

Domestic Tourism in South Africa and the Western Cape 2007

Author: Katrin König

Strategic Development Information and GIS Department

Strategic Information Branch

November 2008

Table of Contents

1	Introduction	4
2	Methodology	4
3	Tourism in South Africa.....	5
3.1	Number of trips	5
3.2	Destination of Trips.....	6
4	Tourism to the Western Cape	8
4.1	Number of trips	8
4.2	Reason for trips	9
4.3	Costs	11
4.4	Number of Nights.....	12
4.5	Package Trips.....	14
4.6	Type of accommodation	14
5	Tourism within the Western Cape	15
5.1	Reason for trips	15
5.2	Costs	17
5.3	Number of nights	17
5.4	Type of accommodation	18
6	Conclusion	19

List of Figures

Figure 1	Trips undertaken in the 12 months prior to the survey in South Africa.....	5
Figure 2	Trips undertaken in the 12 months prior to the survey for each province.....	6
Figure 3	Destination of the last domestic trip	6
Figure 4	Destination of all trips taken by South African households by province	7
Figure 5	Destination of the last domestic trip by province	8
Figure 6	Province of residence for all last trips to the Western Cape.....	8
Figure 7	Main reasons for trips to the Western Cape.....	9
Figure 8	Main reasons for trips to the Western Cape by age	10
Figure 9	Main reasons for trips to the Western Cape by the number of members	10
Figure 10	Costs per person per night by main reason for the trip to the Western Cape	11
Figure 11	Trip-related costs before the trip to the Western Cape	12
Figure 12	Trip-related costs after the trip to the Western Cape	12
Figure 13	Number of nights by main reason for trip to the Western Cape	13
Figure 14	Number of nights by size of household for trips to the Western Cape	13
Figure 15	Main reason of trip to the Western Cape for those using a package deal.....	14
Figure 16	Type of accommodation used on trips to the Western Cape	14
Figure 17	Type of accommodation by main reason for trip to the Western Cape	15
Figure 18	Main reasons for trips within the Western Cape	16
Figure 19	Main reasons for the trips within the Western Cape by age.....	16
Figure 20	Costs per person per night by main reason for the trip within the Western Cape	17
Figure 21	Number of nights by main reason for trip within the Western Cape	17
Figure 22	Number of nights by size of household for trips within the Western Cape	18
Figure 23	Type of accommodation used on trips within the Western Cape	18
Figure 24	Type of accommodation by main reason for trip within the Western Cape	19

List of Tables

Table 1 Percentage of all last domestic trips undertaken to the Western Cape 9

Citation: City of Cape Town (2008), Strategic Development Information and GIS Department, Domestic Tourism in South Africa and the Western Cape 2007, Katrin König, 20 Pages.

2007 General Household Survey data supplied by Statistics South Africa.

Disclaimer: Please be advised that the sample sizes within individual categories are small and as a result statistical confidence in using these data is limited.

1 Introduction

The General Household Survey (GHS) captures a wide range of information in order to measure various aspects of the living circumstances of households. This report focuses on domestic trips to Western Cape and in particular how much households spent, how many nights they stayed, for which reasons they came and the type of accommodation utilised.

The first section of this report is about tourism in South Africa, the second looks at tourism to the Western Cape and the third tourism within the Western Cape.

The questionnaire did ask for the total number of trips taken during the 12 months, July 2006 to June 2007, but only asked for the details of the most recent domestic trip.

2 Methodology

The GHS is conducted in July each year by Statistics South Africa on a national scale and is stratified on a District Council basis. The master sample was a multi-stage stratified sample with an overall sample size of 3000 Primary Sampling Units (PSUs). The PSUs were allocated to the 53 district councils using the power allocation method. Finally the PSUs were sampled using probability proportional to size principles.

Weighting the GHS of July 2007

A two-stage weighting procedure was done on the GHS 2006. The PSU inclusion probability is given by

$$P_{PSU} = \frac{n_{PSU}}{N_{PSU}} \cdot n_s,$$

where n_{PSU} is the number of households constituting the selected PSU during census fieldwork, n_s is the number of PSUs per stratum, and N_{PSU} is the number of households constituting the selected stratum during census fieldwork. The household inclusion probability per PSU is given by:

$$P_{HH} = \frac{n_{HH}}{H_{HH}},$$

where n_{HH} is the number of selected dwelling units per PSU, H_{HH} is the number of dwelling units in the PSU in question at a particular time different from the census time.

The household weight adjusted for non-response is given by:

$$\frac{1}{P_{HH} \cdot r_{HH}}$$

where r_{HH} is the response rate and is given by $r_{HH} = \frac{n_{RESP}}{n_T}$ where n_{RESP} is the number of responding households and n_T is the total number of visited households per PSU.

The adjusted sample weights are now given by:

$$W_{HH} = \frac{1}{P_{PSU} \cdot P_{HH} \cdot r_{HH}}$$

A SAS macro called CALMAR was used to benchmark W_{HH} to the mid-year estimates. The mid-year estimates were adjusted to give population estimates for July 2007 (when survey fieldwork took place).

(Source: **General Household Survey 2007: Metadata**/Statistics South Africa. Pretoria: Statistics South Africa, 2008, 135p. [Report No. P0318 (2007)])

3 Tourism in South Africa

This section is about the travel habits of South Africans during the 12 months prior to the survey and includes all nine provinces – Western Cape, Eastern Cape, Northern Cape, Free State, Kwazulu-Natal, North West, Gauteng, Mpumalanga and Limpopo.

3.1 Number of trips

Figure 1 shows the number of trips, undertaken in the 12 months prior to the survey in South Africa by one or more members of a household. The GHS estimates, that in the 12 months 6.4 million South African households undertook one or more trips lasting at least one night away from home. More than the half (54.9%) undertook only one trip, while 31.3% took 2 to 5 trips and 8.8% took 6 to 10 trips. Just 3.4% of all travelling South Africans took between 11 and 15 trips and those having 16 to 20 trips or more than 20 were both under 1%

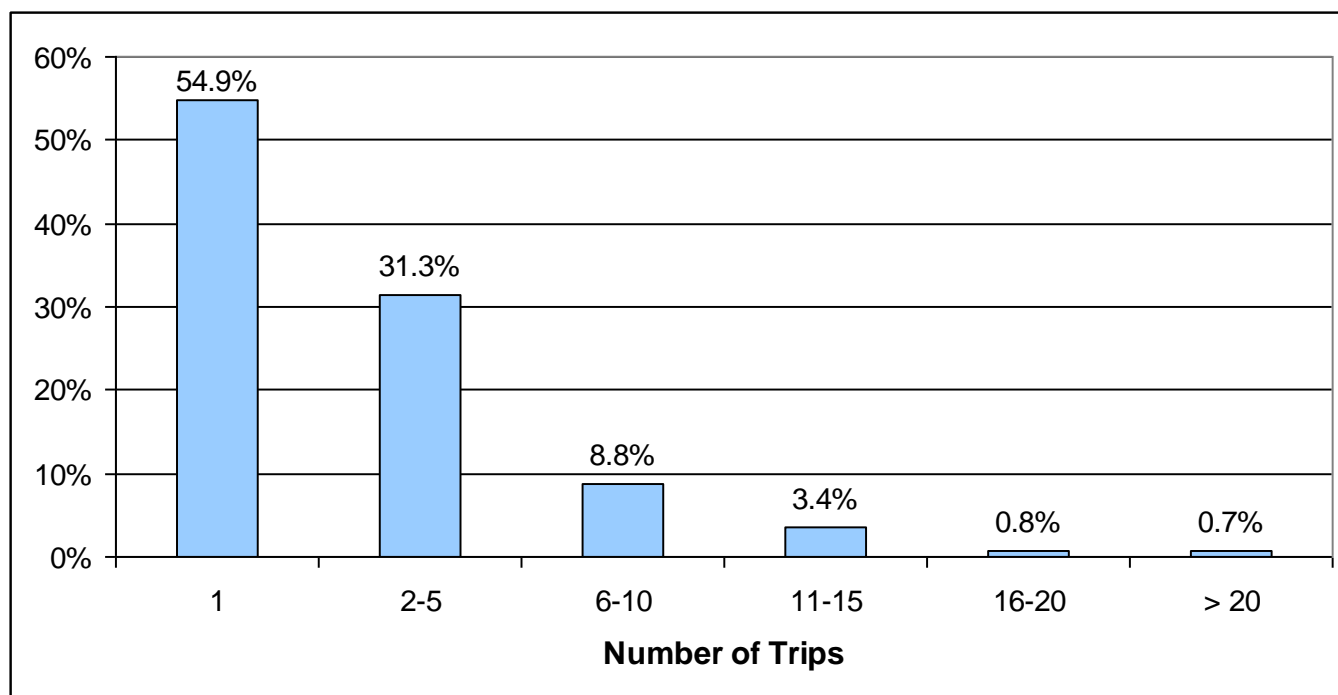


Figure 1 Trips undertaken in the 12 months prior to the survey in South Africa

Figure 2 shows the number of trips, undertaken in the 12 months prior to the survey, by one or more members of households for each province. Most households in Gauteng undertook just one trip, followed by 2 to 5 trips in a year. In general households in Gauteng mostly do between 1 to 10 trips a year, not many households do more. In the Western Cape, Free State, Kwazulu-Natal and Mpumalanga the highest percentage of households went on 2 to 5 trips. The highest percentage of 11 to 15 trips a year occurs in Limpopo, and in the Northern Cape the highest percentage have more than 20 trips.

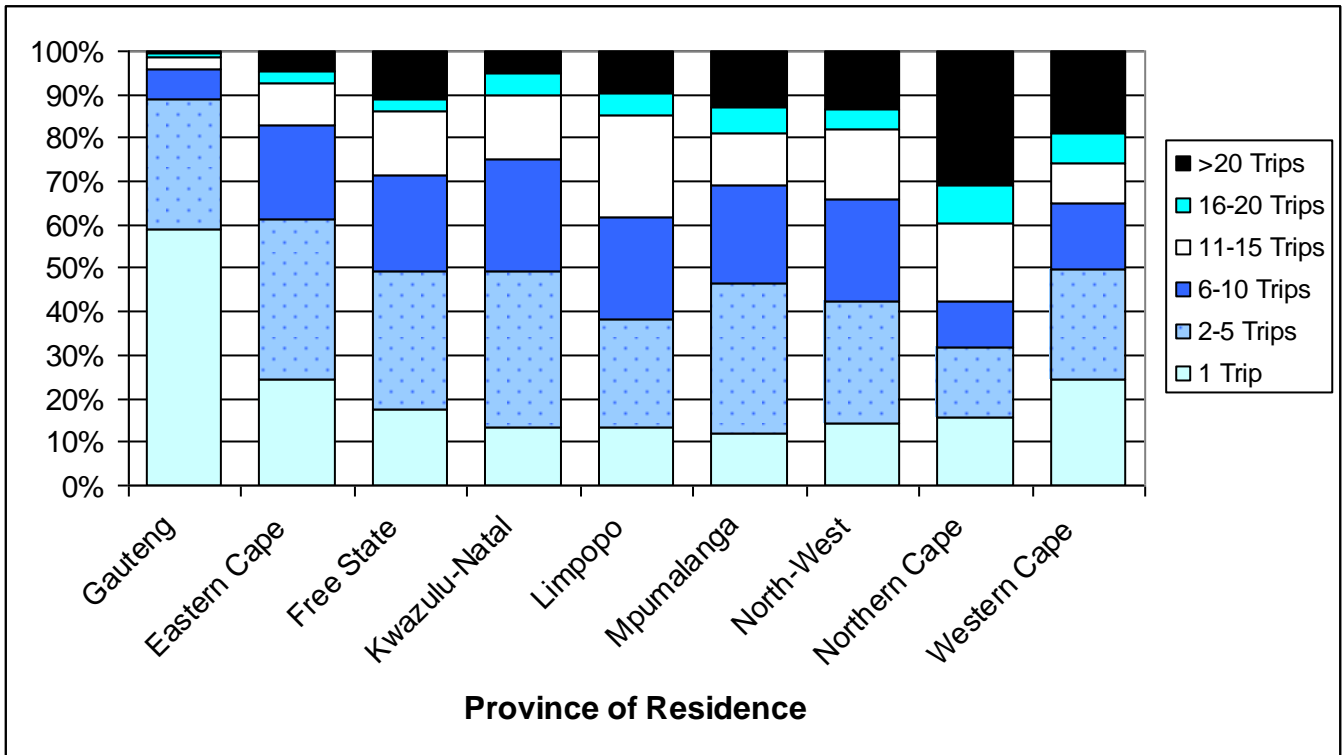


Figure 2 Trips undertaken in the 12 months prior to the survey for each province

3.2 Destination of Trips

Of all trips taken by South Africans 94.7% were inside South Africa, 4.7% were outside South Africa and 0.6% were both inside and outside South Africa.

Figure 3 shows, to which province households went on their last domestic trip. The most visited province was Eastern Cape (19.1%), followed by Kwazulu-Natal with (17.1%) and Limpopo (16%). The province visited least was the Northern Cape (2.7%).

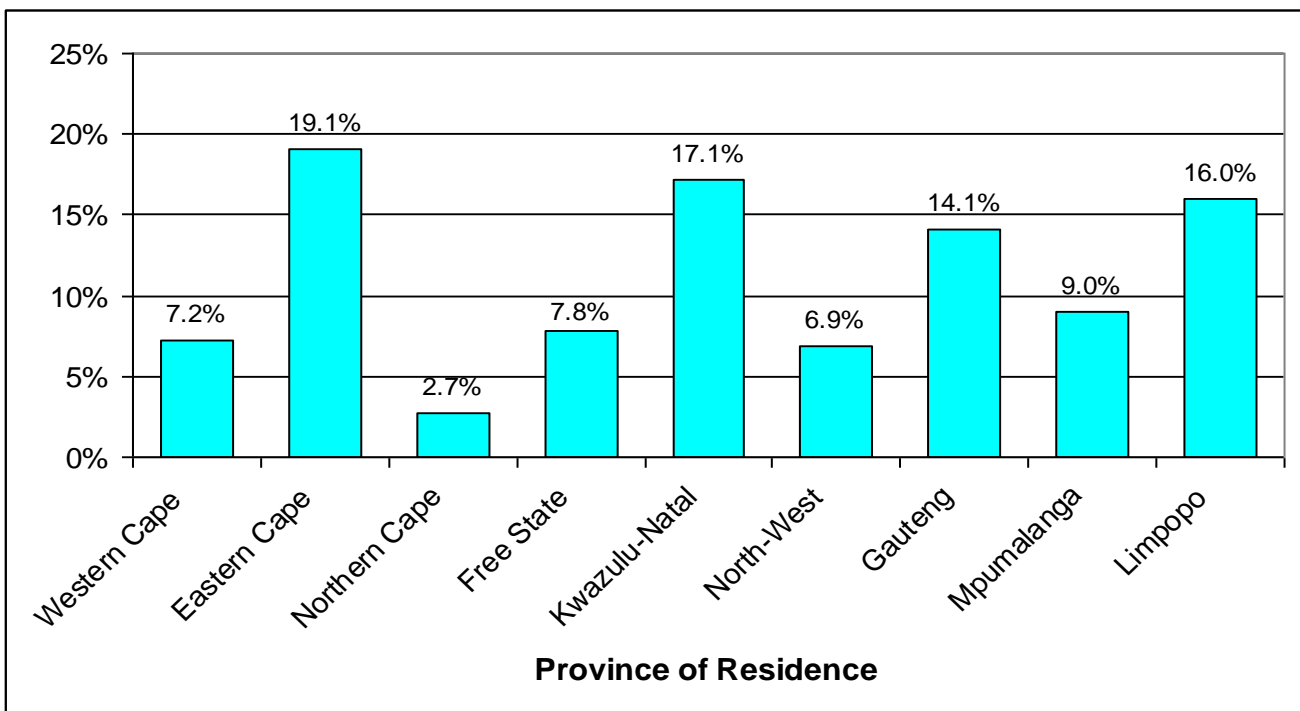


Figure 3 Destination of the last domestic trip

Figure 4 shows the destination of all trips taken by South African households by the Province in which they reside. Free State is the province with the most trips undertaken outside SA with 11.2%, followed by Gauteng with 7.8%. Households from the Northern Cape and the Eastern Cape are those with the lowest rate of trips outside South Africa with less than 1%. Very few trips are spent both inside and outside of South Africa with Western Cape having the highest rate of 2.6%.

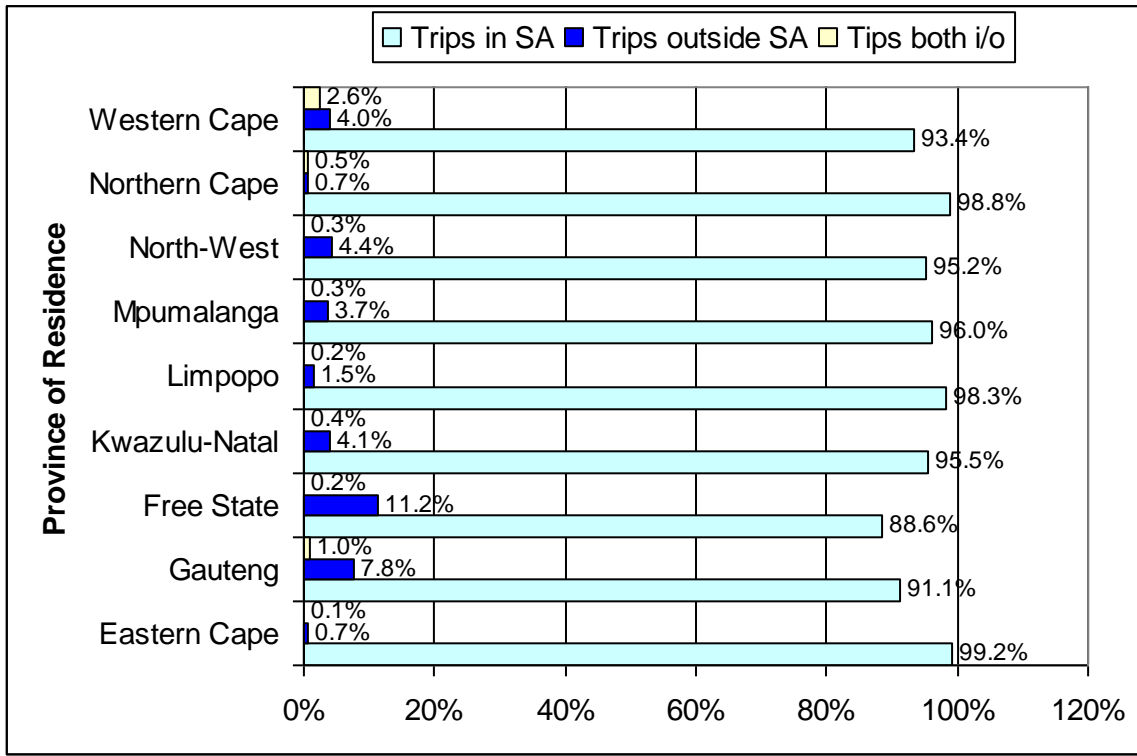


Figure 4 Destination of all trips taken by South African households by province

Figure 5 shows the destination of the last domestic trip for each province. As can be seen the largest percentage of households' last trip was in the province in which they live with 77.5% in the Eastern Cape, 76.8% in Kwazulu-Natal and 73.4% in Limpopo. Gauteng is the only province showing a different pattern with 23.1% of trips to Limpopo, 18.8% within Gauteng and 16.6% to Kwazulu-Natal. It is interesting to note that 32.3% of trips from the Western Cape are to the Eastern Cape. This is probably as a result of migrants to the Western Cape who go to the Eastern Cape to visit their families.

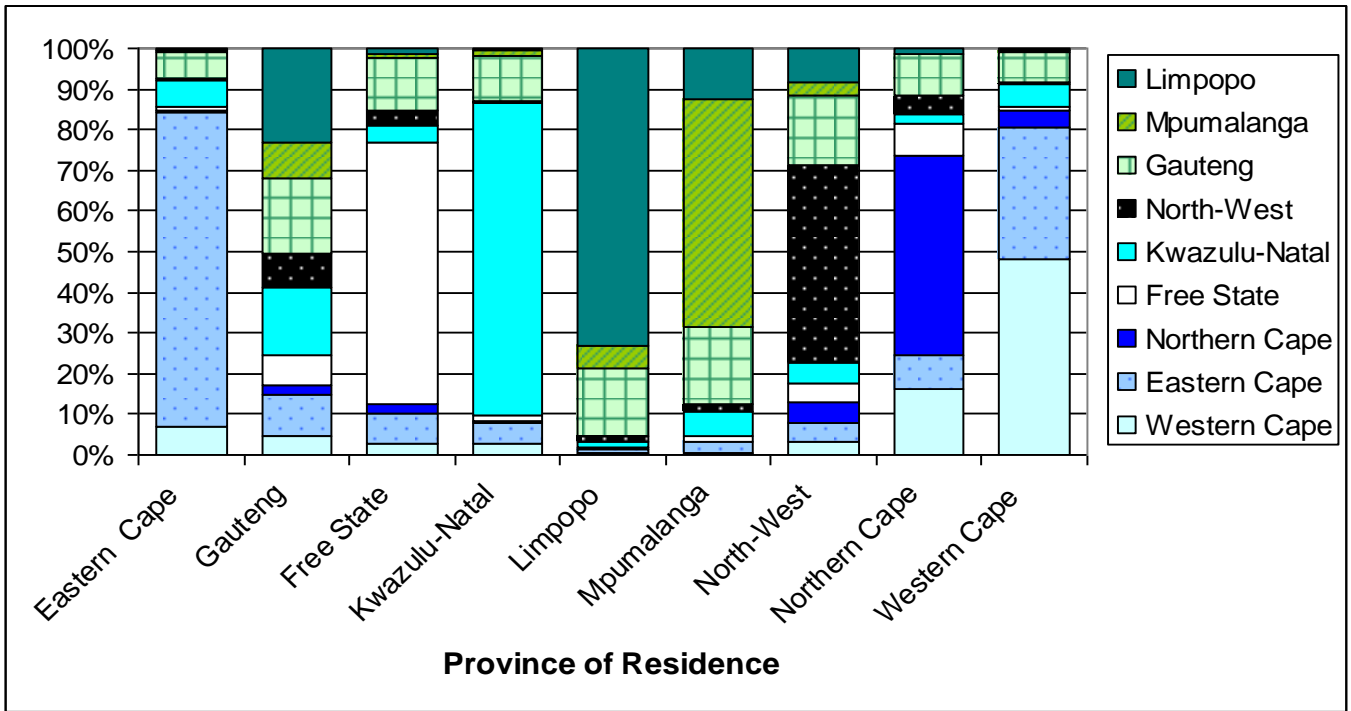


Figure 5 Destination of the last domestic trip by province

4 Tourism to the Western Cape

This section is about tourism to the Western Cape. It looks at the last domestic trip undertaken in the 12 months prior to the survey by one or more members of households, from the other eight provinces into the Western Cape. The different aspects of the trips considered include the number of trips, reasons for the trips, costs of the trips and length of the trips.

4.1 Number of trips

For all last domestic trips that were undertaken to the Western Cape, Gauteng with 32.6% was the highest as seen in figure 6, followed by the Eastern Cape with 31.4%. Least of all is Limpopo and Mpumalanga with 1.2% and 1.3% respectively.

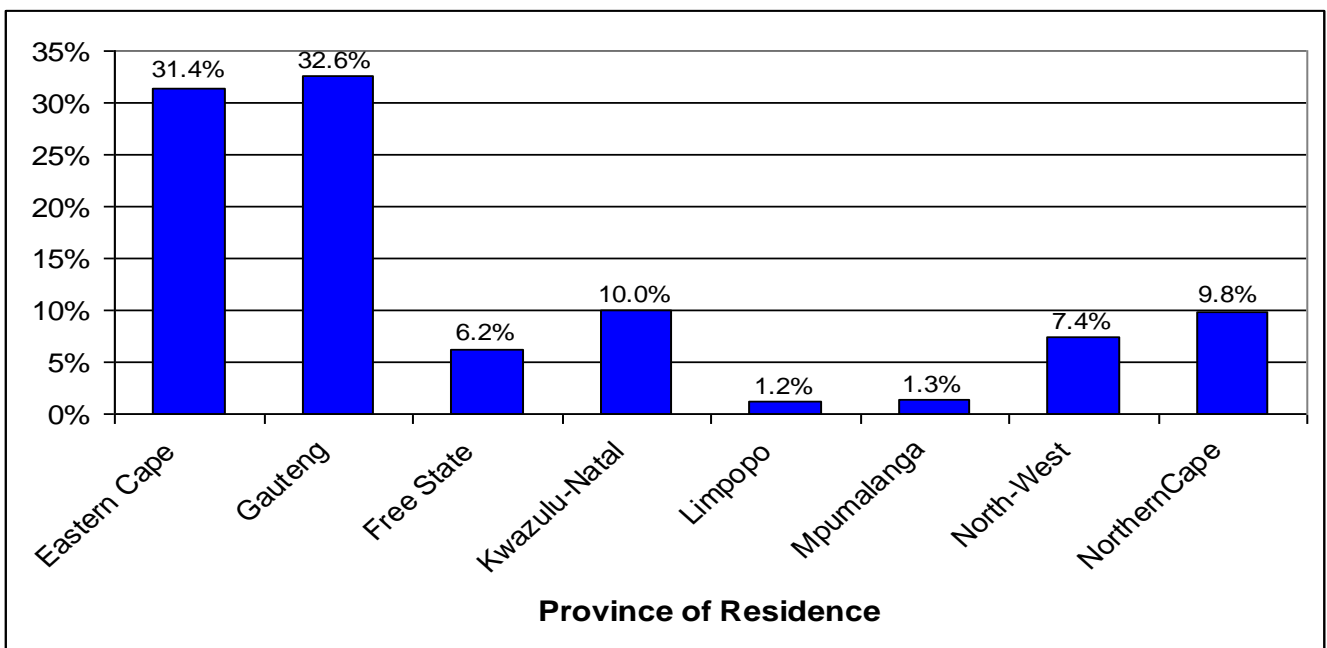


Figure 6 Province of residence for all last trips to the Western Cape

Table 1 shows the percentage of all last domestic trips for each province that went to the Western Cape. It can be seen that the Northern Cape has the highest rate with 16.3% of all last trips undertaken to the Western Cape, followed by the Eastern Cape with 7% and Gauteng with 4.4%. Only 0.4% of all trips undertaken by Limpopo and Mpumalanga went to the Western Cape.

Eastern Cape	Gauteng	Free State	Kwazulu-Natal	Limpopo	Mpumalanga	North West	Northern Cape
7.0%	4.4%	2.8%	2.6%	0.4%	0.4%	3.1%	16.3%

Table 1 Percentage of all last domestic trips undertaken to the Western Cape

4.2 Reason for trips

Most of the visitors, whose last trip was to the Western Cape, came to visit friends or family (40.0%), followed by visitors who came for a holiday (34.8%) (See figure 8). A significant number also came for a business, conference or professional trip (11%). Only 0.4% came for study trip.

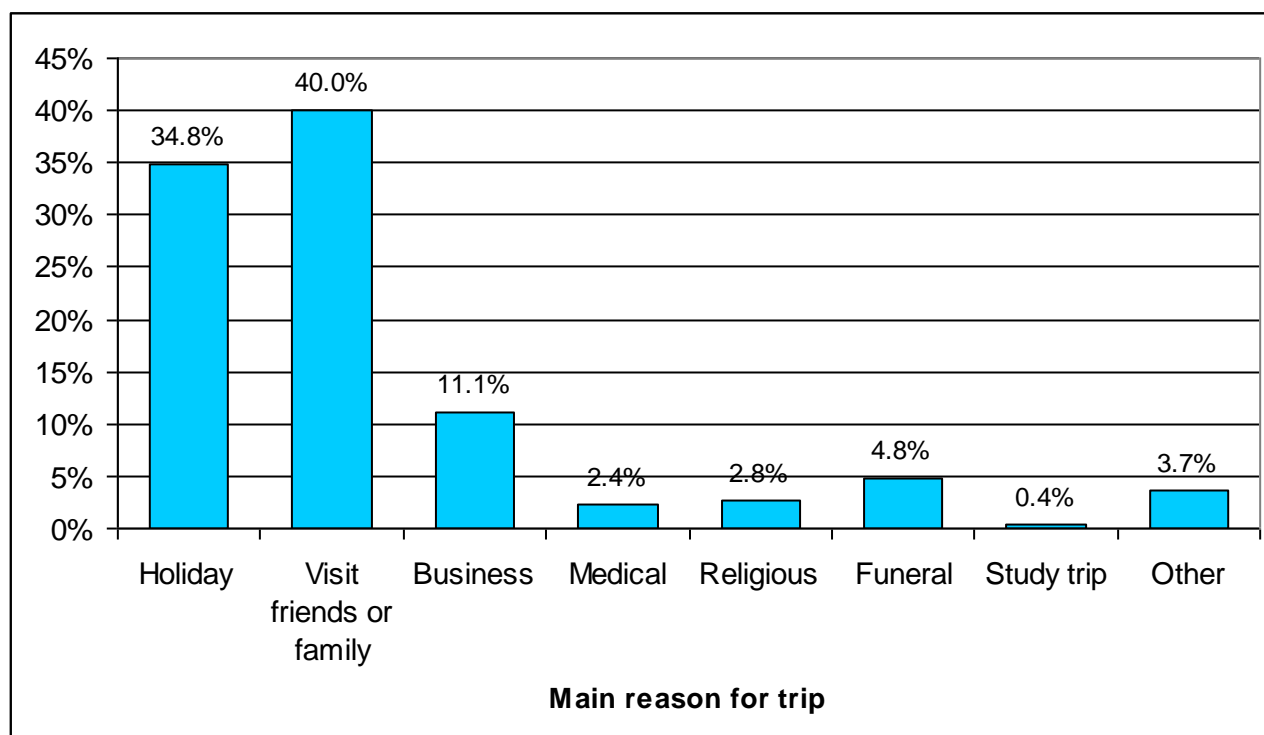


Figure 7 Main reasons for trips to the Western Cape

When looking at the reason for trip by age those under 13 years were excluded as it was assumed they would be travelling with their parents. For those aged 13 to 20 years the main reasons for trips was to visit friends or family (51.9%) and holiday (41.1%). Besides visiting friends or family (38.2%) and holiday (33.8%), business (13.9%) was also significant for those aged 21 to 64 years. This group also had the highest percentage for funerals (5.1%) and religious (3.3%) trips. Those aged 65 years and over also visited friends or family (40.9%) and had holiday trip (41.4%). They had the highest percentage for medical trips (7.9%) and 4.5% of trips were for funerals.

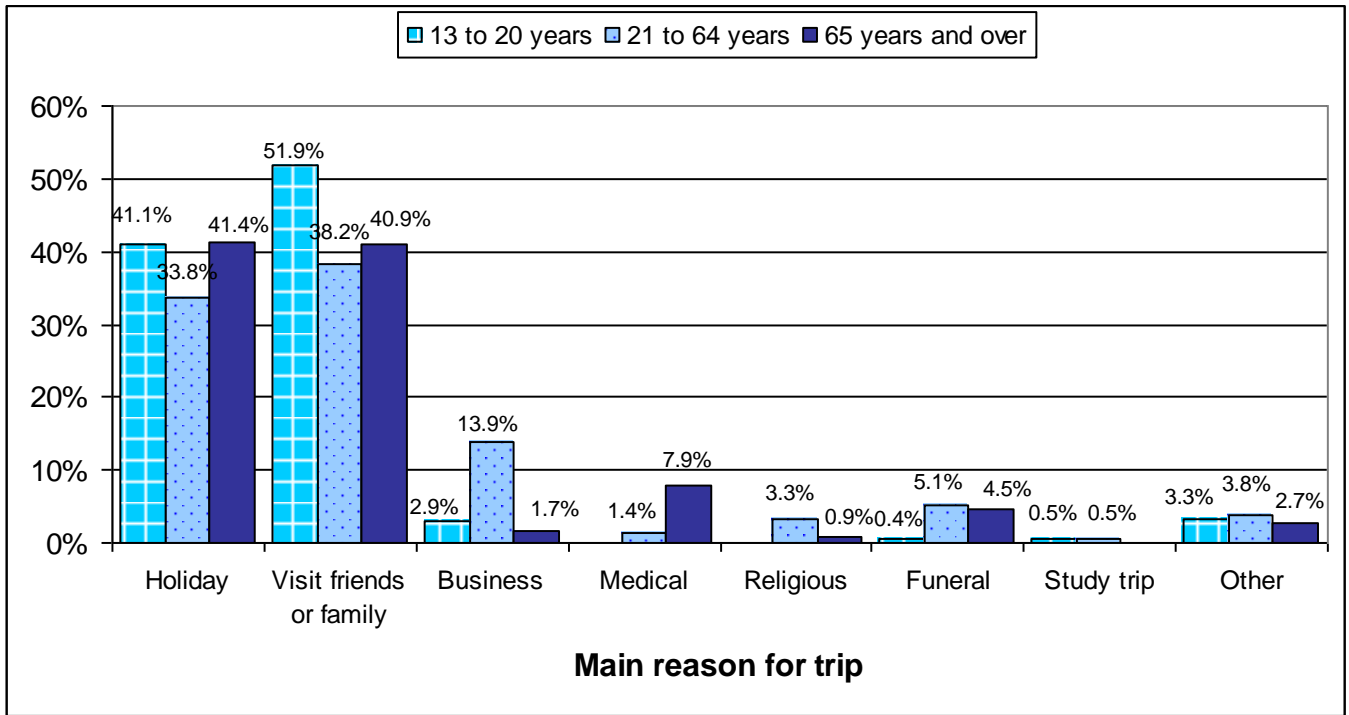


Figure 8 Main reasons for trips to the Western Cape by age

Figure 9 shows the percentage of trips, depending on main reason for the trip, by the size of the group that took the last trip. Most single members took a trip to the Western Cape to visit friends or family (38.4%), followed by business (22.1%). More single people visited the Western Cape for funerals, study trips and religious trips than any other group size. Holiday trips are highest for two (48.9%) and three (51.1%) members, but particularly for five (75.4%) member groups. Business also plays a relatively big part for five member group (16.2%). This is surprising but could be a result of a small sample size where the main reason for the trip was business with family members coming along for holiday. A visit to friends or family (87.9%) is the main reason for six member groups, coming to the Western Cape. A visit to friends or family is also significant for all groups except those having five members.

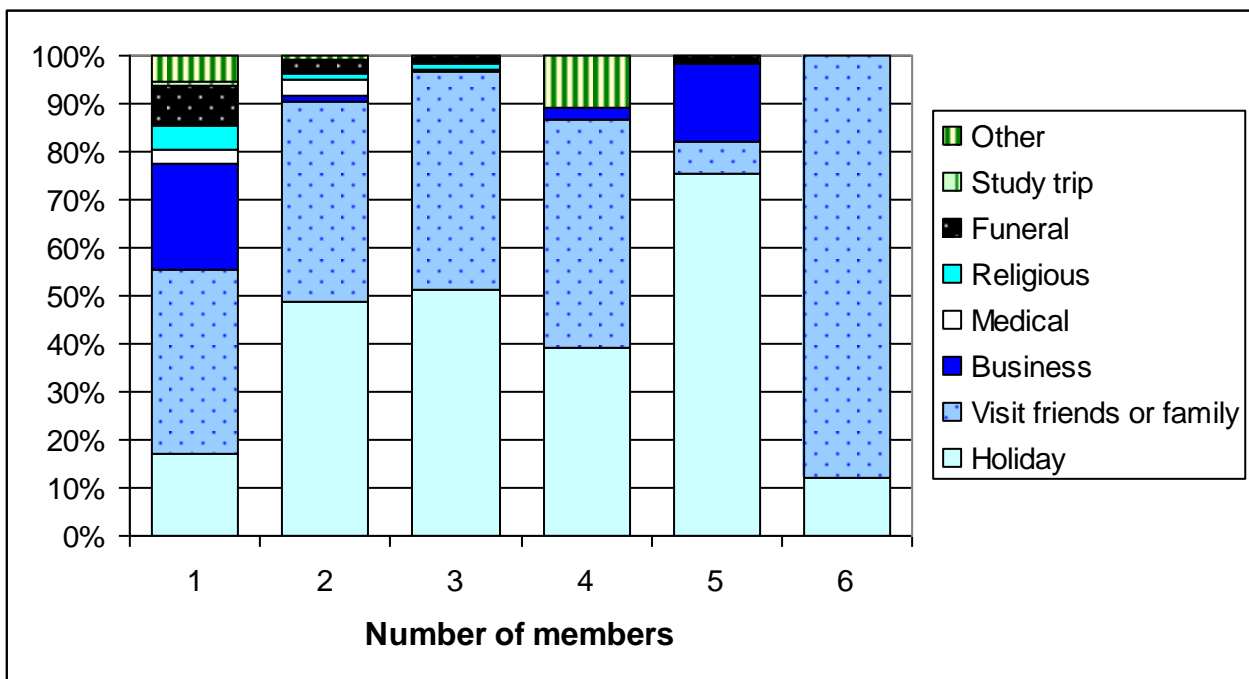


Figure 9 Main reasons for trips to the Western Cape by the number of members

4.3 Costs

On average, households which come to Western Cape for business pay R976 per person per night as is shown in figure 10 and is significantly higher than households which came for other reasons. Those who came for “other” reasons spent on average R443 per person per night and those on holiday R403. The lowest cost per person per night is understandably those who visit friends or family with R177.

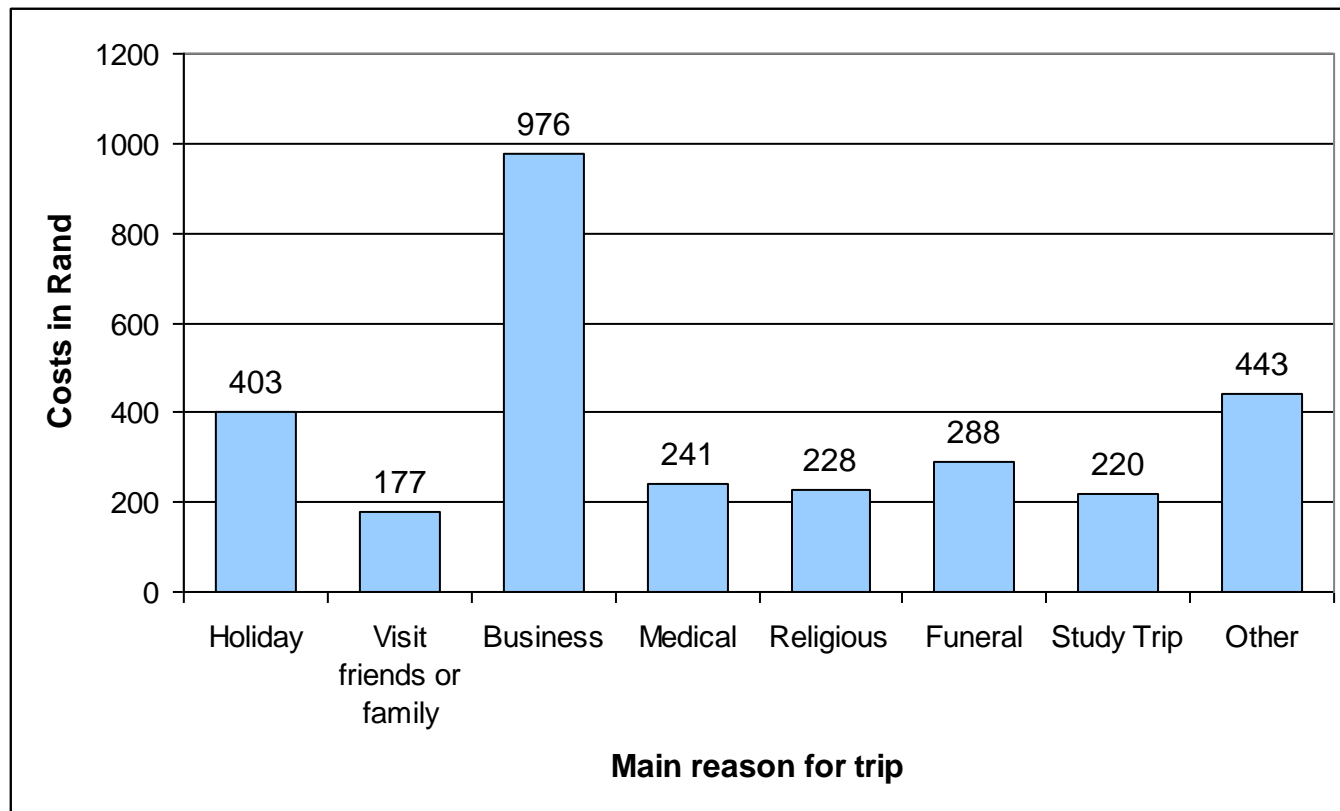


Figure 10 Costs per person per night by main reason for the trip to the Western Cape

Households were asked if they had trip related costs before and after their last domestic trip. Of those visiting the Western Cape 23.8% had costs before the trip and 11.3% after the trip.

For those households, which had trip-related costs before their last domestic trip, it is interesting how much they actually spent per person (see figure 11). Most of them (31.2%) spent between R51 and R100, followed by 15.8% who spent between R301 and R400 and 14.5% who spent between R1 and R50. The lowest, at 3.4%, spent between R101 and R150.

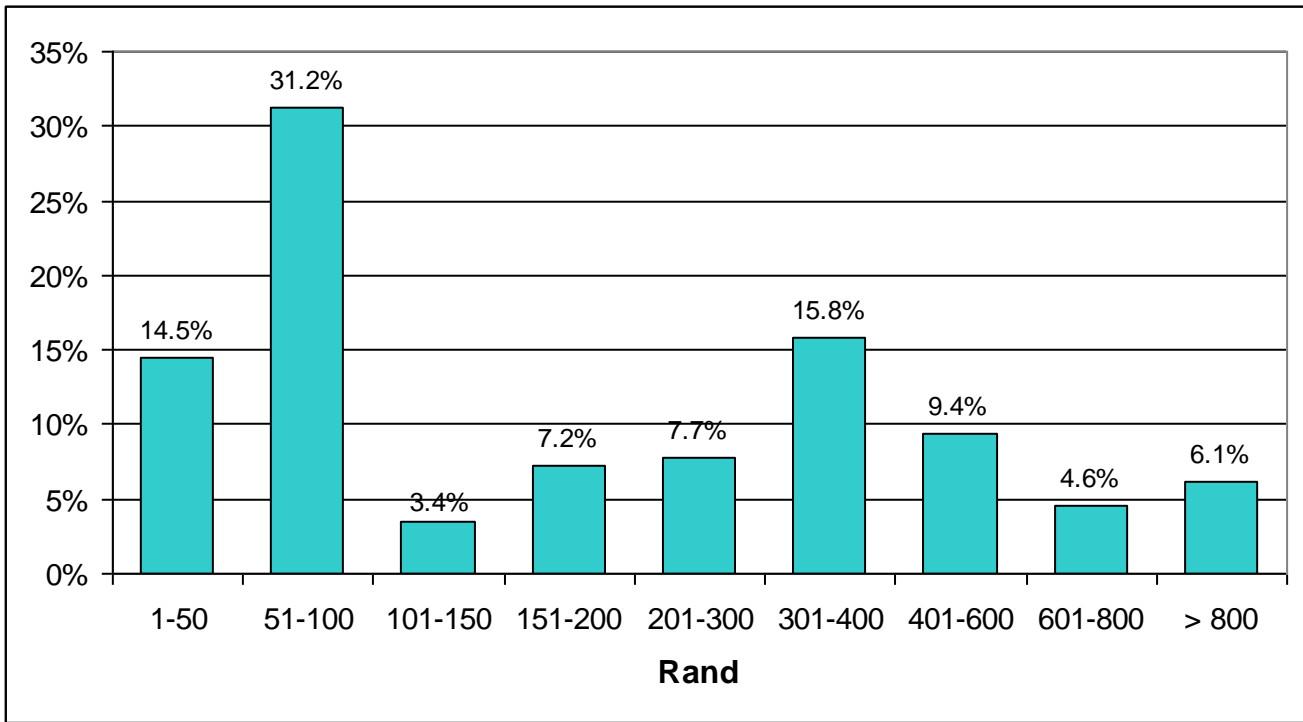


Figure 11 Trip-related costs before the trip to the Western Cape

For those households, which had trip-related costs after their last domestic trip it is interesting how much they have spent per person (see figure 12). Most of them (38.4%) spent between R51 and R100 followed by 20.7% which spent between R1 and R50 and 19.7% which spent between R101 and R150. The lowest, at 1.5%, spent between R151 and R200.

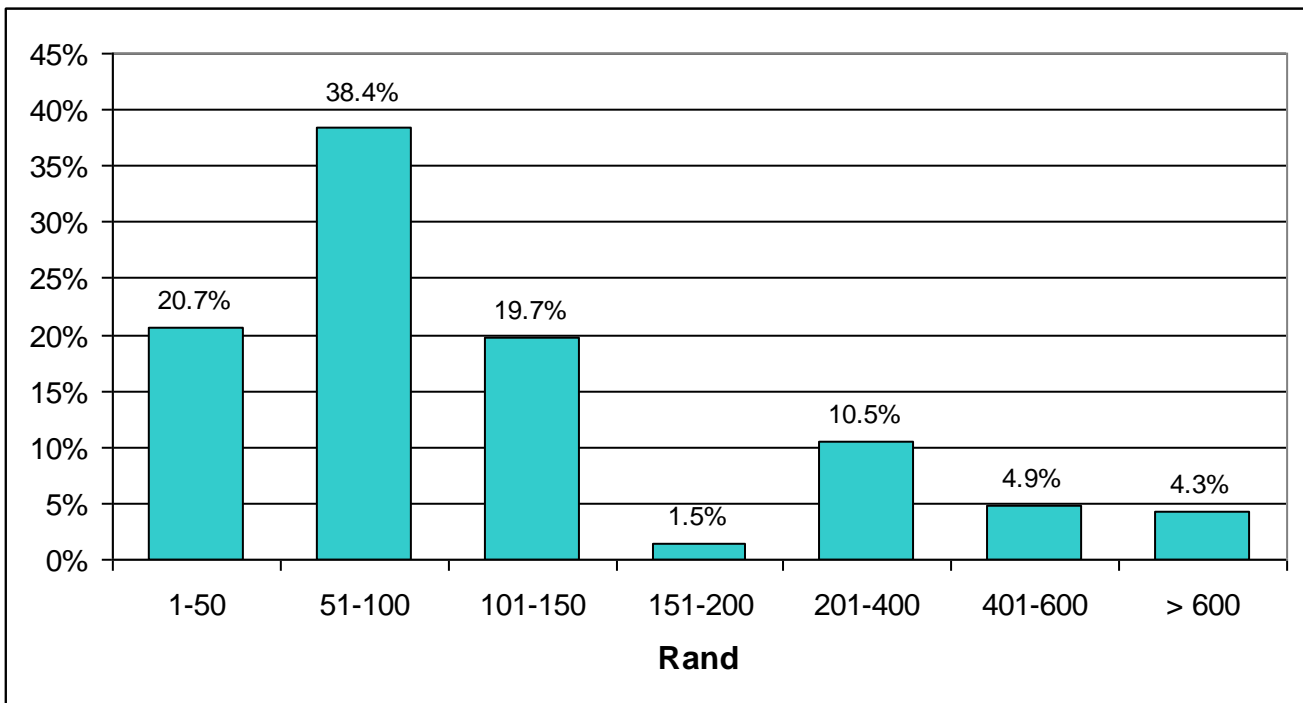


Figure 12 Trip-related costs after the trip to the Western Cape

4.4 Number of Nights

This section looks at the number of nights spent in the Western Cape. Figure 13 shows the number of nights households stayed in the Western Cape on their last domestic trip by the main reason for the trip. Most business trips (94.4%) were no longer than 5 nights. Households visiting friends or family show the

tendency to spend more nights in the Western Cape than those on holiday with 26.4% of those visiting friends or family spending more than 15 nights as compared to 9.3% for those on holiday trips. Households coming for medical reasons stay for the longest number of nights with 41.7% staying over 20 nights. Most study trips (65%) are 11 to 15 nights with the rest being 2 to 5 nights.

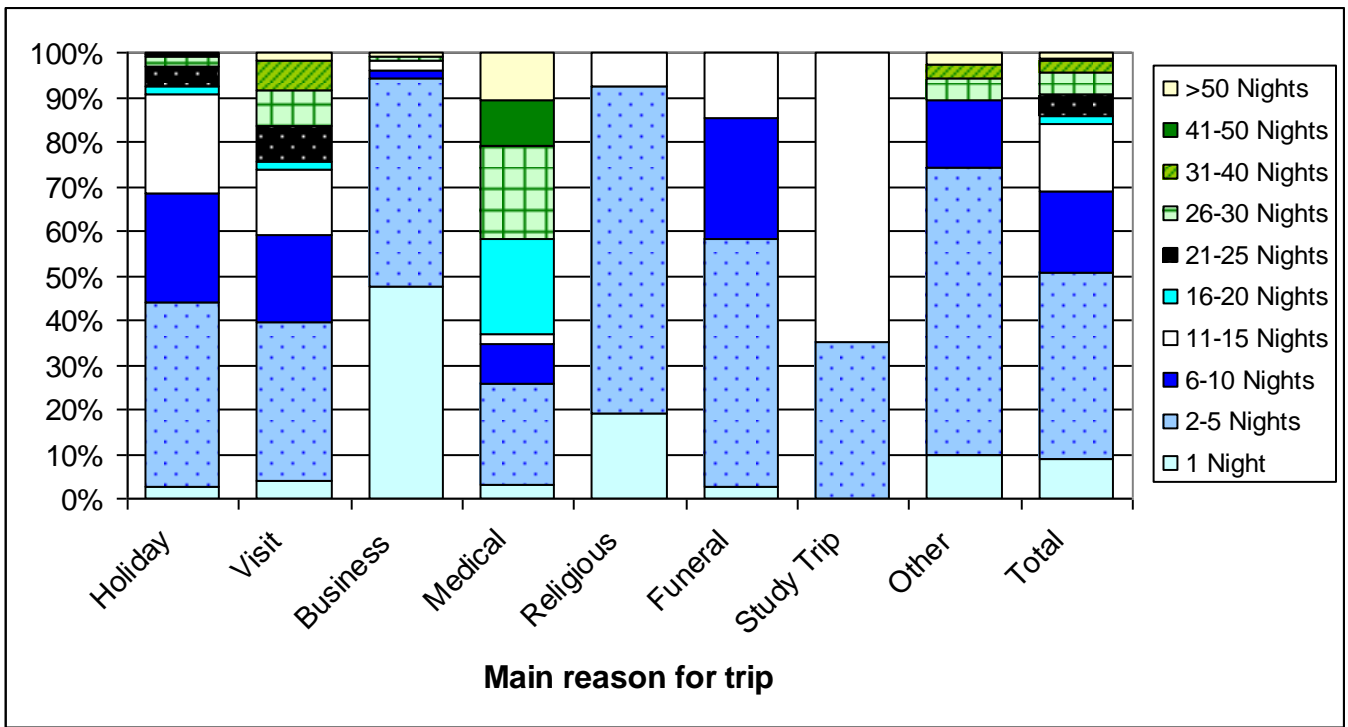


Figure 13 Number of nights by main reason for trip to the Western Cape

Figure 14 shows the number of nights households spent in the Western Cape depending on the size of the household. It can be seen that the larger households spend fewer nights with households of five or more members staying no longer than 15 nights. For households with four members 85.6% spent up to 15 nights with 5.8% spending 26 to 30 nights and 6.4% over 50 nights. Single visitors had the highest percentage (20.6%) spending more than 15 nights in the Western Cape.

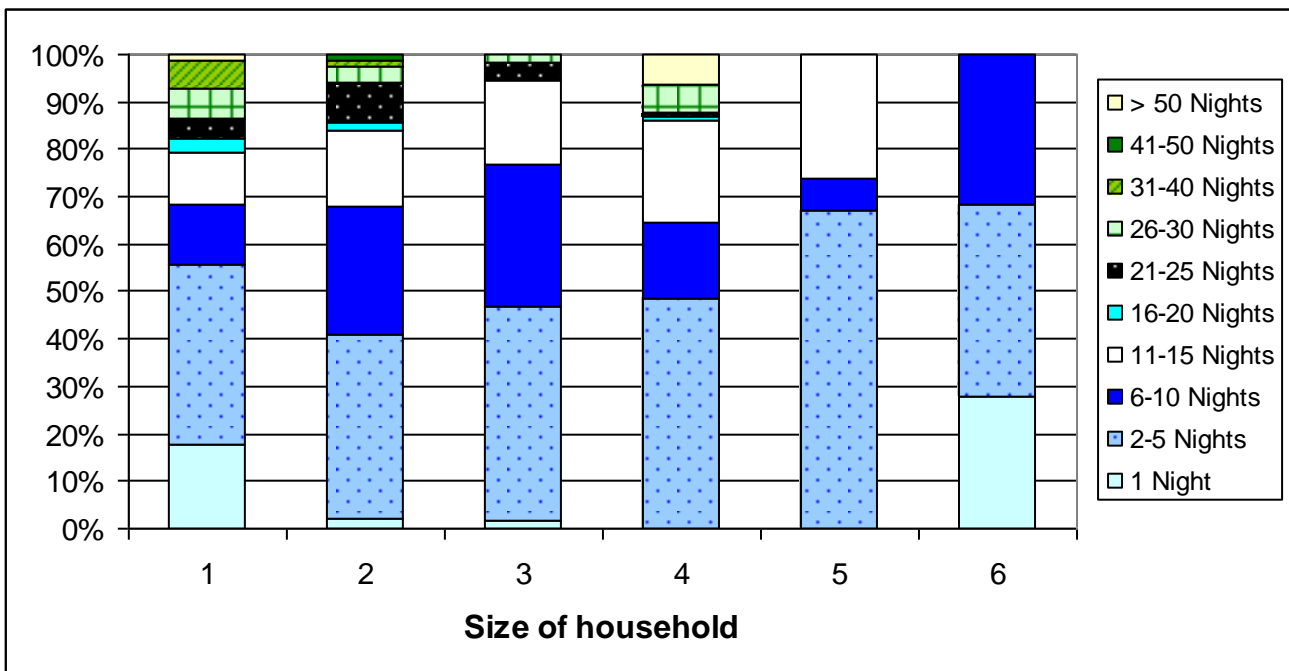


Figure 14 Number of nights by size of household for trips to the Western Cape

4.5 Package Trips

This section looks at the decision of households to book a package deal with an all inclusive price for their last domestic trip to Western Cape with only 7.9% of all trips making use of a package.

For those who booked a package 50.0% were on a business trip (see figure 15). As business trips include attending conferences it is most likely that those using a package on a business trip attended a conference. 44.0% of those who booked a package were on a holiday trip.

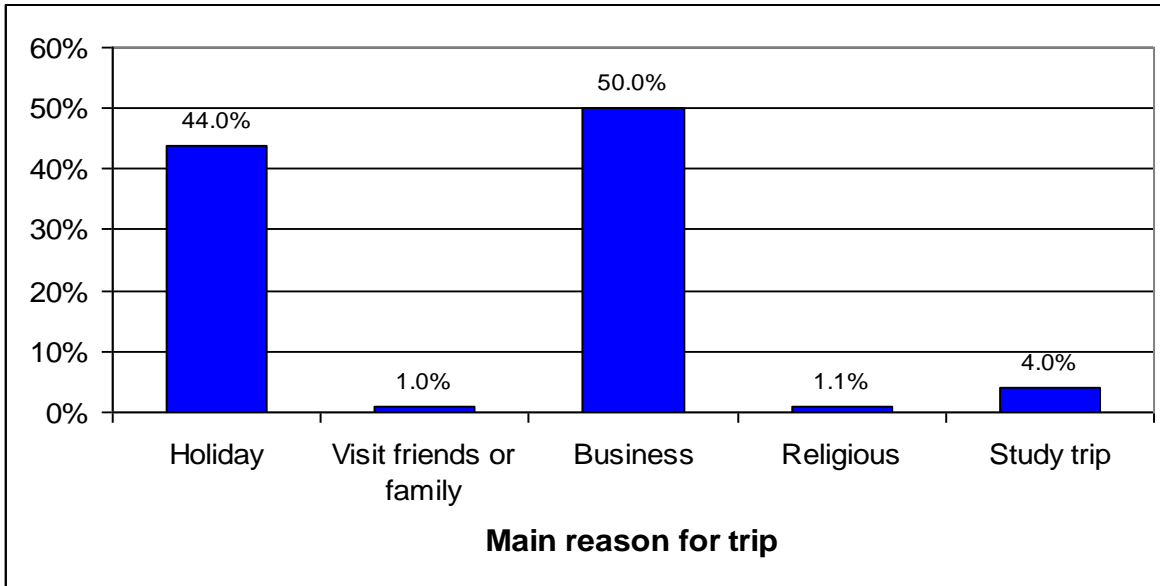


Figure 15 Main reason of trip to the Western Cape for those using a package deal

4.6 Type of accommodation

This section looks at type of accommodation households chose on their last trip to the Western Cape. Figure 16 shows that most households (60.4%) decided to stay with friends or family, followed by 21.8% which decided to stay in a hotel. Only 3.6% stayed in a bed and breakfast establishment and 0.9% visited a lodge.

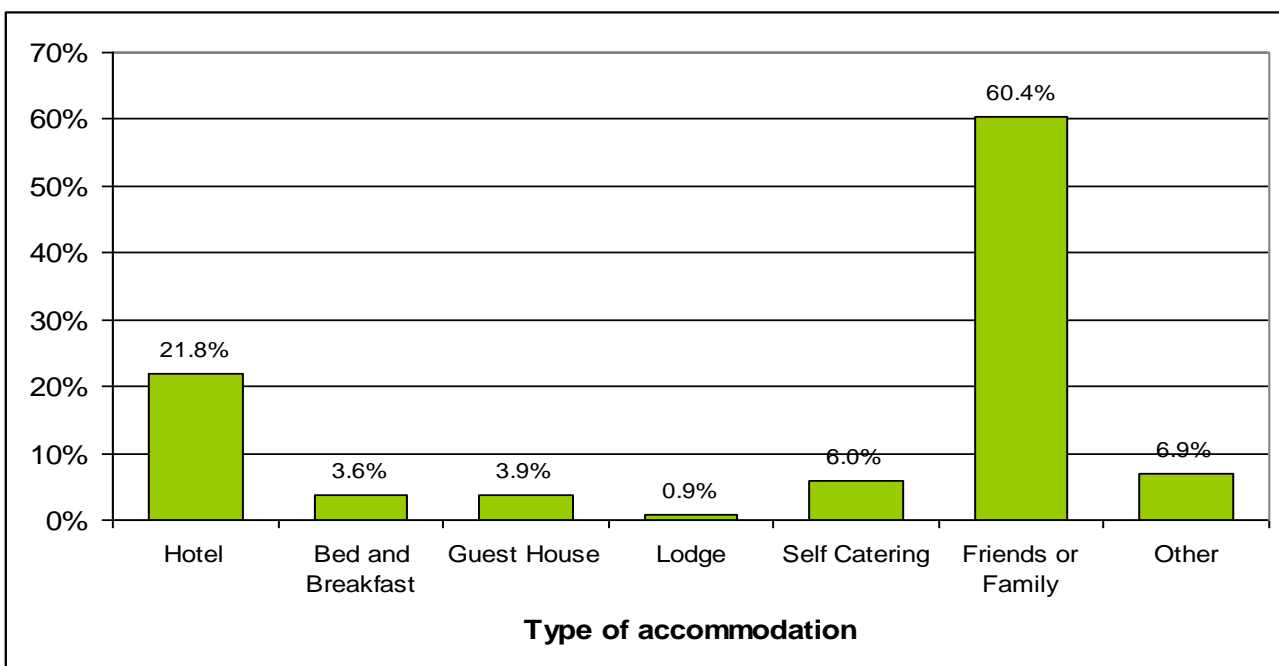


Figure 16 Type of accommodation used on trips to the Western Cape

For households on holiday trips 32.2% stayed in hotels and 35.0% with friends or family (see figure 17). Self catering establishments were used by 4.4% and guest houses by 3.8%. Of those who visited friends or family only 6.1% stayed in hotels while almost all the others stayed with the friends or family (93.4%). The largest number on business (54.9%) and study (65.0%) trips stayed in hotels. Almost all (99.4%) trips for funerals stayed with friends or family.

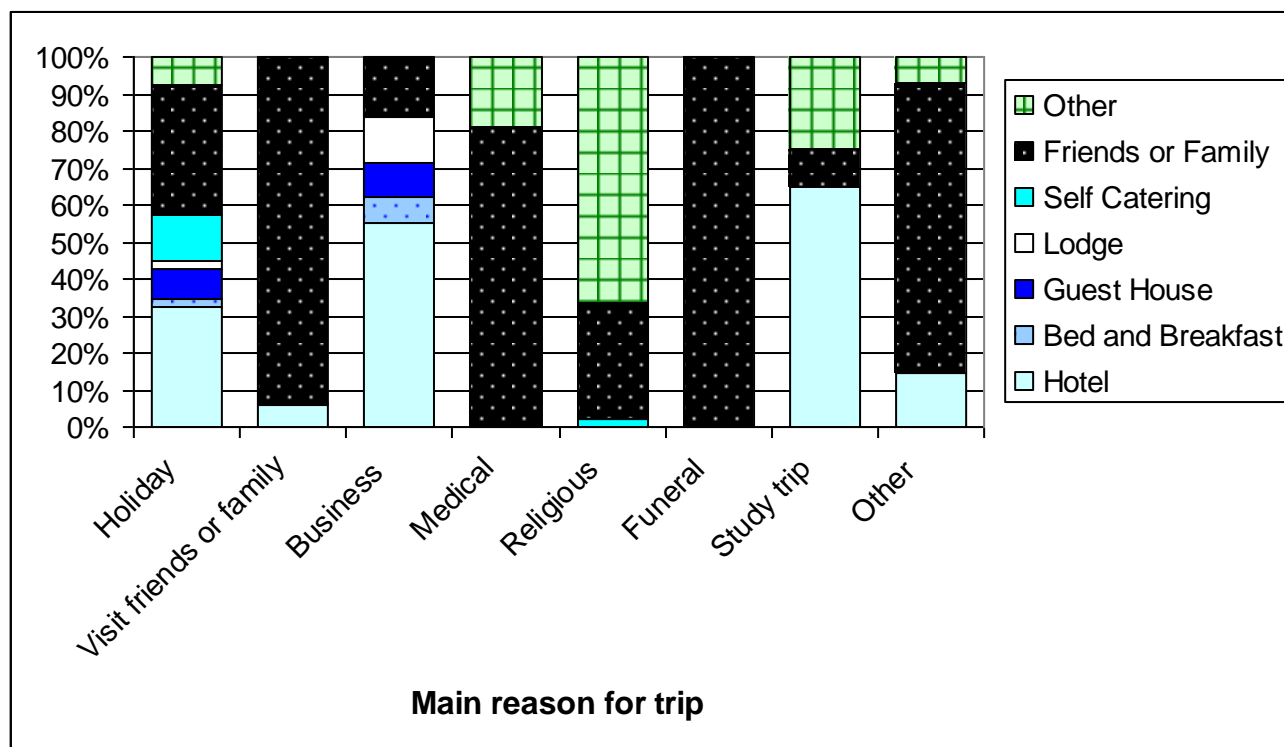


Figure 17 Type of accommodation by main reason for trip to the Western Cape

5 Tourism within the Western Cape

This section is about the tourism within the Western Cape. It looks at the last domestic trip undertaken in the 12 months prior to the survey by one or more members of households within the Western Cape. Different aspects of the trips considered include the reasons for the trips, costs of the trips and length of the trips.

The GHS estimates that in the 12 months prior to the survey 228,438 households undertook one or more trips lasting at least one night away from home within the Western Cape.

5.1 Reason for trips

The main reasons for the last trip by residents within the Western Cape was visiting friends or family (45.7%), followed by holiday (37.1%), medical (4.3%) and business (3.7%).

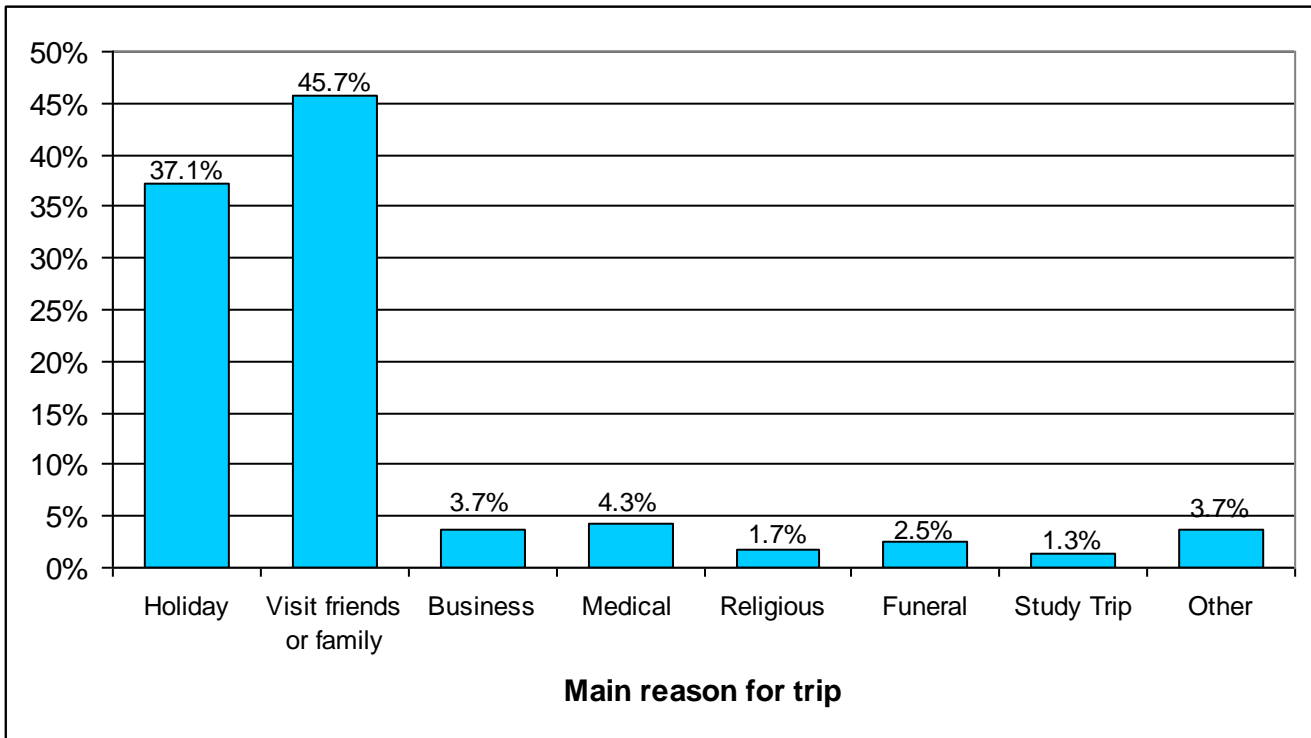


Figure 18 Main reasons for trips within the Western Cape

As in section 4.2 the reason for trips by age those under 13 years were excluded as it assumed they would be travelling with their parents. For those aged 13 to 20 years the main reason for trips was to visit friends or family (47.1%) and holiday (36.8%). This group also had the highest percentage for medical (3.2%) and study trip (2.6%). Besides holiday (47.0%) and visiting friends or family (42.7%) business (3.0%) was also significant for those aged 21 to 64 years. Those aged 65 years and over also visited friends or family (52.1%) and had holiday trip (33.1%). They had the highest percentage for religious trips (7.6%) and funeral (3.1%).

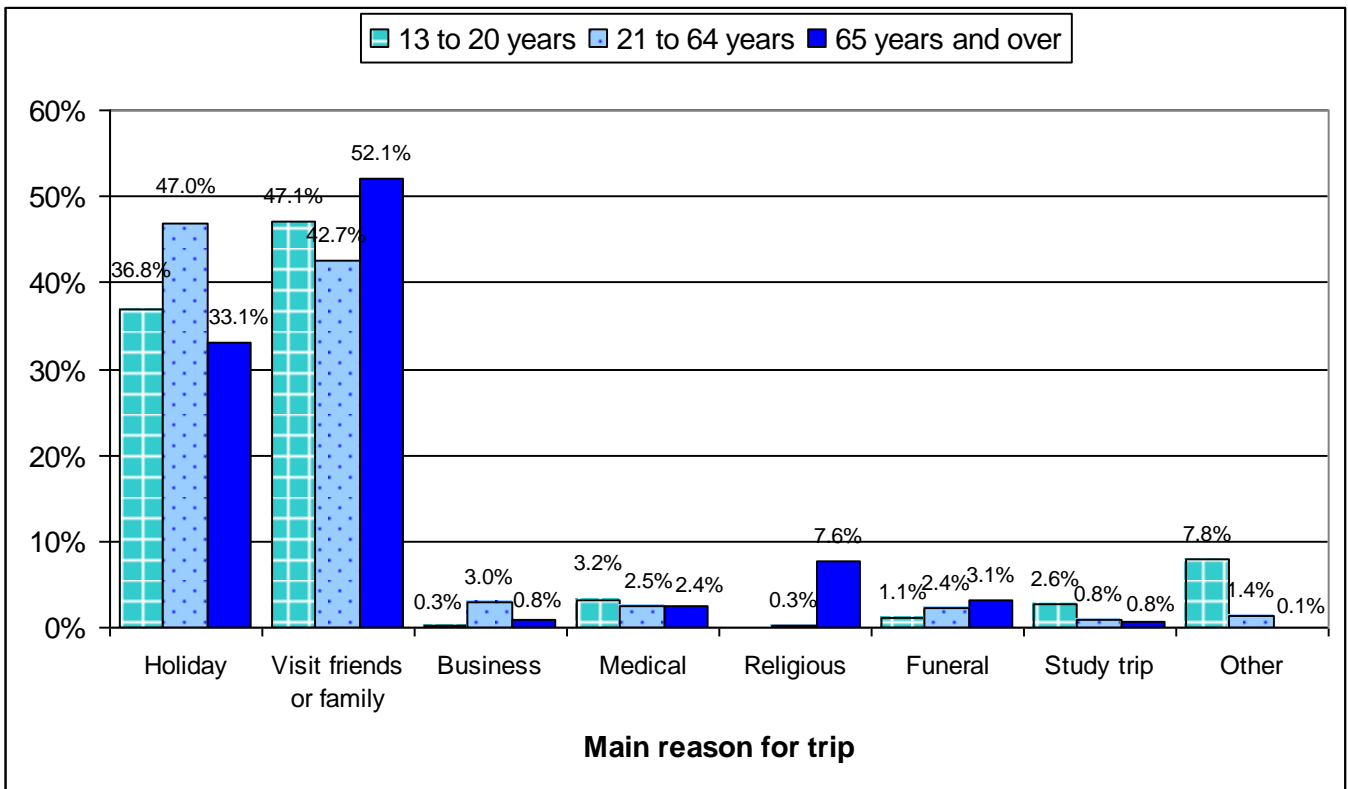


Figure 19 Main reasons for the trips within the Western Cape by age

5.2 Costs

On average, households within the Western Cape on business trips pay R668 per person per night as shown in figure 20. Those on a medical trip spent on average R566 per person per night and those on a study trip R420. The lowest cost per person per night is for funeral trips with R174.

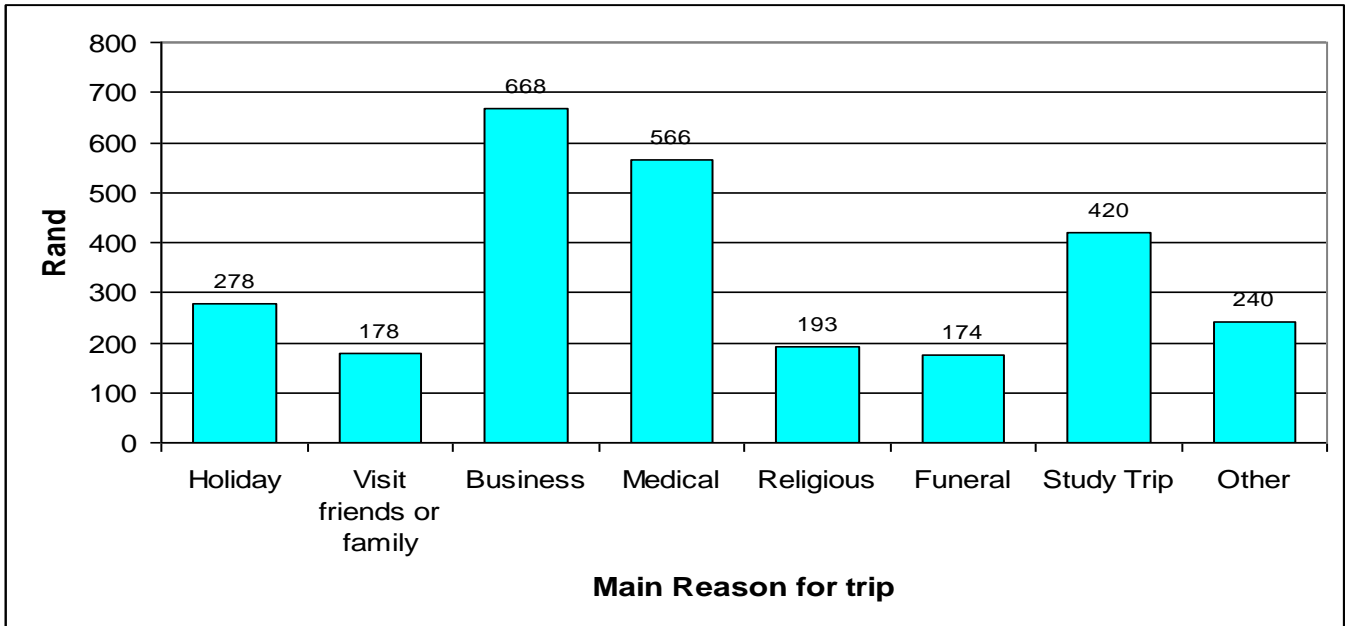


Figure 20 Costs per person per night by main reason for the trip within the Western Cape

5.3 Number of nights

This section looks at the number of nights spent within the Western Cape. Figure 21 shows the number of nights households spent on their last trip by the main reason for the trip. Most funeral (92.3%), religious (81.7%) and study (91.6%) trips were no longer than 5 nights. “Other” (18.1%) had the highest percentage staying more than 15 nights, followed by Business trips (15.3%), medical (12.3%) and holiday (7.3%).

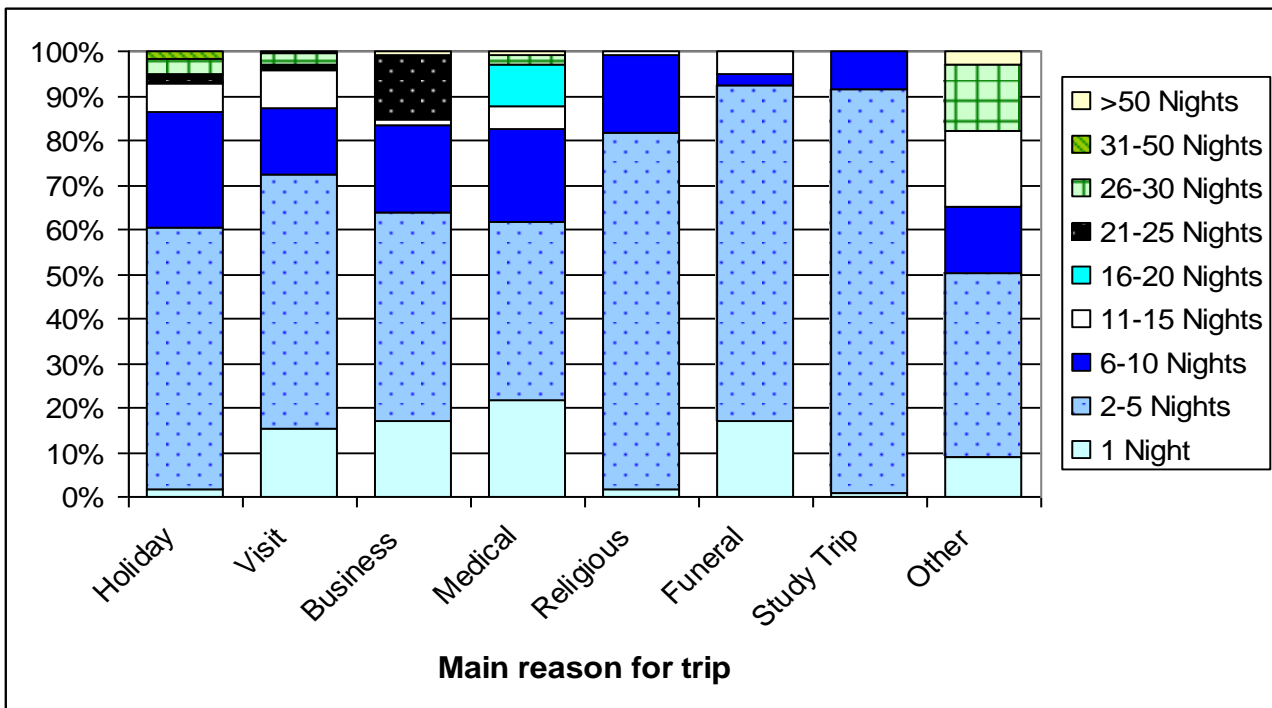


Figure 21 Number of nights by main reason for trip within the Western Cape

Figure 22 shows the number of nights household spent on their trip depending on the size of household. It can be seen, that the larger households spend fewer nights with households of six or more members staying no longer than 15 nights. For households with five members 84% spent up to 15 nights and 16% spent 31 to 40 nights. Besides households with 5 members single visitors had the highest percentage (7.9%) spending more than 15 nights.

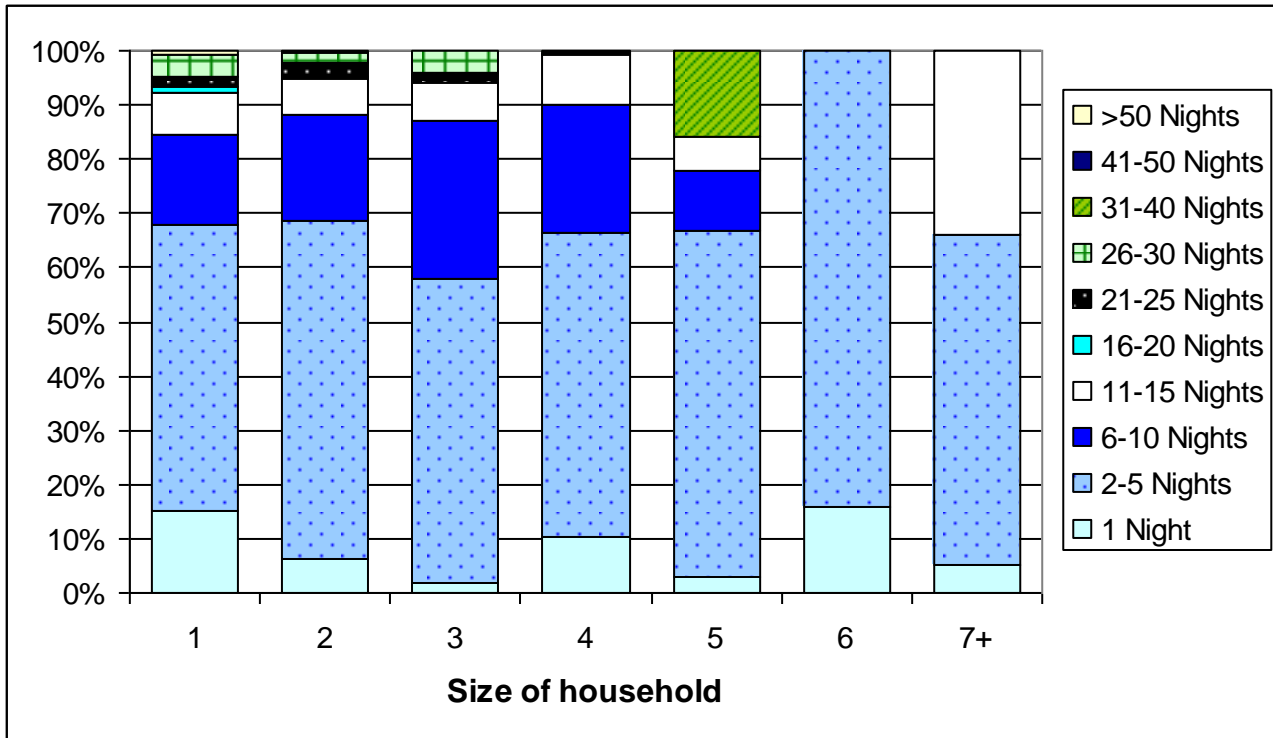


Figure 22 Number of nights by size of household for trips within the Western Cape

5.4 Type of accommodation

This section looks at type of accommodation households chose within the Western Cape. Figure 23 shows that most households (59%) decided to stay with friends or family, followed by 16.9% which decided to stay at a self catering establishment and 11.5% which stayed in “other”. Only 3.1% stayed in a bed and breakfast establishment and 2.7% in a hotel.

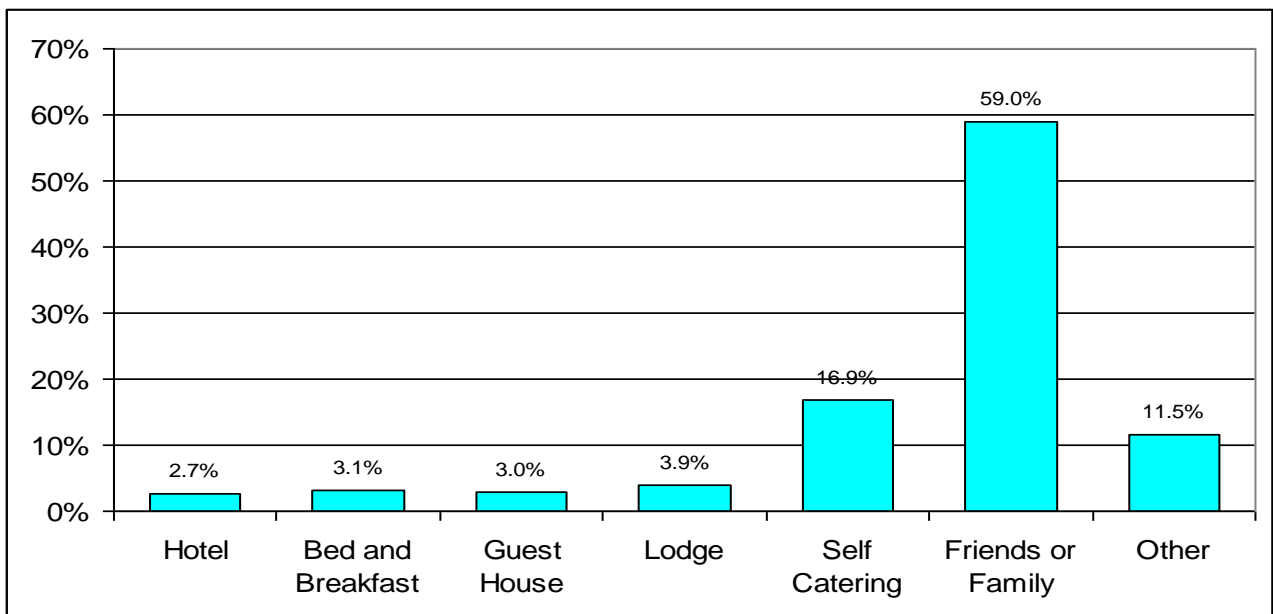


Figure 23 Type of accommodation used on trips within the Western Cape

For households on holiday trips 41.5% stayed in a self catering establishment and 29.5% with friends or family. Almost all of those who visited friends or family stayed with the friends or family (97.3%). The largest number on medical (95.5%) and religious (95.3%) trips stayed at “other”. 86.8% of those who came for study trips stayed at a lodge. 86.8% of those who came for study trips stayed at a lodge.

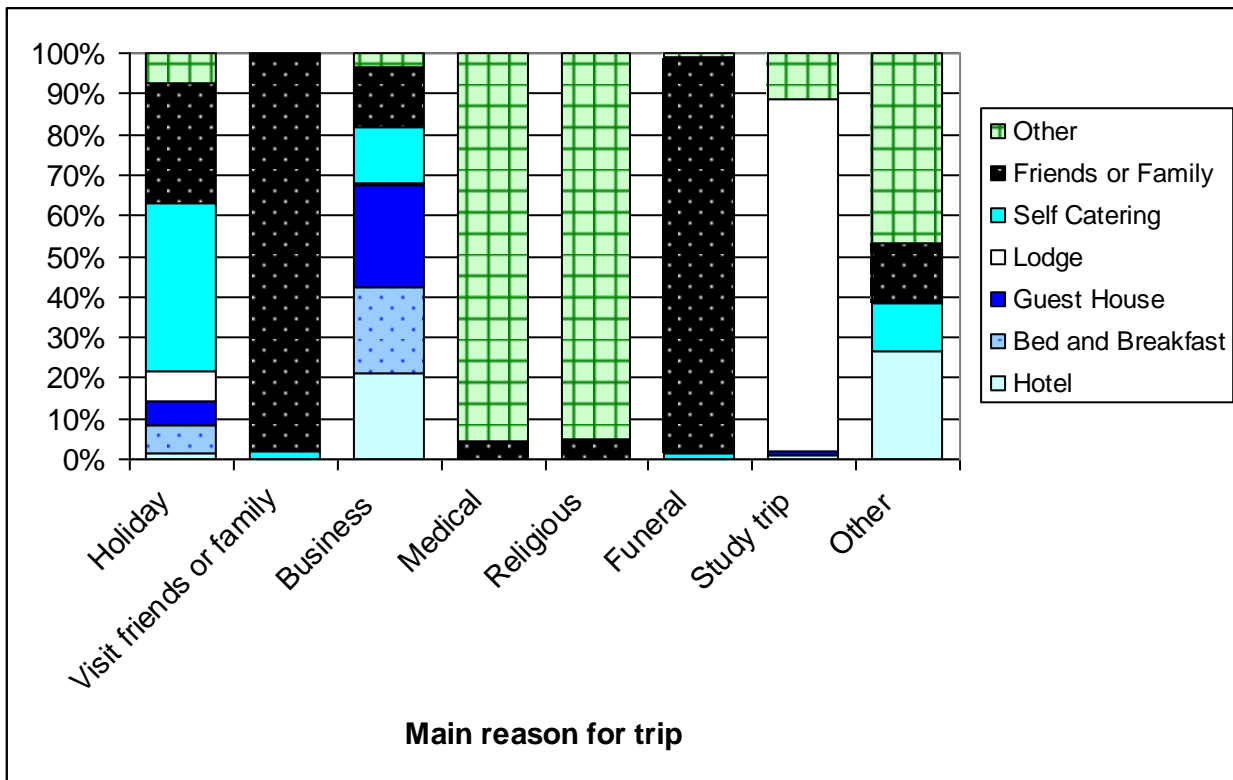


Figure 24 Type of accommodation by main reason for trip within the Western Cape

6 Conclusion

This analysis of the 2007 GHS tourism data shows clearly, that 94.7% of all trips by South Africans are domestic trips. The GHS estimates, that in the 12 months prior to the survey, 6.4 million South African households undertook one or more trips. More than the half of them only took one trip in this time period. The most visited province of all nine provinces was the Eastern Cape, followed by Kwazulu-Natal. It was interesting to see, that most South Africans undertook a trip within the province in which they live in.

When looking at tourism to the Western Cape, it is clearly shown that the largest number of visitors came from Gauteng, followed by Eastern Cape. The main reason for the trips was, in every age group, firstly to visit friends or family (32.6%), followed by holiday (31.4%).

For tourism within the Western Cape trips to visit friends or family (45.7%) were also the highest followed by holiday (37.1%) trips.

Visitors on business trips to the Western Cape spent the most per person per night at R976. Those on holiday spent R403 per person per night and those visiting friends or family spent the least (R177). Those on business trips within the Western Cape also spent the most per person per night at R668 and those on holiday R287 per person per night which are both lower than those from outside the Western Cape. For medical trips within the Western Cape the average cost was R566 per person per night compared R241 for those from outside the Western Cape.

For all trips to the Western Cape 41.5% were for 2 to 5 nights. 47.5% of all business trips were for 1 night only and 46.9% were for 2 to 5 nights. Those coming on medical trips spent the most night in the Western Cape with 63.1% staying more than 15 nights. Within the Western Cape 57.2% of all trips were

for 2 to 5 nights. In general business trips within the Western Cape were longer than those to the Western Cape. For medical trips within the Western Cape over 80% were for 10 nights or less.

And finally it is interesting, that most of visitors stayed with friends or family with 60.4% from outside the Western Cape and 59.0% within the Western Cape. More people from outside the Western Cape (21.8%) stayed in hotels than those within the Western Cape (2.7%) while 6.0% of those from outside the Western Cape and 60.9% of those within the Western Cape stayed at self catering accommodation.