

Botswana Tourism Satellite Account 2024



TABLE OF CONTENTS

Introduction	4
Executive Summary	6
Key Findings: 2019-2024	8
Tourism Trips and Overnights	9
Tourism Expenditure	10
Tourism Industry	11
Distribution of Inbound Tourism Expenditure by Product	12
Economic Impact of Tourism Industries	13
Distribution of Economic Impact by Product	14
Tourism Satellite Account: 2024	15
A Summary in Graphics	15
The Tables	20
Sources of Data	30

INTRODUCTION

The conceptual framework of the Tourism Satellite Account (TSA) is set out in the TSA Recommended Methodological Framework (RMF) published by UN Tourism, OECD and the European Commission in 2008.

The methodological framework for the elaboration of the TSA is made up of a set of definitions and classifications integrated into tables and organised in a logical, consistent way. It allows the whole magnitude of tourism in both its aspects of demand and supply to be seen. The tables which comprise the satellite account are derived from or related to the tables of the 2008 System of National Accounts (SNA), that concern the supply and use of goods and services. They are at the centre of international comparisons of the economic importance of tourism between economies.

The Tourism Satellite Account project in Botswana commenced in 2007, when the first experimental TSA was compiled with a reference year of 2006. Subsequent TSAs were compiled for the reference years of 2009, 2016 and 2019. This TSA updates the 2019 tables, utilising the National Accounts, with annual economic accounts and the Supply and Use Tables of 2016, the Inbound Visitor Survey executed since 2000, and other supplementary data. The list of sources is shown at the back of the report.





EXECUTIVE SUMMARY

Botswana's Tourism Satellite Account results for 2019–2024 show a sector that has moved from severe pandemic disruption to a strong recovery, although the shape of tourism has changed. By 2024, total internal tourism consumption reached **P19.6 billion**, around **29% higher than in 2019** (in current prices), and well above the low point recorded in 2021. This recovery has been driven by both the return of international visitors and continued growth in domestic tourism.

Inbound tourism has largely recovered in volume terms. Inbound trips reached **1.49 million in 2024**, still slightly below the 2019 level of **1.56 million**, but inbound expenditure rose to **P9.2 billion**, around **16% higher than in 2019** (in current prices). This indicates stronger value per trip, although average length of stay fell from around **6.5 nights in 2019** to **4.8 nights in 2024**. The sector is therefore earning more from a broadly similar number of visitors, but over shorter stays.

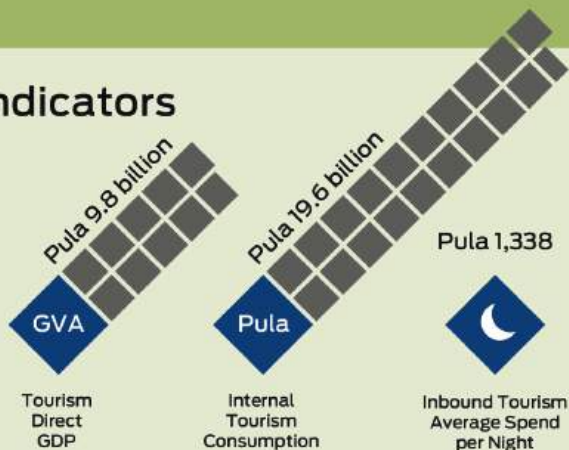
Domestic tourism has become increasingly important. Domestic trips rose steadily to **5.79 million in 2024**, and domestic expenditure reached **P10.4 billion**, up by more than **40% compared with 2019** (in current prices). As a result, domestic tourism accounted for just over half of total internal tourism consumption in 2024, compared with just under half in 2019.

Tourism's wider economic contribution has also strengthened. Tourism industries generated **P12.4 billion in GVA** in 2024, while the direct tourism contribution to GDP reached **P9.8 billion**. Direct tourism GDP represented **3.7% of GDP**, still below the 2019 share of **4.5%**, but continuing to recover from the 2021 low. Tourism employment also rebounded, with direct tourism jobs estimated at around **29,900** in 2024.

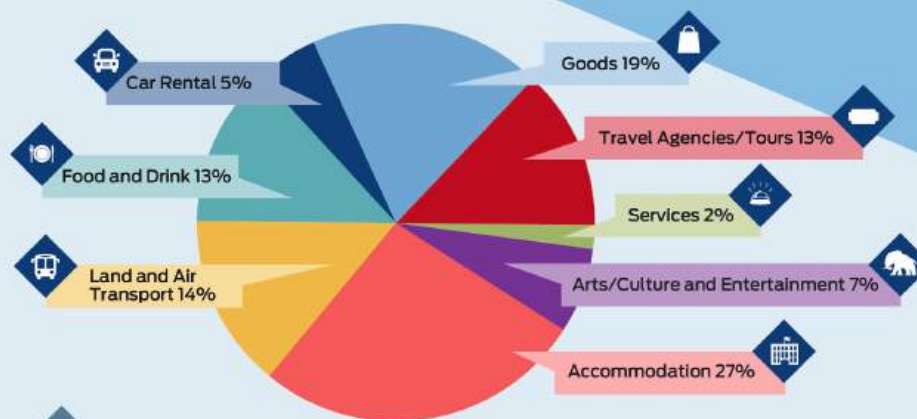
Overall, the data point to a tourism sector that is recovering in value, employment and business activity. The main strategic opportunity is to convert this recovery into higher-yield, longer-stay and more broadly distributed growth across the tourism economy.

Botswana Tourism Satellite Account 2024

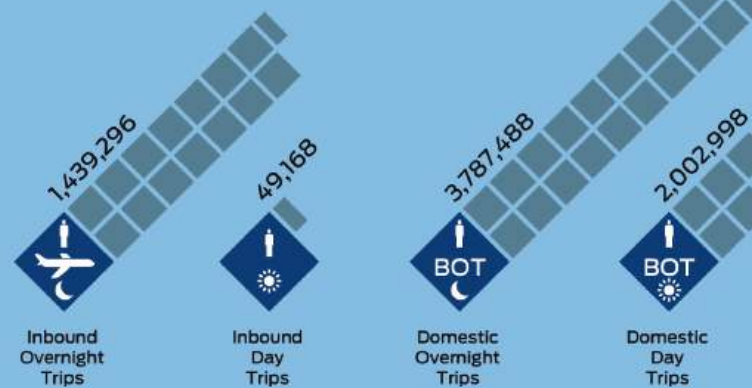
Economic Indicators



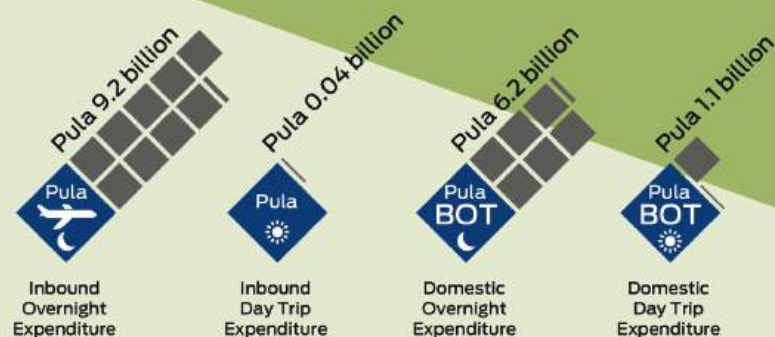
Internal Tourism Consumption



Tourism Trips



Tourism Expenditure



KEY FINDINGS: 2019-2024

Tourism Trips and Overnights: 2019-2024

Inbound tourism recovered strongly after the pandemic, with total inbound trips rising from **337,626 in 2021** to **1.49 million in 2024**, close to the 2019 level. Overnight tourist trips drove this recovery, while same-day visits remained well below pre-pandemic levels. Inbound overnights reached **6.85 million** in 2024, although average length of stay fell to **4.8 nights**, below the 2019 level of **6.5 nights**. Domestic tourism was more resilient and continued to grow, reaching **5.79 million trips** and **21.59 million overnights** in 2024.

By purpose, VFR and other personal travel (mainly transit) was the largest inbound segment in 2024, followed by holiday/leisure. Business travel recovered more slowly and remained below 2019 levels.

Trips and Overnights	2019	2020	2021	2022	2023	2024
Inbound Trips	1,555,399	358,225	337,626	829,111	1,183,432	1,488,464
Tourists-Overnight trips	1,454,604	328,502	313,783	828,054	1,099,113	1,439,296
Same-Day visitors	100,795	29,723	23,843	1,057	84,319	49,168
Inbound Overnights	9,387,114	1,471,740	1,584,997	4,416,272	5,842,851	6,846,378
Length of Stay (avg)	6.5	4.5	5.1	5.3	5.3	4.8
Domestic Trips	5,233,447	4,985,788	5,266,171	5,434,234	5,652,203	5,790,486
Tourists-Overnight trips	3,423,135	3,261,144	3,444,540	3,554,468	3,697,038	3,787,488
Same-Day visitors	1,810,312	1,724,644	1,821,632	1,879,767	1,955,164	2,002,998
Inbound Overnights *	19,511,871	18,588,522	19,633,876	20,260,466	21,073,118	21,588,681
Length of Stay (avg) *	5.7	5.7	5.7	5.7	5.7	5.7

* Based on TSA 2016 assumptions of average length of stay

Inbound Trips by Purpose	2019	2020	2021	2022	2023	2024
Holiday/Vacation/Leisure	316,650	67,583	44,283	211,218	305,000	345,933
VFR and other Personal *	864,149	191,615	158,830	441,993	606,167	906,001
Business and Professional	273,805	69,304	110,670	174,843	187,946	187,362
Total	1,454,604	328,502	313,783	828,054	1,099,113	1,439,296

* Includes in transit

Tourism Expenditure: 2019-2024

Total internal tourism consumption increased to **P19.6 billion in 2024**, exceeding the 2019 level of **P15.2 billion** and showing a strong recovery from the 2021 low of **P10.8 billion**. Inbound expenditure rebounded sharply after the pandemic, rising to **P9.2 billion** in 2024, supported mainly by overnight tourists. However, inbound expenditure's share of total consumption remained slightly below 2019, at **47%** compared with **52%**.

Domestic expenditure was more resilient throughout the period and reached **P10.4 billion** in 2024, accounting for **53%** of total internal consumption. Domestic spending was driven by overnight trips, day visitors and local business employee trips. Average daily spend also increased compared with 2019, particularly for domestic tourists and day visitors.

Expenditure	2019	2020	2021	2022	2023	2024
Inbound Expenditure	7,939	2,407	2,346	5,280	8,869	9,199
Tourists-Overnight trips	7,896	2,387	2,329	5,279	8,806	9,164
Same-Day visitors	44	20	16	1	64	36
Average Daily Spend: Tourists (Pula) *	841	1,622	1,470	1,195	1,507	1,338
Average Daily Spend: Day Visitors (Pula) **	433	682	682	695	757	722
Domestic Expenditure***	7,258	9,837	8,499	9,335	9,697	10,409
Tourists-Overnight trips	4,150	6,053	4,563	5,258	5,746	6,053
Same-Day visitors	728	1,062	801	923	1,008	1,062
As Part of Outbound Trips	160	177	161	166	173	177
Local Business Employees Trips	2,220	2,545	2,975	2,989	2,770	3,117
Average Daily Spend: Tourists (Pula)	213	326	232	260	273	280
Average Daily Spend: Day Visitors (Pula)	402	616	439	491	516	530

* Tourism Statistics available for 2019, 2022, 2023 & 2024. 2020 & 2021 use 2019 averages

** Based on Tourist's yearly expenditure growth

*** Based on TSA-2019 assumptions and updated with population and economy growth. Includes the expenditure in business internal trips of local employees

Distribution by Form of Tourism	2019	2020	2021	2022	2023	2024
Inbound Expenditure	52%	20%	22%	36%	48%	47%
Domestic Expenditure *	48%	80%	78%	64%	52%	53%
Total Internal Consumption	15,198	12,244	10,845	14,615	18,567	19,608

* Includes the expenditure in business internal trips of local employees

Tourism Industry: 2019-2024

The number of establishments across Botswana's tourism industries remained broadly stable between 2019 and 2024, ending the period at **1,826**, slightly above the 2019 level of **1,818**. This suggests that, despite the disruption caused by the pandemic, the overall business base of the tourism sector has been maintained.

Accommodation services showed the strongest growth, increasing from **597 establishments in 2019 to 671 in 2024**, indicating renewed investment or business expansion in the sector. Travel agencies and similar services also remained resilient, rising modestly from **210 to 216** establishments.

Other industries were more subdued. Food and beverage establishments declined from **716 to 656**, while rental car businesses fell from **50 to 43**. Transport, arts and culture, and sport and recreation remained largely stable. Overall, the data points to a sector with a stable core, but uneven recovery across industries.

Establishments in each Tourism Industry	2019	2020	2021	2022	2023	2024
Accommodation services Industry (I5500)	597	628	613	609	670	671
Food and Beverage provision services Industry (I5600)	716	711	677	661	656	656
Road Passenger Transport Industry (H4921)	129	129	126	125	126	126
Air Passenger Transport Industry (H5100)	29	29	29	29	28	28
Rental Car Industry (N7710)	50	50	48	47	46	43
Travel Agencies and Similar (N7900)	210	219	214	214	216	216
Arts, Entertainment and Culture (R90-R91)	36	35	35	33	36	36
Sport and Recreational (R92-R93)	51	51	49	49	50	50
Total	1,818	1,852	1,791	1,767	1,828	1,826

* Based on SBR data (Statistics Botswana)

Distribution of Inbound Tourism Expenditure by Product: 2019-2024

Tourism characteristic products accounted for the majority of tourist expenditure in both inbound and domestic markets, although their share has eased since the pandemic. For inbound tourists, these products represented **76% of expenditure in 2024**, down from the 2020–2022 peak but similar to 2019. Accommodation remained the largest single category at **32%**, though well below its pandemic-period share, while food and beverage services increased to **13%** and entertainment and recreation rose notably to **9%**.

Inbound Expenditure - Tourists	2019	2020	2021	2022	2023	2024
A.1. Tourism Characteristic Products	75%	88%	87%	86%	77%	76%
Accommodation	36%	46%	45%	44%	32%	32%
Food and Beverage Serving Services	10%	9%	11%	12%	13%	13%
Land Passenger Transport Services	3%	1%	1%	6%	6%	3%
Air Passenger Transport Services	6%	6%	6%	2%	2%	2%
Car Rental Services	6%	12%	12%	14%	13%	9%
Travel Agencies and Similar	7%	8%	6%	4%	6%	7%
Arts & Cultural Services	2%	1%	1%	0%	1%	1%
Entertainment and Recreation (R)	5%	4%	4%	4%	4%	9%
A.2. Other consumption products	25%	12%	13%	14%	23%	24%
A.2.1. Connected to Tourism	22%	11%	11%	11%	21%	22%
Goods	21%	10%	10%	11%	21%	21%
Services	1%	0%	0%	1%	0%	0%
A.2.2. Non Connected to Tourism	3%	2%	2%	3%	2%	2%
Goods	0%	0%	0%	0%	0%	0%
Services	3%	2%	2%	3%	2%	2%

Economic Impact of Tourism Industries: 2019-2024

Tourism's economic contribution strengthened in 2024, continuing the recovery seen since the pandemic. Gross value added by tourism industries reached **P12.4 billion**, above the 2019 level of **P10.0 billion**, although tourism industries' share of total GVA remained lower at **5.0%**, compared with **5.9%** in 2019. Employment in tourism industries also increased over the period, reaching **52,912 jobs** in 2024 and accounting for **7.0%** of total employment.

The direct effect of tourism also improved. Direct tourism GDP rose to **P9.8 billion** in 2024, up from **P8.1 billion** in 2019, while direct tourism employment reached **29,917 jobs**. However, tourism's direct share of GDP and employment remained below 2019 levels, indicating that recovery in value has been stronger than recovery in relative economic contribution.

For Botswana, the results suggest that tourism is recovering in absolute terms, but the wider economy has grown faster than tourism's direct contribution. This points to both progress and untapped potential. The sector remains important for jobs, particularly because tourism industries account for a higher share of employment than GDP. The priority now is to lift productivity and value per job, by encouraging higher-yield visitors, longer stays, stronger local supply chains and greater spend beyond accommodation.

Tourism Industries	2019	2020	2021	2022	2023	2024
GVATI (Pula millions)	10,025	8,190	8,714	10,881	11,593	12,411
%	5.9%	5.0%	4.4%	4.5%	4.6%	5.0%
Employment (Jobs)	45,738	46,317	42,899	45,411	54,667	52,912
%	6.1%	6.3%	6.0%	6.3%	6.9%	7.0%

Tourism Direct Effect	2019	2020	2021	2022	2023	2024
TDGVA (Pula millions)	7,104	5,055	5,195	6,761	8,013	8,370
%	4.1%	3.1%	2.6%	2.8%	3.2%	3.4%
TDGDP (Pula millions)	8,101	5,671	5,880	7,643	9,327	9,795
%	4.5%	3.3%	2.8%	3.0%	3.5%	3.7%
Tourism Employment (jobs)	25,499	21,517	19,078	23,292	31,796	29,917
%	3.4%	2.9%	2.7%	3.2%	4.0%	4.0%

Distribution of Economic Impact by Product: 2019-2024

The structure of Botswana's tourism economy has shifted since 2019. Accommodation remains important, but its share of tourism industry GVA fell from **38% in 2019 to 23% in 2024**, while road passenger transport rose to **30%** and travel agencies remained high at **19%**. This suggests value creation is now more widely distributed across mobility and intermediary services.

Employment is concentrated differently. Food and beverage services accounted for **41% of tourism jobs** in 2024, but only **15% of GVA**, indicating a labour-intensive, lower-productivity segment. By contrast, travel agencies generated **28% of direct tourism GVA** with just **3% of jobs**, pointing to higher productivity. The challenge is to raise earnings and value across job-rich sectors.

GVATI by Tourism Industry	2019	2020	2021	2022	2023	2024
Accommodation services Industry (I5500)	38%	31%	26%	25%	23%	23%
Food and Beverage provision services Industry (I5600)	14%	15%	15%	14%	14%	15%
Road Passenger Transport Industry (H4921)	19%	23%	27%	32%	31%	30%
Air Passenger Transport Industry (H5100)	2%	1%	1%	0%	1%	1%
Rental Car Industry (N7710)	5%	5%	6%	5%	6%	6%
Travel Agencies and Similar (N7900)	16%	17%	19%	17%	19%	19%
Arts, Entertainment and culture (R90-R91)	2%	1%	1%	1%	1%	1%
Sport and recreational (R92-R93)	6%	6%	6%	5%	6%	6%

Jobs by Tourism Industry	2019	2020	2021	2022	2023	2024
Accommodation services Industry (I5500)	23%	21%	23%	27%	26%	24%
Food and Beverage provision services Industry (I5600)	31%	32%	31%	35%	40%	41%
Road Passenger Transport Industry (H4921)	28%	34%	34%	25%	22%	21%
Air Passenger Transport Industry (H5100)	3%	1%	2%	0%	0%	1%
Rental Car Industry (N7710)	0%	0%	0%	1%	2%	1%
Travel Agencies and Similar (N7900)	3%	4%	2%	2%	4%	3%
Arts, Entertainment and culture (R90-R91)	7%	4%	4%	6%	2%	5%
Sport and recreational (R92-R93)	5%	4%	4%	4%	3%	4%

TDGVA by Industry	2019	2020	2021	2022	2023	2024
Accommodation services Industry (I5500)	44%	42%	37%	33%	30%	30%
Food and Beverage provision services Industry (I5600)	7%	6%	6%	7%	8%	8%
Road Passenger Transport Industry (H4921)	10%	14%	15%	18%	17%	16%
Air Passenger Transport Industry (H5100)	2%	1%	1%	1%	1%	1%
Rental Car Industry (N7710)	2%	2%	1%	4%	6%	4%
Travel Agencies and Similar (N7900)	21%	28%	32%	27%	27%	28%
Arts, Entertainment and culture (R90-R91)	1%	0%	0%	0%	0%	1%
Sport and recreational (R92-R93)	5%	4%	4%	4%	4%	6%
Rest of Industries	8%	4%	4%	5%	7%	7%

TOURISM SATELLITE ACCOUNT 2024

A Summary in Graphics

Inbound and Domestic Visitor Movements: 2024

Inbound Tourism



Overnight Visitors

1,439,296



Day Visitors

49,168



Nights Spent in Botswana

6,846,378



Domestic Tourism



Overnight Visitors

3,787,488



Day Visitors

2,002,998



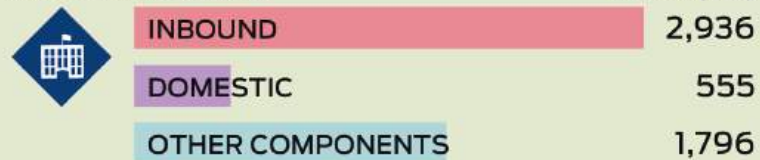
Nights Spent in Botswana

21,588,681



Internal Tourism Consumption: 2024

Accommodation Pula (m)



Food and Beverages



Passenger Transport



Car Rental



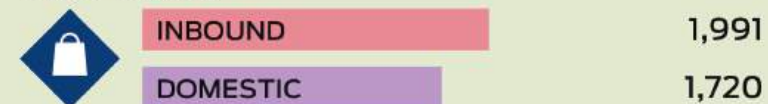
Arts, Recreation and Entertainment



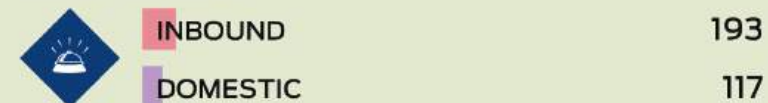
Travel Agents and Tour Operators Pula (m)



Other Goods



Other Services



All Expenditure



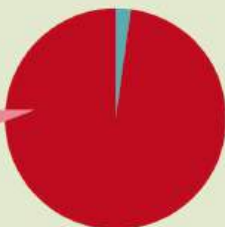
Tourism's Share of Economic Output: 2024

Tourism Share in Each Product's Output

Accommodation



98%



Food and Beverage Services



36%



Passenger Transport



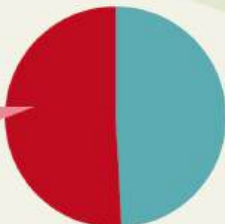
46%



Car Rental



51%



Travel Agents and Tour Operators



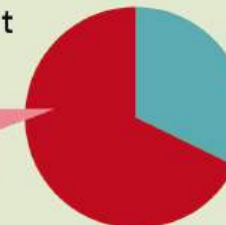
100%



Arts, Recreation and Entertainment



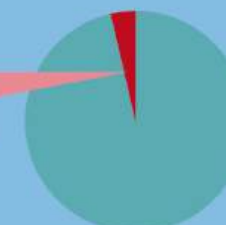
68%



Tourism Direct Contribution in Botswana Economy



3.7%



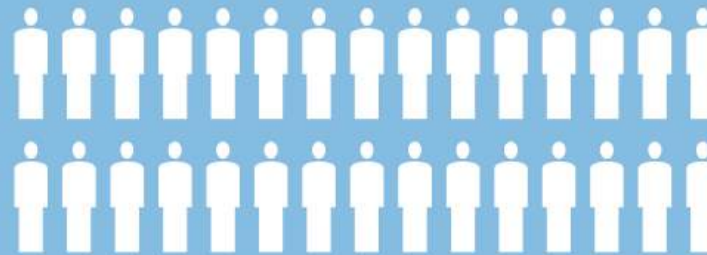
Total Direct Gross Domestic Product (TDGDP) P 9.8 bn

Employment: 2024

Tourism Generates

4.0%

of all employment
in Botswana



29,917
employees

Accommodation

11,203



Food and Beverage Services

7,757



Passenger Transport

4,560



Car Rental

134



Travel Agents and Tour Operators

1,751



Arts, Recreation and Entertainment

2,938



Other Goods and Services

1,575



TOURISM SATELLITE ACCOUNT 2024

The Tables

Table 1: Inbound Tourism Expenditure by Products and Categories or Visitor (Pula Millions): 2024

Products	Total Inbound Tourism Expenditure		
	Tourists	Same-Day Visitors	Total Visitors
A. Consumption Products			
A.1. Tourism Characteristic Products			
Accommodation	2,935.8	0.0	2,935.8
Food and Beverage Serving Services	1,192.3	2.1	1,194.3
Land Passenger Transport Services	269.2	0.9	270.0
Air Passenger Transport Services	228.5	0.0	228.5
Car Rental Services	807.5	0.0	807.5
Travel Agencies and Similar	658.7	0.0	658.7
Arts & Cultural Services	126.7	0.0	126.8
Entertainment and Recreation	786.5	7.1	793.6
A.2. Other consumption products			
A.2.1. Connected to Tourism			
Goods	1,968.2	22.4	1,990.6
Services	37.4	2.6	40.0
A.2.2. Non Connected to Tourism			
Goods	0.0	0.0	0.0
Services	152.9	0.4	153.3
B.1. Non consumption Products			
TOTAL	9,163.6	35.5	9,199.1
<i>Number of Trips</i>	<i>1,439,296</i>	<i>49,168</i>	<i>1,488,464</i>
<i>Number of Overnights</i>	<i>6,846,378</i>	<i>0</i>	<i>6,846,378</i>

Table 2: Domestic Tourism Expenditure by Products, Types of Trip and Categories of Visitor
(Pula Millions): 2024

Products	Resident Visitors						Total Domestic Tourism Expenditure		
	On a Domestic Trip			On An International Trip (prior to leaving Botswana)					
	Tourists	Same-Day Visitors	Total Visitors	Tourists	Same-Day Visitors	Total Visitors	Tourists	Same-Day Visitors	Total Visitors
A. Consumption Products									
A.1. Tourism Characteristic Products									
Accommodation	538.7	0.0	538.7	15.7	0.0	15.7	554.5	0.0	554.5
Food and Beverage Serving Services	1,162.2	169.9	1,332.1	25.1	0.0	25.1	1,187.3	169.9	1,357.2
Land Passenger Transport Services	1,705.2	375.9	2,081.1	18.6	0.0	18.6	1,723.7	375.9	2,099.7
Air Passenger Transport Services	0.0	0.0	0.0	27.9	0.0	27.9	27.9	0.0	27.9
Car Rental Services	189.5	0.0	189.5	0.0	0.0	0.0	189.5	0.0	189.5
Travel Agencies and Similar	651.0	1.9	652.9	36.7	0.0	36.7	687.7	1.9	689.6
Arts & Cultural Services	28.1	2.5	30.7	0.8	0.0	0.8	29.0	2.5	31.5
Entertainment and Recreation	440.7	56.7	497.4	8.3	0.0	8.3	449.0	56.7	505.7
A.2. Other consumption products									
A.2.1. Connected to Tourism									
Goods	1,246.9	436.5	1,683.4	36.4	0.0	36.4	1,283.3	436.5	1,719.8
Services	76.3	16.0	92.3	1.6	0.0	1.6	77.8	16.0	93.9
A.2.2. Non Connected to Tourism									
Goods	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Services	14.5	2.5	17.0	5.6	0.0	5.6	20.2	2.5	22.6
B.1. Non consumption Products									
TOTAL	6,053.1	1,061.9	7,115.0	176.7	0.0	176.7	6,229.8	1,061.9	7,291.8
<i>Number of Trips</i>	3,787,488	2,002,998	5,790,486						
<i>Number of Overnights</i>	21,588,681	0	21,588,681						

Table 4: Internal Tourism Expenditure by Products and Types of Tourism (Pula Millions): 2024

Products	Internal Tourism Expenditure			
	Inbound Tourism Expenditure	Domestic Tourism Expenditure	Other components of Tourism Consumption	Internal Tourism Consumption
A. Consumption Products				
A.1. Tourism Characteristic Products				
Accommodation	2,935.8	554.5	1,795.9	5,286.2
Food and Beverage Serving Services	1,194.3	1,357.2	0.0	2,551.5
Land Passenger Transport Services	270.0	2,099.7	0.0	2,369.7
Air Passenger Transport Services	228.5	27.9	0.0	256.4
Car Rental Services	807.5	189.5	0.0	996.9
Travel Agencies and Similar	658.7	689.6	1,321.3	2,669.6
Arts & Cultural Services	126.8	31.5	0.0	158.3
Entertainment and Recreation	793.6	505.7	0.0	1,299.3
	7,015.3	5,455.5	3,117.2	15,587.9
A.2. Other consumption products				
A.2.1. Connected to Tourism				
Goods	1,990.6	1,719.8	0.0	3,710.4
Services	40.0	93.9	0.0	133.8
A.2.2. Non Connected to Tourism				
Goods	0.0	0.0	0.0	0.0
Services	153.3	22.6	0.0	175.9
B.1. Non consumption Products				
TOTAL	9,199.1	7,291.8	3,117.2	19,608.1

Table 5: Production Accounts of Tourism and Other Industries (at basic prices) (Pula Millions): 2024

Products	Tourism Industries									Other Industries	Output of domestic
	Accommodation services Industry (I5500)	Food and Beverage provision services Industry (I5600)	Road Passenger Transport Industry (H4921)	Air Passenger Transport Industry (H5100)	Rental Car Industry (N7710)	Travel Agencies and Similar (N7900)	Arts, Entertainment and culture (R90-R91)	Sport and recreational (R92-R93)	TOTAL		
A. Consumption Products											
A.1. Tourism Characteristic Products											
Accommodation services	4,853.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,853.33	0.00	4,853.33
Food and Beverage Serving Services	827.40	5,816.98	0.00	0.00	0.00	0.00	0.00	0.00	6,644.38	0.00	6,644.38
Road Passenger Transport	0.00	0.00	5,464.46	0.00	0.00	0.00	0.00	0.00	5,464.46	0.00	5,464.46
Air Passenger Transport	0.00	0.00	0.00	245.64	0.00	0.00	0.00	0.00	245.64	0.00	245.64
Car Rental Services	0.00	0.00	0.00	0.00	1,594.90	296.24	0.00	0.00	1,891.14	0.00	1,891.14
Travel Agents & Touroperators Services	0.00	0.00	0.00	0.00	0.00	2,548.56	0.00	0.00	2,548.56	0.00	2,548.56
Arts & Cultural Services	0.00	0.00	0.00	0.00	0.00	0.00	260.82	0.00	260.82	0.00	260.82
Entertainment and Recreation (R)	22.70	0.00	0.00	0.00	0.00	189.43	0.00	1,224.80	1,436.94	0.00	1,436.94
A.2. Other consumption products											
A.2.1. Connected to Tourism											
Goods	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28,095.28	28,095.28
Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80,593.05	80,593.05
A.2.2. Non Connected to Tourism											
Goods	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	59,907.31	59,907.31
Services	15.13	0.00	1,247.45	0.00	0.00	0.00	0.00	0.00	1,262.58	159,867.29	161,129.87
B.1. Non consumption Products	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65,997.05	65,997.05
Total Output (at basic prices)	5,718.57	5,816.98	6,711.91	245.64	1,594.90	3,034.23	260.82	1,224.80	24,607.85	394,459.98	419,067.83
Total Intermediate Consumption (at purchasers prices)	2,854.70	4,013.25	2,948.60	166.49	851.90	702.31	169.71	490.20	12,197.15	160,067.76	172,264.91
Total Gross Value Added (at basic prices)	2,863.88	1,803.73	3,763.31	79.15	743.01	2,331.92	91.11	734.60	12,410.70	234,392.22	246,802.92
Taxes less subsidies on products											14,779.07
Gross Domestic Product (GDP)											261,581.99
Tourism Industries Gross Value Added (TIGVA)									5.0%		

Table 6: Total Domestic Supply and Internal Tourism Consumption (at Purchasers Prices)
(Pula Millions): 2024

Products	Tourism Industries																	
	Accommodation services Industry (I5500)		Food and Beverage provision services Industry (I5600)		Road Passenger Transport Industry (H4921)		Air Passenger Transport Industry (H5100)		Rental Car Industry (N7710)		Travel Agencies and Similar (N7900)		Arts, Entertainment and culture (R90-R91)		Sport and recreational (R92-R93)		TOTAL	
		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share
A. Consumption Products																		
A.1. Tourism Characteristic Products																		
Accommodation services	4,853.33	4,778.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,853.33	4,778.78
Food and Beverage Serving Services	827.40	295.95	5,816.98	2,080.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,644.38	2,376.64
Road Passenger Transport	0.00	0.00	0.00	0.00	5,464.46	2,369.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,464.46	2,369.72
Air Passenger Transport	0.00	0.00	0.00	0.00	0.00	0.00	245.64	241.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	245.64	241.30
Car Rental Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,594.90	668.98	296.24	295.33	0.00	0.00	0.00	0.00	1,891.14	964.31
Travel Agents & Touroperators Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,548.56	2,540.73	0.00	0.00	0.00	0.00	2,548.56	2,540.73
Arts & Cultural Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	260.82	142.93	0.00	0.00	260.82	142.93
Entertainment and Recreation (R)	22.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	189.43	188.85	0.00	0.00	1,224.80	864.75	1,436.94	1,053.60
A.2. Other consumption products																		
A.2.1. Connected to Tourism																		
Goods	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A.2.2. Non Connected to Tourism																		
Goods	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Services	15.13	0.00	0.00	0.00	1,247.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,262.58	0.00
B.1. Non consumption Products	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Total Output (at basic prices)	5,718.57	5,074.74	5,816.98	2,080.68	6,711.91	2,369.72	245.64	241.30	1,594.90	668.98	3,034.23	3,024.91	260.82	142.93	1,224.80	864.75	24,607.85	14,468.01
Total Intermediate Consumption (at purchase prices)	2,854.70	2,533.30	4,013.25	1,435.51	2,948.60	1,041.04	166.49	163.55	851.90	357.33	702.31	700.15	169.71	92.99	490.20	345.16	12,197.15	6,669.02
Total Gross Value Added (at basic prices)	2,863.88	2,541.44	1,803.73	645.18	3,763.31	1,328.68	79.15	77.75	743.01	311.65	2,331.92	2,324.76	91.11	49.94	734.60	519.59	12,410.70	7,798.99
Taxes less subsidies on products																		
Gross Domestic Product (GDP)																		

Table 6 continued: Total Domestic Supply and Internal Tourism Consumption (at Purchasers Prices)
(Pula Millions): 2024

Tourism Industries			Other Industries		Output of domestic producers (at basic prices)		Imports		Trade & Margin		Net Taxes		Supply (at purchaser's prices)		Tourism Share
Products	TOTAL														
		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Tourism share		Internal Tourism Consumption	
A. Consumption Products															
A.1. Tourism Characteristic Products															
Accommodation services	4,853.33	4,778.78	0.00	0.00	4,853.33	4,778.78	0.00	0.00	0.00	0.00	515.37	507.45	5,368.70	5,286.23	98%
Food and Beverage Serving Services	6,644.38	2,376.64	0.00	0.00	6,644.38	2,376.64	0.00	0.00	0.00	0.00	488.92	174.88	7,133.31	2,551.52	36%
Road Passenger Transport	5,464.46	2,369.72	0.00	0.00	5,464.46	2,369.72	0.00	0.00	0.00	0.00	0.00	0.00	5,464.46	2,369.72	43%
Air Passenger Transport	245.64	241.30	0.00	0.00	245.64	241.30	9.99	9.81	0.00	0.00	5.35	5.25	260.98	256.36	98%
Car Rental Services	1,891.14	964.31	0.00	0.00	1,891.14	964.31	0.00	0.00	0.00	0.00	64.00	32.64	1,955.14	996.95	51%
Travel Agents & Touroperators Services	2,548.56	2,540.73	0.00	0.00	2,548.56	2,540.73	0.00	0.00	0.00	0.00	129.26	128.86	2,677.82	2,669.59	100%
Arts & Cultural Services	260.82	142.93	0.00	0.00	260.82	142.93	0.00	0.00	0.00	0.00	28.02	15.36	288.84	158.28	55%
Entertainment and Recreation (R)	1,436.94	1,053.60	0.00	0.00	1,436.94	1,053.60	331.67	185.02	0.00	0.00	98.58	60.66	1,867.19	1,299.28	70%
A.2. Other consumption products			0.00												
A.2.1. Connected to Tourism			0.00												
Goods	0.00	0.00	28,095.28	0.00	28,095.28	937.73	34,890.99	1,521.66	15,984.00	766.00	7,212.74	485.04	86,183.01	3,710.43	4%
Services	0.00	0.00	80,593.05	727.23	80,593.05	727.23	392.53	0.31	-27,259.00	-766.00	404.79	3.95	54,131.37	133.81	0%
A.2.2. Non Connected to Tourism															
Goods	0.00	0.00	59,907.31	0.00	59,907.31	0.00	56,576.69	0.00	16,141.51	0.00	1,913.71	0.00	134,539.22	0.00	0%
Services	1,262.58	0.00	159,867.29	158.65	161,129.87	158.65	21,158.79	7.10	-4,866.51	0.00	3,915.40	10.16	173,336.18	175.91	0%
B.1. Non consumption Products	0.00		65,997.05		65,997.05										
Total Output (at basic prices)	24,607.85	14,468.01	394,459.98	885.88	419,067.83	16,291.62	114,020.66	1,723.90	0.00	0.00	14,779.07	1,424.26		19,608.10	
Total Intermediate Consumption (at purchaser's prices)	12,197.15	6,669.02	160,067.76	314.57	172,264.91			TDGVA	8,370.30	3.4%					
Total Gross Value Added (at basic prices)	12,410.70	7,798.99	234,392.22	571.31	246,802.92				1,424.26						
Taxes less subsidies on products					14,779.07			TDGDP	9,794.55	3.7%					
Gross Domestic Product (GDP)					261,581.99										

Table 7: Employment in the Tourism Industries

Industries	Employed Persons	Female	Male	Tourism Share (% from Table 6)	Employment Generated by Tourism
TOURISM CHARACTERISTIC INDUSTRIES	52,912	25,287	27,625		28,342
Accommodation services Industry (I5500)	12,624	7,002	5,622	0.9	11,203
Food and Beverage provision services Industry (I5600)	21,686	14,055	7,631	0.4	7,757
Road Passenger Transport Industry (H4921)	11,182	1,156	10,026	0.4	3,948
Air Passenger Transport Industry (H5100)	623	235	388	1.0	612
Rental Car Industry (N7710)	319	0	319	0.4	134
Travel Agencies and Similar (N7900)	1,756	683	1,073	1.0	1,751
Arts, Entertainment and culture (R90-R91)	2,503	1,271	1,232	0.5	1,372
Sport and recreational (R92-R93)	2,219	885	1,334	0.7	1,567
NON-CHARACTERISTIC INDUSTRIES					
Goods and Services	701,235	357,222	344,013	0.0	1,575
TOTAL	754,147	382,509	371,638		29,917
% Over Total Employment	7.0%	6.6%	7.4%		4.0%

Table 10a: Number of Trips and Overnights by Forms of Tourism and Type of Visitor

Trip Type	Inbound Tourism			Domestic Tourism		
	Tourists (Overnight Visitors)	Day Visitors	Visitors	Tourists (Overnight Visitors)	Day Visitors	Visitors
Numer of Trips	1,439,296	49,168	1,488,464	3,787,488	2,002,998	5,790,486
Number of Overnights	6,846,378	0	6,846,378	21,588,681	0	21,588,681

Table 10b: Inbound Tourism: Number of Arrivals and Overnights by Mode of Transport

Mode of Transport	Number of Arrivals	Number of Overnights
Air	101,459	0
Land	1,337,837	0
Total	1,439,296	0

Note: assume distribution between modes is same as in 2018

Table 10c: Inbound Tourism: Number of Arrivals by Purpose of Visit

Purpose of Visit	Number of Arrivals
Holiday/Vacation/Leisure	345,933
VFR and other Personal	906,001
Business and Professional	187,362
Total	1,439,296

Table 10d: Number of Establishments by Industry and Range of Employment

Industries	Number of Establishments				
	Total	1-29 employees	30-59 employees	50-99 employees	>100 employees
TOURISM CHARACTERISTIC INDUSTRIES					
Accommodation services Industry (I5500)	671	570	51	35	15
Food and Beverage provision services Industry (I5600)	656	606	31	10	9
Road Passenger Transport Industry (H4921)	126	112	9	5	0
Air Passenger Transport Industry (H5100)	28	18	3	3	4
Rental Car Industry (N7710)	43	42	0	0	1
Travel Agencies and Similar (N7900)	216	189	14	8	5
Arts, Entertainment and culture (R90-R91)	36	34	0	0	2
Sport and recreational (R92-R93)	50	41	6	1	1
TOTAL	1,826	1,612	114	62	37

SOURCES OF DATA

Department of Tourism

Inbound Visitor Survey

TSA previous exercises 2016 & 2019

Statistics Botswana

Tourism Arrivals

Supply and Use Table 2016

Economic Accounts 2016-2024 (GDP by production and expenditure approach)

Employment Statistics

- Estimated Formal Sector Employment by Industry and Sex 2016-2019
- The Employed Population by Industry and Sex, Quarterly Multi Topic Survey Quarter 2020-2024

Business Statistical Register (BSR)

- Number of Establishments

Abbreviations

<i>BSR</i>	<i>Business Statistical Register</i>
<i>GDP</i>	<i>Gross Domestic Product</i>
<i>GVA</i>	<i>Gross Value Added</i>
<i>GVATI</i>	<i>Gross Value Added Tourism Industries</i>
<i>OECD</i>	<i>Organisation for Economic Cooperation and Development</i>
<i>RMF</i>	<i>Recommended Methodological Framework</i>
<i>SNA</i>	<i>System of National Accounts</i>
<i>TDGDP</i>	<i>Tourism Direct Gross Domestic Product</i>
<i>TDGVA</i>	<i>Tourism Direct Gross Value Added</i>
<i>TSA</i>	<i>Tourism Satellite Account</i>

