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Introduction

- Zambia is largely a copper producing country
  - About 70% of total export earnings are from copper and copper related products
- Government’s policy is to diversify the economy through Agriculture and Tourism
- A significant part of the Tourism Sector is the Hotels, Bars and Restaurants
- Currently this industry contributes only 3% to the total GDP
Estimation

- Value added for this industry is presented at constant and current prices
- For the constant price series, the volume indicator used for hotels is changes in bed occupancy rates to extrapolate the 1994 benchmark estimates

Data Sources

- Traditionally, Ministry of Tourism
- However, last few years, the ministry has had no capacity to collect these data
- Sometimes alternative indicators used to fill this gap
  - Visitor arrivals at Livingstone and Mfuwe airports (tourist resorts)
  - Beginning 2009, CSO started conducting the “Monthly Accommodation Survey”
## Questionnaire

## Scope

- Division 55 Accommodation
  - 5510 Short-term accommodation activities
  - 5520 Camping grounds, recreational vehicle parks and trailer parks
  - 5590 Other accommodation
Data Collection

- The CSO maintains a cadre of staff in all the provinces whose main job is to collect economic statistics, including accommodation statistics
- Data collected directly from respondents through personal visits by CSO staff
- The completed questionnaires from all provinces are transmitted to the National Accounts Branch for data entry and processing
- Data capturing system designed in MS Access

Variables Collected

- Reporting period
- Contact details
- Type of establishment
- Employment (by sex)
- Bed and room occupancy
- Occupancy by place of origin
- Purpose of visit
- Income and expenses
Frame Development

- Frame developed using three different sources
  - VAT register of taxpayers
  - CSO employment register
  - Ministry of Tourism register
  - Listing of establishments by staff in all the 9 provinces of Zambia
  - Currently about 650 establishments

Improvements

- Higher figures compared to the projections provided by the Ministry of Tourism
- Occupancy rates calculated on a monthly basis
- Expanded scope in terms of number of establishments
  - New frame has more establishments than either the VAT, CSO or Ministry of Tourism registers
Challenges

- Low budgetary allocation
  - Though referred to as “Monthly” Accommodation Survey, not always carried out on a monthly basis
  - Sometimes combined with other economic surveys such as the Index of Industrial Production
  - Tourism Survey meant to benchmark estimates yet to be carried out

Planned Tourism Survey

- The Tourism sector is not an explicitly identifiable industry as it cuts across several industries
- These include, but not limited to, accommodation, transportation, food and beverages, recreation and entertainment and travel arrangement services.
- Tourism Survey (in the framework of a TSA) needed to benchmark Tourism sector activities
- To be carried out as part of the second phase of the Economic Census
Planned Tourism Survey

- Will set the benchmark estimates
- Indicators surveys such as the Monthly Accommodation Survey to be used to extrapolate the benchmark
- Volume indicators for accommodation, transportation and food and beverages exist
- Need to develop surveys for recreation and entertainment, and for travel agents

Outlook

- To become a regular part of the CSO monthly calendar of surveys
- Produce monthly accommodation index
- Significant part of the planned Annual Tourism Survey
- Harmonisation of institutional arrangements: CSO, Central Bank, Zambia Tourism Board and Ministry of Tourism
- Regular updating of sampling frame (planned to be done quarterly)
- Development of a System of Tourism Statistics
End of Presentation
Thanks!