

The economic value of tourism in Cape Town 2010 to 2016

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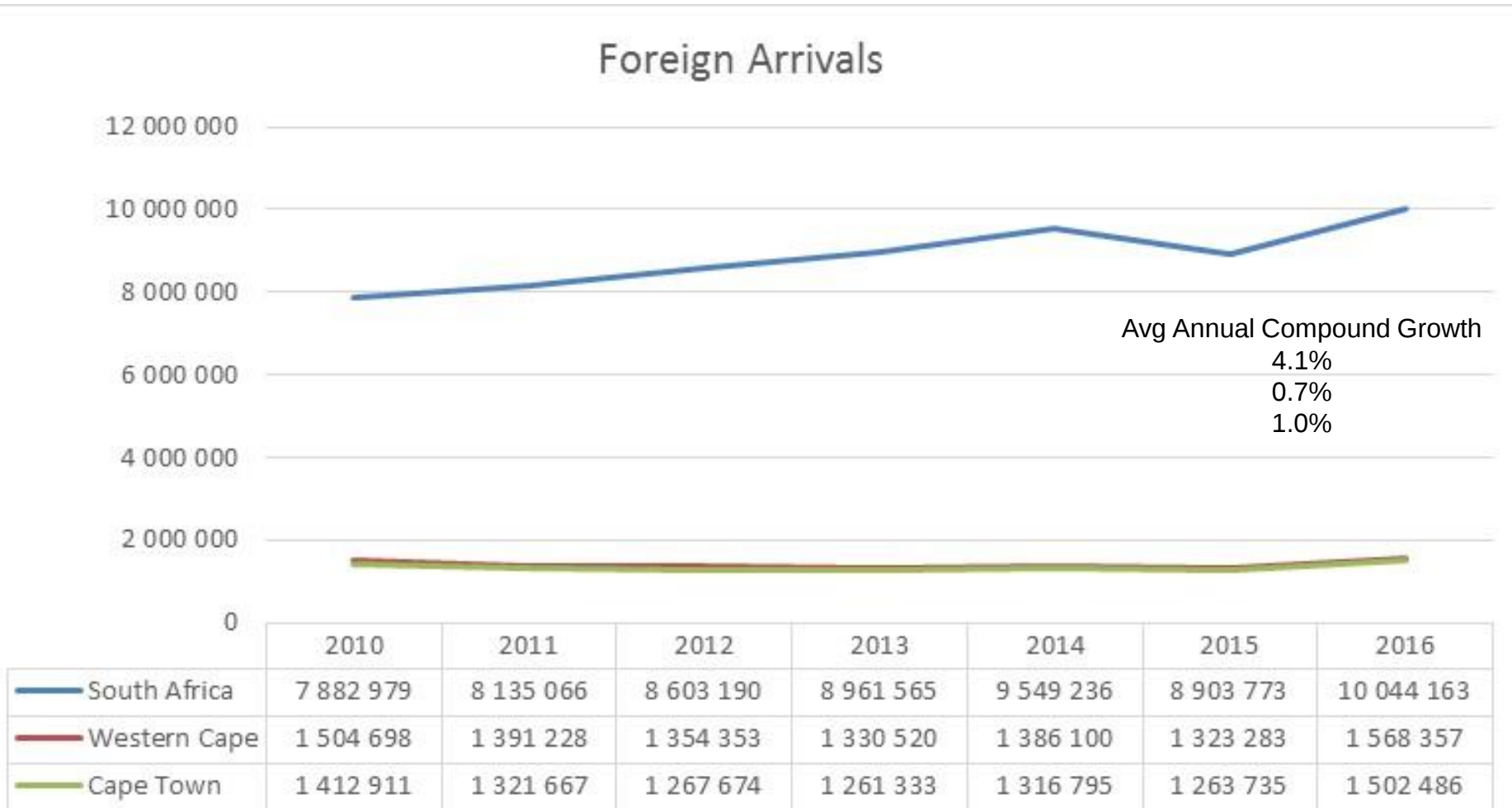
Introduction

- The City of Cape Town started to monitor the economic value of tourism (“**EVT**”) in Cape Town in 2008.
- The purpose of the monitoring was to create baseline data on the economic value of tourism as well as to elicit comment and inputs from relevant stakeholders.
- Demonstrating the importance of the tourism industry
- Developing one set of authoritative figures
- Utilising the research for planning purposes

Approach and Methodology

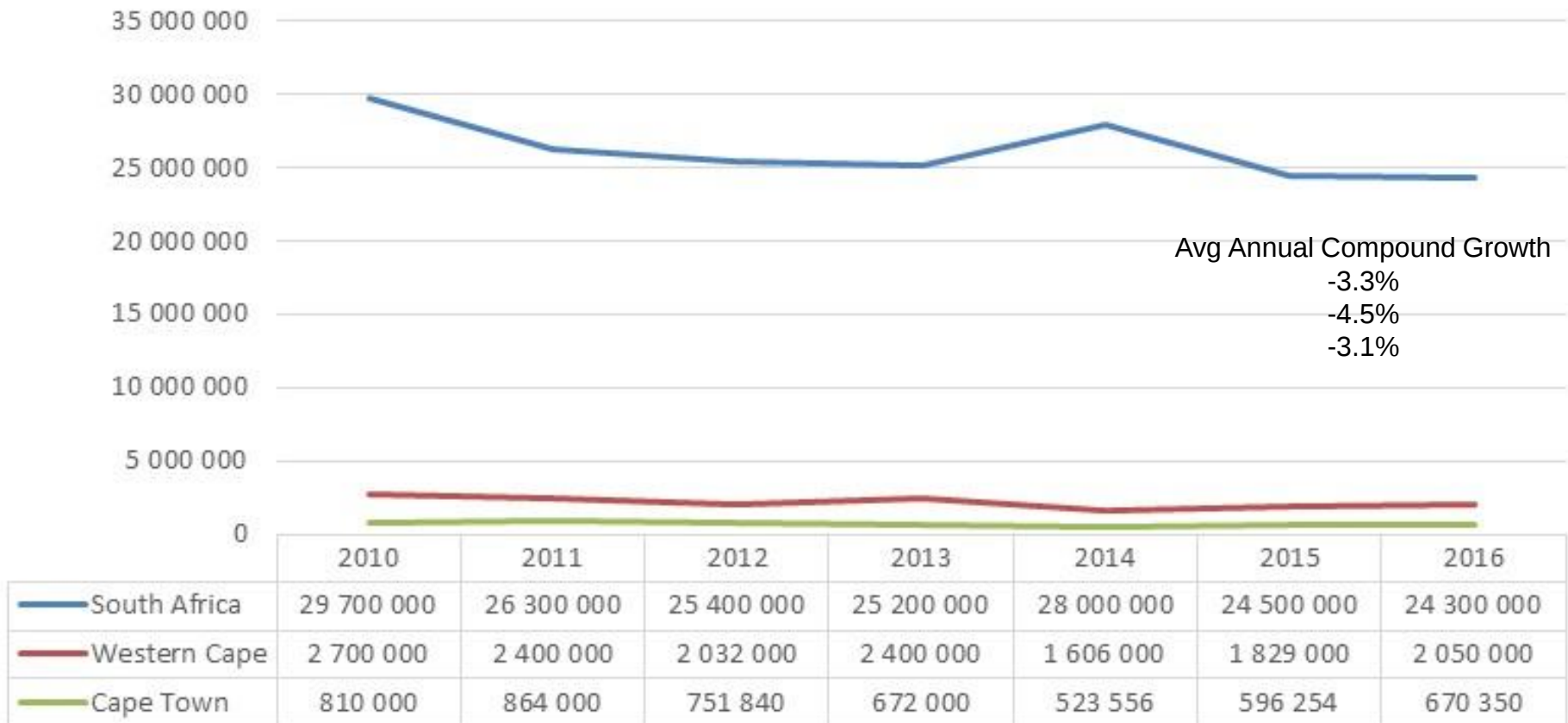
- The research methodology consists of projecting the economic value of tourism utilising **two methodologies** namely:
 - Disaggregating national tourism data to a Cape Town level – **measures direct spend**
 - Disaggregating tourism and economic data for Cape Town – **measures gross value add**

Results: Number of Tourists Estimate based on National Tourism Data



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Domestic Overnight Trips



Results: Number of Tourists Estimate based on National Tourism Data

Foreign Direct Spend (R billion)

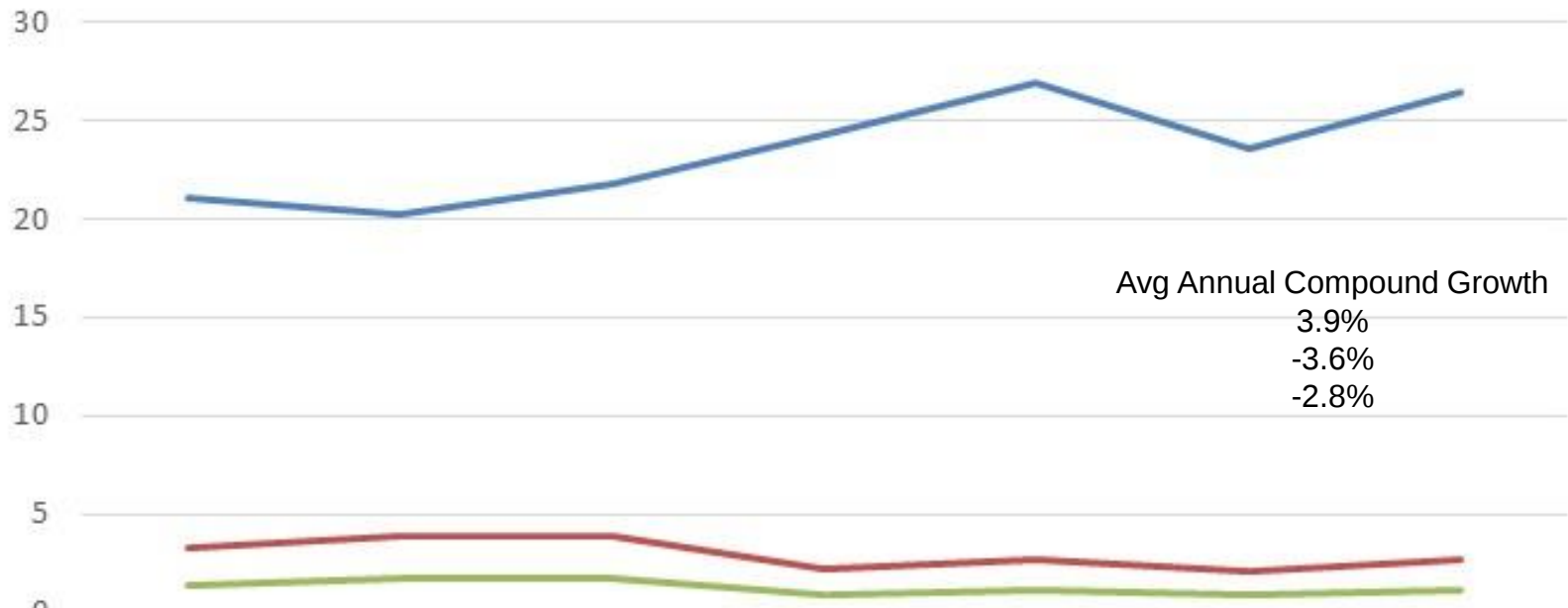


Avg Annual Compound Growth
2.1%
-3.0%
-1.9%

	2010	2011	2012	2013	2014	2015	2016
South Africa	72.6	71.0	74.2	70.3	77.3	71.0	82.2
Western Cape	21.7	18.2	18.0	16.7	14.5	14.9	18.1
Cape Town	14.5	12.9	12.7	11.7	10.3	10.6	12.9

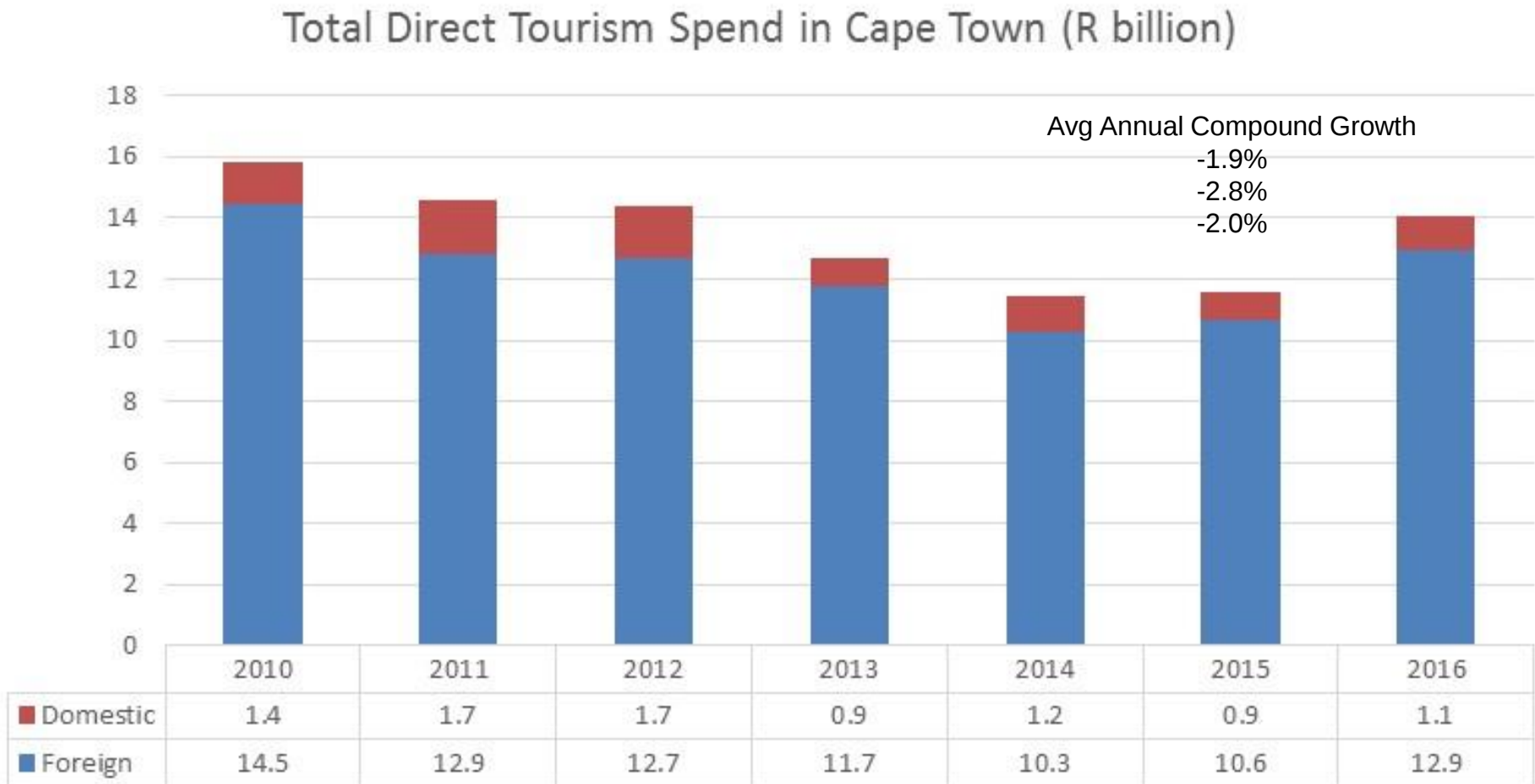
Results: Number of Tourists Estimate based on National Tourism Data

Domestic Overnight Direct Spend (R billion)



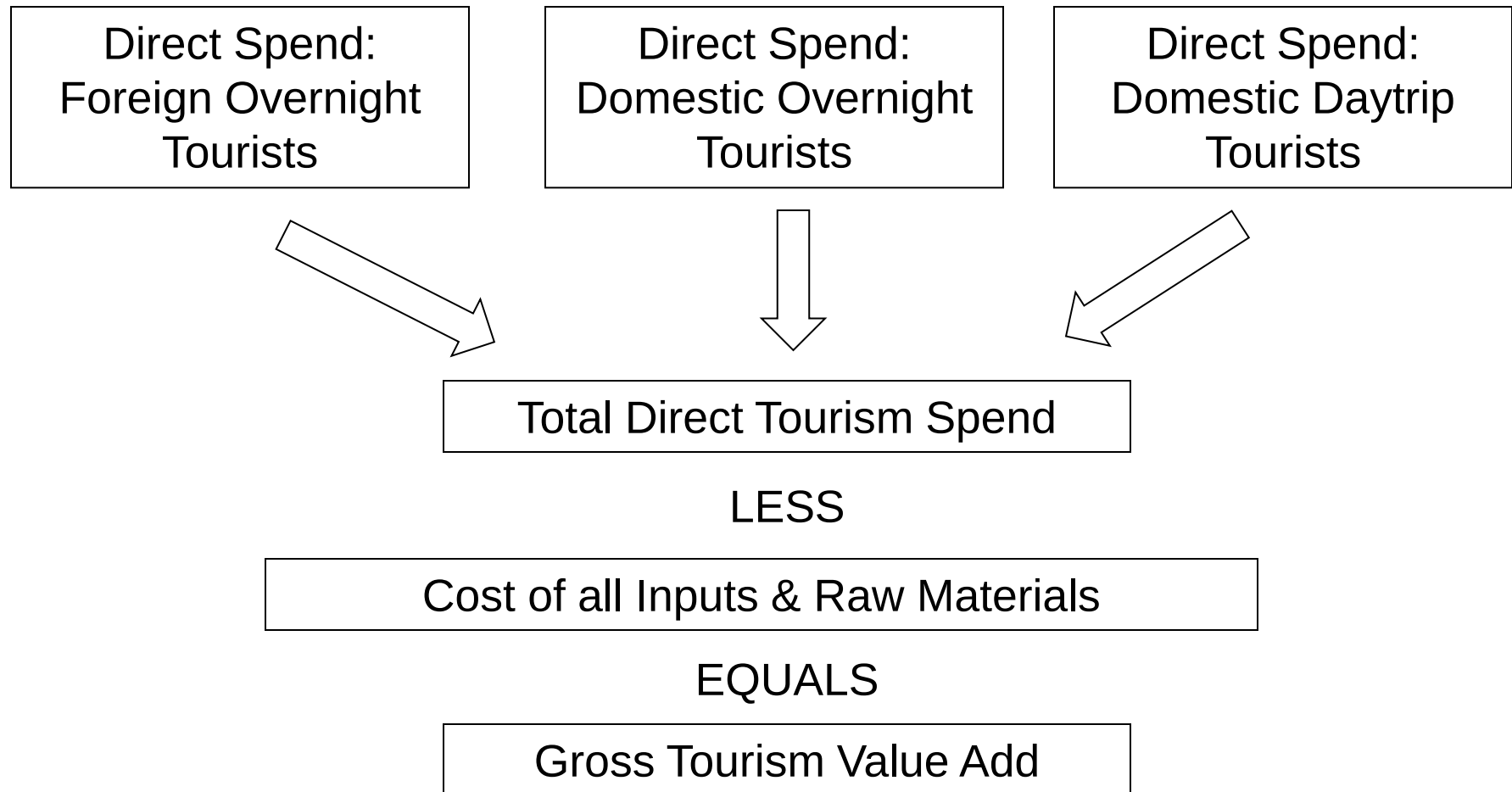
	2010	2011	2012	2013	2014	2015	2016
South Africa	21.1	20.2	21.8	24.3	26.9	23.6	26.5
Western Cape	3.3	3.9	3.9	2.2	2.7	2.1	2.7
Cape Town	1.4	1.7	1.7	0.9	1.2	0.9	1.1

Results: Number of Tourists Estimate based on National Tourism Data



How do we measure economic contribution?

GVA of Tourism in Cape Town



Tourism Gross Value Add in Cape Town

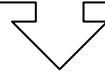
		+ Foreign tourism expenditure	+ Domestic tourism expenditure	= Total output	- Total intermediate consumption	= Total gross value add	Tourism GVA as % of Total GVA
2009	South Africa	67 141	82 684	149 825	85 554	64 271	3.00%
2009	Cape Town	11 282	6 204	17 486	9 985	7 501	3.31%
2010	South Africa	69 422	97 788	167 210	90 606	76 604	2.90%
2010	Cape Town	14 482	4 387	18 870	10 225	8 645	3.46%
2011	South Africa	71 747	102 824	174 571	97 230	77 341	2.80%
2011	Cape Town	12 851	5 409	18 260	10 170	8 090	3.01%
2012	South Africa	85 423	114 511	199 934	113 084	86 850	2.90%
2012	Cape Town	12 684	5 769	18 453	10 437	8 016	2.77%
2013	South Africa	94 183	124 137	218 320	123 823	94 497	3.00%
2013	Cape Town	11 745	5 018	16 762	9 507	7 255	2.32%
2014	South Africa	106 728	133 990	240 718	136 718	104 000	3.00%
2014	Cape Town	10 285	4 821	15 106	8 580	6 526	2.05%
2015	South Africa	108 760	122 744	231 504	132 156	99 348	2.70%
2015	Cape Town	10 636	3 573	14 210	8 112	6 098	1.88%
2016	South Africa	121 400	144 358	265 758	150 908	114 850	3.00%
2016	Cape Town	12 930	1 688	14 618	8 301	6 317	1.91%

Tourism Gross Value Add in Cape Town

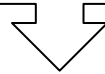
		Employment	Tourism GVA as % of Total GVA
2009	South Africa	553 990	4.1%
2009	Cape Town	64 654	5.2%
2010	South Africa	603 022	4.4%
2010	Cape Town	68 051	5.6%
2011	South Africa	622 929	4.4%
2011	Cape Town	65 159	5.4%
2012	South Africa	646 390	4.5%
2012	Cape Town	59 660	4.9%
2013	South Africa	655 587	4.4%
2013	Cape Town	50 334	4.1%
2014	South Africa	681 915	4.5%
2014	Cape Town	42 793	3.4%
2015	South Africa	668 651	4.2%
2015	Cape Town	41 042	3.2%
2016	South Africa	686 596	4.4%
2016	Cape Town	37 766	2.9%

Importance of the research

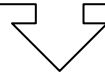
Total Number of Tourists



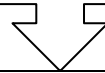
Average Length of Stay



Total Bed Nights Sold



Average Spend per Day



Total Direct Tourism Spend

Importance of the research

<u>Indicators of Tourism in Cape Town</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	Growth
<u>Number of Overnight Tourists</u>								
Foreign Tourists	1 412 911	1 321 667	1 267 674	1 261 333	1 316 795	1 263 735	1 502 486	1.0%
Domestic Overnight Tourists	810 000	864 000	751 840	672 000	523 556	596 254	670 350	-3.1%
<u>Average Length of Stay (Nights)</u>								
Foreign Tourists	9.4	9.1	9.1	10.6	8.9	8.8	8.0	-2.8%
Domestic Overnight Tourists	7.3	6.5	7.8	7.8	10.4	8.3	7.4	0.3%
<u>Bednights Sold</u>								
Foreign Tourists	13 328 767	11 976 302	11 501 750	13 392 566	11 702 930	11 171 875	11 972 675	-1.8%
Domestic Overnight Tourists	5 899 080	5 575 680	5 836 750	5 247 426	5 467 956	4 951 109	4 977 753	-2.8%
<u>Average Spend per Day</u>								
Foreign Tourists	1 087	1 073	1 103	877	879	952	1 080	-0.1%
Domestic Overnight Tourists	229	308	293	179	212	185	229	0.0%
<u>Total Direct Tourism Spend (R'bn)</u>								
Foreign Tourists	14.5	12.9	12.7	11.7	10.3	10.6	12.9	-1.9%
Domestic Overnight Tourists	1.4	1.7	1.7	0.9	1.2	0.9	1.1	-2.8%
Total Direct Tourism Spend (R'bn)	15.8	14.6	14.4	12.7	11.4	11.6	14.1	-2.0%

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