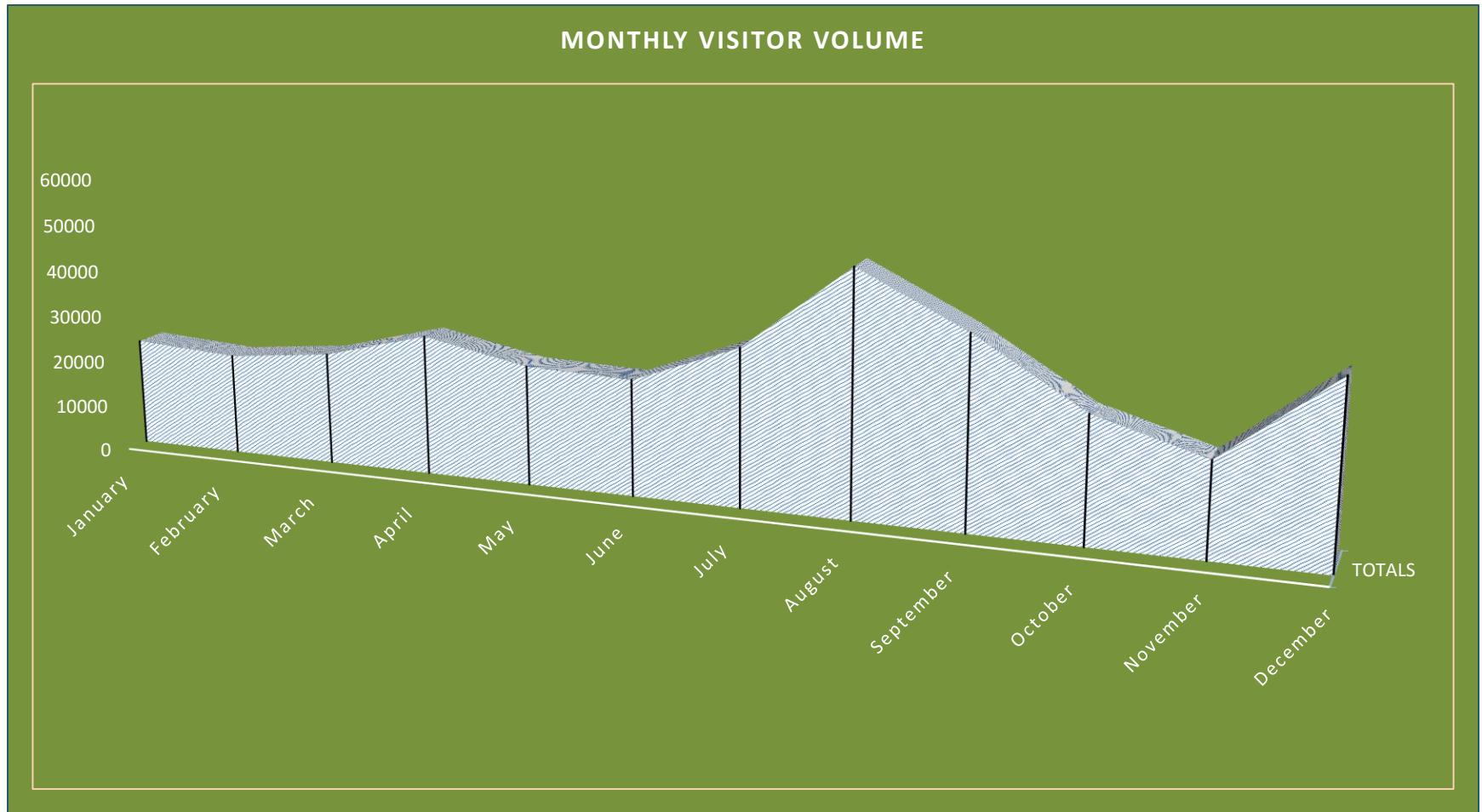
Attractions	January	February	March	April	May	June	July	TOTALS
KNP- Phalaborwa gate	11609	8992	17675	12470	13620	16800	22016	103 182
Hoedspruit endangered species centre	1817	1659	2380	1958	2221	2150	3376	15 561
Sun International Meropa Casino	63887	52023	65256	65202	68084	54501	65770	434 723
Echo Caves	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
TOTALS	97 659	79 447	99 249	105 311	93 047	94 137	116 908	697 486





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!

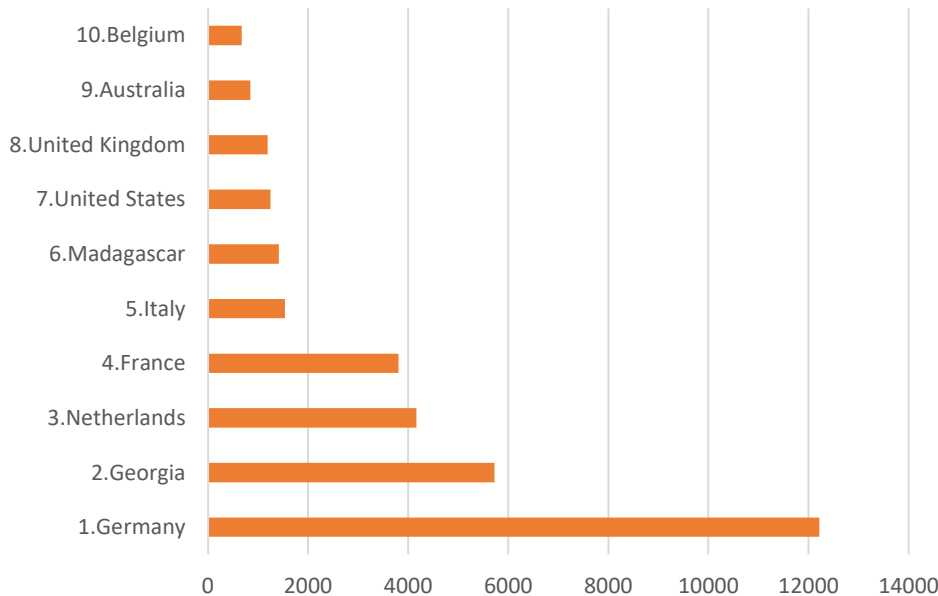




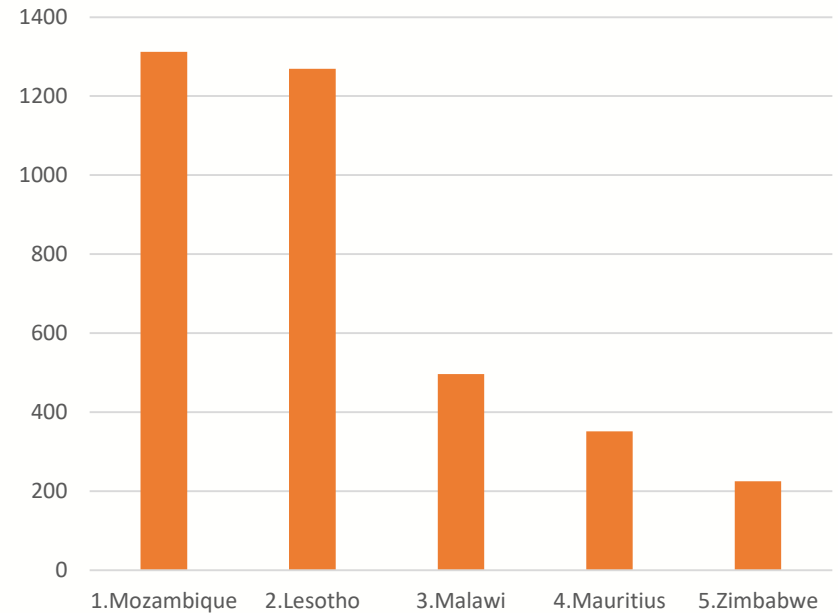
CONTRIBUTION OF PHALABORWA GATE OF KRUGER NATIONAL PARK TO PROVINCIAL FIGURES

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





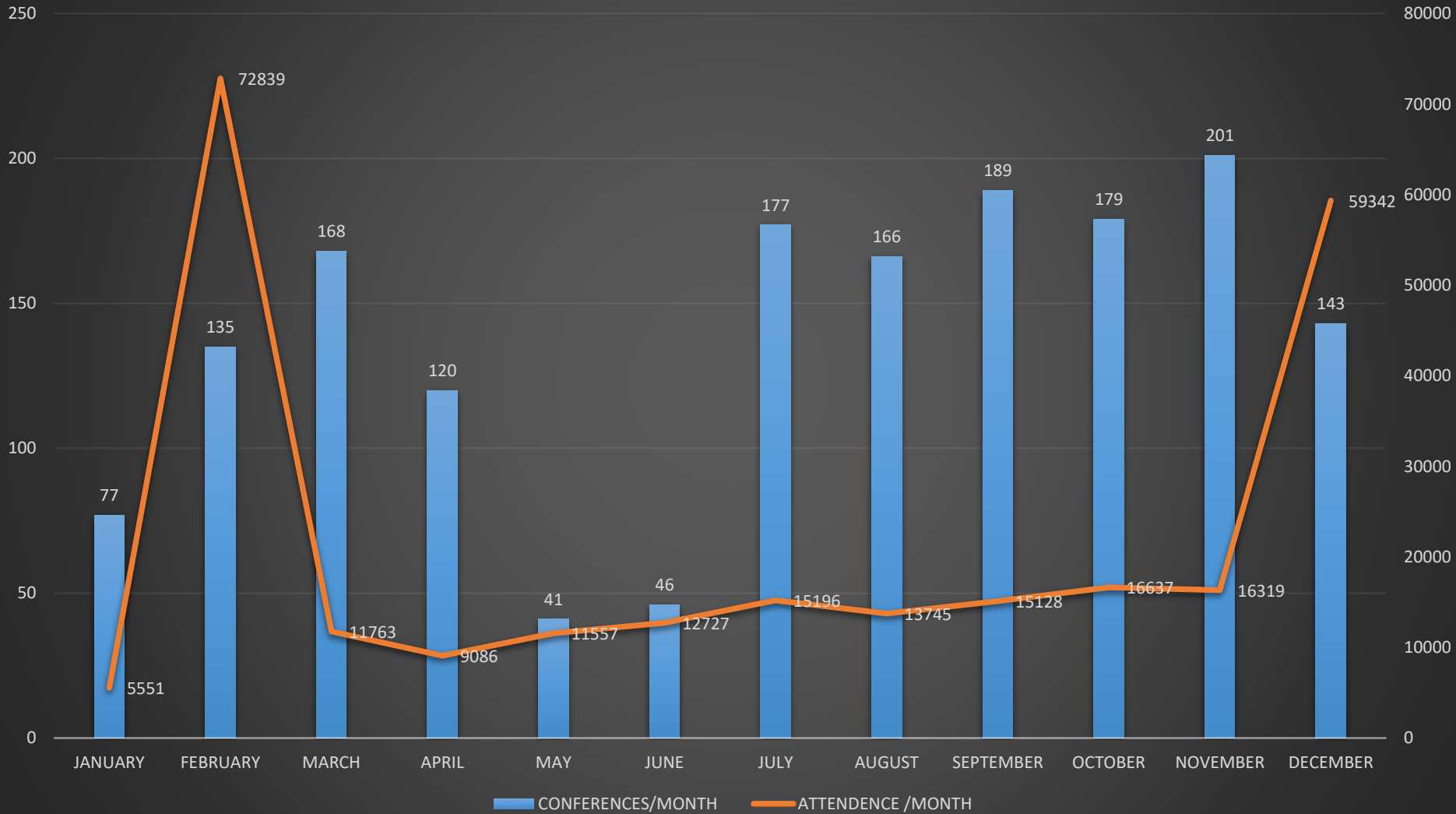
PROVINCIAL CONFERENCING STATISTICS

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	9043	1	11767	9	5172	1	9328	1	1084	1	10568	7	4551		97411
Park inn			5	225	12	305	1	250	1	403	9	270	7	364	2	1005	2	1109	2	9545	1	10365	2	7020		6621
Tshipise	7	173	16	708	14	608	5	326	7	390	4	176	5	207	1	665	1	4710	1	4572	1	4246	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	8760	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
TOTALS	77	5551	135	72839	168	11763	12	9086	41	11557	46	12727	177	15196	16	13745	18	151289	17	166379	20	16319	14	59342		259975





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
ARRIVALS													
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
TOTALS	6458	8190	8485	7761	8055	7847	9605	9465	10237	10128	8975	7316	102522
DEPARTURE													
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
TOTALS	6540	7687	8509	7648	7963	7492	9158	9397	9983	10049	9109	6876	99769

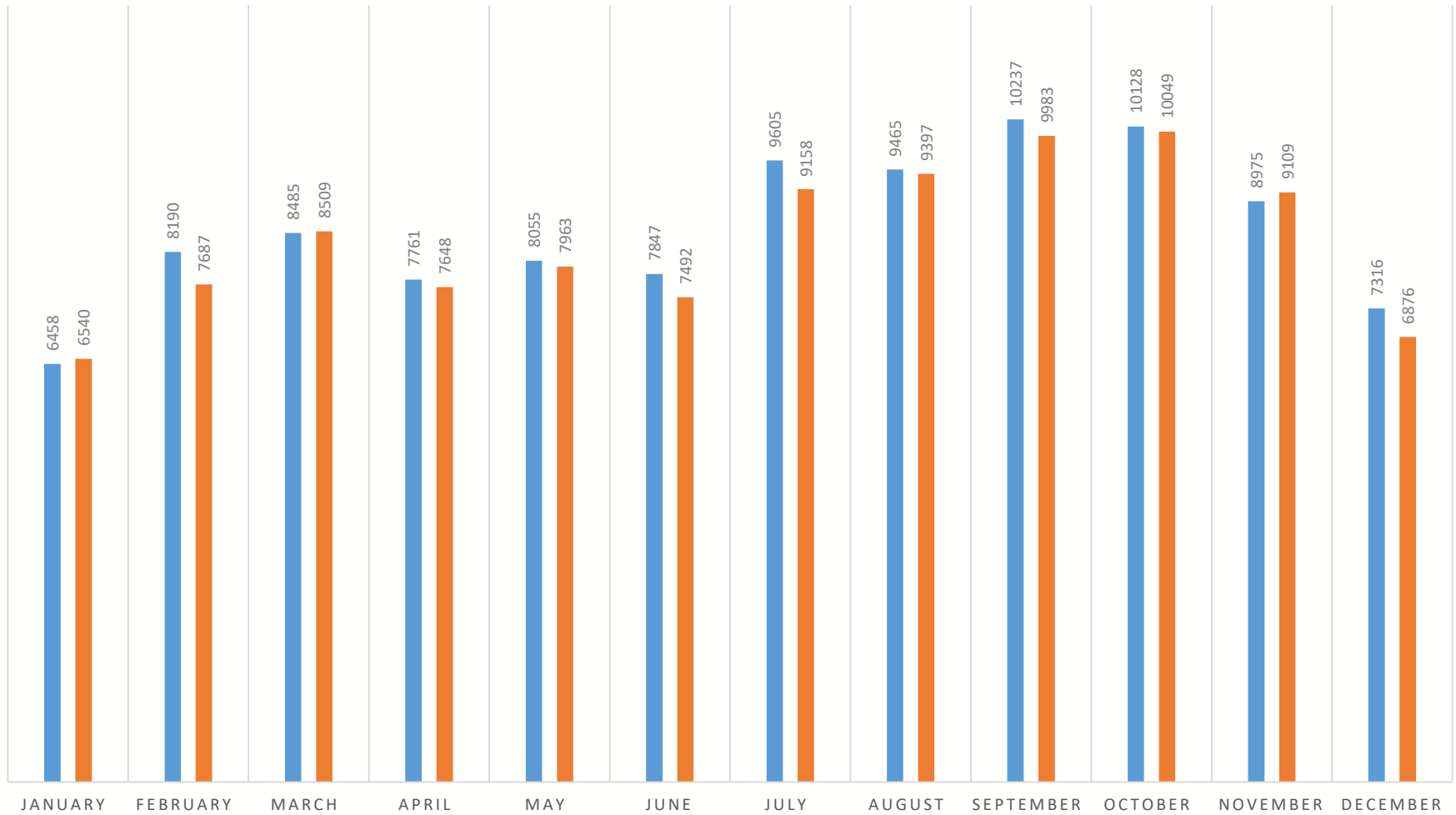
The heartland of southern Africa - development is about people!





LIMPOPO AIRLIFT: ARRIVALS VS DEPARTURE

■ Arrivals ■ Departure

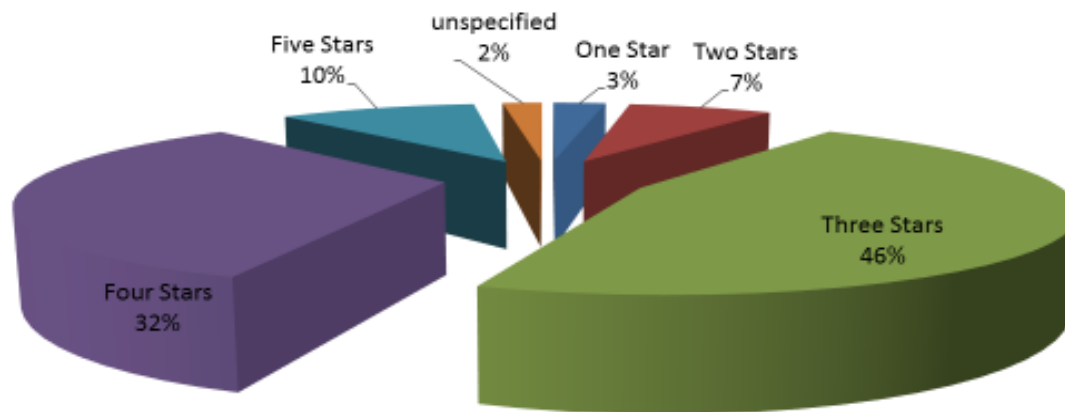


The heartland of southern Africa - development is about people!



- 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
ROYAL HERITAGE FESTIVAL

08
SEPT
SATURDAY 2018
KwaZulu Natal 11:00

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, SUN GLEN, VENRAP POWER HOUR, SURPRISE ACT

ROYAL GARDENS
NANDONI DAM, THOHOYANDOU.

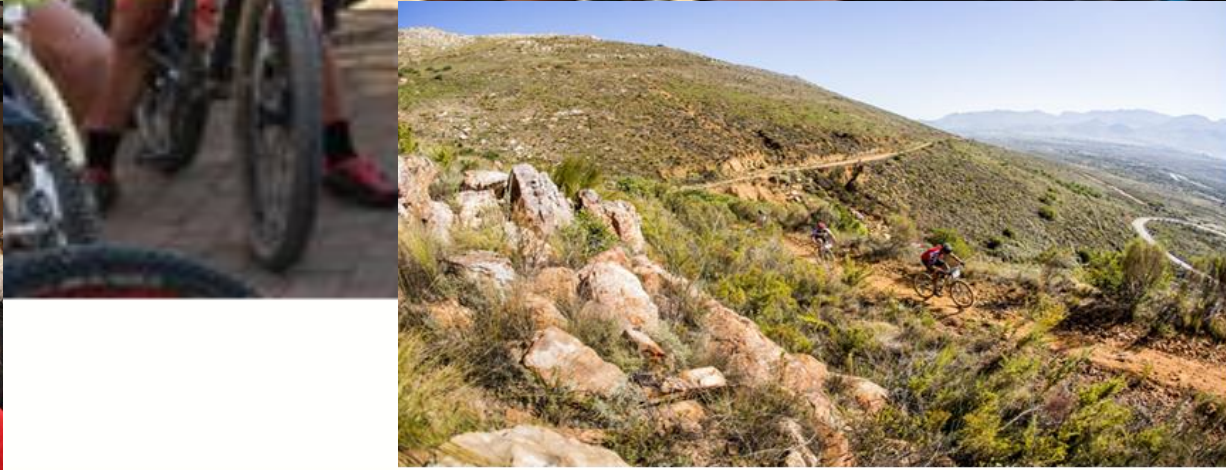
TICKETS R200.00 AT Computicket
VIP TICKETS & PACKAGES - LUANDE, 076 299 1387

LIMPOPO
NVT
Aluma Events
EOP
MEB
SABC
MUSIC

f RoyalHeritageFestival @RoyalFestival @RoyalHeritageFestival

The heartland of southern Africa - development is about people!





The heartland of southern Africa - development is about people!





LIMPOPO

PROVINCIAL GOVERNMENT
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					

Evridiki 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>

The heartland of southern Africa – development is about people!

The heartland of southern Africa - development is about people!



EVENT IMPACT ASSESMENT ANALYSIS SHEET: Survey of tourism businesses

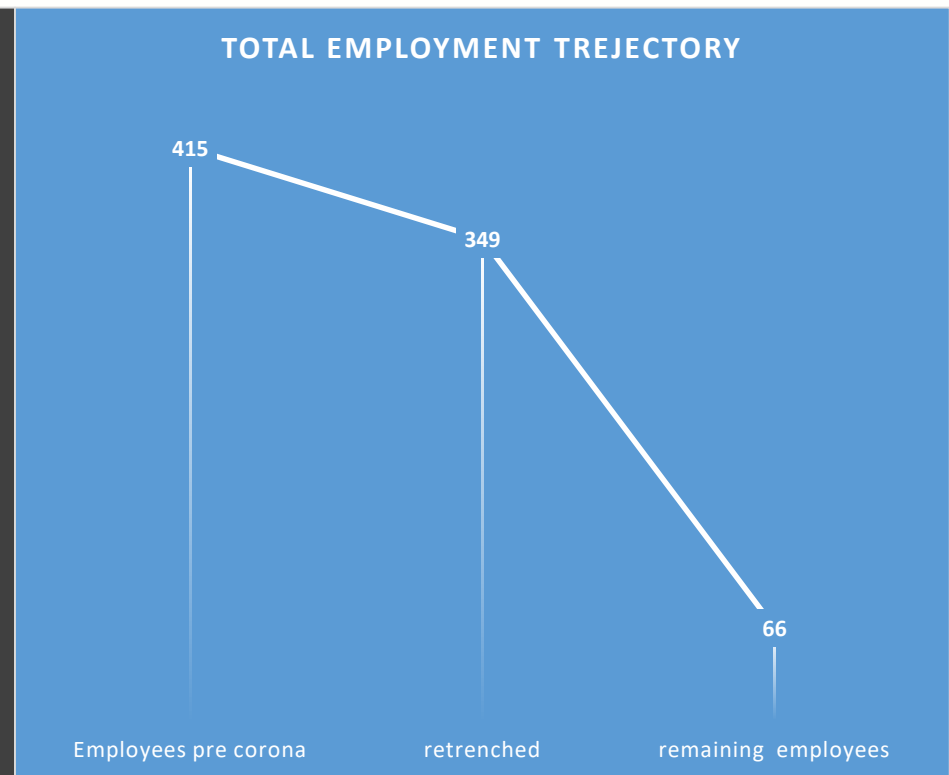
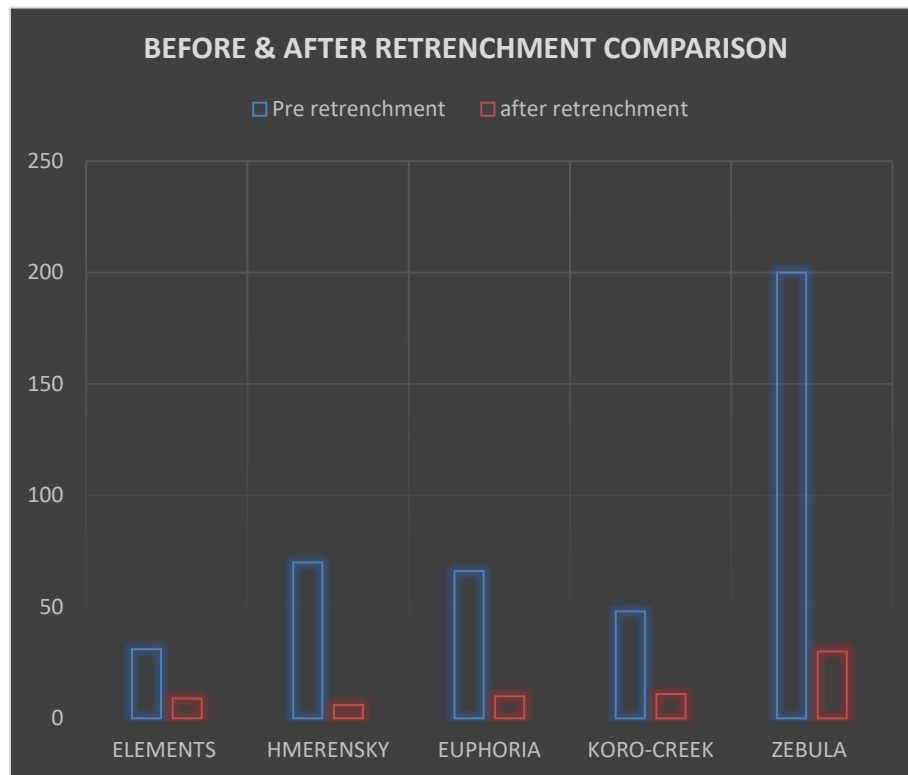
EVENT:

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



The heartland of southern Africa - development is about people!





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

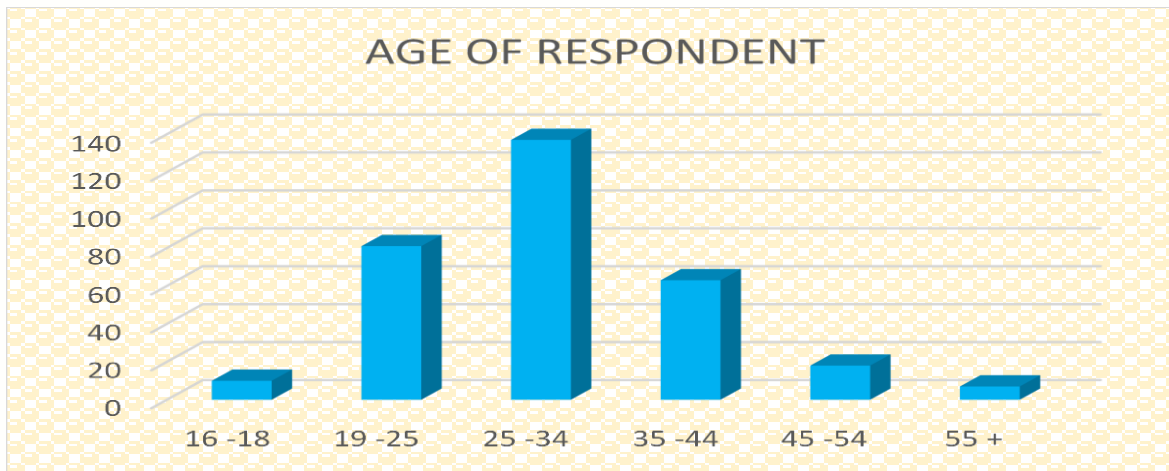
OPPIKOPPI- NORTHAM - Industry and government partnership	R 54 MILLION
CASTLE LITE- POLOKWANE - Industry operators only	R43 MILLION
TWO COUNTRY RACE - MUSINA- Industry operators only	R3.4 MILLION
MARULA FESTIVAL – PHALABORWA - Government and industry operators	R44 MILLION





4.2 AGE OF RESPONDENTS:

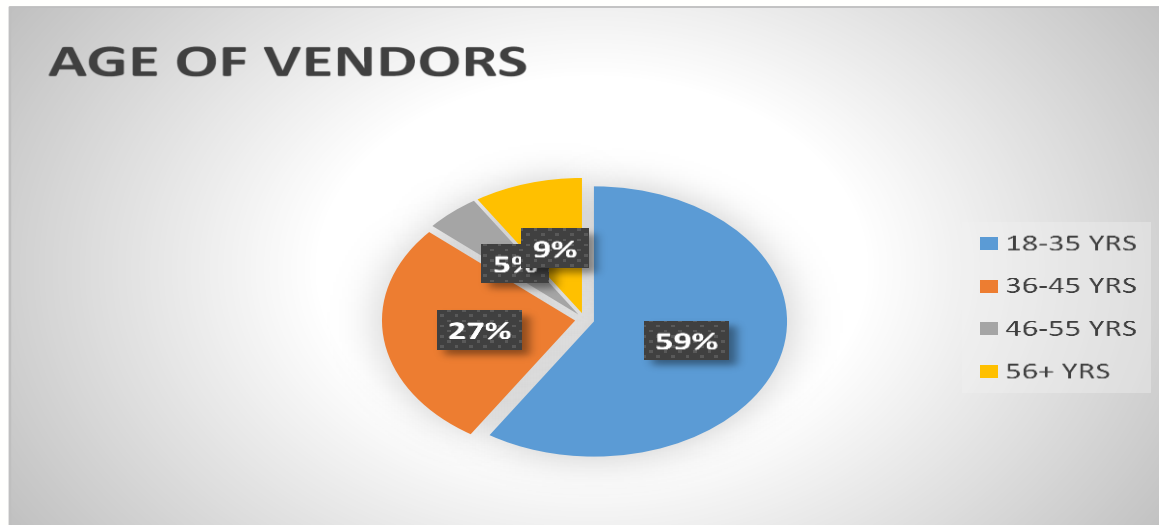
This kind of market the Royal Heritage Festival caters for is basically all age groups because of the kind of music/genres of music on offer. There's two age group which responded mostly/in large numbers and are dominant, it is between 25-34 years at 43.35% and 19-25years at 25.63%. Some of the factors 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+).

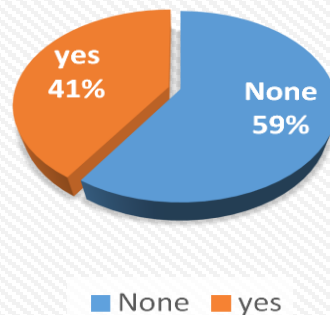


PROFILE OF SUROUNDING ACCOMMODATION

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



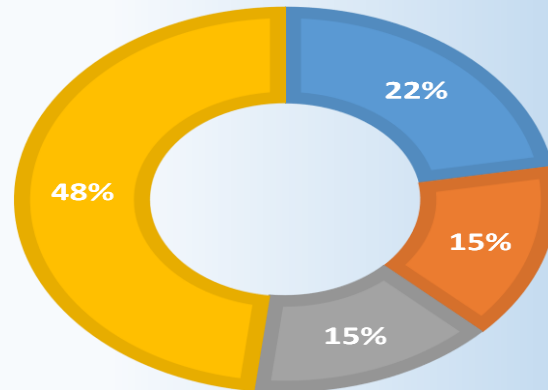
PROFILE OF SUROUNDING ACCOMMODATION

OCCUPANCY LEVEL DURING THE PERIOD:

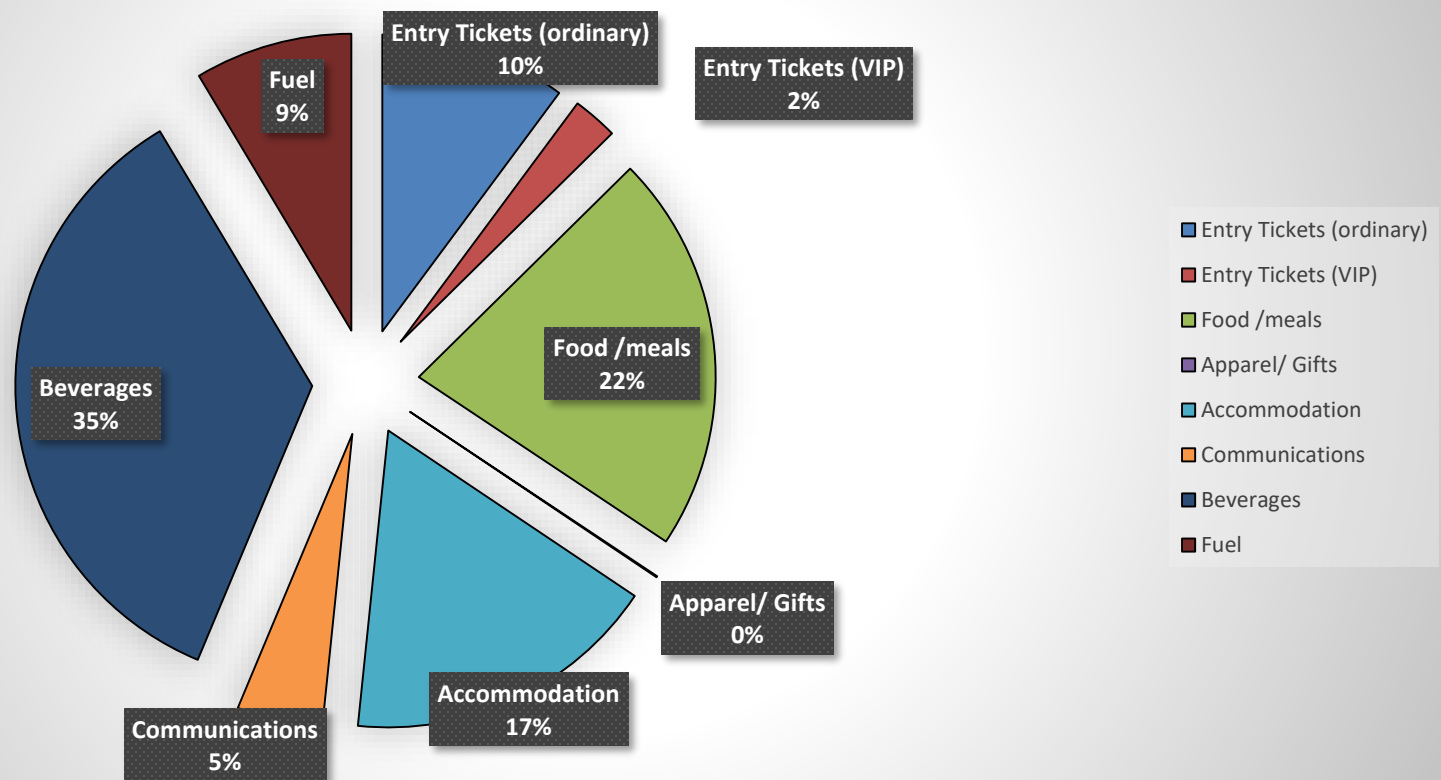
Upon scanning accommodations in a radius of 15 km (*including Thohoyandou and Malamulele*) some tourism establishments were booked full house at 48.14% during the period of the festival which shows that the festival had a positive impact on business and that the businesses which the occupancy level is 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



The heartland of southern Africa - development is about people!





Edwell Matukane

Tourism Research and Knowledge Management

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



**IDO
TOURISM**

The heartland of southern Africa - development is about people!

