

TOURISM SATELLITE ACCOUNT REVIEW

Location: South Africa

Client: Stats SA

Services: Tourism Satellite Account



Technical assistance to help develop the tourism satellite account in South Africa

Project Objectives:

- Acorn were asked to evaluate the current processes, procedures and methodologies relating to tourism statistics for South Africa. In particular this was to include an assessment of the status of the Tourism Satellite Account (TSA). We were also required to advise on the way forward and transfer skills to relevant Stats SA personnel.
- During this study, Acorn also ran a one-day Tourism workshop on TSAs, which was aimed at Stats SA staff and interested parties from outside of the organization.

Our Recommendations:

- A multi-organisation working group is required for the development of a TSA due to it being dependent on data from a number of different sources. Whilst this had been successfully achieved in the form of a TSA Committee, it was suggested that a higher-level committee be formed, so that recommendations from the Committee could be put into practice without undue delay.
- The immigration authorities were not collecting country of residence and purpose of visit information from foreign arrivals who did not require visas. The absence of this data was having a serious impact on the measurement of inbound tourist arrivals in the country.
- Definitions and classifications are of paramount importance in tourism statistics, and the definition of a “usual environment” for South Africa needed to be addressed. This is an important part of the definition of a tourist, as a traveller only becomes a tourist when they travel outside their “usual environment”. Until a definition for the usual environment is adopted it will be difficult to collect day visitor figures for inbound, outbound or domestic tourism.