

STRENGTHENING TOURISM STATISTICS IN BOTSWANA

Location: Botswana

Client: Department of Tourism/ World Tourism Organization/ UNDP

Services: Survey Design/ Information Systems/ Training/ Tourism Satellite Account



Three-year study to improve tourism statistics, develop a TSA, and carry out training

Project Objectives:

- Tourist arrivals in Botswana have grown considerably since 2000, however, there was still a distinct lack of information about these arrivals. It was believed that tourism was the second largest sector in the Botswana economy, and the fastest growing. Therefore more data on the importance of tourism was required for policy and planning purposes.
- This project was structured into two distinct phases. The first phase consolidated the statistical systems that were already in place, and establish new data collection procedures that were considered necessary for the development of a TSA. The second phase focussed on the development of the TSA itself.

Our Recommendations:

- We undertook a review of the system of tourism statistics and implemented changes to both the visitor expenditure survey and the collection of accommodation statistics to improve the data that was being captured and produced. Changes were made to the National Tourism Statistics Database to store and process these new data.
- Throughout the study we worked closely with the Central Statistics Organisation in order to identify opportunities whereby they could collect data that would be useful for the measurement of tourism in general, and for the development of the tourism satellite account in particular.
- Training was a key feature of the study, ensuring a transfer of skills to the staff within the Research and Statistics Unit to carry on with the data collection and analysis processes.