

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: South Africa



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Visitation Trends (Arrivals)

[Thousands of South Africa Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	78	89	89	94	94	79	80	87	8
Percentage Change (%)	9	14	0	5	0	-16	2	8	10

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports ⁽¹⁾	\$281	\$315	\$328	\$378	\$407	\$408	\$466	\$546	\$265
Travel Receipts	\$275	\$314	\$326	\$346	\$379	\$267	\$265	\$299	\$24
Passenger Fare Receipts	\$6	\$1	\$2	\$32	\$28	\$141	\$201	\$247	\$241
Change (%) in Total Exports	3	12	4	15	8	0	14	17	94

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change ⁽²⁾
Travel Agency	55	54	-1.0
Personal Computer	31	32	1.4
Friends/Relatives	16	15	-1.0
Airlines Directly	15	13	-2.1

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	31	37	5.3
Leisure/Rec./Holidays	30	27	-2.8
Visit Friends/Relatives	25	23	-2.1
Convention/Conference	9	8	-1.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	56	48	-7.9
Business/Professional	37	42	4.5
Visit Friends/Relatives	42	34	-8.4
Convention/Conference	15	15	-0.2
NET PURPOSES OF TRIP:			
Leisure & VFR	76	67	-9.1
Business & Convention	45	50	5.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Airlines in U.S.	52	46	-6.1
Taxi/Cab/Limousine	39	44	5.1
Company or Private Auto	34	28	-5.7
City Subway/Tram/Bus	32	27	-5.3
Rented Auto	25	21	-3.6

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	92	89	-3.4
Dining in Restaurants	84	86	2.1
Sightseeing in Cities	56	50	-6.6
Visit Historical Places	55	48	-7.0
Visit Small Towns	30	29	-1.4
Amusement/Theme Parks	24	28	4.1
Art Gallery/Museum	31	24	-7.2
Touring Countryside	27	24	-3.5
Visit National Parks	20	20	0.9
Concert/Play/Musical	25	19	-6.3
Nightclubs/Dancing	20	19	-1.3

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	92	98	6.2 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	4%	6%	1.5 pts.
First International Trip to the U.S.	31%	43%	12.2 pts.
Length of Stay in U.S. (mean nights)	25.8	29.5	3.7 nights
Length of Stay in U.S. (median nights)	14	12	-2 nights
Number of States Visited (% 1 state)	44%	49%	4.7 pts.
Average Number of States Visited	2.0	1.9	-0.1 states
Hotel/Motel (% 1+ nights)	76%	82%	6.3 pts.
Average # of Nights in Hotel/Motel	9.4	12.4	3.0 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	**	**	**
Household Income (mean average)	\$95,900	\$92,700	-\$3,200
Household Income (median average)	\$89,500	\$82,200	-\$7,300
Average Age: Female	**	**	**
Average Age: Male	**	**	**

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
No destinations meet the minimum sample requirement.				

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about South Africa travelers who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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