



Pioneering Experimental Biodiversity-Based Tourism Estimates for South Africa

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stats sa

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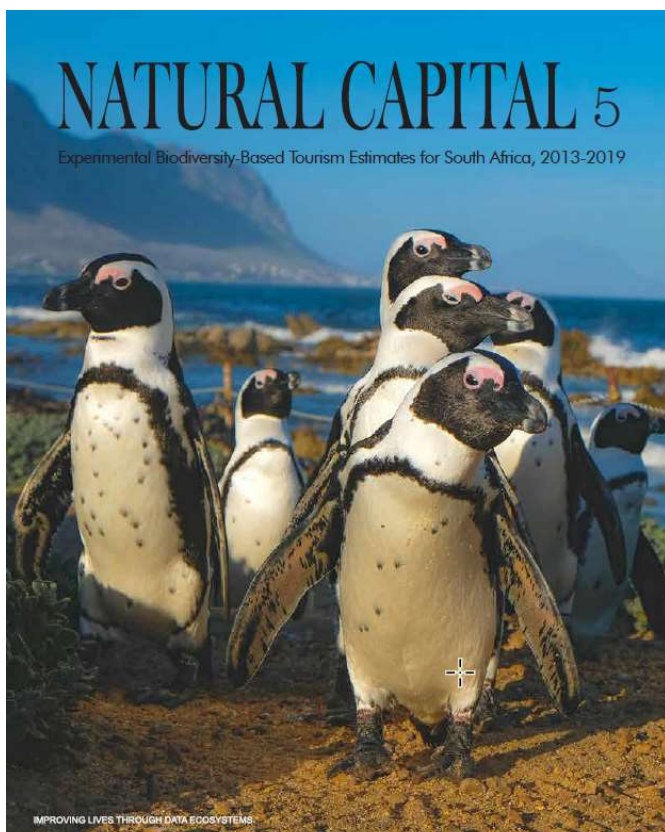
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South African National Biodiversity Institute

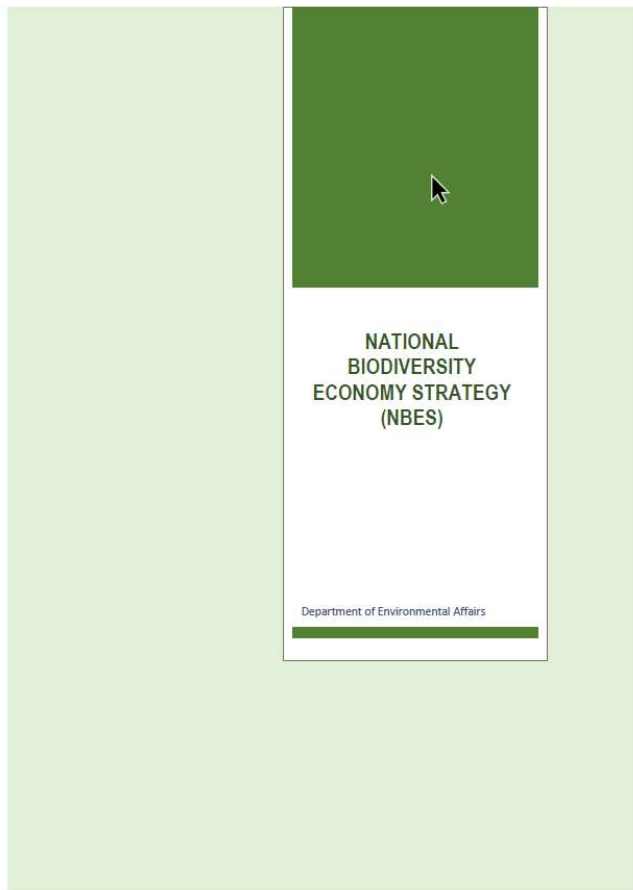
Natural Capital series 5: Experimental Biodiversity-Based Tourism Estimates for South Africa



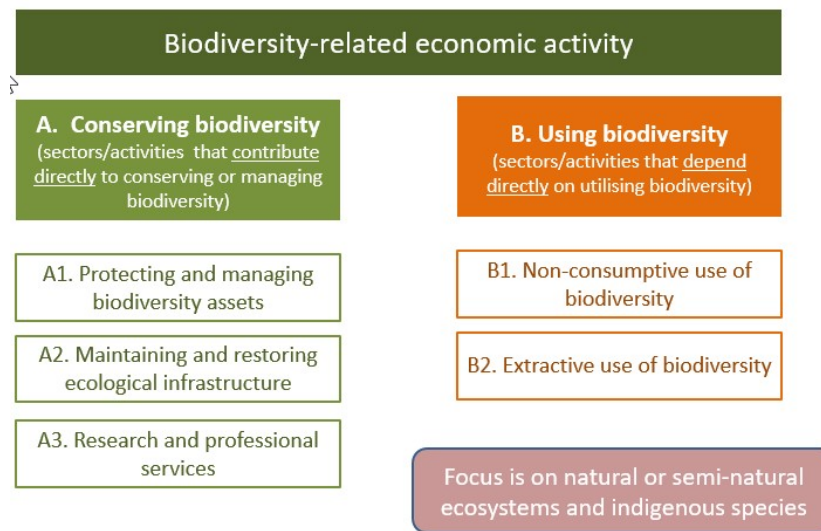
1. Was released on the Stats SA website (www.statssa.gov.za) on 11 July 2024.
2. Was compiled by Stats SA, but working in partnership with SANBI, DFFE, NDT and SA Tourism.
3. Provides the first estimates of biodiversity-based tourism expenditure to the South African tourism sector and the South African economy, which is directly linked to the Tourism Satellite Account (TSA) for South Africa.
4. The Experimental Biodiversity-Based Tourism Estimates build upon and expand the work previously conducted by the SANBI and Stats SA concerning biodiversity-based tourism employment, as part of the latest National Biodiversity Assessment 2018 (NBA 2018).
5. It contributes to the implementation of South Africa's National Natural Capital Accounting (NCA) Strategy, which was published by Stats SA in June 2021.
6. Statistics that come from the Experimental Biodiversity-Based Tourism Estimates for South Africa, 2013 to 2019 add to the richness of evidence available to decision and policymakers.



Experimental Biodiversity-Based Tourism Estimates: Policy Relevance



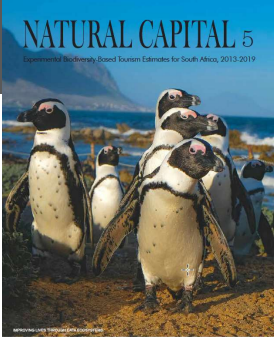
Experimental Biodiversity Economy Satellite Account for SA is also in development:



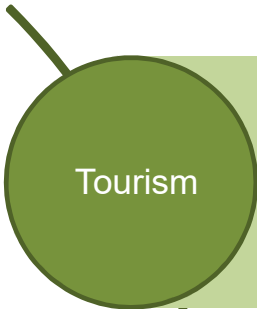
From South Africa's **National Biodiversity Economy Strategy**:
 The biodiversity economy consists of businesses and other economic activities that either *directly depend* on biodiversity for their core business or that *contribute* to conservation of biodiversity through their activities



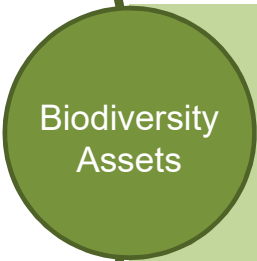
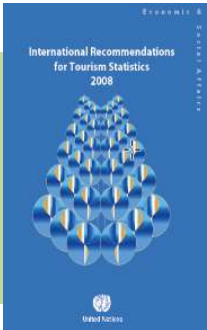
Adapted from a WWF definition proposed in 2012



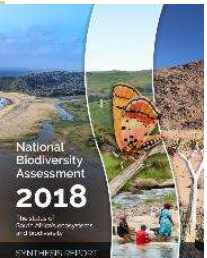
What is Biodiversity-Based Tourism?



Tourism refers to the activity of visitors. A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips.

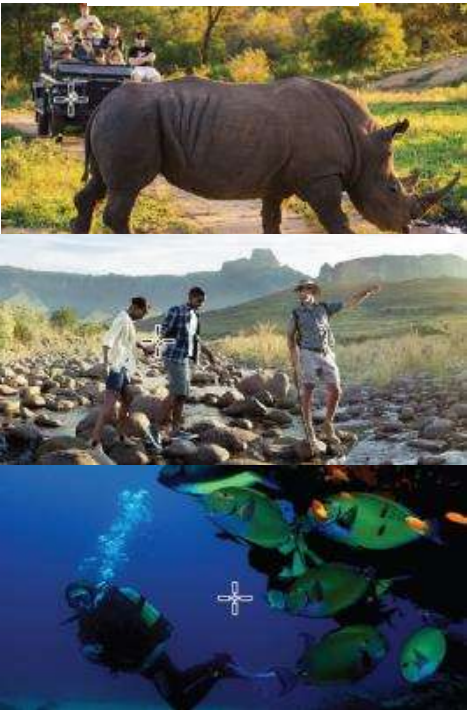


Biodiversity is the variety of life, including the genes of individual plants or animals, the huge number of species and the different ecosystems in which they live. Biodiversity assets includes species, ecosystems and other biodiversity-related resources that generate ecosystem services, support livelihoods, and provide a foundation for economic growth, social development and human wellbeing.



Biodiversity-based tourism is tourism that involves the use or enjoyment of biodiversity assets, including trips and visits by domestic and inbound same-day visitors and tourists to partake in and experience South Africa's ecosystems and species. This includes making use of these biodiversity assets for recreational or leisure purposes. Thus biodiversity-based tourism activities occur in or with one or more natural ecosystems and/or with one or more indigenous species.

No formal definition or internationally agreed standard



Experimental BTE – the same as the Statistical Framework for Measuring the Sustainability of Tourism?

NO

Frameworks

145 Key tourism statistics

Economic contribution

Sustainability



Visitors and their characteristics
Tourism expenditure
Tourism industries

Tourism Direct GDP
Tourism GVA
Tourism employment

Environmental: emissions, water, energy, waste, land
Social: decent work, health, education, culture, heritage
Economic: industries, establishments, employment

MST Country pilots

Canada: 2% GDP, 3,8% jobs, 6,2% GHG emissions & 3,5% energy

Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy

Netherlands: 4% value added, 7% taxes (biggest polluters paid least)

Austria: €2,2291 tourism income/capita, 78/100 acceptance

Saudi Arabia: every million additional visitors requires 7 million litres of fuel, 53 million Kwh electricity y 500 Km3 of water

Philippines: Domestic tourism 3x more water & energy than inbound tourism

Mexico: Socio-economic benefits from archaeological sites & protected areas

Egypt: En accommodation Inbound>Domestic (energy) Domestic>Inbound (water)

Samoa: 13 % GDP and 22% employment, 10% water and 12% electricity



Experiences from Pilot Studies in Measuring the Sustainability of Tourism

- **The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) is an organising structure for integrating statistics on the economic, environmental and social dimensions of sustainable tourism.**
- **The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) is an internationally-agreed framework endorsed by the United Nations Statistical Commission (UNSC) at its 55th session in February 2024.**

Experimental BTE - methodology



Experimental BTE - methodology

Stats SA DTS and SAT departure survey data used to extract BTE from TSA

Stats SA DTS - information on the number of same-day trips and overnight trips undertaken by South Africans visitors that include one or more of the following activities which are considered to incorporate biodiversity assets:

- Trips that include wildlife activities such as game viewing, whale watching, birdwatching, etc;
- Trips that include hunting activities;
- Trips that include beach activities;
- Trips that include visits to parks/gardens;
- Trips that include a visit to a mountain area;
- Trips that include outdoor or nature-based activities;
- Trips that include water sports such as diving, snorkelling, sailing, surfing; and
- Trips that include an adventure activity such as water rafting, mountaineering, etc.



SAT's annual departure survey provides information on the number of overnight trips undertaken by inbound tourists visiting South Africa that include one or more of the following activities which are considered to incorporate biodiversity assets:

- Number of inbound tourists visiting a nature-based attraction;
- Number of inbound tourists partaking in wildlife activities;
- Number of inbound tourists visiting a beach; and
- Number of inbound tourists participating in an adventure activity.



Experimental BTE – methodology

How is the source data used for the calculation of the BTE Estimates from the TSA? – Accommodation example:

Stats SA DTS

BT **domestic tourism expenditure** on accommodation services

- The number and percentage of all domestic trips that included paid accommodation.
- Data on the number of domestic overnight trips that included biodiversity-based activities.
- The estimated time spend (percentage) of a trip that would involve the identified biodiversity-based activity.
- The estimated time spend (percentage) of the identified trip that involves the use or enjoyment of biodiversity assets.
- Average domestic tourism expenditure on accommodation services (calculated from the TSA)

SAT Departure survey

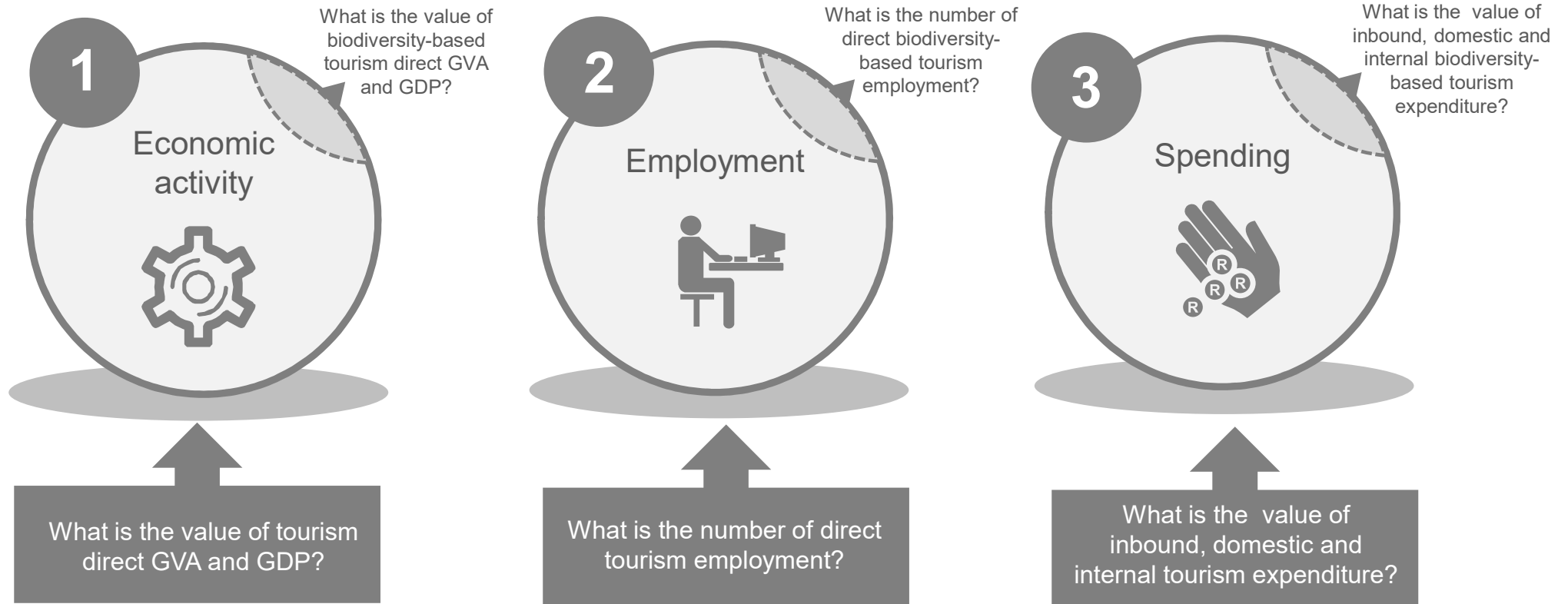
BT **inbound tourism expenditure** on accommodation services

- Data on the number of inbound tourist trips.
- The number and percentage of all inbound tourists' trips that included biodiversity-based activities.
- The estimated time spend (percentage) of a trip that would involve the identified biodiversity-based activity.
- The estimated time spend (percentage) of the identified trip that involves the use or enjoyment of biodiversity assets.
- Average inbound tourists' expenditure on accommodation services (calculated from the TSA)

Uses a combination of calculated averages, weighted averages and estimates – depending on the tourism product and the amount of expenditure detail that is available from the source data (Stats SA DTS and SAT departure survey)

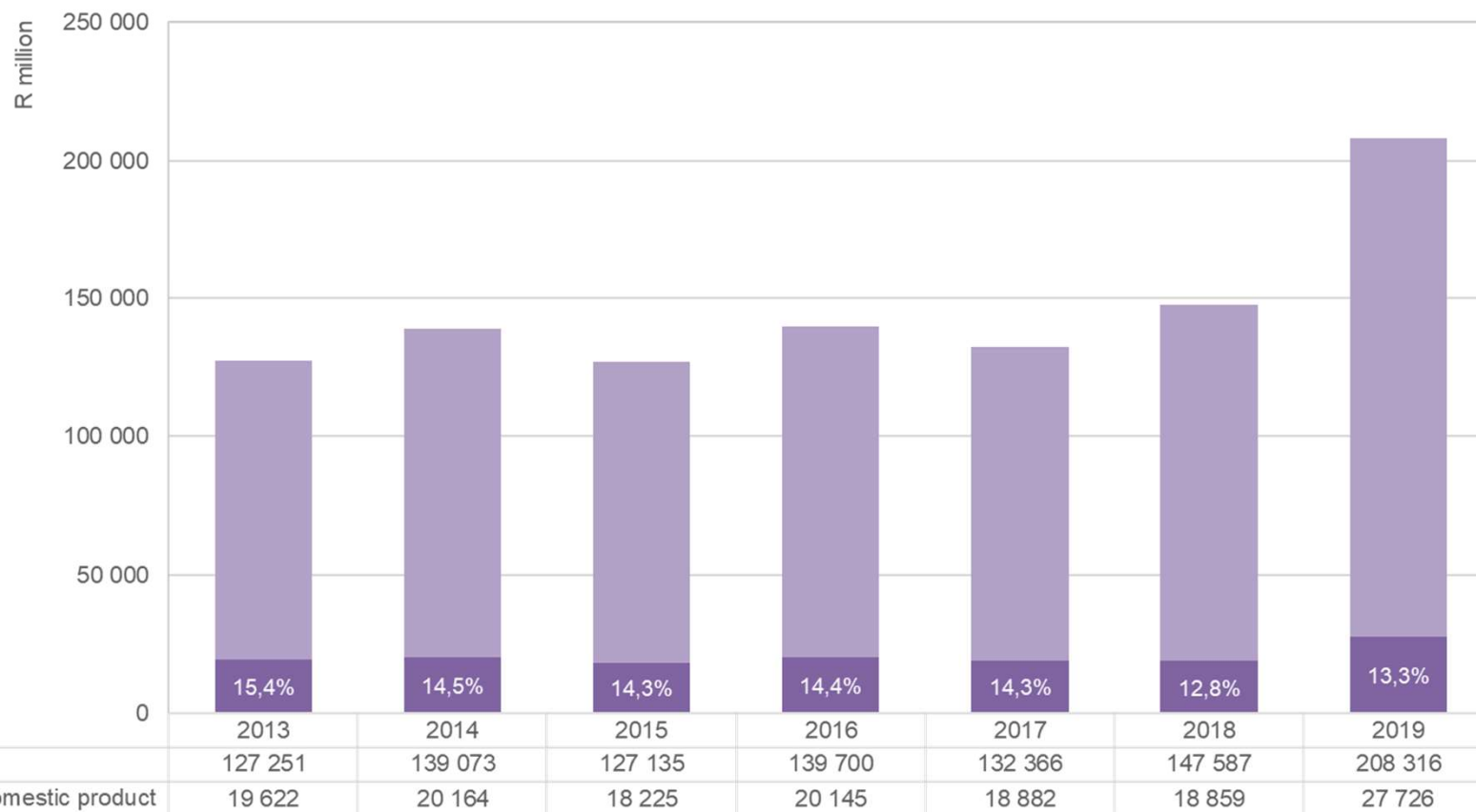
The BTE based on the TSA

The Tourism Satellite Account (TSA) covers the following related to the tourism sector



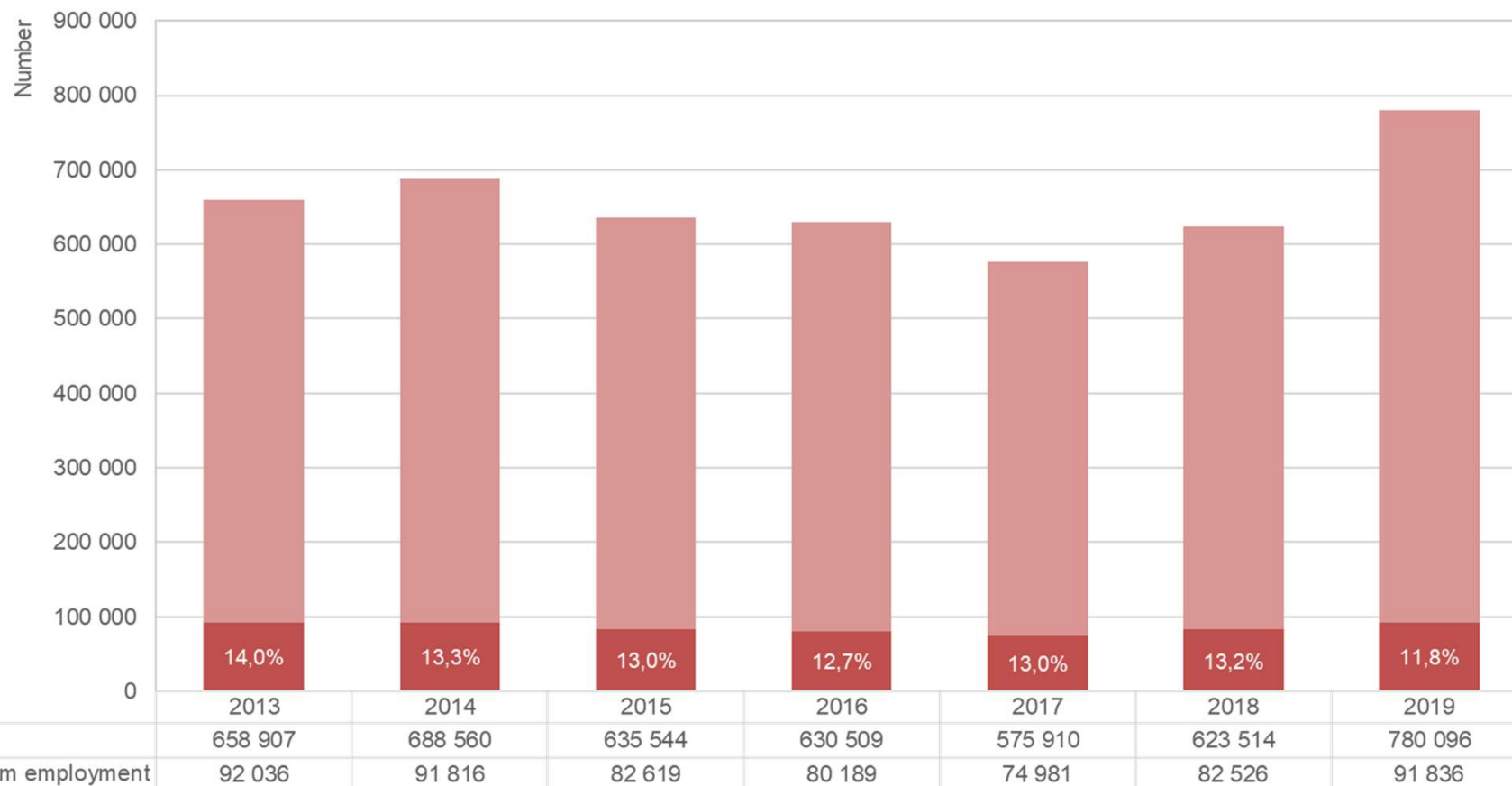
1. Economic activity

Biodiversity-based tourism direct gross domestic product was **R27 726 million** in 2019



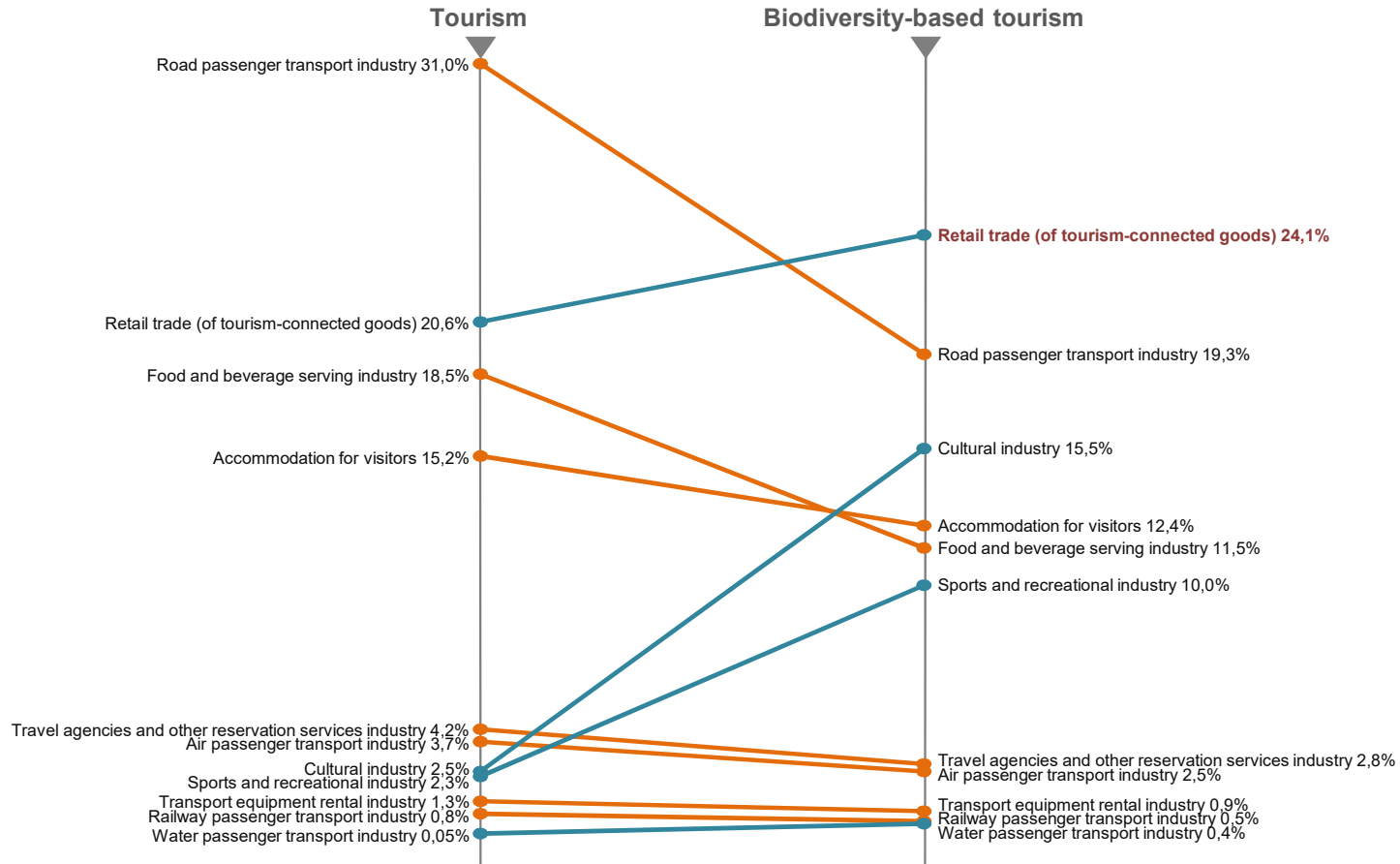
2. Employment

Biodiversity-based direct tourism employment was **91 836** individuals in 2019.



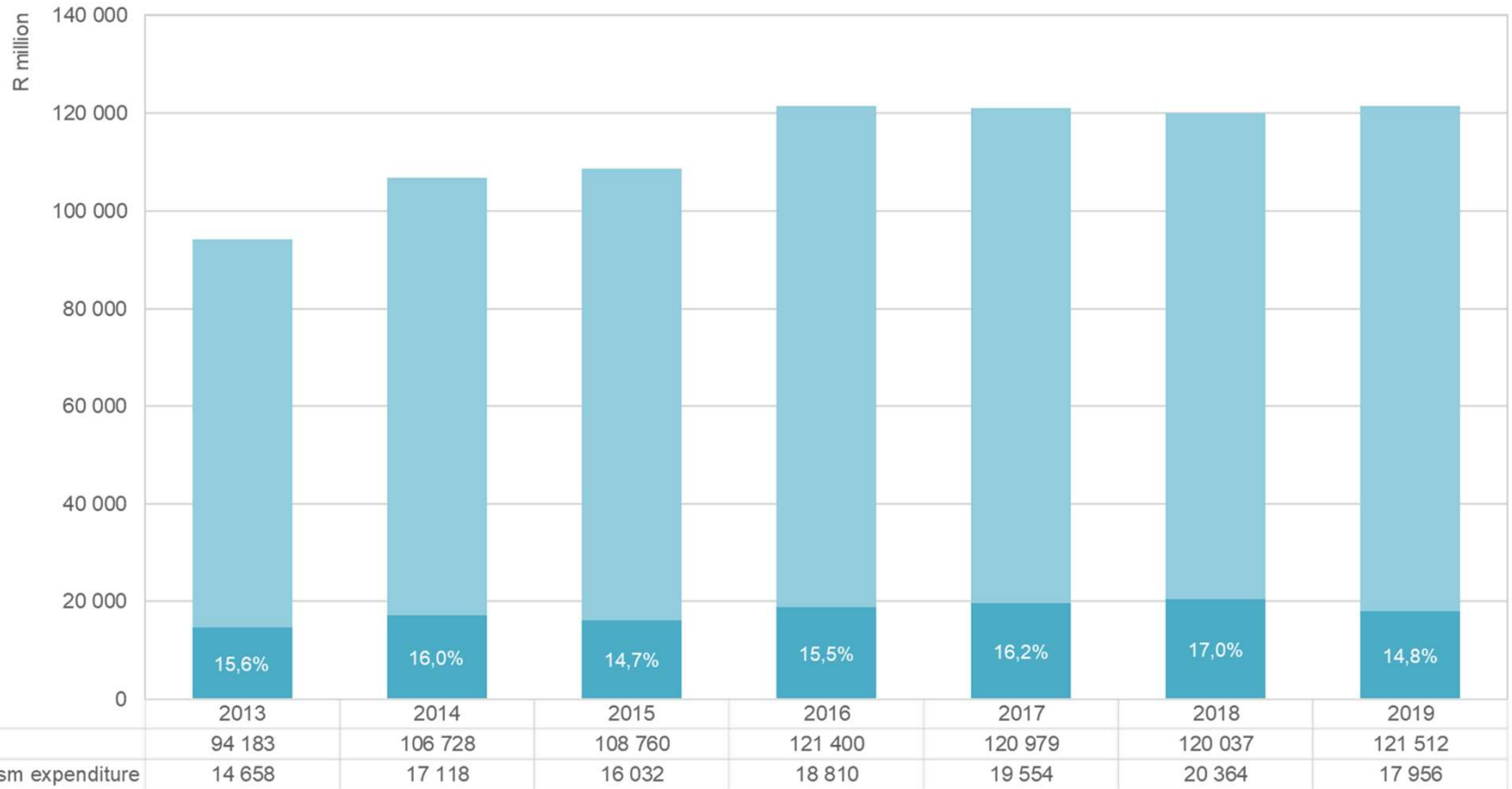
2. Employment

In 2019, **retail trade (of tourism-connected goods)** accounted for 24,1% of biodiversity-based direct tourism employment
 Percentage breakdown of the tourism and biodiversity-based tourism workforces



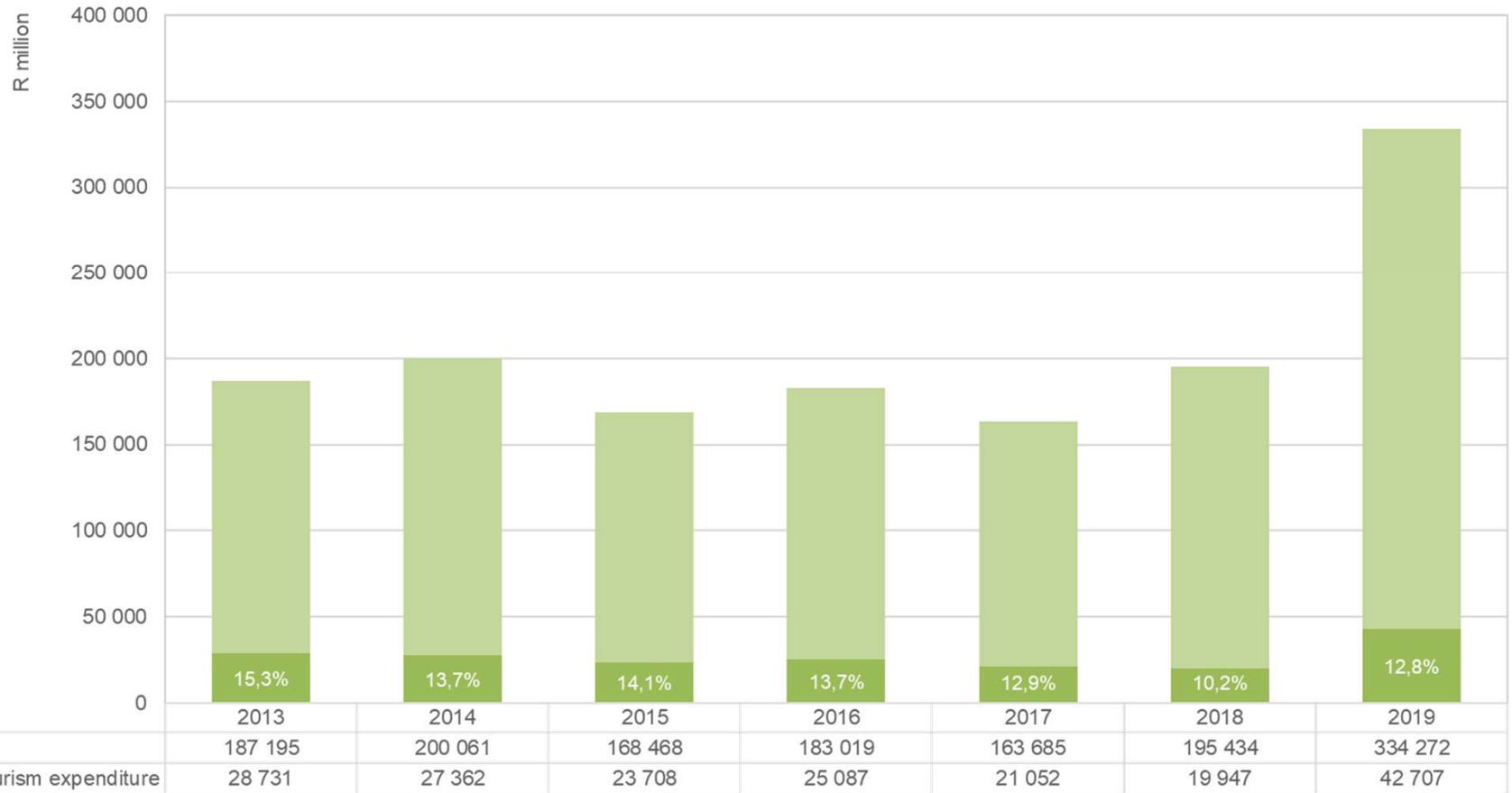
3. Spending

Inbound biodiversity-based tourism expenditure was **R17 956 million** in 2019



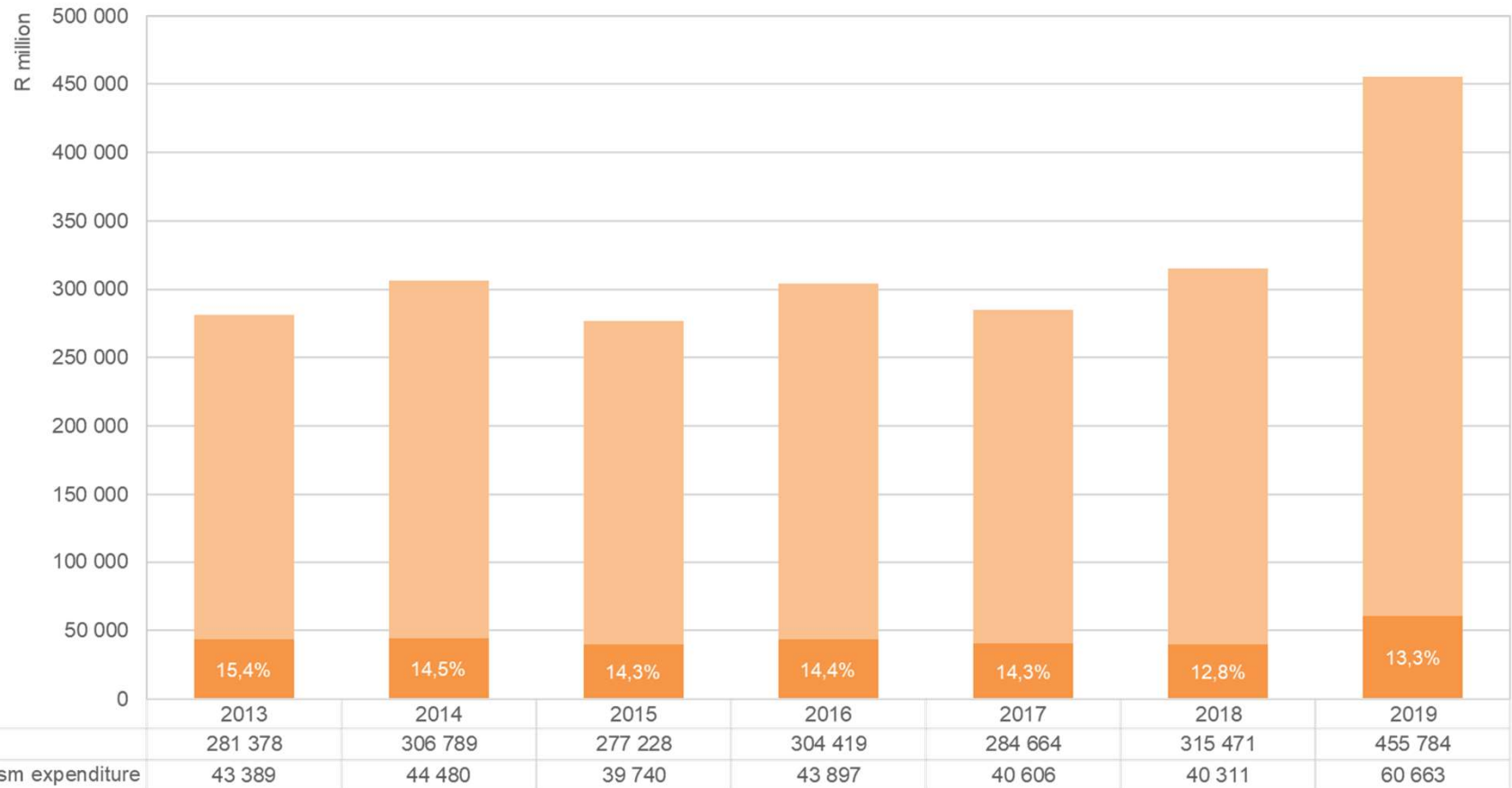
3. Spending

Domestic biodiversity-based tourism expenditure was **R42 707 million** in 2019



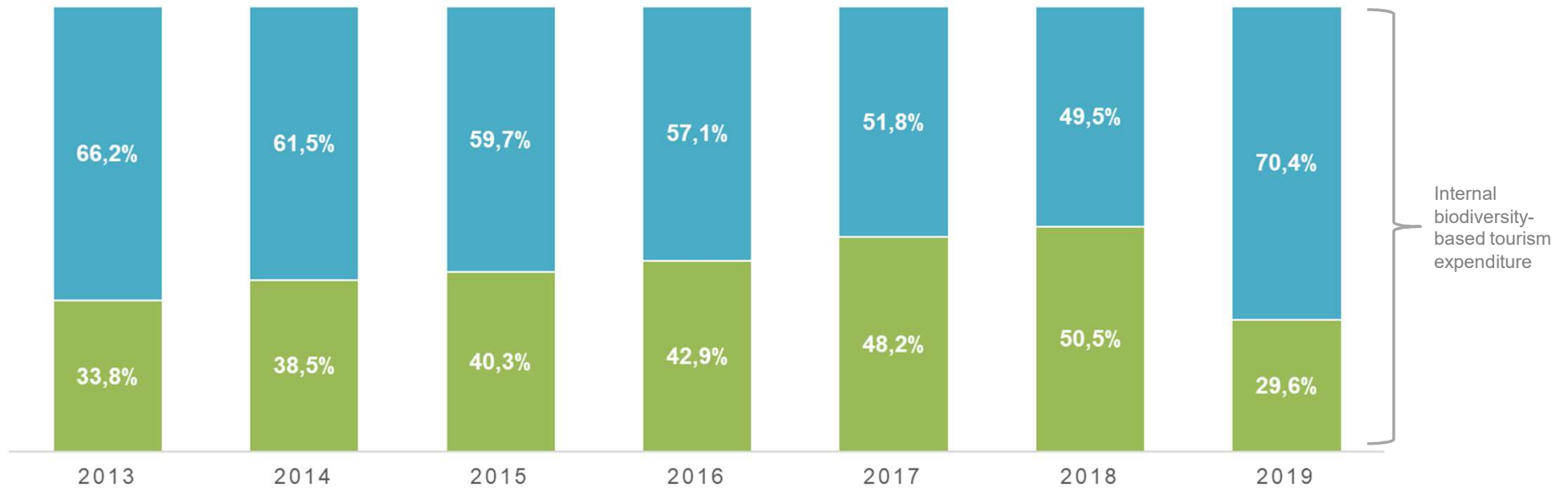
3. Spending

Internal biodiversity-based tourism expenditure was **R60 663 million** in 2019



3. Spending

In 2019, domestic biodiversity-based tourism accounted for **70,4%** of total internal biodiversity-based tourism expenditure



- Domestic biodiversity-based tourism expenditure as a percentage of internal biodiversity-based tourism expenditure
- Inbound biodiversity-based tourism expenditure as a percentage of internal biodiversity-based tourism expenditure

Important to note



- The Experimental BTE is a first attempt to quantify the economic contribution of biodiversity-based tourism to the South African tourism sector and the South African economy.
- **BUT important to keep in mind all the other biodiversity benefits (non-economic) to the tourism sector:**

Tourism is dependent on healthy, functioning ecosystems.

1. A healthy, properly functioning natural environment is a main tourism attraction.
2. All tourism – even in city centres – relies on natural resources for supplies of food, clean water and other ‘ecosystem services’ that ultimately depend on biodiversity.

Biodiversity contributes significantly to the attractiveness and quality of destinations, and therefore to their competitiveness.

1. The image created by the biodiversity of destinations is important for marketing all the forms of tourism they offer, whether or not these are mostly based on biodiversity.

Because ecosystem services and biodiversity are vital for tourism, it makes sense for destinations and the tourism sector to protect them as valuable assets that contribute to the long-term success of tourism.



Thank you



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