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Statistical release

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1. Introduction and methodology

1.1 Background

For a considerable time, Statistics South Africa (Stats SA) has provided data on international tourism, based on secondary data obtained from the Department of Home Affairs (DHA). The information from these data sources continues to be used by a wide variety of stakeholders to measure and understand international tourism in South Africa. Nevertheless, detailed information about national domestic tourism is limited despite its potential role in improving economic and social development. Prior to 2008, Stats SA provided limited data on domestic tourism through the General Household Survey (GHS). A fully-fledged Domestic Tourism Survey (DTS) was introduced in 2008, primarily to meet the needs of National Accounts for the compilation of the Tourism Satellite Account (TSA). South African Tourism (SAT) has been conducting a similar survey, albeit with a greater emphasis on tourism marketing information, since 2001. This particular survey became a monthly survey in 2005.

Given that users became confused with the differences in statistics produced by these two entities, it was decided to rationalise and consolidate them. The Domestic Tourism Task Team (DTTT) was established in 2010, and consisted of representatives of the National Department of Tourism (NDT), Statistics South Africa (Stats SA) and South African Tourism (SAT). The committee is co-chaired by NDT and Stats SA, and its task is to oversee the process of integrating the two existing domestic tourism surveys conducted respectively by Stats SA and SAT. The main deliverable of the task team is to rationalise the collection of tourism statistics by these entities and agree on a single Domestic Tourism Survey (DTS), which takes into account data needs of all the parties and their stakeholders.

The key findings of this survey cover the domestic activities for the period from January to December. In some instances, comparisons have been made between the results of the DTS 2013 and 2014 because both surveys have the same reference period, which is January to December. In both surveys, a similar weighting procedure was applied whereby the full sample weights were created separately for each of the monthly files. More details about weighting can be found in Section 5.

In addition to addressing the differences in questionnaire content between the two surveys, Statistics South Africa also had to shorten its recall period, introduce continuous data collection and produce a biannual report in addition to the annual report. Data collection was changed from cross-sectional to continuous in 2013, and this enabled the organisation to not only shorten the recall period, but also to analyse the data of the first six months of data collection for the purposes of producing headline statistics for a biannual report.

Since the continuous data collection methodology was accompanied by significant structural changes in the questionnaire, new editing and imputation systems had to be developed. In addition to these changes, the DTS 2013 and 2014 reports are also based on the analysis of the most recent trip as in previous DTS reports. However, instead of presenting only the data of the most recent trip in the report, the data were modelled based on the assumption that the information of the most recent trip is representative of all trips taken during a particular quarter. This assumption was made plausible by the fact that the seasonality bias present in previous surveys was reduced through continuous collection and a moving three-month recall period.

The primary differences between the two surveys and current status of the work of the DTTT are summarised in Table 1.

Table 1: Primary differences between the SAT and Stats SA domestic tourism surveys

Characteristic	SAT	Stats SA	Comments	Current status 2015/16
Sample	15 594 persons (about 1 300 monthly)	Approximately 32 000 households	The sample sizes of the two surveys are different	Continuous Data Collection (CDC) method ; 32 000 households and divided into four quarters
Scope	Persons 18 years and above	All persons in the household (all ages)	Both are household surveys, do not cover the same age groups, therefore cannot compare the two	No change
	Respondent that has undertaken trip/s	Respondent can answer for members of the household		
Measure	Analysis is based on all trips	Analysis is based on most recent person trips	Stats SA – The most recent person measures one trip per person which does not allow measuring performance of the year	Measures all trips and most recent trips on some variables
Recall period	Continuous collection and each respondent reports on travel of preceding month	One-year recall period from Jan–Dec	Stats SA recall period has been improved from Jan–Dec 2011	Three-month recall period
Content	Day and overnight trips; Living Standards Measure (LSM) and bed nights	Daytrips and overnight trips; LSM and bed nights	DTS 2012 content on overnight trips harmonised with SAT DTS and M&E requirements of Dept. of Tourism	Inclusion of LSM and bed nights questions, measurement for M&E and national accounts
				In 2014 – new module on international travel
Reporting	SAT to continue producing until 2016/17		Stats SA will be the only institution that produces the DTS from 2017/18 onwards	First annual report was released in 2014 using the CDC method

1.2 Objectives of the survey

The DTS is a large-scale household survey aimed at collecting accurate statistics on the travel behaviour and expenditure of South African residents travelling within the borders of the country. Such information is crucial in determining the contribution of tourism to the South African economy as well as helping with planning, marketing, policy formulation, and regulation of tourism-related activities.

The key objective of the DTS is to understand the domestic travel behaviour of an average South African resident. Hence, this would include collecting information on:

- Domestic day and overnight trips undertaken;
- Trips by respondents and trips by other household members without the respondent accompanying them;
- Profile of the most recent day/overnight domestic trips both by the respondent and other household members (destination, trip length, purpose of visit, accommodation, transport, activities, trip expenditure, etc.); and
- Socio-demographics.

1.3 Target population and sample

The sample design for the DTS 2014 was based on a Master Sample (MS) that was originally designed for the QLFS. This Master Sample is shared by the Quarterly Labour Force Survey (QLFS), General Household Survey (GHS), Living Conditions Survey (LCS), Domestic Tourism Survey (DTS), Income and Expenditure Survey (IES), and Victims of Crime Survey (VOCS).

The Master Sample used a two-staged, stratified design with probability-proportional-to-size (PPS) sampling of PSUs from within strata, and systematic sampling of dwelling units (DUs) from the sampled primary sampling units (PSUs). A self-weighting design at provincial level was used. Stratification was done in two stages: Primary stratification was defined by metropolitan and non-metropolitan geographic area type. During secondary stratification, the Census 2001 data were summarised at PSU level. The following variables were used for secondary stratification: household size, education, occupancy status, gender, industry and income.

Census enumeration areas (EAs) as delineated for Census 2001 formed the basis of the PSUs. The following additional rules were used:

- Where possible, PSU sizes were kept between 100 and 500 dwelling units (DUs);
- EAs with fewer than 25 DUs were excluded;
- EAs with between 26 and 99 DUs were pooled to form larger PSUs and the criteria used was 'same settlement type';
- Virtual splits were applied to large PSUs: 500 to 999 split into two; 1 000 to 1 499 split into three; and 1 500 plus split into four PSUs; and
- Informal PSUs were segmented.

A randomised probability-proportional-to-size (RPPS) systematic sample of PSUs was drawn in each stratum, with the measure of size being the number of households in the PSU. Altogether, approximately 3 080 PSUs were selected. In each selected PSU, a systematic sample of This particular report deals with the data that were collected from January 2014 to March 2015. Given

that a three-month recall period is used, the data of DTS 2015 January to March had to be included to fully construct the October, November and December 2014 datasets. The DTS 2015 was based on the new Master Sample that was developed after Census 2011. The organisation of fieldwork of the DTS 2015 is also different from the DTS 2014, in that the DUs to be visited each month were pre-determined by methodology in order to ensure an even spread of DUs per stratum for each month.

2. Summary of key findings of the Domestic Tourism Survey 2014

Tourism is regarded in the National Development Plan 2030 as one of the most important potential drivers of economic growth and job creation in South Africa. This particular publication focuses on domestic tourism and includes information on day and overnight trips. The DTS 2014 findings reflect a general pattern of decline in domestic tourism over the past two years as associated with economic stagnation and re-prioritisation of consumer spending that has taken place in the country during that time.

Even though the number of day trips decreased from 54,4 million in 2013 to 48 million in 2014 and overnight trips declined from 50,8 million in 2013 to 47,2 million in 2014, actual total expenditure on domestic overnight trips increased from R68,5 billion to R71 billion. Expenditure on day trips also increased from an estimated R35 billion to R38,6 billion. This increase in expenditure on overnight trips has largely been driven by increased spending in the higher living standard measure subgroup (LSM 8–10), as individuals and households from the lower living standard measure groupings were significantly less likely to travel in 2014 than in 2013.

Much of the findings of this report are based on the most recent trips undertaken by South African residents. In 2013 and 2014, Gauteng and Limpopo province were the most popular destinations for day travellers, whereas tourists (those who undertook overnight trips) mostly preferred visiting KwaZulu-Natal and Limpopo. Most of the money spent during the most recent day trips was spent in Gauteng, whereas most overnight expenditure occurred in KwaZulu-Natal.

A visit to friends and relatives was the most popular reason for undertaking overnight trips, as approximately 14 million trips were taken for this reason. For most of these visits, travellers did not make use of paid accommodation, which had an impact on the potential economic and job creation benefits of those trips. Most recent day trips were for shopping purposes.

Most tourists spent up to one week at their destinations on an overnight trip, with an average of six nights. These people were most likely to have stayed with friends and relatives on their trips, having arrived at their destinations in taxis, since almost six out of ten trips were undertaken with taxis as the main mode of transport.



Mr Pali Lehohla
Statistician-General

3. Definitions

Tourist accommodation

Any facility that regularly (or occasionally) provides 'paid' or 'unpaid' overnight accommodation for tourists.

Day trip

A trip outside of the respondent's usual environment, where they leave and return within the same day (i.e. do not stay overnight).

Domestic trip

A trip within the boundaries of South Africa but outside of the respondent's usual environment.

Note: The following categories are excluded from the definition of domestic visitor:

- Persons travelling to another place within the country with the intention of setting up their usual residence in that place.
- Persons who travel to another place within the country and are remunerated from within the place visited.
- Persons who travel regularly or frequently between neighbouring localities as defined by the 'usual environment' rule.

Dwelling unit

Structure or part of a structure or group of structures occupied or meant to be occupied by one or more than one household.

Expenditure

The total consumption expenditure made by a visitor or on behalf of a visitor during his/her trip and stay at a destination.

Household

A group of persons who live together and provide themselves jointly with food and/or other essentials for living, or a single person who lives alone.

Household head

The main decision-maker, or the person who owns or rents the dwelling, or the person who is the main breadwinner.

Acting household head

Any member of the household acting on behalf of the head of the household.

Main purpose of trip

This is the purpose in the absence of which the trip would not have been made.

Most recent person trip

This is the last trip that the household member undertook in the reference period.

Multiple households

Two or more households living in the same dwelling unit.

Overnight trip

A trip outside of the respondent's usual environment where one night or more is spent away from the usual environment.

Place of usual residence

The geographical place where the person resides four nights a week on average.

Reference period

The period of time (day, week, month, or year) for which information is relevant.

Tourism

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourist

A visitor who stays at least one night in the place visited.

Traveller

Any person on a trip between two or more localities in his/her country of residence. Broadly, travellers can include visitors (same-day and overnight) and other travellers such as workers paid in the country visited, migrants, refugees, diplomats and others within the usual environment.

Usual environment

To be outside the 'usual environment' the person should travel more than 40 kilometres from his/her place of residence (one way) AND the place should NOT be visited more than once a week. This includes place of work and place of study. Leisure and recreational trips are included irrespective of frequency.

Visitor

Someone who doesn't stay permanently with and is not a member of the household.

MAIN FINDINGS

4. Number and types of trips

4.1 Total number of day and overnight trips inside South Africa

Table 2a: Total number of day and overnight trips, January–December, 2013 and 2014

Type of trip	Total number of trips (‘000)	
	2013	2014
Day trip in South Africa	54 372	48 007
Overnight trip in South Africa	50 767	47 263

Generally there has been a decrease in the total number of day and overnight trips in the two years being reported on. The number of day trips decreased from 54 million in 2013 to 48 million in 2014. Overnight trips also decreased from approximately 51 million in 2013 to 47 million in 2014.

Table 2b: Total number of day trips taken during the period January–December, 2013 and 2014

Month trip	Day trip			
	2013		2014	
	Number (‘000)	Per cent	Number (‘000)	Per cent
January	5 546	10,2	4 213	8,8
February	4 801	8,8	4 360	9,1
March	4 980	9,2	4 437	9,2
April	4 639	8,5	4 196	8,7
May	4 660	8,6	3 488	7,3
June	4 315	7,9	3 375	7,0
July	4 374	8,0	3 693	7,7
August	4 210	7,7	3 927	8,2
September	3 915	7,2	3 843	8,0
October	3 994	7,3	3 915	8,2
November	3 118	5,7	3 200	6,7
December	5 820	10,7	5 361	11,2
South Africa	54 372	100,0	48 007	100,0

About 5,8 million day trips were taken in December 2013 compared to 5,4 million day trips taken during the same month in 2014. Day trips that were taken in January decreased from 5,5 million in 2013 to 4,2 million in 2014. Day trips in March decreased by approximately five hundred thousand trips. During the month of June 2014, fewer day trips were taken (3,3 million) when compared to June 2013 (4,3 million). September also had a declining trend, with a decrease from 3,9 million day trips in 2013 to 3,8 million in 2014.

Table 2c: Total number of overnight trips taken during the period January–December, 2013 and 2014

Month trip	Overnight trip			
	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
January	5 012	9,9	5 183	11,0
February	2 718	5,4	3 298	7,0
March	4 585	9,0	3 734	7,9
April	4 275	8,4	4 729	10,0
May	3 591	7,1	2 928	6,2
June	4 148	8,2	3 442	7,3
July	3 945	7,8	3 918	8,3
August	3 373	6,6	2 949	6,2
September	4 284	8,4	3 506	7,4
October	3 488	6,9	3 411	7,2
November	3 045	6,0	2 995	6,3
December	8 304	16,4	7 169	15,2
South Africa	50 767	100,0	47 263	100,0

Overnight trips that were taken in December decreased from 8,3 million in 2013 to 7,2 million in 2014. In September, there was a decrease of about seven hundred thousand overnight trips during this period. There was also a significant decrease of overnight trips taken from March 2013 to March 2014 and a significant increase of overnight trips taken from April 2013 to April 2014. This corresponds with the shift in the Easter holidays from March in 2013 to April in 2014. In 2014, the months of May, August and November recorded 2,9 million overnight trips.

Table 3a: Total expenditure on domestic day and overnight trips (R'000), January–December, 2013 and 2014

Total expenditure	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
2013							
Day trips	*	4 546 976	8 771 039	851 063	19 376 511	1 867 966	35 413 555
Overnight trips	9 128 072	10 783 127	22 715 012	1 168 910	21 747 858	2 923 296	68 466 275
Total	9 128 072	15 330 103	31 486 051	2 019 973	41 124 369	4 791 262	103 879 830
2014							
Day trips	*	4 631 998	7 652 151	252 295	24 154 917	1 927 410	38 618 771
Overnight trips	7 453 201	12 997 181	24 329 765	1 370 917	22 238 197	2 722 735	71 111 995
Total	7 453 201	17 629 179	31 981 916	1 623 212	46 393 114	4 650 145	109 730 766

¹ The expenditure shown in this table represents an extrapolation of expenditure reported for the most recent trip. The extrapolation is based on the assumption that expenditure on the most recent trip is representative of trip expenditure during the preceding three months

Table 3a shows that there was an increase in the total spent on domestic tourism from 2013 to 2014. In total, R104 billion was spent on domestic trips in 2013 compared to the R109 billion spent in 2014. The amount of money that was spent on day trips increased from R35 billion in 2013 to

R39 billion in 2014. Total spending on overnight trips increased by about R5 billion from 2013 to 2014.

An increase has been witnessed for all categories of expenses in both overnight trips and day trips in the two periods. The only exception is money spent on domestic transport, and recreation and culture during daytrips. Expenditure on these declined by R1 billion and R599 million respectively.

In both 2013 (R19 billion) and 2014 (R24 billion), the biggest amount of money spent during day trips was on shopping. Two-thirds of the total spent during overnight trips in both 2013 and 2014 were spent on domestic transport (R22 billion and R24 billion respectively). South Africans spent the least on recreation and culture for both overnight and day trips in 2013 and 2014.

Table 3b: Total expenditure on domestic day trips (R'000) by month, January–December, 2013 and 2014

Month	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
2013							
January	-	437 574	877 432	59 841	1 332 765	163 761	2 871 373
February	-	349 067	754 792	24 858	1 164 145	143 746	2 436 609
March	-	419 930	702 112	35 623	1 555 141	154 234	2 867 041
April	-	534 736	795 707	443 669	1 760 387	183 653	3 718 152
May	-	387 358	741 002	32 821	1 641 687	204 844	3 007 711
June	-	329 255	769 793	38 072	1 683 696	252 193	3 073 010
July	-	324 273	808 011	41 229	1 779 992	154 985	3 108 490
August	-	326 072	771 552	45 722	1 655 273	138 190	2 936 809
September	-	309 750	556 398	33 567	1 489 357	87 377	2 476 449
October	-	323 720	595 029	38 952	1 288 839	139 052	2 385 592
November	-	270 660	526 757	18 455	1 461 645	94 126	2 371 644
December	-	534 579	872 453	38 256	2 563 584	151 804	4 160 675
Total day trip spending	-	4 546 976	8 771 039	851 063	19 376 511	1 867 966	35 413 555
2014							
January	-	465 229	690 961	27 330	1 705 422	126 704	3 015 645
February	-	418 261	758 244	21 618	1 572 635	112 507	2 883 264
March	-	401 303	751 106	25 480	1 288 138	98 613	2 564 640
April	-	318 138	667 426	27 994	1 703 841	104 004	2 821 402
May	-	312 173	558 569	20 549	1 149 023	114 257	2 154 570
June	-	357 046	646 874	18 862	1 197 138	299 736	2 519 656
July	-	329 974	736 004	11 349	1 329 229	216 047	2 622 603
August	-	370 528	681 339	19 802	1 318 229	181 129	2 571 028
September	-	413 400	497 160	19 041	1 358 735	186 390	2 474 727
October	-	344 567	520 780	16 613	3 659 398	176 028	4 717 387
November	-	311 437	429 385	8 664	4 188 470	131 894	5 069 850
December	-	589 943	714 303	34 992	3 684 659	180 102	5 203 999
Total day trip spending	-	4 631 998	7 652 151	252 295	24 154 917	1 927 410	38 618 771

¹ The expenditure shown in this table represents an extrapolation of expenditure reported for the most recent trip. The extrapolation is based on the assumption that expenditure on the most recent trip is representative of trips expenditure during the preceding three months

As noted in the previous table, there has been a general increase in expenditure on domestic day trips from R35 billion in 2013 to R39 billion in 2014. Table 3b indicates that largest amount of money was spent during day trips in the month of December (R4,2 billion in 2013 and R5,2 billion in 2014). In 2013, the least money was spent in February, October and November (R2,4 billion)

and in 2014, the least amount (R2,2 billion) was spent in May. Money spent on shopping was the highest in December for both years.

Table 3c: Total expenditure on domestic overnight trips (R'000), January–December, 2013 and 2014

Month	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
2013							
January	1 033 998	1 479 477	2 403 810	178 679	3 223 486	143 537	8 462 988
February	341 219	497 674	1 010 778	36 428	936 115	81 322	2 903 537
March	872 320	965 403	1 787 197	132 098	1 621 721	177 198	5 555 938
April	445 460	795 392	1 960 785	104 442	1 483 474	161 697	4 951 251
May	829 101	821 356	1 636 791	47 064	1 380 191	149 713	4 864 217
June	775 257	816 690	1 532 508	118 915	1 453 659	183 651	4 880 680
July	869 001	753 856	1 579 795	79 180	1 548 667	113 309	4 943 809
August	758 657	693 974	1 537 419	51 383	1 212 154	313 807	4 567 393
September	615 932	745 546	1 751 474	64 415	1 367 726	174 630	4 719 723
October	437 354	635 544	1 672 538	48 644	1 083 547	567 494	4 445 120
November	445 014	660 768	1 367 062	32 569	1 275 685	160 335	3 941 433
December	1 704 759	1 917 448	4 474 855	275 092	5 161 431	696 600	14 230 185
Total overnight trip spending	9 128 072	10 783 127	22 715 012	1 168 910	21 747 858	2 923 296	68 466 275
2014							
January	807 112	1 218 228	2 653 544	159 537	2 978 229	450 674	8 267 324
February	617 052	887 866	1 622 574	74 066	1 481 271	550 109	5 232 938
March	675 493	981 937	1 687 318	77 015	1 610 556	159 236	5 191 555
April	845 905	1 102 065	1 981 454	159 245	1 967 600	180 926	6 237 194
May	437 589	627 388	1 546 139	133 750	1 413 500	98 076	4 256 443
June	397 016	664 961	1 411 216	140 613	1 474 460	205 082	4 293 348
July	518 348	1 676 465	1 754 059	42 695	1 400 032	170 214	5 561 812
August	393 375	601 400	1 134 293	45 382	1 134 198	147 542	3 456 190
September	547 385	1 641 564	1 718 949	66 105	1 293 761	81 405	5 349 169
October	528 802	879 655	2 624 310	73 936	1 289 832	185 007	5 581 542
November	455 709	518 914	2 705 874	57 172	1 212 482	143 690	5 093 841
December	1 229 414	2 196 738	3 490 036	341 400	4 982 277	350 774	12 590 640
Total overnight trip spending	7 453 201	12 997 181	24 329 765	1 370 917	22 238 197	2 722 735	71 111 995

¹Other includes categories of expenditure that were not included in the categories.

* The expenditure shown in this table represents an extrapolation of expenditure reported for the most recent trip. The extrapolation is based on the assumption that expenditure on the most recent trip is representative of trips expenditure during the preceding three months

There has also been a general increase in overnight expenditure between 2013 and 2014. More money was spent in December and January for both 2013 and 2014. February reflected the lowest expenditure on overnight trips in 2013 (R2,9 billion) whereas in 2014, August recorded the lowest with R3,4 billion. In total, much of the spending on overnight trips in both 2013 and 2014 was for shopping and domestic transport.

In 2013, more money was spent on accommodation during the month of December (R1,7 billion) compared to the R1,2 billion spent during the same month in 2014. For both reporting periods, December and January had the highest amount of money spent on shopping. The same trend was

evident for the domestic transport expense category in 2013. However, in 2014, more money was spent in December and November, rather than in January.

Figure 1a: Percentage of total day trips by province of destination, January–December, 2014

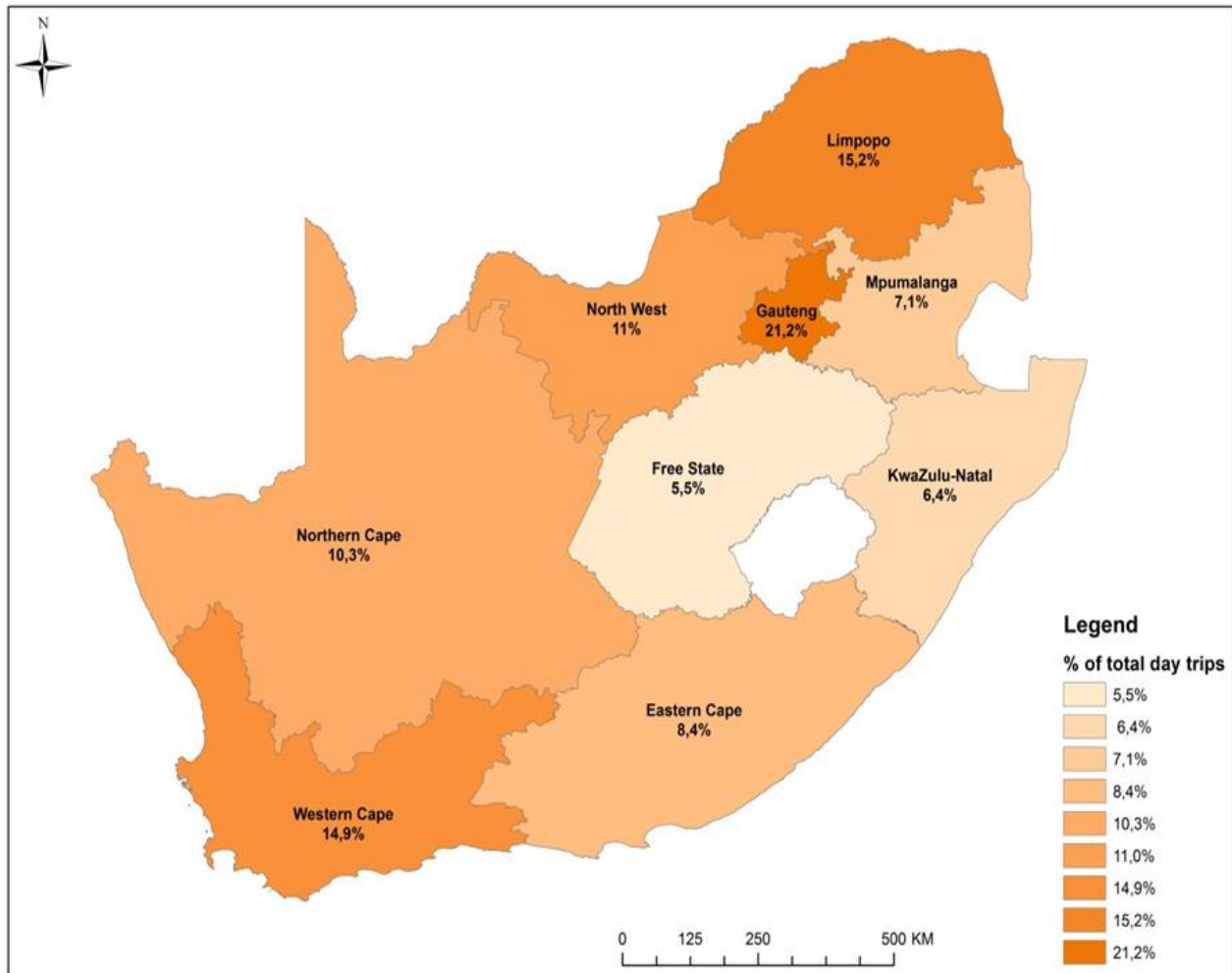


Figure 1a above demonstrates the proportions of day trips undertaken to particular provinces of destination. Slightly more than one-fifth of total day trips undertaken during the period January to December 2014 were trips to Gauteng and nearly 15% of trips were to Limpopo and Western Cape respectively. A larger percentage of trips were undertaken to Northern Cape (10,3%) compared to those undertaken to Eastern Cape (8,4%), Mpumalanga (7,1%) and KwaZulu-Natal (6,4%). Free State was the least visited province in the country with respect to day trips, as only 5,5% of the total day trips had this province as their destination.

Figure 1b: Percentage of total overnight trips by province of destination, January–December, 2014

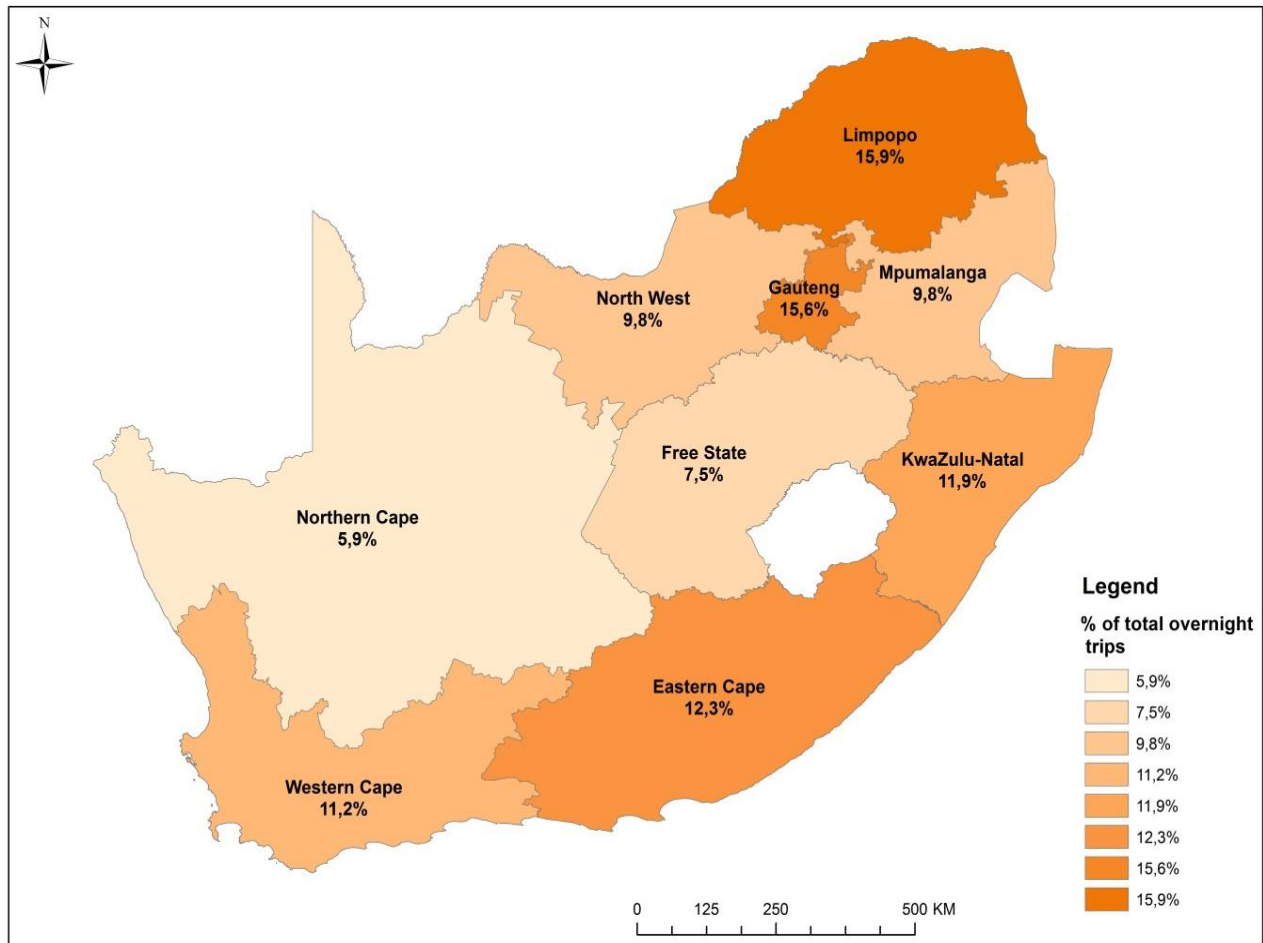


Figure 1b represents the percentage of total overnight trips undertaken to the different provinces in the country. Between January and December 2014, Limpopo and Gauteng were the destinations of choice for most domestic tourists, with roughly 16% of all trips destined to each province. They were followed by Eastern Cape and KwaZulu-Natal, with about 12% of trips each. Northern Cape was the least visited province on overnight trips (5,9%).

Table 4a: Number of most recent person day and overnight trips, January–December, 2013 and 2014

Type of trip	Number of most recent person trips (’000)	
	2013	2014
Day trip in South Africa	19 999	18 116
Overnight trip in South Africa	29 690	27 688

Table 4a contains information on two kinds of trips that people undertook, i.e. day trips and overnight trips inside South Africa. It summarises the total number of most recent person trips taken during the 12-month period (January–December 2013 and January–December 2014). The number of most recent person day trips decreased from 20 million in 2013 to 18 million in 2014. The number of most recent person overnight trips also declined from 30 million in 2013 to 28 million in 2014.

Table 4b: Most recent person day trips, January–December, 2013 and 2014

Month	Number of most recent person day trips			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
January	1 776	8,9	1 427	7,9
February	1 341	6,7	1 563	8,6
March	1 541	7,7	1 482	8,2
April	1 781	8,9	1 630	9,0
May	1 754	8,8	1 453	8,0
June	1 535	7,7	1 223	6,7
July	1 688	8,4	1 350	7,5
August	1 544	7,7	1 445	8,0
September	1 921	9,6	1 428	7,9
October	1 893	9,5	1 713	9,5
November	1 077	5,4	1 057	5,8
December	2 147	10,7	2 346	12,9
Total	19 999	100,0	18 116	100,0

Table 4b shows a decrease in the number of most recent day trips in all the months in the two years being reported on, except for February and December. The number of most recent day trips increased from 1,3 million in February 2013 to 1,6 million in February 2014 and from 2,1 million in December 2013 to 2,3 million in December 2014.

December recorded the highest number of most recent day trips in both 2013 and 2014, with 2,1 million and 2,3 million respectively. The least number of day trips were undertaken in November for both 2013 and 2014, with about 1 million day trips undertaken in each year.

Table 4c: Most recent overnight trips, January–December, 2013 and 2014

Month	Most recent person overnight trips			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
January	3 633	12,2	3 411	12,3
February	1 385	4,7	1 680	6,1
March	2 470	8,3	2 180	7,9
April	2 925	9,9	3 380	12,2
May	1 967	6,6	1 424	5,1
June	2 360	7,9	1 742	6,3
July	2 557	8,6	2 434	8,8
August	1 941	6,5	1 639	5,9
September	3 111	10,5	2 304	8,3
October	2 107	7,1	1 994	7,2
November	1 249	4,2	1 539	5,6
December	3 986	13,4	3 960	14,3
Total	29 690	100,0	27 688	100,0

Table 4c shows that, although in total there was a decline in the number of most recent overnight trips, there was a significant increase in April from 2,9 million in 2013 to 3,3 million in 2014. December remains the month with the highest number of recent overnight trips, followed by January in both 2013 and 2014. In 2013, November (1,2 million) had the least number of most recent overnight trips. Similarly, in May 2014, tourists were least likely to undertake trips (1,4 million).

Table 5: Length of stay for the most recent person overnight trip, January–December, 2013 and 2014

Number of nights	Number of most recent person overnight trips			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
1 night	4 535	15,3	4 033	14,6
2–4 nights	15 738	53,1	14 235	51,7
5 or more nights	9 358	31,6	9 269	33,7
Subtotal	29 631	100,0	27 536	100,0
Unspecified nights*	59	0,2	152	0,5
Total	29 690	-	27 688	-

*The percentage of unspecified observations was calculated using the total as denominator. For all other percentages the subtotal was used as the denominator

Table 5 shows that for the reference period, most tourists spent two or more nights away from their usual environment or home. About eight in every ten trips (84,7%) taken in 2013 lasted two nights or longer. A similar proportion (85,4%) of overnight trips lasted two nights or longer in 2014. There was a slight decrease in overnight trips that lasted two to four nights from 53,1% in 2013 to 51,7% in 2014. A higher percentage (33,7%) of overnight trips taken in 2014 lasted 5 or more nights when compared to 31,6% in 2013.

Table 6: Most recent trips taken by the respondent and other household members, January–December, 2014

Trips undertaken by household members	Day trips		Overnight trips	
	Number ('000)	Per cent	Number ('000)	Per cent
Trips by the respondent	8 423	46,5	12 185	44,0
Trips by other members of household	9 694	53,5	15 503	56,0
Total number of trips	18 116	100,0	27 688	100,0

Table 6 shows the most recent number of trips taken by household members during the reference period. Of the total number of day trips undertaken, more trips were taken by members of the household without the respondent (9,7 million). A similar pattern can be seen in the overnight trips, with more overnight trips being taken by household members who were not in the company of the respondent (15,5 million) than those taken by the respondent (12,2 million).

Figure 2a: Percentage distribution of province of origin, by province of destination for total day trips, January–December, 2014

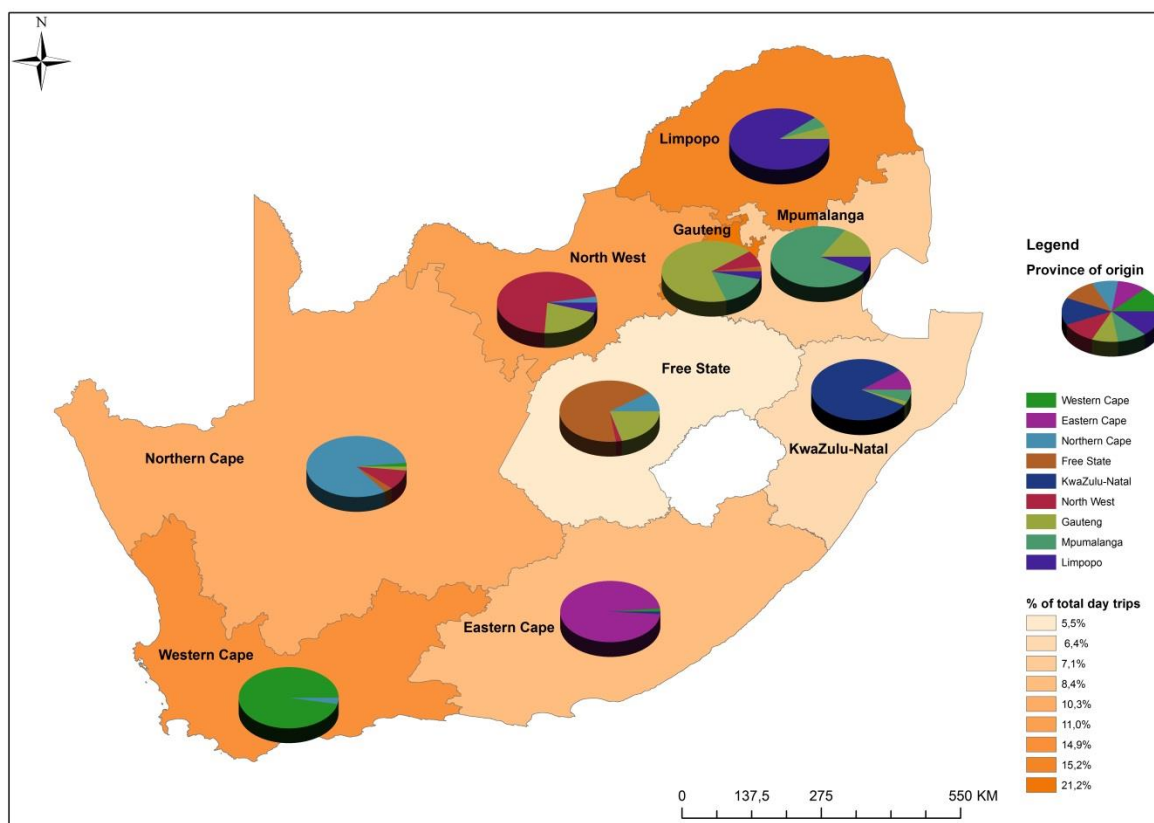


Figure 2a shows the proportion of day trips taken from an origin, as well as destination perspective. It is clear that most day trips undertaken nationally were within the province of origin. It is also indicated that a significant percentage of day trips were taken from Gauteng to North West and from Gauteng to Mpumalanga.

Figure 2b: Percentage distribution of province of origin, by province of destination for total overnight trips, January–December, 2014

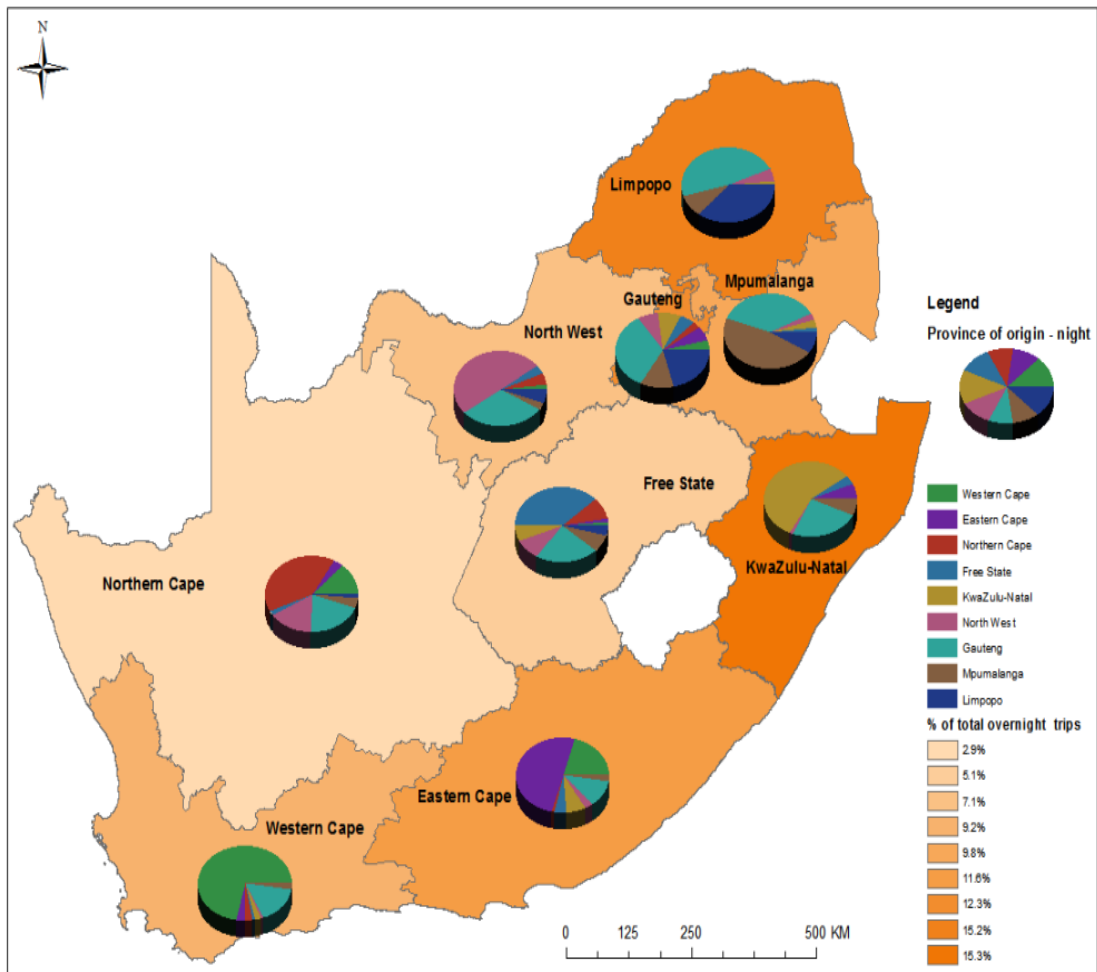


Figure 2b shows that the highest percentage of trips took place within provinces of origin, although Gauteng had a substantial proportion of overnight trips destined for Limpopo and Mpumalanga respectively. Overnight trips to Western Cape were mostly made by tourists from that province

4.2 Analysis of tourism patterns by province of destination

Table 7a: Province of destination by most recent day trips, January–December, 2013 and 2014

Destination	Day trip			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
Western Cape	2 421	12,1	2 183	12,1
Eastern Cape	1 679	8,4	1 629	9,0
Northern Cape	690	3,5	671	3,7
Free State	951	4,8	886	4,9
KwaZulu-Natal	2 161	10,8	1 766	9,7
North West	1 657	8,3	1 510	8,3
Gauteng	4 854	24,3	4 704	26,0
Mpumalanga	2 080	10,4	1 450	8,0
Limpopo	3 003	15,0	2 806	15,5
Unspecified	503	2,5	511	2,8
Total	19 999	100,0	18 116	100,0

The results presented in Table 7a focus on the number of domestic trips undertaken by day travellers and the province of destination during the reference period (January–December 2013 and January–December 2014). The main destination for day trips in 2013 was Gauteng (24,3%), followed by Limpopo (15,0%), Western Cape (12,1%) and KwaZulu-Natal (10,8%). The results further indicate that in 2014, the same provinces were also the main destinations visited: Gauteng (26,0%), Limpopo (15,5%), Western Cape (12,1%) and KwaZulu-Natal (9,7%). Northern Cape was the least visited province, with 3,5% of day trip travellers in 2013 and 3,7% in 2014.

Table 7b: Province of destination by most recent overnight trips, January–December, 2013 and 2014

Destination	Overnight trip			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
Western Cape	2 729	9,2	2 789	10,1
Eastern Cape	3 443	11,6	3 077	11,1
Northern Cape	869	2,9	795	2,9
Free State	1 522	5,1	1 576	5,7
KwaZulu-Natal	4 555	15,3	4 060	14,7
North West	2 106	7,1	1 993	7,2
Gauteng	3 637	12,3	3 430	12,4
Mpumalanga	2 907	9,8	2 673	9,7
Limpopo	4 498	15,1	4 219	15,2
Unspecified	3 423	11,5	3 076	11,1
Total	29 690	100,0	27 688	100,0

Table 7b shows that in 2013, KwaZulu-Natal was the most visited destination for overnight trips (4,5 million), and in 2014, Limpopo recorded the highest number of overnight trips (4,2 million). In 2013, 15,3% of tourists visited KwaZulu-Natal as compared to 14,7% in 2014. Almost the same percentage of overnight trips were undertaken to Gauteng in both 2013 (12,3%) and 2014 (12,4%). Approximately nine per cent (9,2%) of overnight trips were made to Western Cape in 2013, which figure increased to 10,1% in 2014. Northern Cape was the destination that recorded the least number of overnight trips in both 2013 and 2014 (2,9% for both years).

Figure 3a: Percentage distribution of main purpose of most recent day trips by province of destination, January–December, 2014

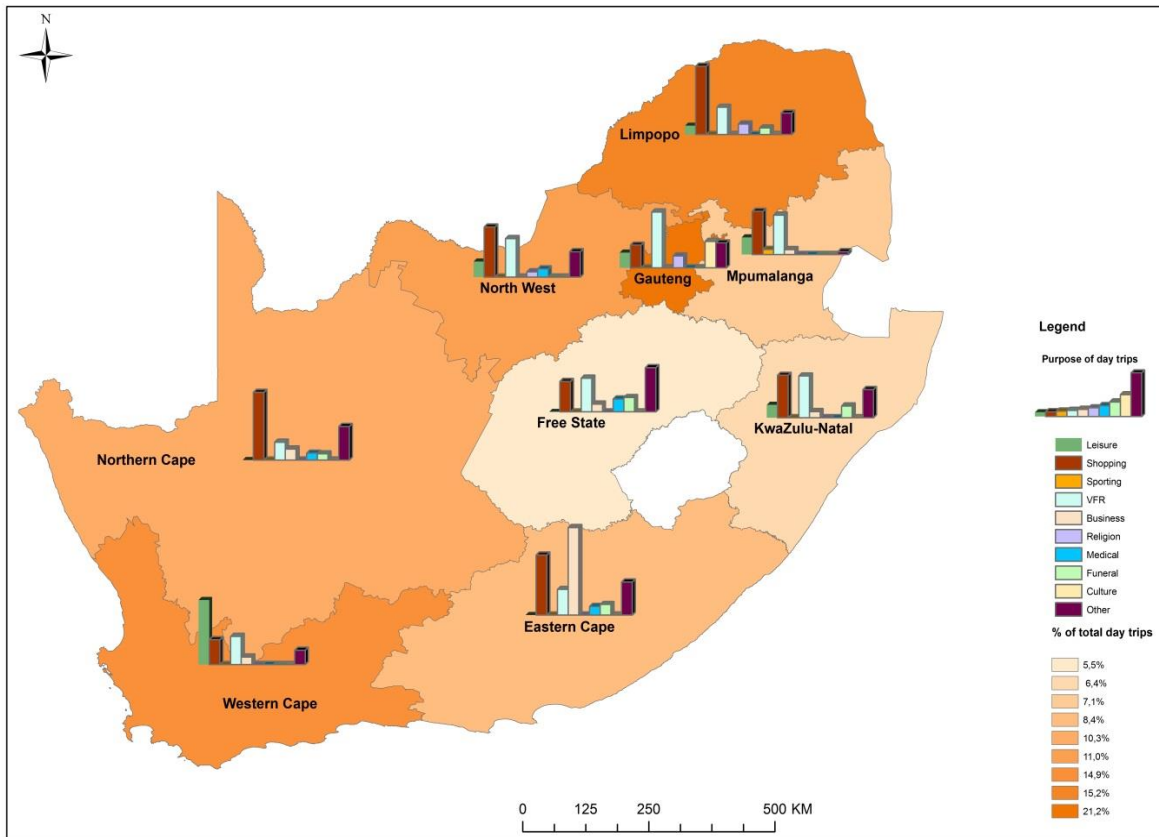


Figure 3a reflects the main purpose for which day travellers undertook trips to particular provinces. Shopping was the main reason people travelled to provinces such as Eastern Cape, Northern Cape, Free State, North West, Mpumalanga and Limpopo. However, travellers primarily visited Gauteng and KwaZulu-Natal provinces to visit friends and relatives. The only province in which leisure was the most stated reason for travel was Western Cape (also see Table 9 in this report).

Figure 3b: Percentage distribution of main purpose of the trip by province of destination for most recent overnight trips, January–December, 2014

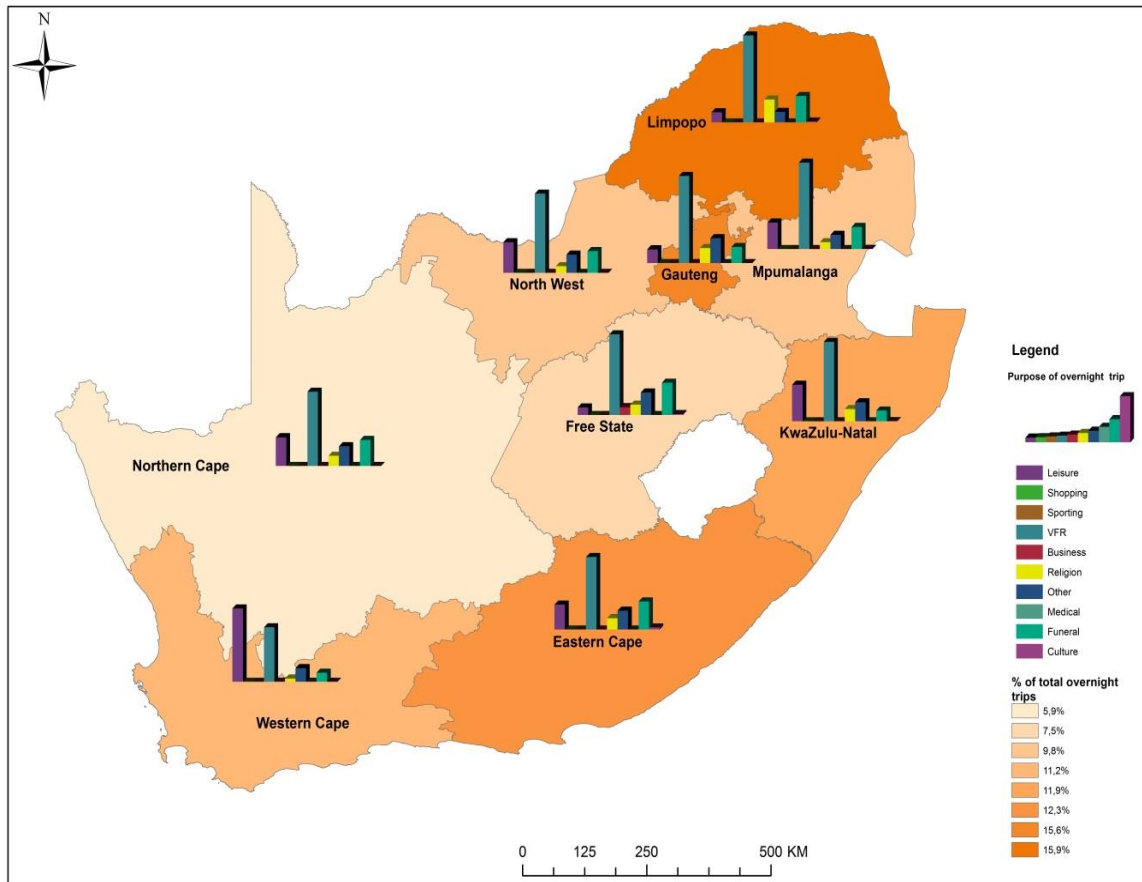


Figure 3b above shows the main reasons why tourists visited particular provinces. In all provinces except Western Cape, the main purpose of taking overnight trips was to visit friends and relatives. Tourists travelled to Western Cape for leisure purposes, but visiting friends and relatives was the second most commonly stated purpose to visit this province. Undertaking travel for religious purposes was most prevalent in Limpopo, with tourists to that province having given that reason as the third most likely motive for visiting that province (also see Table 10 in this report).

Table 8a: Percentage distribution of province of destination by main mode of transport on most recent person day trips, January–December, 2013 and 2014

Main destination	Air		Bus		Car		Taxi	
	2013	2014	2013	2014	2013	2014	2013	2014
Western Cape	12,3	*	5,1	5,9	18,1	18,4	2,0	1,4
Eastern Cape	60,0	*	6,1	7,0	5,6	5,8	13,1	15,2
Northern Cape	*	*	1,2	3,5	4,1	3,8	2,3	3,0
Free State	*	*	6,3	6,0	4,6	5,3	4,8	3,2
KwaZulu-Natal	*	*	7,7	5,4	10,3	8,5	12,7	11,2
North West	*	*	5,5	8,4	8,6	7,6	8,0	10,7
Gauteng	*	47,6	25,9	24,2	25,5	30,6	22,2	18,4
Mpumalanga	*	*	11,9	9,1	10,2	7,6	10,6	8,2
Limpopo	-	*	29,0	28,1	11,2	9,6	21,0	26,0
Unspecified	-	-	1,4	2,5	2,0	2,7	3,4	2,8
South Africa	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

Table 8a shows that in both 2013 and 2014, buses were mostly used to travel to Limpopo (29,0% in 2013 and 28,1% in 2014). In 2014, 30,6% of day trips to Gauteng were undertaken by car. In both 2013 and 2014, a large number of day trips to Gauteng (22,2% and 18,4%) and to Limpopo (21,0% and 26,0%) were undertaken by taxi. Very few individuals travelled using aircraft for day trips. In 2013, most of these day travellers travelled to Eastern Cape (60,0%) and in 2014, almost half of day travellers who used aircraft travelled to Gauteng (47,6%). Day travellers who used buses as a mode of transport to Gauteng accounted for 25,9% in 2013 and 24,2% in 2014, constituting a decrease of 1,7%. There was an increase in the number of people who undertook day trips by bus to travel to Northern Cape (from 1,2% in 2013 to 3,5% in 2014), Western Cape (from 5,1% in 2013 to 5,9% in 2014), North West (from 5,5% in 2013 to 8,4% in 2014) and Eastern Cape (from 6,1% in 2013 to 7,0% in 2014).

Table 8b: Percentage distribution of province of destination by main mode of transport on most recent person overnight trips, January–December, 2013 and 2014

Main destination	Air		Bus		Car		Taxi	
	2013	2014	2013	2014	2013	2014	2013	2014
Western Cape	36,6	39,4	5,6	6,7	14,7	15,1	1,3	1,6
Eastern Cape	11,7	6,0	16,8	17,4	8,9	8,5	13,9	13,4
Northern Cape	*	*	2,1	1,9	4,0	3,8	1,7	1,7
Free State	*	*	3,2	3,3	5,8	6,7	5,2	5,3
KwaZulu-Natal	12,4	20,8	12,1	9,4	14,3	13,1	18,8	18,2
North West	*	*	3,1	3,1	7,4	8,0	8,1	7,6
Gauteng	17,2	18,4	17,0	15,3	10,6	11,8	13,0	13,1
Mpumalanga	*	2,8	5,6	5,8	9,8	9,4	9,6	11,1
Limpopo	1,0	*	26,4	30,4	15,0	13,7	17,8	18,4
Unspecified	18,5	9,4	8,1	6,7	9,6	9,9	10,6	9,6
South Africa	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

As per Table 8b, most of the tourists who used aircraft travelled to Western Cape (36,6% in 2013 and 39,4% in 2014), followed by Gauteng (17,2% in 2013 and 18,4% in 2014) and KwaZulu-Natal

(12,4% in 2013 and 20,8% in 2014). Cars, buses and taxis were mostly used to travel to Limpopo, KwaZulu-Natal, Western Cape and Gauteng. Those using buses for overnight trips to Limpopo increased from 26,4% in 2013 to 30,4% in 2014. The percentage of overnight trips to North West using buses remained the same in 2013 and 2014 (3,1%). The same pattern was evident for overnight trips taken to Northern Cape (1,7%) using taxis as a mode of transport.

Table 9: Province of destination by main purpose of most recent day trips, January–December, 2014

Province of destination	Main purpose ('000)								Total
	Leisure	Shopping	Sporting	VFR	Business	Religion	Other	Unspecified	
Day trips									
Western Cape	982	377	50	428	113	48	184	-	2 183
Eastern Cape	64	683	49	291	61	73	408	*	1 629
Northern Cape	52	317	11	83	52	35	119	*	671
Free State	111	188	20	208	48	19	293	-	886
KwaZulu-Natal	159	523	16	513	76	45	430	*	1 766
North West	165	527	15	406	38	56	302	*	1 510
Gauteng	497	745	47	1 832	244	392	928	19	4 704
Mpumalanga	173	437	51	398	49	79	236	27	1 450
Limpopo	173	1 335	33	532	72	208	445	9	2 806
Unspecified	68	89	7	119	29	27	129	44	511
South Africa	2 444	5 221	300	4 808	781	981	3 475	105	18 116

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks
 'Other' includes funeral, medical, educational trips, etc.

Table 9 shows the main reasons why day travellers visited particular provinces. Gauteng (4,7 million) was the most visited province, followed by Limpopo (2,8 million). Northern Cape (0,7 million) was the least likely to be visited. Day travellers travelled mainly for the purpose of shopping (5,2 million) and for visiting friends and relatives (VFR) (4,8 million).

Shopping was the main reason why people travelled to provinces such as Limpopo (1,3 million) and Gauteng (0,7 million). Most travellers visited Gauteng (1,8 million) to visit friends and relatives. Day travellers visited Western Cape for leisure purposes (1 million), followed by visiting friends and relatives (0,4 million). Undertaking travel for religious purposes was most prevalent in Gauteng and Limpopo.

Table 10: Province of destination by main purpose of most recent overnight trips, January–December, 2014

Province of Destination	Main purpose ('000)								
	Leisure	Shopping	Sporting	VFR	Business	Religion	Other	Unspecified	Total
Overnight trips									
Western Cape	1 289	*	53	967	71	57	343	11	2 797
Eastern Cape	495	45	23	1 442	55	227	851	*	3 140
Northern Cape	143	*	11	374	21	51	196	-	799
Free State	106	3	20	822	35	102	515	10	1 613
KwaZulu-Natal	948	23	33	2 051	122	313	599	8	4 096
North West	387	*	30	999	12	83	457	20	1 996
Gauteng	299	71	52	1 923	165	331	617	33	3 491
Mpumalanga	435	*	*	1 421	62	112	506	69	2 608
Limpopo	288	6	*	2 465	42	650	1 019	11	4 494
Unspecified	656	41	32	1 248	80	122	380	95	2 654
South Africa	5 046	206	270	13 710	664	2 050	5 483	261	27 688

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks
 'Other' includes funeral, medical, educational trips, etc.

Table 10 depicts the main reasons why tourists visited particular provinces. Tourists cited visiting friends and relatives (13,7 million) and leisure (5 million) as their main reasons for travelling.

In all provinces except Western Cape, the main purpose of taking overnight trips was to visit friends and relatives. Tourists mostly travelled to Western Cape for leisure purposes, but visiting friends and relatives was the second most commonly stated purpose for visiting this province. Overnight trips for religious purposes were mostly taken to Limpopo.

Table 11: Province of destination for most recent overnight trips by principal type of accommodation utilised, January–December, 2014

Province of destination	Accommodation ('000)												Total
	Hotel	Guest house/ guest farm	Bed and breakfast	Lodge	Hostel/ backpackers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other ¹	Unspecified	
Western Cape	174	168	76	79	32	423	1 441	172	117	41	77	*	2 797
Eastern Cape	108	67	39	41	6	80	2 527	108	33	15	107	*	3 140
Northern Cape	5	25	8	33	6	29	613	7	17	24	31	-	799
Free State	19	47	10	44	3	19	1 366	25	5	10	66	-	1 613
KwaZulu-Natal	442	33	135	132	30	171	2 698	129	91	10	216	*	4 096
North West	171	63	43	27	16	77	1 454	31	55	17	41	-	1 996
Gauteng	148	56	75	28	21	51	2 706	32	129	11	233	-	3 491
Mpumalanga	21	37	26	127	*	89	2 063	64	35	32	113	*	2 608
Limpopo	23	78	14	49	*	137	3 433	42	177	48	480	*	4 494
Unspecified	181	30	23	24	*	220	1 783	97	57	25	222	-	2 654
South Africa	1 292	605	450	584	122	1 296	20 083	707	716	233	1 586	26	27 688

¹ 'Other' includes other types of accommodation not included in the categories.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

Table 11 depicts the main destination of overnight trips, by the principal type of accommodation, between January and December 2014. The most popular form of accommodation for tourists was staying with friends and relatives. This is evidenced by the 20,1 million tourists who preferred to stay with friends or relatives during their trips. Of these, 3,4 million stayed in Limpopo, followed by Gauteng and KwaZulu-Natal (2,7 million each) and Eastern Cape (2,5 million). Self-catering establishments were the second most common form of accommodation used by tourists, followed by hotels.

The number of tourists who stayed in hotels was the highest in KwaZulu-Natal (442 000), Western Cape (174 000), North West (171 000), Gauteng (148 000) and Eastern Cape (108 000). Campsites were predominantly used by tourists that visited Limpopo, while lodges were used by those who visited KwaZulu-Natal and Mpumalanga.

Figure 4a: Percentage of average spend per expenditure category for most recent day trips by province of destination, January–December, 2014

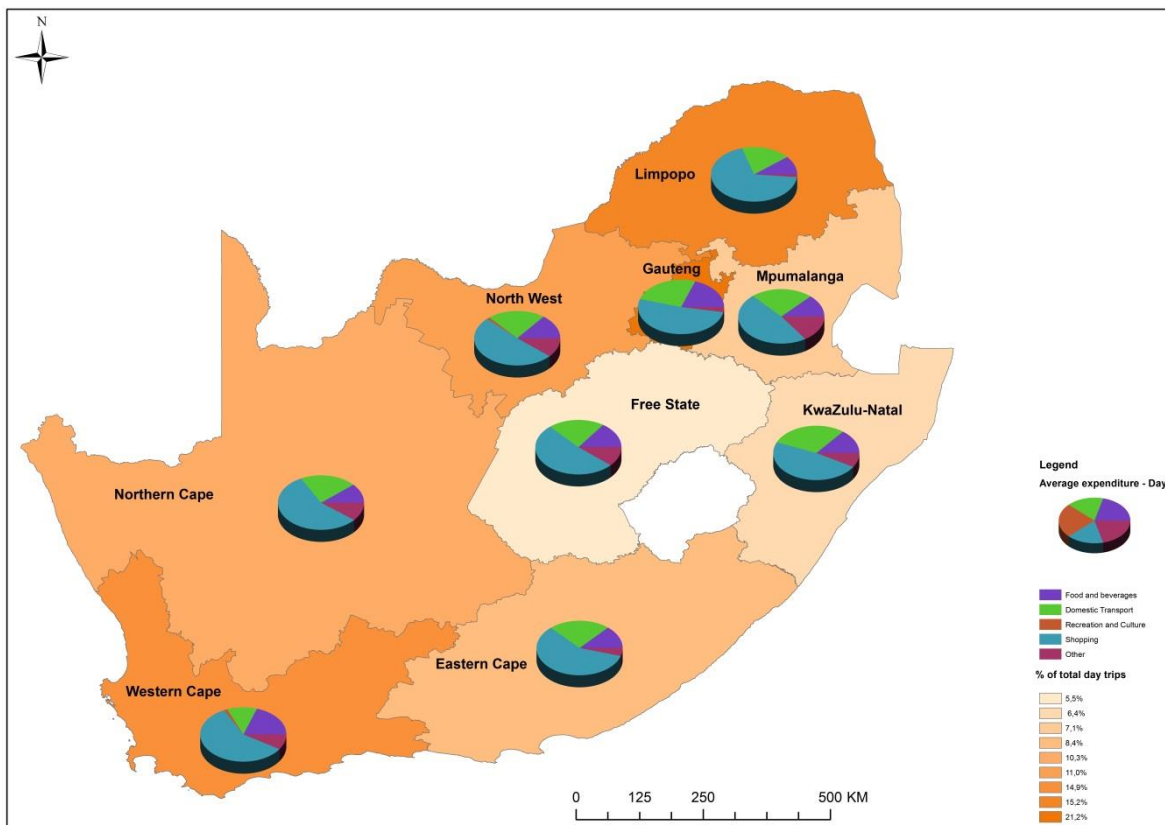
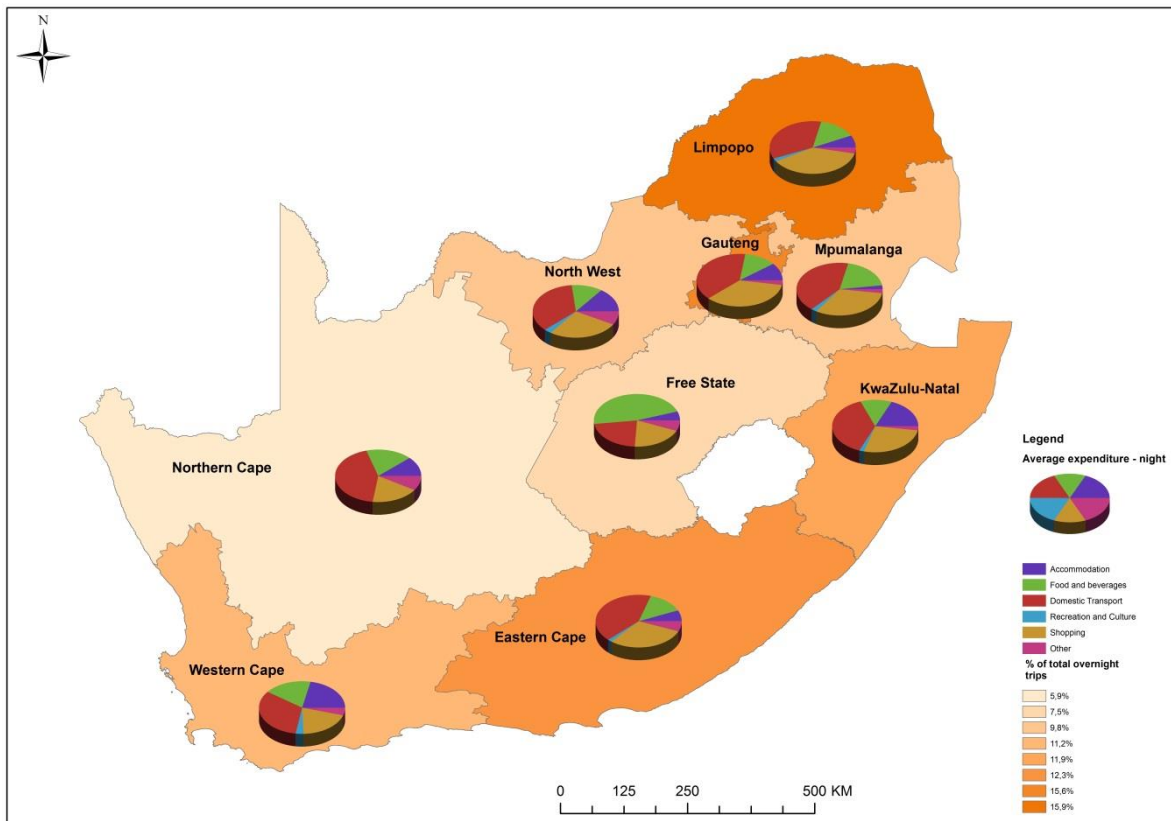


Figure 4a indicates average expenditure incurred by day travellers in specific provinces. On average, day travellers spent most of their money on shopping, followed by domestic transport. Food and beverages was a category that received the third highest spend ranking by day travellers. The least expenditure was incurred for recreation and culture.

Figure 4b: Percentage of average spend per expenditure category for most recent overnight trips, by province of destination, January–December, 2014



As shown by Figure 4b, on average, most tourists spent more money on domestic transport, and on food and beverages than on other types of expenditure items. In Western Cape and KwaZulu-Natal, a relatively higher proportion of money was spent on accommodation when compared to other provinces. In provinces such as Eastern Cape, Gauteng, and Mpumalanga, spending on shopping was more prevalent than in other provinces.

Table 12: Province of destination by length of stay on most recent overnight trips, January–December, 2014

Province of destination	Length of stay (%)			Total	Paid bed nights	Quartiles of number of nights stayed			
	Up to 1 week	1–2 weeks	> 2 weeks			Lower quartile	Median	Average	Upper quartile
Western Cape	83,0	10,4	6,6	100,0	5 453	2	3	5	6
Eastern Cape	69,3	9,2	21,5	100,0	1 293	2	4	8	11
Northern Cape	83,0	8,7	8,3	100,0	466	2	3	5	6
Free State	86,0	8,4	5,7	100,0	538	2	2	4	4
KwaZulu-Natal	72,9	15,6	11,4	100,0	5 453	2	3	6	8
North West	82,8	8,7	8,5	100,0	1 720	2	2	5	4
Gauteng	84,6	7,5	7,9	100,0	1 115	2	2	5	5
Mpumalanga	87,2	7,3	5,5	100,0	1 409	2	2	4	4
Limpopo	86,5	7,2	6,3	100,0	1 100	2	3	5	5
South Africa	81,1	9,5	9,4	100,0	18 547	2	3	6	6

Length of stay

The majority of tourists that undertook overnight trips between the period January to December 2014 stayed up to one week at their destination (81,1%). This was followed by those who stayed between one and two weeks during their trip (9,5%). Almost 90% of tourists who went to Mpumalanga (87,2%) stayed for up to one week. Tourists travelling to the Eastern Cape (69,3%) were the least likely to stay up to one week; however, a substantial portion stayed for longer than two weeks (21,5%).

Paid bed nights

About 18,5 million paid bed nights were spent on overnight trips during the reference period. Of this total, 5,4 million (29,4%) were spent in the Western Cape and KwaZulu-Natal respectively. The Northern Cape had the lowest number of paid bed nights (466 000).

Quartiles of number of nights stayed

On average, South African residents stayed for approximately six nights at their destination while on overnight trips during January and December 2014. The bottom 25% of tourists stayed for roughly two nights; the median number of nights stayed was three nights and the top quarter of domestic tourists stayed for six nights. The Eastern Cape had the highest number of average nights spent in a province (eight nights), and also had the highest number of nights stayed by tourists in the upper quartile (eleven nights).

4.3 Analysis by main purpose of the trip

Table 13a: Main purpose of most recent day trips by type of trip, January–December, 2013 and 2014

Main purpose	Day trips			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
Leisure	3 379	16,9	2 444	13,5
Shopping	4 983	24,9	5 221	28,8
Sporting	380	1,9	300	1,7
VFR	5 116	25,6	4 808	26,5
Business	956	4,8	781	4,3
Religion	845	4,2	981	5,4
Cultural occasion*	-	-	53	0,3
Other	4 201	21,0	3 422	18,9
Unspecified	139	0,7	105	0,6
Total	19 999	100,0	18 116	100,0

* 'Cultural occasion' was not listed as an option in 2013

'Other' includes funeral, medical, education, etc.

Table 13a summarises day trips by the main purpose for which the trip was taken. Of the total day trips undertaken, the main purposes in 2013 were visiting friends and relatives, and shopping (25,6% and 24,9% respectively). In 2014, shopping was the most common reason for taking day trips (28,8%), followed by VFR (26,5%). The proportion of day trips undertaken for religious purposes grew from 4,2% in 2013 to 5,4% in 2014.

Day trips undertaken for other purposes constituted 21,0% and 18,9% for 2013 and 2014 respectively, making it the third most common reason for travelling in this category. The least common reason for undertaking day trips was sporting events in both years.

Table 13b: Main purpose of most recent overnight trips by type of trip, January–December, 2013 and 2014

Main purpose	Overnight trips			
	Number ('000)	Per cent	Number ('000)	Per cent
	2013		2014	
Leisure	5 621	18,9	5 046	18,2
Shopping	205	0,7	206	0,7
Sporting	221	0,7	270	1,0
VFR	14 476	48,8	13 710	49,5
Business	725	2,4	664	2,4
Religion	2 275	7,7	2 050	7,4
Cultural Occasion*	-	-	108	0,4
Other	6 013	20,3	5 374	19,4
Unspecified	154	0,5	261	0,9
Total	29 690	100	27 688	100

* 'Cultural occasion' was not listed as an option in 2013
 'Other' includes funeral, medical, education, etc.

Table 13b depicts overnight trips by the main purpose for which the trip was taken. In both 2013 and 2014, tourists were more likely to take overnight trips to visit friends and family/relatives. In both years the percentage of people who took such trips was almost half of all trips undertaken.

Other purposes were the second most common reason cited for undertaking overnight trips, with 6 million trips (20,3%) in 2013 and with 5,4 million trips (19,4%) in 2014, followed closely by trips for leisure purposes of which 5,6 million overnight trips were undertaken in 2013 and 5 million overnight trips were undertaken in 2014. The proportion of overnight trips undertaken for religious purposes decreased from 7,7% in 2013 to 7,4% in 2014. The percentage of shopping trips remained unchanged (0,7%) in 2013 and 2014.

Figure 5: Main purpose of most recent overnight trips by months of trips, January–December, 2014 (per cent)

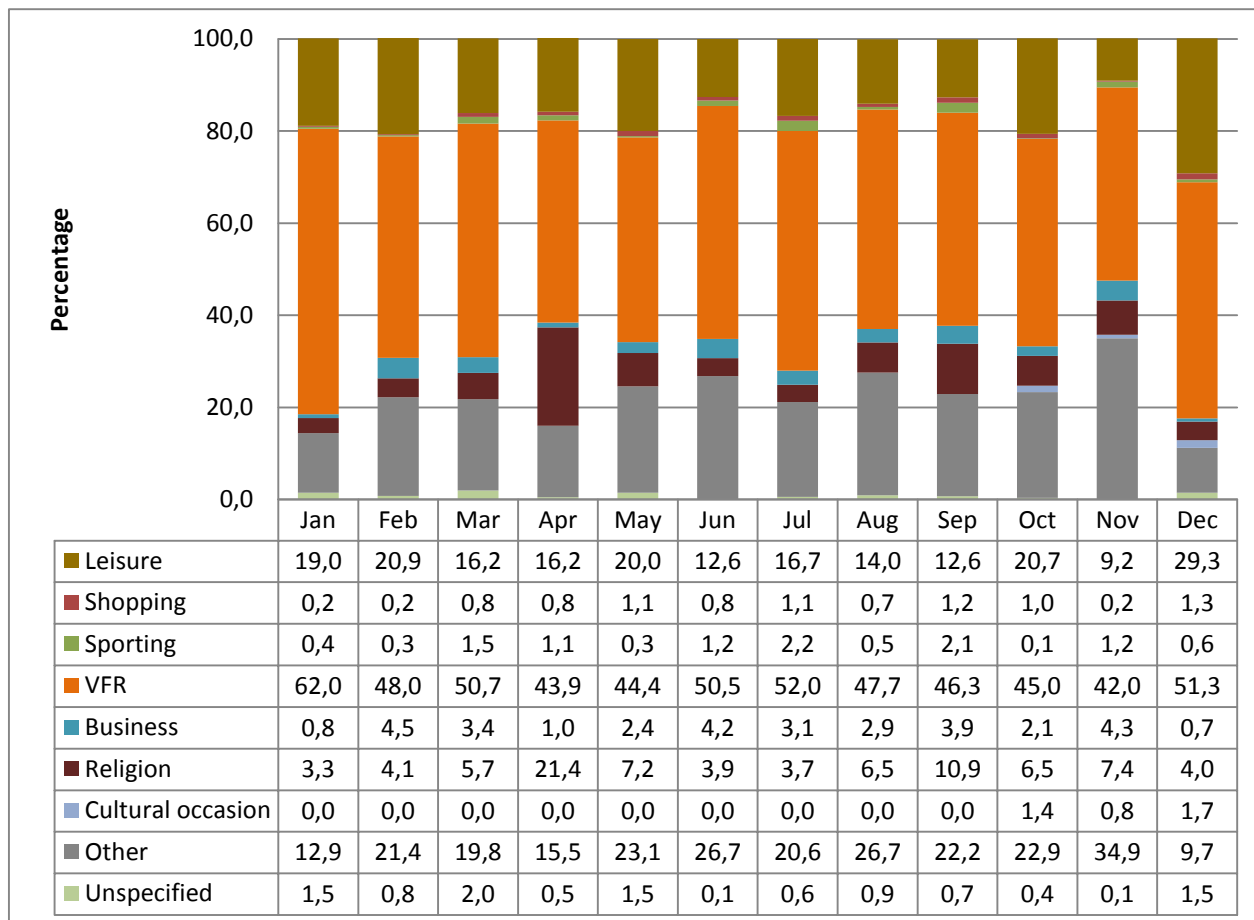


Figure 5 above shows the main purpose of most recent overnight trips by month of trip for the reference period January to December 2014. Visiting Friends and Relatives (VFR) was the most commonly selected main purpose of trips during all months of the year. For trips taken during January, six out of ten (62%) were to visit friends and relatives. Across all months, leisure trips were the most likely to take place in December (29,3%), February (20,9%) and October (20,7%). Trips for religious purposes were dominant in April (21,4%).

Table 14a: Main purpose of most recent day trips by main mode of transport used, January–December, 2013 and 2014

Main purpose of trip	Day trip (per cent)							
	Air		Bus		Car		Taxi	
	2013	2014	2013	2014	2013	2014	2013	2014
Leisure	55,4	*	9,9	6,8	23,9	20,0	4,5	2,9
Shopping	7,7	*	44,3	37,7	16,7	18,9	36,7	45,7
Sporting	*	*	5,6	7,4	1,8	1,3	1,4	1,3
VFR	*	*	7,5	9,5	30,0	33,0	21,5	18,3
Business	33,8	100,0	1,8	5	5,1	4,4	4,5	3,6
Religion	*	*	9,8	4,3	2,5	4,7	5,9	7
Cultural occasion	-	*	-	*	-	0,1	-	0,7
Other	3,1	*	21,1	28,5	19,3	17,3	25,5	20,2
Unspecified	-	-	-	-	0,8	0,3	0,1	0,4
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

'Cultural occasion' was not listed as an option in 2013

'Other' includes funeral, medical, education, etc.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

The results of Table 14a show that most day travellers who used buses, used these for shopping purposes. The percentage of such use decreased from 44,3% in 2013 to 37,7% in 2014, but it still remained the main purpose for those using buses. The use of buses during day trips for other purposes, visiting friends and relatives and sporting increased by 7,4, 2,0 and 1,8 percentage points respectively over the two-year period. A decrease from 9,9% to 6,8% was reported by day travellers that used buses for leisure.

Most of the day travellers who used cars used this mode to visit friends and relatives, and the figures show a slight increase of about 3,0 percentage points between 2013 and 2014. The percentage of travellers that used cars for shopping increased from 16,7% to 18,9% between the two years. The results further indicate that individuals who used cars for leisure and other purposes decreased by 3,9 and 2,0 percentage points respectively. Furthermore, day trips undertaken by taxi were most commonly used for shopping, visiting friends and relatives and other purposes in both years.

Table 14b: Main purpose of most recent overnight trips by main mode of transport used, January–December, 2013 and 2014

Main purpose of trip	Overnight trip (per cent)							
	Air		Bus		Car		Taxi	
	2013	2014	2013	2014	2013	2014	2013	2014
Leisure	42,9	34,6	8,6	10,0	30,9	29,3	4,1	3,5
Shopping	*	1,9	0,6	1,5	0,7	0,6	0,6	0,5
Sporting	*	*	2,2	1,1	0,8	1,3	0,2	0,5
VFR	24,6	25,9	46,4	45,2	41,8	44,2	60,4	60,8
Business	19,6	27,3	2,2	1,2	2,3	2,1	1,2	1,1
Religion	*	1,4	22,2	21,9	3,5	3,9	10,0	9,4
Cultural occasion**	-	*	-	*	-	0,5	-	0,3
Other	10,7	7,8	16,8	18,7	19,6	17,3	20,3	23,3
Unspecified	2,2	-	1,0	0,4	0,4	0,8	0,5	0,6
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

* 'Cultural occasion' was not listed as an option in 2013

'Other' includes funeral, medical, education, etc.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

The results of the Table 14b show that most overnight tourists who used buses used them for the purpose of visiting friend and relatives. The percentage decreased from 46,4% in 2013 to 45,2% in 2014. However, it still remained the main purpose for those using buses. The use of buses during overnight trips for other purposes, leisure and shopping increased by 1,9, 1,4 and 0,9 percentage points respectively over the two-year period.

For the purpose of visiting friends and relatives, the use of cars by overnight tourists increased from 41,8% in 2013 to 44,2% in 2014. The percentage of overnight trips undertaken by car for leisure decreased between 2013 and 2014.

Tourists using taxis for overnight trips used them mainly to visit friends and relatives. These trips increased from 60,4% to 60,8% from 2013 to 2014. Air transport was the least used mode of transport; however, overnight trips that were undertaken by air for purposes of business and visiting friends and relatives show a significant increase between 2013 and 2014. There was a percentage decrease in trips undertaken by air for leisure purposes (from 42,9% in 2013 to 34,6% in 2014).

Table 15: Main purpose of most recent overnight trips by length of stay, January–December, 2014

Main purpose	Length of stay (%)			Total	Paid bed nights ('000)	Quartiles			
	Up to 1 week	1–2 weeks	> 2 weeks			Lower quartile	Median	Average	Upper quartile
Leisure	72,0	16,7	11,3	100,0	13 221	2	4	7	8
Shopping	92,4	5,0	2,6	100,0	258	2	3	3	3
Sporting	93,0	3,2	3,7	100,0	553	2	3	5	5
VFR	74,5	11,4	14,0	100,0	1 743	2	3	7	7
Business	91,8	3,2	5,0	100,0	1 154	2	2	5	4
Religion	93,9	3,2	2,8	100,0	421	1	2	3	3
Cultural occasion	94,3	5,7	3,0	100,0		2	2	3	3
Other	92,1	4,0	4,0	100,0	1 112	1	2	3	3
Unspecified	91,1	-	8,9	100,0	85	1	2	3	2
South Africa	79,9	9,9	10,2	100,0	18 547	2	3	6	6

* 'Cultural occasion' was not listed as an option in 2013

'Other' includes funeral, medical, education, etc.

The most common length of stay of tourists on overnight trips was up to one week (79,9%). Almost 10% of overnight trips lasted for one to two weeks, while those that lasted for more than two weeks accounted for 10,2% of overnight trips. Overnight trips taken for the main purpose of cultural occasions were the most common reason for staying less than a week (94,3%), followed by trips for religious purposes (93,9%).

Trips taken for leisure purposes (72%) were the most likely to last for more than a week, followed by VFR (74,5%). The trips least likely to last for more than week were trips undertaken for the following purposes: cultural occasions, religion and sport events.

The overall average number of nights spent by tourists at their respective destinations was six nights. The highest average number of nights were spent by tourists who visited friends and relatives and who had undertaken the trip for leisure purposes, with seven nights each. The median number of nights stayed was three. Tourists in the lower quartile (i.e. 25% of the tourists) spent two nights at their destination. Those in the upper quartile spent six nights on overnight trips.

Table 16a: Main purpose of most recent day trips by expenditure (R'000), January–December, 2013 and 2014

Main purpose	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
2013							
Leisure	*	553 190	519 527	114 215	410 140	77 810	1 674 882
Shopping	*	335 195	590 142	9 974	4 245 538	113 430	5 294 278
Sporting	*	84 601	68 247	140 577	112 717	12 568	418 708
VFR	*	325 547	781 220	20 984	623 696	95 428	1 846 874
Business	*	72 269	330 374	1 524	109 572	12 299	526 038
Religion	*	40 355	94 599	668	27 827	6 144	169 594
Other ¹	*	248 574	761 766	9 100	560 009	172 242	1 751 691
Unspecified	*	6 316	12 024	2 391	41 532	29	62 293
Total day trips spending	*	1 666 047	3 157 899	299 433	6 131 031	489 948	11 744 359
2014							
Leisure	*	483 190	335 596	48 713	317 007	81 216	1 265 722
Shopping	*	326 721	551 706	11 854	4 691 865	137 998	5 720 145
Sporting	*	25 084	42 492	1 881	52 893	1 605	123 954
VFR	*	295 617	784 441	14 518	479 711	42 251	1 616 538
Business	*	102 612	297 982	5 120	67 459	42 106	515 279
Religion	*	57 518	128 212	365	30 224	4 600	220 919
Cultural occasion ²	*	1 513	5 742	206	12 412		19 874
Other ¹	*	195 495	658 208	3 847	359 558	315 901	1 533 009
Unspecified	*	4 448	5 637	745	6 982	855	18 668
Total day trips spending	*	1 492 198	2 810 015	87 250	6 018 111	626 533	11 034 108

Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

¹Other includes funeral medical, Child care education, etc.

²Other includes categories of expenditure that were not included in the categories.

³Cultural occasion was not included in the main purpose categories for the DTS 2013.

During the period January to December 2013, the expenditure for day trips totalled R11,7 billion, and for year 2014, the total expenditure decreased slightly to R11,0 billion, as shown in Table 16a.

Day travellers spent most of their money on shopping (R6,1 billion) and domestic transport (R3,2 billion) in 2013, and the same pattern followed in 2014 with shopping at R6,0 billion and domestic transport at R2,8 billion. For both years, the least amount of money was spent on recreation and culture (R299 million in 2013 and R87 million in 2014). Of the R11,7 billion total expenditure by day travellers in 2013, visiting friends and relatives (R1,8 billion) and leisure (R1,7 billion) were the main reasons. When looking at the expenditure figures for 2014, shopping remains the main purpose for trip-taking at R5,7 billion, with visiting friends and relatives the second highest purpose at R1,6 billion and leisure following closely at R1,3 billion. Day travellers were least likely to spend money on religious activities in 2013 and on sporting events in 2014.

Table 16b: Main purpose of most recent overnight trips by expenditure (R'000), January–December, 2013 and 2014

Main purpose	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ²	Total
2013							
Leisure	3 870 561	2 849 587	4 171 416	607 658	3 100 793	340 995	14 941 009
Shopping	19 412	35 528	111 041	87	500 181	29 891	696 141
Sporting	112 085	44 576	75 738	41 373	44 808	10 525	329 105
VFR	327 196	1 975 146	4 997 196	135 562	5 973 604	389 132	13 797 836
Business	414 781	221 169	652 638	6 965	202 485	12 638	1 510 677
Religion	82 532	320 723	577 663	1 809	209 663	20 415	1 212 805
Other ¹	311 018	748 563	2 093 779	20 536	1 842 687	474 847	5 491 431
Unspecified	20 392	26 155	62 963	6 134	67 106	5 297	188 048
Total overnight trips spending	5 157 977	6 221 448	12 742 433	820 125	11 941 328	1 283 741	38 167 052
2014							
Leisure	3 105 868	2 507 881	3 211 601	538 385	2 833 589	286 827	12 484 153
Shopping	98 132	68 780	152 836	11 289	425 835	21 972	778 844
Sporting	203 272	121 933	140 166	14 218	87 417	6 257	573 263
VFR	318 086	2 075 085	5 606 650	192 489	6 087 869	337 487	14 617 667
Business	415 080	223 152	1 066 057	8 880	250 459	52 899	2 016 528
Religion	48 938	292 035	511 835	2 228	278 813	59 101	1 192 950
Cultural occasion ³	-	8 001	36 978		29 689	1 130	75 797
Other ¹	268 475	1 547 722	2 073 166	13 615	1 252 416	611 482	5 766 875
Unspecified	17 979	36 583	78 312	31 634	95 465	11 114	271 087
Total overnight trip spending	4 475 829	6 881 173	12 877 603	812 738	11 341 551	1 388 269	37 777 163

*Values based on three or less un-weighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

¹Other includes funeral medical, child care education, etc.

²Other includes categories of expenditure that were not included in the categories.

³Cultural occasion was not included in the main purpose categories for the DTS 2013.

Table 16b provides detailed expenditure by main purpose of trip for overnight trips for the periods January to December 2013, and January to December 2014. Total amount of expenditure for both years was nearly the same at R38 billion with 2013 narrowly edging 2014 by R390 million. Expenditure on overnight trips was R38,2 billion in 2013 and R38,0 billion in 2014.

Overnight tourist expenditure for main purpose of trip followed a similar pattern for both 2013 and 2014. More money was spent on domestic transport, shopping, and food and beverages, with the least amount spent on recreation and culture.

Of the R38,2 billion total expenditure by overnight tourists in 2013, leisure (at R14,9 billion) was the main purpose for which trips were being undertaken. This was followed by visiting friends and relatives (R13,8 billion) and business (R1,5 billion). In 2014, overnight tourists mainly spent money for visiting friends and relatives (R14,6 billion), leisure (R12,4 billion) and business (R2 billion).

4.4 Analysis by main mode of transport for the trip

Table 17: Main mode of transport by most recent type of trip, January–December, 2013 and 2014

Mode of transport	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Day trips				
Air	65	0,3	42	0,2
Bus	1 419	7,1	915	5,1
Car	12 038	60,2	10 858	59,9
Taxi	5 742	28,7	5 576	30,8
Other ¹	605	3,0	559	3,1
Unspecified	130	0,7	166	0,9
South Africa	19 999	100,0	18 116	100,0
Overnight trips				
Air	768	2,6	794	2,9
Bus	2 905	9,8	2 567	9,3
Car	14 542	49,0	14 027	50,7
Taxi	10 656	35,9	9 443	34,1
Other ¹	595	2,0	641	2,3
Unspecified	224	0,8	216	0,8
South Africa	29 690	100,0	27 688	100,0

¹'Other' includes motorcycles, bicycles, trains, etc.

Table 17 shows the number of day and overnight trips undertaken from January to December 2013, and from January to December 2014, grouped by the mode of transport used. Day travelling in the country was done mostly by car (60,2% in 2013 and 59,9% in 2014). Taxis were the second most used mode of transport with 28,7% in 2013 and 30,8% in 2014. Day travellers were the least likely to use aircraft in both years (0,3% in 2013 and 0,2% in 2014).

Overnight tourists were also more likely to use cars: the percentages increased from 49,0% in 2013 to 50,7% in 2014. A slight decrease was observed in overnight trips made by taxi (from 35,9% in 2013 to 34,1% in 2014). Tourists who used buses to reach their destinations remained almost the same with 9,8% in 2013 and 9,3% in 2014. Unlike the day trip figures, almost 3% of overnight trips were taken by aircraft in both 2013 and 2014. About 2% of trips were taken using other modes of transport not categorised, for both years.

Table 18: Main mode of transport used to undertake overnight trip by principle type of accommodation, January–December, 2013 and 2014

Mode of transport	Accommodation ('000)												Total
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/ Backpackers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other ²	Unspecified	
2013													
Air	260	73	44	19	*	34	301	27	*	*	7	3	768
Bus	123	19	19	28	36	89	1 929	29	191	*	436	5	2 905
Car	991	557	438	670	42	1 106	9 180	523	360	137	525	11	14 542
Taxi	97	114	21	44	29	111	9 236	137	97	7	716	46	10 656
Other ¹	24	4	*	11	*	13	430	*	20	*	87	-	595
Unspecified	9	12	11	-	8	5	137	3	6	-	31	1	224
South Africa	1 505	779	541	772	114	1 358	21 213	719	674	147	1 802	67	29 690
2014													
Air	250	41	85	11	6	89	269	20	9	*	13	-	794
Bus	63	24	35	17	24	69	1 762	27	157	7	377	4	2 567
Car	922	496	292	538	77	963	9 240	468	392	208	430	2	14 027
Taxi	48	41	33	16	13	165	8 219	152	153	15	567	21	9 443
Other ¹	5	2	2	*	1	11	483	41	1	3	92	-	641
Unspecified	3	-	2	2	-	-	111	-	3	-	96	-	216
South Africa	1 292	605	450	584	122	1 296	20 083	707	716	233	1 574	26	27 688

¹ 'Other' includes motorcycles, bicycles, trains, etc.

² 'Other' includes other types of accommodation not included in the categories.

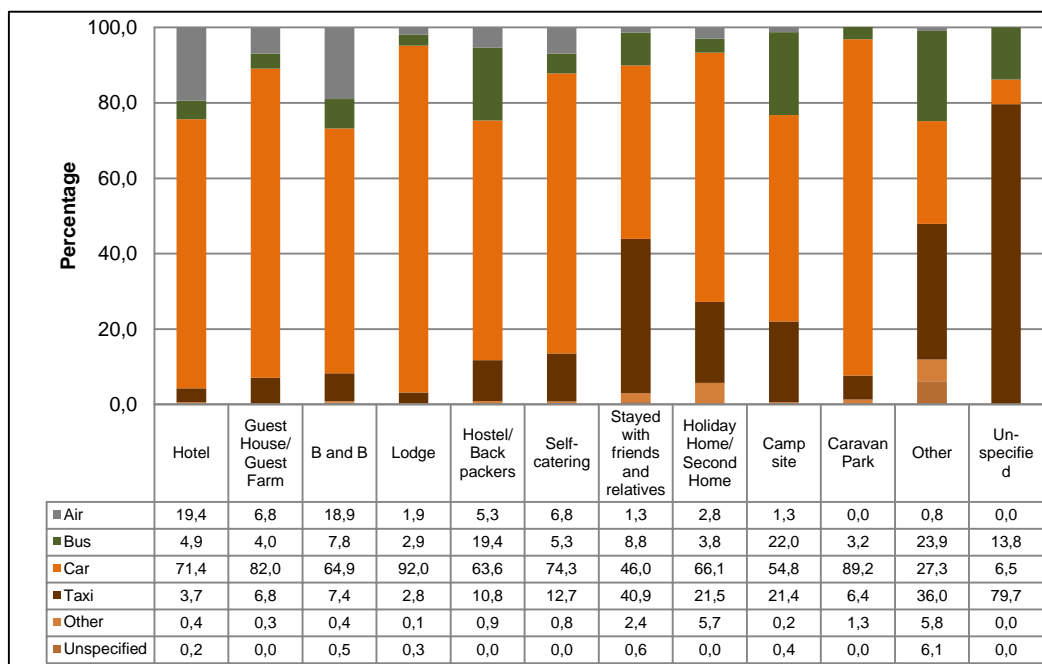
*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

As displayed in Table 18, tourists generally used cars to get to their chosen destinations for the periods January to December 2013, and January to December 2014. The second most popular mode of transport was taxis with 10,7 million trips in 2013 and 9,4 million trips in 2014. Aircraft was the least used mode of transport for overnight trips in both years, with 768 000 trips in 2013 and 794 000 in 2014.

For both years, more than 70% of trips were taken by overnight tourists who stayed with friends and relatives, followed by those who stayed in hotels and self-catering establishments. Cars, together with taxis, were mainly used to visit friends and relatives for both periods. Those who stayed in hostels/backpackers undertook the least number of trips with 114 000 in 2013 and 122 000 in 2014.

In 2013, about 65% of tourists who slept at a hotel travelled by car. This figure increased to 71% in 2014. Trips undertaken by taxi to a hotel were fewest in number in both 2013 and 2014, with 97 000 and 48 000 trips respectively.

Figure 6: Main mode of transport by type of accommodation on most recent overnight trips, January–December, 2014 (per cent)



As displayed by Figure 6, tourists generally used cars to get to their chosen destinations. Those who stayed in caravan parks (89,2%) were the most likely to use cars. About nine out of ten tourists who slept at a lodge travelled by car, while 2,9% used buses and 2,8% used taxis to reach their accommodation.

Tourists who stayed with friends or relatives almost equally used cars and taxis, since both modes of transport were used for more than four out of ten trips. Only 19,4% of individuals who slept at hotels used air travel for the longest part of their journey.

4.5 Analysis of travelling patterns of different population groups

Table 19: Population group by most recent type of trip, January–December, 2014

Population group	Day trips		Overnight trips	
	Number ('000)	Per cent	Number ('000)	Per cent
Black African	12 951	71,5	20 450	73,9
Coloured	1 688	9,3	1 816	6,6
Indian/Asian	493	2,7	735	2,7
White	2 985	16,5	4 687	16,9
Total	18 116	100,0	27 688	100,0

Of the total number of most recent day trips undertaken in South Africa during the reference period, the black African population group undertook most day trips (71,5%), followed by the white (16,5%), coloured (9,3%) and Indian/Asian (2,7%) population groups.

In relation to most recent domestic overnight trips undertaken by population groups, black Africans undertook 73,9% of the total number of trips, while the coloured and Indian/Asian groups recorded the lowest proportions (6,6% and 2,7% respectively).

Table 20: Population group by main purpose of the most recent day and overnight trip, January–December, 2014

Population group	Main purpose ('000)									
	Leisure	Shop-ping	Sport	VFR	Business	Religion	Cultural occasion	Other ¹	Unspecified	Total
Day trips										
Black African	898	4 358	197	3 077	516	928	53	2 856	68	12 951
Coloured	523	341	48	421	79	21	*	235	19	1 688
Indian/Asian	101	89	*	227	15	24	*	21	-	493
White	922	433	40	1 083	170	9	*	311	18	2 985
South Africa	2 444	5 221	300	4 808	781	981	53	3 422	105	18 116
Overnight trips										
Black African	1 610	159	107	11 075	422	1 935	108	4 801	232	20 450
Coloured	545	8	32	812	28	62	-	319	10	1 816
Indian/Asian	412	28	-	253	10	10	-	22	-	735
White	2 479	11	131	1 570	204	42	-	232	18	4 687
South Africa	5 046	206	270	13 710	664	2 050	108	5 374	261	27 688

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

¹ 'Other' includes child care, medical expenses, etc.

Table 20 above shows the number of most recent day and overnight trips undertaken by travellers of the different population groups, categorised by main purpose of the trip. Black Africans

undertook more day trips (13 million), followed by travellers from the white population group (3 million). Indian/Asian travellers undertook the lowest number of most recent day trips with 493 000 trips. Black Africans undertook day trips mainly for shopping (4,4 million trips) and visiting friends and family/relatives (3,1 million trips), while Indian/Asian and white travellers mainly undertook day trips for visiting friends and relatives – recording 227 000 and 1,1 million trips respectively. Coloureds undertook most of their day trips for leisure at 523 000.

In relation to overnight trips, Table 20 shows that black Africans undertook 11 million trips to visit friends and relatives, while 812 000 million trips were undertaken by the coloured population group for the same reason. Interestingly, when compared to other population groups, Indians/Asians (253 000) and tourists from the white population group (2,5 million) undertook most of their trips for leisure purposes. Slightly more than 94% of all trips undertaken for religious purposes were undertaken by black African tourists.

Table 21: Population group by province of destination of the most recent type of trip, January–December, 2014

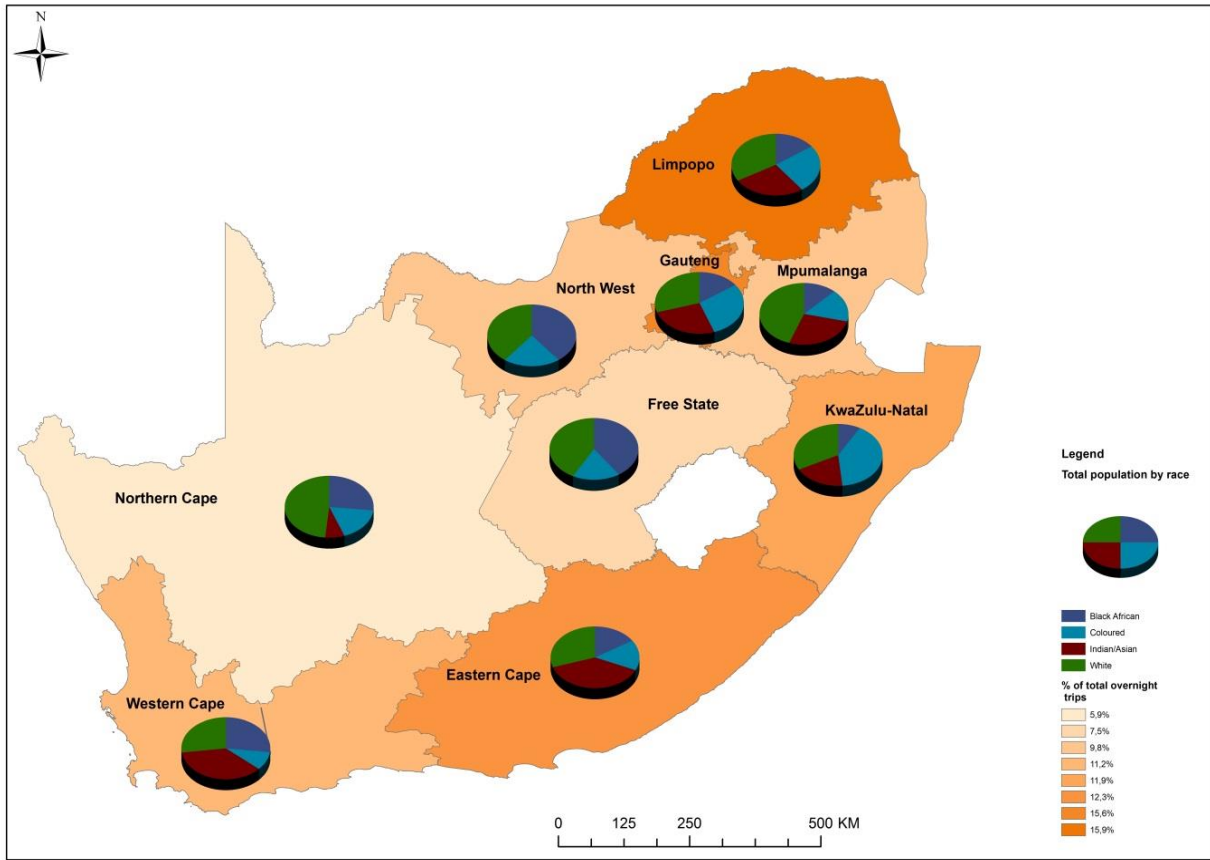
Population group	Province of destination ('000)										
	WC	EC	NC	FS	KZN	NW	GP	MP	LP	Unspecified	Total
Day trips											
Black African	180	1 385	355	644	1 392	1 264	3 423	1 304	2 655	350	12 951
Coloured	872	173	206	86	65	47	192	*	*	37	1 688
Indian/Asian	47	*	*	*	187	12	128	*	42	72	493
White	1 084	72	110	154	122	187	961	136	107	52	2 985
South Africa	2 183	1 629	671	886	1 766	1 510	4 704	1 450	2 806	511	18 116
Overnight trips											
Black African	373	2 692	378	1 353	3 092	1 536	2 774	2 208	4 108	1 936	20 450
Coloured	946	220	276	24	123	19	125	*	14	62	1 816
Indian/Asian	85	9	1	*	255	*	123	33	*	216	735
White	1 393	219	143	236	626	441	469	360	359	440	4 687
South Africa	2 797	3 140	799	1 613	4 096	1 996	3 491	2 608	4 494	2 654	27 688

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks
 WC = Western Cape; EC = Eastern Cape; NC = Northern Cape; FS = Free State; KZN = KwaZulu-Natal; NW = North West; GP = Gauteng;
 MP = Mpumalanga; LP = Limpopo

As per Table 21, the highest number of most recent day trips were those undertaken by travellers going to Gauteng (4,7 million), followed by those going to Limpopo (2,8 million) and then Western Cape (2,2 million). Of those undertaking day trips to Gauteng, most travellers belonged to the black African population group (3,4 million), followed by whites (961 000) and then coloureds (192 000).

Those who undertook overnight trips to Limpopo were mainly black African (4,1 million), followed by whites (359 000). The lowest number of overnight trips to Limpopo were undertaken by coloureds (14 000). Tourists undertaking overnight trips to Northern Cape were primarily black Africans (378 000), coloureds (276 000) and Whites (143 000). Notably, Western Cape registered the highest number of trips among whites (1,4 million) and coloureds (946 000).

Figure 7: Percentage of spend on most recent overnight trips by population groups at province of destination, January–December, 2014



The Indian/Asian population group on average spent the most amount of money per capita on overnight trips to Western Cape and Eastern Cape when compared to other population groups. The white population group displayed the highest average spend of any population group on overnight trips in Northern Cape; Free State; Gauteng; Mpumalanga and Limpopo.

The map further shows that coloured tourists spent the most amount of money, per head, in KwaZulu-Natal, while the black population group spent the most money as a proportion of the total number of individuals in that group who travelled to North West, when compared to their counterparts from other population groups.

Table 22: Population group by number of trips per individual, January–December, 2014

Population group	Day trips				Overnight trips			
	Number of persons in population group ('000)	Total number of trips ('000)	Ratio within population group	Per cent across population group	Number of persons in population group ('000)	Total number of trips ('000)	Ratio within population group	Per cent across population group
Black African	42 959	31 906	0,7:1	66,5	42 959	34 683	0,8:1	73,4
Coloured	4 857	4 574	0,9:1	9,5	4 857	3 077	0,6:1	6,5
Indian/Asian	1 384	1 330	1,0:1	2,8	1 384	1 096	0,8:1	2,3
White	4 501	10 197	2,3:1	21,2	4 501	8 407	1,9:1	17,8
Total	53 702	48 007	0,9:1	100,0	53 702	47 263	0,9:1	100,0

Table 22 above presents population groups by number of trips per individual during the reference period. More individuals in the black African population group (31,9 million) undertook at least one trip than those in any other population group.

Ratios were calculated using the number of individuals per population group who undertook at least one trip, compared with the total number of trips undertaken by individuals within that particular population group.

Nationally, day travellers undertook about one trip per individual, yet an individual in the white population group was likely to have undertaken just over two day trips during the reference period. An individual black African was most likely to undertake approximately one trip.

When comparing across population groups and with a focus on the total number of trips undertaken between January and December 2014, the black African population group undertook the most day trips, having taken slightly over 6,5 out of every ten trips (66,5%). This was followed by whites with 21,2% of the total number of day trips. The Indian/Asian group showed a relatively low number of day trips undertaken during the period with 1,3 million trips.

As is the case with the day trips, individuals undertook nearly one trip per individual on overnight trips, with individuals in the white population group seemingly the most likely to undertake the most number of overnight trips (1,9:1) when compared to individuals in other population groups. Individuals who are second most likely to undertake a trip were in the black African and Indian/Asian groups, with close to one trip per person during the reference period. Black Africans (73,4%) undertook the highest number of overnight trips when compared to other population groups; Whites were the second most likely to travel, with a percentage of 17,8% of all trips undertaken over the period.

Table 23: Population group by expenditure (R'000) on most recent trips, January–December, 2014

Population group	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
Day Trips							
Black African	*	904 098	2 035 581	40 044	4 457 788	407 914	7 845 426
Coloured	*	170 009	190 228	11 499	411 291	38 006	821 033
Indian/Asian	*	35 365	63 731	583	47 154	6 570	153 403
White	*	382 726	520 474	35 125	1 101 878	174 043	2 214 245
South Africa	*	1 492 198	2 810 015	87 250	6 018 111	626 533	11 034 108
Overnight trips							
Black African	1 236 968	3 846 400	7 900 555	225 738	8 209 801	770 792	22 190 254
Coloured	349 456	417 964	700 361	20 355	460 676	79 101	2 027 914
Indian/Asian	331 834	234 049	491 597	102 140	398 488	16 547	1 574 655
White	2 557 572	2 382 759	3 785 089	464 505	2 272 587	521 829	11 984 340
South Africa	4 475 829	6 881 173	12 877 603	812 738	11 341 551	1 388 269	37 777 163

¹ 'Other' includes categories of expenditure that were not included in the categories

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

The estimated total spending on most recent day trips between January and December 2014 was R11 billion, and R38 billion for most recent overnight trips. During day trips, over R4,5 billion was spent by black Africans on shopping and R2 billion on domestic transport. This group further spent R904 million on food and beverages. In absolute terms, Indian/Asian tourists spent the least amount (R153 million) on day trips, compared to other population groups.

The black African population group, on their most recent overnight trips, spent most of their money on shopping (R8,2 billion), and then on domestic transport (R7,9 billion). The white population group spent the highest amount on domestic transport (R3,8 billion), the second highest amount on accommodation (R2,6 billion) and the third highest expense item for this group was food and beverages (R2,4 billion). The coloured population group spent most money on domestic transport (R700 million), followed by expenditure on accommodation (R349 million), and shopping (R461 million).

Table 24: Population group by average expenditure on most recent day and overnight trips, January–December, 2014

Population group	Expenditure (R'000)	Number of trips ('000)	Average spent per trip (R'0)
Day trips			
Black African	7 845 426	12 951	606
Coloured	821 033	1 688	486
Indian/Asian	153 403	493	311
White	2 214 245	2 985	742
South Africa	11 034 108	18 116	609
Overnight trips			
Black African	22 190 254	20 450	1 090
Coloured	2 027 914	1 816	1 118
Indian/Asian	1 574 655	735	2 143
White	11 984 340	4 687	2 559
South Africa	37 777 163	27 688	1 364

Table 24 shows the population group by average expenditure spent on most recent day and overnight trips. Day travellers spent an average of R609 per trip while overnight tourists spent R1 364 on average per trip.

For day trips, whites spent the highest amount on average per trip (R742) as compared to other groups, followed by black Africans on R606, while the coloureds spent the least amount on average per trip (R486). With more than 70% of most recent overnight trips undertaken by the black African population group, the average expenditure per trip sits at R1 090, making it the least amount on average spent per trip as compared to other groups. With the group having undertaken just 17% of most recent overnight trips, whites recorded the highest amount of money spent on average per trip (R2 559), followed by the Indian/Asian group (R2 143) who undertook a mere 2,7% of the trips.

Table 25a: Demographic analysis by most recent person day trips, January–December, 2013 and 2014

Characteristics	Day trip			
	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Broad age groups				
0–11	2 671	13,4	2 313	12,8
12–17	1 311	6,6	1 231	6,8
18–24	2 011	10,1	1 929	10,6
25–34	4 320	21,6	3 730	20,6
35–44	3 846	19,2	3 771	20,8
45–54	2 952	14,8	2 489	13,7
55–64	1 857	9,3	1 608	8,9
65+	1 030	5,2	1 045	5,8
Total	19 999	100,0	18 116	100,0
Gender				
Male	9 251	46,3	8 561	47,3
Female	10 748	53,7	9 556	52,7
Total	19 999	100,0	18 116	100,0
Marital status				
Married	7 553	37,8	6 617	36,5
Living together as husband and wife	1 509	7,5	1 317	7,3
Widow/widower	964	4,8	944	5,2
Divorced/separated	467	2,3	509	2,8
Never married	9 464	47,3	8 662	47,8
Married unspecified	42	0,2	67	0,4
Total	19 999	100,0	18 116	100,0
Highest level of education				
No schooling	1 928	9,6	1 523	8,4
Completed some primary school	2 606	13,0	2 393	13,2
Grade 7/Std 5	744	3,7	694	3,8
Completed some secondary school	5 574	27,9	5 286	29,2
Grade 12/Std 10	4 791	24,0	4 325	23,9
Higher	4 220	21,1	3 780	20,9
Do not know	138	0,7	65	0,4
Unspecified	1 928	9,6	51	0,3
Total	19 999	100,0	18 116	100,0

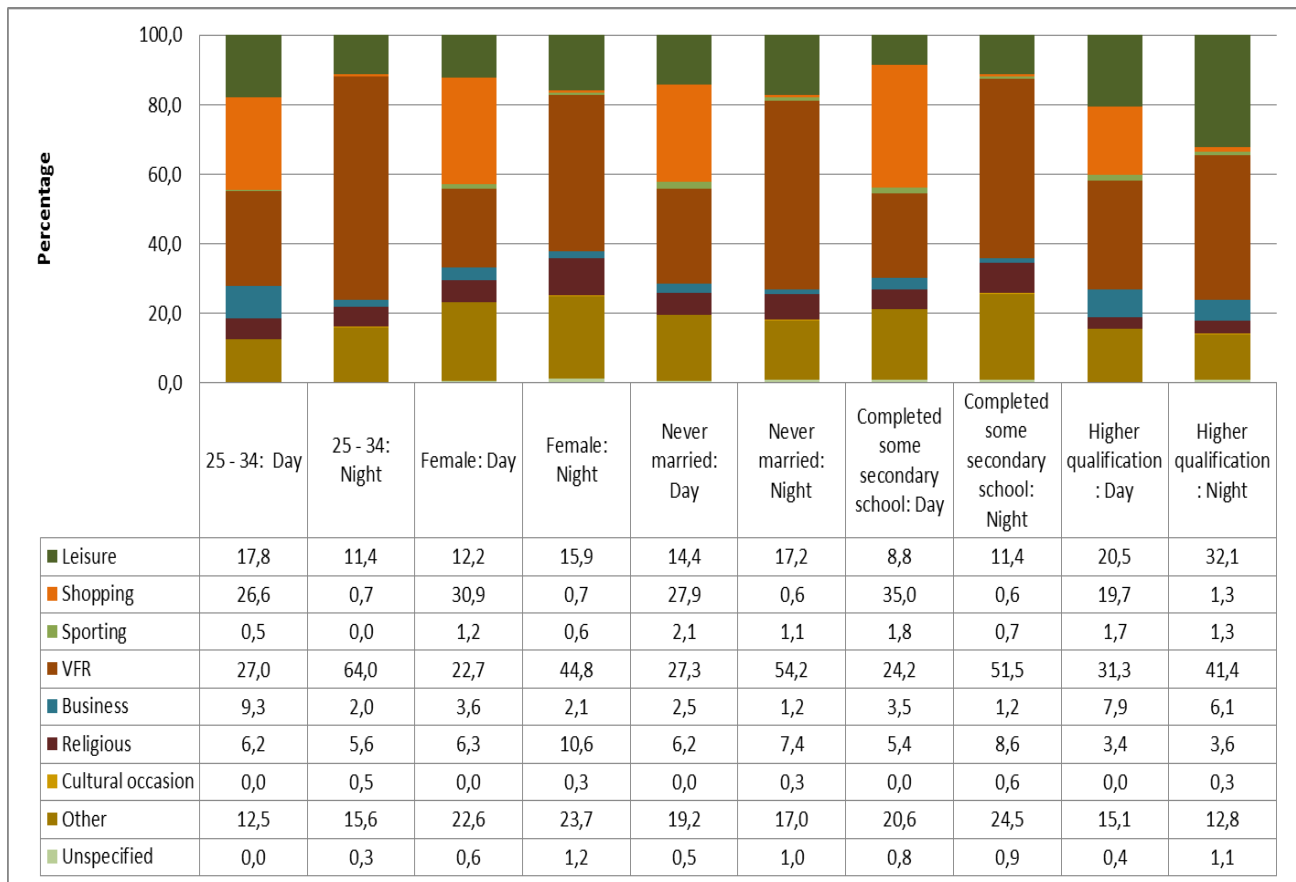
Individuals in the age groups 25 to 34 years and 35 to 44 years made up 41% of the total number of day travellers in both years. These age groups travelled the most over the reference period compared to other age groups. Table 25a shows that day travellers who have never been married were more likely to travel than individuals in other marital status groups (47,3% in 2013 and 47,8% in 2014). It also shows that when comparing travel patterns by education level, 27,9% of individuals who completed secondary school undertook most day trips (27,9%) in 2013 and again, 29,2% day trips in 2014. Individuals with a Grade 7/Standard 5 qualification were the least likely to travel, with more or less 3,8% doing so in both years.

Table 25b: Demographic analysis by most recent person overnight trips, January–December, 2013 and 2014

Characteristics	Overnight trip			
	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Broad age groups				
0–11	4 610	15,5	4 443	16,0
12–17	2 319	7,8	2 051	7,4
18–24	3 299	11,1	3 122	11,3
25–34	6 106	20,6	5 685	20,5
35–44	5 376	18,1	5 116	18,5
45–54	4 013	13,5	3 527	12,7
55–64	2 403	8,1	2 282	8,2
65+	1 564	5,3	1 462	5,3
Total	29 690	100,0	27 688	100,0
Gender				
Male	13 812	46,5	12 648	45,7
Female	15 877	53,5	15 040	54,3
Total	29 690	100,0	27 688	100,0
Marital status				
Married	9 982	33,6	8 963	32,4
Living together as husband and wife	2 276	7,7	2 340	8,5
Widow/widower	1 469	4,9	1 243	4,5
Divorced/separated	731	2,5	693	2,5
Never married	15 194	51,2	14 268	51,5
Married unspecified	38	0,1	181	0,7
Total	29 690	100,0	27 688	100,0
Highest level of education				
No schooling	3 221	10,8	2 948	10,6
Completed some primary school	4 415	14,9	4 027	14,5
Grade 7/Std 5	1 090	3,7	1 124	4,1
Completed some secondary school	8 361	28,2	7 793	28,1
Grade 12/Std 10	7 073	23,8	6 337	22,9
Higher	5 296	17,8	5 230	18,9
Unspecified	234	0,8	229	0,8
Total	29 690	100,0	27 688	100,0

Table 25b depicts the travel patterns for overnight trips and shows that it was similar to that of day trips. Individuals between 25 and 44 undertook almost the same number of overnight trips in 2013 (38,7%) and 2014 (39,0%). Individuals who have never been married were most likely to travel when compared to tourists in other marital status groups (51,2% in 2013 and 51,5% in 2014). Individuals who completed some secondary school and those having Grade 12, collectively undertook most of the overnight trips in 2013 (52,0%) and in 2014 (51,0%).

Figure 8: Selected demographic groups by purpose of most recent day and overnight trips, January–December, 2014 (per cent)



Visiting friends and relatives was the most common reason why tourists across all demographic categories undertook overnight trips. For day travellers aged between 25 and 34 years, shopping was the next most common reason (26,6%). Leisure and religious occasions were the second and third most specified reasons why female tourists undertook most of their overnight trips (15,9% and 10,6% respectively).

For tourists who were never married and those who have achieved a higher level of education, following visiting friends and relatives and leisure, cultural occasions was also a major reason for undertaking overnight trips. Domestic tourists across most categories were least likely to travel for sporting purposes. The only exceptions were noted for tourists who never married and those who had a higher qualification.

Figure 9: Percentage of spend on most recent day and overnight trips per selected demographic group, January–December, 2014 (per cent)

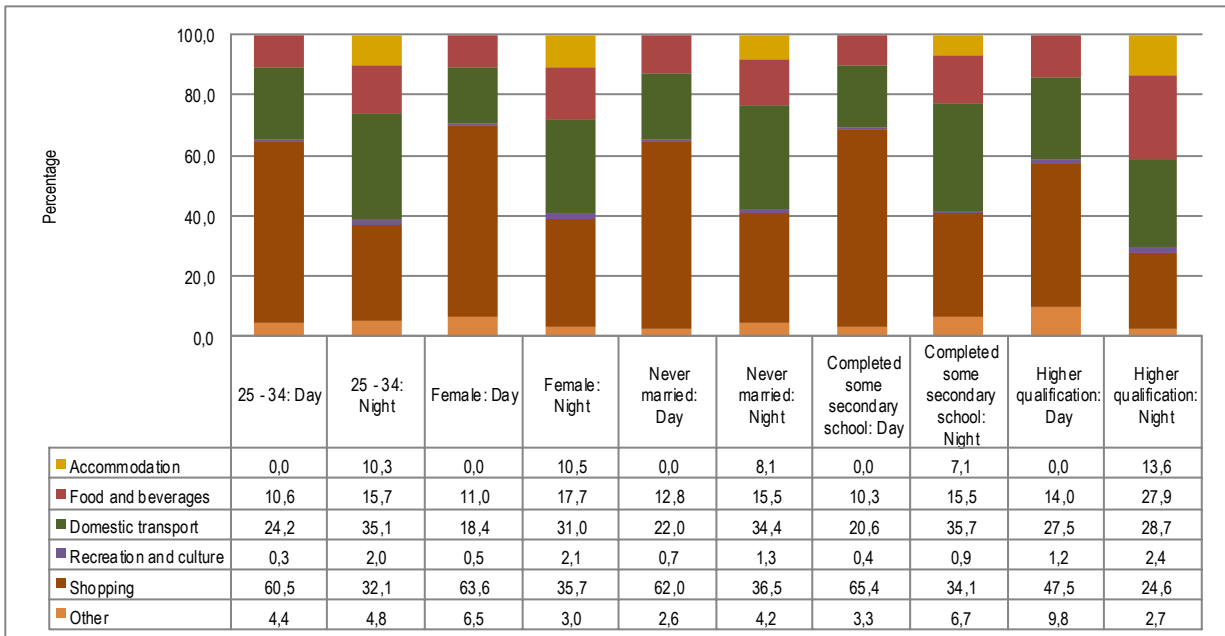


Figure 9 shows the proportion of expenditure of day travellers and tourists by their demographic profile. The spending patterns of the different demographic groups generally followed a similar trend for both day and overnight trips.

Individuals aged between 25 and 34 years spent most of their money on shopping (60,5%) during day trips, and on domestic transport (35,1%) while on overnight trips. Females spent more than 60% on shopping while on day trips and slightly over 35% during overnight trips. Furthermore, people who were never married spent most of their money on shopping (62%) during day trips and 36% on overnight trips.

4.6 General activities related to trips

Table 26a: Activities, other than the main activity during the most recent day trip, January–December, 2013 and 2014

Activity	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Recreation/entertainment				
Entertainment, e.g. cinema, concert, show	573	2,8	323	1,9
Theme parks, e.g. Gold Reef City	447	2,1	196	1,1
Cultural, historical and heritage, e.g. cultural village, museum, art gallery, township tour	372	1,8	154	0,9
Eating out, e.g. restaurant, cafe	8 335	40,0	7 727	44,6
Night life, e.g. bar, night-club, disco	306	1,5	230	1,3
Visited a casino	163	0,8	143	0,8
Shopping, e.g. mall, flea/craft market	3 852	18,5	3 884	22,4
Other recreation, entertainment (specify)	119	0,6	107	0,6
Business/professional				
Meeting	235	1,1	178	1,0
Business conference, convention	39	0,2	46	0,3
Trading, e.g. bought goods from suppliers or sold goods to customers	88	0,4	35	0,2
Other business/professional (specify)	19	0,1	30	0,2
Sports				
Individual sports, e.g. swimming/walking/hiking/cycling	351	1,7	146	0,8
Water sports, e.g. diving, snorkelling, sailing, surfing	115	0,6	42	0,2
Adventure activity, e.g. water rafting, mountaineering	87	0,4	23	0,1
Attended a sporting event as a spectator	94	0,4	100	0,6
Participated in a sporting event, e.g. race, competition	69	0,3	106	0,6
Other sports (specify)	25	0,1	8	0,0
Nature-based				
Visited a rural area	235	1,1	79	0,5
Wildlife, e.g. game viewing, whale watching, birdwatching	453	2,2	216	1,2
Hunting	36	0,2	17	0,1
Beach, e.g. sunbathing and swimming	552	2,7	367	2,1
Visited parks/gardens	366	1,8	282	1,6
Sightseeing	972	4,7	649	3,7
Visited a mountain area	332	1,6	124	0,7
Other outdoors/nature-based (specify)	114	0,5	38	0,2
Social activity				
Visiting friends/family	1 574	7,6	1 178	6,8
Wedding/funeral/christening/initiation	226	1,1	203	1,2
Other social activity (specify)	43	0,2	70	0,4
Religious activity				
Religious conference	69	0,3	79	0,5
Place of worship, e.g. church, mosque, synagogue, temple	348	1,7	372	2,1
Other religious (specify)	24	0,1	10	0,1
Medical/health				
Medical, e.g. treatment in clinic/hospital	117	0,6	147	0,8
Health/wellness, e.g. hydro, spa, beauty centre, health farm	20	0,1	14	0,1
Other medical (specify)	41	0,2	20	0,1
Total	20 814	100,0	17 345	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

From Table 26a, it is clear that the broader activity category, namely 'recreation and entertainment', which includes eating out, restaurants and cafes, formed the bulk of activities undertaken by day trip travellers – 68,1% in 2013 and 73,6% in 2014, followed by nature-based activities from 14,8% in 2013 to 10,1% in 2014.

Almost 9,0% of activities undertaken as secondary activities from 2013 to 2014 on day trips were social activities. This includes visiting friends/family, and weddings, amongst others. About two per cent (2,1%) of some of the engagements were religious activities in 2013, which increased slightly to 2,7% in 2014. The opposite trend was observed for sports activities with a decrease from 3,5% to 2,3%. Business or professional activities had the same proportions (1,8%) over a period of two years as well as medical/health activities (1%).

Table 26b: Demographic analysis of most recent person overnight trips, 2013–2014

Activity	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Recreation/entertainment				
Entertainment, e.g. cinema, concert, show	1 256	2,5	1 263	2,6
Theme parks, e.g. aquarium	1 411	2,8	1 263	2,6
Cultural, historical and heritage, e.g. cultural village, museum	1 237	2,4	1 090	2,2
Eating out, e.g. restaurant, cafe	11 446	22,7	11 440	23,4
Night life, e.g. bar, night club, disco	1 577	3,1	1 315	2,7
Visited casino	598	1,2	567	1,2
Shopping, e.g. mall, flea/craft market	9 844	19,5	10 027	20,5
Other recreation, entertainment	147	0,3	251	0,5
Business/professional				
Meeting	191	0,4	214	0,4
Business conference, convention	140	0,3	110	0,2
Trading, e.g. bought goods from suppliers or sold goods to customers	96	0,2	54	0,1
Other business	48	0,1	33	0,1
Sports				
Individual sports, e.g. swimming/walking/hiking/cycling	1 157	2,3	1 122	2,3
Water sports, e.g. diving, snorkelling, sailing, surfing	378	0,7	448	0,9
Adventure activity, e.g. water rafting, mountaineering	228	0,5	263	0,5
Attended a sporting event as a spectator	517	1,0	254	0,5
Participated in a sporting event, e.g. race, competition	248	0,5	130	0,3
Other sports	78	0,2	39	0,1
Nature-based				
Visited a rural area	953	1,9	683	1,4
Wildlife, e.g. game viewing, whale watching, birdwatching	1 272	2,5	1 243	2,5
Hunting	195	0,4	60	0,1
Beach, e.g. sunbathing and swimming	2 319	4,6	2 479	5,1
Visited parks/gardens	1 244	2,5	1 271	2,6
Sightseeing	2 466	4,9	2 137	4,4
Visited a mountain area	1 160	2,3	896	1,8
Other outdoors/nature-based	312	0,6	124	0,3
Social activity				
Visiting friends/family	4 902	9,7	5 083	10,4
Wedding/funeral/christening/initiation	1 112	2,2	1 283	2,6
Other social activities	208	0,4	174	0,4
Religious activity				
Religious conference	508	1,0	531	1,1
Place of worship, e.g. church, mosque, synagogue, temple	2 504	5,0	2 612	5,3
Other religious	84	0,2	64	0,1
Medical/health				
Medical, e.g. treatment in clinic/hospital	410	0,8	236	0,5
Health/wellness, e.g. hydro, spa, beauty centre, health farm	213	0,4	85	0,2
Other medical	38	0,1	41	0,1
Total	50 497	100,0	48 887	100,0

Table 26b indicates a similar pattern of the type of additional activities undertaken during overnight trips as those recorded for day trips. As was the case with day trips, the three most popular activities undertaken on overnight trips were shopping at malls/flea markets (19,5%) in 2013, which figure increased to 20,5% for 2014; eating out at restaurants/bars was 22,7% in 2013 and went up by 0,7% to 23,4% in 2014. Visiting friends/family was almost 9,7% in 2013 and increased to 10,4% in 2014. Tourists also engaged in sunbathing and swimming (4,6% in 2013 and 5,1% in 2014).

Table 27: Booking patterns by main purpose of most recent overnight trips, January–December, 2014

Booking patterns	Main purpose of trip (Per cent)								
	Leisure	Shopping	Sporting	Visiting friends/family	Business	Religion	Other	Unspecified	Total
How trip booked									
Tour operator	*	2,5	1,8	3,3	14,5	*	3,9	*	2,9
Travel agent	8,0	6,9	2,7	1,8	24,3	*	10,1	2,1	8,1
Independently	81,7	90,4	83,9	91,5	59,4	100,0	84,0	1,5	83,9
No booking necessary	10,2	0,2	11,5	3,4	1,7	*	1,9	96,4	5,2
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Method used to book									
Personal visit to travel shop	26,8	6,7	28,3	31,7	8,1	25,9	8,6	*	11,9
Entirely by phone	18,8	38,6	26,5	38,0	26,0	23,6	44,7	2,1	33,3
On the internet	18,2	48,5	2,0	1,4	55,4	*	30,7	*	37,5
Through fax/post	*	0,1	2,2	*	0,9	29,4	*	*	0,3
Don't know	*	0,6	*	3,3	7,7	*	2,2	*	1,1
Unspecified	36,2	5,5	41,1	25,5	1,7	21,1	13,8	97,9	15,9
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Booking lead period									
Less than 2 weeks	38,1	23,8	58,9	42,2	58,7	78,9	28,5	2,1	30,5
Two weeks to one month	19,8	39,7	*	26,7	24,1	*	35,8	*	31,8
Two to three months	5,4	19,9	*	2,4	6,0	*	14,6	*	14,1
Four months and more	0,3	8,2	*	3,2	0,6	*	5,1	*	5,3
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

Table 27 provides booking patterns for trips by main purpose of trip. Nationally, about 83,9% of the trips were booked independently by tourists, while travel agents were used on 8,1% of overnight trips, Slightly more than 5,0% trips did not need any bookings. Eighty-two per cent of trips for leisure purposes were booked independently and 8,0% of trips for the same purpose were booked by using travel agents. Six out of ten business trips taken were independently booked and almost 24,3% used travel agents.

Roughly 37,5% of booked trips were done using the internet. These were followed by bookings made using the telephone with 33,3% of the total trips booked in this way. About 48,5% of trips for shopping purposes were booked on the internet, and roughly 38,6% trips were booked telephonically. Approximately 38,1% of leisure trips were booked in less than two weeks prior to the trip, while nearly one-fifth of overnight leisure trips were booked between two weeks to a month before the trip.

Table 28a: Reasons for respondents not taking day trips, January–December, 2013 and 2014

Reasons for not taking trips	Day trips			
	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Trips within 40 km radius/family relatives stay within	21 800	45,6	22 054	44,9
Financial reasons	12 688	26,6	13 389	27,2
Too expensive/ I would rather spend money on something else	888	1,9	1 142	2,3
Not enough time to travel	723	1,5	791	1,6
Too busy at work/ school	4 066	8,5	4 694	9,5
No family/ friends to visit somewhere else	738	1,5	640	1,3
Too much hassle to travel	175	0,4	132	0,3
Sick	216	0,5	208	0,4
Disabled	89	0,2	94	0,2
Too old to travel	401	0,8	414	0,8
Worried about safety/ security/ crime	132	0,3	107	0,2
Have young children	159	0,3	124	0,3
I no longer wish to travel	93	0,2	94	0,2
No interest/ nothing to see or do that appeals to me	295	0,6	302	0,6
Taking care of sick/ elderly relative	80	0,2	117	0,2
Pregnancy	*	*	3 211	6,5
In mourning	*	*	271	0,6
No particular reason	4 124	8,6	524	1,1
Other	342	0,7	33	0,1
Unspecified	762	1,6	830	1,7
Total	47 771	100,0	49 172	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

Table 28a shows a comparison between the reasons given by South Africans for not undertaking day trips between 2013 and 2014. The most prevalent reason provided for not taking day trips in both years under review was that family and friends stayed within a 40-kilometre distance, and such trips do not meet the definition of a trip. A noticeable reason given for not taking day trips (more or less 27,0% for both years) was failure to travel due to financial reasons. A significant number of individuals said they were too busy at work or school (8,5% in 2013 and 9,5% in 2014). New response categories were added in 2014 for reasons South Africans did not take a trip, and from these new categories, it was stated by roughly 7,0% of individuals that they could not travel due to pregnancy, while a further 2,0% said it was too expensive to undertake a day trip.

Table 28b: Reasons for respondents not taking overnight trips, January–December, 2013 and 2014

Reasons for not taking trips	Overnight trips			
	2013		2014	
	Number ('000)	Per cent	Number ('000)	Per cent
Trips within 40 km radius/family relatives stay within	14 338	31,7	14 424	30,9
Financial reasons	15 468	34,2	17 353	37,1
Too expensive/ I would rather spend money on something else	1 186	2,6	1 741	3,7
Not enough time to travel	859	1,9	943	2,0
Too busy at work/ school	3 599	7,9	4 206	9,0
No family/ friends to visit somewhere else	907	2,0	794	1,7
Too much hassle to travel	169	0,4	161	0,3
Sick	232	0,5	224	0,5
Disabled	93	0,2	91	0,2
Too old to travel	464	1,0	455	1,0
Worried about safety/ security/ crime	375	0,8	365	0,8
Have young children	236	0,5	178	0,4
I no longer wish to travel	123	0,3	113	0,2
No interest/ nothing to see or do that appeals to me	398	0,9	347	0,7
Taking care of sick/ elderly relative	120	0,3	163	0,3
Pregnancy	*	*	3 911	8,4
In mourning	*	*	328	0,7
No particular reason	4 670	10,3	799	1,7
Other	708	1,6	144	0,3
Unspecified	1 330	2,9	6	0,0
Total	45 276	100,0	46 743	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.
¹Other includes categories of expenditure that were not included in the categories.

Table 28b shows a comparison between the reasons given by South Africans for not undertaking overnight trips between 2013 and 2014. Financial reasons were the dominant reason provided for not taking trips in both years under review. Another noticeable reason given for not taking overnight trips (32,0% in 2013 and 31,0% in 2014) was that family members and friends stayed within a 40-kilometre radius. A significant number of individuals said they were too busy at work or school (8,0% in 2013 and 9,0% in 2014). New response categories were added in 2014 for reasons South Africans did not take a trip, and from these new categories, it was stated by roughly 8,0% of individuals that they could not travel due to pregnancy.

4.7 Analysis of trip-taking patterns of different LSM groups

Table 29: LSM group by type of trip, January–December, 2014

LSM group	Day trips			Overnight trips		
	Number of persons in LSM group Number ('000)	Total number of trips	Ratio of trips within LSM group	Number of persons in LSM group Number ('000)	Total number of trips	Ratio of trips within LSM group
LSM 1–4	47 432	32 354	0,7:1	47 432	4 977	0,1:1
LSM 5–7	3 673	6 723	1,8:1	3 673	24 336	6,6:1
LSM 8–10	2 596	8 930	3,4:1	2 596	17 950	6,9:1
South Africa	53 702	48 007	0,9:1	53 702	47 263	0,9:1

Table 29 above presents broad LSM groups by type of trip undertaken during the reference period. In 2014, 53,7 million South African residents had undertaken roughly 48 million day trips between January and December 2014.

More individuals in the broad LSM group 1–4 undertook day trips (32 million) than those who undertook overnight trips (5 million) within the same LSM group..

Ratios were calculated using the number of individuals per LSM group who undertook at least one trip, compared with the total number of trips undertaken by individuals within that particular LSM group. This ratio should not be compared to the percentage of trips undertaken by all individuals in different LSM groups compared to all individuals in other LSM groups, which is a percentage of the total number of trips undertaken in the country.

Even though in absolute numbers individuals in the broad LSM groups 5–7 and 8–10 undertook fewer day trips than the broad LSM group 1–4, individuals in these groups undertook more day trips per capita. This is shown by a ratio of about two trips per individual in broad LSM group 5–7, and slightly above three trips per individual in broad LSM group 8–10.

Domestic tourists in 2014 were predominantly from the broad LSM group 5–7 with 24 million overnight trips undertaken from the 47 million such trips undertaken in that year. The table, however, shows that broad LSM group 8–10 was the most likely to travel as a proportion of individuals within a particular group, since almost seven trips were taken by individuals in this group. They were followed by travellers in broad LSM groups 5–7 who undertook an average of six trips per person during the year.

Figure 10: Broad LSM groups by main purpose of most recent day and overnight trips, January–December, 2014 (per cent)

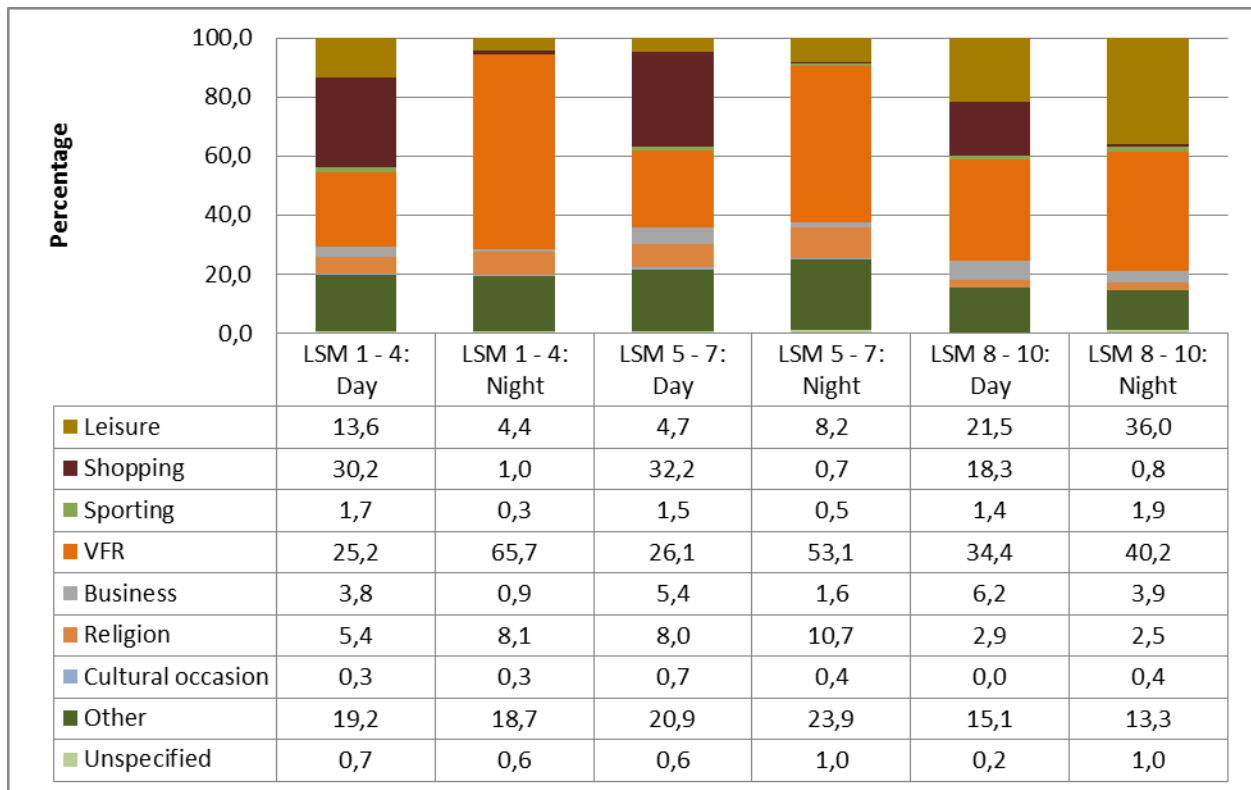


Figure 10 reveals the different reasons that individuals in different LSM groups undertook trips. For broad LSM groups 1–4 and 5–7, the trend seems to be to day trips for shopping (30,2% and 32,2% respectively) and visiting friends and relatives for overnight trips (65,7% and 53,1% respectively).

For individuals in broad LSM group 8–10, however, the most cited reason for undertaking both day and overnight trips was visiting friends and relatives, followed by leisure.

Table 30: LSM groups by length of stay during most recent overnight trips, January–December, 2014

LSM group	Length of stay (per cent)			Total	Paid bed nights ('000)	Quartiles of number of nights stayed			
	Up to 1 week	1–2 weeks	> 2 weeks			Lower quartile	Median	Average	Upper quartile
LSM 1–4	75,6	7,9	16,5	100,0	145	2	3	7	7
LSM 5–7	78,4	8,8	12,7	100,0	3 072	2	3	6	6
LSM 8–10	83,0	11,9	5,1	100,0	15 329	2	3	5	6
South Africa	79,9	9,9	10,2	100,0	18 547	2	3	6	6

Length of stay

Table 30 shows that for the reference period (January to December 2014), all broad LSM groups were inclined to spend mostly up to one week away from their usual environment. Almost 79,9% of overnight trips in South Africa lasted up to one week, with tourists who fall in broad LSM group 8–10 (83,0%) most likely to spend up to one week at their destinations, while individuals in broad LSM group 5–7 (78,4%) were the second most likely to spend one week away from home.

Approximately 16,5% of tourists from broad LSM group 1–4 undertook trips that lasted longer than two weeks. This group stayed the longest away from home whenever they undertook overnight trips, since the other broad LSM groups showed lower percentages of individuals who stayed longer than two weeks at their destinations

Paid bed nights

Individuals in broad LSM group 8–10 accounted for over eight out of every ten bed nights paid for on overnight trips between January and December 2014. Broad LSM group 5–7 was responsible for about 16,6% of paid bed nights, while a negligible number of travellers from broad LSM group 1–4 paid for accommodation.

Quartiles

On average, South African tourists stayed approximately six nights at their destination while on overnight trips taken between January and December 2014. The lower quartile of domestic tourists stayed about two nights; the median number of nights lodged was three nights; the upper quartile of domestic tourists stayed about six nights.

Table 31: LSM groups by expenditure (R'000) on most recent day and overnight trips, January–December, 2014

LSM group	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
Day trips							
LSM 1–4	-	986 563	1 767 973	51 727	4 360 688	374 994	7 541 945
LSM 5–7	-	177 445	414 875	4 506	869 919	182 973	1 649 718
LSM 8–10	-	328 191	627 167	31 017	787 504	68 566	1 842 445
South Africa	-	1 492 198	2 810 015	87 250	6 018 111	626 533	11 034 108
Overnight trips							
LSM 1–4	22 646	266 135	629 769	11 805	735 101	57 342	1 722 798
LSM 5–7	610 138	1 869 914	4 773 122	124 558	5 227 153	443 644	13 048 529
LSM 8–10	3 843 046	4 745 123	7 474 712	676 375	5 379 297	887 283	23 005 836
South Africa	4 475 829	6 881 173	12 877 603	812 738	11 341 551	1 388 269	37 777 163

¹Other includes categories of expenditure that were not included in the categories.

The estimated total spending on most recent day trips between January and December 2014 was R11 billion, and R38 billion for overnight trips over the same period. Much of the expenditure on day trips was for shopping (R6 billion), followed by expenditure on domestic transport and food and beverages with R2,9 billion and R1,5 billion respectively.

On overnight trips, domestic transport (R12,9 billion) remained the category of highest individual expenditure, followed by shopping (R11,3 billion) and food and beverages (R6,9 billion).

Table 31 above shows that broad LSM group 1–4 spent the most while on day trips, having spent more or less R7,5 billion. Most of the expenditure was spent on shopping (R4,4 billion) and domestic transport (R1,8 billion). Broad LSM group 5–7 spent the least amount of money while on day trips, but they tended to spend their money on shopping (R870 million) and domestic transport (R415 million).

Broad LSM group 8–10 accounted for slightly above six rand of every ten rand spent on overnight trips between January and December 2014. They spent most of their money on domestic transport (R7,5 billion); shopping (R5,4 billion); food and beverages (R4,8 billion) and on accommodation (R3,8 billion). The next highest spending groups was broad LSM group 5–7 (R13 billion), and individuals in this group spent money mostly on domestic transport (R4,8 billion) and shopping (R5,2 billion).

Figure 11: Broad LSM groups by expenditure on most recent day and overnight trips, January–December, 2014 (per cent)

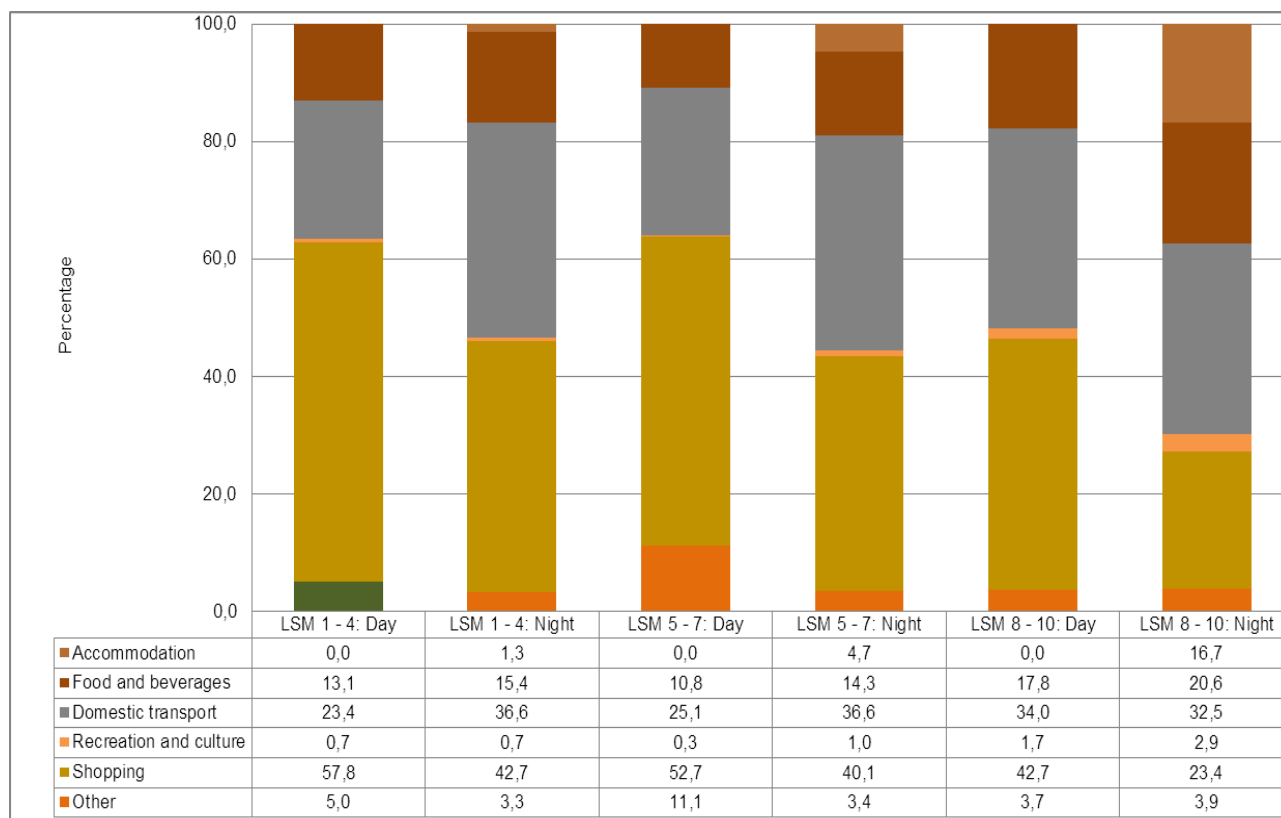


Figure 11 shows that in all instances where trips were undertaken as either day or overnight trips, across all LSM groups, shopping was the category on which the most money was spent, except for overnight trips undertaken by LSM group 8–10, who spent most of their money on domestic transport (32,5%), which was followed by expenditure on shopping (23,4%).

Table 32: Number of most recent trips per broad LSM group by main mode of transport, January–December, 2014

Broad LSM group	Main mode of transport ('000)						Total
	Air	Bus	Car	Taxi	Other ¹	Unspecified	
Day trips							
LSM group 1–4	4	766	7 333	4 545	501	145	13 294
LSM group 5–7	9	107	1 302	901	51	6	2 376
LSM group 8–10	29	42	2 224	130	7	15	2 447
South Africa	42	915	10 858	5 576	559	166	18 116
Overnight trips							
LSM group 1–4	7	306	276	2 007	84	24	2 704
LSM group 5–7	79	1 933	5 184	6 771	500	168	14 634
LSM group 8–10	709	328	8 568	665	57	24	10 349
South Africa	794	2 567	14 027	9 443	641	216	27 688

¹Other includes motorcycles, bicycles, trains etc.

Most recent day trips undertaken during the reference period January to December 2014 were taken by a car (11 million), and most tourists used cars (14 million) to reach their destinations.

Since broad LSM group 1–4 undertook most of the day trips during the reference period, this group showed the highest proportion of cars used on day trips, when compared to other LSM groups. This group also relied most on taxis while on day and overnight trips, unlike their more affluent counterparts. However, broad LSM group 5–7 also preferred taxis to other modes of transport on most recent overnight trips. This group was also the most likely to use buses on overnight trips, since they made up three-quarters of all overnight trips undertaken by bus in 2014.

For overnight trips, the table shows that ninety per cent of air travel was undertaken by tourists in broad LSM group 8–10, and a further ten per cent by individuals in group 5–7, while broad LSM group 1–4 made up less than half a per cent of South Africans who used that mode of transport on overnight trips.

5. Technical notes

5.1 Response details

Province	Response rates (%)
South Africa	94,59
Western Cape	94,99
Eastern Cape	96,77
Northern Cape	97,92
Free State	97,70
KwaZulu-Natal	97,56
North West	97,36
Gauteng	82,96
Mpumalanga	96,82
Limpopo	99,27

5.2 Survey requirements

The Domestic Tourism Survey uses the Master Sample frame that has been developed as a general-purpose household survey frame that can be used by all other Stats SA household surveys that have reasonably compatible design requirements as the DTS. The Domestic Tourism Survey (DTS) 2014 data were based on two independent samples; these samples were also based on independent sample designs. 94% of the DTS 2014 data were based on the 2007 Master Sample that is based on information collected during the 2001 Population Census conducted by Stats SA. The remaining 4% of the data were based on the 2013 Master Sample that is based on information collected during the 2011 Population Census conducted by Stats SA. The data collection period for the survey is a cycle of 12 months, where the ultimate data are presented for each of the calendar months within the survey reference period.

5.3 Sample design

The samples for the survey used a two-stage stratified design with probability-proportional-to-size (PPS) sampling of primary sampling units (PSUs) from strata in the first stage, and systematic sampling (SYS) of dwelling units (DUs) from the sampled PSUs. The MS stratification was divided into two levels: (1) the primary stratification was defined by metropolitan and non-metropolitan geographic area type; (2) during the second stratification, the Census data were summarised at PSU level using the following variables: household size, education, occupancy status, gender, industry and income. A PPS sample of PSUs was drawn in each stratum with the measure of size being the number of DUs in the PSU. In each selected PSU, a systematic sample of DUs was drawn.

5.4 Weighting

Since the DTS data are collected for each calendar month for the reference period, each month was weighted separately, accounting for the following:

a. Design weight

The initial design weights the inverse of the probability of selection (also referred to as inverse of the sampling rate (ISR)). The sampling rate had been assigned at province level, i.e. all design strata within a province had been sampled at the same rate.

Let N_p be the household count as at Census from the province p and n_p the corresponding required household sample size; the ISR is given by:

$$ISR_p = N_p/n_p \tag{1}$$

b. Primary Sampling Unit adjustment

The sample selection methods or sampling rates within PSUs were modified during DU sample selection in two different scenarios; that is, the segmentation of informal PSUs and sub-sampling within growth PSUs, for reasons related to operational feasibility and/or cost implications. The PSU adjustment factor for the i^{th} PSU was defined as:

$$PSU_ADJ_i = \begin{cases} \text{Expected PSU Yield}_i / \text{Segment Yield}_i, & \text{where Segmented PSUs} \\ \text{Revised ISR}_i / \text{Original ISR}_i, & \text{where Growth PSUs} \\ 1, & \text{otherwise} \end{cases} \tag{2}$$

Base weight

The base weight (W_b) is defined as the product of the provincial ISR and the truncated PSU adjustment factor for the segmentation of informal PSUs and the sub-sampling for growth PSUs:

$$W_b = ISR_p \times PSU_ADJ_i^t \tag{3}$$

c. Adjusted base weights

i. Synthetic weight adjustment for non-coverage

During the design stage, it is common practice to exclude very small Census EAs from the area sampling frame because these are often very remote EAs that are sparsely populated, representing only a small portion of the population and so have very little effect on the survey estimates. It would be neither very cost-efficient to include these EAs in the frame or feasible to conduct field operations in these areas. Since the population in these EAs forms part of the target population, excluding these EAs from the sampling frame introduces some non-coverage on the sampling frame.

A synthetic weight adjustment factor to account for the contribution from the excluded population was applied to the base weights. The adjustment factor was calculated using the Census population counts at the primary strata level (i.e. geographic area by province) to reduce the risk of potential synthetic bias.

Let N_H be the number of persons within the target population from the primary stratum H and N_H^f the corresponding number of persons within the sampling frame. Then the synthetic weight adjustment factor is given by:

$$Synth_Wgt_H = N_H / N_H^f \tag{4}$$

ii. Non-response adjustments

The most common practice to account for unit (total) non-response is to adjust the base weights based on the assumption that the respondent units represent both the respondent and non-respondent units. This is reasonable under the assumption that, for the characteristics measured in the survey, the non-respondents are like the respondents. The base weights of the non-respondents are then redistributed amongst the respondents. This is often done using a non-response adjustment factor that is applied to the base weight to produce a non-response adjusted weight. The non-response adjustment factor is usually defined as the ratio of the sum of the weights of all eligible units, i.e. respondent and non-respondent units, in the sample to the sum of the weights of the respondent units.

The adjustment for total non-response was computed at two levels of non-response: PSU non-response and household non-response.

PSU non-response

The sampled PSUs can be classified into three response categories based on the DU sample drawn, namely whether it contained or potentially could have contained eligible DUs, when it contained eligible DUs and whether it contained a respondent household or not.

Let p_h^r be the number of respondent PSUs from stratum h and p_h^{nr} the corresponding number of non-respondent PSUs. The PSU non-response adjustment factor at stratum level is then given by:

$$PSU_NR_ADJ_h = (p_h^r + p_h^{nr}) / p_h^r \tag{5}$$

Household non-response

The household records were assigned to one of three response categories: respondent, non-respondent, or out-of-scope. Only the eligible households (respondent and non-respondent) were used in computing the household non-response adjustment.

In general, the household non-response adjustment was computed at PSU level. However, in those cases where the non-response at PSU level was large, meaning an adjustment factor of greater than or equal to 1.5, the non-response adjustment was computed at the variance unit level for all PSUs within the variance unit level containing the cases with a high non-response level.

Let n_{hvi} be the number of eligible households in the dwelling sample from PSU i in the variance unit v within the design stratum h and n_{hvi}^r be the number of respondent households out of the n_{hvi} eligible households. The remaining $n_{hvi} - n_{hvi}^r$ households are then the non-respondent households. The household non-response adjustment factor is then given by:

$$HH_NR_ADJ_{hvi} = \begin{cases} \frac{n_{hvi}}{n_{hvi}^r}, & \text{for PSUs within VarUnits with all adjustments} < 1.5 \\ \frac{\sum_{hv} n_{hvi}}{\sum_{hv} n_{hvi}^r}, & \text{for PSUs within VarUnits with at least 1 adjustment} \geq 1.5 \end{cases} \tag{6}$$

d. Final sample weights

The final sample weights were constructed by calibrating the non-response adjusted design weights to the known population estimates using the "Integrated Household Weighting" method. The lower bound for the calibrated weights was set equal to 50 when computing the calibrated weights with the StatMx software (Statistics Canada software).

The final sample weights were benchmarked to the known monthly population estimates for 2014 at 5-year age groups by population group and by gender at national level, and broad age group at province level. The calibrated weights are constructed such that all persons in a household would have the same final sample weight, defined as follows where *Cal_Factor* is the calibration factor for benchmarking the survey weights to the population estimates.

$$W_s = \prod [W_b \text{ Synth_Wgt}_H \text{ PSU_NR_ADJ}_h \text{ HH_NR_ADJ}_{hvi} \text{ Cal_Factor}] \tag{7}$$

5.5 Estimation

The final sample weights are used to obtain the estimates for various domains of interest. Due to the overlapping samples and sample designs for the DTS 2014, the estimates for the calendar month that contain data collected from the overlapping samples were produced as follows:

Let a and b represent the sample from 2007 Master Sample design and the 2013 Master Sample design, respectively; the months containing data from the overlapping sample designs be represented by i .

The two estimates from the samples be $\hat{y}_i^{(a)}$ and $\hat{y}_i^{(b)}$. Denote by $v(\hat{y}_i^{(a)})$ and $v(\hat{y}_i^{(b)})$ respectively the corresponding variance estimates. Then, the estimate for the reference month i be a linear combination of $\hat{y}_i^{(a)}$ and $\hat{y}_i^{(b)}$ defined as:

$$\hat{y}_i = \alpha \hat{y}_i^{(a)} + (1 - \alpha) \hat{y}_i^{(b)} \tag{8}$$

Where the α value is defined as:

$$\alpha = \frac{v(\hat{y}_i^{(b)})}{v(\hat{y}_i^{(a)}) + v(\hat{y}_i^{(b)})} \tag{9}$$

The α value is different for each estimate within each month. Therefore, the α values for each variable of interest are weighted averages.

5.6 Limitations to the study

The DTS 2013 was the first round of tourism surveys to be conducted using the Continuous Data Collection method, and DTS 2014 the second. The recall period was three months as compared to the previous waves.

5.7 Non-response adjustment

In general, editing (i.e. invalid or inconsistent responses) and imputation (i.e. blanks within the questionnaire) were used for item non-response. The eligible households in the sampled dwellings can be divided into two response categories: households and non-households; and weight adjustment is applied to account for the non-respondent household (e.g. refusal, non-contact).

5.8 Benchmarking

The population estimates produced by the Demographic Analysis division were used during the weighting of the DTS as calibration totals. The calibration process was done at national and provincial levels. This process involved the following demographic variables: age, race and gender (i.e. national x race x gender and province x broad age group).

5.9 Editing and imputation

All questionnaires were scanned, and the data were sent to the post-capture process for editing and imputation. At each stage of checking, data were edited to ensure consistency. Data editing is concerned with the identification and, if possible, the correction of erroneous or highly suspect survey data. Data were checked for valid range, internal logic and consistency.

The focus of the editing process was on clearing skip violations and ensuring that each variable only contains valid values. Very few limits to valid values were set and data were largely released as it was received from the field.

When testing for skip violations and doing automated editing, the following general rules are applied in cases where one question follows the filter question and the skip is violated:

- If the filter question had a missing value, the filter is allocated the value that corresponds with the subsequent question that had a valid value.
- If the values of the filter question and subsequent question are inconsistent, the value of the filter question is set to missing and imputed using either the hot-deck or nearest neighbour imputation techniques. The imputed value is then once again tested against the skip rule. If the skip rule remains violated, the question subsequent to the filter question is dealt with by either setting it to missing and imputing or, if that fails, printing a message of edit failure for further investigation, decision-making and manual editing.

In cases where skip violations take place for questions where multiple questions follow the filter question, the rules used are as follows:

- If the filter question has a missing value, the filter question is allocated the value that corresponds with the value expected, given the completion of the remainder of the question set.
- If the filter question and the values of subsequent questions values were inconsistent, a counter is set to see what proportion of the subsequent questions have been completed. If more than 50% of the subsequent questions have been completed, the value of the filter question is

modified to correspond with the fact that the rest of the questions in the set were completed. If less than 50% of the subsequent questions in the set were completed, the value of the filter question is set to missing and imputed, using either the hot-deck or nearest neighbour imputation techniques. The imputed value is then once again tested against the skip rule. If the skip rule remains violated, the questions in the set that follows the filter question are set to missing.

When dealing with internal inconsistencies, as much as possible was done using logical imputation, i.e. information from other questions was compared with the inconsistent information. If other evidence is found to back up either of the two inconsistent viewpoints, the inconsistency is resolved accordingly. If the internal consistency remains, the question subsequent to the filter question is dealt with by either setting it to missing and imputing its value or printing a message of edit failure for further investigation, decision-making and manual editing.

Two imputation techniques were used for imputing missing values: hot deck and nearest neighbour. In both cases, an already published code was used for imputation. The variable composition of hot decks is based on a combination of the variables used for the Census (where appropriate), an analysis of odds ratios and logistic regression models. Generally, as in the QLFS system, the DTS adds geographic variables such as province, geography type, metro/non-metro, population group, etc. to further refine the decks. This was not done for Census 2001 and it is assumed that the reason for this is the differences in deck size and position for sample surveys as opposed to a multi-million record database.

The 'No' imputations assume that if the 'Yes'/No' question had to be completed and there is a missing value next to any of the options, the response should have been 'No'. Missing values are therefore converted to the code for 'No', namely '2'. This is only done if there is some evidence that the questions have been completed. Otherwise, all remain missing. For questions for which each option represents a question, no 'No' imputations were made.

1. Population

1.1 Province by population group and gender ('000)

Province	Black African			Coloured			Indian/Asian			White			Total		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	42 959	20 964	21 995	4 857	2 346	2 511	1 384	701	683	4 501	2 189	2 312	53 702	26 200	27 501
Western Cape	1 749	857	892	3 252	1 568	1 684	39	22	18	1 091	534	557	6 131	2 981	3 150
Eastern Cape	5 941	2 883	3 058	459	227	231	7	4	3	249	108	141	6 656	3 223	3 433
Northern Cape	631	321	311	448	216	232	3	3	*	91	44	47	1 173	583	590
Free State	2 401	1 139	1 262	56	30	26	12	7	5	289	142	146	2 758	1 318	1 440
KwaZulu-Natal	9 249	4 433	4 816	144	67	78	844	418	426	334	157	177	10 572	5 074	5 497
North West	3 378	1 680	1 698	72	36	36	34	19	15	166	77	88	3 650	1 813	1 837
Gauteng	10 226	5 175	5 051	404	192	212	360	180	180	2 007	990	1 017	12 996	6 536	6 460
Mpumalanga	3 944	1 934	2 010	13	6	7	31	16	14	194	94	100	4 182	2 050	2 132
Limpopo	5 441	2 543	2 898	9	5	4	54	33	22	81	43	38	5 585	2 623	2 962

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

1.2 By age group, population group and gender ('000)

Age group	Black African			Coloured			Indian/Asian			White			Total		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	42 959	20 964	21 995	4 857	2 346	2 511	1 384	701	683	4 501	2 189	2 312	53 702	26 200	27 501
0–4	4 466	2 249	2 217	422	210	212	100	53	47	259	133	126	5 246	2 645	2 602
5–9	4 354	2 186	2 167	434	220	215	98	49	50	260	131	129	5 147	2 586	2 561
10–14	4 238	2 117	2 121	448	223	225	98	49	49	274	139	135	5 058	2 527	2 531
15–19	4 302	2 152	2 150	450	227	223	103	52	51	303	156	147	5 159	2 588	2 571
20–24	4 262	2 146	2 116	431	217	214	113	59	55	301	154	147	5 107	2 575	2 532
25–29	4 026	2 053	1 974	389	194	195	116	59	57	291	145	146	4 822	2 451	2 371
30–34	3 723	1 888	1 834	370	178	191	122	66	57	280	141	139	4 495	2 273	2 222
35–39	3 178	1 610	1 568	377	182	195	121	64	56	279	136	143	3 955	1 993	1 962
40–44	2 686	1 295	1 391	362	171	191	105	58	47	300	152	148	3 454	1 677	1 777
45–49	1 948	904	1 044	307	143	164	92	43	49	344	170	174	2 691	1 260	1 431
50–54	1 662	751	911	268	126	143	80	39	41	337	167	170	2 347	1 082	1 265
55–59	1 320	591	728	208	94	114	73	37	36	328	160	169	1 929	882	1 047
60–64	948	411	536	150	65	85	61	28	32	292	141	151	1 451	646	804
65–69	785	276	508	103	45	58	43	20	24	242	106	137	1 173	447	726
70–74	514	166	348	65	28	37	29	12	17	180	76	104	789	282	507
75+	549	167	382	73	25	47	27	12	15	230	82	148	879	287	592

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

2. Education

2.1 Population aged 18 years and older, by highest level of education and province ('000)

Highest level of education	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Total
Total	4 266	4 081	662	1 849	6 432	2 784	9 026	2 608	3 439	35 147
No schooling	56	242	43	64	409	192	171	245	331	1 752
Grade 0/R to Grade 3/Standard 1	65	160	23	74	240	111	110	93	127	1 003
Grade 4/Standard 2	58	114	16	41	147	72	97	69	78	691
Grade 5/Standard 3/ABET 2	61	138	19	46	131	61	100	60	75	690
Grade 6/Standard 4	114	198	32	69	182	91	170	79	104	1 039
Grade 7/Standard 5/ABET 3	216	276	42	101	289	161	265	138	165	1 654
Grade 8/Standard 6/Form 1	232	351	54	119	340	193	454	142	254	2 138
Grade 9/Standard 7/Form 2/ABET 4	332	344	61	159	416	216	416	190	320	2 456
Grade 10/Standard 8/Form 3	499	502	80	238	749	373	1 049	297	462	4 248
Grade 11/Standard 9/Form 4	397	518	55	200	854	298	1 071	334	464	4 190
Grade 12/Standard 10/Form 5/Matric (No exemption)	1 194	715	149	486	1 906	636	2 819	604	582	9 091
Grade 12/Standard 10/Form 5/Matric (Exemption)	163	65	10	32	126	39	255	53	33	777
NTCI–NTCIII	26	27	5	16	34	16	72	22	44	261
NTC4–NTC6	31	16	5	21	26	26	87	30	31	272
Diploma/certificate with less than Grade 12/Std 10	25	18	2	7	21	12	43	14	13	154
Diploma/certificate with Grade 12/Std 10	328	190	39	85	302	132	716	129	201	2 121
Degree and higher	380	168	24	71	226	89	875	78	125	2 036
Other	19	6	2	2	6	3	82	16	2	137
Don't know/unspecified	72	32	2	19	29	63	176	16	30	438

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

2.2 Population aged 18 years and older, by highest level of education, population group and gender ('000)

Highest level of education	Black African			Coloured			Indian/Asian			White			Total		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	27 309	13 138	14 170	3 285	1 560	1 725	1 028	523	506	3 525	1 695	1 830	35 147	16 916	18 231
No schooling	1 658	618	1 040	74	35	39	10	4	6	10	6	4	1 752	663	1 088
Grade 0/R to Grade 3/Standard 1	929	438	491	63	32	31	5	2	3	6	1	5	1 003	473	530
Grade 4/Standard 2	621	312	309	56	27	29	6	2	5	7	5	3	691	346	345
Grade 5/Standard 3/ABET 2	609	295	314	68	35	33	6	2	4	5	1	4	690	334	356
Grade 6/Standard 4	892	448	444	116	49	66	19	8	12	12	5	7	1 039	510	529
Grade 7/Standard 5/ABET 3	1 389	674	716	222	108	113	19	8	11	24	8	16	1 654	798	856
Grade 8/Standard 6/Form 1	1 766	889	877	243	111	132	59	29	29	70	30	40	2 138	1 060	1 078
Grade 9/Standard 7/Form 2/ABET 4	2 070	1 079	991	310	165	146	22	8	14	54	31	23	2 456	1 283	1 173
Grade 10/Standard 8/ Form 3	3 320	1 683	1 637	479	227	252	101	56	45	348	154	194	4 248	2 119	2 129
Grade 11/Standard 9/ Form 4	3 743	1 754	1 989	294	141	152	57	30	27	96	47	48	4 190	1 972	2 218
Grade 12/Standard 10/Form 5/Matric (No exemption)	6 597	3 212	3 384	878	404	474	417	213	204	1 200	542	658	9 091	4 371	4 721
Grade 12/Standard 10/Form 5/Matric (Exemption)	409	186	222	75	31	44	68	32	36	225	99	126	777	348	428
NTCI–NTCIII	187	93	94	12	9	3	3	3	1	59	48	11	261	153	108
NTC4–NTC6	191	104	87	13	9	4	5	3	2	63	47	16	272	162	109
Diploma/certificate with less than Grade 12/Std 10	103	47	56	14	4	10	4	2	1	33	18	15	154	71	83
Diploma/certificate with Grade 12/Std 10	1 388	587	801	179	78	101	82	41	41	472	223	249	2 121	928	1 193
Degree and higher	980	467	513	129	61	67	137	76	61	790	403	387	2 036	1 007	1 029
Other	114	68	46	8	5	3	1	1		14	8	6	137	82	55
Don't know/unspecified	344	185	159	53	28	25	5	4	2	36	18	18	438	235	203

* Values of less than or equal to 3, unweighted were too small for reliable estimates
Due to rounding, numbers do not necessarily add up to totals

3. Day or overnight

3.1 Number of most recent trips taken in South Africa during the twelve-month reference period by type of trip and province of origin, January–December, 2014

Province of origin	Type of trip ('000)	
	Day trips	Overnight trips
South Africa	18 116	27 688
Western Cape	2 168	3 171
Eastern Cape	1 802	2 581
Northern Cape	629	698
Free State	709	1 360
KwaZulu-Natal	1 559	3 337
North West	1 888	2 392
Gauteng	4 374	8 410
Mpumalanga	2 216	2 892
Limpopo	2 772	2 846

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.2 Number of most recent trips in South Africa during the twelve-month reference period by number of day trips and province of origin, January–December, 2014

Province of origin	Number of day trips ('000)			
	1 trip	2–4 trips	5 trips or more	Total
South Africa	14 969	2 890	257	18 116
Western Cape	1 604	509	56	2 168
Eastern Cape	1 581	214	7	1 802
Northern Cape	470	144	15	629
Free State	612	78	20	709
KwaZulu-Natal	1 337	210	12	1 559
North West	1 593	255	40	1 888
Gauteng	3 427	877	70	4 374
Mpumalanga	1 974	218	24	2 216
Limpopo	2 374	385	14	2 772

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.3 Number of most recent trips in South Africa during the twelve-month reference period by number of overnight trips and province of origin, January–December, 2014

Province of origin	Number of overnight trips ('000)			
	1 trip	2–4 trips	5 trips or more	Total
South Africa	25 897	1 669	122	27 688
Western Cape	2 895	252	24	3 171
Eastern Cape	2 461	114	6	2 581
Northern Cape	616	74	8	698
Free State	1 255	101	*	1 360
KwaZulu-Natal	3 209	110	18	3 337
North West	2 160	220	12	2 392
Gauteng	7 978	403	30	8 410
Mpumalanga	2 689	188	15	2 892
Limpopo	2 635	208	*	2 846

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.4 Number of most recent trips in South Africa during the twelve-month reference period by province of origin and sex, January–December, 2014

Province of origin	Undertook day trip ('000)			Undertook overnight trip ('000)		
	Total	Male	Female	Total	Male	Female
South Africa	18 116	8 561	9 556	27 688	12 648	15 040
Western Cape	2 168	1 039	1 129	3 171	1 573	1 598
Eastern Cape	1 802	758	1 043	2 581	1 022	1 558
Northern Cape	629	323	306	698	321	377
Free State	709	357	352	1 360	626	734
KwaZulu-Natal	1 559	749	810	3 337	1 428	1 909
North West	1 888	904	983	2 392	1 125	1 267
Gauteng	4 374	2 249	2 126	8 410	4 109	4 301
Mpumalanga	2 216	969	1 247	2 892	1 282	1 611
Limpopo	2 772	1 212	1 560	2 846	1 161	1 685

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.5 Number of most recent day trips in South Africa during the twelve-month reference period by month of the trip, province of origin and gender, January–December, 2014 ('000)

Province of origin	January			February			March			April			May			June		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	1 427	659	768	1 563	742	822	1 482	748	733	1 630	806	824	1 453	603	850	1 223	592	631
Western Cape	224	95	129	176	89	87	128	69	60	114	62	52	142	54	89	146	68	78
Eastern Cape	194	71	123	181	81	100	190	93	97	141	58	83	95	32	63	79	36	43
Northern Cape	45	21	23	71	38	32	30	15	15	60	34	26	53	22	31	69	33	36
Free State	19	16	3	86	45	41	58	30	28	42	15	27	54	27	27	35	21	13
KwaZulu-Natal	123	64	58	255	92	164	109	67	43	119	61	59	140	71	68	130	65	65
North West	193	89	104	170	86	84	185	91	94	184	88	96	192	87	105	127	56	71
Gauteng	214	108	106	320	184	137	392	227	165	521	301	220	323	117	206	331	180	151
Mpumalanga	160	76	84	168	60	107	113	47	66	222	94	129	246	94	152	118	50	68
Limpopo	255	119	137	135	66	69	275	110	165	228	94	133	208	98	110	187	81	105

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.5 Number of most recent day trips in South Africa during the twelve-month reference period by month of the trip, province of origin and gender (concluded), January–December, 2014 ('000)

Province of origin	July			August			September			October			November			December		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	1 350	628	723	1 445	660	785	1 428	661	767	1 713	850	863	1 057	504	553	2 346	1 108	1 238
Western Cape	129	55	74	160	73	88	284	116	169	293	162	131	121	66	55	249	130	119
Eastern Cape	98	37	62	146	48	97	214	80	134	109	49	60	104	47	57	251	126	125
Northern Cape	26	10	16	79	41	38	40	21	19	52	33	19	28	15	13	78	41	37
Free State	88	42	45	45	22	23	61	33	28	92	42	50	36	16	20	93	47	46
KwaZulu-Natal	91	32	59	108	45	63	66	33	33	125	73	52	97	43	55	196	104	92
North West	157	73	84	108	38	69	197	105	93	182	85	97	76	55	21	116	51	65
Gauteng	366	201	164	322	177	146	280	144	136	388	202	186	209	72	137	708	335	372
Mpumalanga	198	104	94	277	133	144	95	47	48	258	114	144	45	19	26	315	131	184
Limpopo	197	74	123	200	83	117	191	83	108	214	90	124	341	171	170	341	142	199

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.6 Number of most recent overnight trips in South Africa during the twelve-month reference period by month of the trip, province of origin and gender, January–December, 2014 ('000)

Province of origin	January			February			March			April			May			June		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	3 411	1 560	1 852	1 680	788	893	2 180	978	1 203	3 380	1 410	1 970	1 424	651	772	1 742	801	940
Western Cape	473	225	248	213	101	112	220	105	115	404	226	178	101	40	61	207	85	122
Eastern Cape	317	129	187	201	74	127	231	87	144	265	97	169	148	49	98	149	67	82
Northern Cape	96	43	54	63	27	36	52	23	29	63	23	40	46	23	24	33	18	15
Free State	150	86	64	105	47	57	88	36	53	130	50	80	76	40	35	54	22	32
KwaZulu-Natal	495	269	226	172	95	76	211	93	118	535	201	334	155	61	94	195	93	101
North West	286	121	166	143	83	60	180	86	95	333	155	178	90	27	64	172	84	88
Gauteng	1 101	483	618	543	261	282	756	354	402	907	384	524	430	249	181	538	266	272
Mpumalanga	310	124	186	117	47	70	127	59	68	377	128	250	204	100	103	213	93	120
Limpopo	184	80	103	124	52	72	316	136	180	366	148	218	174	62	112	182	73	108

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.6 Number of most recent overnight trips in South Africa during the twelve-month reference period by month of the trip, province of origin and gender (concluded), January–December, 2014 ('000)

Province of origin	July			August			September			October			November			December		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	2 434	1 052	1 382	1 639	778	860	2 304	1 035	1 269	1 994	917	1 078	1 539	768	771	3 960	1 911	2 049
Western Cape	339	154	186	119	53	66	234	114	120	219	101	118	247	132	115	395	239	157
Eastern Cape	180	69	111	113	41	73	249	85	164	225	111	114	130	38	92	374	175	198
Northern Cape	40	20	21	69	29	40	39	17	21	55	21	34	57	35	22	85	43	42
Free State	137	54	83	79	25	54	150	69	81	80	42	38	98	49	49	214	106	109
KwaZulu-Natal	279	100	179	132	60	72	257	94	163	338	118	220	115	38	77	455	205	250
North West	211	99	112	120	50	71	248	117	131	184	102	82	157	87	70	267	116	150
Gauteng	573	268	305	641	350	291	580	308	272	540	284	255	392	204	188	1 409	698	711
Mpumalanga	388	179	209	162	77	85	267	127	140	235	100	134	120	76	44	373	171	202
Limpopo	285	108	177	204	94	110	280	102	178	120	37	83	224	110	114	388	158	230

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.7 Number of most recent day trips in South Africa during the twelve-month reference period by month of the trip, gender and province of destination, January–December, 2014 ('000)

Province of destination	January			February			March			April			May			June		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	1 427	659	768	1 563	742	822	1 482	748	733	1 630	806	824	1 453	603	850	1 223	592	631
Western Cape	243	104	139	178	91	87	122	66	56	118	59	59	139	50	89	144	67	77
Eastern Cape	180	58	122	154	73	80	172	84	88	125	56	69	90	31	58	79	38	40
Northern Cape	54	27	27	72	34	37	41	16	24	55	33	22	91	34	57	99	46	52
Free State	34	16	18	121	77	44	63	33	30	51	16	35	77	32	45	27	16	11
KwaZulu-Natal	127	68	59	281	108	173	123	76	48	158	78	80	143	67	76	126	61	64
North West	158	81	77	124	73	51	162	87	75	91	37	53	113	46	67	98	42	56
Gauteng	270	129	141	316	155	161	389	207	181	664	363	302	372	141	230	344	186	158
Mpumalanga	83	42	41	138	53	85	82	36	46	117	57	61	197	80	117	95	45	49
Limpopo	242	110	132	135	54	81	306	140	167	231	98	133	198	96	102	189	79	111
Unspecified	37	25	12	44	22	22	21	*	19	19	*	10	32	25	8	22	*	11

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.7 Number of most recent day trips in South Africa during the twelve-month reference period by month of the trip, gender and province of destination (concluded), January–December ,2014 ('000)

Province of destination	July			August			September			October			November			December		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	1 350	628	723	1 445	660	785	1 428	661	767	1 713	850	863	1 057	504	553	2 346	1 108	1 238
Western Cape	125	53	72	160	72	88	272	108	164	310	173	138	121	66	55	249	132	117
Eastern Cape	89	26	63	112	42	70	203	78	124	99	48	51	102	47	55	226	104	122
Northern Cape	22	9	13	62	34	27	43	26	16	42	27	15	22	12	10	69	35	35
Free State	94	47	47	58	28	29	64	34	30	98	44	54	58	25	33	141	57	83
KwaZulu-Natal	95	39	57	186	75	110	83	38	45	140	75	66	97	43	55	205	108	97
North West	177	85	91	108	44	65	134	66	68	147	58	89	51	14	37	146	63	83
Gauteng	387	193	194	404	206	198	304	157	146	419	222	197	217	99	119	618	282	335
Mpumalanga	127	67	60	126	66	60	105	50	55	135	58	77	32	13	18	213	106	107
Limpopo	144	49	95	174	73	101	168	81	87	275	116	159	337	170	166	407	179	229
Unspecified	90	60	31	56	19	36	51	22	29	48	31	17	21	15	*	70	41	29

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.8 Number of most recent overnight trips in South Africa during the twelve-month reference period by month of the trip, gender and province of destination, January–December, 2014 ('000)

	January			February			March			April			May			June		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	3 411	1 560	1 852	1 680	788	893	2 180	978	1 203	3 380	1 410	1 970	1 424	651	772	1 742	801	940
Western Cape	288	129	158	153	61	91	252	115	138	321	165	156	130	43	87	207	94	112
Eastern Cape	557	248	309	244	99	145	195	71	125	299	125	174	117	49	68	176	82	94
Northern Cape	85	37	48	56	22	33	61	22	39	106	47	59	50	19	30	45	23	21
Free State	142	81	61	82	44	38	161	89	72	174	75	100	74	35	38	83	38	45
KwaZulu-Natal	682	361	320	217	103	114	273	116	157	515	195	319	206	83	123	193	83	110
North West	239	84	156	168	102	66	147	62	85	210	85	125	82	33	49	128	59	69
Gauteng	276	130	146	183	65	118	287	128	159	480	197	283	182	85	97	200	78	123
Mpumalanga	228	87	140	122	40	82	288	127	160	272	106	166	191	110	81	270	110	160
Limpopo	393	171	222	213	117	96	390	177	213	551	231	320	249	124	125	311	158	153
Unspecified	522	232	291	243	134	110	125	71	54	452	185	267	143	69	74	128	76	53

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.8 Number of most recent overnight trips in South Africa during the twelve-month reference period by month of the trip, gender and province of destination (concluded), January–December, 2014 ('000)

Province of destination	July			August			September			October			November			December		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
South Africa	2 434	1 052	1 382	1 639	778	860	2 304	1 035	1 269	1 994	917	1 078	1 539	768	771	3 960	1 911	2 049
Western Cape	168	83	85	99	48	52	179	92	87	149	65	84	232	120	112	611	295	316
Eastern Cape	328	140	188	123	50	73	270	116	154	267	151	116	124	38	86	377	180	196
Northern Cape	71	46	25	39	18	22	68	27	41	81	34	47	31	21	9	102	50	52
Free State	123	44	79	108	39	69	122	43	80	100	50	50	161	50	111	246	125	121
KwaZulu-Natal	388	167	221	199	95	103	361	156	205	299	117	182	217	112	105	511	251	259
North West	156	62	95	95	39	56	179	82	98	195	96	99	103	42	61	290	131	159
Gauteng	305	113	192	225	109	116	384	179	205	318	132	186	170	96	74	419	188	231
Mpumalanga	250	125	126	177	91	86	207	75	132	173	82	92	77	52	25	417	227	190
Limpopo	346	161	184	446	233	213	341	151	189	161	76	84	348	202	146	471	229	242
Unspecified	298	110	188	127	56	71	192	115	77	253	113	140	76	35	41	517	234	282

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.9 Number of most recent day trips in South Africa during the twelve-month reference period by month of the trip and purpose of trip, January–December, 2014 ('000)

Month	Purpose of trip																	
	Leisure/vacation/holiday	Shopping – business	Shopping – personal	Sporting – spectator	Sporting – participant	Visiting friends and/or family	Funeral	Business or professional trip	Business conference	Study/educational trip	Medical	Wellness (e.g. spa, health farm)	Religious	Child care	Cultural occasion	Other	Unspecified	Total
January	212	60	336	12	*	420	67	33	*	20	47	*	90	*	*	108	9	1 427
February	226	53	420	27	11	377	111	74	*	14	46	*	68	*	*	119	11	1 563
March	179	62	244	10	24	416	135	50	*	29	36	*	167	*	*	125	*	1 482
April	173	23	411	13	12	487	47	57	6	27	72	*	136	*	*	148	17	1 630
May	222	14	486	19	11	361	83	61	*	16	26	*	33	*	*	110	*	1 453
June	209	20	274	*	*	274	54	73	*	24	41	*	116	*	*	97	*	1 223
July	98	16	357	23	13	446	99	75	*	41	48	*	59	*	*	74	*	1 350
August	113	11	354	19	49	419	65	74	*	35	111	7	75	*	*	108	*	1 445
September	216	35	353	17	7	370	61	64	*	45	58	*	66	*	*	109	16	1 428
October	283	67	475	*	*	382	92	85	*	53	68	*	77	*	*	115	*	1 713
November	95	10	382	*	*	248	64	37	*	9	57	*	31	*	*	101	*	1 057
December	416	43	716	*	*	608	160	35	*	*	69	*	63	*	41	150	34	2 346

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

3.10 Number of most recent overnight trips in South Africa during the twelve-month reference period by month of the trip and purpose of visit, January–December, 2014 ('000)

Month	Purpose of trip																	
	Leisure/vacation/holiday	Shopping – business	Shopping – personal	Sporting – spectator	Sporting – participant	Visiting friends and/or family	Funeral	Business or professional trip	Business conference	Study/educational trip	Medical	Wellness (e.g. spa, health farm)	Religious	Child Care	Cultural Occasion	Other	Unspecified	Total
January	647	*	*	*	14	2 115	255	25	*	40	10	*	111	*	*	133	51	3 411
February	351	*	*	*	*	806	238	68	*	14	45	*	68	*	*	59	13	1 680
March	353	11	*	*	28	1 105	293	63	11	20	12	*	124	*	*	107	43	2 180
April	549	*	10	4	34	1 483	312	33	*	42	35	*	725	*	*	132	17	3 380
May	285	13	2	5	*	631	196	33	*	10	14	*	103	*	*	108	21	1 424
June	220	10	3	12	9	879	271	67	*	33	26	*	68	*	*	135	*	1 742
July	407	26	*	29	24	1 266	313	64	12	10	17	*	90	*	*	161	14	2 434
August	230	*	10	*	9	782	272	43	*	8	6	*	107	*	*	151	14	1 639
September	291	22	7	9	40	1 067	357	73	17	30	22	*	252	*	*	101	17	2 304
October	412	16	*	*	*	898	306	40	*	40	14	*	130	*	27	97	8	1 994
November	141	*	*	17	*	646	338	64	*	13	31	*	114	*	12	156	*	1 539
December	1 159	31	21	4	20	2 032	237	16	10	*	21	*	157	*	69	116	60	3 960

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

4. Origin and main destination of trips

4.1 Number of most recent day trips in South Africa during the twelve-month reference period by province of destination and origin, January–December, 2014 ('000)

Province of origin	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
South Africa	2 183	1 629	671	886	1 766	1 510	4 704	1 450	2 806	511	18 116
Western Cape	2 115	11	15	*	*	*	14	*	*	11	2 168
Eastern Cape	*	1 573	*	*	194	*	*	*	*	34	1 802
Northern Cape	48	5	477	68	*	22	5	*	*	3	629
Free State	*	5	28	527	3	8	121	11	*	5	709
KwaZulu-Natal	*	28	*	*	1 440	*	6	*	*	78	1 559
North West	*	*	143	25	*	1 086	575	*	12	40	1 888
Gauteng	*	*	*	235	33	343	3 169	194	144	227	4 374
Mpumalanga	*	*	*	16	94	*	714	1 102	257	28	2 216
Limpopo	*	*	*	*	*	51	99	136	2 394	84	2 772

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

4.2 Number of most overnight trips in South Africa during the twelve-month reference period by province of destination and origin, January–December, 2014 ('000)

Province of origin	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
South Africa	2 797	3 140	799	1 613	4 096	1 996	3 491	2 605	207	6 944	27 688
Western Cape	1 845	735	112	28	90	14	230	12	*	100	3 171
Eastern Cape	249	1 573	18	22	212	11	126	17	*	352	2 581
Northern Cape	80	54	287	69	8	83	89	*	*	27	698
Free State	107	25	26	731	103	42	215	14	*	98	1 360
KwaZulu-Natal	60	156	2	20	2 211	*	218	29	*	616	3 337
North West	8	57	190	101	80	939	421	126	*	469	2 392
Gauteng	416	463	156	526	1 146	767	857	1 114	120	2 846	8 410
Mpumalanga	31	55	7	93	219	50	640	1 100	41	657	2 892
Limpopo	*	22	*	24	28	71	695	192	35	1 778	2 846

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

5. Main purpose of trip and destination

5.1 Number of most recent day trips in South Africa during the twelve-month reference period by main purpose of trip and province of destination, January–December, 2014 ('000)

Main purpose of trip	Destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Total	2 183	1 629	671	886	1 766	1 510	4 704	1 450	2 806	511	18 116
Leisure/vacation/holiday	982	64	52	111	159	165	497	173	173	68	2 444
Shopping – business	47	24	15	21	133	17	103	10	45	*	415
Shopping – personal	330	659	303	167	390	509	642	427	1 290	89	4 807
Sporting – spectator	26	29	4	5	12	*	21	14	23	*	147
Sporting – participant	24	20	7	15	4	10	26	37	9	*	153
Visiting friends and/or family	428	291	83	208	513	406	1 832	398	532	119	4 808
Funeral	17	121	29	89	145	45	354	66	128	44	1 039
Business or professional trip	97	57	52	47	72	37	224	47	66	20	719
Business conference	16	4	*	*	*	*	20	3	*	9	62
Study/educational trip	19	40	*	16	38	19	98	22	58	*	318
Medical	64	97	32	80	74	87	101	49	88	8	680
Wellness (e.g. spa, health farm)	*	*	*	3	*	*	9	*	2	*	17
Religious	48	73	35	19	45	56	392	79	208	27	981
Child care	*	*	*	*	*	*	4	*	*	*	4
Cultural occasion	*	*	*	*	*	*	2	7	5	26	53
Other	76	143	58	105	172	150	360	93	163	45	1 365
Unspecified	-	-	-	-	-	-	19	27	9	44	105

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

5.2 Number of most recent overnight trips in South Africa during the twelve-month reference period by main purpose of trip and province of destination, January–December, 2014 ('000)

Main purpose of trip	Destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Total	2 797	3 140	799	1 613	4 096	1 996	3 491	2 605	207	6 944	27 688
Leisure/vacation/holiday	1 289	495	143	106	948	387	299	435	32	912	5 046
Shopping – business	*	32	*	*	18	3	46	2	*	34	136
Shopping – personal	6	13	*	*	5	4	25	*	*	13	70
Sporting – spectator	14	11	*	17	8	*	25	*	*	8	84
Sporting – participant	39	*	9	3	25	30	27	2	*	37	186
Visiting friends and/or family	967	1 442	374	822	2 051	999	1 923	1 421	71	3 642	13 710
Funeral	160	559	131	332	278	274	353	337	47	915	3 388
Business or professional trip	69	52	18	32	121	11	152	41	*	93	588
Business conference	*	3	*	*	*	*	13	18	8	23	76
Study/educational trip	33	29	4	21	32	27	51	25	*	40	267
Medical	42	57	16	33	24	18	36	8	*	18	253
Wellness (e.g. spa, health farm)	*	*	*	*	*	*	*	*	*	*	8
Religious	57	227	51	102	313	83	331	112	28	744	2 050
Child care	*	*	*	*	*	*	3	*	*	*	3
Cultural occasion	*	42	*	10	6	*	1	2	*	46	108
Other	108	163	45	119	252	139	171	132	14	313	1 455
Unspecified	11	-	-	10	8	20	33	69	-	105	261

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

6. Mode of transport

6.1 Number of most day trips in South Africa during the twelve-month reference period by mode of transport and province of destination, January–December, 2014 ('000)

Mode of transport	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Total	2 183	1 629	671	886	1 766	1 510	4 704	1 450	2 806	511	18 116
Air	*	*	*	*	15	*	20	*	*	*	42
Bus	54	64	32	55	49	77	221	83	257	23	915
Car	1 998	635	416	576	927	823	3 320	830	1 037	296	10 858
Motorcycle/scooter	6	*	*	*	*	*	*	*	*	*	20
Bicycle	*	6	*	*	*	2	*	1	7	*	23
Taxi	80	846	166	181	624	595	1 026	455	1 450	154	5 576
Train	35	*	*	6	133	*	59	*	*	*	236
Other	11	66	53	62	16	9	11	26	26	*	280
Unspecified	-	-	-	-	-	-	34	54	28	38	166

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

6.2 Number of most recent overnight trips in South Africa during the twelve-month reference period by mode of transport and province of destination, January–December, 2014 ('000)

Mode of transport	Province of destination										Total
	Western Cape	Eastern Cape	Northern Cape	Free State	KwaZulu-Natal	North West	Gauteng	Mpumalanga	Limpopo	Unspecified	
Total	2 797	3 140	799	1 613	4 096	1 996	3 491	2 605	207	6 944	27 688
Air	313	48	*	*	165	6	146	22	.	88	794
Bus	170	448	48	85	241	79	394	147	68	887	2 567
Car	2 123	1 192	536	947	1 849	1 124	1 647	1 318	65	3 227	14 027
Motorcycle/ scooter	*	*	*	*	*	*	*	5	*	*	9
Bicycle	*	11	*	*	47	3	*	*	*	18	79
Taxi	151	1 264	164	500	1 720	717	1 232	1 042	74	2 580	9 443
Train	25	88	4	7	53	4	32	8	*	15	236
Other	11	76	45	57	19	37	29	14	*	29	317
Unspecified	-	13	-	13	-	27	11	49	-	99	216

* Values of less than or equal to 3, unweighted were too small for reliable estimates
 Due to rounding, numbers do not necessarily add up to totals

6.3 Main mode of transport used during the most recent overnight trip by principal type of accommodation, January–December, 2014 ('000)

Mode of transport	Accommodation												
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/Back packers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other ²	Unspecified	Total
South Africa	1 292	605	450	584	122	1 296	20 083	707	716	233	1 574	26	27 688
Air	250	41	85	11	6	89	269	20	9	-	13	-	794
Bus	63	24	35	17	24	69	1 762	27	157	7	377	4	2 567
Car	922	496	292	538	77	963	9 240	468	392	208	430	2	14 027
Taxi	48	41	33	16	13	165	8 219	152	153	15	567	21	9 443
Other ¹	5	2	2		1	11	483	41	1	3	92	-	641
Unspecified	3	-	2	2	-	-	111	-	3	-	96	-	216

¹ 'Other' includes motorcycles, bicycles, trains, etc.

² 'Other' includes other types of accommodation not included in the categories

6.4 Main mode of transport by month of most recent trip, January–December, 2014 ('000)

Mode of transport	January	February	March	April	May	June	July	August	September	October	November	December	Total
Day trips													
Air	853	957	887	1 002	907	699	790	838	837	1 074	514	1 499	10 858
Bus	453	459	410	494	415	399	471	452	400	506	462	657	5 576
Car	63	60	89	66	85	67	47	65	114	69	67	122	915
Taxi	*	*	*	12	*	*	*	13	*	*	*	*	42
Other ¹	38	78	79	30	43	42	40	38	61	59	11	41	559
Unspecified	19	*	17	27	*	15	*	38	9	*	*	27	166
Total	1 427	1 563	1 482	1 630	1 453	1 223	1 350	1 445	1 428	1 713	1 057	2 346	18 116
Overnight trips													
Air	1 434	900	1 116	1 673	721	833	1 270	856	1 033	983	854	2 357	14 027
Bus	131	50	32	71	49	29	15	49	57	67	23	69	641
Car	362	148	212	391	126	220	248	127	254	186	107	186	2 567
Taxi	1 338	540	694	1 165	485	614	834	577	882	682	497	1 135	9 443
Other ¹	97	34	91	61	26	42	54	25	68	74	57	163	794
Unspecified	49	7	35	19	17	*	13	*	12	*	*	50	216
Total	3 411	1 680	2 180	3 380	1 424	1 742	2 434	1 639	2 304	1 994	1 539	3 960	27 688

¹ 'Other' includes motorcycles, bicycles, trains, etc.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

7. Main purpose

7.1 Main purpose of most recent day trip by month of trip, January–December, 2014 ('000)

Main purpose	Month of trip												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Total	1 427	1 563	1 482	1 630	1 453	1 223	1 350	1 445	1 428	1 713	1 057	2 346	18 116
Leisure	212	226	179	173	222	209	98	113	216	283	95	416	2 444
Shopping	396	473	306	434	501	294	373	365	387	542	392	759	5 221
Sporting	18	38	34	25	30	15	36	68	24	4	9	-	300
VFR	420	377	416	487	361	274	446	419	370	382	248	608	4 808
Business	37	79	52	63	64	95	75	74	75	89	43	37	781
Religion	90	68	167	136	33	116	59	75	66	77	31	63	981
Cultural occasion	-	-	-	-	-	-	-	-	-	8	3	41	53
Other	244	290	326	297	241	217	263	325	274	328	231	387	3 422
Unspecified	9	11	2	17	2	3	-	6	16	-	4	34	105

¹ 'Other' includes funeral, medical, education, etc.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks.

7.2 Main purpose of most recent overnight trips by principal type of accommodation, January–December, 2014 ('000)

Main purpose	Month of trip												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Total	3 411	1 680	2 180	3 380	1 424	1 742	2 434	1 639	2 304	1 994	1 539	3 960	27 688
Leisure	647	351	353	549	285	220	407	230	291	412	141	1 159	5 046
Shopping	5	4	18	10	16	13	26	12	29	19	3	52	206
Sporting	14	4	33	39	5	20	53	9	49	2	18	24	270
VFR	2 115	806	1 105	1 483	631	879	1 266	782	1 067	898	646	2 032	13 710
Business	28	75	74	33	34	73	76	48	89	41	66	27	664
Religion	111	68	124	725	103	68	90	107	252	130	114	157	2 050
Cultural occasion	-	-	-	-	-	-	-	-	-	27	12	69	108
Other	439	359	431	525	329	465	501	437	511	457	537	383	5 374
Unspecified	51	13	43	17	21	2	14	14	17	8	1	60	261

¹ 'Other' includes funeral, medical, education, etc.

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

8. Population group

8.1 Population group by principal type of accommodation on the most recent overnight trips, January–December, 2014 ('000)

Population group	Accommodation												
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/Back packers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other	Unspecified	Total
Black African	581	248	207	151	37	419	16 553	374	405	53	1 399	25	20 450
Coloured	97	28	54	47	27	249	1 201	29	31	6	43	2	1 816
Indian/Asian	190	*	17	*	8	148	330	*	*	26	11	-	735
White	423	329	172	386	49	481	1 999	303	276	148	121	-	4 687
South Africa	1 292	605	450	584	122	1 296	20 083	707	716	233	1 574	26	27 688

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

8.2 Population group by length of stay on the most recent overnight trip, January–December, 2014 ('000)

Population group	Length of stay (%)			Total	Paid bed nights				
	Up to 1 week	1–2 weeks	> 2 weeks			Lower quartile	Median	Average	Upper quartile
Black African	79,3	8,6	12,1	100,0	5 190	2	3	6	6
Coloured	87,5	7,0	5,5	100,0	1 643	2	2	4	4
Indian/Asian	92,0	6,4	1,5	100,0	937	2	3	4	5
White	77,5	17,3	5,1	100,0	10 777	2	3	5	7
Total	84,1	9,8	6,1	100,0	18 547	2	3	5	6

8.3 Population group by month of the most recent trip, January–December, 2014 ('000)

Population group	January	February	March	April	May	June	July	August	September	October	November	December	Total
Day trips													
Black African	252	213	237	316	237	195	221	180	300	388	77	367	2 985
Coloured	140	139	142	127	117	105	110	115	115	114	72	392	1 688
Indian/Asian	1 026	1 147	1 070	1 163	1 009	913	952	1 068	1 013	1 170	869	1 551	12 951
White	9	64	33	24	89	9	68	81	*	41	39	36	493
South Africa	1 427	1 563	1 482	1 630	1 453	1 223	1 350	1 445	1 428	1 713	1 057	2 346	18 116
Overnight trips													
Black African	2 647	1 185	1 591	2 484	1 091	1 420	1 777	1 249	1 712	1 409	1 205	2 680	20 450
Coloured	474	363	355	540	213	239	437	267	425	418	114	842	4 687
Indian/Asian	191	114	159	228	61	80	144	81	87	133	218	321	1 816
White	100	19	76	128	58	*	76	41	81	34	*	117	735
South Africa	3 411	1 680	2 180	3 380	1 424	1 742	2 434	1 639	2 304	1 994	1 539	3 960	27 688

9. Demographic analysis

9.1 Demographic analysis by main purpose of the most recent day trips (per cent), January–December, 2014

Characteristics	Leisure	Shopping	Sporting	VFR	Business	Religion	Cultural occasion	Other	Unspecified	Total
Age group										
0–4	16,9	2,6	29,0	1,2	1,9	25,1	3,8	1,0	0,4	100,0
5–9	12,1	2,3	32,5	0,5	0,5	24,8	5,2	3,6	0,2	100,0
10–14	10,9	1,6	28,5	1,0	0,9	28,7	5,2	4,3	0,6	100,0
15–19	9,5	2,8	29,6	0,6	1,1	24,4	4,4	6,5	0,3	100,0
20–24	15,7	5,2	25,4	0,6	0,6	24,7	5,5	6,5	0,7	100,0
25–29	8,7	2,4	29,2	1,2	0,1	29,8	5,7	4,9	0,8	100,0
30–34	13,1	2,6	27,7	0,8	0,7	21,3	9,1	4,8	0,2	100,0
35–39	14,4	2,1	21,0	0,5	0,2	29,3	11,5	3,7	0,3	100,0
40–44	16,3	3,4	21,1	0,7	1,4	21,3	7,1	5,3	0,3	100,0
45–49	8,6	2,9	24,9	-	-	26,0	7,5	5,2	-	100,0
50–54	12,1	-	31,9	0,4	1,4	21,2	3,8	4,7	0,3	100,0
55–59	17,1	0,6	20,7	-	-	31,0	6,3	2,1	0,2	100,0
60–64	13,6	1,7	10,0	-	0,3	40,0	9,2	2,5	-	100,0
65–69	16,9	2,6	29,0	1,2	1,9	25,1	3,8	1,0	0,4	100,0
70–74	12,1	2,3	32,5	0,5	0,5	24,8	5,2	3,6	0,2	100,0
75+	10,9	1,6	28,5	1,0	0,9	28,7	5,2	4,3	0,6	100,0
Broad age group										
0–11	18,3	0,2	23,9	1,1	1,4	32,1	3,3	0,3	-	100,0
12–17	17,4	2,2	23,3	2,3	2,6	23,0	4,0	0,6	-	100,0
18–24	13,8	2,0	33,5	0,4	0,5	24,3	4,5	3,1	0,4	100,0
25–34	10,1	2,2	29,1	0,8	1,0	26,4	4,8	5,5	0,5	100,0
35–44	12,3	3,8	27,2	0,9	0,3	27,1	5,6	5,7	0,7	100,0
45–54	13,7	2,4	24,5	0,6	0,5	25,1	10,3	4,3	0,2	100,0
55–64	13,0	3,2	22,7	0,4	0,8	23,4	7,3	5,3	0,2	100,0
65+	14,1	0,6	22,7	0,2	0,7	29,2	6,0	3,3	0,2	100,0

9.1 Demographic analysis by main purpose of the most recent day trips (per cent) (concluded), January–December 2014

Characteristics	Leisure	Shopping	Sporting	VFR	Business	Religion	Cultural occasion	Other	Unspecified	Total
Gender										
Male	13,9	2,9	23,1	0,8	1,1	28,5	5,3	4,9	0,5	100,0
Female	13,1	1,7	29,6	0,8	0,7	24,7	6,1	3,1	0,2	100,0
Marital status										
Married	15,8	2,7	23,6	0,6	0,7	27,8	5,8	4,5	0,2	100,0
Living together as husband and wife	7,2	2,4	31,8	1,2	0,2	26,6	8,2	4,9	0,8	100,0
Widow/widower	7,6	1,5	30,7	0,4	0,3	18,8	8,8	3,1	0,1	100,0
Divorced/separated	12,7	2,4	21,6	0,4	0,4	27,5	11,2	8,3	0,2	100,0
Never married	13,3	2,0	27,8	1,0	1,1	26,3	4,6	3,3	0,4	100,0
Marital status unspecified	17,9	0,5	24,4	-	4,0	29,4	12,8	3,9	-	100,0
Highest level of education										
No schooling	14,1	2,3	31,1	0,3	0,3	27,0	4,1	0,4	-	100,0
Completed some primary school	10,8	0,8	27,5	1,5	1,8	24,3	5,2	1,2	-	100,0
Grade 7/Std 5	5,0	2,3	40,0	0,2	0,8	20,8	4,3	4,4	0,3	100,0
Completed some secondary school	8,8	2,9	32,1	1,1	0,7	24,2	6,9	3,0	0,5	100,0
Grade 12/Std 10	15,1	2,9	23,3	0,7	0,3	27,4	5,7	4,9	0,4	100,0
Higher	20,5	1,5	18,2	0,5	1,2	31,3	5,3	7,5	0,5	100,0
Education unspecified	38,1	6,1	8,3	-	-	22,0	8,0	0,3	-	100,0
South Africa	13,5	2,3	26,5	0,8	0,8	26,5	5,7	4,0	0,3	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

9.2 Demographic analysis by main purpose of the most recent day trips (per cent), January–December, 2014

Characteristics	Leisure	Shopping	Sporting	VFR	Business	Religion	Cultural occasion	Other	Unspecified	Total
Age group										
0–4	16,1	0,1	0,1	0,0	0,2	58,0	10,8	0,1	0,2	100,0
5–9	26,5	0,3	0,2	0,5	0,2	49,6	9,0	0,1	0,1	100,0
10–14	25,6	0,6	0,2	0,4	1,9	46,3	9,4	0,5	-	100,0
15–19	19,0	-	0,0	0,3	1,0	49,2	11,2	0,3	-	100,0
20–24	13,4	0,4	0,1	0,1	0,8	58,0	10,2	1,7	0,1	100,0
25–29	13,6	0,3	0,3	0,5	0,1	59,5	9,6	2,3	0,2	100,0
30–34	17,1	0,3	0,3	0,2	0,3	55,5	10,6	2,3	0,5	100,0
35–39	16,6	1,0	0,4	0,3	0,3	52,1	11,3	3,2	0,7	100,0
40–44	18,0	1,1	0,4	0,7	0,2	48,0	12,1	3,1	0,5	100,0
45–49	16,5	0,8	0,3	0,4	0,7	42,2	15,3	5,1	0,3	100,0
50–54	19,2	0,8	0,6	0,3	1,4	40,8	16,8	3,7	0,2	100,0
55–59	22,7	0,5	0,1	*	2,2	35,5	15,7	3,2	0,4	100,0
60–64	16,1	*	0,1	0,2	0,8	38,3	17,6	1,3	-	100,0
65–69	24,5	0,2	*	*	0,4	31,2	18,6	1,5	0,2	100,0
70–74	19,5	*	*	*	1,8	35,6	23,1	2,0	-	100,0
75+	18,7	*	*	*	0,4	42,6	21,5	1,9	0,3	100,0
Broad age group										
0–11	16,6	0,2	0,3	0,4	0,3	56,7	10,1	0,2	0,2	100,0
12–17	19,0	0,2	0,1	0,6	1,5	50,5	8,9	0,4	-	100,0
18–24	12,8	0,2	0,2	0,2	1,3	54,6	10,6	1,4	0,1	100,0
25–34	13,4	0,4	0,5	0,2	0,3	57,5	10,0	2,4	0,3	100,0
35–44	16,3	0,9	0,5	0,9	0,3	49,7	11,9	2,7	0,7	100,0
45–54	15,1	0,6	0,5	0,4	0,9	41,1	18,4	3,3	0,3	100,0
55–64	15,2	0,4	0,2	0,1	0,8	37,7	18,7	2,3	0,2	100,0
65+	18,3	0,1	-	-	0,7	34,8	21,4	1,0	0,3	100,0

9.2 Demographic analysis by main purpose of the most recent day trips (per cent) (concluded), January–December, 2014

Characteristics	Leisure	Shopping	Sporting	VFR	Business	Religion	Cultural occasion	Other	Unspecified	Total
Gender										
Male	16,8	0,5	0,4	0,5	0,9	50,7	11,6	2,4	0,4	100,0
Female	14,5	0,4	0,3	0,3	0,4	48,9	14,2	1,4	0,2	100,0
Marital status										
Married	22,1	0,4	0,4	0,6	0,8	41,5	13,5	2,5	0,3	100,0
Living together as husband and wife	10,8	0,5	*	0,1	0,1	61,1	14,5	1,7	*	100,0
Widow/widower	6,8	0,8	0,3	*	0,6	37,6	24,2	2,3	0,2	100,0
Divorced/separated	14,4	1,3	0,9	*	0,3	45,6	15,9	3,8	0,6	100,0
Never married	13,3	0,3	0,4	0,3	0,7	54,4	11,1	1,3	0,3	100,0
Marital status unspecified	6,8	-	-	-	-	58,1	14,9	2,7	1,4	100,0
Highest level of education										
No schooling	11,4	0,2	0,2	0,1	0,2	56,1	14,8	0,5	0,2	100,0
Completed some primary school	12,6	0,3	0,2	0,4	0,6	49,6	14,2	0,7	0,1	100,0
Grade 7/Std 5	11,2	0,8	0,2	0,2	1,0	44,1	19,1	0,6	*	100,0
Completed some secondary school	10,0	0,5	0,2	0,2	0,6	50,7	16,6	1,2	0,2	100,0
Grade 12/Std 10	16,9	0,3	0,5	0,5	0,7	52,2	9,7	2,6	0,5	100,0
Higher	29,2	0,5	0,7	0,6	0,9	42,0	7,3	4,4	0,7	100,0
Education unspecified	19,8	1,2	-	1,2	1,2	46,5	11,6	*	1,2	100,0
Total	16,5	0,4	0,3	0,3	0,7	49,6	12,7	2,0	0,3	100,0

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

9.3 Demographic analysis by length of stay on the most recent trips, January–December, 2014 ('000)

Characteristics	Up to 1 week	1–2 weeks	> 2 weeks	Total
Age groups				
0–4	1 515	212	298	2 026
5–9	1 293	233	239	1 764
10–14	1 251	217	263	1 731
15–19	1 264	201	292	1 757
20–24	1 764	230	343	2 337
25–29	2 138	245	316	2 699
30–34	2 461	254	271	2 986
35–39	2 168	269	176	2 613
40–44	2 099	255	149	2 503
45–49	1 597	162	151	1 910
50–54	1 400	124	93	1 617
55–59	1 124	96	77	1 297
60–64	825	102	58	985
65–69	625	83	56	764
70–74	299	34	26	359
75+	295	19	25	339
Broad age group				
0–11	3 274	517	652	4 443
12–17	1 459	257	334	2 051
18–24	2 354	319	449	3 122
25–34	4 599	499	587	5 685
35–44	4 267	523	325	5 116
45–54	2 997	286	244	3 527
55–64	1 949	198	136	2 282
65+	1 219	136	106	1 462

9.3 Demographic analysis by length of stay on the most recent trip (concluded), January–December, 2014 ('000)

Characteristics	Up to 1 week	1–2 weeks	> 2 weeks	Total
Gender				
Male	10 239	1 227	1 182	12 648
Female	11 879	1 509	1 652	15 040
Marital status				
Married	7 575	800	587	8 963
Living together as husband and wife	1 836	262	242	2 340
Widow/widower	1 016	138	90	1 243
Divorced/separated	595	50	48	693
Never married	10 960	1 461	1 847	14 268
Marital status unspecified	137	24	19	181
Highest level of education				
No schooling	2 312	306	330	2 948
Completed some primary school	3 043	430	554	4 027
Grade 7/Std 5	892	108	124	1 124
Completed some secondary school	6 129	703	962	7 793
Grade 12/Std 10	5 245	536	556	6 337
Higher	4 331	635	264	5 230
Education unspecified	167	17	44	229

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

9.4 Demographic analysis by principal type of accommodation for most recent overnight trips, January–December, 2014 ('000)

Characteristics	Accommodation												Total
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/ Backpackers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other	Unspecified	
Age group													
0–4	53	26	12	51	4	53	1 651	27	52	9	87	-	2 026
5–9	103	14	16	35	9	136	1 249	40	52	23	88	-	1 764
10–14	97	62	39	48	16	81	1 168	48	55	27	90	2	1 731
15–19	75	12	14	47	9	67	1 274	53	70	16	115	5	1 757
20–24	67	27	22	22	12	75	1 896	38	38	5	134	-	2 337
25–29	76	72	72	41	17	64	2 054	55	56	20	172	-	2 699
30–34	207	50	32	65	14	137	2 237	42	64	15	118	4	2 986
35–39	137	74	33	39	1	136	1 915	57	52	25	139	5	2 613
40–44	136	66	47	66	7	132	1 785	52	59	18	132	5	2 503
45–49	119	51	77	36	6	76	1 334	49	45	6	109	1	1 910
50–54	126	49	24	34	1	105	1 041	72	55	17	94	-	1 617
55–59	28	40	21	41	1	83	833	79	64	28	78	-	1 297
60–64	37	34	9	18	14	55	643	53	19	5	98	-	985
65–69	25	25	3	32	5	44	499	24	22	6	74	5	764
70–74	2	2	14	3	2	24	255	9	10	9	29	-	359
75+	3	*	14	9	4	28	249	8	2	4	17	-	339
Broad age group													
0–11	197	61	36	101	13	230	3 353	82	121	35	213	-	4 443
12–17	103	48	42	58	24	86	1 394	61	87	39	110	-	2 051
18–24	95	31	25	43	13	96	2 493	63	59	5	198	-	3 122
25–34	283	122	105	106	31	200	4 291	98	121	35	294	-	5 685

9.4 Demographic analysis by principal type of accommodation for most recent overnight trips (concluded), January–December, 2014

Characteristics	Accommodation ('000)												Total
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/ Back-packers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other	Unspecified	
35–44	273	140	80	105	8	268	3 700	109	111	43	280	-	5 116
45–54	246	100	101	70	8	181	2 374	121	100	23	204	-	3 527
55–64	65	74	30	59	14	138	1 476	132	83	34	176	-	2 282
65+	31	27	31	43	11	97	1 003	41	35	19	124	-	1 462
Gender													
Male	686	317	250	282	62	576	9 077	356	299	209	535	-	12 648
Female	607	295	200	306	60	725	11 044	353	423	293	734	-	15 040
Marital status													
Married	686	302	199	282	37	590	5 702	322	264	179	399	-	8 963
Living together as husband and wife	45	66	12	28	*	78	1 943	61	30	23	54	-	2 340
Widow/widower	19	14	11	10	7	50	960	20	14	18	121	-	1 243
Divorced/separated	32	8	29	14	4	18	514	8	24	14	28	-	693
Never married	509	218	198	255	73	556	10 887	285	382	244	663	-	14 268
Married unspecified	3	3	-	-	-	10	116	13	8	24	3	-	181
Highest level of education													
No schooling	88	29	12	58	9	87	2 348	42	72	51	151	-	2 948
Completed some primary school	153	54	51	64	19	203	2 975	83	105	85	236	-	4 027
Grade 7/Std 5	25	23	17	14	7	32	832	15	42	16	100	-	1 124
Not completing secondary school	206	101	45	98	27	248	6 205	145	212	103	404	-	7 793
Grade 12/Std 10	234	109	101	192	21	359	4 592	174	145	154	256	-	6 337
Higher	566	295	224	162	37	362	2 999	236	142	91	117	-	5 230
Do not know	21	1	*	-	1	11	171	14	4	2	4	-	229
Unspecified	88	29	12	58	9	87	2 348	42	72	51	151	-	2 948

9.5 Demographic analysis by month of trip for most recent day trips, January–December, 2014 ('000)

Characteristics	January	February	March	April	May	June	July	August	September	October	November	December	Total
Age groups													
0–4	79	67	74	104	73	76	47	79	81	86	70	132	968
5–9	72	72	82	122	74	54	80	43	56	122	45	134	956
10–14	73	67	72	85	77	74	77	92	81	75	27	121	923
15–19	74	105	118	102	86	69	70	87	87	137	55	189	1 177
20–24	116	122	96	124	120	100	99	103	84	134	124	228	1 449
25–29	161	158	165	160	180	131	109	122	114	151	97	202	1 751
30–34	159	207	137	139	162	119	170	153	164	173	133	262	1 979
35–39	134	134	207	198	186	145	118	135	176	213	74	226	1 945
40–44	126	225	136	198	114	83	127	126	159	172	149	212	1 826
45–49	127	115	112	73	80	98	131	118	90	117	63	177	1 301
50–54	79	93	87	100	74	64	81	114	131	110	78	177	1 188
55–59	78	78	77	67	86	60	60	100	66	84	46	105	907
60–64	71	54	58	58	56	33	77	73	45	67	36	74	701
65–69	22	27	31	42	34	59	56	45	38	32	34	26	447
70–74	20	20	15	40	32	34	37	32	20	19	11	44	322
75+	38	20	14	19	18	23	11	23	38	20	15	37	276
Broad age groups													
0–11	177	168	177	255	188	166	155	164	173	247	120	324	2 313
12–17	83	94	151	103	83	71	85	105	93	133	50	181	1 231
18–24	155	171	114	179	160	136	134	134	122	173	152	300	1 929
25–34	320	365	303	299	342	250	279	275	278	324	230	465	3 730
35–44	259	359	343	395	300	228	245	261	335	385	223	438	3 771
45–54	206	208	199	173	154	163	212	232	220	228	141	353	2 489
55–64	149	132	135	125	143	93	137	173	111	152	82	178	1 608
65+	79	66	60	101	84	116	104	100	96	71	60	107	1 045

9.5 Demographic analysis by month of trip for most recent day trips (concluded), January–December 2014 ('000)

Characteristics	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gender													
Male	659	742	748	806	603	592	628	660	661	850	504	1 108	8 561
Female	768	822	733	824	850	631	723	785	767	863	553	1 238	9 556
Marital status													
Married	566	534	530	593	445	428	512	549	583	655	434	786	6 617
Living together as husband and wife	79	117	145	108	148	87	109	110	107	62	91	155	1 317
Widow/widower	95	105	62	84	81	73	56	88	88	76	28	108	944
Divorced/separated	31	69	36	24	48	18	71	45	33	55	24	55	509
Never married	650	737	705	821	728	615	584	649	605	862	474	1 232	8 662
Marital status unspecified	6	1	4	-	1	2	18	3	12	4	6	9	67
Highest level of education													
No schooling	136	131	90	164	109	111	95	119	129	153	94	192	1 523
Completed some primary school	194	158	184	228	191	147	218	234	168	232	134	307	2 393
Grade 7/Std 5	68	48	60	69	36	44	58	45	60	55	59	92	694
Completed some secondary school	403	444	458	422	467	353	339	415	378	450	392	765	5 286
Grade 12/Std 10	319	451	350	397	296	285	374	338	342	441	186	545	4 325
Higher	281	326	327	344	346	276	255	286	350	368	189	432	3 780
Education unspecified	26	5	13	8	8	5	11	7	2	13	4	14	116

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

9.6 Demographic analysis by month of trip for most recent overnight trips, January–December, 2014 ('000)

Characteristics	January	February	March	April	May	June	July	August	September	October	November	December	Total
Age groups													
0–4	250	136	143	253	72	119	196	114	206	127	122	286	2 026
5–9	260	102	108	268	81	114	166	74	108	137	75	271	1 764
10–14	283	90	102	198	43	104	206	77	95	130	51	353	1 731
15–19	279	64	148	170	91	146	186	73	157	91	92	260	1 757
20–24	350	122	214	273	106	127	186	119	184	176	127	353	2 337
25–29	398	195	199	312	125	149	207	164	217	160	154	421	2 699
30–34	336	201	242	385	186	154	286	169	301	232	162	332	2 986
35–39	260	175	245	337	149	202	224	172	212	179	110	350	2 613
40–44	286	129	178	323	134	148	208	160	170	198	190	379	2 503
45–49	206	92	176	191	85	128	164	126	182	117	148	296	1 910
50–54	177	118	112	198	113	113	124	122	129	107	78	225	1 617
55–59	103	89	101	170	92	70	90	98	122	138	77	146	1 297
60–64	102	65	116	109	52	46	69	68	108	99	70	82	985
65–69	35	59	59	115	58	77	53	43	58	63	50	95	764
70–74	31	25	26	48	26	23	37	22	19	24	19	59	359
75+	56	18	14	31	12	22	31	37	36	17	14	52	339
Broad age groups													
0–11	624	280	285	582	168	261	434	218	361	311	219	700	4 443
12–17	337	82	122	218	67	150	245	97	125	138	81	389	2 051
18–24	460	152	307	361	158	200	260	143	265	213	168	435	3 122
25–34	735	396	440	697	311	303	493	333	518	392	315	753	5 685
35–44	546	304	423	660	283	350	432	332	381	377	300	729	5 116
45–54	383	210	288	389	198	241	289	248	311	224	226	521	3 527
55–64	204	154	217	279	144	116	160	166	230	237	147	228	2 282
65+	122	102	99	194	96	122	121	102	113	103	83	206	1 462

9.6 Demographic analysis by month of trip for most recent overnight trips (concluded), January–December, 2014 ('000)

Characteristics	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gender													
Male	1 560	788	978	1 410	651	801	1 052	778	1 035	917	768	1 911	12 648
Female	1 852	893	1 203	1 970	772	940	1 382	860	1 269	1 078	771	2 049	15 040
Marital status													
Married	876	551	772	1 093	526	520	793	580	778	704	517	1 252	8 963
Living together as husband and wife	291	129	171	307	119	188	168	186	140	168	131	341	2 340
Widow/widower	129	87	113	151	78	58	94	71	121	75	89	179	1 243
Divorced/separated	76	69	34	73	47	57	73	33	57	52	61	61	693
Never married	2 005	841	1 082	1 738	654	910	1 276	758	1 181	982	739	2 103	14 268
Marital status unspecified	35	3	8	18	-	8	31	11	27	13	3	25	181
Highest level of education													
No schooling	554	256	265	516	167	244	372	246	269	315	226	597	4 027
Completed some primary school	160	43	66	168	44	93	101	59	74	54	81	178	1 124
Grade 7/Std 5	1 086	489	513	869	383	519	656	429	677	544	494	1 135	7 793
Completed some secondary school	767	357	638	788	402	356	513	378	576	442	321	799	6 337
Grade 12/Std 10	472	325	498	624	292	325	486	334	366	426	250	833	5 230
Higher	43	22	4	9	5	7	20	21	31	17	7	43	229
Education unspecified	554	256	265	516	167	244	372	246	269	315	226	597	4 027

*Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

10. Living Standards Measure groups

10.1 LSM groups by principal type of accommodation used during the most recent overnight trip, January–December, 2014 ('000)

LSM group	Accommodation												
	Hotel	Guest house/ Guest farm	Bed and breakfast	Lodge	Hostel/Back packers	Self-catering establishment	Stayed with friends and relatives	Holiday home/ Second home	Campsite	Caravan park	Other ¹	Unspecified	Total
LSM group 1	*	*	*	*	*	8	61	*	*	*	3	-	74
LSM group 2	*	*	*	*	*	3	152	*	4	*	5	-	165
LSM group 3	2	5	*	*	3	1	555	4	16	*	37	5	628
LSM group 4	17	9	1	3	4	60	1 973	86	20	10	207	6	2 395
LSM group 5	77	32	31	13	14	102	4 057	37	120	7	423	-	4 913
LSM group 6	153	65	44	32	16	105	5 663	92	178	26	574	14	6 962
LSM group 7	84	25	92	42	7	213	2 332	59	61	3	131	2	3 051
LSM group 8	191	61	71	38	51	61	2 038	72	66	26	60	-	2 735
LSM group 9	287	231	111	94	12	316	2 012	83	71	63	51	-	3 331
LSM group 10	481	179	99	361	13	428	1 240	275	179	98	83	-	3 435
South Africa	1 292	605	450	584	122	1 296	20 083	707	716	233	1 574	26	27 688

¹Values based on three or less unweighted cases are considered too small to provide accurate estimates, and values are therefore replaced with asterisks

11. Expenditure

11.1 Province of destination by average expenditure on most recent day and overnight trips, January–December, 2014 (R)

Province of destination	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹
Day trips						
Western Cape	*	120,53	94,63	9,91	382,48	47,24
Eastern Cape	*	67,29	165,09	4,44	342,97	21,84
Northern Cape	*	73,76	201,59	0,88	449,77	70,53
Free State	*	85,46	165,84	1,91	337,18	61,04
KwaZulu-Natal	*	92,50	251,13	4,90	368,24	51,30
North West	*	73,04	153,22	6,95	301,66	54,95
Gauteng	*	93,23	144,13	5,03	263,09	11,74
Mpumalanga	*	77,85	197,94	4,50	340,21	95,74
Limpopo	*	48,97	120,65	1,35	373,74	6,47
Overnight trips						
Western Cape	477,89	484,09	687,25	90,66	475,98	82,58
Eastern Cape	76,83	203,40	605,18	23,11	493,16	70,36
Northern Cape	129,13	280,10	547,81	3,14	274,43	94,49
Free State	62,58	704,45	330,01	11,41	314,94	73,85
KwaZulu-Natal	282,30	253,01	577,76	37,06	475,55	32,12
North West	105,92	120,84	275,23	23,74	257,92	53,62
Gauteng	92,90	147,53	408,12	9,15	412,35	23,58
Mpumalanga	107,44	157,06	336,91	18,53	286,44	15,25
Limpopo	57,21	147,22	338,07	15,27	396,84	27,13

¹Other includes categories of expenditure that were not included in the categories.

11.2 Province of destination by expenditure on most recent day and overnight trips, January–December, 2014 (R'000)

Province of destination	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
Day trips							
Western Cape	*	263 112	206 574	21 634	834 967	103 116	1 429 402
Eastern Cape	*	109 497	268 635	7 178	558 066	35 471	978 848
Northern Cape	*	49 331	134 823	585	300 804	47 169	532 713
Free State	*	75 366	146 243	1 686	297 338	53 826	574 459
KwaZulu-Natal	*	163 334	443 430	8 643	650 215	90 585	1 356 206
North West	*	110 087	230 931	10 460	454 647	82 820	888 945
Gauteng	*	437 555	676 845	23 479	1 234 336	55 093	2 427 308
Mpumalanga	*	112 736	286 649	6 510	492 675	138 641	1 037 212
Limpopo	*	136 686	336 739	3 749	1 042 602	18 033	1 537 809
Unspecified		34 494	79 145	3 328	152 462	1 779	271 207
Total day trips spending	*	1 492 198	2 810 015	87 250	6 018 111	626 533	11 034 108

¹Other includes categories of expenditure that were not included in the categories.

11.2 Province of destination by expenditure on most recent day and overnight trips, January–December (concluded), 2014 (R'000)

Province of destination	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other ¹	Total
Overnight trips							
Western Cape	1 333 596	1 345 664	1 917 317	241 089	1 307 875	230 961	6 376 503
Eastern Cape	241 119	638 942	1 902 745	72 518	1 549 563	220 827	4 625 713
Northern Cape	103 441	224 256	438 589	2 353	219 771	75 695	1 064 105
Free State	100 837	1 135 254	533 788	18 388	507 453	118 984	2 414 703
KwaZulu-Natal	1 013 788	1 019 281	2 346 461	151 749	1 947 287	131 468	6 610 033
North West	211 477	241 208	549 371	47 408	514 960	107 061	1 671 485
Gauteng	324 985	514 367	1 416 872	30 825	1 442 296	82 482	3 811 826
Mpumalanga	280 282	409 706	878 701	48 353	746 719	39 796	2 403 557
Limpopo	257 420	661 484	1 518 256	68 616	1 782 397	121 873	4 410 046
Unspecified	608 885	691 011	1 375 502	131 441	1 323 230	259 123	4 389 192
Total overnight trips spending	4 475 829	6 881 173	12 887 603	812 738	11 341 551	1 388 269	37 777 163

¹Other includes categories of expenditure that were not included in the categories.