

# DEPARTURE SURVEY DATA COLLECTION PROCESS

## RESEARCH OBJECTIVE

The key objective of the research is to capture information on the following critical areas



Reasons for visiting South Africa

Time spent in South Africa



Attractions visited when in South Africa

Expenditure patterns while in South Africa



Decision-making process to visit South Africa

Arrangements during travel



Overall impression of their visit to South Africa

Travel to other African countries



Personal demographic information

## SELECTION OF RESPONDENTS

The survey responses are collected from international tourists, who are identified using the following six criteria:



Must not be a South African resident



Must have spent at least one night in South Africa



Must not have spent more than 365 days in South Africa



Must have spent time in South Africa outside the airport



Must not have received an income while in South Africa



Must not have been interviewed by SA Tourism in the last six months

## DATA COLLECTION METHOD

P.A.P.I



2002

Scanning P.A.P.I



2006

C.A.P.I



2009

T.A.P.I



2014

Current Method

## SAMPLE SIZE AND METHODOLOGY



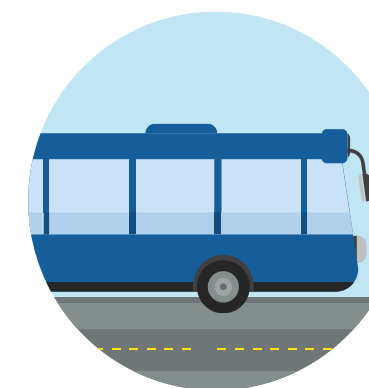
N=3800

Airports

Total N=4800

Land

N=1000



A

Departure Survey uses Probability Samples, which are based on taking a given number of units of analysis from a list, or sampling frame, such that every individual from the population under study has exactly the same chance of being selected.

B

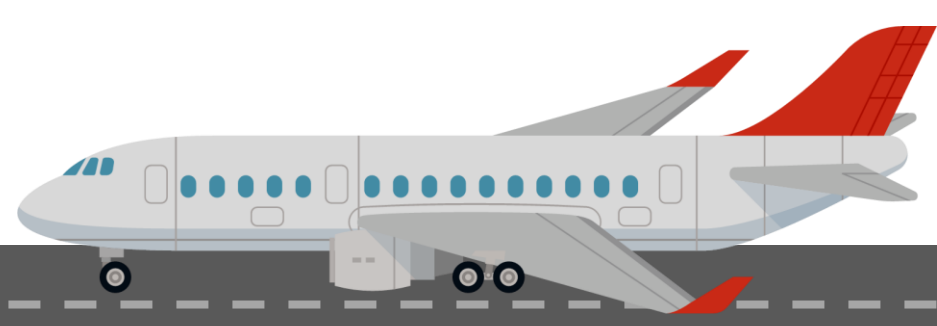
The main sampling method is stratified sampling, where within each stratum, 1-in-k systematic random sample with a random start is leveraged to draw a sample. The designated seats are rotated forward in a clockwise direction at the beginning of each week.

## RESEARCH METHODOLOGY

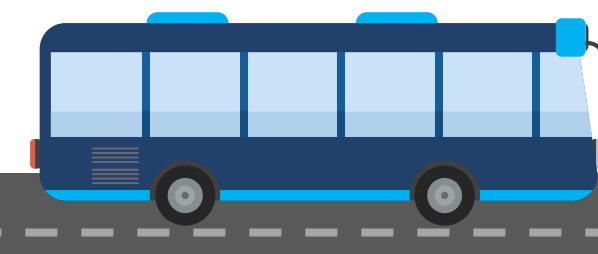
Most international tourists use either road or air mode of transport<sup>1</sup>, both of which are covered by the Departure Survey as follows:

### AIRPORT SURVEY

### LAND BORDER POST SURVEY



Note<sup>1</sup>: According to international tourist arrival statistics



Monthly data collection with the **questionnaire**



Monthly Data Collection



Monthly data collection with the full **questionnaire**

2 International airports namely **OR Tambo International Airport (ORTIA)** and **Cape Town International Airport (CIA)**

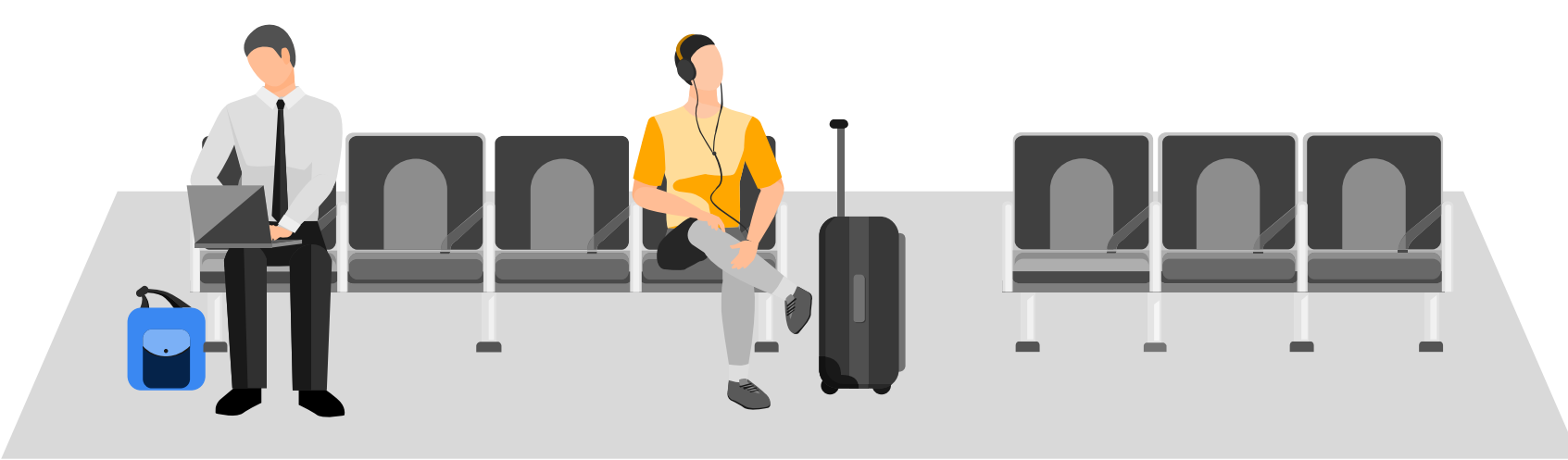


Location

12 / 55

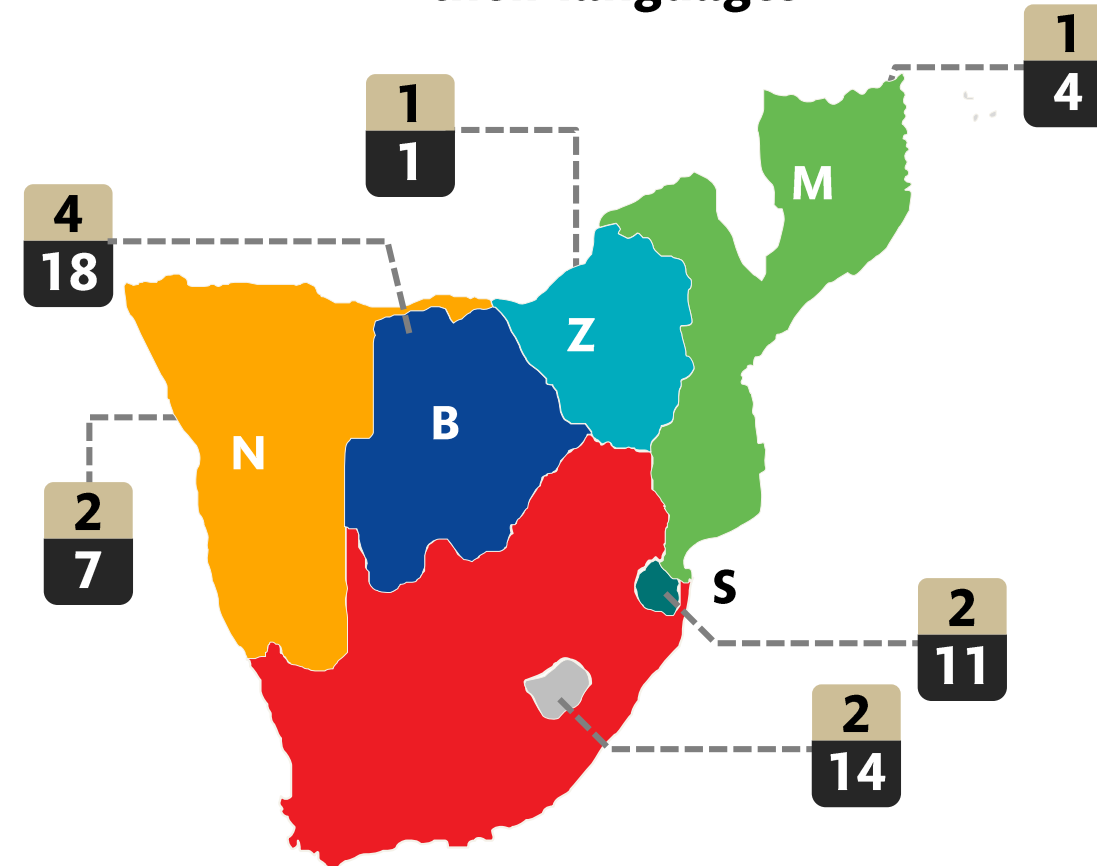
**Land Border Posts** with the highest volume of travelers (86% of all land arrivals) along the border with six countries

Seating area in the two airports



Interviewer Distribution

Distributed across the following land border posts based on their languages



No. of Border Posts used for Departure Survey  
No. of Border Posts

Stratified probability sampling is used, with random 1-in-5 systematic sampling within each strata.

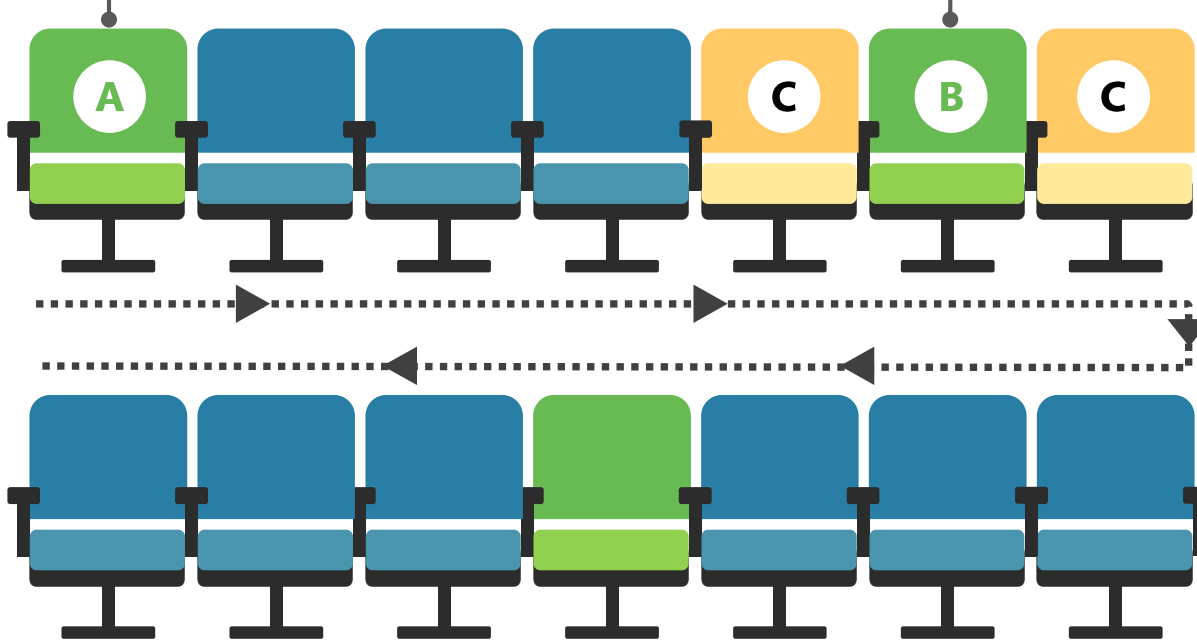
Sampling

The interviewers intercept and randomly sample respondents across three interception points using the 1-in-5 sampling.

A The interviewer randomly selects one of the respondents from the first five seats

B After that, they select every fifth respondent (moving in a clockwise manner)

C In case the fifth seat is empty, they select the respondent in the fourth seat. If this is also empty, they select the respondent in the sixth seat.



**Border Arrival Gates**  
Interviewer team supervisor approaches every fifth respondent/party and pre-recruits them.



**Formalities**  
Interview is confirmed at this interception point



**Departure Preparation**  
Interview is conducted at this interception point

Note<sup>2</sup> There is no structured waiting time before departure at the land border posts, which are characterized by overcrowding and rush to be served first. The interview is conducted across three interception points to ensure high quality.

## CONSIDERATIONS FOR THE CURRENT PROCESS

### Need for Primary Research

There is no guarantee that the information from secondary sources will be obtainable and it can only answer some of the objectives, and consequently primary data will still need to be collected to answer rest of the objectives. Some limitations of the information from various secondary data sources are highlighted below:



home affairs  
Department: Home Affairs  
REPUBLIC OF SOUTH AFRICA

#### Department of Home Affairs

- Answers only part of the objectives
- May be difficult to obtain
- May be questionable quality



#### Car Rental Companies

- May not be very relevant to the objectives
- Length of car rental does not necessarily equal length of stay



#### Banks

- Only spending information available
- Likely to be of high quality, however, will be accurate only if all tourists use cards for their purchases



#### Accommodation Establishments

Can be of high quality, however, length of stay will be accurate if the tourists stay within a province and at the same accommodation

### Suitability of Current Data Collection Platforms

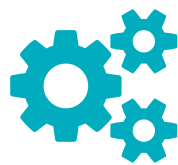
Airport and Land Border Post Intercepts is the best-suited methodology to deliver against the objectives of the Departure Survey, as its advantages significantly outweigh its disadvantages.

#### ADVANTAGES

#### DISADVANTAGES



**Objectives Coverage**  
High coverage is of the objectives



**Setup**  
Relatively easier to setup compared to other available methodologies



**Data Collection**  
Cost-efficient post the initial setup cost as data is collected through Tablet-assisted Personal Interviews



**Data Quality**  
High data quality as information meets expected quality standards, data has high completeness and response rate/non-sampling errors are minimal



**Sampling**  
Ensures Sampling frame is representative of the universe, as it uses probability sampling.



**Cost**  
The methodology is costlier due to high involvement process