Trophy hunting’s contribution towards South Africa’s GDP

Presented by Dries van Coller, President
Professional Hunters’ Association of South Africa
AgriSA/WRSA Action Shop - 27 October 2017
Socio-demographic profile of a trophy hunter

Majority of respondents:

- 97% Male
- 61+ years old
- 85% married
- 42% professionals
- 28% pensioners
- 86% USA – SA’s biggest market
- 41% post graduate & professional qualifications
Hunting Cultures
Trophy hunters’ culture

• Hunting is as old as time itself and entrenched in hundreds of cultures;
• Each human being is the product of his/her own society, culture, beliefs, traditions, environments and habits;
• Gain knowledge and understanding of target markets’ cultural differences and respect it – always!
• Get to know as much as possible about SA’s history, culture and especially our unique conservation success story;
• Modern man accepts subsistence hunting; few understand trophy hunting. Educate and create awareness of how trophy hunting benefits communities and the wildlife economy;
• Diversity creates obstacles but also opportunities. Use your uniqueness to create new hunting experiences and target new markets to whom you product may appeal;
<table>
<thead>
<tr>
<th>Method</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade show</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Hunt donations</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Internet</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Hunting magazine</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Private outfitter function</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Why South Africa?

• Variety of game and packages
• Value for money
• Convenient and accessible
• High standard outfits & PH’s
• Hospitable people
• Tourism attractions & beauty of country
• Conservation and social responsibility of outfits
Why NOT South Africa?

• Perceived lack of safety
• Reputational damage / perceptions
• Red-tape with firearm permits
• Ignorance about SA’s complexities
• Poor service delivery
• Corruption / state capture
• Legislative disparities
• Competition from neighbours
Preferred provinces to hunt in

1. Limpopo
2. Eastern Cape
3. North West
4. Northern Cape
5. Free State
6. KwaZulu-Natal
7. Mpumalanga
8. Western Cape
9. Gauteng
### Preferred hunting methods

<table>
<thead>
<tr>
<th>Hunting method</th>
<th>Mostly from vehicle</th>
<th>Walking stalking</th>
<th>Lie and wait</th>
<th>Blinds/hides</th>
<th>Pertinent bow</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>13%</td>
<td>72%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>2015</td>
<td>19%</td>
<td>72%</td>
<td>3%</td>
<td>6%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**NOTE:**
75% of trophy hunters prefer to hunt with their own rifles
### Economic impact & Job creation – Southern & Eastern Africa

<table>
<thead>
<tr>
<th>Country</th>
<th>Spending In-Country Per Hunter $</th>
<th>Spending In-Country, All Hunters</th>
<th>Contribution to GDP (Value Added) $</th>
<th>Full- and Part-time Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botswana</td>
<td>$20,602</td>
<td>$7,210,737</td>
<td>$8,076,025</td>
<td>316</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>$20,602</td>
<td>$432,644</td>
<td>$644,640</td>
<td>503</td>
</tr>
<tr>
<td>Mozambique</td>
<td>$20,602</td>
<td>$8,817,701</td>
<td>$12,080,250</td>
<td>10,690</td>
</tr>
<tr>
<td>Namibia</td>
<td>$14,840</td>
<td>$105,007,764</td>
<td>$115,508,540</td>
<td>8,367</td>
</tr>
<tr>
<td>South Africa</td>
<td>$16,835</td>
<td>$141,197,113</td>
<td>$206,147,785</td>
<td>12,742</td>
</tr>
<tr>
<td>Tanzania</td>
<td>$20,602</td>
<td>$16,358,071</td>
<td>$28,790,206</td>
<td>14,161</td>
</tr>
<tr>
<td>Zambia</td>
<td>$20,602</td>
<td>$8,199,638</td>
<td>$10,413,540</td>
<td>782</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>$28,859</td>
<td>$39,276,470</td>
<td>$44,775,176</td>
<td>5,861</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$20,602</td>
<td>$326,500,138</td>
<td>$426,436,162</td>
<td>53,423</td>
</tr>
</tbody>
</table>


Source: Southwick Associates (SCIF), 2015
Economic impact of trophy hunter in SA (2015)

- Majority of hunters (73%) travel in groups of 2 and pay for 2 people;
- Trophy hunters spend an average of 12 nights at hunting destinations and an extra 2 days elsewhere in SA;
- Trophy hunters sustain over 12,000 jobs in predominantly rural areas in South Africa;
- Average spending per trophy hunter in SA: $20,135.51 x 7600 hunters = $130,880,815.00 or R1,98 billion
Where does the money go?

Conservation  Research

Contributions made to the Leopard Research Project through the Conservation Research Fund are tax-deductible* says Professional Hunters SA
Social responsibility & Empowerment
Species hunted

Total spending on game only: ± R134,485.91 per hunter

Top 10 hunted in 2013

- Springbok
- Impala
- Kudu
- Blesbok
- Black Wildebeest
- Blue Wildebeest
- Warthog
- Zebra
- Gemsbok
- Red Hartebeest

Top 10 hunted in 2015

- Impala
- Warthog
- Springbok
- Kudu
- Blesbok
- Burchell Zebra
- Gemsbok
- Blue Wildebeest
- Bushbuck
- Nyala
Top 10 Earners

2013
- Lion
- Kudu
- Buffalo
- Springbok
- Zebra
- Blue Wildebeest
- Nyala
- Black Wildebeest
- Eland
- Blesbok

2015
- Buffalo
- Lion
- Sable
- Kudu
- Nyala
- Gemsbok
- Zebra (Burchell)
- Waterbuck
- Eland
- Blue Wildebeest
Trophy Collection & Taxidermy

Trophies collected during Respondents’ hunting career:

- 44% 1 to 10 trophies
- 30% 1 to 20 trophies
- 16% 21 to 30+ trophies

Average 15.81

Taxidermy trends:

- 50% of respondents sent trophies for taxidermy work to their home countries and 50% gets it done in South Africa;
- 29% respondents rate SA taxidermy services as good value for money whilst 36% rate it good and 27% as fair.
## Lion Hunting

<table>
<thead>
<tr>
<th>Considered CBL</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>No</td>
<td>77%</td>
<td>73%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Informed by PH</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>No</td>
<td>68%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Colour variants

68% of respondents did not hunt colour variants

Main reasons/perceptions:
• Unnatural/artificial
• Forced breeding
• Marketing gimmick
• Has no conservation value
• Not interested
• No opportunity to do so
• Will hunt it if it becomes cheaper
## Preferred colour variants

<table>
<thead>
<tr>
<th></th>
<th>Springbuck</th>
<th>Blesbuck</th>
<th>Blue Wildebeest</th>
<th>Gemsbuck</th>
<th>Impala</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black (83%)</td>
<td>White (82%)</td>
<td>Golden (70%)</td>
<td>Red (80%)</td>
<td>Black (50%)</td>
</tr>
</tbody>
</table>
Recommendations by NW TREES’ survey respondents

• Hunting of animals bred in small camps are harming SA’s reputation (57%)
• Use of growth stimulants, supplements and antibiotics influences perception of venison as a natural product (55%)
• Hunting of colour variants impact on availability of hunting packages for ordinary species (45%)
• Green certification system will help distinguish between responsible hunting vs less acceptable practices (42%)
• Educate the public/environmentalist re. value of trophy hunting towards conservation;
Recommentations – continue

- Do not risk original species’ integrity by intensive, selective breeding practices;
- Prices of colour variants are too high;
- Free roaming game in big open spaces more sought after;
- Re-open importation of lions into the USA (improve practices);
- Temporary firearm importation process restrictive;
Acknowledgements

- AgriSA & WRSA,
- Leriba Lodge, Action shop attendees, participants and contributors
- Tourism Research in Economic Environ and Society (TREES), NW University, & Prof Peet vd Merwe (A marketing and spending analysis of Trophy hunters 2015/16)
- Department of Environmental Affairs (2015 Hunting Statistics)
- Tharia Unwin for research, preparation of presentation.
- CI Foundation + Southwick Associates study – Nov 2015
- PHASA Conservation & Empowerment Fund & Retha vd Merwe (exhibit)
- PHASA archives and members