

# Tourism's role in employment and economic activity

Tourism Satellite Account for South Africa, 2016

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# Stats SA publishes tourism related information in four reports

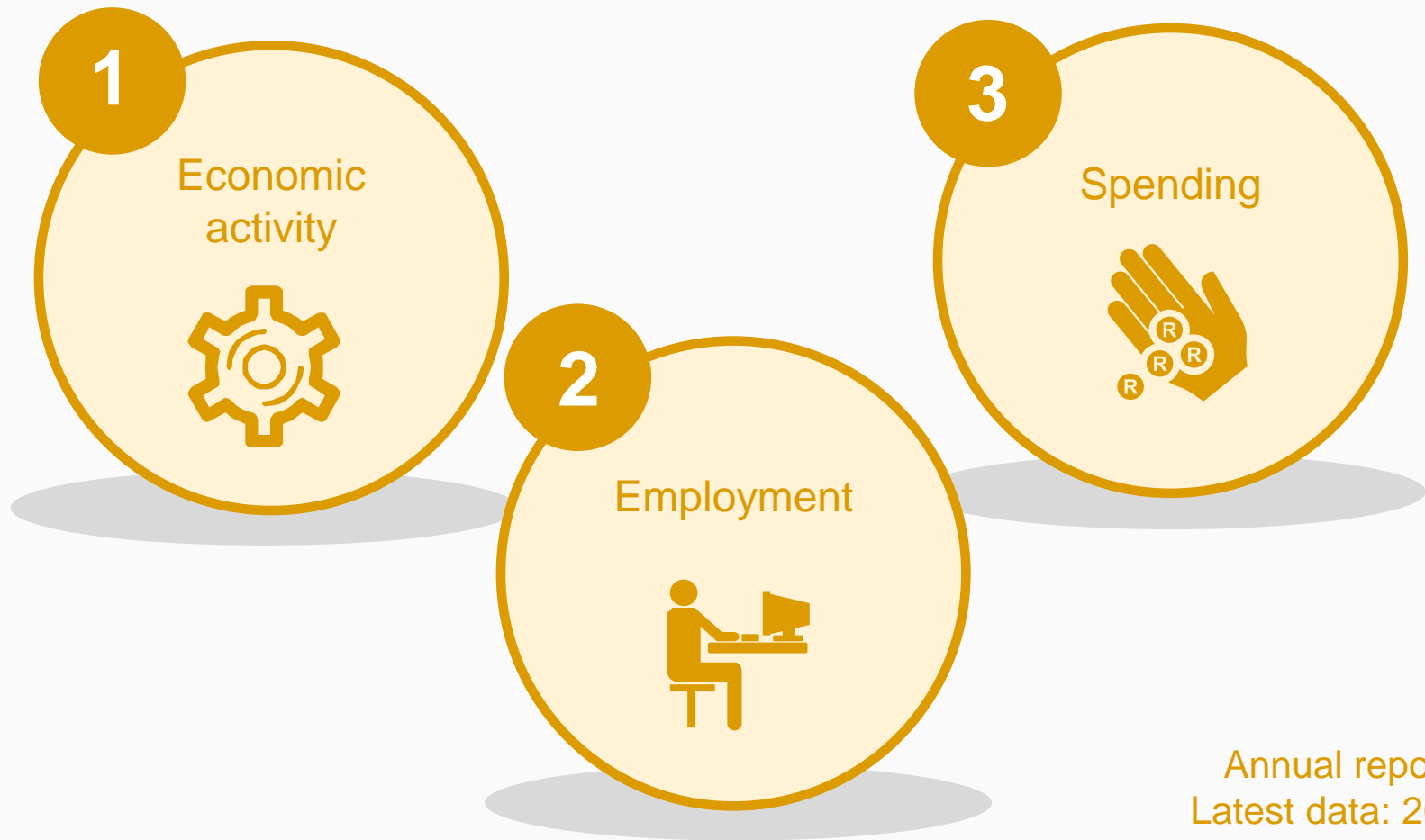
1 Tourism and Migration  
Number of international visitors to South Africa

2 Domestic Tourism Survey  
Travel behaviour of domestic visitors

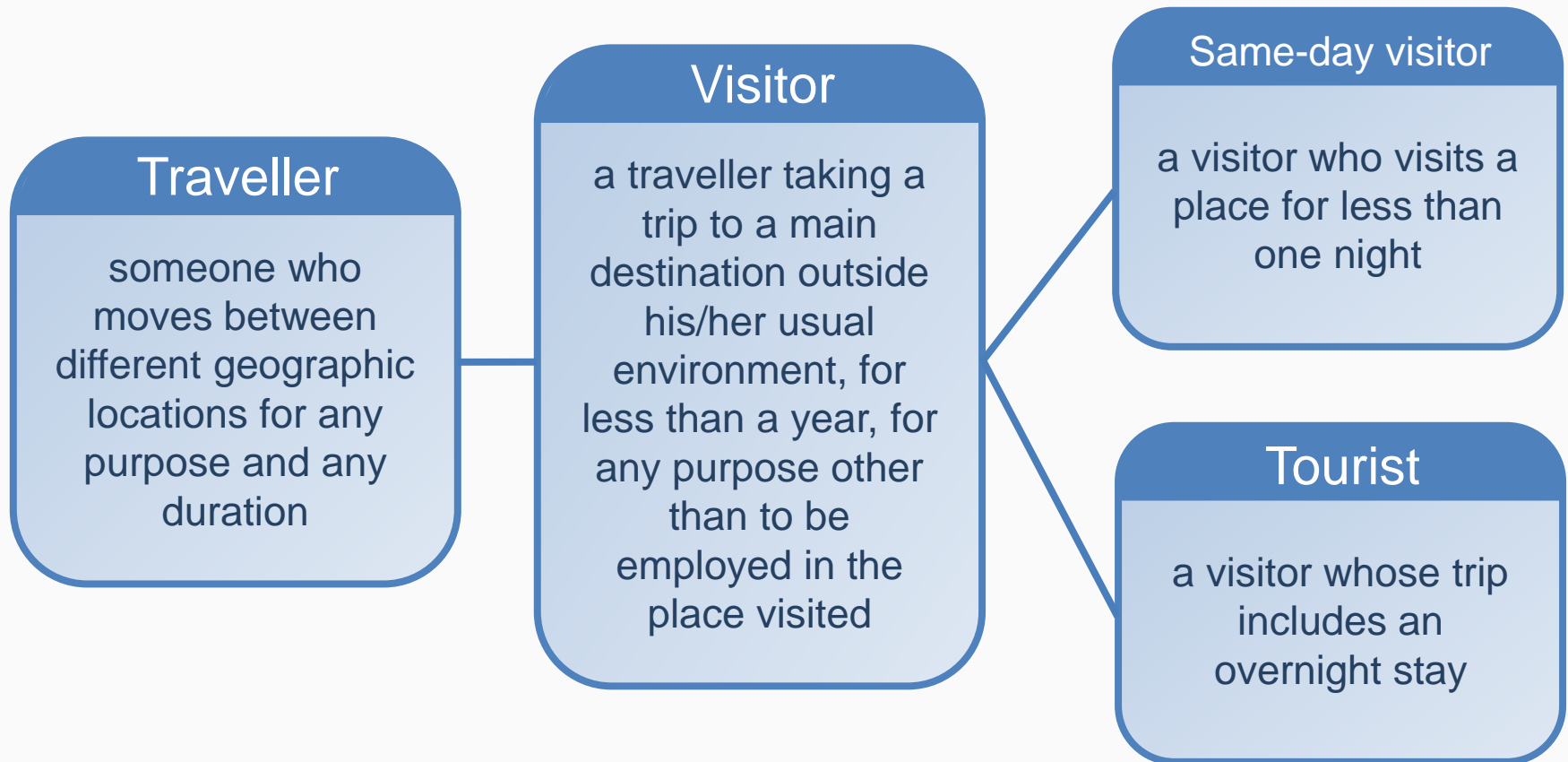
3 Tourist Accommodation  
Income earned from various types of accommodation

# Stats SA publishes tourism related information in four reports

The fourth report, **Tourism Satellite Account**, covers the following related to the tourism sector



# Definitions



# Tourism

Economic activity

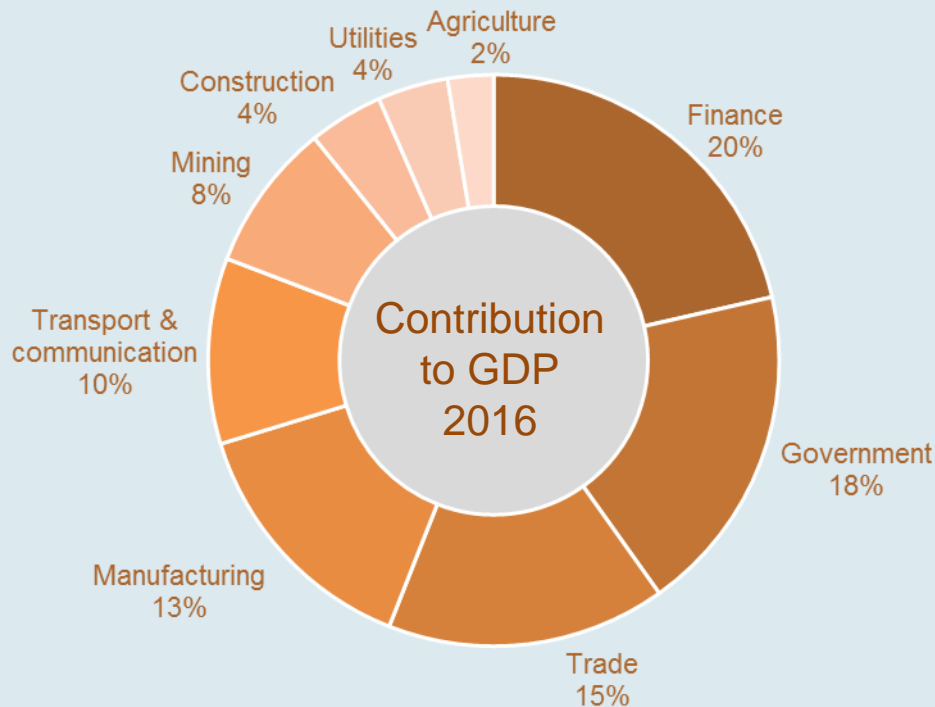


## How large is tourism?



**2,9%** of the  
GDP in 2016  
(R125,1 billion)

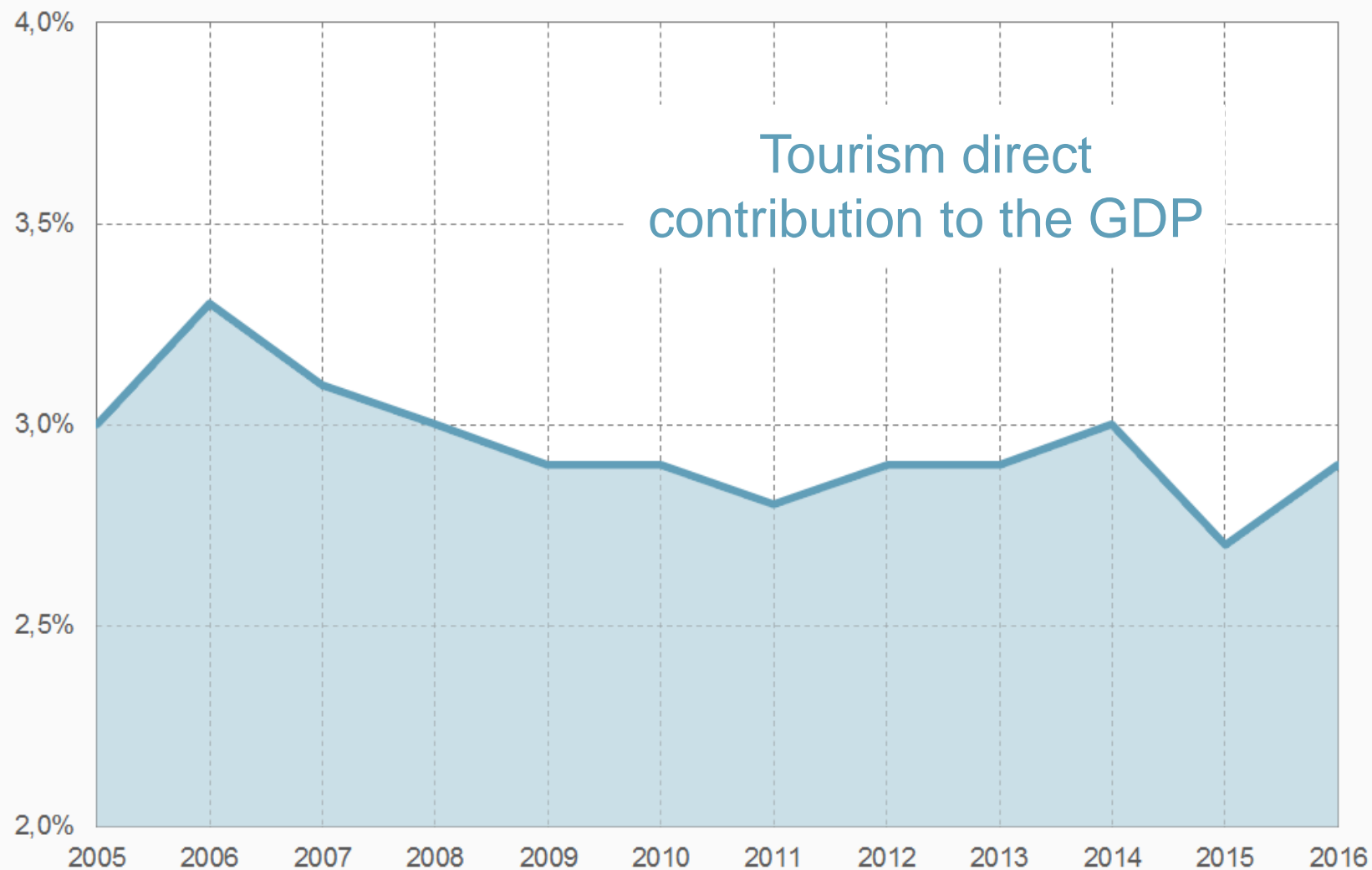
## Compared to other industries?



Tourism  
**2,9%**  
Larger than  
agriculture but  
smaller than  
mining



# Direct economic activity



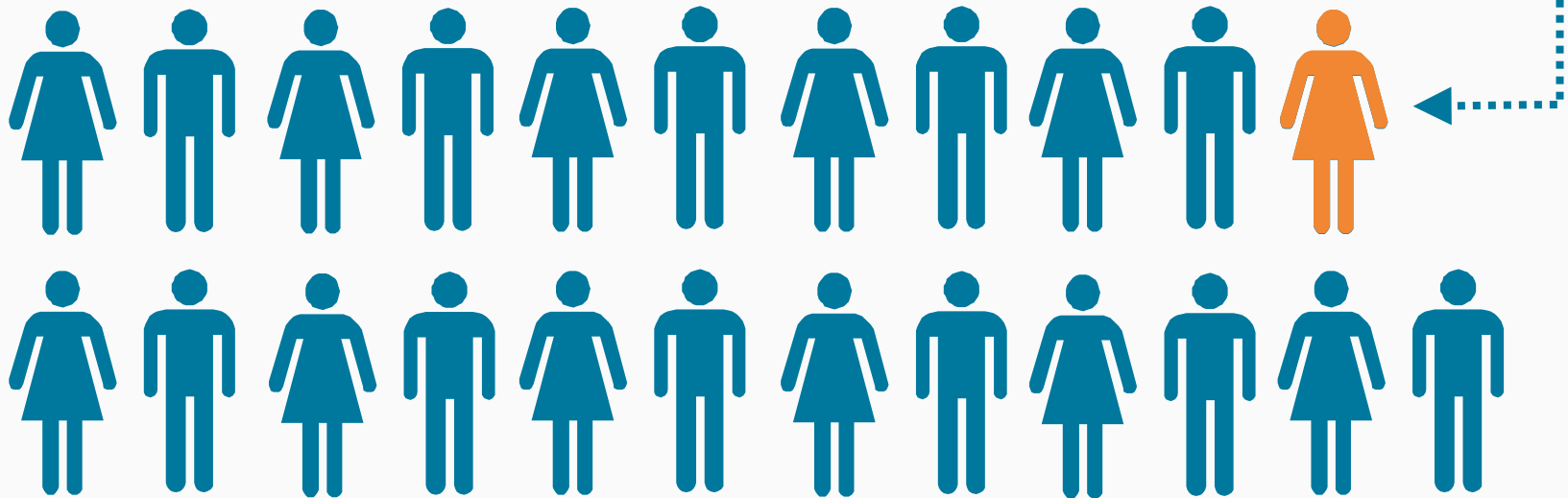


# Tourism Employment



# Direct employment

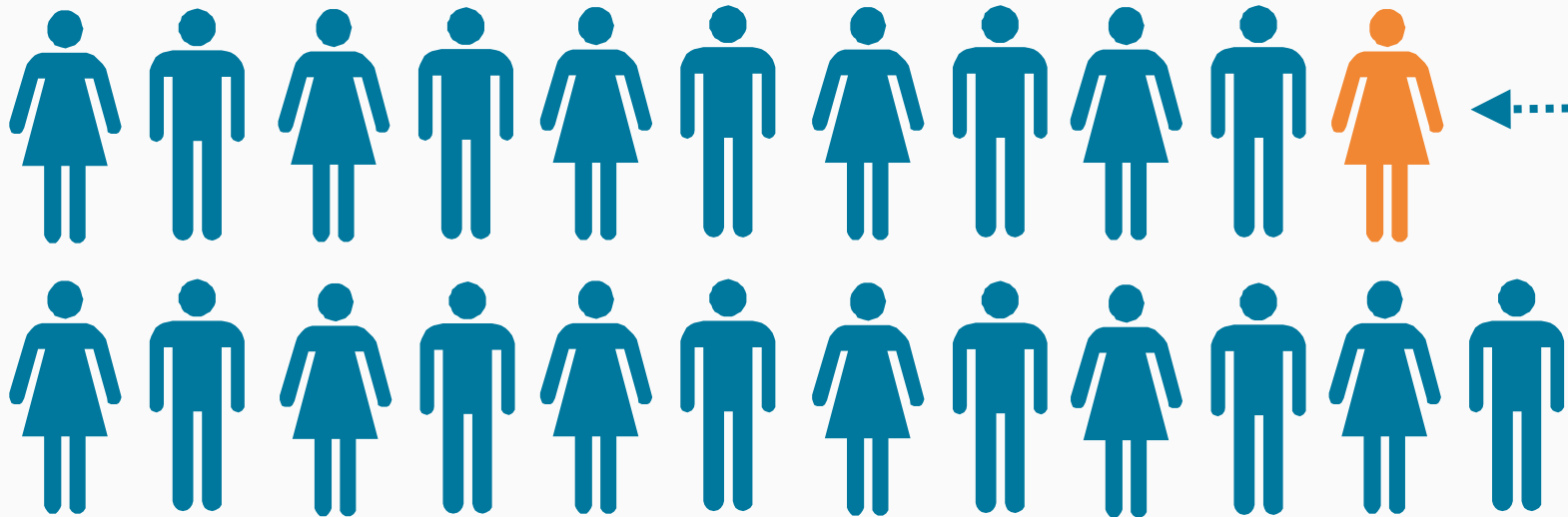
**1 in 23** employed individuals  
worked in the tourism  
sector (2016)\*



*\*4,4% of the total workforce*

# Direct employment

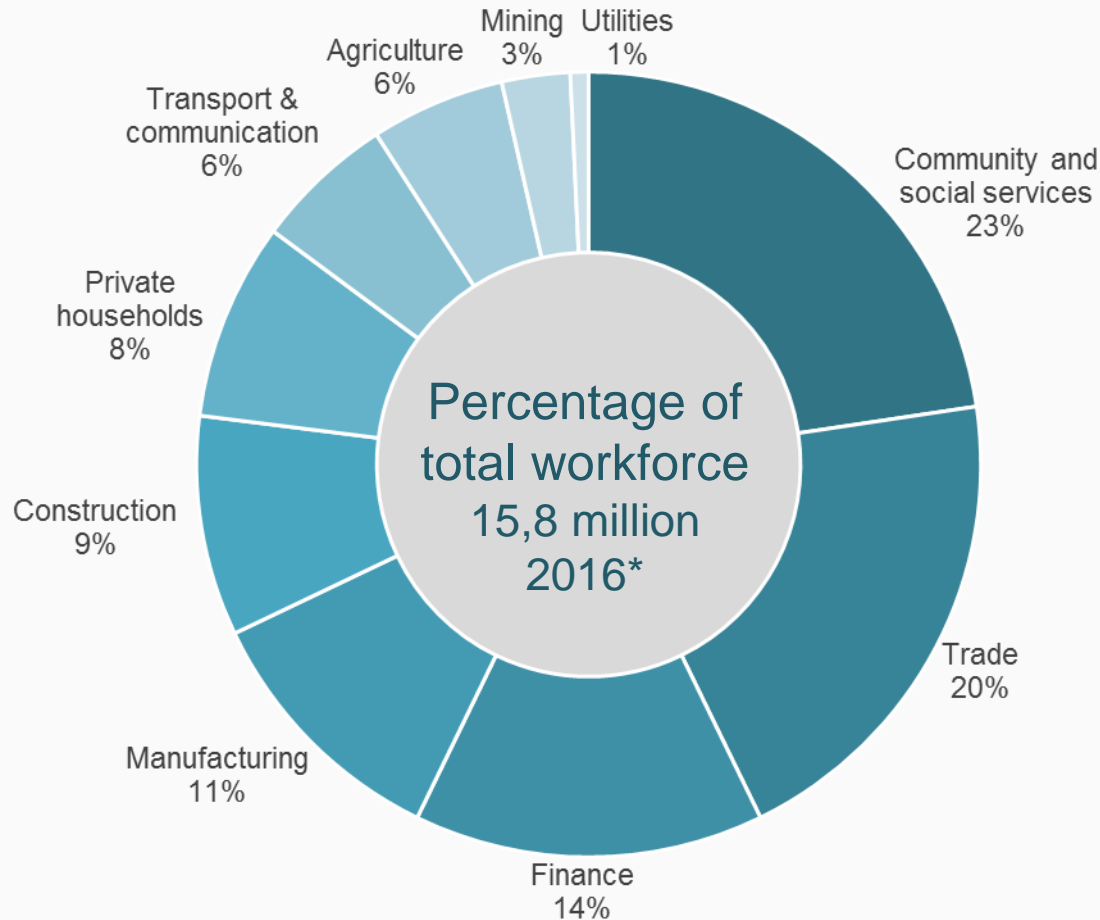
686 596 individuals\*



*\*4,4% of the total workforce*

# Direct employment

Compared to other industries?



Tourism  
**4,4%**



More employees  
than mining but  
less than  
agriculture

Quarterly Labour Force Survey (QLFS)

# Direct employment

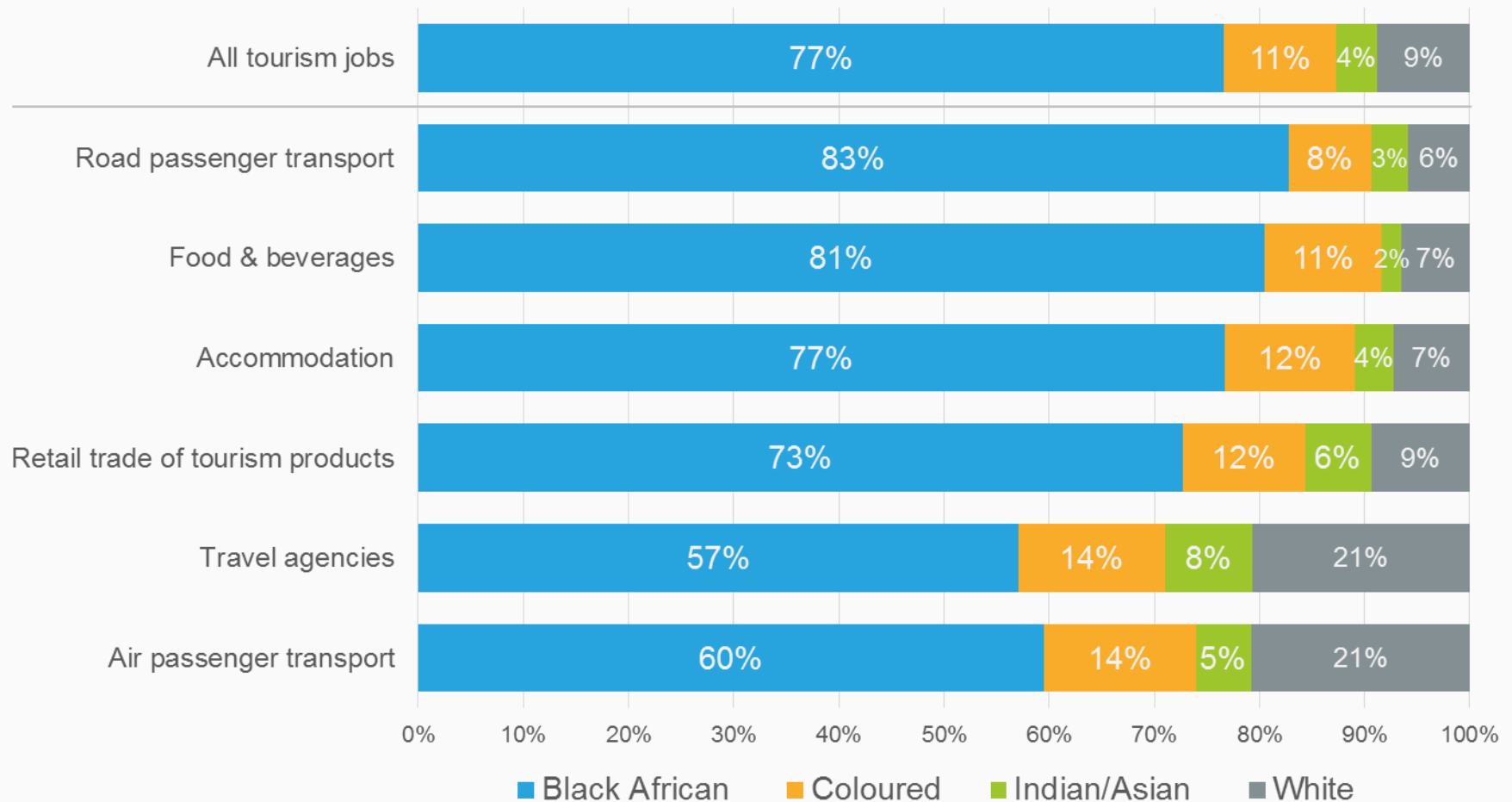
Where are the tourism jobs concentrated?  
686 596 jobs in 2016



- 1 **29%** – Road transport
- 2 **21%** – Food and beverages
- 3 **19%** – Accommodation
- 4 **16%** – Retail of tourism products
- 5 **4%** – Travel agencies
- 6 **10%** – Other

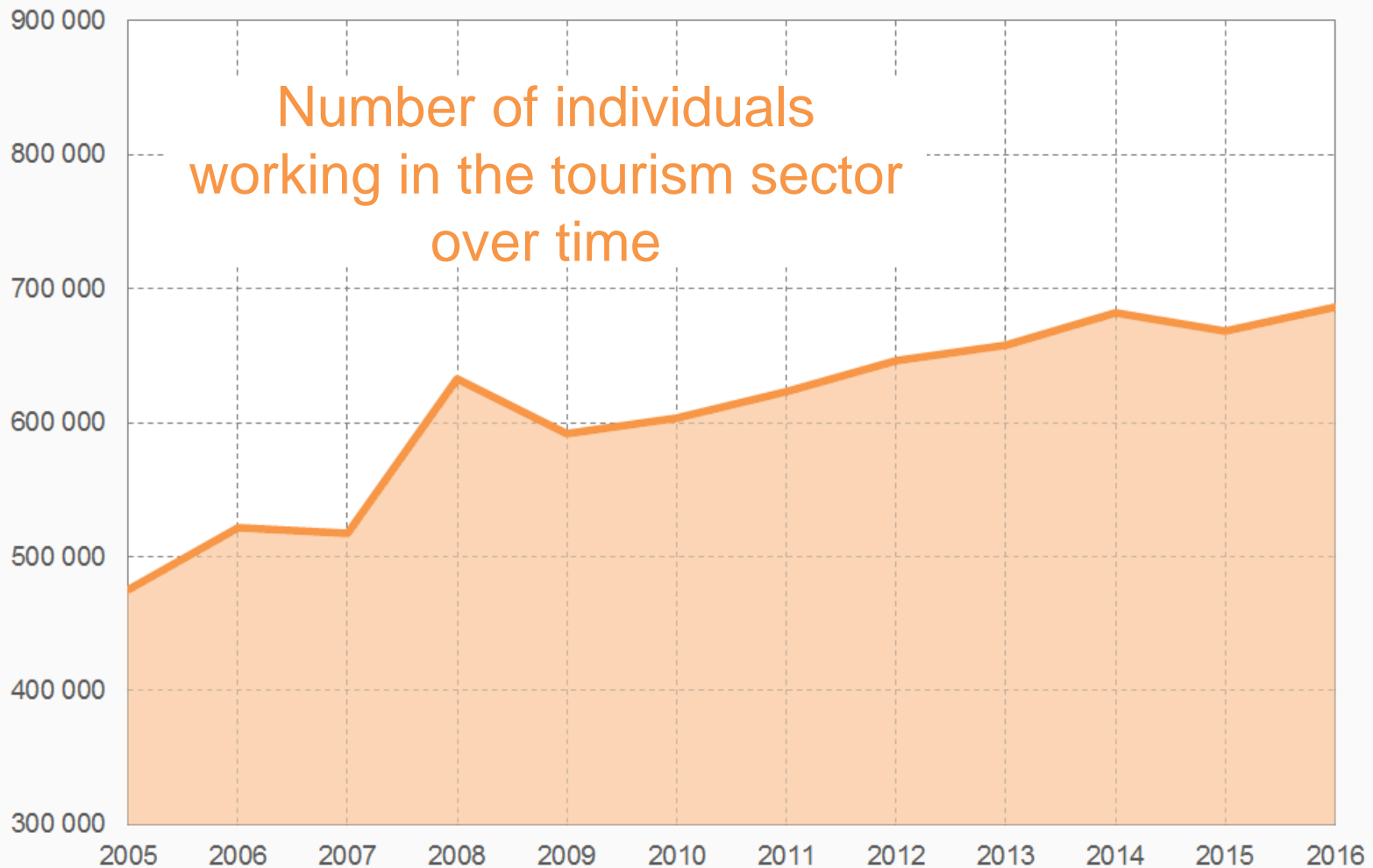
# Direct employment

## Employment by race in the 6 largest tourism industries (2016)





# Direct employment



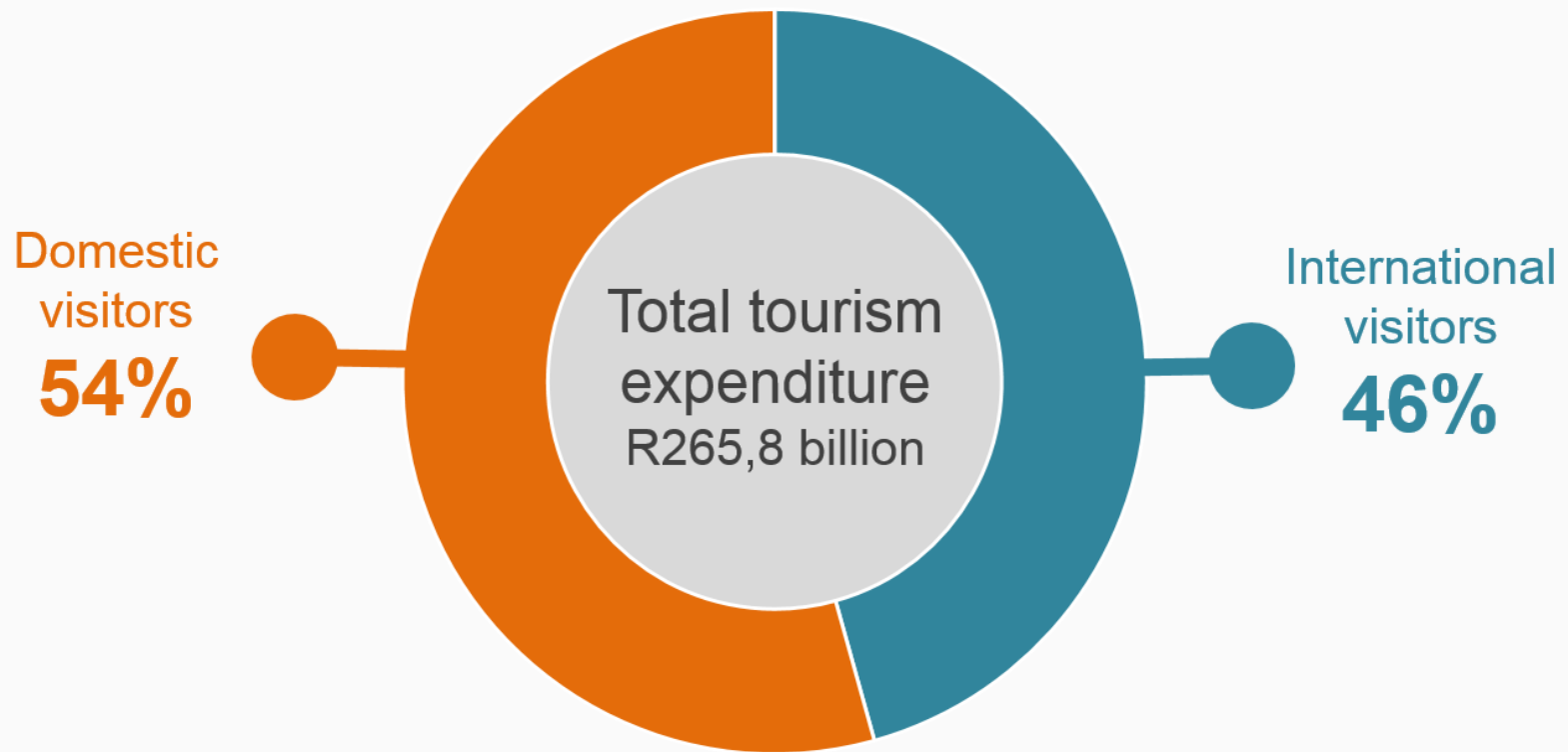


# Tourism Spending



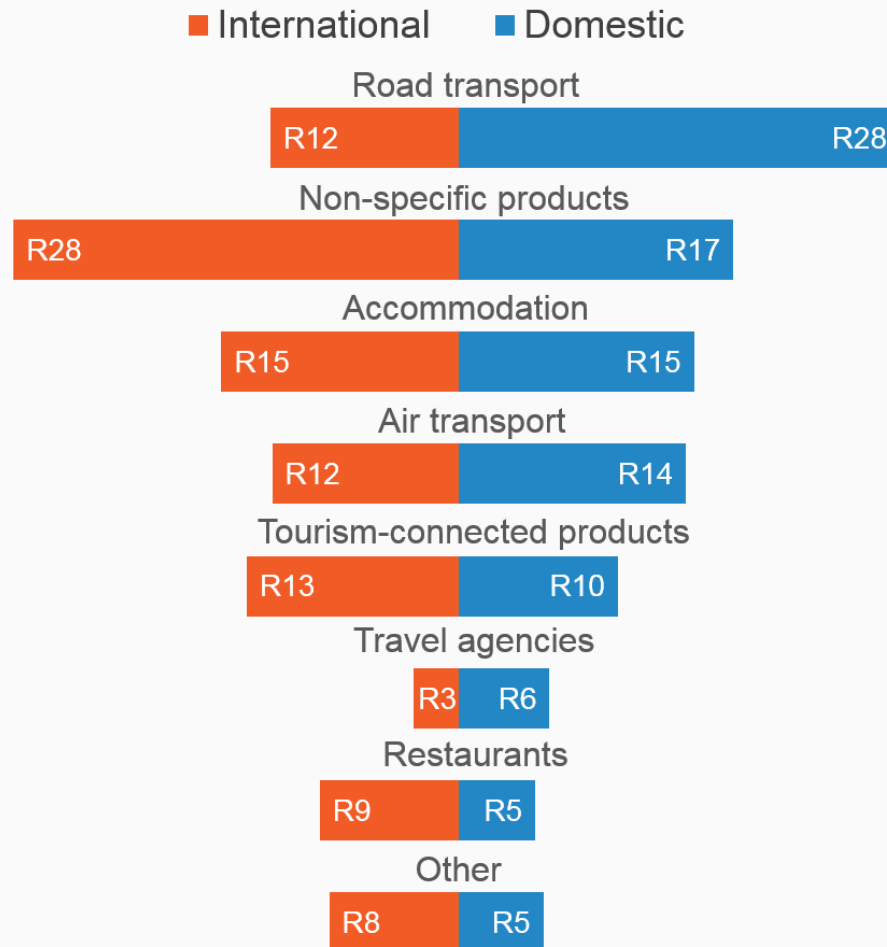
# Spending

International visitors were responsible for R46 of every R100 of tourism spend in 2016



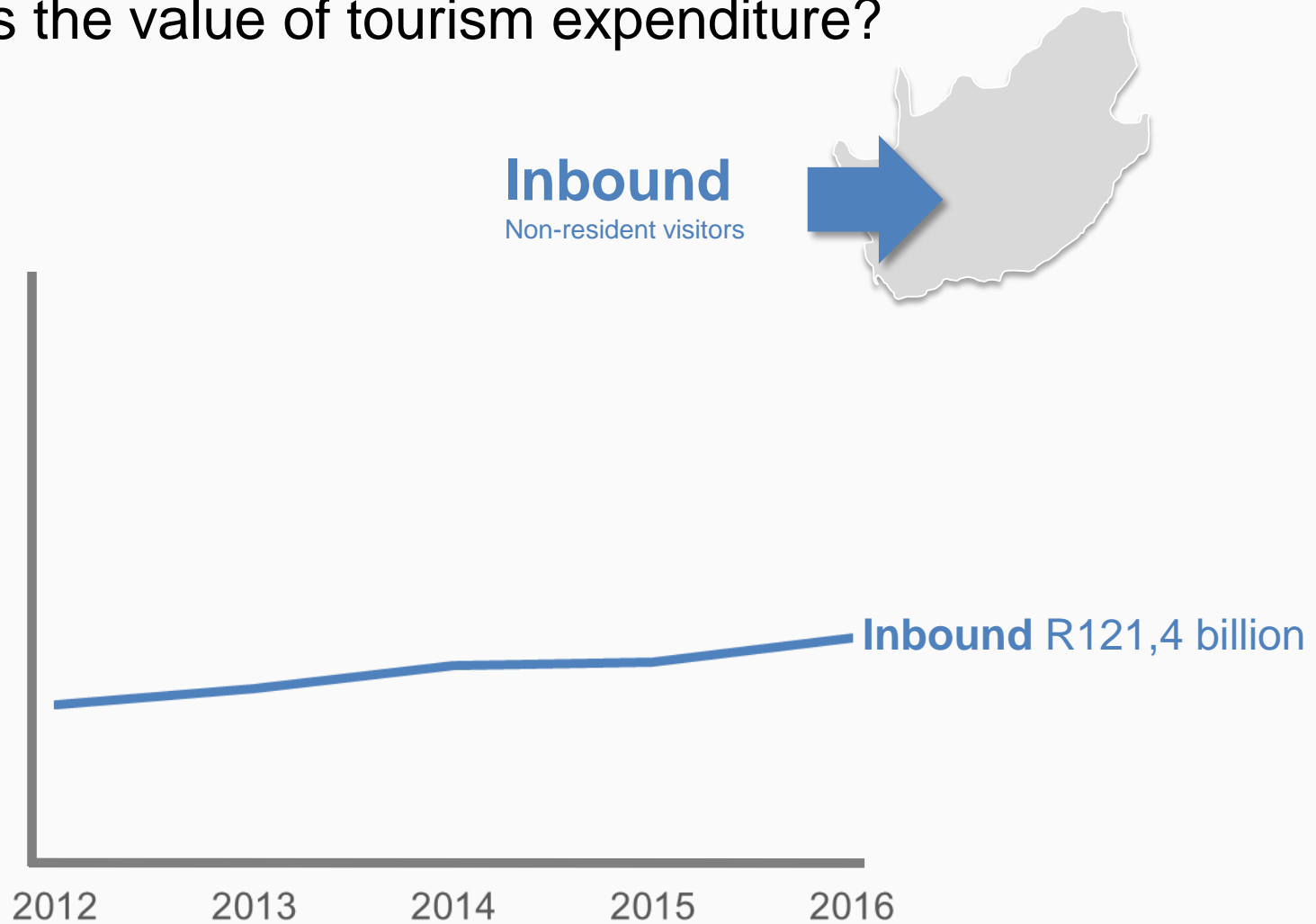
# Spending

What did visitors spend money on in 2016, for every R100 spent?



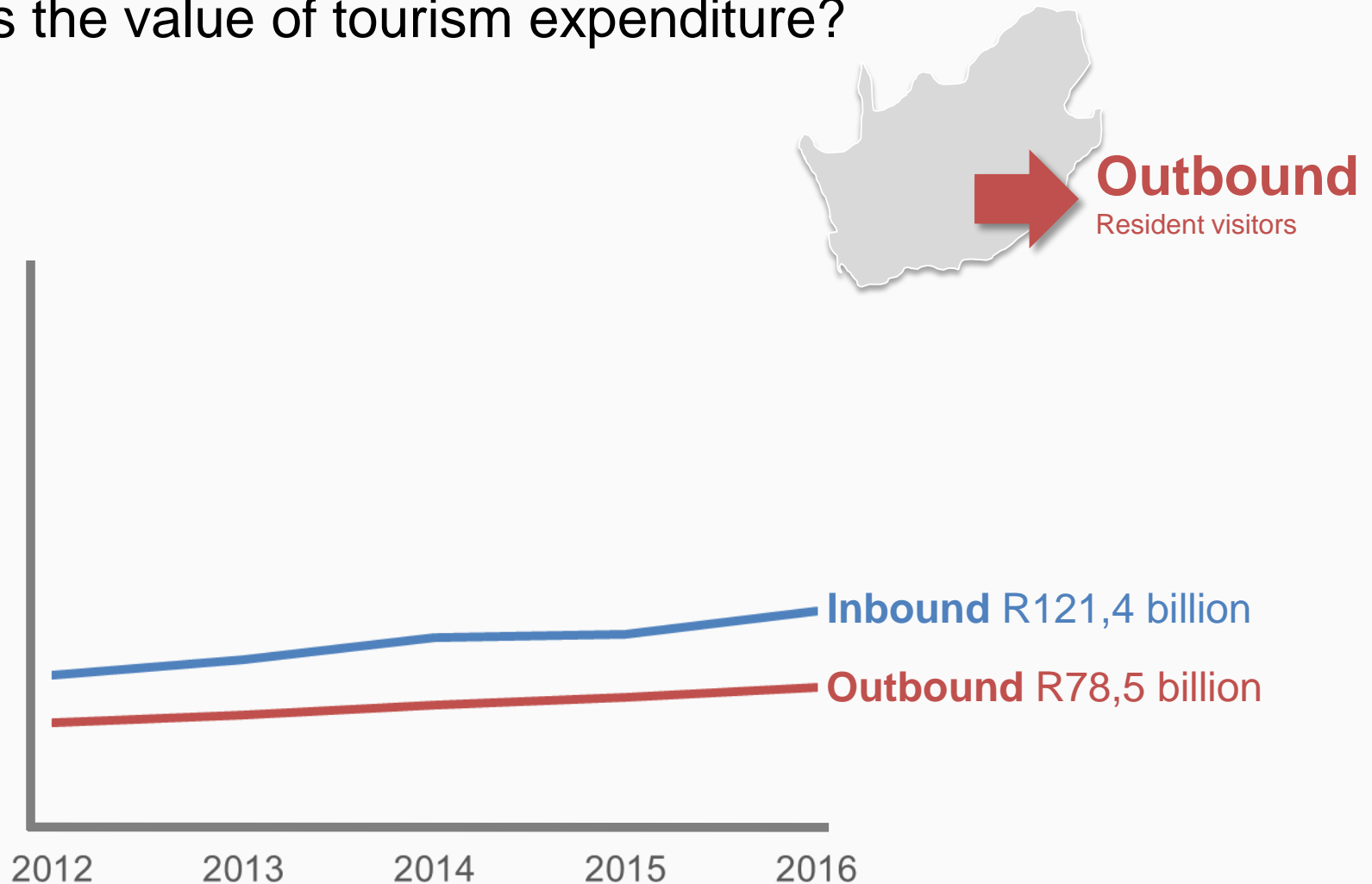
# Spending

What is the value of tourism expenditure?



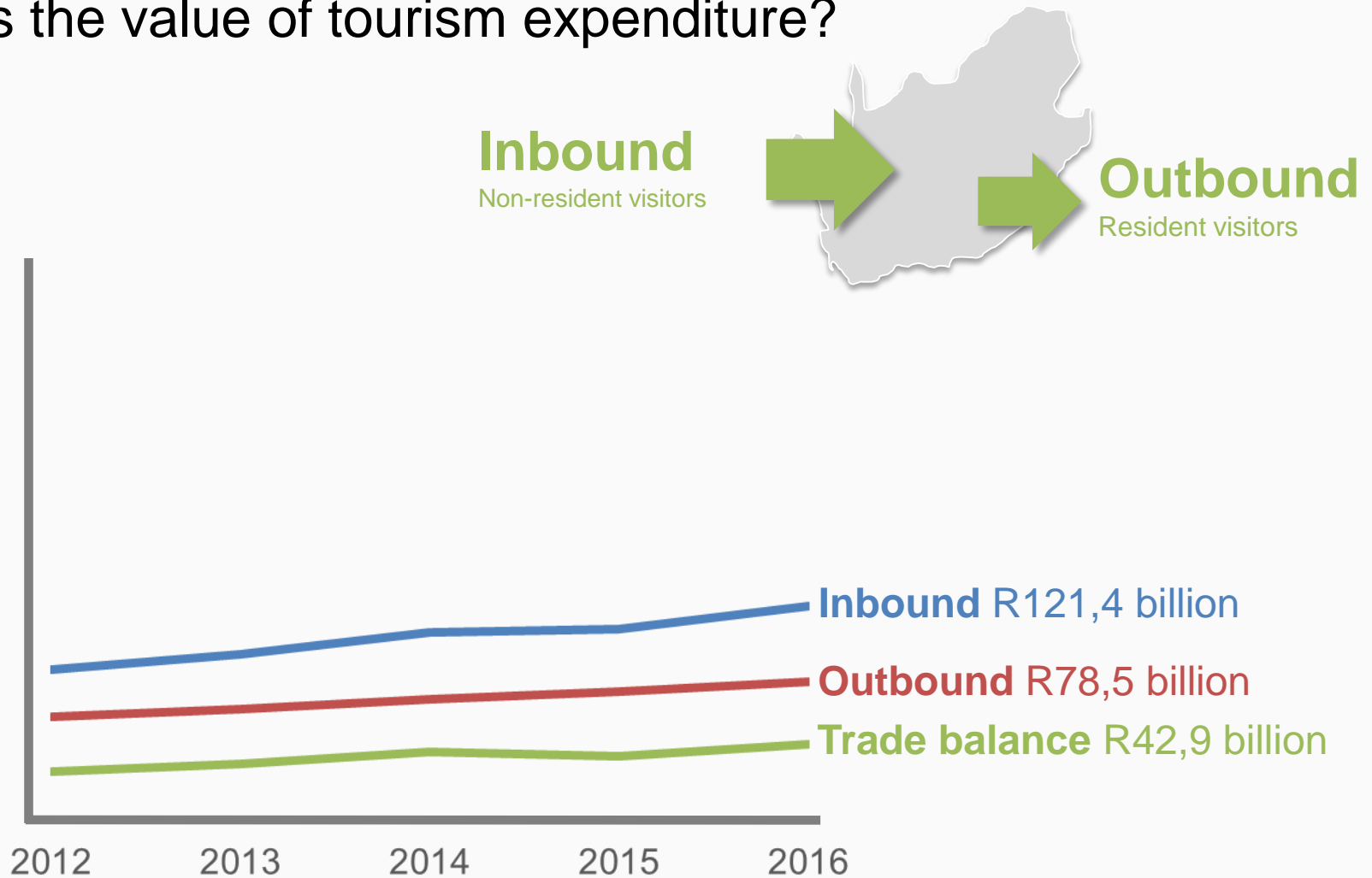
# Spending

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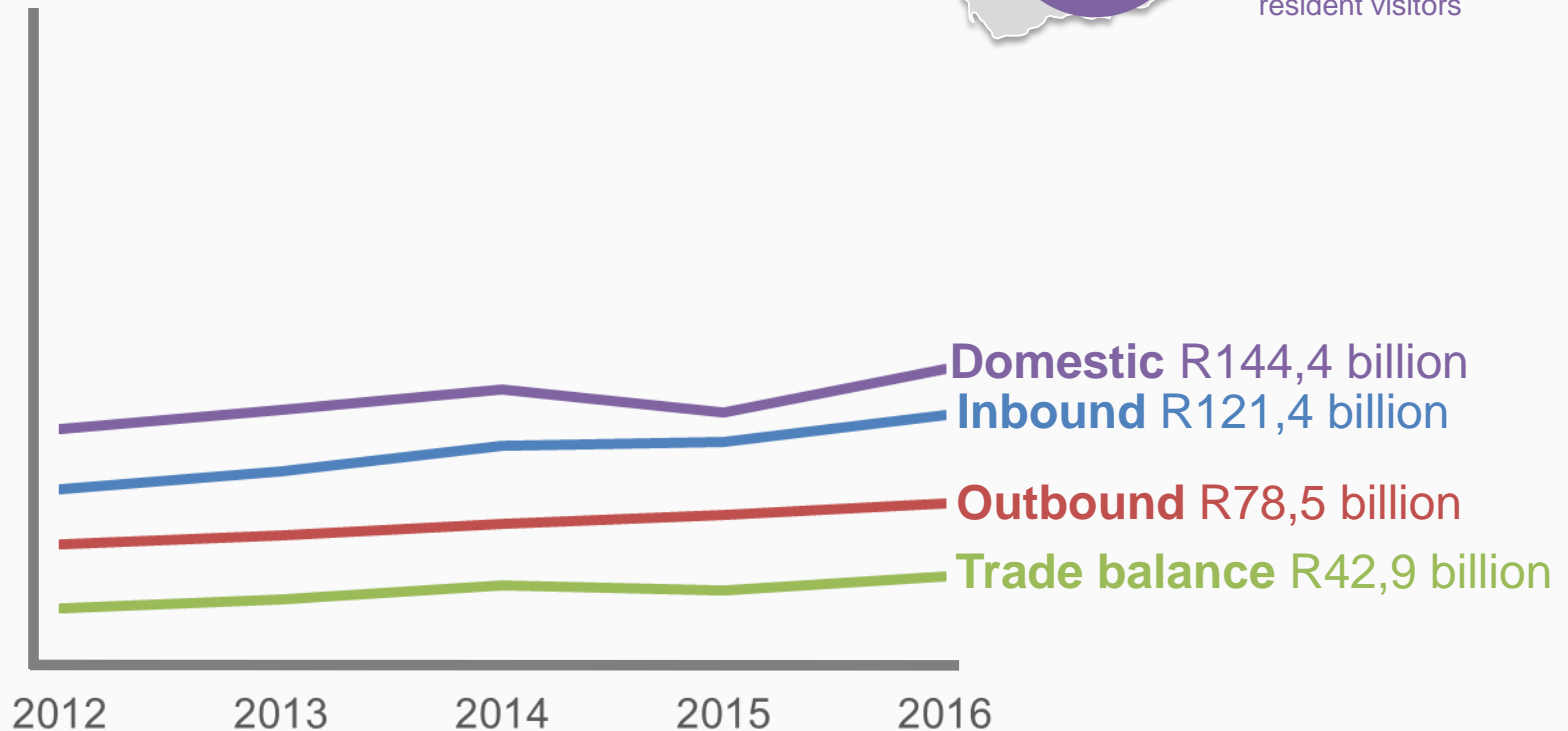


# Spending

What is the value of tourism expenditure?



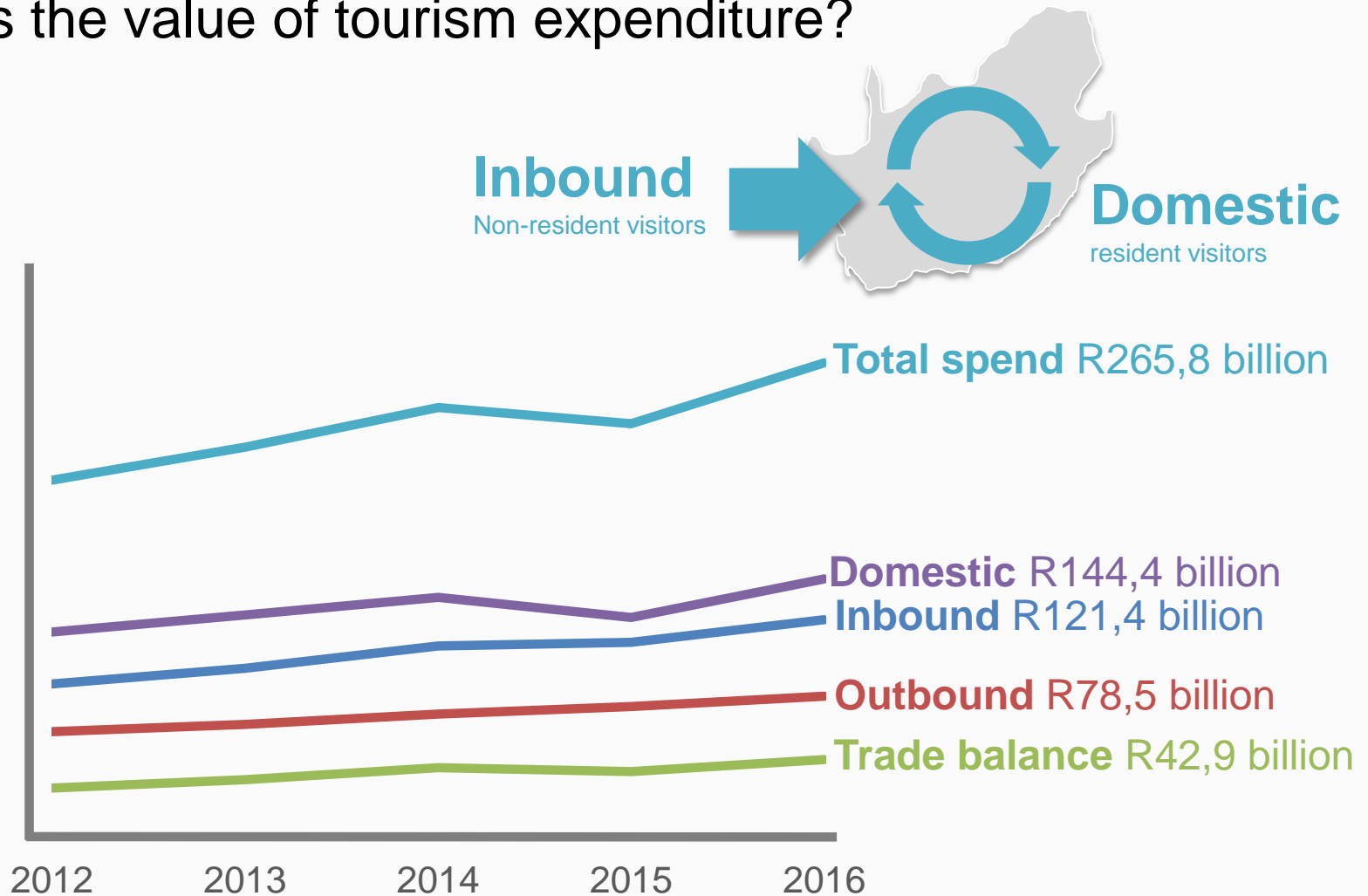
**Domestic**  
resident visitors





# Spending

What is the value of tourism expenditure?





Thank you!

