“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.

SAT must contribute to …

- GDP growth
- Job creation
- Transformation

… through delivering sustained …

- Volume
- Spend
- Length of stay
- Geographic spread
- Seasonality
- Transformation

… by acting in a focused way to …

- Understand the market
- Choose the attractive segments
- Market the Destination
- Facilitate the removal of obstacles
- Facilitate the product platform
- Monitor and learn

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.

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.

- 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.

✓ 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