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# Statistical release

## P6410

# Tourist accommodation (Preliminary)

## July 2014

The results published today are based on a new sample. This is an annual procedure which typically affects the levels of tourist accommodation statistics. To avoid breaks in time series and to preserve historical growth rates, historical levels were revised (i.e. they were linked to the estimates based on the new sample).

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**Results for July 2014**

**Table A – Year-on-year percentage change in tourist accommodation statistics (income at current prices)**

	<b>Feb-14</b>	<b>Mar-14</b>	<b>Apr-14</b>	<b>May-14</b>	<b>Jun-14</b>	<b>Jul-14</b>
Stay units available	1,0	0,8	0,8	0,8	0,8	0,5
Stay unit nights sold	4,1	-0,6	6,4	8,1	1,1	2,9
Average income per stay unit night sold	4,2	5,3	7,5	2,9	8,6	7,9
Income from accommodation	8,4	4,7	14,3	11,3	9,8	11,1
<b>Total income 1/</b>	<b>6,6</b>	<b>2,3</b>	<b>10,8</b>	<b>9,0</b>	<b>7,8</b>	<b>7,6</b>

1/ Includes restaurant and bar sales and 'other' income.

Measured in nominal terms (current prices), total income for the tourist accommodation industry increased by 7,6% in July 2014 compared with July 2013.

Income from accommodation increased by 11,1% year-on-year in July 2014, the result of a 2,9% increase in the number of stay unit nights sold and a 7,9% increase in the average income per stay unit night sold.

**Table B – Year-on-year percentage change in income from accommodation at current prices by type of accommodation**

<b>Type of accommodation</b>	<b>Feb-14</b>	<b>Mar-14</b>	<b>Apr-14</b>	<b>May-14</b>	<b>Jun-14</b>	<b>Jul-14</b>
Hotels	8,1	6,7	10,5	6,0	5,9	8,0
Caravan parks and camping sites	1,3	-27,5	41,8	21,3	7,4	3,6
Guest-houses and guest-farms	24,4	18,5	30,7	23,6	14,7	15,1
Other accommodation	5,7	-1,1	18,3	22,1	18,7	16,9
<b>Total income from accommodation 1/</b>	<b>8,4</b>	<b>4,7</b>	<b>14,3</b>	<b>11,3</b>	<b>9,8</b>	<b>11,1</b>

1/ Excludes restaurant and bar sales and 'other' income.

In July 2014, the types of accommodation that recorded the highest year-on-year growth rates in income from accommodation were 'other' accommodation (16,9%) and guest-houses and guest-farms (15,1%) – see Table B.

The main contributors to the 11,1% year-on-year increase in income from accommodation in July 2014 were hotels (contributing 5,1 percentage points) and 'other' accommodation (contributing 5,1 percentage points) – see Table 3.

**Table C – Income from accommodation at current prices for the latest three months by type of accommodation**

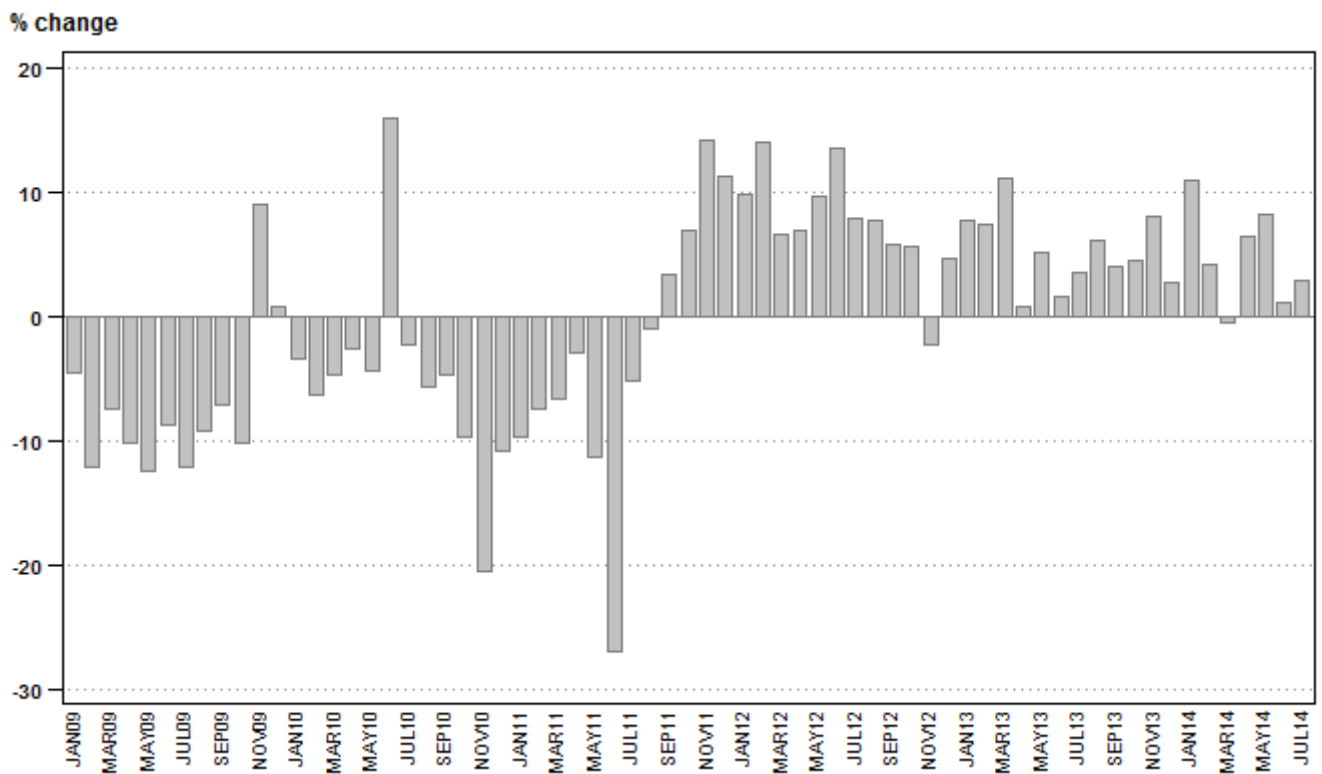
Type of accommodation	May – Jul 2013 (R million)	Weight	May – Jul 2014 (R million)	% change between May – Jul 2013 and May – Jul 2014	Contribution (% points) to the total % change
Hotels	2 289,5	65,9	2 441,5	6,6	4,3
Caravan parks and camping sites	28,6	0,8	31,4	9,8	0,1
Guest-houses and guest-farms	192,7	5,5	226,9	17,7	1,0
Other accommodation	965,2	27,8	1 149,7	19,1	5,3
<b>Total income from accommodation 1/</b>	<b>3 476,0</b>	<b>100,0</b>	<b>3 849,5</b>	<b>10,7</b>	<b>10,7</b>

1/ Excludes restaurant and bar sales and 'other' income.

Income from accommodation increased by 10,7% in the three months ended July 2014 compared with the three months ended July 2013. The main contributors to this increase were:

- 'other' accommodation (19,1% and contributing 5,3 percentage points); and
- hotels (6,6% and contributing 4,3 percentage points) – see Table C.

**Figure 1 – Stay unit nights sold: year-on-year percentage change**



PJ Lehohla  
Statistician-General

**Note: Changes to the monthly current indicator survey and the impact on the statistical series**

**Business register and samples**

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of tourist accommodation from a new sample drawn in April 2014, which replaces the previous sample that was drawn in April 2013. The sample was drawn from a business register of enterprises with an annual turnover of at least R337 733 and that are required to register with the South African Revenue Service (SARS) for value added tax.

Owing to the evolving nature of business, the business register is maintained on a continuous basis. The maintenance process is aimed, amongst other things, at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition, Stats SA undertakes quality improvement surveys related to the business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

**Comparison between the previous and new samples for the tourist accommodation industry**

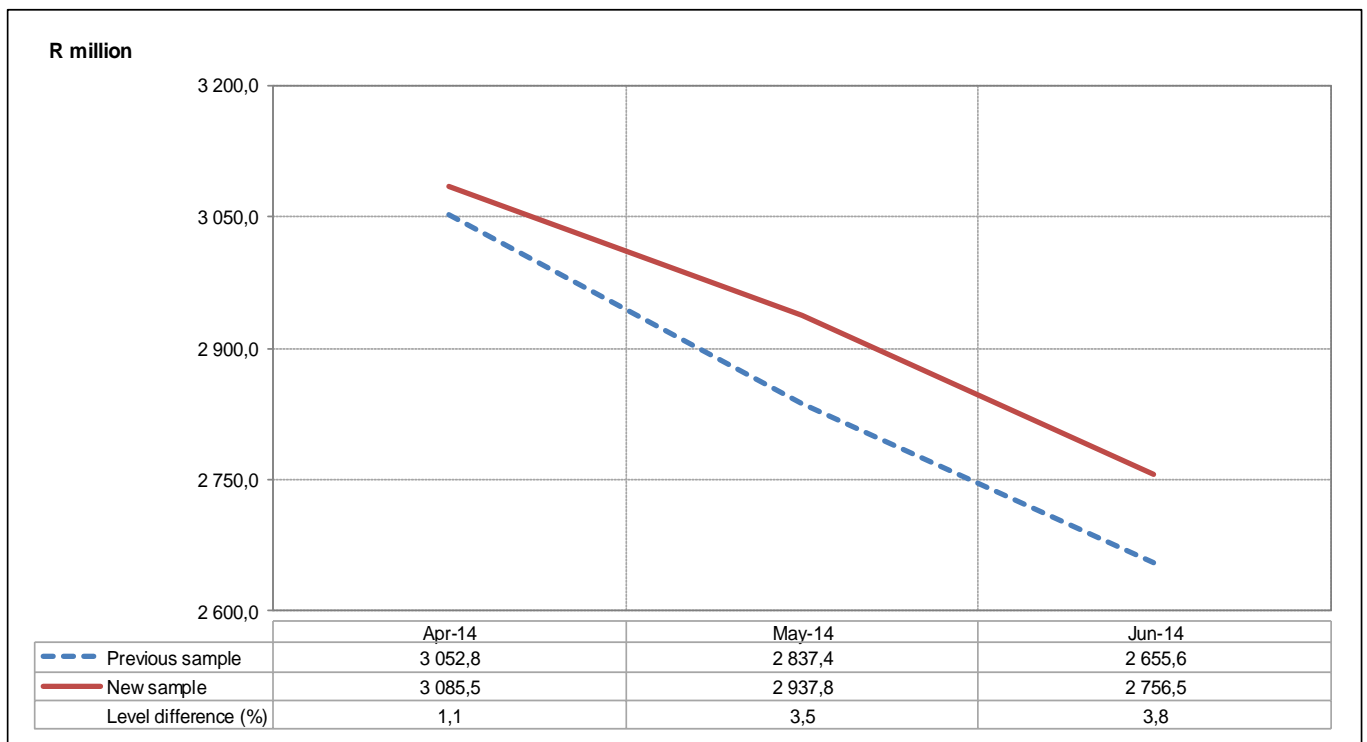
The reported level of total income for the monthly survey of tourist accommodation for the months April to June 2014 based on the new sample was 2,7% higher than the level of total income from the previous sample (see Table D and Figure 2). This is a result of the replacement of the sample which was drawn in April 2013 that was operational for the last half of 2013 and the first half of 2014.

**Table D – Estimates for the previous and new samples for April to June 2014**

Tourist accommodation industry	Previous sample	New sample	Difference	Difference (%)
Stay units available (000) (average)	118,4	119,3	0,9	0,8
Income from accommodation (R million)	3 815,0	3 929,1	114,1	3,0
Total income for the accommodation industry (R million) 1/	8 545,8	8 779,8	234,0	2,7

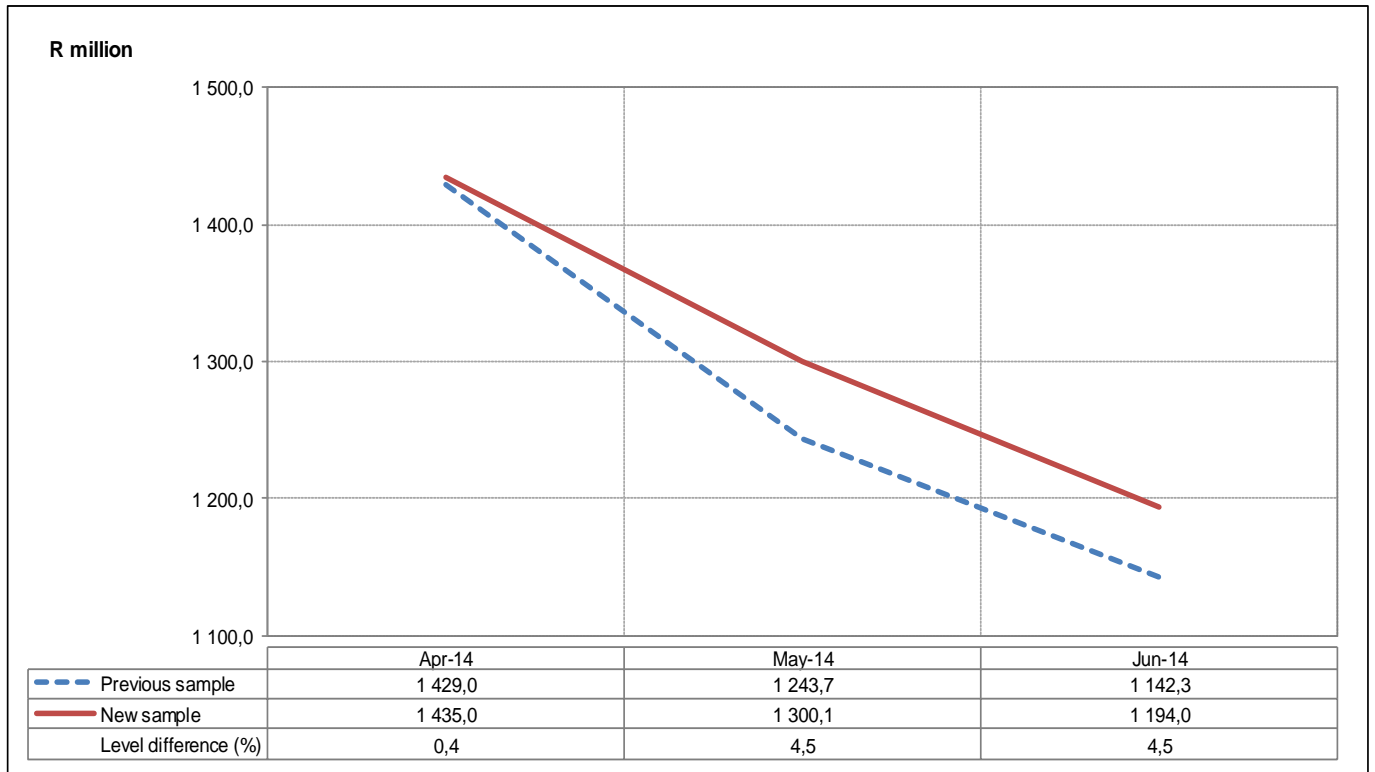
1/ Includes restaurant and bar sales and 'other' income.

**Figure 2 – Total income: monthly levels for previous and new samples for April to June 2014**



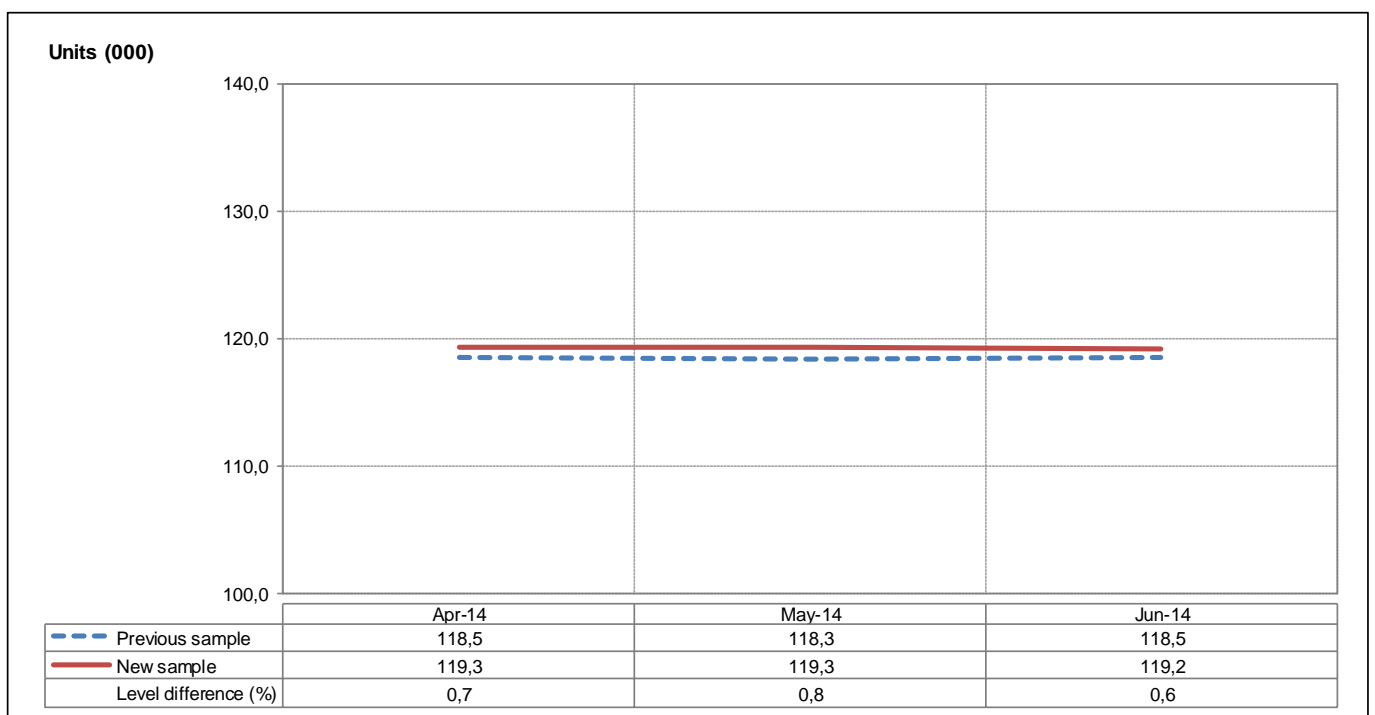
The reported level of income from accommodation for the months April to June 2014 based on the new sample was 3,0% higher than the level of income from accommodation from the previous sample (see Table D on page 4 and Figure 3).

**Figure 3 – Income from accommodation: monthly levels for previous and new samples for April to June 2014**



The reported level of stay units available for the months April to June 2014 based on the new sample was 0,8% higher than the level of stay units available from the previous sample (see Table D on page 4 and Figure 4).

**Figure 4 – Stay units available: monthly levels for previous and new samples for April to June 2014**



**Table E – Total income for the previous and new samples by type of accommodation for April to June 2014**

Type of accommodation	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference 1/ (%)
Hotels	6 742,7	6 913,4	170,7	2,5
Caravan parks and camping sites	43,2	41,3	-1,9	-4,4
Guest-houses and guest-farms	380,3	329,1	-51,2	-13,5
Other accommodation	1 379,6	1 496,0	116,4	8,4
<b>Total income 2/</b>	<b>8 545,8</b>	<b>8 779,8</b>	<b>234,0</b>	<b>2,7</b>

1/ The percentage difference is the difference between the April to June 2014 income as recorded in the new sample divided by the April to June 2014 income as recorded in the previous sample, expressed as a percentage.

2/ Includes restaurant and bar sales and 'other' income.

The largest percentage differences between the previous and new samples were in the following types of accommodation:

- 'other' accommodation (8,4% or R116,4 million); and
- guest-houses and guest-farms (-13,5% or -R51,2 million).

**Table F – Total income for the previous and new samples by type of income for April to June 2014**

Type of income	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference 1/ (%)
Income from accommodation	3 815,0	3 929,1	114,1	3,0
Income from restaurant and bar sales	1 268,8	1 338,8	70,0	5,5
Other income	3 462,0	3 511,9	49,9	1,4
<b>Total income</b>	<b>8 545,8</b>	<b>8 779,8</b>	<b>234,0</b>	<b>2,7</b>

1/ The percentage difference is the difference between the April to June 2014 income as recorded in the new sample divided by the April to June 2014 income as recorded in the previous sample, expressed as a percentage.

The largest percentage difference between the previous and new samples by type of income was income from restaurant and bar sales (5,5% or R70,0 million).

### Backcasting

In order to assist users of time series, the levels of the previous sample have been adjusted from September 2004 to March 2014, using the ratio between the new and previous sample estimates for April to June 2014.

**Tables**

**Note that income from accommodation excludes restaurant and bar sales and 'other' income.**

**Table 1 – Income from accommodation at current prices (R million)**

Month	2009	2010	2011	2012	2013	2014 1/
Jan	1 068,8	1 052,4	1 004,6	1 178,1	1 330,8	1 566,2
Feb	1 141,8	1 100,9	1 052,0	1 262,0	1 450,4	1 572,7
Mar	1 174,7	1 196,8	1 186,5	1 276,6	1 556,8	1 629,8
Apr	1 018,8	1 058,4	1 058,2	1 155,1	1 255,2	1 435,0
May	1 014,6	954,1	916,7	1 056,2	1 168,1	1 300,1
Jun	982,7	1 779,4	873,9	1 015,1	1 087,4	1 194,0
Jul	972,4	1 323,5	1 009,9	1 096,8	1 220,5	1 355,4
Aug	970,7	982,9	1 026,7	1 128,9	1 304,4	
Sep	977,4	1 035,2	1 097,2	1 239,0	1 376,0	
Oct	1 190,7	1 140,3	1 223,4	1 394,8	1 564,5	
Nov	1 185,1	1 110,0	1 288,8	1 344,8	1 543,8	
Dec	1 250,3	1 204,0	1 415,0	1 555,7	1 796,5	
<b>Total</b>	<b>12 948,0</b>	<b>13 937,9</b>	<b>13 152,9</b>	<b>14 703,1</b>	<b>16 654,4</b>	

1/ Latest month is preliminary.

**Table 2 – Year-on-year percentage change in income from accommodation at current prices**

Month	2010	2011	2012	2013	2014	2014 year-to-date
Jan	-1,5	-4,5	17,3	13,0	17,7	17,7
Feb	-3,6	-4,4	20,0	14,9	8,4	12,9
Mar	1,9	-0,9	7,6	21,9	4,7	9,9
Apr	3,9	0,0	9,2	8,7	14,3	10,9
May	-6,0	-3,9	15,2	10,6	11,3	11,0
Jun	81,1	-50,9	16,2	7,1	9,8	10,8
Jul	36,1	-23,7	8,6	11,3	11,1	10,8
Aug	1,3	4,5	10,0	15,5		
Sep	5,9	6,0	12,9	11,1		
Oct	-4,2	7,3	14,0	12,2		
Nov	-6,3	16,1	4,3	14,8		
Dec	-3,7	17,5	9,9	15,5		
<b>Total</b>	<b>7,6</b>	<b>-5,6</b>	<b>11,8</b>	<b>13,3</b>		

**Table 3 – Contribution of each type of accommodation to the year-on-year percentage change in income from accommodation at current prices (percentage points)**

Type of accommodation	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14
Hotels	5,3	4,1	6,6	4,0	3,9	5,1
Caravan parks and camping sites	0,0	-0,3	0,3	0,1	0,1	0,0
Guest-houses and guest-farms	1,5	1,2	1,9	1,3	0,8	0,8
Other accommodation	1,6	-0,3	5,5	5,9	5,0	5,1
<b>Total income from accommodation 1/</b>	<b>8,4</b>	<b>4,7</b>	<b>14,3</b>	<b>11,3</b>	<b>9,8</b>	<b>11,1</b>

1/ Excludes restaurant and bar sales and 'other' income.



**Table 4 – Tourist accommodation statistics by type of accommodation (income at current prices)**

		Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14 1/
Hotels	Stay units available (000)	60,2	60,0	60,0	60,0	60,1	60,0
	Stay unit nights sold (000)	1 026,6	1 103,7	979,6	948,3	898,4	991,4
	Occupancy rate (%)	60,9	59,3	54,4	51,0	49,8	53,3
	Average income per stay unit night sold (Rand)	1 001,8	937,7	892,7	878,7	857,7	844,9
	<b>Total income (R million)</b>	<b>2 440,2</b>	<b>2 610,3</b>	<b>2 366,2</b>	<b>2 334,1</b>	<b>2 213,1</b>	<b>2 326,1</b>
	Income from accommodation (R million)	1 028,4	1 034,9	874,5	833,3	770,6	837,6
	Income from restaurant and bar sales (R million)	385,9	417,5	369,5	371,0	343,6	356,7
	Other income (R million)	1 025,9	1 157,9	1 122,2	1 129,8	1 098,9	1 131,8
Caravan parks and camping sites	Stay units available (000)	5,7	5,7	5,8	5,8	5,8	5,8
	Stay unit nights sold (000)	25,8	34,0	43,3	34,4	35,6	41,2
	Occupancy rate (%)	16,2	19,2	24,9	19,1	20,5	22,9
	Average income per stay unit night sold (Rand)	310,1	364,7	321,0	282,0	283,7	281,6
	<b>Total income (R million)</b>	<b>9,9</b>	<b>14,2</b>	<b>16,1</b>	<b>12,6</b>	<b>12,6</b>	<b>15,3</b>
	Income from accommodation (R million)	8,0	12,4	13,9	9,7	10,1	11,6
	Income from restaurant and bar sales (R million)	0,6	0,5	0,8	0,9	1,0	1,2
	Other income (R million)	1,3	1,3	1,4	2,0	1,5	2,5
Guest-houses and guest-farms	Stay units available (000)	11,6	11,6	11,7	11,7	11,5	11,5
	Stay unit nights sold (000)	179,3	180,7	164,7	144,3	130,2	151,8
	Occupancy rate (%)	55,2	50,3	46,9	39,8	37,7	42,6
	Average income per stay unit night sold (Rand)	634,1	651,9	604,7	541,2	538,4	518,4
	<b>Total income (R million)</b>	<b>151,1</b>	<b>152,2</b>	<b>129,4</b>	<b>105,8</b>	<b>93,9</b>	<b>102,6</b>
	Income from accommodation (R million)	113,7	117,8	99,6	78,1	70,1	78,7
	Income from restaurant and bar sales (R million)	26,6	23,2	21,0	20,0	17,9	19,2
	Other income (R million)	10,8	11,2	8,8	7,7	5,9	4,7
Other accommodation	Stay units available (000)	41,7	41,7	41,8	41,8	41,8	41,9
	Stay unit nights sold (000)	665,4	658,9	611,4	605,8	495,8	562,3
	Occupancy rate (%)	57,0	51,0	48,8	46,8	39,5	43,3
	Average income per stay unit night sold (Rand)	635,1	705,3	731,1	625,6	692,2	760,3
	<b>Total income (R million)</b>	<b>548,0</b>	<b>591,8</b>	<b>573,8</b>	<b>485,3</b>	<b>436,9</b>	<b>541,3</b>
	Income from accommodation (R million)	422,6	464,7	447,0	379,0	343,2	427,5
	Income from restaurant and bar sales (R million)	80,2	81,9	73,1	62,2	57,8	71,2
	Other income (R million)	45,2	45,2	53,7	44,1	35,9	42,6
<b>Total industry</b>	<b>Stay units available (000)</b>	<b>119,2</b>	<b>119,0</b>	<b>119,3</b>	<b>119,3</b>	<b>119,2</b>	<b>119,2</b>
	<b>Stay unit nights sold (000)</b>	<b>1 897,1</b>	<b>1 977,3</b>	<b>1 799,0</b>	<b>1 732,8</b>	<b>1 560,0</b>	<b>1 746,7</b>
	<b>Occupancy rate (%)</b>	<b>56,8</b>	<b>53,6</b>	<b>50,3</b>	<b>46,9</b>	<b>43,6</b>	<b>47,3</b>
	<b>Average income per stay unit night sold (Rand)</b>	<b>829,0</b>	<b>824,3</b>	<b>797,7</b>	<b>750,3</b>	<b>765,4</b>	<b>776,0</b>
	<b>Total income (R million)</b>	<b>3 149,2</b>	<b>3 368,5</b>	<b>3 085,5</b>	<b>2 937,8</b>	<b>2 756,5</b>	<b>2 985,3</b>
	<b>Income from accommodation (R million)</b>	<b>1 572,7</b>	<b>1 629,8</b>	<b>1 435,0</b>	<b>1 300,1</b>	<b>1 194,0</b>	<b>1 355,4</b>
	<b>Income from restaurant and bar sales (R million)</b>	<b>493,3</b>	<b>523,1</b>	<b>464,4</b>	<b>454,1</b>	<b>420,3</b>	<b>448,3</b>
	<b>Other income (R million)</b>	<b>1 083,2</b>	<b>1 215,6</b>	<b>1 186,1</b>	<b>1 183,6</b>	<b>1 142,2</b>	<b>1 181,6</b>

1/ Preliminary.

**Table 5 – Year-on-year percentage change in tourist accommodation statistics by type of accommodation (income at current prices)**

		Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14
Hotels	Stay units available	0,8	0,5	0,2	0,3	0,3	-0,2
	Stay unit nights sold	-0,3	0,6	0,6	0,0	-0,7	2,4
	Average income per stay unit night sold	8,5	6,0	9,8	5,9	6,6	5,5
	<b>Total income</b>	<b>7,1</b>	<b>3,8</b>	<b>9,3</b>	<b>7,2</b>	<b>6,2</b>	<b>6,5</b>
	Income from accommodation	8,1	6,7	10,5	6,0	5,9	8,0
	Income from restaurant and bar sales	3,5	3,2	10,2	7,6	9,4	8,3
	Other income	7,6	1,6	8,1	7,9	5,4	4,8
Caravan parks and camping sites	Stay units available	-1,7	-1,7	1,8	1,8	1,8	1,8
	Stay unit nights sold	-0,8	-27,2	59,8	32,3	11,9	7,9
	Average income per stay unit night sold	2,1	-0,4	-11,2	-8,4	-4,0	-4,0
	<b>Total income</b>	<b>2,1</b>	<b>-27,6</b>	<b>41,2</b>	<b>23,5</b>	<b>7,7</b>	<b>21,4</b>
	Income from accommodation	1,3	-27,5	41,8	21,3	7,4	3,6
	Income from restaurant and bar sales	-25,0	-50,0	60,0	12,5	42,9	140,0
	Other income	30,0	-13,3	27,3	42,9	-6,3	177,8
Guest-houses and guest-farms	Stay units available	0,0	0,0	0,0	0,9	-0,9	-0,9
	Stay unit nights sold	-3,0	-10,1	9,5	6,8	-0,2	3,4
	Average income per stay unit night sold	28,2	31,8	19,4	15,7	15,0	11,3
	<b>Total income</b>	<b>24,3</b>	<b>12,9</b>	<b>27,4</b>	<b>20,9</b>	<b>13,4</b>	<b>12,1</b>
	Income from accommodation	24,4	18,5	30,7	23,6	14,7	15,1
	Income from restaurant and bar sales	32,3	6,4	22,8	23,5	13,3	11,6
	Other income	6,9	-17,6	6,0	-4,9	0,0	-20,3
Other accommodation	Stay units available	2,0	2,0	1,7	1,5	1,7	1,7
	Stay unit nights sold	14,4	2,1	13,2	22,9	4,1	3,4
	Average income per stay unit night sold	-7,6	-3,2	4,4	-0,6	14,1	13,1
	<b>Total income</b>	<b>0,4</b>	<b>-5,2</b>	<b>13,3</b>	<b>15,4</b>	<b>15,2</b>	<b>11,2</b>
	Income from accommodation	5,7	-1,1	18,3	22,1	18,7	16,9
	Income from restaurant and bar sales	-9,7	-13,1	-5,3	-13,5	-6,8	-9,8
	Other income	-20,8	-24,9	5,1	15,4	27,8	1,4
<b>Total industry</b>	<b>Stay units available</b>	<b>1,0</b>	<b>0,8</b>	<b>0,8</b>	<b>0,8</b>	<b>0,8</b>	<b>0,5</b>
	<b>Stay unit nights sold</b>	<b>4,1</b>	<b>-0,6</b>	<b>6,4</b>	<b>8,1</b>	<b>1,1</b>	<b>2,9</b>
	<b>Average income per stay unit night sold</b>	<b>4,2</b>	<b>5,3</b>	<b>7,5</b>	<b>2,9</b>	<b>8,6</b>	<b>7,9</b>
	<b>Total income</b>	<b>6,6</b>	<b>2,3</b>	<b>10,8</b>	<b>9,0</b>	<b>7,8</b>	<b>7,6</b>
	<b>Income from accommodation</b>	<b>8,4</b>	<b>4,7</b>	<b>14,3</b>	<b>11,3</b>	<b>9,8</b>	<b>11,1</b>
	<b>Income from restaurant and bar sales</b>	<b>2,3</b>	<b>0,3</b>	<b>8,0</b>	<b>4,7</b>	<b>7,1</b>	<b>5,2</b>
	<b>Other income</b>	<b>6,0</b>	<b>0,1</b>	<b>7,9</b>	<b>8,1</b>	<b>6,0</b>	<b>4,7</b>

**Survey information**

<b>Introduction</b>	<b>1</b>	<p>The results presented in this publication are derived from the monthly survey of the tourist accommodation industry. This survey is based on a sample drawn from the 2014 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>2 In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available.</p>
<b>Purpose of the survey</b>	<b>3</b>	<p>The Tourist Accommodation Survey is a monthly survey covering a sample of public and private enterprises involved in the short-stay accommodation industry in South Africa.</p> <p>The results of the survey are used to compile estimates of the tourism satellite accounts (TSA) and the gross domestic product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used in the analysis of comparative business and industry performance.</p>
<b>Scope of the survey</b>	<b>4</b>	<p>This survey covers the following tax registered private and public enterprises that are mainly engaged in providing short-stay commercial accommodation:</p> <ul style="list-style-type: none"> <li>• Hotels, motels, botels and inns;</li> <li>• Caravan parks and camping sites;</li> <li>• Guest-houses and guest-farms; and</li> <li>• 'Other' accommodation.</li> </ul>
<b>Collection rate</b>	<b>5</b>	<p>The preliminary collection rate for the tourist accommodation survey for July 2014 was 92,1%. The collection rate for June 2014 for the new sample was 95,7%.</p>
<b>Classification by industry</b>	<b>6</b>	<p>The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No. 09-09-02 was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities</i> (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to an industry, which reflects its predominant activity. Statistics in this publication are presented at 5-digit SIC level.</p>
<b>Statistical unit</b>	<b>7</b>	<p>The statistical units for the collection of the information are enterprises and establishments.</p>
<b>Revised figures</b>	<b>8</b>	<p>Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such. Data are edited at the enterprise level.</p>
<b>Rounding-off of figures</b>	<b>9</b>	<p>Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.</p>
<b>Historical data</b>	<b>10</b>	<p>Historical tourist accommodation data are available on the Stats SA website. To access the data electronically, use the following link:  <a href="http://beta2.statssa.gov.za/?page_id=1849">http://beta2.statssa.gov.za/?page_id=1849</a></p>
<b>Past publications</b>	<b>11</b>	<p>Past tourist accommodation releases are available on the Stats SA website. To access the releases electronically, use the following link:  <a href="http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6410&amp;SCH=5703">http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6410&amp;SCH=5703</a></p>

**Comparability with discontinued Hotels' Trading Statistics**      **12**      The information in this statistical release and the discontinued monthly Hotels' Trading Statistics statistical release is not strictly comparable. The Hotels' Trading Statistics survey was conducted using a list of all hotels graded by the then South African Tourism Board (Satour) when the grading of hotels was still compulsory by law. This survey is conducted from a sample drawn from a business register of all enterprises registered for value added tax (VAT) and income tax.

The higher levels from this survey can be mainly attributed to the following:

- The coverage of all types of tourist accommodation enterprises including hotels; and
- The improved coverage of the business register, especially of small and micro enterprises.

**Technical notes**

**Survey methodology and design**      **1**      The survey was conducted by mail, email, fax and telephone.  
 The 2014 sample of 1 001 enterprises was drawn from a population of 4 003 enterprises using stratified simple random sampling. The enterprises were first stratified at 5-digit level according to the SIC and then by size of enterprises. All large enterprises are completely enumerated. Turnover was used as the measure of size for stratification.

**Size groups**      **2**      The enterprises are divided into four size groups according to turnover. All large and medium enterprises (size group one and two) are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total income of the large and medium enterprises (size group one and two) is added to the weighted totals of size groups three and four to reflect the total income.

**Measure of size classes (Rand)**

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	337 733	5 100 000
Small	3	5 100 001	6 000 000
Medium	2	6 000 001	13 000 000
Large	1	13 000 001	

**Sample weighting**      **3**      For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form subgroup estimates. These procedures are in line with international best practice.

**Reliability of estimates**      **4**      Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the tourist accommodation industry in South Africa.

**Relative standard error** 5 One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate.

**Table D – Estimates of total industry income by type of enterprise within 95% confidence limits – July 2014**

	Lower limit (R million)	Estimate (R million)	Upper limit (R million)	Relative standard error (RSE) %
<b>Total income</b>	2 846,0	2 985,3	3 125,0	2,4

**Non-sampling errors** 6 Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Non-sampling errors occur in both sample surveys and censuses.

**Year-on-year percentage change** 7 The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.

**Contribution (percentage points)** 8 The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of accommodation by its corresponding weight, divided by 100. The weight is the percentage contribution of each type accommodation to the total accommodation income in the corresponding period of the previous year.

**Seasonal adjustment** 9 Seasonally adjusted estimates will not be published until there are sufficient data points for this survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.

**Glossary**

**Average income per stay unit night sold** Average rate per stay unit (i.e. rate per room in a hotel or powered site in a caravan park) is calculated by dividing the total income from accommodation by the number of stay unit nights sold in the survey period.

**Enterprise** An enterprise is a legal unit or combination of legal units that includes and directly controls all functions to carry out its activities.

**Establishment** An enterprise or part of an enterprise that is situated in a single location and in which only a single (non-ancillary) productive activity is carried out or in which the principal productive activity accounts for most of the value added.

**Income from accommodation** Income from amounts charged for stay units. ‘Other’ income is excluded (e.g. income from meals).

**Income from restaurant and bar sales** Income from meals, banqueting and beverages and tobacco sales.

**Industry** Group of establishments engaged in the same or similar kinds of economic activity. Industries are defined in the *System of National Accounts (SNA)* in the same way as in the *Standard Industrial Classification of all Economic Activities, Fifth Edition*, Report No. 09-90-02 of January 1993 (SIC).

<b>Occupancy rate</b>	The number of stay unit nights sold, divided by the product of the number of stay units available and the number of days in the survey period, expressed as a percentage.																						
<b>Other accommodation</b>	Includes lodges, bed-and-breakfast establishments, self-catering establishments and 'other' establishments not elsewhere classified.																						
<b>Stay unit</b>	The unit of accommodation available to be charged out to guests, for example, a powered site in a caravan park or a room in a hotel.																						
<b>Stay unit nights sold</b>	The total number of stay units occupied on each night during the survey period.																						
<b>Symbols and abbreviations</b>	<table border="0"> <tr> <td>BR</td> <td>Business register</td> </tr> <tr> <td>BSF</td> <td>Business sampling frame</td> </tr> <tr> <td>GDP</td> <td>Gross domestic product</td> </tr> <tr> <td>DTI</td> <td>Department of Trade and Industry</td> </tr> <tr> <td>RSE</td> <td>Relative standard error</td> </tr> <tr> <td>SARS</td> <td>South African Revenue Service</td> </tr> <tr> <td>SE</td> <td>Standard error</td> </tr> <tr> <td>SIC</td> <td>Standard Industrial Classification of all Economic Activities</td> </tr> <tr> <td>Stats SA</td> <td>Statistics South Africa</td> </tr> <tr> <td>VAT</td> <td>Value added tax</td> </tr> <tr> <td>TSA</td> <td>Tourism satellite accounts</td> </tr> </table>	BR	Business register	BSF	Business sampling frame	GDP	Gross domestic product	DTI	Department of Trade and Industry	RSE	Relative standard error	SARS	South African Revenue Service	SE	Standard error	SIC	Standard Industrial Classification of all Economic Activities	Stats SA	Statistics South Africa	VAT	Value added tax	TSA	Tourism satellite accounts
BR	Business register																						
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GDP	Gross domestic product																						
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SE	Standard error																						
SIC	Standard Industrial Classification of all Economic Activities																						
Stats SA	Statistics South Africa																						
VAT	Value added tax																						
TSA	Tourism satellite accounts																						
<b>Total income</b>	Includes income from accommodation, income from restaurant and bar sales and 'other' income.																						
<b>Tourist</b>	A visitor who spends at least one night in the place visited.																						

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Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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