

DOMESTIC TOURISM SURVEY

Location: South Africa

Client: Statistics South Africa

Services: Survey Design, Implementation and Analysis



First domestic tourism survey for South Africa

Project Objectives:

- South Africa is keen to understand the volume and value of domestic tourism. So far, only a few small and intermittent surveys have been carried out in the country.
- Detailed and statistically significant data on domestic tourism is required to enable a Tourism Satellite Account (TSA) for South Africa to be compiled.

Our Recommendations:

- Development of a domestic tourism survey that will enable expenditure of domestic day and overnight visitors to be measured.
- Survey also provides basic visitor and trip characteristics to enable a better understanding of domestic tourism in the country.
- Data processed to enable Stats South Africa to utilise it for the compilation of the national TSA.