

Destination Performance Report:**Annual 2021****Executive Summary**

This report is based on South African Tourism's (SAT) latest Annual Tourism Performance report, which provides an overview of national and provincial tourism performance between January and December 2021. The data aims to reflect international tourist arrival trends, foreign expenditure patterns, accommodation usage, length of stay and an indication of the top international source markets to South Africa and the Western Cape.

In addition, the 2021 annual domestic tourism data for South Africa and the Western Cape is included in the report. Key trends reflect on the number of domestic overnight trips, day trips, expenditure patterns, bed nights, average length of stay and the main purpose of visit amongst domestic tourists. Further highlights are provided below:

South Africa

- International tourist arrivals to South Africa reached 2.3 million in 2021, representing a -77.9% decline when compared to 2019 and a -19.5% drop against 2020.
- The origin of tourist arrivals in 2021 highlighted the dominance of the African market and it is evident that Covid-19 further strengthened Africa's foothold.
- Africa accounted for 83.1% of tourists' arrivals in 2021, followed by a share of 9.6% from Europe and 4.4% from the Americas. Africa (74.3% to 83.1% share) and Middle East (0.5% to 0.6% share) were the only regions reflecting positive growth in the percentage share of tourists when compared to 2019 levels.
- In light of the pandemic, visiting friends and relatives (VFR) continued to rank as the top reason for travelling to South Africa, however, the share for this market decreased to 30.5% from the 41.4% share in 2019.
- Conversely, the impact of the pandemic has increased the importance of business shopping and business travel, the share for these markets have increased from 9.4% and 2.7% in 2019 to 18.2% and 17.3% in 2021 respectively.

Western Cape

- In 2021, the Western Cape welcomed 300,000 international tourist arrivals to its shores and held 13.3% of South Africa's total tourist arrivals (2.3 million), the third highest share after Gauteng (41.4%) and Mpumalanga (23.2%).
- Tourist arrivals to the province decreased by 32.2% when compared to 2021 and recovered to 15% of the number of tourist arrivals recorded in 2019 (2.0 million).
- The province received R3.7 billion in TFDS (total foreign direct spend) which accounted for 17.6% of South Africa's tourist's spend.
- The top five source markets to the Western Cape in 2021 were Namibia (48,454), UK (36,800), USA (34,700), Germany (32,166) and the Netherlands (13,934).
- The majority (52.7%) of visitors to the Western Cape travelled for holiday, followed by 24.4% who visited friends and family (VFR), 5.3% travelled for MICE (Meetings, Incentives, Conferences and Exhibitions) and 4.9% were business travellers.

Cape Town and the Western Cape – A Leading Regional Economy



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1. Definitions & Methodology

1.1 Definitions:

Visitor- Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for travel is other than the exercise of an activity to be remunerated at the place visited.

Same day visitor- Any person who visits a place without staying the night.

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

International tourist- An international visitor who stays at least one night in collective or private accommodation in the country visited.

Domestic visitor- A visitor whose country of residence is the country visited. They may be nationals of this country or foreign nationals.

Domestic tourists- A resident of the country of reference who spends at least one night in the place visited outside of his/her usual environment.

Overnight trip- A journey undertaken by one or more members of the household for at least one night away from home, where the persons travelling did not receive any remuneration (did not make any profit) at the destination. For a trip to be complete, the person must return to his/her place of residence.

1.2 Methodology:

1.2.1 International Tourist Arrivals

The international tourism data represented in this report is based on findings obtained from South African Tourism's Analytics and Insights Unit, and is derived from South African Tourism's Departure Survey.

The survey has been deployed by South African Tourism since 2001 to monitor and measure international tourism behaviour upon departing the country.

The survey aims to track tourist travel behaviour, expenditure, accommodation usage, experiences as well as satisfaction of South Africa as a holiday and business destination.

The survey is conducted monthly and covers South Africa's two main international airports (Oliver Tambo and Cape Town), as well as the 12 main land border posts.

Durban's King Shaka International Airport as well as all sea ports are currently excluded from the survey as they are receiving less than 5% and 1% of international tourists' arrivals respectively.

1.2.2 Domestic Tourism Statistics

The domestic tourism statistics illustrated in this report is based on South African Tourism's domestic survey which is conducted through in-home face-to-face interviews. It is the most feasible interview approach for this type of study, in order to ensure high quality data.

The sample is designed as a multi-stage, stratified sample of n=1,300 per month.

Due to the Covid-19 pandemic, surveying in-home face-to-face became impossible and the survey stopped at the end of February 2020. The survey was renewed in July 2020.



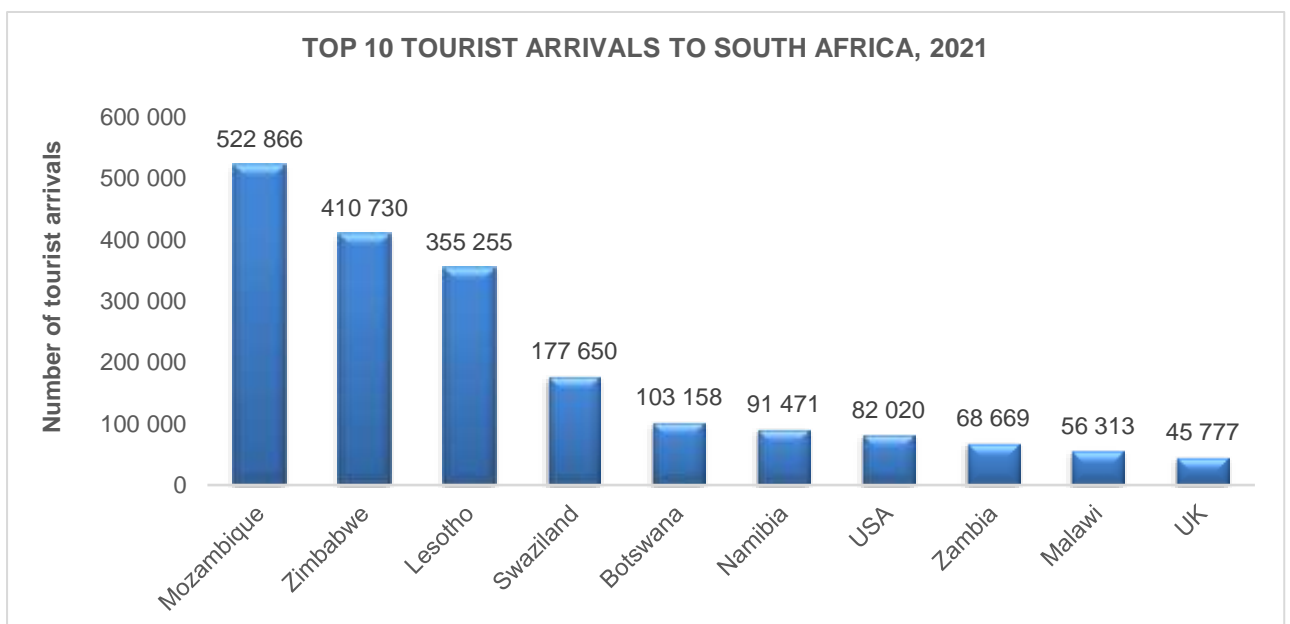
2. International Tourism Trends

2.1 South Africa: National Tourism Performance

- Foreign tourist arrivals to South Africa reached 2.3 million in 2021 and contributed R20.8 billion in total foreign direct spend. 27.5 million bed nights were spent by foreign tourists which translated into an average of 12.5 nights in the country.
- In spite of the sudden halt in travel, Africa continued to rank as South Africa's largest source market in 2021 with more than 80% of international trips taken from Africa. Europe ranked as the second largest source market and accounted for 9.6% of all tourists arrivals.
- A clear shift in the purpose of travel was seen in 2021 with VFR (visiting friends and relatives) still ranking as the top reason for travel, however, business shopping and business travel moved into the 2nd and 3rd positions. When compared to the purpose of travel in 2019; business shopping and business travel were in 4th and 6th positions.

International Tourism Indicators: South Africa	2018	2019	2020	2021
Total number of tourist arrivals	10.5 million	10.2 million	2.8 million	2.3 million
Total foreign direct spend (excl capital expenditure) from tourists	R82.5 billion	R81.2 billion	R22.3 billion	R20.8 billion
Total number of bed nights spent by tourists	118.1 million	112.3 million	29.8 million	27.5 million
Average spend per foreign tourist in SA	R8,300	R8,300	R8,400	R9,500
Average length of stay in South Africa	11.7 nights	11.4 nights	11.0 nights	12.5 nights

Source: SA Tourism, 2022



Source: SA Tourism, 2022



2.2 Provincial Tourism Performance

- Gauteng, Western Cape and Mpumalanga recorded the largest share of tourist arrivals in 2021 and these three provinces reflected a total of R13.8 billion in total foreign direct spend.

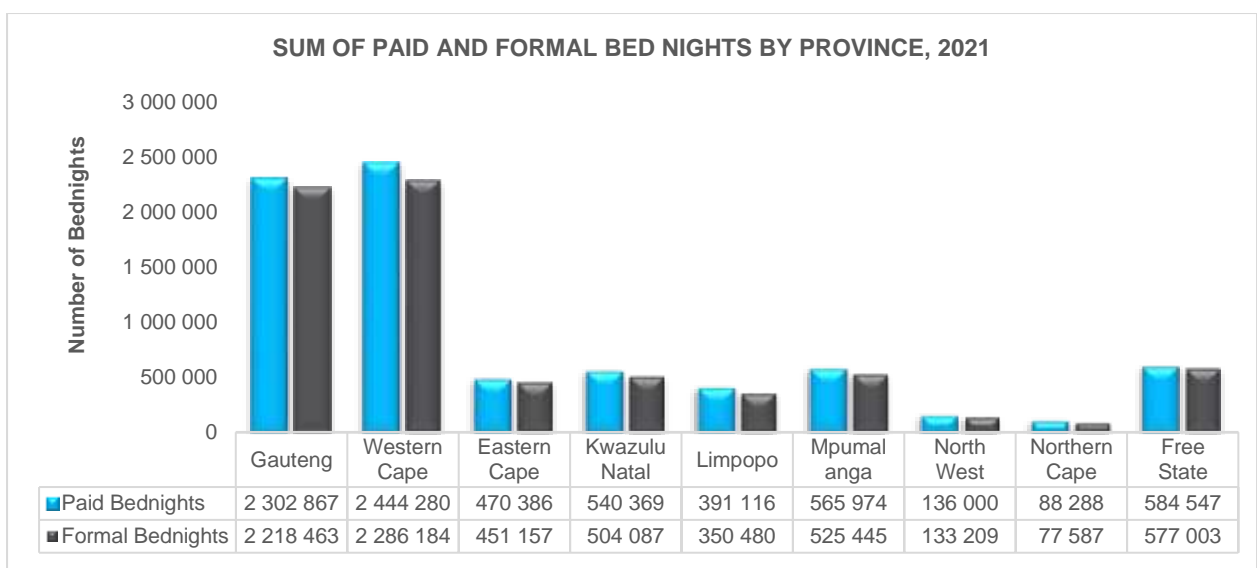
Of all nine provinces, the Western Cape ranked:

- SECOND** in the average length of stay: **16.5 nights**
- SECOND** in total bed nights: **4.8 million**
- SECOND** in Total Foreign Direct Spend: **R3.7 billion**
- THIRD** in tourist arrivals: **299,910**

PROVINCIAL TOURISM PERFORMANCE, 2021				
Province	Tourist Arrivals (millions)	Total Foreign Direct Spend (billions)	Bed nights (millions)	Length of stay (nights)
Gauteng	933 980	R7,7	10 136 131	11,1
Western Cape	299 910	R3,7	4 834 556	16,5
Eastern Cape	62 401	R0,8	1 076 679	17,7
Kwazulu Natal	267 537	R2,1	2 736 387	10,5
Mpumalanga	524 003	R2,4	3 229 116	6,3
Limpopo	112 582	R0,8	996 592	9,1
North West	128 122	R0,8	1 013 950	8,1
Northern Cape	78 359	R0,2	232 839	3,0
Free State	226 963	R2,5	3 253 888	14,7

Source: SA Tourism, 2022

- The Western Cape ranked as the top province for paid (2.4 million) and formal (2.3 million) bed nights spent by international tourists, closely followed by Gauteng and Free State.



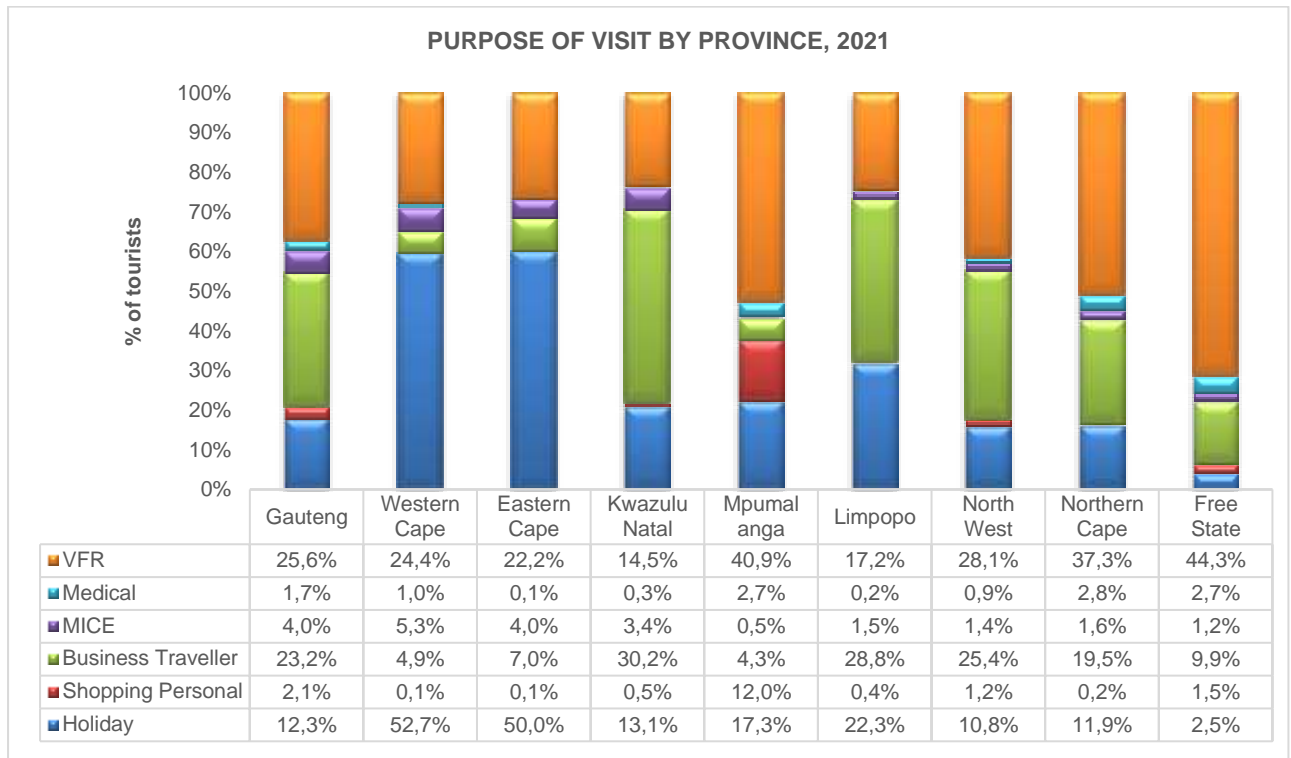
Source: SA Tourism, 2022

*Paid bednights- Sum of all bednights excluding tourists visiting friends & relatives (VFR) & other.

*Formal bednights- Sum of all paid bednights excluding hospital, camping and ship/train accommodation.



- Over 50% of tourists to both the Western Cape and Eastern Cape travelled for holiday while over 40% correspondingly travelled to the Free State and Mpumalanga provinces to visit friends and relatives.
- KwaZulu-Natal (30.2%), Limpopo (28.8%) and North West (25.4%) provinces attracted the largest share of business travellers for the period under review.
- In spite of the low base, travel for medical reasons were prominent in the Northern Cape (2.8%), Free State (2.7%) and Mpumalanga (2.7%) provinces.



Source: SA Tourism, 2022

*VFR- Visiting friends & relatives

2.3 Western Cape Tourism Performance

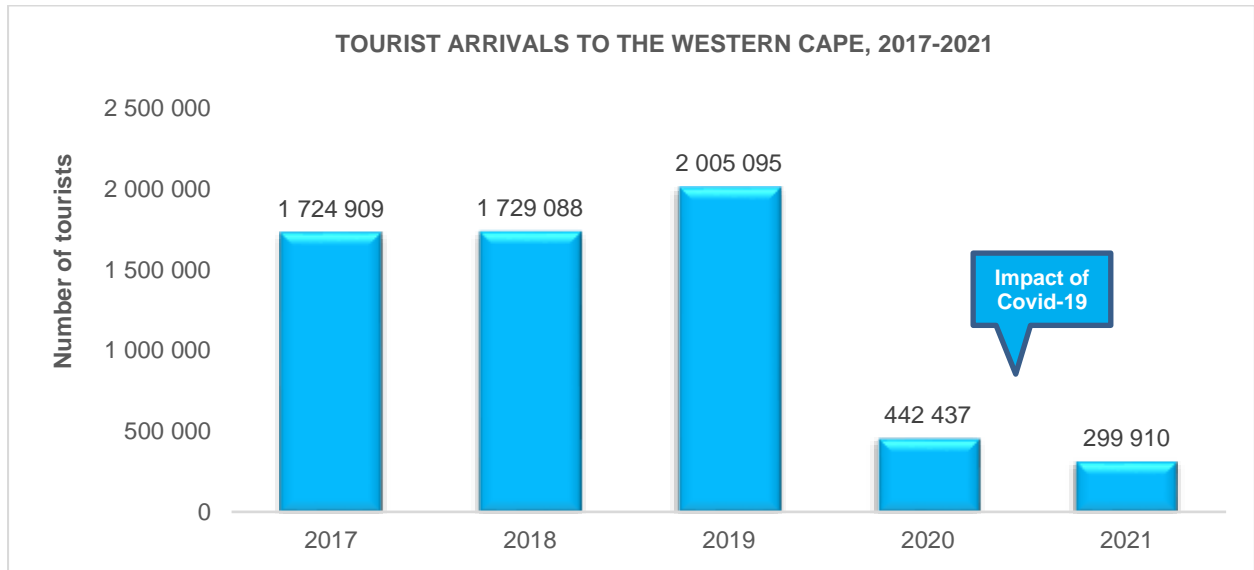
The Western Cape accounted for 13.3% of all international tourist arrivals to South Africa and attained 17.6% of South Africa's total foreign spend. In addition, the Western Cape held 17.6% of South Africa's bed nights recorded in 2021.

Western Cape Performance Indicators	2016	2017	2018	2019	2020	2021
International Market						
Total number of tourist arrivals	1,6 million	1,7 million	1.7 million	2.0 million	0.4 million	0.3 million
% Share of South Africa's arrivals	15.6%	16.8%	16.5%	19.6%	15.8%	13.3%
Total foreign direct spend (excl capital expenditure)	R18.1 billion	R23.1 billion	R16.3 billion	R18.6 billion	R4.7 billion	R3.7 billion
% Share of South Africa's spend	23.9%	28.6%	19.7%	22.9%	20.9%	17.6%
Total number of bed nights spent by tourists	16,7 million	23,3 million	23.3 million	25.7 million	6.2 million	4.8 million
% Share of South Africa's bed nights	18.9%	19.3%	19.7%	22.9%	20.9%	17.6%
Length of stay	11.1 nights	14.1 nights	13.9 nights	13.4 nights	14.5 nights	16.5 nights

Source: SA Tourism, 2022



- When looking at the performance of the Western Cape’s tourism sector in 2021, the number of tourist arrivals decreased by 32.2% when compared to 2020 and by 85.0% in comparison to 2019. The downward trend was a direct effect of the global Covid-19 pandemic.
- The province reached the 2million mark in tourist arrivals for the first time in 2019 and tourism marketers are confident that the Western Cape will rebound and fully recover from the effects of Covid-19.



Source: SA Tourism, 2022

- In 2021, Namibia ranked as the top source market for the Western Cape, closely followed by the UK, USA and Germany.
- In spite of the strict international travel regulations in place during 2021, 5 out of the top 10 source markets to the Western Cape originated from the European region.
- Namibia recorded the highest recovery rate (50.0%) based on 2019 tourist arrival numbers, followed by Lesotho (33.6% recovery).

TOP 10 SOURCE MARKETS TO THE WESTERN CAPE, 2019-2021						
Ranking	Markets	2019	2020	2021	% Share of SA's arrivals in 2021	% Recovery over 2019
1	Namibia	96,950	28,566	48,454	53,0%	50,0%
2	UK	301,321	79,017	36,800	80,4%	12,2%
3	USA	239,989	38,619	34,700	42,3%	14,5%
4	Germany	232,353	66,431	32,166	72,5%	13,8%
5	Netherlands	90,431	19,011	13,934	64,0%	15,4%
6	France	108,485	24,154	13,409	67,9%	12,4%
7	Lesotho	33,104	12,378	11,133	3,1%	33,6%
8	Switzerland	40,323	10,373	8,289	72,9%	20,6%
9	Zimbabwe	50,139	7,963	7,283	1,8%	14,5%
10	Canada	45,656	10,386	5,530	73,8%	12,1%

Source: SA Tourism, 2022



- Holiday (52.7%) remains the top reason for travelling to the Western Cape amongst the international tourists, followed by 24.4% who visited friends and family. Business also emerged as a strong motivator for travel in 2021; with 5.3% travelling for MICE (Meetings, Incentives, Conferences and Exhibitions) and 4.9% were business tourists.
- 41.5% of international tourists to the Western Cape in 2021 were first time visitors. More than half of the international tourists travelled alone (52.6%), followed by 30% who travelled with their spouse/partner.
- Eating out, shopping, visiting natural attractions, beaches and social activities ranked as the top five amongst tourists during their stay in the Western Cape.

International Traveller Trends of Tourists to Western Cape	% of Tourists (2021)
Top Reasons for Visiting the Western Cape	Holiday 52.7% VFR 24.4% MICE 5.3% Business Traveller 4.9%
Top Repeat Travel Groups	First time 41.5% 2-3 times 10.8% 10 times or more 6.0% 6-9 times 5.8%
Top Travel Parties	Alone 52.6% Spouse/partner 30.0% Friends 4.1% Colleagues/Associates 3.0%
Top 10 Activities enjoyed in the Western Cape	Eating out 82.8% Shopping 61.6% Visiting Natural Attractions 52.5% Beaches 50.0% Social 40.3% Adventure 33.7% Wildlife 28.8% Culture/historical/heritage 25.8% Entertainment 11.3% Nightlife 9.7%

Source: SA Tourism, 2022

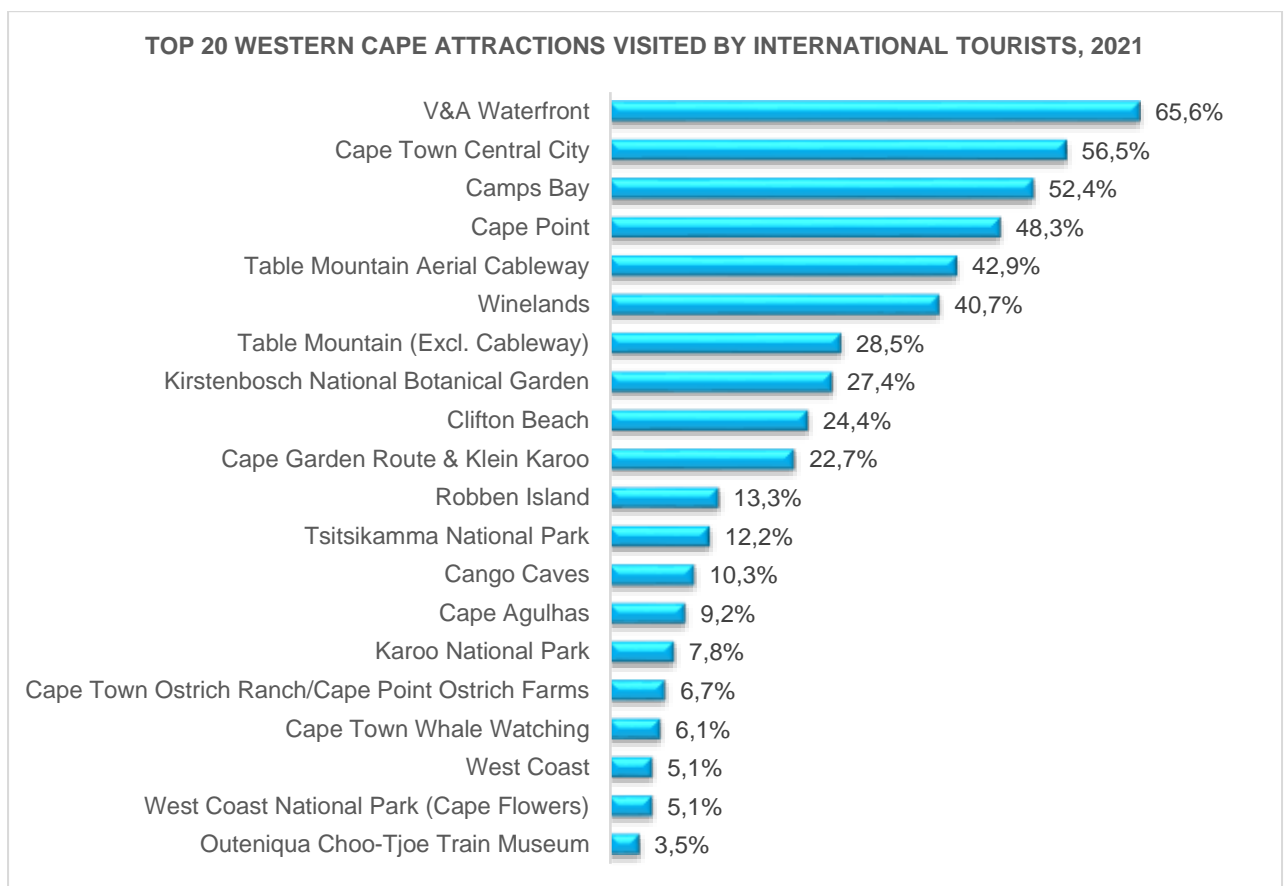
- Cape Town is by far the most visited city in the Western Cape, with 90.6% of tourists indicating that they visited the city in 2021. Stellenbosch (35.6%) ranked as the second most visited city, followed by Hermanus (15.0%), Simon's Town (14.2%) and Knysna (13.8%) in the top five positions.



Source: SA Tourism, 2022



- Listed below is the top 20 Western Cape attractions visited by international tourists in 2021. Eleven out of the top 20 attractions are based within the Cape Town region alone, demonstrating that tourists spent a large amount of their time in Cape Town before exploring the rest of the Western Cape.
- By Western Cape region, the most popular Cape Garden Route & Klein Karoo attractions visited included the Tsitsikamma National Park, Cango Caves and the Outeniqua Choo-Tjoe Train Museum. Cape Agulhas emerged as the most prominent town visited in the Cape Overberg. 7.8% of tourists visited the Karoo National Park, one of the most iconic attractions in the Cape Karoo region. Around 10.2% of tourists explored the West Coast region and more specifically the West Coast National Park for the Cape Flowers. A significant 40.7% of tourists visited the Cape Winelands region.
- The top 20 attractions alone indicates that while Cape Town is the base and starting point for tourists upon arriving in the Western Cape, a large share of tourists do travel between the respective regions and explore the rest of the province.



Source: SA Tourism, 2022

3. Domestic Tourism Trends

3.1 Overview of Domestic Trends in South Africa

- In 2021, 14.8 million domestic trips were taken within South Africa. When compared to 2019, domestic trips have already recovered to 52.1%.
- Total Direct Domestic Spend within South Africa reached R45.4 billion in 2021 and has exceeded pre-pandemic levels when compared to the R43.9 billion recorded in 2019.
- The average spend per domestic trip reached R3,062 in 2021 and recovered to almost 200% when compared to 2019 (R1,542).
- The domestic tourism trips lasted for an average of 3.4 nights in 2021, resulting in 51.2 million bed nights in 2021. The average nights spent in South Africa increased by 4.3% in comparison to the 3.3 nights in 2019.



Domestic Tourism Indicators: South Africa	2017	2018	2019	2020	2021
Total Domestic Trips	17.2 million	17.7 million	28.5 million	17.0 million	14.8 million
Total Direct Domestic Spend	R22.1 billion	R26.4 billion	R43.9 billion	R53.1 billion	R45.4 billion
Average Spend per Domestic Trip	R1,288	R1,497	R1,542	R3,118	R3,062
Average Nights per Domestic Trip	4.1 nights	3.9 nights	3.3 nights	3.3 nights	3.4 nights
Total Annual Domestic Bednights	70.1 million	69.3 million	94.1 million	56.8 million	51.2 million

Source: SA Tourism, 2022

3.2 Overview of Domestic Trends in the Western Cape

- The Western Cape accounted for 6.0% of all South Africa's domestic trips taken in 2021.
- Domestic trips to the Western Cape reached a total of 0.9 million in 2021 and only recovered to around 20% of what it was in 2019 (4.4 million).
- Domestic trips injected R6.8 billion into the Western Cape economy in 2021 and the province held 15.0% of South Africa's total domestic spend.
- In 2021, domestic visitors to the Western Cape spent 3.4 million bed nights.
- Overnight domestic trips to the Western Cape translated into an average length of stay of 3.6 nights in 2021.
- The main driver for domestic trips to the Western Cape was VFR (visiting friends and relatives), accounting for 433,813 of all trips taken in 2021, followed by 384,002 who travelled for holiday.

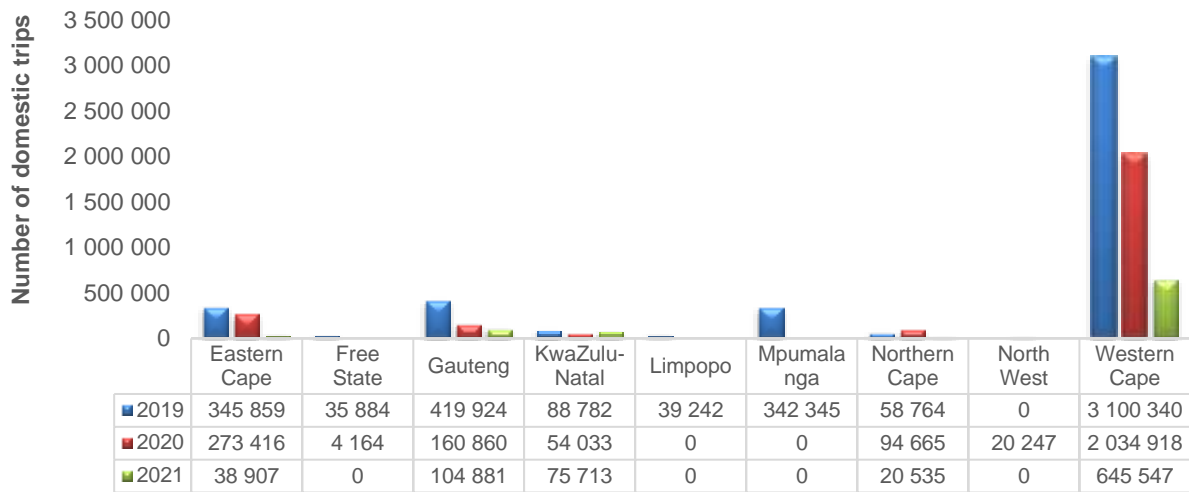
Domestic Tourism Indicators: Western Cape	2017	2018	2019	2020	2021
Domestic trips taken from the Western Cape	1 463 000	1 069 750	3 497 635	2 237 510	831 478
Domestic trips taken to the Western Cape	1 587 000	1 288 000	4 431 140	2 642 302	885 583
Total domestic spend	R1.6 billion	R1.9 billion	R7.7 billion	R6.9 billion	R6.8 billion
Average spend	-	-	R1,744	R2,598.95	R7,703.79
Length of stay in the Western Cape	3.4 nights	3.8 nights	3.8 nights	2.3 nights	3.6 nights
Total bed nights spend	5 270 516	4 885 441	16 647 773	6 879 072	3 416 651
Total number of day trips	7 109 000	12 059 237	34 042 053	18 337 639	4 876 446
Main purpose of visit to the Western Cape	Holiday-538 006	VFR-582 118	VFR-1 548 499	VFR-1 203 393	VFR- 433 813
	VFR-531 872	Holiday- 426 699	Holiday-1 280 137	Holiday-923 296	Holiday- 384 002
	MICE-139 224	Religion-42 359	MICE- 112 026	MICE- 44 157	

Source: SA Tourism, 2022

- The largest share of domestic trips taken to the Western Cape originated from within the Western Cape consecutively across the last three years (2019-2021). This indicates that in spite of the significant impact of the global pandemic, the Western Cape domestic travellers continued to travel within their province in support of the tourism sector.
- In addition to the 0.6 million domestic trips received from within the Western Cape, the province also welcomed over 100,000 domestic tourists from Gauteng, 75,713 tourists from KwaZulu-Natal, close to 40,000 tourists from the Eastern Cape and slightly over 20,000 tourists from the Northern Cape.



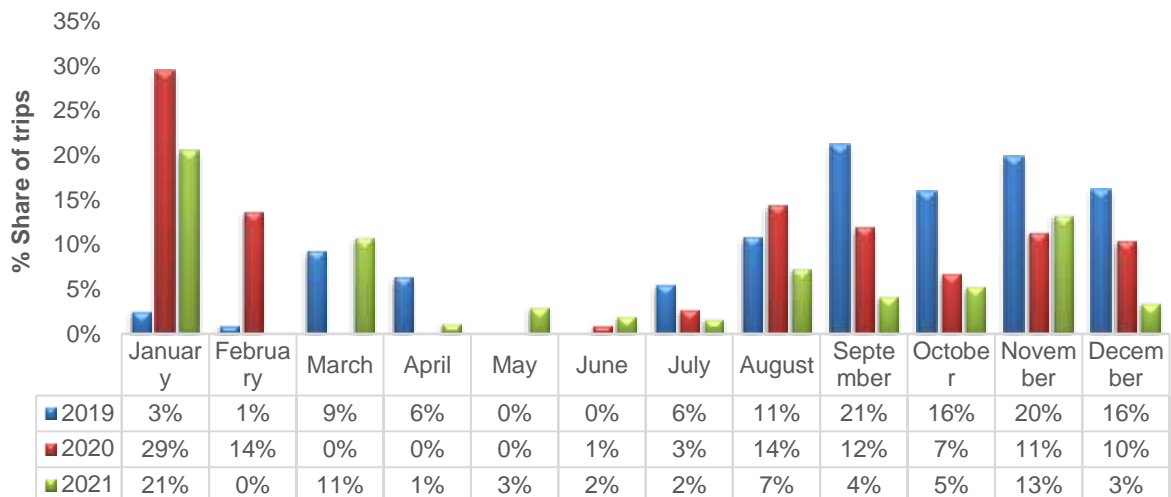
DOMESTIC TRIPS TAKEN TO THE WESTERN CAPE BY ORIGIN PROVINCE, 2021



Source: SA Tourism, 2022

- The largest share of trips taken to the Western Cape in 2021 was during January (21%), November (13%) and March (11%).
- When observing the pre-pandemic historical trend in 2019, the largest share of trips to the Western Cape occurred between August and December 2019. This trend continued into 2020 in spite of the pandemic. With the exception of January 2020 (pre-lockdown), domestic trips rebounded again between August and December 2020.

% SHARE OF TOTAL TRIPS TAKEN TO THE WESTERN CAPE BY MONTH, 2019-2021



Source: SA Tourism, 2022

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