

Domestic trips undertaken by adult South Africans, 2013

Tourism series 1



**Statistics
South Africa**



The South Africa I know, the home I understand



The South Africa I know, the home I understand

Discussion document

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Tourism series 1

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Foreword

The typical South African adult day traveller and tourist originate from Gauteng, and undertook most of their trips in December, which is to be expected as that month is considered a holiday period in South Africa. Their preferred provinces of destination were Gauteng for day trips and either KwaZulu-Natal or Limpopo on overnight trips. Most of these individuals take day trips for shopping purposes, while tourists visit friends and relatives. Both these groups of people favoured cars to reach their places of destination, and tourists enjoyed accommodation provided by friends and relatives.

As shopping was the main reason typical day travellers took day trips, they spent most of their money on shopping, whereas domestic transport was the category on which much of the tourists' expenditure was incurred.

Day travellers and tourists are likely to be between the ages of 25 and 34 years old, female, married and while a day traveller would not have completed secondary school, a tourist holds a Grade 12 certificate. The patterns with respect to money spent on trips do not follow the patterns of taking trips because most money was spent by persons in the age group 35 to 44 years, who are male, married, and hold qualifications higher than a Grade 12 certificate.

Classic day visitors and tourists would be individuals within the broad Living Standards Measure (LSM) group 5 to 7, yet individuals in LSM 8 to 10 generally spent the most money on trips. By and large tourists spend up to one week at their destinations, and when asked about satisfaction levels they responded to be "satisfied" with all aspects of their trips.

This report reflects an opportunity for some provinces to engage in more competitive exposure of destinations within their provinces to attract day travellers as well as tourists, as this will have the effect of growing tourism and enable tourism to contribute more meaningfully to provinces' economic growth.

Given that the report illustrates that most tourists use friends and relatives' accommodation, a question has to be asked about the affordability of the types of accommodation available to tourists, and whether trips can be packaged to improve occupancy rates.

1. Introduction

Background

For a considerable time, Statistics South Africa (Stats SA) has provided data on international tourism, based on secondary data obtained from the Department of Home Affairs. The information from these data sources continues to be used by a wide variety of stakeholders to measure and understand international tourism in South Africa. Nevertheless, detailed information about domestic tourism is limited despite its potential role in improving economic and social development. Prior to 2008, Stats SA provided limited data on domestic tourism through the General Household Survey (GHS). A fully-fledged Domestic Tourism Survey was introduced for the first time in 2008, primarily to meet the needs of National Accounts for the compilation of the Tourism Satellite Account. South African Tourism (SAT) has been conducting a similar survey, albeit with a greater emphasis on tourism marketing information, since 2001. This particular survey became a monthly survey in 2005.

Given that users became confused with the differences in statistics produced by these two entities, it was decided to rationalise and consolidate them. The Domestic Tourism Task Team (DTTT) was established in 2010, and consisted of representatives of the National Department of Tourism (NDT), Statistics South Africa (Stats SA) and South African Tourism (SAT). The committee is co-chaired by NDT and Stats SA, and its task is to oversee the process of integrating the two existing domestic tourism surveys conducted by Stats SA and SAT respectively. The main deliverable of the task team is to rationalise the collection of domestic tourism statistics in the country and agree on a single Domestic Tourism Survey (DTS), which takes into account the data needs of all three parties and their stakeholders.

Currently the main differences between these surveys are shown by Table 1 below.

Table 1: Primary differences between the SAT and Stats SA domestic tourism surveys

Characteristic	SAT	Stats SA	Comments	Current status 2013/14
Sample	15 594 (about 1 300 monthly)	Approximately 32 000 households	The sample sizes of the two surveys are different	Continuous Data Collection method (CDC); 32 000 households and divided into four quarters
Scope	Persons 18 years and above	All persons in the household (all ages)	Both are household surveys, do not cover the same age groups, therefore cannot compare the two	No change
	Respondent that has undertaken trip/s	Respondent can answer for members of the household		
Measure	Analysis is based on all trips	Analysis is based on most recent person trips	Stats SA – The most recent person measures one trip per person which does not allow measuring performance of the year	Measure all trips and most recent trips on some variables
Recall period	Continuous collection and each respondent reports on travel of preceding month	One-year recall period from Jan–Dec	Stats SA recall period has been improved from Jan–Dec 2011	Three-month recall period
Content	Day and overnight trips; LSM and bed nights	Daytrips and overnight trips; LSM and bed nights	DTS 2012 content on overnight trips harmonised with SAT DTS and M&E requirements of Dept. of Tourism	Inclusion of LSM and bed nights questions, measurement for M&E and national accounts.
				In 2014 – new module on international travel
Reporting	SAT to continue producing until 2015/16		Stats SA will be the only institution that produces the DTS from 2016/17 onwards	First biannual report due end of March 2014 using the CDC method
				First annual report end of April 2014 using the CDC method

In addition to addressing the differences in questionnaire content between the two surveys, data collection was changed from cross sectional to continuous in 2013, and this enabled the organisation to not only shorten the recall period, but also to analyse the data of the first six months of data collection earlier for the purposes of producing headline statistics for a biannual report.

2. Overview of the tourism sector

The South African Tourist Corporation (Satour) was formed in 1947 as a separate entity from the publicity arm of the South African Railways and Harbours, which formerly dealt with tourist matters (Ferrario, 1978 cited in Grundligh, 2006). Ferrario (1978) made the point that this step was necessitated by the movement of people during the hostilities of World War II which alerted the South African authorities to the importance of upgrading tourism-related policies and strategies.

Before the 1960s the South African government was preoccupied with consolidating Afrikaner power and therefore the design of apartheid policies took precedence over tourism (Afrikaanse Handels Instituut, 1969). The development of the tourism sector worldwide resulted in the creation of a government department partly dedicated to tourism in 1963 (Ferrario, 1978). According to Grundligh (2006) the new department's main task was to formulate policy and to promote tourism initiatives.

From the mid-1970s domestic tourism was characterised by promoting tourism in homelands – significantly the development of casino hotel resorts and game reserves, with Sun City in Bophuthatswana and Wild Coast Inn in Transkei being some of the more prominent ones. These were usually situated close to urban areas populated by white people and were created within the context of gambling not being legalised within South Africa itself (Grundligh, 2006). Grundligh (2006) noted that due to the popularity of these resorts with visitors from greater South Africa, domestic tourism became linked with the politics of apartheid. This was because it aided in attracting private investment to the homelands, which may not have happened otherwise because homelands were not recognised internationally.

Rogerson (2005) observes that 'there was no shortage of domestic tourism destinations in South Africa in the 1980s'. Compared to developing countries, South Africa had a thriving local tourism economy, based mainly on the 'white market'. Much of black African tourism activities were restricted, except for visiting friends and relatives, through legislation such as The Group Areas Act, as well as the Separate Amenities Act. Such legislation denied black people access to many tourist destinations (McKenzie, 1994 cited in Grundligh, 2006).

An Interim Tourism Task Team (ITTT) with the mandate of drafting a tourism discussion paper as a basis for a future national tourism policy was appointed in 1994 by the Minister of Environmental Affairs and Tourism. The result of these consultations was a Tourism White Paper which provided a policy framework and guidelines for tourism development in South Africa (The Tourism White Paper, 1996).

The Tourism White Paper of 1996 noted the expected market growth for domestic tourism in South Africa as people who were previously neglected would become tourists. Observations were that the

tourism industry was still seen as something for the privileged class. The paper also mentioned shortcomings of the sector which limited the effectiveness of the tourism sector. Some of those shortcomings include:

- tourism has been inadequately resourced and funded
- there was limited integration of local communities and previously neglected groups into tourism
- there was inadequate tourism education, training and awareness
- poor service

The potential of the South African tourism sector to contribute more meaningfully to the economy of the country, as well its capability to create employment is well-documented. The New Growth Path framework, developed by the government, aims to prioritise efforts to support employment creation in tourism and certain high-level services, among other key sectors (New Growth Path Framework: 2011, 26).

The Tourism Act of 2014 makes provision for the development of the tourism sector by stipulating the creation of the national tourism sector strategy that seeks to contribute to the New Growth Path framework, which has tourism as one of its six central pillars.

Section 4(2) of the Tourism Act, 2014 states that:

“The national tourism sector strategy (NTSS) must at least make provision for strategies, objectives, indicators, targets, plans, guidelines, procedures and institutional arrangements and intergovernmental coordination with provincial and local spheres of government relating to the promotion, development and transformation of tourism.”

Some of the objectives of the National Tourism Sector Strategies include:

- To grow the tourism sector’s absolute contribution to the economy
- To provide excellent people development and decent work within the tourism sector
- To increase domestic tourism’s contribution to the tourism economy
- To entrench a tourism culture among South Africans
- To achieve transformation within the tourism sector
- To unlock tourism economic development at a provincial and local government level

The provisional Tourism Satellite Account produced by Statistics South Africa (Stats SA) estimated tourism direct Gross Domestic Product (GDP) at 3% of total GDP for 2010, fractionally higher than 2,9% of total GDP estimated for 2009. It also found that there were 567 378 persons (or 4,3% of total employment) directly engaged in producing goods and services purchased by tourists in 2010, 547 934 persons (or 4,1% of total employment) in 2009 (Tourism Satellite Account, 2010: 2).

3. Objectives of this report

The aim of this study is to describe and analyse the travel patterns of individuals 18 years and older. This will provide more insight into the reasons for differences between the estimates currently provided by Stats SA and SAT, as one of the main differences between the surveys currently conducted by these entities is that the former collects information from persons aged 18 years and older, whilst the estimates prepared by Stats SA provides information about persons of all ages.

The report endeavours to map the trip patterns of adult South African residents with a focus on:

- Province of destination
- Purpose of the trip
- Population group
- Demographic characteristics
- Satisfaction levels

The report further outlines the profile of a typical day traveller and tourists who took overnight trips based on their demographic characteristics. This will provide tourism planners with a clearer understanding of the profiles of adults who undertook trips between January and December 2013 and lays the groundwork for model-building and other types of analysis.

4. Methodology and the data

The sample design for the DTS 2013 was based on a master sample (MS) that was originally designed for the QLFS. The master sample used a two-stage, stratified design with probability-proportional-to-size (PPS) sampling of PSUs from within strata, and systematic sampling of dwelling units (DUs) from the sampled primary sampling units (PSUs). A self-weighting design at provincial level was used and MS stratification was divided into two levels. Primary stratification was defined by metropolitan and non-metropolitan geographic area type. During secondary stratification, the Census 2001 data were summarised at PSU level.

The sampling weights for the data collected from the sampled households were constructed so that the responses could be properly expanded to represent the entire civilian population of South Africa. The design weights, which are the inverse sampling rate (ISR) for the province, are assigned to each of the households in a province. These were adjusted for four factors: Informal PSUs, Growth PSUs, Sample Stabilisation, and Non-responding Units.

In order to adjust for the continuous data collection which started in 2013, the full sample weights were created separately for each of the 12 monthly files. The monthly data files for the 12 reference months of the calendar year 2013 were created from the 14 survey months from February 2013 to March 2014. Each monthly data file would extract data from three consecutive survey months, e.g. January 2013 data file was constructed by taking responses from the survey months February, March and April 2013 survey months.

5. Province of origin, destination and month of trip

Table 2: Estimated population aged 18 years and older¹, by province of origin, population group, and gender ('000)

Province of origin	Black African			Coloured			Indian/Asian			White			Total		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	26 587	12 740	13 847	3 191	1 515	1 676	967	484	483	3 597	1 731	1 866	34 343	16 469	17 874
Western Cape	1 208	576	631	2 097	997	1 100	29	15	14	790	371	419	4 123	1 959	2 164
Eastern Cape	3 373	1 543	1 830	341	165	176	14	7	6	224	98	126	3 952	1 813	2 139
Northern Cape	383	193	190	300	146	154	4	4	1	65	32	33	752	374	378
Free State	1 553	721	832	47	24	23	7	4	3	207	94	113	1 813	843	971
KwaZulu-Natal	5 417	2 506	2 912	76	35	42	607	289	318	268	130	138	6 369	2 959	3 409
North West	2 128	1 072	1 056	33	18	15	12	9	3	153	76	76	2 326	1 175	1 150
Gauteng	6 998	3 592	3 405	288	126	162	265	138	127	1 589	780	810	9 140	4 636	4 504
Mpumalanga	2 320	1 086	1 234	6	3	4	19	10	9	217	109	107	2 562	1 208	1 354
Limpopo	3 208	1 452	1 756	2	1	1	11	8	4	84	41	43	3 306	1 501	1 804

Due to rounding, numbers do not necessarily add up to totals.

According to Table 2 above there were approximately 34 million persons aged 18 years and older, resident in South Africa in 2013, with females making up nearly 52% of the adult population. Almost 78% of the total adult population was black African, the white population group accounted for a further one-tenth of the population, while coloured people numbered roughly 9% and the adult Indian/Asian population group contributed almost 3% to South Africa’s adult population.

Gauteng (9,1 million) had the highest concentration of adults living within its borders, the province with the second most adults was KwaZulu-Natal (6,4 million), followed by Western Cape with slightly more than 4,1 million adults. The distribution of the adult population probably reflects the desire of individuals of working age to live near the big metropolitan regions of the country, with Johannesburg, Pretoria, Ekurhuleni and eThekweni the most preferred.

¹ Statistics South Africa produces official annual mid-year population estimates. These estimates should be used in all matters where the population is concerned. When sample surveys are conducted the sample estimates are increased to the population by benchmarking against population estimates that best reflect the period of collection as well as estimates previously used in a time series. These do not always correspond exactly with the official mid-year population estimates produced during that particular year.

Table 3: Province of origin of most recent day and overnight trips, January–December 2013

Province of origin	Day trips		Overnight trips	
	Number ('000)	Per cent	Number ('000)	Per cent
Western Cape	1 785	11,1	2 374	10,4
Eastern Cape	1 535	9,6	1 946	8,5
Northern Cape	561	3,5	653	2,9
Free State	651	4,1	1 138	5,0
KwaZulu-Natal	1 743	10,9	3 136	13,8
North West	1 304	8,1	1 808	7,9
Gauteng	4 141	25,9	6 881	30,2
Mpumalanga	1 990	12,4	2 311	10,2
Limpopo	2 307	14,4	2 515	11,0
Total	16 017	100,0	22 761	100,0

Approximately 16 million most recent day trips and nearly 23 million most recent overnight trips were undertaken by adult South African residents between January and December 2013. Much of these day trips originated in Gauteng (4,1 million), Limpopo (2,3 million), and Mpumalanga (2 million).

The origin of overnight trips largely follows the pattern of day trips, since most tourists began their overnight trips in Gauteng (6,9 million). However, the second highest number of trips started in KwaZulu-Natal (3,1 million), instead of Limpopo (2,5 million). Limpopo was the third highest province, followed by Western Cape (2,4 million). Overnight tourists were the least likely to come from Northern Cape for both day and overnight trips during the period under review.

Figure 1: Province of destination by province of origin for day trips, January–December 2013

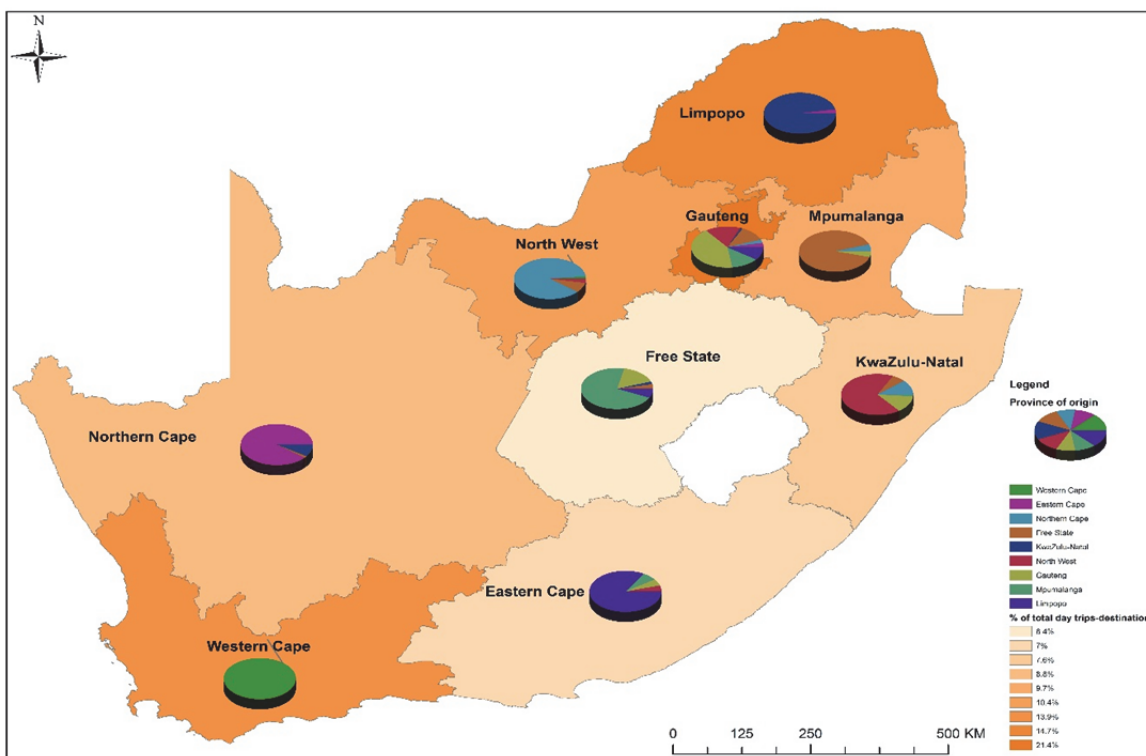
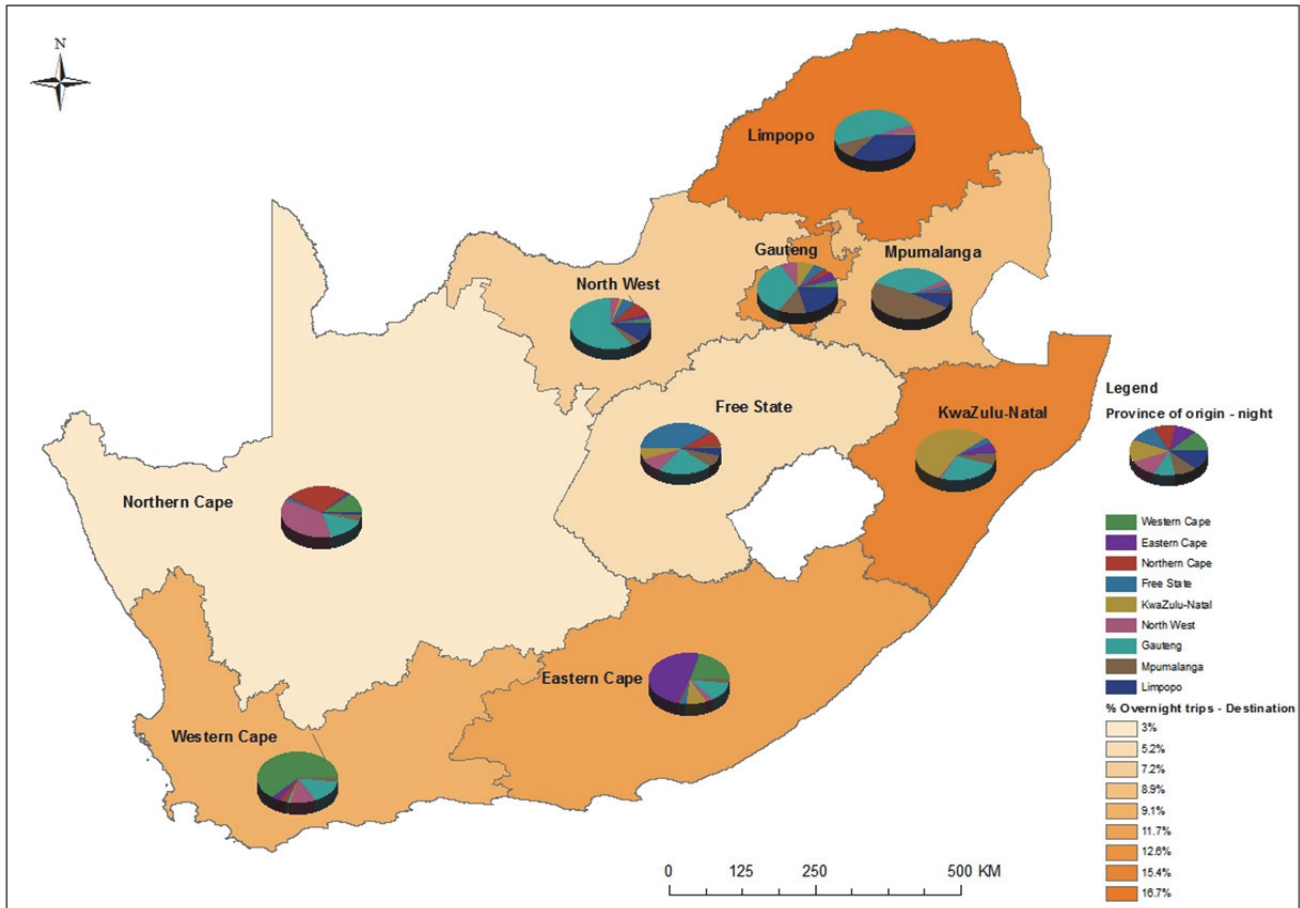


Figure 1 shows the percentage distribution of day trips undertaken to respective provinces against the provinces from where those trips originated (pie charts). Generally day trips to particular provinces were intra-provincial day trips. Interestingly however, almost all day trips to Western Cape originated within that province, meanwhile provinces such as Gauteng, KwaZulu-Natal, and Free State had a wider spread of provinces from which day trips began.

Figure 2: Province of destination by province of origin for overnight trips, January-December 2013



Overnight trips taken within the period under review reflect that Gauteng was predominantly visited by adult tourists from virtually all provinces in South Africa, while tourists from Gauteng frequented all provinces to a varying degree. However, the highest percentage of Gauteng adult tourists went to North West, Limpopo, and Mpumalanga. As a percentage of tourists from other provinces converging on a specific province for overnight trips, the proportion of Gauteng-based tourists was higher in North West and Limpopo than in Gauteng.

Table 4: Months of trips on most recent day and overnight trips, January–December 2013

Month trip	Day trips		Overnight trips	
	Number ('000)	Per cent	Number ('000)	Per cent
January	1 417	8,8	2 681	11,8
February	1 103	6,9	1 123	4,9
March	1 241	7,7	1 906	8,4
April	1 441	9,0	2 228	9,8
May	1 421	8,9	1 632	7,2
June	1 285	8,0	1 875	8,2
July	1 329	8,3	1 819	8,0
August	1 234	7,7	1 569	6,9
September	1 494	9,3	2 341	10,3
October	1 473	9,2	1 694	7,4
November	903	5,6	1 047	4,6
December	1 678	10,5	2 847	12,5
Total	16 017	100,0	22 761	100,0

Table 4 shows the number of most recent person day and overnight trips that occurred during the reference period, with a focus on the months in which such trips occurred.

For most recent day and overnight trips, the highest number of trips was recorded for December, with 1,7 million and almost 2,9 million trips respectively. September, with almost 1,5 million day trips, had the second highest number of day trips, while January (2,7 million) reflected the second highest number of overnight trips. Adults were least likely to take trips in November for both day (903 000) and overnight trips (1 million).

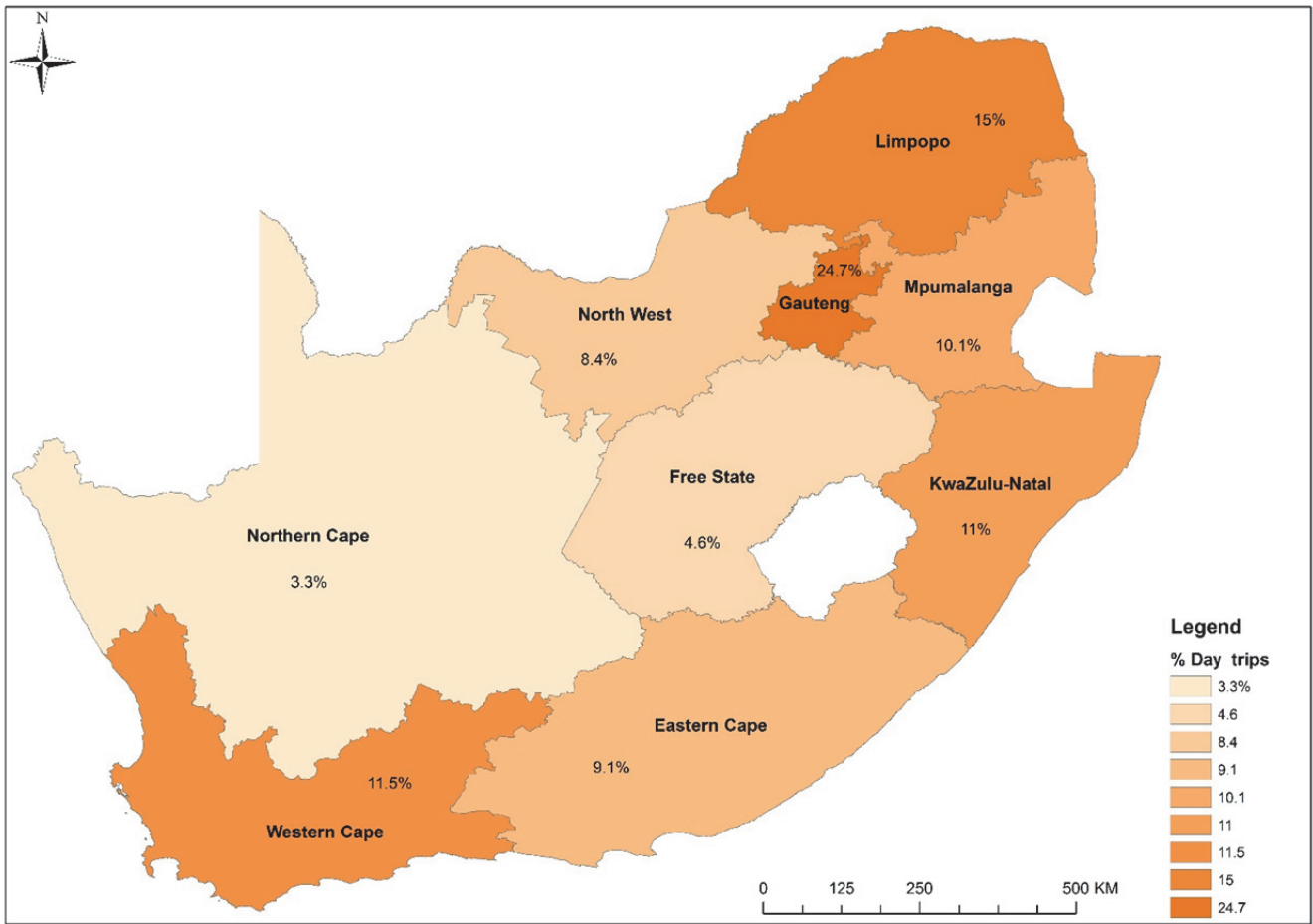
Figure 3: Percentage of day and overnight trips by months of trips, January–December 2013 (per cent)



From Figure 3 it can be clearly seen that December was the preferred month for adults to undertake day and overnight trips, since 12,5% of all overnight trips and 10,3% of all day trips took place between January and December 2013. January and September were the second and third most favoured months for overnight trips respectively, whereas April and September proved popular with adult day travellers.

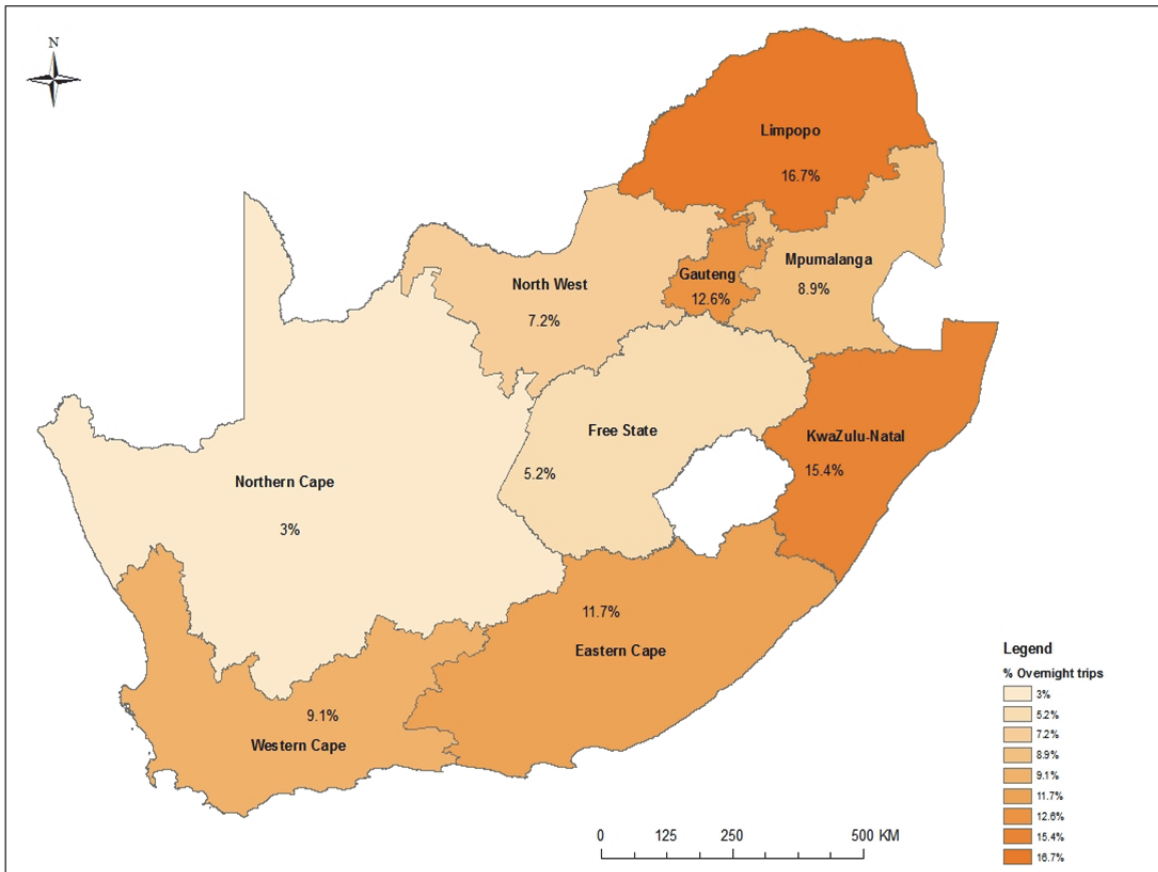
6. Province of destination

Figure 4: Percentage of day trips by province of destination, January–December 2013



The most visited province on day trips was Gauteng (24,7%), followed by Limpopo with 15%. Western Cape, as the third most preferred province by day travellers, garnered roughly 12% of domestic travellers, and was trailed closely by KwaZulu-Natal (11%) as a province of destination. Northern Cape was the least visited province as only 3% of adult day travellers visited that province.

Figure 5: Percentage of overnight trips by province of destination, January–December 2013



Limpopo (16,7%), KwaZulu-Natal (15,4%) and Gauteng (12,6%) were the three most travelled to provinces in the year 2013. As was the case with day trips, Northern Cape (3%) was the least visited province, and that province was the only one that received less adult tourists than Free State, which only received 5,2% of tourists. North West was the third least visited province in the country as only approximately 7% of tourists visited that province.

Table 5: Province of destination by main purpose of most recent trip, January–December 2013 ('000)

Province of destination	Main purpose								
	Leisure	Shopping	Sporting	VFR	Business	Religion	Other	Unspecified	Total
Day trips									
Western Cape	844	181	51	382	97	14	264	5	1 838
Eastern Cape	159	498	15	304	64	29	382	*	1 452
Northern Cape	23	232	12	82	32	24	116	*	523
Free State	41	165	16	181	63	41	231	*	739
KwaZulu-Natal	254	405	33	449	88	142	373	11	1 754
North West	183	307	9	356	86	53	343	4	1 341
Gauteng	571	749	83	1 270	276	121	836	56	3 963
Mpumalanga	207	494	19	394	107	61	332	10	1 625
Limpopo	142	958	20	493	90	163	539	*	2 405
Unspecified	40	85	*	106	9	13	111	14	378
Total	2 465	4 074	259	4 016	914	662	3 527	100	16 017
Overnight trips									
Western Cape	1 217	10	35	475	103	48	178	9	2 075
Eastern Cape	310	10	27	1 328	70	167	726	15	2 654
Northern Cape	104	6	3	366	37	35	133	2	686
Free State	106	7	7	611	41	76	343	*	1 191
KwaZulu-Natal	753	30	19	1 712	85	284	598	15	3 496
North West	184	6	4	865	41	92	441	6	1 640
Gauteng	337	94	5	1 424	134	213	647	22	2 876
Mpumalanga	328	7	5	1 030	68	132	422	22	2 014
Limpopo	293	4	7	1 986	78	597	840	2	3 806
Unspecified	565	11	9	1 041	37	141	494	25	2 322
South Africa	4 198	185	122	10 836	692	1 786	4 822	120	22 761

Other includes funeral, medical, education and wellness etc.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Just about a quarter of all day trips undertaken during the reference period were to visit friends and/or relatives, while a further quarter was for shopping purposes. Most of the day visits to friends or relatives in the country occurred in Gauteng, while most of the trips to Limpopo were for shopping purposes.

Almost half of all overnight trips between January and December 2013 were visits to friends and/or relatives. These trips were destined primarily for Limpopo (2 million), followed by trips to KwaZulu-Natal (1,7 million), with Gauteng being the third most popular destination for trips with VFR as a reason. Almost 20% of all overnight trips undertaken were for leisure, and unsurprisingly Western Cape (1,2 million) and KwaZulu-Natal (753 000) were the most common destination for this type of trip.

One-third of all overnight trips undertaken for religious purposes were destined for Limpopo, while KwaZulu-Natal experienced the second highest number of religious trips. Nearly 284 000 trips were recorded that were destined for that province.

Table 6: Province of destination by main mode of transport on most recent trips, January–December 2013 ('000)

Provinces of destination	Main mode of transport						Total
	Air	Bus	Car	Taxi	Other	Unspecified	
Day trips							
Western Cape	8	64	1 648	79	39	*	1 838
Eastern Cape	39	86	536	680	110	*	1 452
Northern Cape	*	10	360	119	32	3	523
Free State	*	49	428	222	40	*	739
KwaZulu-Natal	5	86	967	654	42	*	1 754
North West	*	66	813	399	42	22	1 341
Gauteng	13	276	2 460	1 113	90	10	3 963
Mpumalanga	*	105	933	526	38	24	1 625
Limpopo	*	315	1 010	1 046	19	15	2 405
Unspecified	*	15	179	152	14	18	378
South Africa	65	1 071	9 334	4 991	465	92	16 017
Overnight trips							
Western Cape	239	138	1 565	94	39	*	2 075
Eastern Cape	90	353	918	1 188	88	17	2 654
Northern Cape	*	58	443	134	35	16	686
Free State	3	65	619	458	45	*	1 191
KwaZulu-Natal	89	252	1 530	1 540	70	15	3 496
North West	13	76	809	689	40	13	1 640
Gauteng	121	345	1 209	1 114	60	26	2 876
Mpumalanga	3	105	994	862	38	13	2 014
Limpopo	6	590	1 585	1 555	22	48	3 806
Unspecified	123	162	1 051	908	54	25	2 322
South Africa	687	2 145	10 723	8 542	491	173	22 761

Other includes motorcycles, bicycles, and trains.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Cars were used for nearly six out of every ten day trips undertaken in South Africa, while almost a third of such trips were undertaken using taxis for transportation. Much of the day trips undertaken using cars were destined for Gauteng (2,5 million) and Western Cape (1,7 million), whereas trips undertaken in taxis were mostly to Gauteng (1,1 million) and Limpopo (1 million).

Roughly 47% of overnight trips were undertaken in cars, while taxis were utilised for a further 37% of trips. Buses were used for almost a tenth of all overnight trips. In about 27% of the trips that used buses to reach their destinations, Limpopo was the destination of choice. Overnight trips using cars as the main mode of transport were primarily destined for Gauteng and Western Cape with about 1,6 million trips respectively. Country-wide, 687 000 trips were undertaken with air transportation as the main mode of transport. Approximately three in ten of those trips were destined for the Western Cape.

Table 7: Province of destination for most recent overnight trips by principal type of accommodation utilised, January–December 2013 ('000)

Province of destination	Accommodation											Total	
	Hotel	Guest house/ house/ guest farm	Bed and breakfast	Lodge	Hostel/ back-packers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ second home	Campsite	Caravan park	Other		Unspecified
Western Cape	260	141	89	47	7	370	828	206	63	12	48	3	2 075
Eastern Cape	71	33	62	25	5	43	2 183	91	21	-	119	1	2 654
Northern Cape	11	43	11	27	1	32	520	4	11	*	25	*	686
Free State	47	33	27	6	2	20	969	8	13	10	54	2	1 191
KwaZulu-Natal	342	53	84	66	9	185	2 328	86	82	14	229	20	3 496
North West	61	20	19	56	8	58	1 295	26	35	*	63	*	1 640
Gauteng	156	71	75	78	1	52	2 174	5	35	7	217	4	2 876
Mpumalanga	25	77	16	94	*	74	1 536	21	49	16	101	6	2 014
Limpopo	50	26	18	134	44	95	2 756	93	147	13	421	10	3 806
Unspecified	136	108	40	58	10	62	1 580	44	58	27	197	4	2 322
South Africa	1 160	604	442	590	87	990	16 168	582	513	98	1 474	51	22 761

Other includes other types of accommodation not included in the categories.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 7 displays the principal types of accommodation used on overnight trips at preferred destinations between January and December 2013. The most popular form of accommodation for adult tourists was staying with friends and relatives. This is evidenced by the fact that slightly more than seven out of ten adult tourists stayed with friends or relatives on their trips. Nearly eight out of ten tourists who visited Free State and North West stayed with friends and relatives. Almost 40% of those adults who went to Western Cape used accommodation provided by friends and relatives.

A total of 1,2 million most recent adult trips taken nationally used hotel accommodation. Almost 30% of the trips using hotel accommodation were taken to KwaZulu-Natal, followed by Western Cape with 260 000 such trips.

Table 8: Province of destination of most recent trips by expenditure, January–December 2013 ('000)

Province of destination	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other	Total
Day trips							
Western Cape	*	225 422	225 369	18 118	424 984	104 388	998 281
Eastern Cape	*	136 221	253 974	11 194	573 046	51 646	1 026 080
Northern Cape	*	32 046	83 138	603	264 115	21 382	401 285
Free State	*	64 688	191 030	2 474	288 067	26 234	572 493
KwaZulu-Natal	*	206 030	386 664	19 035	533 144	31 027	1 175 899
North West	*	104 140	282 475	10 432	398 764	57 512	853 324
Gauteng	*	404 437	710 410	192 094	1 579 419	68 988	2 955 348
Mpumalanga	*	151 213	291 339	10 266	586 468	41 322	1 080 607
Limpopo	*	132 982	400 284	8 316	954 515	44 396	1 540 494
Unspecified	*	27 237	61 981	2 347	89 989	5 942	187 497
Total day trip spending	*	1 484 416	2 886 664	274 878	5 692 513	452 838	10 791 309
Overnight trips							
Western Cape	1 068 977	1 067 817	1 923 562	111 404	869 772	153 187	5 194 719
Eastern Cape	275 191	614 775	1 657 406	27 139	1 721 082	194 407	4 489 999
Northern Cape	124 329	177 071	400 839	12 851	268 523	27 303	1 010 915
Free State	227 827	277 817	470 750	8 108	555 478	140 238	1 680 217
KwaZulu-Natal	993 289	1 038 174	1 964 896	229 131	1 828 915	192 536	6 246 940
North West	247 172	284 119	492 206	34 832	497 771	74 015	1 630 116
Gauteng	489 035	501 973	1 420 012	60 930	1 459 377	147 628	4 078 955
Mpumalanga	388 022	437 131	703 453	79 157	700 773	65 080	2 373 616
Limpopo	302 901	581 532	1 401 407	29 028	1 470 888	128 692	3 914 448
Unspecified	659 289	712 844	1 242 741	154 890	1 328 981	76 311	4 175 056
Total overnight trip spending	4 776 030	5 693 253	11 677 272	747 469	10 701 562	1 199 396	34 794 981

Other includes categories of expenditure that were not included in the categories.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 8 shows that the expenditure incurred by adult day travellers for the period under review totalled R10,8 billion, and that incurred by overnight tourists was R34,8 billion. Of the total day trip expenditure by adults in the country was spent in Gauteng (R3 billion), followed by Limpopo (R1,5 billion), and thirdly KwaZulu-Natal (R1,2 billion). The least money spent was incurred by people headed to the Northern Cape (R401 million). The largest amount of day trip spending was on shopping, which amounted to slightly more than half of all expenditure incurred on day trips, whilst the second highest expenditure item was domestic transport with R2,9 billion.

The highest amount spent by adult tourists undertaking overnight trips was by individuals headed to KwaZulu-Natal (R6,2 billion). Those who took overnight trips to Western Cape spent R5,2 billion, followed by people who took overnight trips to Eastern Cape (R4,5 billion). Again, tourists who took overnight trips to the Northern Cape incurred the lowest expenses, spending slightly above R1 billion. Domestic transport and shopping are the two items that adult overnight tourists spent most of their money on – with approximately R11,7 billion spent on the former and about R10,7 billion spent on the latter. Nearly R5,7 billion was spent on food and beverages, which is higher than the R4,8 billion spent on accommodation. Slightly more than a fifth of all the money spent on accommodation was spent in the Western Cape (R1 billion). It was also the only province where R1 billion or more was spent on accommodation.

7. Main purpose

Table 9: Main purpose of most recent day and overnight trips, January–December 2013

Main purpose	Day trips		Overnight trips	
	Number ('000)	Per cent	Number ('000)	Per cent
Leisure	2 465	15,4	4 198	18,4
Shopping	4 074	25,4	185	0,8
Sporting	259	1,6	122	0,5
VFR	4 016	25,1	10 836	47,6
Business	914	5,7	692	3,0
Religion	662	4,1	1 786	7,8
Other	3 527	22,0	4 822	21,2
Unspecified	100	0,6	120	0,5
Total	16 017	100,0	22 761	100,0

Other includes funeral, medical, education and wellness etc.

Table 9 indicates the type of trip taken according to its main purpose. Approximately 4,1 million trips were taken for the purpose of shopping, making this the most common reason for taking day trips. This was followed closely by trips undertaken to visit friends and relatives, with about 4 million day trips.

As already indicated, visiting friends and relatives was the most common reason for undertaking overnight trips and accounted for nearly half of overnight trips (47,6%). Overnight trips for leisure accounted for slightly more than 18% of all overnight trips undertaken during the reference period.

Table 10: Main purpose by mode of transport on most recent trips, January–December 2013 ('000)

Main purpose	Main mode of transport						Total
	Air	Bus	Car	Taxi	Other ²	Unspecified	
Day trips							
Leisure	36	87	2 090	201	44	6	2 465
Shopping	5	521	1 490	1 867	155	36	4 074
Sporting	*	42	150	63	4	*	259
VFR	*	92	2 771	1 036	94	24	4 016
Business	22	25	578	252	36	2	914
Religion	*	100	231	300	32	*	662
Other ¹	2	204	1 960	1 266	90	6	3 527
Unspecified	*	*	64	6	11	19	100
South Africa	65	1 071	9 334	4 991	465	92	16 017

¹Other includes funeral, medical, education and wellness etc.

²Other includes motorcycles, bicycles, and trains.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 10: Main purpose by mode of transport on most recent trips, January–December 2013 ('000) (concluded)

Main purpose	Main mode of transport						
	Air	Bus	Car	Taxi	Other ²	Unspecified	Total
Overnight trips							
Leisure	285	173	3 328	335	59	18	4 198
Shopping	*	17	90	61	14	2	185
Sporting	5	18	77	11	9	*	122
VFR	191	948	4 363	5 029	207	99	10 836
Business	144	53	311	126	40	18	692
Religion	3	522	348	861	39	14	1 786
Other ¹	54	395	2 163	2 071	122	17	4 822
Unspecified	6	18	42	49	*	5	120
South Africa	687	2 145	10 723	8 542	491	173	22 761

¹Other includes funeral, medical, education and wellness etc.

²Other includes motorcycles, bicycles, and trains.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

When visiting friends and relatives was the purpose of day trips, cars were the most used mode of transportation (2,8 million) by adult day travellers. They were also widely used for leisure (2,1 million). Taxis were mostly likely to be used when day trips were undertaken for shopping purposes (1,9 million), but were least likely to be used when day travellers took trips for sporting purposes.

Similarly, for overnight trips, cars were mostly used as the ideal mode of transport for visiting friends and relatives (4,7 million) and leisure (3,3 million). Adult tourists who visited friends and relatives (5 million) during overnight trips mostly favoured taxis. Air transportation was the least utilised mode of transport since it was used for 687 000 of all the most recent trips that adults took.

8. Population group

Table 11: Population group by province of destination on most recent person trips, January–December 2013 ('000)

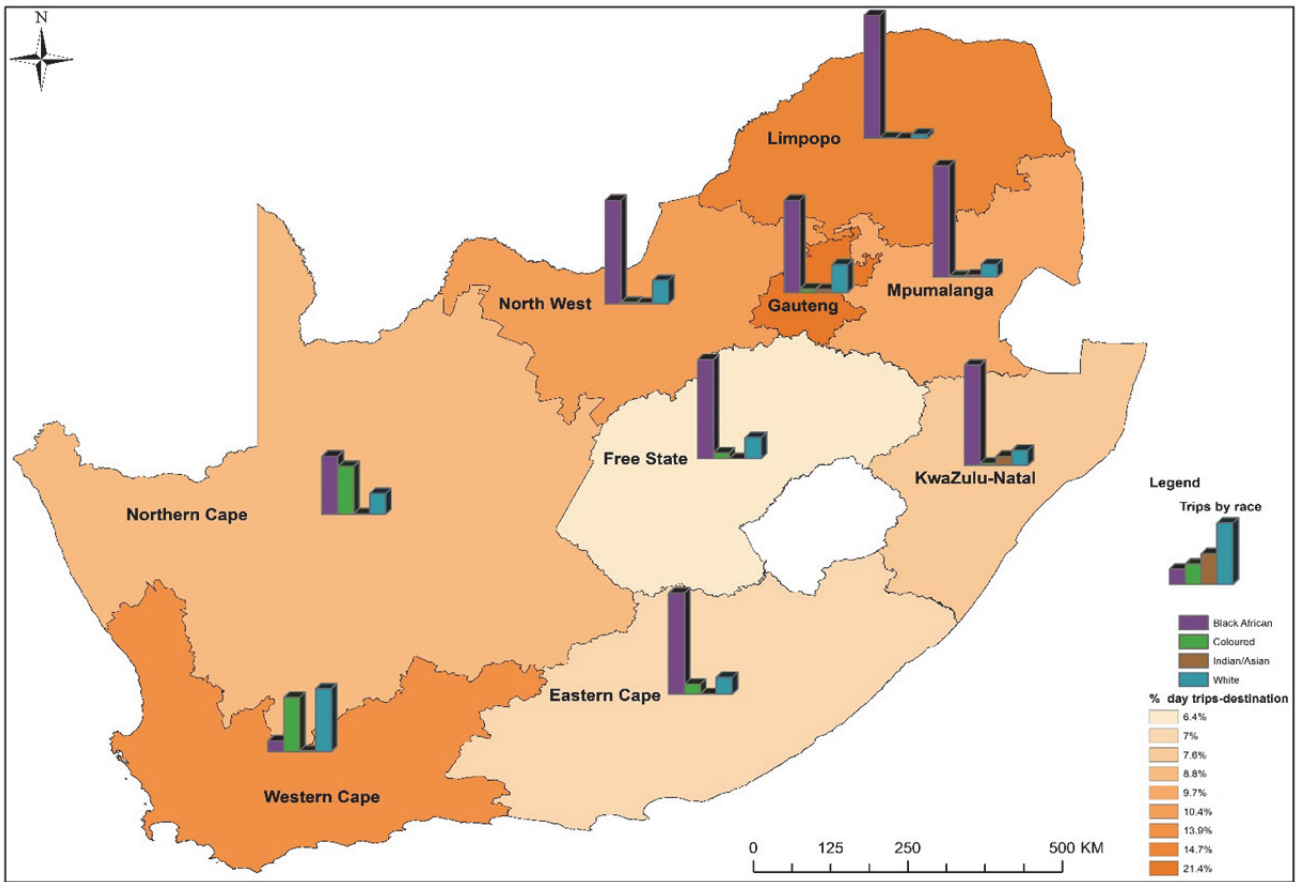
Population group	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Day trips											
Black African	152	1 144	238	577	1 388	1 079	2 856	1 415	2 310	317	11 477
Coloured	775	113	196	34	32	13	123	17	17	11	1 332
Indian/Asian	11	4	3	*	126	4	108	29	*	12	297
White	899	190	85	128	208	244	876	164	79	39	2 911
South Africa	1 838	1 452	523	739	1 754	1 341	3 963	1 625	2 405	378	16 017
Overnight trips											
Black African	193	2 168	358	954	2 780	1 361	2 233	1 687	3 496	1 543	16 773
Coloured	635	138	172	42	52	44	128	5	26	111	1 353
Indian/Asian	91	28	*	12	164	19	84	44	14	93	550
White	1 157	320	155	184	500	215	430	279	269	575	4 085
South Africa	2 075	2 654	686	1 191	3 496	1 640	2 876	2 014	3 806	2 322	22 761

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 11 above shows the number of trips undertaken by adult South African residents from different population groups categorised by province of destination. The total number of day trips taken amounted to 16 million trips. Black Africans (11,5 million) undertook the largest chunk of these trips, followed by the white population group with 2,9 million trips. Indian/Asian population group (297 000) day travellers took the least number of day trips. Most of the day trips by black Africans were taken to Gauteng (2,9 million) while Indian/Asian individuals mainly travelled to KwaZulu-Natal (126 000).

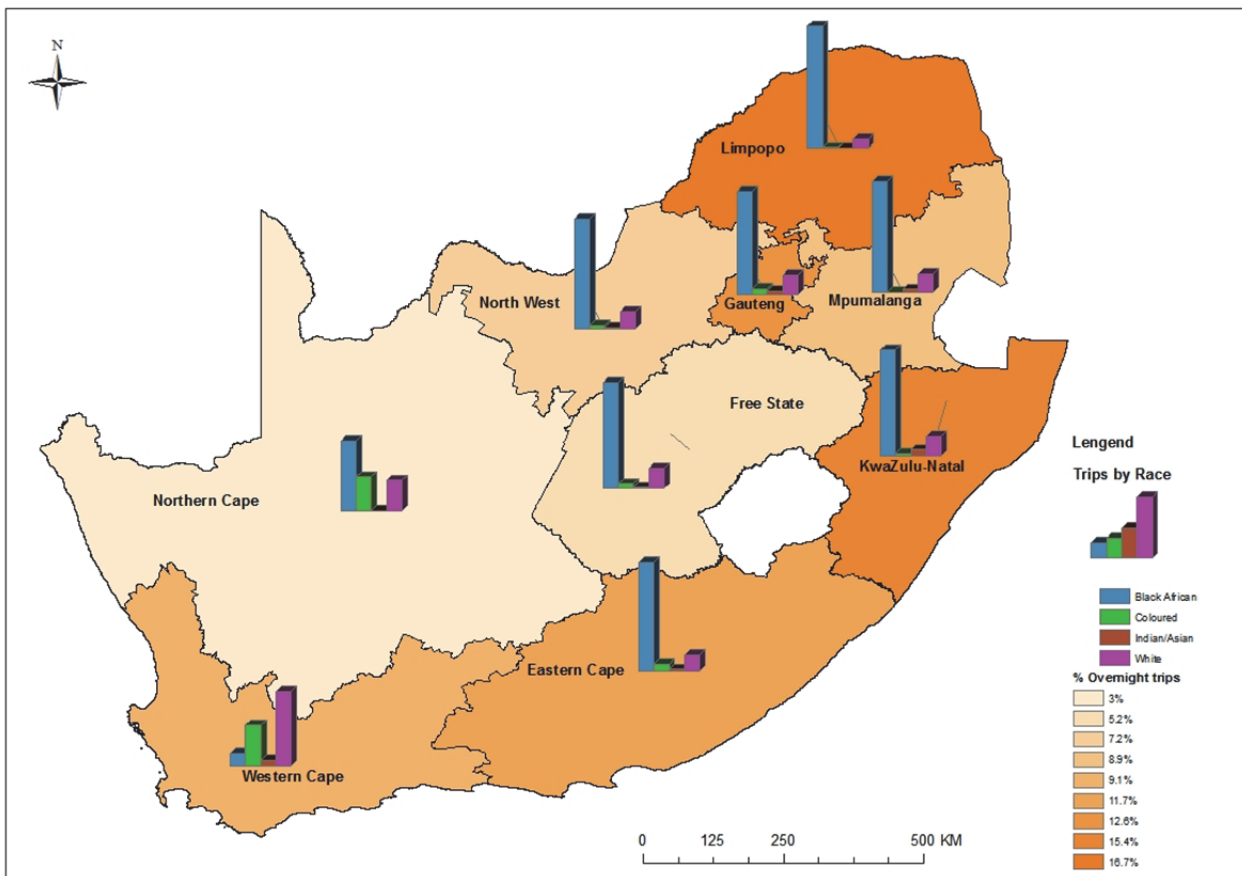
Almost 23 million overnight trips were undertaken in South Africa by adult residents. Adult black Africans undertook the most trips (16,8 million) as was the case for day trips. Similarly, white individuals (4,1 million) were the second most likely tourists during the reference period. The lowest number of overnight trips was taken by Indians/Asians (550 000) who travelled mainly to KwaZulu-Natal.

Figure 6: Percentage of day trips by province of destination and population group, January–December 2013



Black African tourists (bar charts in Figure 6) were the most likely visitors to all provinces except Western Cape, where the white population group was most likely to be day travellers. The figure further shows that Northern Cape, as well as Western Cape, as a percentage of visitors who took trips to those provinces were the most preferred provinces of destination for coloured adults.

Figure 7: Percentage of overnight trips by province of destination and population group, January–December 2013



Patterns of overnight trips endorse day trip trends, as Western Cape was the only province where individuals from the white population group were the most likely tourists. However, they showed the second highest percentage of tourists in Limpopo, Gauteng, North West, Mpumalanga, KwaZulu-Natal, Free State, and Eastern Cape. The Indian/Asian population group was the third most likely group to visit KwaZulu-Natal and Mpumalanga.

Table 12: Population group by expenditure, January–December 2013

Population group	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other	Total
Daytrips							
Black African	*	849 862	1 977 845	65 660	4 400 480	303 219	7 597 066
Coloured	*	124 955	175 974	15 169	392 574	31 716	740 388
Indian/Asian	*	49 153	104 126	5 991	112 972	4 687	276 928
White	*	460 446	628 719	188 058	786 488	113 215	2 176 927
South Africa	*	1 484 416	2 886 664	274 878	5 692 513	452 838	10 791 309
Overnight trips							
Black African	1 249 095	2 717 692	6 567 277	265 768	7 804 033	722 573	19 326 439
Coloured	367 859	447 030	648 895	33 457	576 053	69 455	2 142 749
Indian/Asian	276 067	228 624	508 892	22 833	257 403	33 419	1 327 239
White	2 883 009	2 299 907	3 952 208	425 410	2 064 072	373 949	11 998 555
South Africa	4 776 030	5 693 253	11 677 272	747 469	10 701 562	1 199 396	34 794 981

Other includes categories of expenditure that were not included in the categories.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

The estimated total spending by South African adult residents on most recent day trips between January and December 2013 was R10,8 billion and R34,8 billion for the most recent overnight trips. During day trips, R4,4 billion was spent by black Africans on shopping, and about R2 billion was spent on domestic transport. This group further spent R850 million on food and beverages. Indian/Asian tourists spent the least on day trips in absolute terms, only R277 million compared to spending by adults of other population groups.

Black African adults spent most of their money on their most recent overnight trips on shopping (R7,8 billion), followed by domestic transport (R6,6 billion). The white population group spent the highest amount on domestic transport (R4 billion), the second highest amount on accommodation (R2,9 billion) whilst the third highest expense item for this group was food and beverages (R2,3 billion). The coloured population group spent most money on domestic transport (R649 million), followed by expenditure on shopping (R576 million), and food and beverages (R447 million).

9. Demographic profile

Tables based on demographic characteristics reflect only those characteristics that exhibited the highest number of trips undertaken, and/or the largest amount of spend when compared with other demographic characteristics.

Table 13: Demographic profile by province of destination, January–December 2013 ('000)

Demographic characteristics	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Day trips											
25 – 34 years	379	332	139	203	428	365	1 118	575	673	107	4 320
Female	963	911	289	377	996	696	1 965	816	1 358	206	8 578
Married	1 127	653	252	327	736	602	1 907	689	1 093	165	7 551
Not completing secondary school	375	489	186	231	457	387	1 207	537	891	132	4 890
South Africa	1 837	1 451	523	739	1 755	1 342	3 962	1 626	2 404	380	16 017
Overnight trips											
25 – 34 years	374	814	168	346	947	448	818	547	1 023	620	6 106
Female	1 080	1 561	364	641	1 794	915	1 624	1 091	1 983	1 230	12 283
Married	1 320	1 107	347	523	1 314	759	1 164	797	1 546	1 104	9 981
Grade 12/Std. 10	801	739	181	317	1 175	444	882	598	1 228	670	7 035
South Africa	2 075	2 653	686	1 190	3 497	1 640	2 876	2 015	3 807	2 323	22 761

South Africa row does not equal the sum of demographic characteristics.

Table 13 shows that a quarter of all day trips undertaken by adults within the age group 25–34 years were destined for Gauteng; this was the highest number of trips to any province. Individuals in this age group also visited Limpopo more frequently than they did other provinces (673 000 trips). Similarly, females and individuals who did not complete secondary school seemed to prefer taking day trips chiefly to Gauteng and Limpopo to a lesser degree.

Married day travellers did not have the same travel patterns as described for subgroups in the previous paragraph. Even though they were also most likely to visit Gauteng (1,9 million trips), Western Cape (1,1 million trips) instead of Limpopo was their second most likely destination.

The table further shows that for overnight trips, more trips were taken by 25–34-year-old people; female adults, married individuals and adults with Grade 12 as their highest level of education undertook trips to Limpopo more than to any other province. However, they also visited KwaZulu-Natal in large numbers. In the case of married adults, both the Western Cape and KwaZulu-Natal (with 1,3 million travellers for each) was the second most popular destination.

Table 14: Demographic profile by main purpose, January–December 2013 ('000)

Demographic characteristics	Main purpose								Total
	Leisure	Shopping	Sporting	VFR	Business	Religion	Other	Unspecified	
Day trips									
25 - 34	672	1239	82	1 200	224	128	752	22	4 320
Female	1 245	2499	102	2 054	325	392	1 898	64	8 578
Married	1 431	1720	115	1 889	416	301	1 629	50	7 551
Not completing secondary school	380	1557	77	1 129	257	259	1 221	10	4 890
South Africa	2 464	4 074	259	4 017	913	664	3 526	101	16 017
Overnight trips									
25 - 34	879	56	15	3 500	182	402	1 036	36	6 106
Female	2 153	95	42	5 681	228	1 153	2 859	72	12 283
Married	2 687	102	55	4 124	327	653	1 997	35	9 981
Grade 12/Std. 10	1 589	76	58	3 435	180	403	1 265	29	7 035
South Africa	4 197	185	122	10 836	692	1 787	4 822	120	22 761

Other includes funeral, medical, education and wellness etc.
 South Africa row does not equal the sum of demographic characteristics.

Even though the absolute numbers of day trips undertaken by the different demographic groups, such as 25–34-year-olds, females, and persons who did not complete secondary school are not equal, the patterns displayed mirror each other in that the highest number of day trips had shopping as a reason for taking trips, yet for 25–34-year-olds and females a visit to friends and relatives was the second often given purpose of trips. For married people the most important reason for a day trip was to visit friends and relatives, followed by day trips for shopping.

Adult tourists who are also married and those who only have a Grade 12 certificate mostly took overnight trips to visit friends and relatives, but holiday-making was recorded as the second most advanced reason for overnight trips. Female as well as 25–34-year-old tourists mainly visited friends and relatives on overnight trips.

Table 15: Demographic profile by expenditure, January–December 2013 ('000)

Demographic characteristics	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other	Total
Day trips							
35 - 44	*	413 822	801 334	166 276	1 631 910	137 460	3 150 803
Male	*	819 564	1 816 872	225 001	2 437 356	253 777	5 552 571
Married	*	762 773	1 586 302	208 077	2 733 349	252 744	5 543 245
Higher	*	611 924	1 071 292	199 583	1 510 547	133 021	3 526 368
South Africa	*	1 484 416	2 886 664	274879	5 692 513	452 837	10 791 309
Overnight trips							
35 - 44	1 315 854	1 545 839	3 002 506	227 310	3 211 603	371 302	9 674 413
Male	3 353 997	3 385 523	7 716 343	485 874	5 276 659	727 914	20 946 310
Married	3 571 398	3 404 705	6 815 215	495 225	5 651 319	718 556	20 656 418
Higher	2 577 633	2 406 872	4 654 913	390 578	3 306 739	530 111	13 866 845
South Africa	4 776 030	5 693 253	11 677 273	747 470	10 701 561	1 199 397	34 794 981

Other includes categories of expenditure that were not included in the categories.

South Africa row does not equal the sum of demographic characteristics.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Roughly R11 billion was spent on day trips in South Africa between January and December 2013, and most of that money was spent on shopping (R5,7 billion), domestic transport (R3 billion) and food and beverages (R1,5 billion). Meanwhile, almost R35 billion was spent on overnight trips with most of the money spent on domestic transport (R11,7 billion) and shopping (R10,7 billion).

Even though the most day trips were undertaken by adults in the age group 25–34 years, people in the age group 35–44 years spent the most money (R3,2 billion). Most of their money was spent on shopping (R2,4 billion) and then on domestic transport (R801 million). Similarly, even though females undertook more day trips when compared to males, male day travellers spent the most money whilst on day trips (R5,6 billion). Marital status expenditure patterns, however, followed the trip taking patterns with married individuals (R5,5 billion) having spent the most money when compared to individuals in all other marital status groups. Although individuals with educational qualifications higher than a Grade 12 certificate did not undertake the highest number of day trips, they spent the largest amounts of money relative to individuals in other educational categories whenever they undertook both day and overnight trips. They spent almost one-third of the nearly R11 billion spent on day trips, and about forty per cent of the total amount of money spent on overnight trips.

As with day trips, although the most number of overnight trips were undertaken by individuals in the age group 24–35 years, people in the age group 35–44 years spent the most money (R9,7 billion). Similarly, even though adult females undertook more overnight trips when compared to males, male tourists spent the most money whilst on overnight trips (R21 billion), which dwarfs the money spent by their female counterparts by a ratio of 1,5:1. Married individuals spent the most money compared to individuals in all other marital status groups (R21 billion).

10. LSM groups

Table 16: Broad LSM groups by province of destination of trips, January–December 2013 (‘000)

LSM group	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Day trips											
LSM 1 - 4	22	458	68	41	449	204	246	171	610	80	2 350
LSM 5 - 7	422	709	289	450	839	640	1 886	967	1 331	208	7 740
LSM 8 - 10	1 394	284	166	248	466	496	1 831	487	464	90	5 927
South Africa	1 838	1 452	523	739	1 754	1 341	3 963	1 625	2 405	378	16 017
Overnight trips											
LSM 1 - 4	375	937	189	276	1 230	492	680	630	1 187	840	6 837
LSM 5 - 7	352	1 198	249	573	1 322	746	1 411	880	1 982	709	9 421
LSM 8 - 10	1 348	519	248	342	944	402	784	505	637	773	6 502
South Africa	2 075	2 654	686	1 191	3 496	1 640	2 876	2 014	3 806	2 322	22 761

According to Table 16, the highest number of day trips were trips taken by adult day travellers going to Gauteng (4 million), followed by those travelling to Limpopo (2,4 million) and then Western Cape (1,8 million). Of the total number of day trips taken by South African adults, most were taken by individuals in LSM 5–7 group (7,7 million), and the LSM 8–10 (5,9 million) group undertook the second highest day trips, but the least number of day trips was taken by LSM group 1–4 (2,4 million). Of those taking day trips to Gauteng, LSM group 5–7 were the highest (1,9 million), followed by persons in LSM group 8–10 (1,8 million) and then LSM group 1–4 (246 000).

About 22,8 million most recent overnight trips were taken by adult South African residents between January and December 2013. Limpopo (3,8 million), KwaZulu-Natal (3,5 million) and Gauteng (2,9 million) received the most tourists during the period. Those who took most of the overnight trips to Limpopo were in LSM group 5–7 (2 million), followed by LSM group 1–4 (1,2 million), with the lowest number of overnight trips to Limpopo being taken by individuals in LSM group 8–10 (637 000). Of the tourists who undertook overnight trips to Northern Cape, most were from LSM group 5–7 (249 000) and LSM group 8–10 (248 000).

Table 17: Broad LSM groups by main purpose of trip, January–December 2013 ('000)

LSM group	Main purpose								Total
	Leisure	Shopping	Sporting	VFR	Business	Religion	Other	Unspecified	
Day trips									
LSM 1 - 4	66	973	45	423	129	128	587	-	2 350
LSM 5 - 7	568	2 364	98	1 938	438	427	1 863	45	7 740
LSM 8 - 10	1 831	737	116	1 656	347	108	1 077	55	5 927
South Africa	2 465	4 074	259	4 016	914	662	3 527	100	16 017
Overnight trips									
LSM 1 - 4	859	67	16	3 853	150	565	1 286	41	6 837
LSM 5 - 7	587	45	20	4 755	219	1 056	2 680	59	9 421
LSM 8 - 10	2 752	73	85	2 228	324	165	856	19	6 502
South Africa	4 198	185	122	10 836	692	1 786	4 822	120	22 761

Other includes funeral, medical, education and wellness etc.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 17 represents the most recent day and overnight trips undertaken by South African adults in the different living standards measure groups (LSM) by main purpose of trips.

A third of day trips by LSM group 5–7 were undertaken for shopping purposes; at the same time a large number of individuals in this group also reported to visit friends and relatives on such trips (2 million). Individuals in the LSM group 8–10 were most likely to be holiday-makers on day trips seeing as that purpose was the most frequently specified purpose for day trips. To a large extent this group also visited friends and relatives (1,7 million) which is the second most popular reason why day trips were taken by this group.

It is interesting to note the steep decline in the number of overnight trips undertaken for shopping purposes when compared to day trips. For LSM groups 1–4 and 5–7, a visit to friends and relatives was the most important reason for undertaking trips, while trip patterns for individuals in the LSM group 8–10 were similar to those of day travellers in the same LSM group. For this group, trips were chiefly for leisure purposes and then visiting friends and relatives.

Table 18: Broad LSM groups by expenditure, day and overnight trips, January–December 2013 ('000)

Population group	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other	Total
Day trips							
LSM 1 - 4	*	124 619	260 208	4 469	654 747	34 387	1 078 429
LSM 5 - 7	*	565 743	1 256 288	39 528	3 345 048	201 611	5 408 218
LSM 8 - 10	*	794 054	1 370 168	230 882	1 692 718	216 840	4 304 661
South Africa	*	1 484 416	2 886 664	274 878	5 692 513	452 838	10 791 309
Overnight trips							
LSM 1 - 4	876 040	1 316 004	3 036 068	185 456	3 204 406	315 310	8 933 284
LSM 5 - 7	349 994	1 524 588	3 628 433	169 028	4 041 195	397 902	10 111 139
LSM 8 - 10	3 549 996	2 852 661	5 012 771	392 985	3 455 961	486 184	15 750 558
South Africa	4 776 030	5 693 253	11 677 272	747 469	10 701 562	1 199 396	34 794 981

Other includes categories of expenditure that were not included in the categories.

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Roughly half of the nearly R11 billion spent on day trips was spent by day travellers from the LSM group 5–7, while adults from LSM group 8–10 spent R4,3 billion on day trips undertaken between January and December 2013. As to be expected, LSM group 1–4 (R1 billion) spent the least amount during day trips.

Most of the money spent during day trips by all LSM groups was on shopping, followed by spending on domestic transport. Recreation and cultural activities received the least amount of money from day travellers for all LSM groups.

Most of the spending on overnight trips was incurred by individuals within the LSM group 8–10, who spent almost R16 billion on their most recent overnight trips, followed by expenditure incurred by individuals in LSM group 5–7 (R10 billion). The expenditure incurred by LSM group 8–10 was made up mostly of domestic transport expenditure which accounted for almost one-third of the total. This was followed by expenditure on accommodation (R3,6 billion). As a proportion of total expenditure incurred by individual LSM groups on overnight trips, accommodation (22,7%) made up the highest proportion of spend for LSM group 8–10 relative to other expenditure categories.

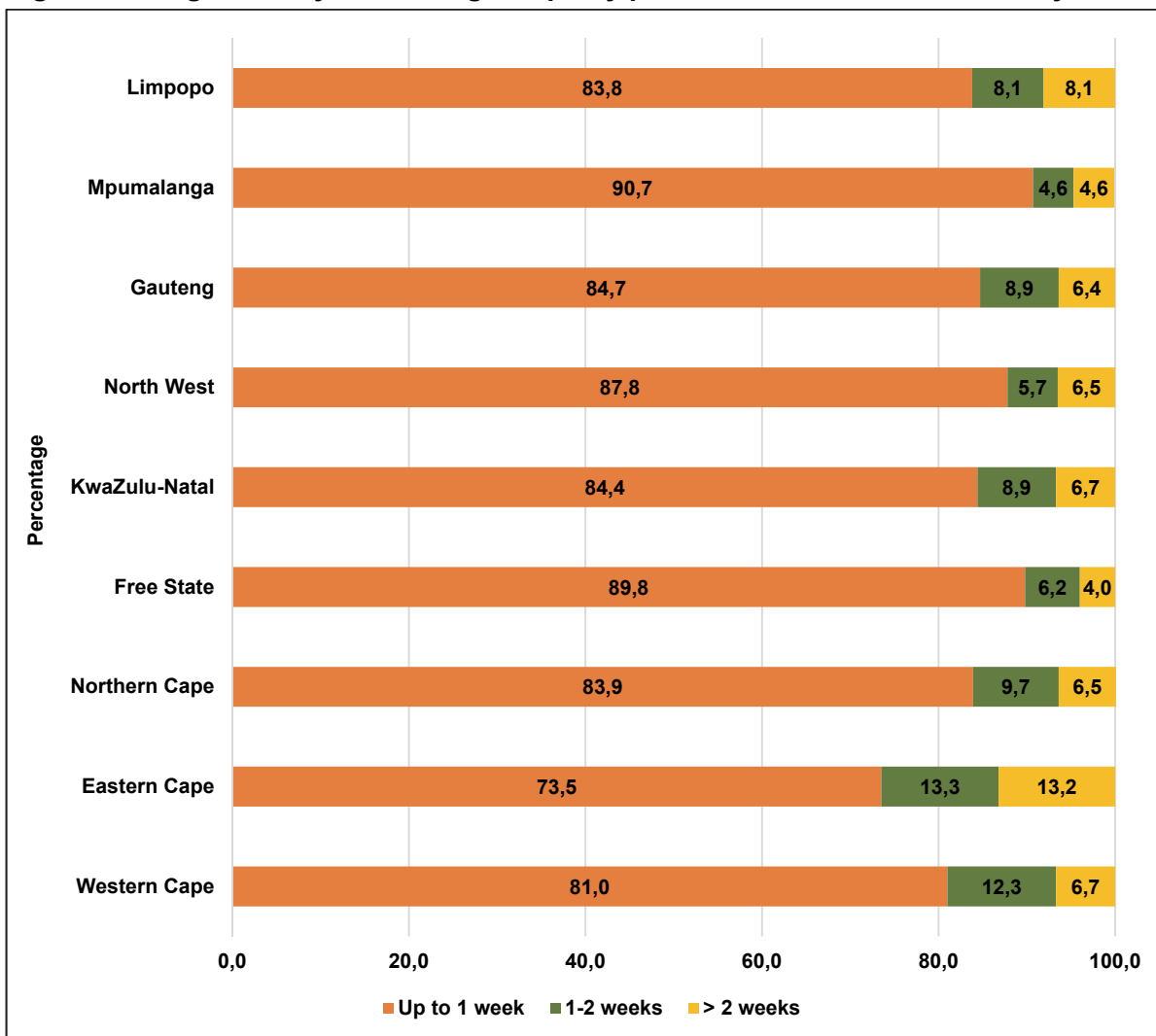
11. Length of stay

Table 19: Length of stay by population group, January–December 2013 ('000) (per cent)

Population group	Length of stay			Total
	Up to 1 week	1-2 weeks	> 2 weeks	
Black African	83,1	8,3	8,6	100,0
Coloured	88,1	5,6	6,3	100,0
Indian/Asian	88,8	11,2	0,0	100,0
White	82,2	13,5	4,3	100,0

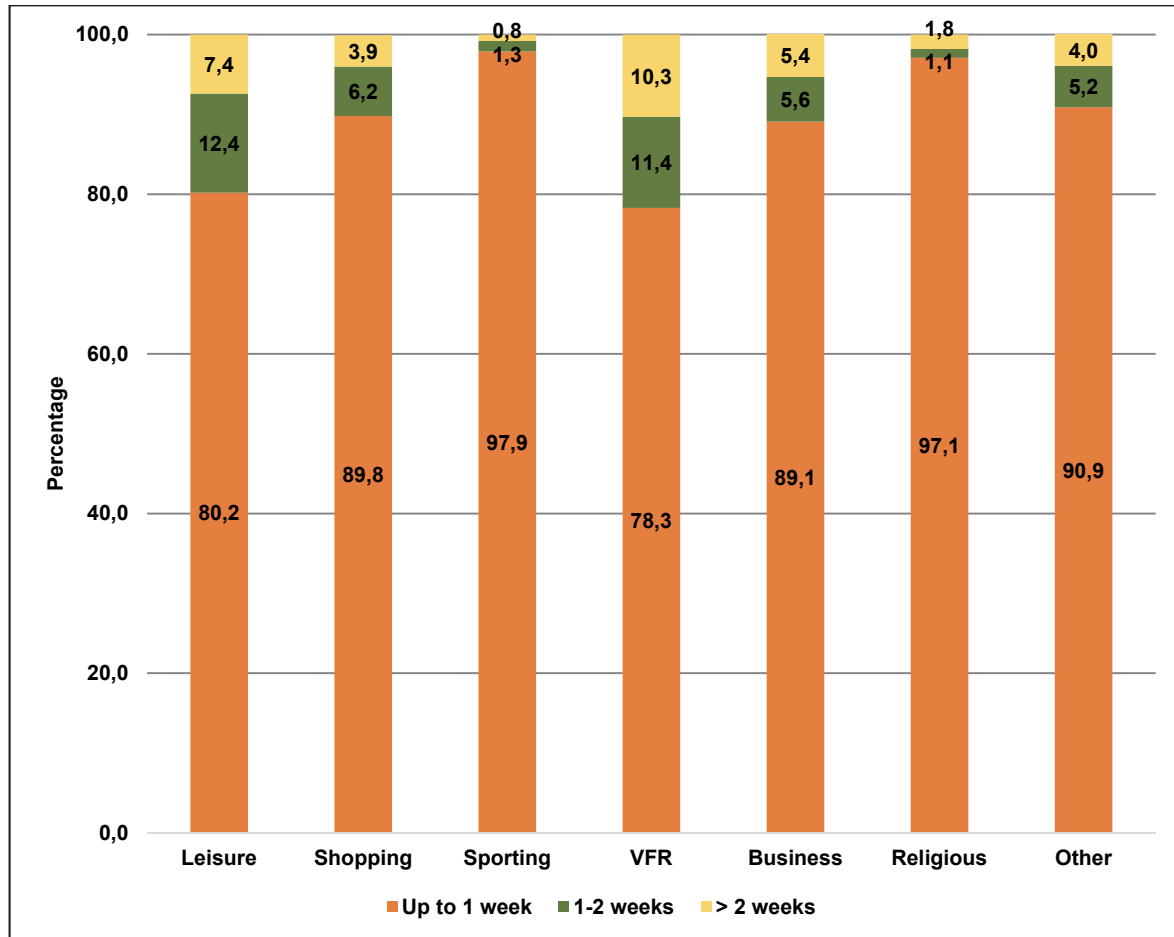
The highest proportion of trips taken for up to one week was taken by Indians/Asians (88,8%). However, the coloured population also took a high proportion of trips that lasted at the most one week (88,1%). Around 14% of white adult tourists stayed between one and two weeks while on their overnight trips, while almost 9% of black African tourists stayed for longer than two weeks.

Figure 8: Length of stay on overnight trips by province of destination, January–December 2013



Adult tourists who undertook overnight trips to Mpumalanga (90,7%) were the most likely to stay up to one week, whereas those who went to Eastern Cape were most likely to spend between one and two weeks (13,3%), or stay for longer than two weeks (13,2%) when compared to tourists in other provinces.

Figure 9: Length of stay on overnight trips by main purpose, January–December 2013



Tourists who undertook overnight trips with sport as the main purpose of the trip tended to stay up to a week (97,9%). As a proportion of the total number of weeks stayed at their respective destinations, a higher percentage of holiday-makers stayed between one and two weeks (12,4%), when compared to individuals who took trips for other reasons. Nearly 10% of adults who took overnight trips to visit friends and relatives stayed for longer than two weeks at their destinations.

Table 20: Province of destination, main purpose of the trip and population group by paid bed nights on most recent overnight trips, January–December 2013 ('000)

Province of destination Main purpose Population group	Paid bed nights ('000)	Quartiles of number of nights stayed			
		Average	Lower quartile	Median	Upper quartile
Population group					
Black African	4 997	5	2	3	5
Coloured	1 616	5	2	3	5
Indian/Asian	1 400	4	2	3	5
White	9 077	5	2	3	7
South Africa	17 090	5	2	3	5
Province of destination					
Western Cape	5 037	6	2	3	7
Eastern Cape	1 448	7	2	3	8
Northern Cape	515	5	2	3	5
Free State	575	4	2	2	4
KwaZulu-Natal	4 006	5	2	3	5
North West	630	4	2	2	4
Gauteng	1 503	5	2	2	5
Mpumalanga	1 248	4	2	2	4
Limpopo	1 380	5	2	2	5
Unspecified	749	6	2	3	5
South Africa	17 090	5	2	3	5
Main purpose					
Leisure/vacation/holiday	11 590	6	2	4	7
Shopping	132	4	2	2	3
Sporting	169	3	1	2	3
VFR	1 827	6	2	3	7
Business	1 635	4	2	3	4
Religious	482	3	1	2	3
Other	1 194	4	1	2	3
Unspecified	62	5	1	2	5
South Africa	17 090	5	2	3	5

Other includes funeral, medical, education and wellness etc.

By and large, overnight tourists stayed an average of five nights at their destinations, with the lower 25% reporting to have stayed two nights, while the highest 25% stayed five nights. The median number of nights stayed on domestic trips was three nights. Even though most overnight tourists were black African, more than half of all paid bed nights were spent by the white population group (9 million), followed by about 5 million paid bed nights spent by black Africans. The top 25% of white travellers stayed seven nights or more, while the top quartile for all other groups spent five nights or more at their destinations.

An average of seven nights was spent by tourists who visited Eastern Cape, whilst the top 25% of Western Cape tourists stayed in that province for seven nights.

A total of almost 17 million bed nights were paid for in the period under review, from which Western Cape with 5 million paid bed nights had the largest share, while KwaZulu-Natal (4 million) showed the second largest paid bed nights in the country.

The top 25% of tourists who had taken trips to visit friends and relatives or for leisure purposes spent seven nights at their destination.

12. Levels of satisfaction

Table 21: Tourists' gender by level of satisfaction on most recent overnight trips, January–December 2013 (per cent)

Gender	Level of satisfaction					Total
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Extremely satisfied	
Value for money accommodation						
Male	0,8	1,7	6,0	62,8	28,8	100,0
Female	1,2	2,4	6,6	65,7	24,1	100,0
Total	1,0	2,0	6,3	64,3	26,4	100,0
Quality of accommodation						
Male	0,5	1,9	7,6	64,2	25,9	100,0
Female	0,7	2,2	7,6	67,5	21,9	100,0
Total	0,6	2,1	7,6	65,9	23,8	100,0
Service levels at accommodation						
Male	0,8	1,7	6,0	62,8	28,8	100,0
Female	1,2	2,4	6,6	65,7	24,1	100,0
Total	1,0	2,0	6,3	64,3	26,4	100,0
Tourist information when planning your trip						
Male	0,2	3,7	10,1	64,1	21,8	100,0
Female	0,2	2,8	9,6	69,0	18,3	100,0
Total	0,2	3,3	9,8	66,6	20,1	100,0
Tour guides						
Male	0,1	11,3	10,0	56,6	22,0	100,0
Female	0,5	9,8	10,7	66,0	13,0	100,0
Total	0,3	10,6	10,3	61,2	17,6	100,0
Tourist information at destination						
Male	1,0	5,9	8,9	60,0	24,2	100,0
Female	1,4	6,0	9,2	64,8	18,5	100,0
Total	1,2	5,9	9,0	62,4	21,3	100,0
Information Centre / tourist offices						
Male	0,3	7,4	9,7	60,7	21,9	100,0
Female	0,6	7,4	10,6	64,6	16,8	100,0
Total	0,5	7,4	10,2	62,6	19,4	100,0
Value for money at tourist attraction						
Male	0,7	2,5	15,2	56,4	25,2	100,0
Female	0,5	5,0	16,8	55,9	21,7	100,0
Total	0,6	3,8	16,0	56,2	23,4	100,0
Cultural, historical and heritage sites and activities						
Male	0,7	5,3	12,6	58,9	22,5	100,0
Female	0,8	6,1	16,0	59,6	17,5	100,0
Total	0,7	5,7	14,4	59,3	19,9	100,0

Table 21: Tourists' gender by level of satisfaction on most recent overnight trips, January–December 2013 (per cent) (concluded)

Gender	Level of satisfaction					Total
	Not at all satisfied	Not satisfied	Neutral	Satisfied	Extremely satisfied	
Natural attractions such as beaches, mountains, and scenery						
Male	0,6	5,1	8,9	57,5	28,0	100,0
Female	0,4	6,6	11,1	55,5	26,4	100,0
Total	0,5	5,9	10,1	56,4	27,1	100,0
Road infrastructure						
Male	4,7	10,8	14,4	59,9	10,1	100,0
Female	4,6	10,9	15,3	60,1	9,1	100,0
Total	4,6	10,9	14,9	60,0	9,5	100,0
Local public transport						
Male	3,2	8,0	15,6	64,6	8,5	100,0
Female	3,4	9,2	13,9	65,2	8,3	100,0
Total	3,3	8,7	14,6	65,0	8,4	100,0
Car hire facilities						
Male	0,3	14,2	12,2	44,2	29,2	100,0
Female	2,4	22,7	11,8	53,5	9,6	100,0
Total	1,2	18,0	12,0	48,4	20,4	100,0
Domestic flights						
Male	0,6	10,5	7,9	55,3	25,8	100,0
Female	1,3	13,6	11,7	49,0	24,3	100,0
Total	0,9	12,0	9,8	52,2	25,0	100,0
Service levels at restaurants						
Male	0,3	2,9	12,3	67,2	17,3	100,0
Female	0,8	2,8	12,4	68,5	15,5	100,0
Total	0,6	2,8	12,3	67,9	16,4	100,0
Overall affordability of the trip						
Male	1,0	4,1	12,5	68,0	14,3	100,0
Female	1,2	5,3	13,3	67,2	13,0	100,0
Total	1,1	4,7	13,0	67,6	13,6	100,0
Overall satisfaction with the trip						
Male	0,5	1,3	7,5	68,9	21,8	100,0
Female	0,6	1,7	8,8	70,0	19,0	100,0
Total	0,6	1,5	8,2	69,5	20,3	100,0
Tourism-related infrastructure, e.g. tourist attractions						
Male	0,9	2,5	13,3	65,9	17,4	100,0
Female	1,3	3,2	15,4	63,8	16,3	100,0
Total	1,1	2,9	14,4	64,8	16,9	100,0

Generally, six out of ten adult tourists were satisfied with the affordability, quality and service levels offered at their chosen accommodation, while a further two out of ten responded to have been extremely satisfied with the previously mentioned characteristics of their accommodation.

Similarly, just about 60% of tourists were reportedly satisfied with tourist information given while planning their trips, as well as at their destinations. They were equally satisfied with tour guides who managed their overnight trips.

Almost two-thirds of adult tourists reported being happy with the local public transport at their places of destination, yet less than half were satisfied with car hire facilities used on their overnight trips. Around 18% stated that they were not satisfied with these facilities, while about 12% remained neutral regarding car hire facilities on overnight trips.

A quarter of tourists who responded to questions about satisfaction levels regarding domestic air travel were extremely satisfied, whereas slightly more than fifty per cent responded that they were satisfied with domestic air travel.

More than two out of three tourists were satisfied with service levels received at restaurants while on their overnight trips; the same proportion of tourists were overall satisfied with the affordability of the trips, as well as with the trip they had undertaken. Furthermore, nearly 65% of tourists were satisfied with tourism-related infrastructure, while almost 17% reported being extremely satisfied with such infrastructure. Only about 1% stated that they were not at all satisfied with tourism-related infrastructure.

Table 22: Holiday makers’ levels of satisfaction with overall affordability of accommodation, January–December 2013 (per cent)

Type of accommodation used	Overall affordability				Total
	Not satisfied	Neither satisfied or dissatisfied	Satisfied	Unspecified	
Hotel	0,9	6,6	90,0	2,5	100,0
Guest house	2,0	3,9	90,4	3,7	100,0
Bed and breakfast	2,6	3,3	89,3	4,8	100,0
Lodge	1,2	6,4	87,3	5,2	100,0
Self-catering	4,8	9,2	83,4	2,7	100,0
Unspecified	3,2	6,2	75,2	15,3	100,0
South Africa	2,7	6,4	82,4	8,4	100,0

Table 22 shows that most individuals who undertook overnight trips were satisfied with the affordability of their accommodation, as eight out of ten holiday-makers indicated as much.

Nearly ninety per cent of tourists who stayed in hotels, guest houses, and bed and breakfast establishments were satisfied with the affordability of their accommodation. Tourists who used self-catering accommodation were most likely to not be satisfied by the affordability of their chosen accommodation.

13. Safety and security barrier to trips

Table 23: People who did not take trips due to safety and security-related problems, by demographic characteristics, January–December 2013

Demographic characteristics	Safety and security reasons – Day trips				Safety and security reasons – Overnight trips			
	Number ('000)	Per cent	Number of persons who undertook trips ('000)	Proportion: Persons who did not take trips relative to persons who took trips	Number ('000)	Per cent	Number of persons who undertook trips ('000)	Proportion: Persons who did not take trips relative to persons who took trips
Age group								
18 - 24	247	49,3	2 011	12,3	185	12,3	3 299	5,6
25 - 34	249	49,6	4 320	5,8	355	23,4	6 106	5,8
35 - 44	6	1,1	3 846	0,2	354	23,4	5 376	6,6
45 - 54	*	*	2 952	*	243	16,0	4 013	6,1
55 - 64	*	*	1 857	*	222	14,7	2 403	9,2
65+	*	*	1 030	*	155	10,3	1 564	9,9
Total	502	100,0	16 017	3,1	1 514	100,0	22 761	6,7
Gender								
Male	297	59,1	7 439	4,0	741	48,9	10 477	7,1
Female	205	40,9	8 578	2,4	773	51,1	12 283	6,3
Total	502	100,0	16 017	3,1	1 514	100,0	22 761	6,7
Marital status								
Married	80	15,9	7 551	1,1	670	44,3	9 981	6,7
Living together as husband and wife	21	4,2	1 506	1,4	122	8,1	2 267	5,4
Widow/widower	5	1,0	964	0,5	133	8,8	1 468	9,1
Divorced/separated	*	*	463	*	47	3,1	726	6,5
Never married	395	78,7	5 499	7,2	538	35,5	8 306	6,5
Marital status unspecified	1	0,2	34	2,9	3	0,2	14	21,4
Total	502	100,0	16 017	3,1	1 514	100,0	22 761	6,7
Education								
No schooling	*	*	470	*	81	5,4	731	11,1
Not completing primary school	9	1,7	1 038	0,9	132	8,7	1 745	7,6
Grade 7/Std. 5	3	0,5	504	0,6	55	3,7	736	7,5
Not completing secondary school	226	45,1	4 890	4,6	486	32,1	7 015	6,9
Grade 12/Std. 10	192	38,3	4 777	4,0	420	27,8	7 035	6,0
Higher	67	13,3	4 216	1,6	317	21,0	5 292	6,0
Education unspecified	6	1,2	122	4,9	21	1,4	207	10,1
Total	502	100,0	16 017	3,1	1 514	100,0	22 761	6,7

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

Table 23 shows the number of adults who did not take trips due to safety and security reasons by demographic characteristics during the reference period. There were approximately 502 000 and 1,5 million individuals who did not take trips due to safety and security reasons for day and overnight trips respectively. For day trips, individuals in the broad age group 18–24 and 25–34 years were most likely to

avoid taking trips due to safety and security reasons, with 49,3% and 49,6% respectively. When compared to overnight trips, most adults in the broad age groups 25–34 and 35–44 years cited safety and security concerns as the main reason why they did not take overnight trips.

More males could not take day trips due to safety and security reasons as compared to their female counterparts, whereas for overnight trips more females did not take trips citing safety and security reasons.

A focus on marital status groups shows safety and security reasons was more likely to be a concern of individuals who have never been married than those who were married (15,9%). For overnight trips, married persons recorded a higher percentage of individuals who did not take trips because of safety and security reasons (44,3%), followed by individuals who have never been married (35,5%). The lowest percentage was recorded for individuals who are divorced/separated (3,1%).

When comparing the barriers to undertaking trips for adults from different education level categories, it was found that adults who did not complete secondary school (45,1%) were most likely to not take day trips due to safety and security reasons, followed by those with Grade 12/Std. 10 (38,3%).

On the whole, about 3,1% of adult South African residents did not undertake trips because of concerns related to crime. Individuals in the age group 18–25 years were the most affected by worries related to crime and safety concerns when compared to other age groups. About 12% of persons in this group did not take day trips and 5,6% were unable to make overnight visits for these reasons.

Noticeably, approximately 9% of widows and widowers felt that crime was a deterrent to undertaking overnight trips, while 7% of adults who were never married did not take trips for those same reasons.

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