



## PROJECT SUMMARY

**Project title:** IMPLEMENTATION OF THE TOURISM SATELLITE ACCOUNT (TSA)

**Country:** BOTSWANA

**Region:** AFRICA

**Current status:**  Ongoing  Concluded

**Duration (est.)/dates:** March 2009 – August 2011

**Category:**  Tech. Cooperation  MDG-F

**Partner entities:** Ministry of Environment, Wildlife and Tourism of Botswana

**Main project objectives:**

In 2008, UNWTO completed a UNDP-funded tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to continue work in TSA and engaged UNWTO's technical assistance directly in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.

**Project focus** (Choose all applicable):

**Policy Planning & Economic Development**

- Tourism Policy/Master Plans & Strategic Development Plans
- Legislation and Regulation
- Physical Planning/Infrastructure/Resort Development
- Institutional Strengthening & Public-Private Partnerships
- Economic Impact/Value Chain Analysis & Local Development

**Human Resource Development**

- Manpower Planning
- Capacity Building Programmes/Hospitality Skills & Tourism Business Development

**Statistics**

- Statistical Strengthening
- Development of Tourism Satellite Account (TSA)

**Quality Standards**

- Hotel Classification
- Destination Quality Performance

**Product Development, Marketing and Promotion**

- Marketing & Promotion Planning
- Product Development & Diversification

**Main project outputs/deliverables:**

An updated Tourism Statistics Report 2006 – 2010 including data on international tourist arrivals (by purpose of visit, mode of transport, and country of residence); key trip characteristics (including accommodation used, places visited, evaluation of stay, other countries visited); and tourist expenditure. It also included an analysis of performance of the accommodation sector including key accommodation indicators by month and by region, employment in the accommodation sector and accommodation turnover. A complete analysis and statistical report on domestic tourism for 2010 was also prepared (it was the first time a study of this kind was produced in Botswana) – it includes data on purpose of visit, mode of transportation and types of accommodation used, evaluation of seasonality, and domestic trip expenditure. An updated TSA for 2009 for Botswana was prepared in which it was determined that tourism contributed 3.7% to national GDP.