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Key findings for October 2010

Table A – Key estimates for October 2010

Estimates	October 2010	% change between October 2009 and October 2010	% change between August to October 2009 and August to October 2010	% change between January to October 2009 and January to October 2010
Stay units available (000) 1/	113,2	4,1	5,0	3,5
Stay unit nights sold (000)	1 517,4	-6,9	-4,0	-2,0
Average income per stay unit night sold (Rand)	654,7	2,1	4,7	12,8
Income from accommodation (R million)	993,4	-4,9	0,5	10,5
Total income for the accommodation industry (R million) 2/	1 677,9	-2,7	2,1	7,8

1/ Stay unit refers to the unit of accommodation that is available to be charged out to guests, for example, a powered site in a caravan park or a room in a hotel.

2/ Income from accommodation, restaurants and bar sales and other income (see Table 1, page 4).

Total income for the accommodation industry

Total income for the accommodation industry for the three months ended October 2010 increased by 2,1% compared with the three months ended October 2009. Total income for the accommodation industry in October 2010 decreased by 2,7% compared with October 2009 (see Table A and Table 2, page 5).

Income from accommodation

Income from accommodation for the three months ended October 2010 increased by 0,5% compared with the three months ended October 2009. The average income per stay unit night sold increased by 4,7% during the same period. Income from accommodation in October 2010 decreased by 4,9% compared with October 2009 (see Table A and Table 2, page 5).

Stay units available

The number of stay units available for the three months ended October 2010 increased by 5,0% compared with the three months ended October 2009. The number of stay units available in October 2010 increased by 4,1% compared with October 2009 (see Table A and Table 2, page 5).

Stay unit nights sold

The number of stay unit nights sold for the three months ended October 2010 decreased by 4,0% compared with the three months ended October 2009. The number of stay unit nights sold in October 2010 decreased by 6,9% compared with October 2009 (see Table A and Table 2, page 5).

Table B – Contribution of each type of accommodation to the annual percentage change in the three-monthly income from accommodation.

Type of accommodation	August to October 2009 (R million)	Weight 1/	August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	% change contribution 2/
Hotels 3/	1 862,1	67,6	1 776,7	-4,6	-3,1
Caravan parks and camping sites	10,7	0,4	10,5	-1,9	0,0
Guest-houses and guest-farms	143,3	5,2	162,4	13,3	0,7
Other accommodation	737,9	26,8	819,7	11,1	3,0
Total industry 4/	2 754,2	100,0	2 769,3	0,5	0,5

1/ Weight is the percentage contribution of each type of accommodation to the total accommodation income for the three months up to the current month of the previous year.
 2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of accommodation with the corresponding weight, divided by 100.
 3/ See note 3 on page 6.
 4/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and totals.

The income from accommodation for the three months ended October 2010 increased marginally by 0,5% compared with the three months ended October 2009. The increases recorded for other accommodation (11,1% and contributing 3,0 percentage points) and guest-houses and guest-farms (13,3% and contributing 0,7 of a percentage point) were to a large extent counteracted by a decrease recorded for hotels (-4,6% and contributing -3,1 percentage points).

Table C – Contribution of each type of accommodation to the annual percentage change in the monthly income from accommodation.

Type of accommodation	October 2009 (R million)	Weight 1/	October 2010 (R million)	% change between October 2009 and October 2010	% change contribution 2/
Hotels 3/	709,1	67,9	645,0	-9,0	-6,1
Caravan parks and camping sites	3,5	0,3	2,5	-28,6	-0,1
Guest-houses and guest-farms	52,1	5,0	55,9	7,3	0,4
Other accommodation	280,1	26,8	290,0	3,5	0,9
Total industry 4/	1 044,8	100,0	993,4	-4,9	-4,9

1/ Weight is the percentage contribution of each type of accommodation to the total accommodation income for current month of the previous year.
 2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of accommodation with the corresponding weight, divided by 100.
 3/ See note 3 on page 6.
 4/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and totals.

The main contributor to the year-on-year decrease of 4,9% in the income from accommodation for October 2010 was hotels (-9,0% and contributing -6,1 percentage points).

PJ Lehohla
Statistician-General

Detailed statistics

Table 1 – Tourist accommodation statistics from October 2009 to October 2010

Accommodation type		Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct ^{1/} 2010
Hotels	Stay units available (000)	54,6	54,6	54,8	54,8	55,0	55,1	55,0	55,0	55,1	55,0	54,9	54,8	54,8
	Stay unit nights sold (000)	901,1	872,4	826,5	742,5	804,6	886,9	768,9	780,6	948,1	809,3	770,4	839,2	885,6
	Occupancy rate (%)	53,2	53,3	48,7	43,7	52,2	51,9	46,6	45,8	57,4	47,5	45,3	51,0	52,1
	Average income per stay unit night sold (Rand)	787,0	797,8	826,2	813,8	841,4	804,9	757,4	728,3	1 225,4	990,9	702,4	703,8	728,3
	Income from accommodation (R million)	709,1	696,0	682,9	604,2	676,9	713,9	582,4	568,5	1 161,8	801,9	541,1	590,6	645,0
	Income from restaurant and bar sales (R million)	282,0	279,4	287,7	219,1	263,3	282,8	240,0	242,0	243,5	249,4	252,1	261,0	285,8
	Other income (R million)	290,3	325,7	351,5	318,6	273,4	295,0	291,5	285,6	323,9	306,5	280,3	277,0	293,5
	Total income (R million)	1 281,4	1 301,0	1 322,0	1 141,9	1 213,6	1 291,7	1 113,9	1 096,1	1 729,2	1 357,8	1 073,5	1 128,6	1 224,3
Caravan parks and camping sites	Stay units available (000)	10,6	10,6	10,6	10,6	10,6	10,6	10,7	10,7	10,7	10,7	10,7	10,7	10,5
	Stay unit nights sold (000)	23,7	20,2	84,8	30,7	42,2	56,8	54,4	26,9	37,2	21,8	14,2	32,5	18,7
	Occupancy rate (%)	7,2	6,4	25,8	9,3	14,2	17,3	16,9	8,1	11,6	6,6	4,3	10,1	5,7
	Average income per stay unit night sold (Rand)	147,9	176,0	269,0	131,6	87,3	153,0	178,3	107,8	185,5	105,5	162,0	175,4	133,7
	Income from accommodation (R million)	3,5	3,6	22,8	4,0	3,7	8,7	9,7	2,9	6,9	2,3	2,3	5,7	2,5
	Income from restaurant and bar sales (R million)	1,8	0,7	1,8	1,0	0,9	1,3	2,4	0,4	0,3	0,6	0,6	1,5	1,4
	Other income (R million)	3,2	3,6	5,2	3,6	3,5	3,5	3,6	3,5	3,6	3,4	3,5	3,2	4,1
	Total income (R million)	8,4	7,9	29,8	8,7	8,1	13,5	15,7	6,8	10,8	6,3	6,4	10,4	8,0
Guest-houses and guest-farms	Stay units available (000)	10,0	9,9	9,9	9,9	9,8	9,9	9,8	9,8	9,8	10,0	10,0	10,0	10,0
	Stay unit nights sold (000)	168,0	167,8	167,2	158,0	163,2	173,1	144,6	127,2	163,0	128,6	135,4	130,1	124,6
	Occupancy rate (%)	54,4	56,7	54,7	51,7	59,7	56,6	49,2	41,9	55,4	41,5	43,7	43,4	40,2
	Average income per stay unit night sold (Rand)	309,9	313,0	327,4	349,2	324,5	294,0	381,1	340,4	456,4	405,9	384,8	418,1	448,6
	Income from accommodation (R million)	52,1	52,5	54,7	55,2	53,0	50,9	55,1	43,3	74,4	52,2	52,1	54,4	55,9
	Income from restaurant and bar sales (R million)	16,2	15,5	14,4	12,3	16,2	15,6	16,3	12,1	11,7	10,6	13,5	14,3	14,7
	Other income (R million)	8,9	7,6	6,9	5,7	4,8	5,6	5,4	5,1	4,6	5,3	7,0	6,8	8,0
	Total income (R million)	77,1	75,6	76,0	73,1	74,0	72,1	76,8	60,5	90,7	68,1	72,6	75,5	78,6
Other accommodation	Stay units available (000)	33,6	33,2	33,3	33,9	33,9	34,0	34,2	34,3	34,1	34,6	38,4	37,9	37,9
	Stay unit nights sold (000)	537,2	517,9	653,8	499,7	435,0	501,2	493,2	461,4	487,8	493,4	488,1	486,9	488,5
	Occupancy rate (%)	51,6	52,0	63,4	47,5	45,8	47,5	48,1	43,4	47,7	46,0	41,0	42,8	41,6
	Average income per stay unit night sold (Rand)	521,3	493,7	514,3	524,3	529,3	547,9	566,7	466,4	655,8	599,9	546,0	540,6	593,7
	Income from accommodation (R million)	280,1	255,7	336,3	262,0	230,2	274,6	279,5	215,2	319,9	296,0	266,5	263,2	290,0
	Income from restaurant and bar sales (R million)	47,8	52,9	58,4	41,1	42,8	59,7	41,8	39,4	41,9	37,6	42,9	47,0	51,0
	Other income (R million)	28,9	24,6	34,7	27,5	23,8	24,7	20,2	19,4	21,4	21,4	22,1	25,6	26,0
	Total income (R million)	356,7	333,2	429,4	330,5	296,8	359,1	341,5	274,0	383,2	355,0	331,5	335,8	367,0
Total	Stay units available (000)	108,7	108,2	108,5	109,2	109,3	109,6	109,7	109,8	109,7	110,3	114,0	113,4	113,2
	Stay unit nights sold (000)	1 630,0	1 578,3	1 732,3	1 430,9	1 444,9	1 618,1	1 461,1	1 396,1	1 636,1	1 453,1	1 408,1	1 488,7	1 517,4
	Occupancy rate (%)	48,4	48,6	51,5	42,3	47,2	47,6	44,4	41,0	49,7	42,5	39,8	43,8	43,2
	Average income per stay unit night sold (Rand)	641,0	638,5	633,1	646,7	667,0	647,7	634,2	594,4	955,3	793,1	612,2	613,9	654,7
	Income from accommodation (R million)	1 044,8	1 007,7	1 096,7	925,4	963,8	1 048,1	926,7	829,9	1 563,0	1 152,4	862,0	913,9	993,4
	Income from restaurant and bar sales (R million)	347,7	348,5	362,2	273,6	323,2	359,4	300,5	293,9	297,4	298,2	309,1	323,8	352,9
	Other income (R million)	331,2	361,4	398,3	355,3	305,5	328,9	320,7	313,6	353,5	336,6	312,9	312,6	331,6
	Total income (R million)	1 723,7	1 717,7	1 857,2	1 554,3	1 592,5	1 736,4	1 547,9	1 437,4	2 213,9	1 787,2	1 484,0	1 550,3	1 677,9

^{1/} Preliminary.

Table 2 – Percentage change in tourist accommodation statistics from October 2009 to October 2010 ^{1/}

Accommodation type		Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010
Hotels	Stay units available	2,4	2,1	2,0	2,4	2,4	2,6	2,0	2,2	2,2	1,1	0,9	0,4	0,4
	Stay unit nights sold	-11,3	-9,2	-2,6	-5,2	-5,9	-2,6	1,2	-5,3	20,8	1,3	-3,8	4,1	-1,7
	Average income per stay unit night sold	-2,2	-1,0	-0,6	-0,2	0,0	0,0	-2,6	-3,5	57,1	37,4	-2,5	-1,6	-7,5
	Income from accommodation	-13,2	-10,1	-3,2	-5,4	-5,9	-2,6	-1,4	-8,6	89,7	39,2	-6,1	2,4	-9,0
	Income from restaurant and bar sales	-12,0	-11,7	-3,2	-5,4	-1,8	2,5	11,0	-1,4	8,5	-0,8	0,4	8,4	1,3
	Other income	-15,1	3,4	13,3	9,0	-4,9	-3,2	4,4	-5,1	22,1	20,8	10,6	8,7	1,1
	Total income	-13,4	-7,4	0,7	-1,8	-4,8	-1,6	2,6	-6,2	56,9	25,6	-0,7	5,3	-4,5
Caravan parks and camping sites	Stay units available	-3,6	-3,6	0,0	-3,6	-3,6	-3,6	0,9	0,9	0,9	0,9	0,9	0,9	-0,9
	Stay unit nights sold	-16,8	-26,3	4,2	-15,0	31,1	39,9	7,7	12,6	1,4	49,3	-10,1	12,1	-21,1
	Average income per stay unit night sold	-12,0	7,6	19,2	-8,5	-37,3	12,7	11,2	-34,5	54,5	-45,6	-1,1	9,5	-9,6
	Income from accommodation	-27,1	-20,0	23,9	-23,1	-17,8	58,2	19,8	-25,6	56,8	-17,9	-11,5	23,9	-28,6
	Income from restaurant and bar sales	50,0	-22,2	38,5	42,9	28,6	30,0	118,2	-63,6	-72,7	-53,8	-33,3	50,0	-22,2
	Other income	39,1	100,0	108,0	24,1	29,6	-5,4	9,1	2,9	20,0	-19,0	-10,3	-17,9	28,1
	Total income	1,2	9,7	34,8	-1,1	2,5	32,4	25,6	-19,0	27,1	-24,1	-14,7	8,3	-4,8
Guest-houses and guest-farms	Stay units available	0,0	-1,0	-2,0	-2,0	-1,0	-1,0	-2,0	-3,0	-2,0	0,0	0,0	0,0	0,0
	Stay unit nights sold	-2,9	-3,4	-20,8	-15,5	-8,5	-1,5	-8,9	-20,0	2,8	-22,9	-17,7	-18,2	-25,8
	Average income per stay unit night sold	-6,3	-14,0	-8,2	6,2	1,8	-9,3	22,6	15,2	46,7	41,9	38,4	46,0	44,8
	Income from accommodation	-8,9	-17,1	-27,3	-10,1	-6,9	-10,5	11,5	-7,9	50,6	9,4	14,0	19,6	7,3
	Income from restaurant and bar sales	11,0	-8,3	-16,3	-30,1	10,2	26,8	39,3	5,2	-17,0	-27,9	-7,5	8,3	-9,3
	Other income	39,1	4,1	13,1	-9,5	-27,3	-16,4	-34,9	6,3	-2,1	-22,1	7,7	1,5	-10,1
	Total income	-1,4	-13,6	-22,9	-14,4	-5,2	-5,0	10,7	-4,4	33,2	-1,6	8,5	15,4	1,9
Other accommodation	Stay units available	8,4	6,1	6,7	5,3	5,6	5,6	7,9	8,5	8,3	5,5	18,5	14,2	12,8
	Stay unit nights sold	-10,0	1,7	10,9	3,8	-8,4	-11,2	-5,4	0,2	11,2	1,8	0,7	-4,1	-9,1
	Average income per stay unit night sold	14,8	12,1	6,9	8,8	15,7	33,6	20,3	-0,3	48,9	28,2	16,6	18,9	13,9
	Income from accommodation	3,3	13,9	18,7	12,9	5,9	18,6	13,8	-0,1	65,6	30,5	17,4	14,0	3,5
	Income from restaurant and bar sales	-2,4	1,1	1,9	8,2	-6,6	39,5	-0,9	2,9	9,4	-20,7	-9,5	7,1	6,7
	Other income	-46,1	-2,8	16,4	25,6	29,3	-21,1	9,2	6,0	-1,4	-4,0	-0,9	35,4	-10,0
	Total income	-4,5	10,3	15,9	13,2	5,4	17,5	11,5	0,7	51,3	19,7	11,7	14,4	2,9
Total	Stay units available	3,1	2,3	2,7	2,2	2,5	2,4	3,3	3,5	3,5	2,4	6,1	4,7	4,1
	Stay unit nights sold	-10,2	-5,5	0,1	-3,9	-6,2	-4,3	-2,0	-4,8	15,3	-0,8	-3,9	-0,8	-6,9
	Average income per stay unit night sold	1,1	0,0	1,2	2,7	2,9	6,7	5,8	-1,8	57,7	36,2	5,3	7,5	2,1
	Income from accommodation	-9,2	-5,5	1,3	-1,3	-3,4	2,1	3,7	-6,6	81,9	35,0	1,2	6,6	-4,9
	Income from restaurant and bar sales	-9,8	-9,9	-2,9	-5,0	-1,8	8,3	10,8	-0,8	7,0	-5,3	-1,6	8,4	1,5
	Other income	-18,0	3,4	14,3	9,9	-3,0	-5,0	3,7	-4,2	20,0	17,3	9,3	9,9	0,1
	Total income	-11,1	-4,7	2,9	0,4	-3,0	1,8	5,0	-4,9	54,6	22,8	2,2	7,6	-2,7

^{1/} The percentage change is the change in tourist accommodation statistics of the relevant month compared with the tourist accommodation statistics of the same month in the previous year expressed as a percentage.

Explanatory notes

- Introduction** 1 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 2010 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).
- Purpose of the survey** 2 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.
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.
- Scope of the survey** 3 This survey covers the following **tax registered** private and public enterprises that are **mainly** engaged in providing short-stay commercial accommodation:
- Hotels, motels, botels and inns;
 - Caravan parks and camping sites;
 - Guest-houses and guest-farms; and
 - Other accommodation.
- Response rate** 4 The preliminary response rate for the Tourist Accommodation Survey for October 2010 was 91,8%. The improved response rate for September 2010 was 97,4%.
- Classification by industry** 5 The 1993 edition of the Standard Industrial Classification of all Economic Activities (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 International Standard Industrial Classification of all Economic Activities (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.
- Size groups** 6 The enterprises are divided into four size groups according to turnover. Large enterprises are enterprises with an annual turnover of R13 million and more. The Department of Trade and Industry (DTI) cut-off points defining the size groups, namely large, medium, small and micro enterprises, are given in Table D.
- Table D – Size groups for the tourist accommodation industry**
- | Size group | Turnover |
|------------|-----------------------------|
| Large | ≥ R13 000 000 |
| Medium | R6 000 000 to < R13 000 000 |
| Small | R5 100 000 to < R6 000 000 |
| Micro | < R5 100 000 |
- Statistical unit** 7 The statistical units for the collection of the information are enterprises and establishments.
- Survey methodology and design** 8 The survey was conducted by mail, fax and telephone.
The 2010 sample of approximately 900 enterprises was drawn 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.

Weighting methodology 9 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, which are in line with international best practice, are described in more detail on the Stats SA website at: <http://www.statssa.gov.za/publications/publicationsearch.asp>.

Relative standard error 10 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.

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 E – Estimates of total industry income by type of enterprise within 95% confidence limits – October 2010

	Lower limit R million	Estimate R million	Upper limit R million	Relative standard error %
Total Income	1 598,0	1 677,9	1 757,0	2,4

Non-sampling errors 11 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.

Revised figures 12 Revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.

Seasonal adjustment 13 Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.

Symbols and abbreviations 14

- BR Business register
- BSF Business sampling frame
- GDP Gross domestic product
- SARS South African Revenue Service
- SIC Standard Industrial Classification of all Economic Activities
- Stats SA Statistics South Africa
- VAT Value added tax
- * Revised figures

Comparability with discontinued Hotels' Trading Statistics 15 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 new 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 new Business Register, especially of small and micro enterprises.

Rounding-off of figures 16 Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

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).
Occupancy rate	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.
Other accommodation	Includes lodges, bed-and-breakfast establishments, self-catering establishments and other establishments not elsewhere classified.
Stay unit	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.
Stay unit nights sold	The total number of stay units occupied on each night during the survey period.
Total income	Includes income from accommodation, income from restaurant and bar sales and other income.
Tourist	A visitor who stays at least one night in the place visited.

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Enquiries

Telephone number: (012) 310 8600/ 8390/ 8351/ 4892/ 8496/ 8095 (user information services)
(012) 310 8155/8191 (technical enquiries)
(012) 337 6360/1 (technical enquiries)
(012) 310 8358 (orders)
(012) 310 4883/4885/8018 (library)

Fax number: (012) 310 8697/8309 (technical enquiries)

Email address: alarics@statssa.gov.za (technical enquiries)
joycee@statssa.gov.za (technical enquiries)
info@statssa.gov.za (user information services)
magdaj@statssa.gov.za (orders)

Postal address: Private Bag X44, Pretoria, 0001

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