



**Department of Environmental  
Affairs And Tourism**



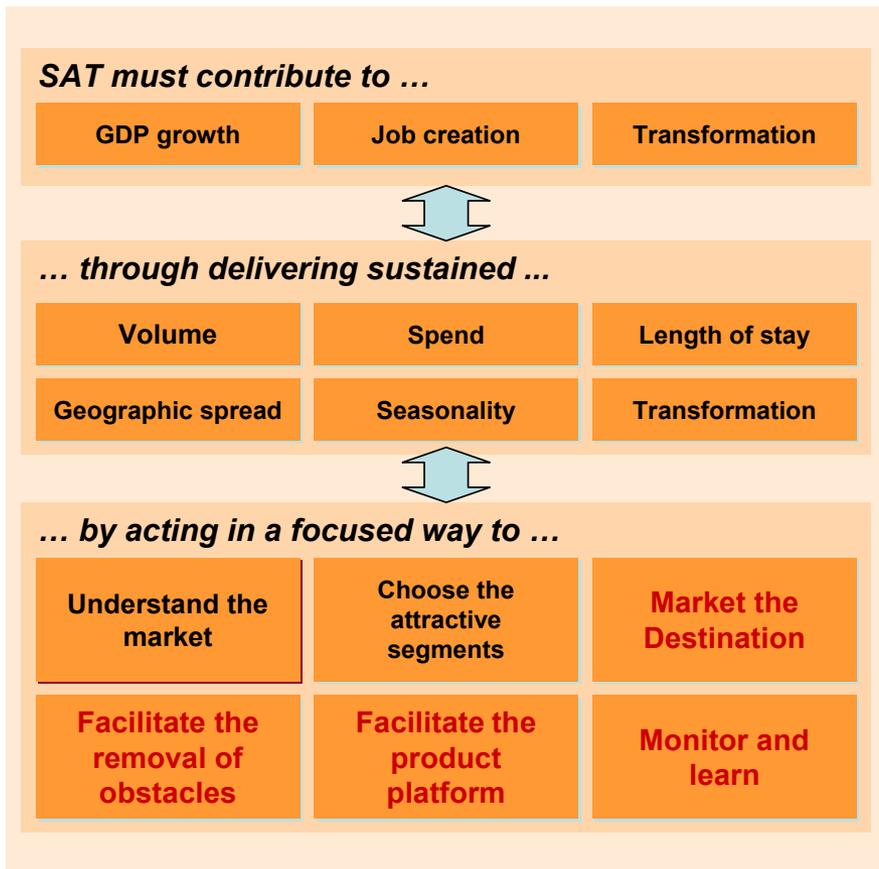
**SOUTH AFRICAN TOURISM**

**“The National Tourism Product Database”  
- IWTS, Madrid -**

*July 2006*

*Presentation*

# Government has set a clear agenda for tourism and South African Tourism has made clear choices on how we can effectively deliver on its mandate.



The mission of SAT is to develop and implement a world-class international tourism marketing strategy for South Africa that

- Facilitates the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa;
- Removes all obstacles to tourism growth;
- Builds a tourist-friendly nation; and
- Ensures that tourism benefits all South Africans.



# The national product database was borne out of a gap in knowledge on the tourism product offering in South Africa.

*South African Tourism has made significant investments in gathering intelligence to inform our marketing strategy. But the gap in our knowledge has been a complete understanding of the size and structure of our product offering.*

**Tourism Supply**



**Tourism Demand**

- Who? - ✓
- Where- ✓
- What? - ✓
- When? - ✓
- How? - ✓



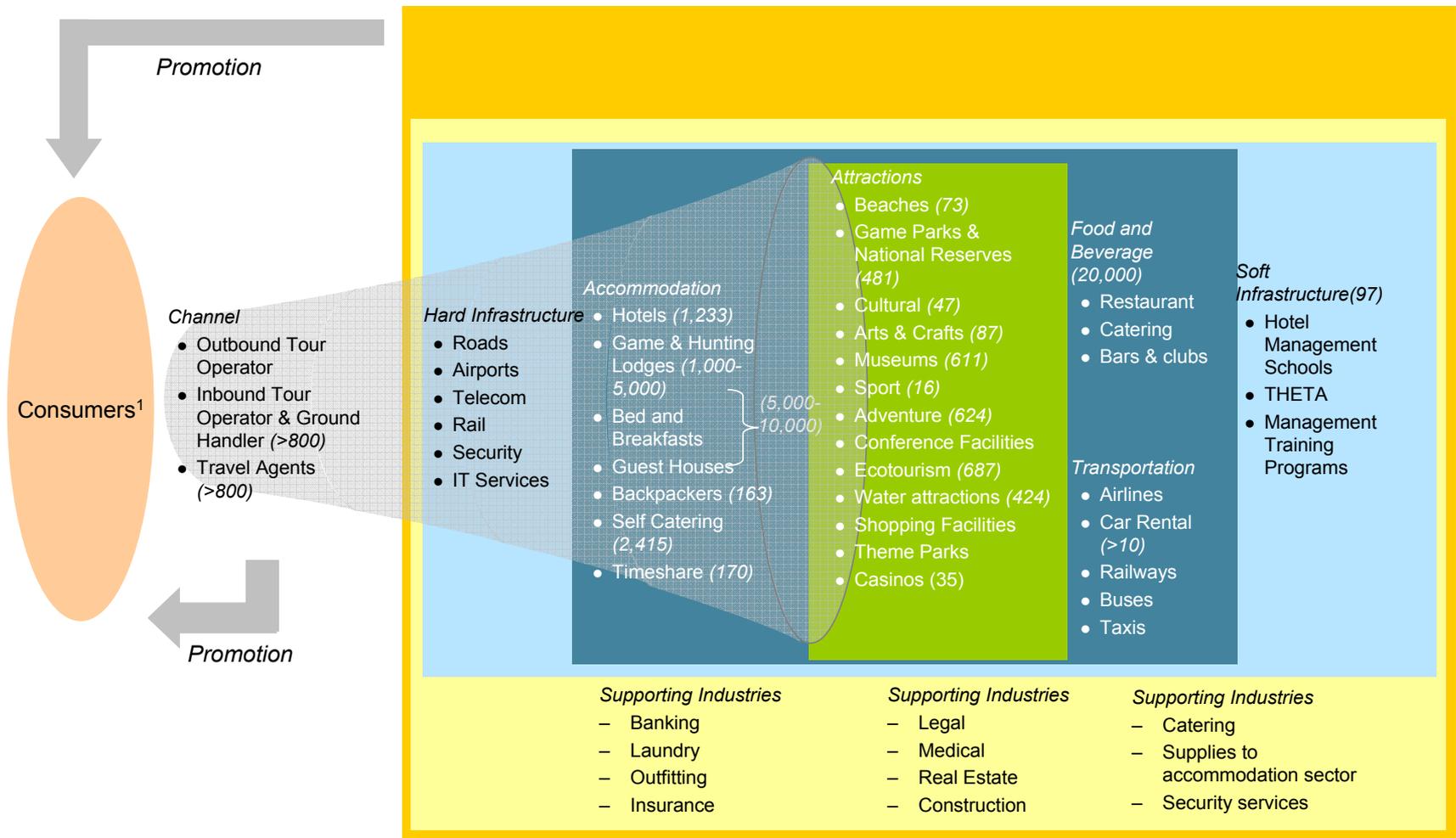
National  
Product  
Database

## Objectives:

- To market the tourism product of South Africa to the international and local users, trade and media sectors via the SA Tourism website
- Collect statistics on the size of the tourism plant in South Africa that can be used as input into the development of a tourism satellite account



# A study conducted in 2003 produced a high-level map of the structure of the tourism cluster in South Africa.



Note: International and Domestic Consumers  
 Source: JICA, ABSA, AA Travel, Babasa, Portfolio Collection, SAT, Interviews, Monitor Research  
 Department of Environmental Affairs & Tourism



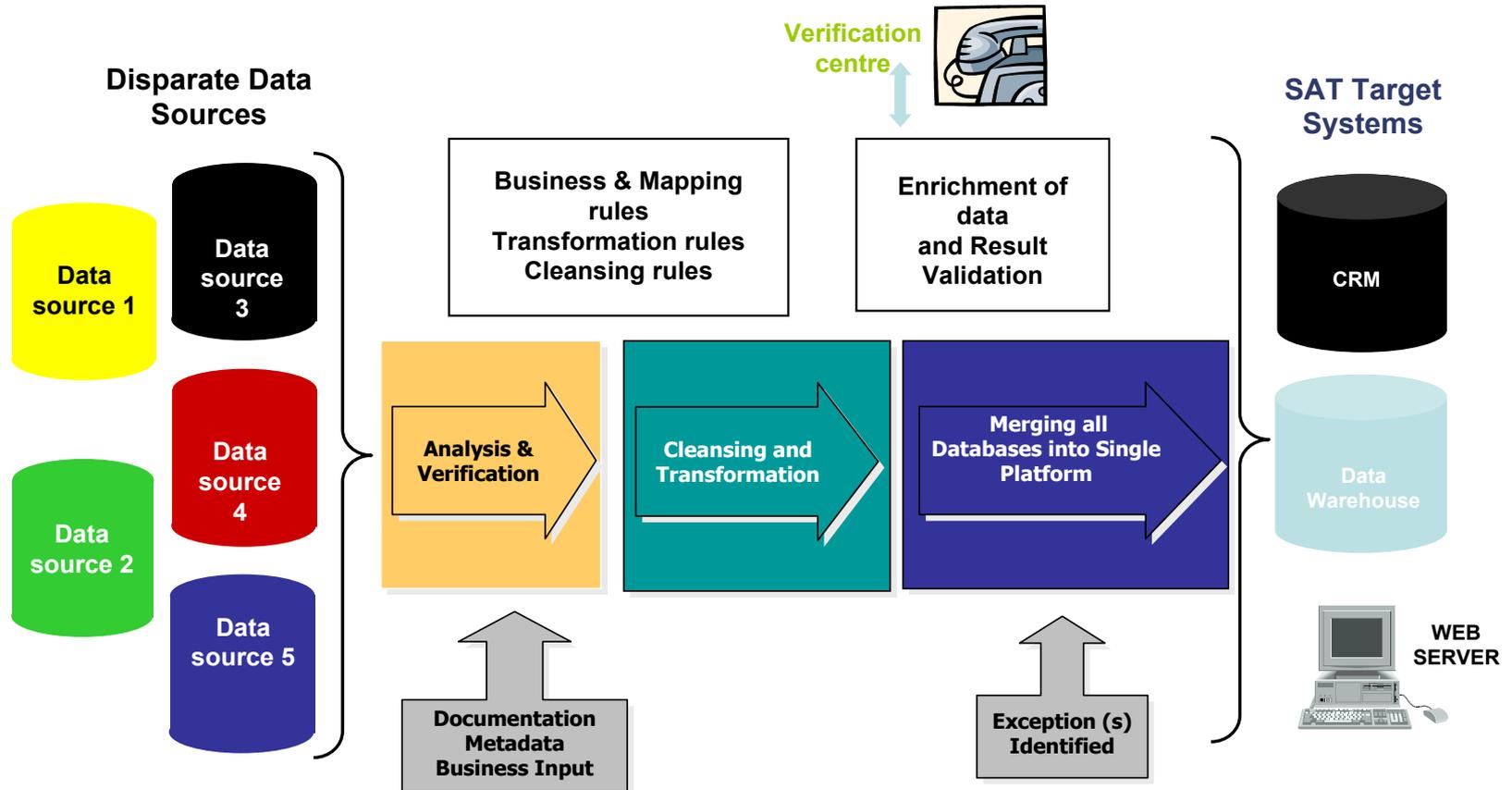
## **Next, we determined the fields that should be contained in our database.**

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- Entity number (company registration number where applicable)
- Entity name
- Parent entity number (unique identifier)
- Category
- Address
- Contact name
- Organisations
- Facility information
- Graphic images – logo and photographs
- Statistical data
  - Capacity
  - Employment



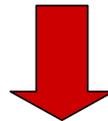
# The methodology of collecting and verifying the data was developed.



## We have had some quick wins on this project.

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- ✓ To date, there are 55,000 valid and verified records in our database
  
- ✓ We are able to generate reports on the number of entities by
  - Category
  - Sub-category
  - Province
  - City
  
- ✓ Collecting the statistical information has been difficult
  - We will have a database of our universe from which to draw a sample to collect reliable data



**Gearing up for growth**





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