

Tourism and Economic Growth

SACN 3rd Urban Conference: State of the Cities

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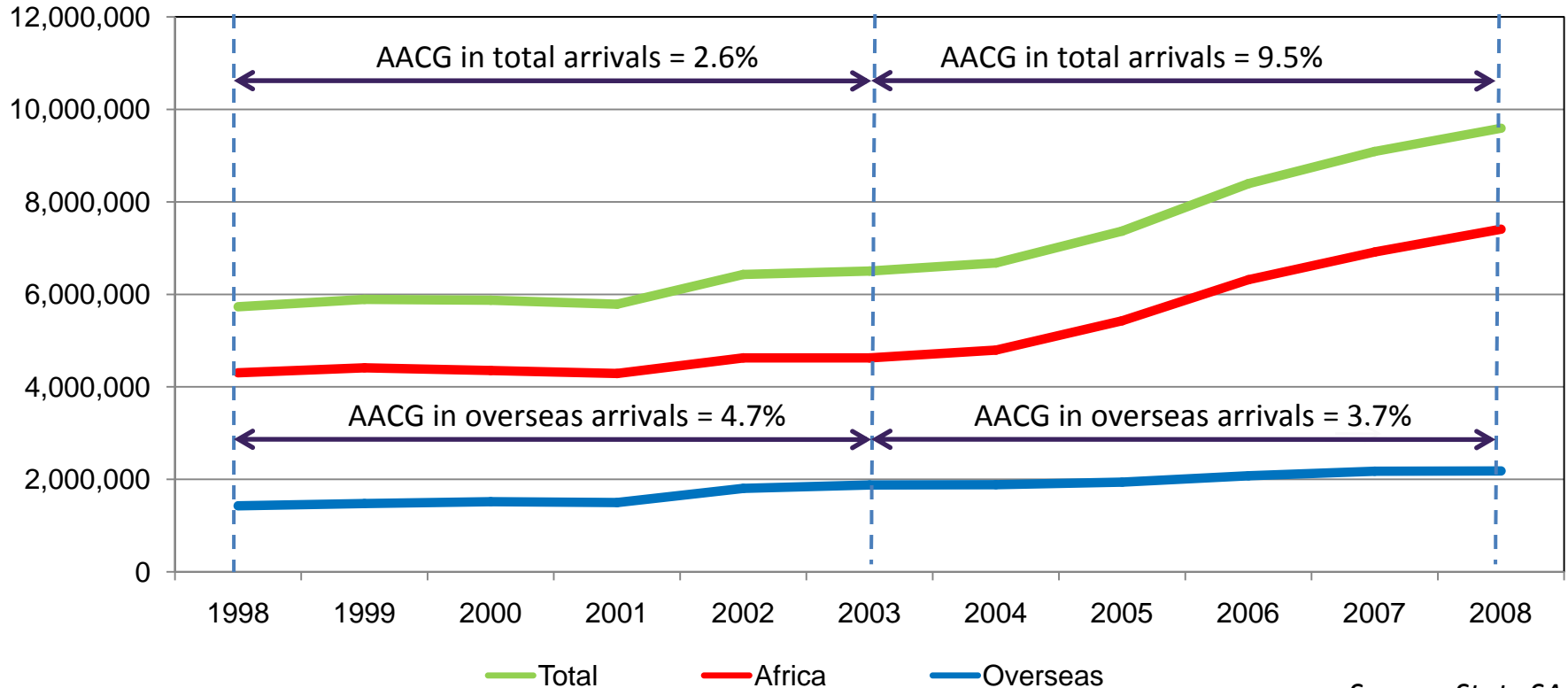
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Situational Analysis: Foreign Tourism

Tourist Arrivals to South Africa

AACG = Average Annual Compound Growth



Source: Stats SA

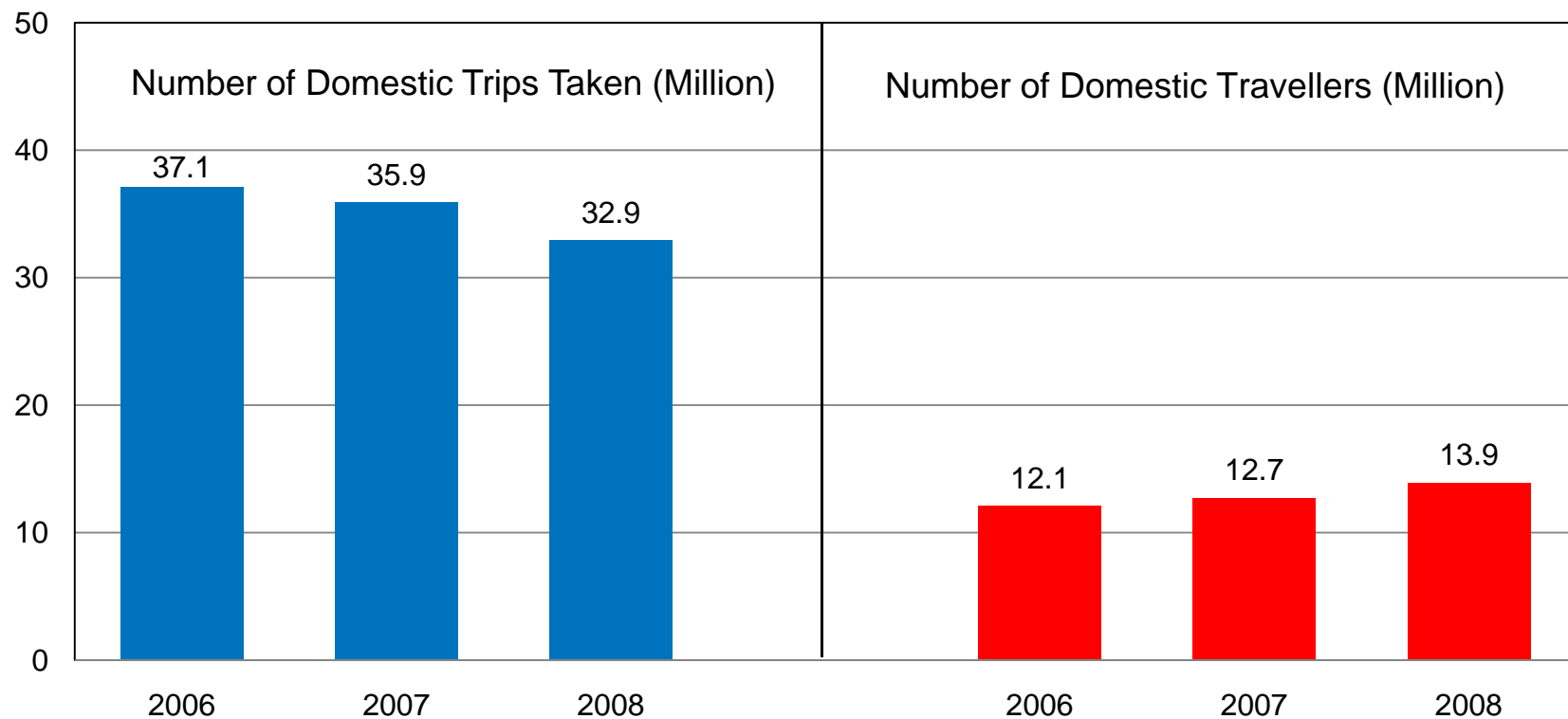
Situational Analysis: Foreign Tourism

2009 YTD Arrivals vs 2008	Δ%
Overseas Arrivals	-7%
Africa Arrivals	+7%
Total Arrivals	+4%

Other Foreign Tourism Statistics	2008
Average length of stay	8,2 nights
Average spend per tourist per day	R980
Total foreign tourism spend	R74,2 Billion

Situational Analysis: Domestic Tourism

Number of Domestic Trips and Travellers in South Africa



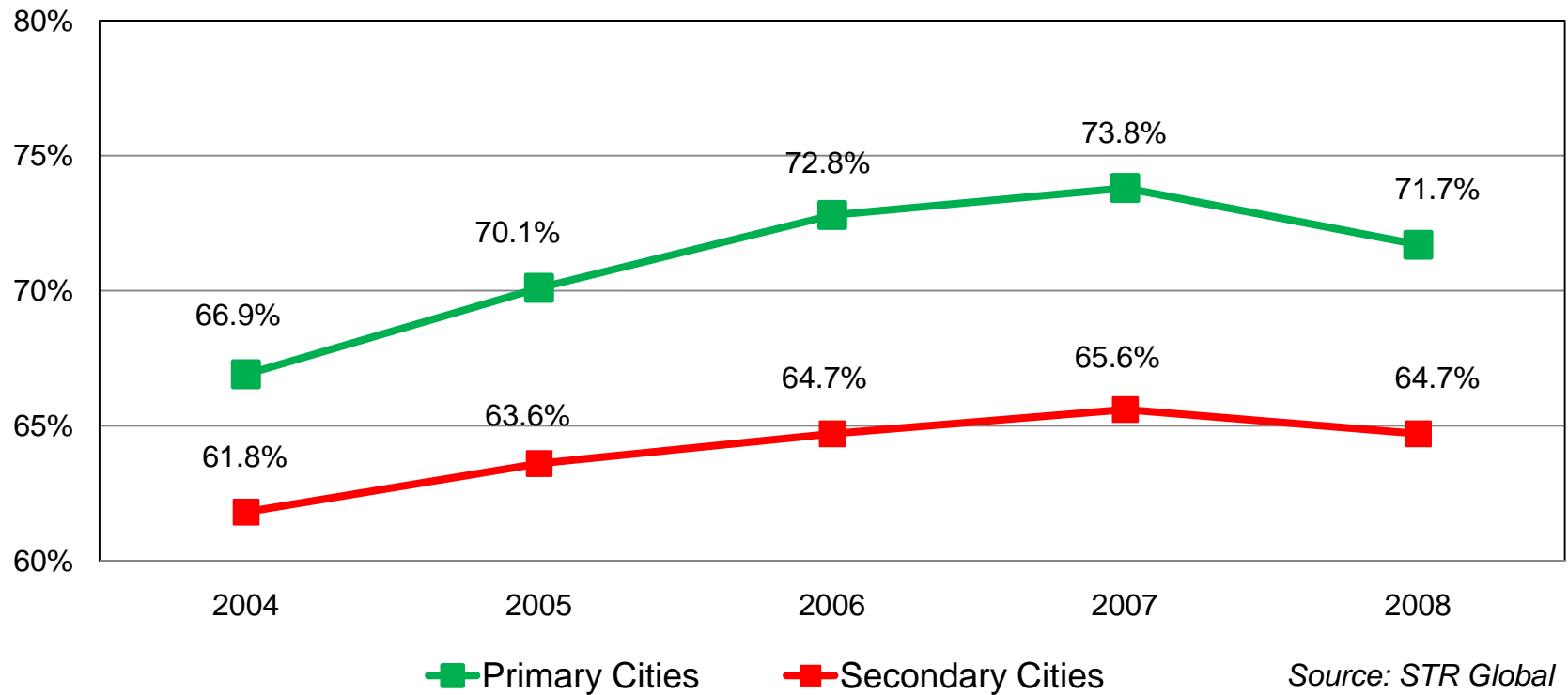
Source: SA Tourism

Situational Analysis: Domestic Tourism

Other Domestic Tourism Statistics	2008
Average length of stay	4,5 nights
Average spend per tourist per day	R170
Total domestic tourism spend	R25,8 Billion

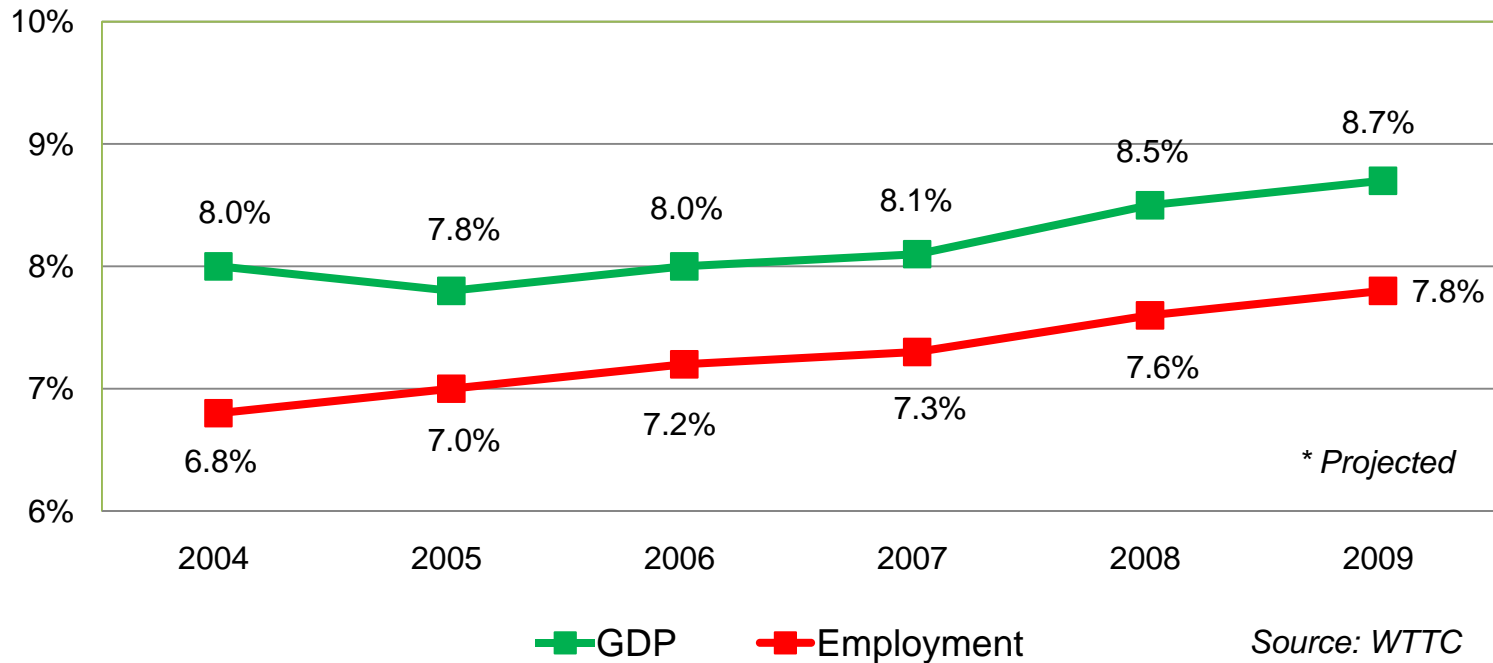
Situational Analysis: Hotel Occupancies

Hotel Occupancies in South African Cities



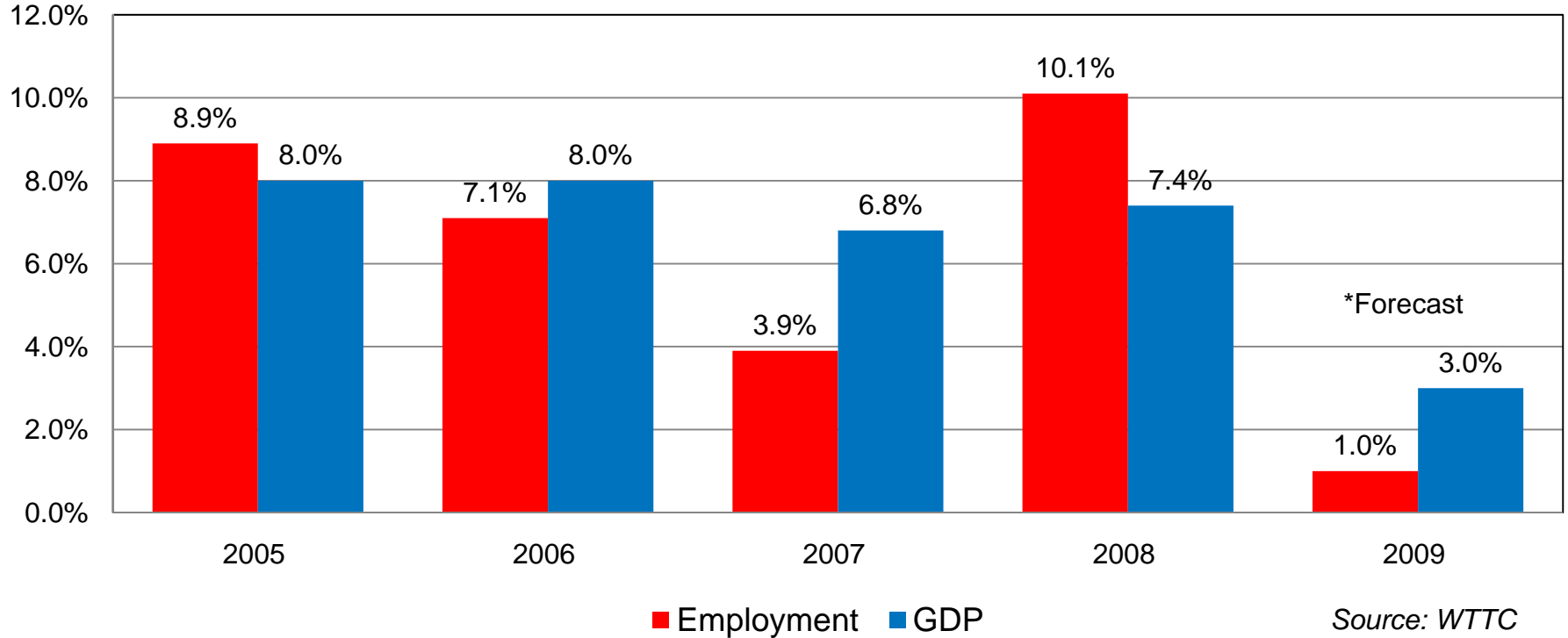
Situational Analysis: Economic Contribution

Tourism Contribution to GDP and Employment in SA

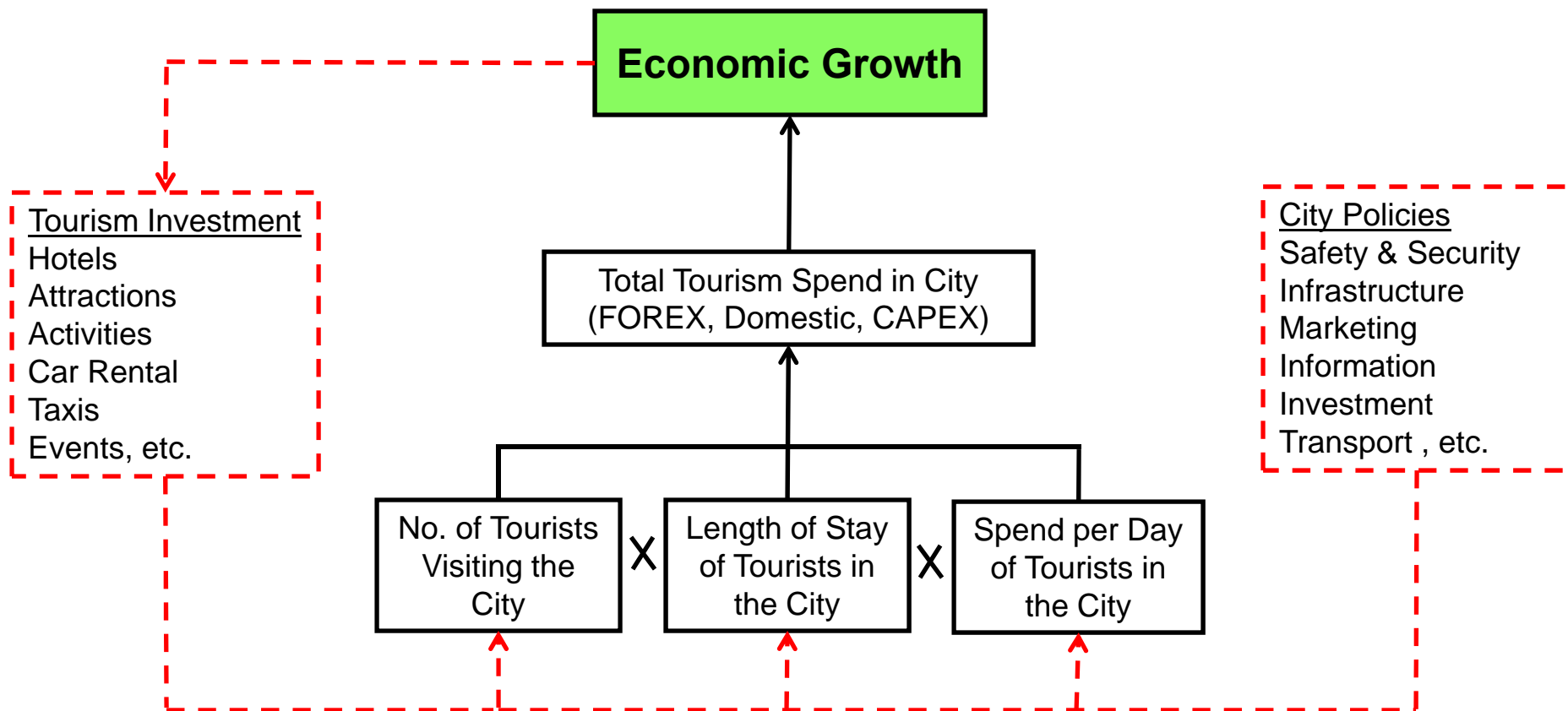


Situational Analysis: Economic Contribution

Real Growth in Tourism GDP and Employment (Direct, Indirect & Induced)



Tourism Driven Economic Growth Model



What can Cities do?

GENERAL (NON-TOURISM SPECIFIC) PRIORITIES:

- 1) Safety and security
- 2) Transport infrastructure
- 3) Cleanliness

TOURISM SPECIFIC PRIORITIES:

- 1) Offer world class EXPERIENCES
- 2) Provide EXCEPTIONAL SERVICE
- 3) PACKAGE & MARKET tourism offering

What can Cities do?

STARTING POINT

Cities need to critically assess and benchmark their tourism product offering against local and international competitors. They need to identify weaknesses and gaps in their offering in order to make the necessary improvements and to maximize the economic benefit of tourism.



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“With strategic vision that works, just think what we can do for you.”