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# Annual Report
# Tourism Statistics 2009

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## I. Executive Summary

Despite the challenging financial climate with the world economy characterized by dramatic macroeconomic developments, the Swaziland tourism economy grew in 2009 recording an unprecedented figure of 1,343,950 million international visitor arrivals. The 13.3 increase was fueled by impressive performances within the Southern Africa region and Europe, with SADC countries accounting for 87.7 percent of total visitor arrivals in 2009.

The continued economic and financial turbulence in 2009 resulted in consumers remaining cautious spenders and thus favoring to spend a holiday in their own country or at a destination closer to home. As such visitor arrivals from neighboring source markets performed exceptionally while long-haul travel declined in the half of 2009 and only picked up in the last four months of the year.

In spite of increased concern over personal finances, visitors to Swaziland and in particular overseas visitors continued to expect a high quality tourism experience. For most of them the value they obtain for their money and the cultural attractiveness is more important than the price itself. Travelers to Swaziland cited a "comprehensive travel experience" and "value for money" in a personalized way as key measures in decision making. This therefore requires a reaction on the supply side if Swaziland is to remain competitive.

Of the 1.3 million international visitors registered, 67.6 percent of international visitors spent at least one night representing a 4 percent increase year-on-year. The average length of stay remained at 2.5 nights in 2009 with European visitors spending a slightly lower number of nights (2.4 nights).
Visitors from the SADC region spent 2.0 nights. Just over 40 percent of all visitors spent 2 nights or less and the pattern was similar for holiday visitors (78.8 percent). The most popular length of stay was 1-2 nights (47.7 percent) while 9.2 percent of overall visitors spent over 5 nights. In-transit travel became more prevalent in 2009 with a total of 22.4 percent visitors recorded as passing through the country only making a stop for fuel and/ or a meal.

In 2009 formal accommodation establishments performed well under strained economic conditions. The total number of overnight guests registered was 455,825, an increase of 9.5 percent over the 2008 figure. The share of domestic overnight guests also recorded growth with total domestic overnight guests recording 121,434 in 2009 from 92,820 in 2008. August and September were key periods for the accommodation sector, with lodging facilities recording the highest number of overnight guests. Room occupancy grew by 5.1 percent to record 52.8 percent during the year with Ezulwini region accounting for the highest occupancy of 66.8 percent.

Amongst the total international visitors there were more males (60.2 percent) than females (39.8 percent), largely due to the high proportion of males (74.7 percent) in the business segment. In both the holiday and VFR segments males continued to outnumber females (by 11.2 percent and 3.3 percentage respectively).

A dual destination pattern for all of our European markets was similar with over 85 percent travelers having visited another country en route either to or from Swaziland in 2009. Given the relatively high cost and long journey to Swaziland, overseas visitors tend to break their travel into shorter segments and take the opportunity to visit other destination.

The current situation for some of Swaziland's visitor generating economies remains fragile, however we imagine that as more economies continue to display signs of recovery, the medium-term forecasts for international tourism will be positive. Beyond our core markets, we have began to broaden our portfolio to examine prospects within emerging markets: Western Europe, the Middle East and Asia. Furthermore, efforts are being channeled to increase the share of overseas visitors traveling to the Southern Africa region and in particular those visiting neighboring South Africa and Mozambique. We do however expect that the full potential of these markets will take time to be realized.

2010 promises to be another excellent year as South Africa will be hosting the Soccer World Cup in June 2010. With already over 25 percent of overseas visitors to South Africa combining their visit with a trip to a neighboring country, we expect that the event will contribute to excellent results in terms of visitor numbers and earnings. Another major factor for Swaziland is the expected completion and operation of the Sikhuphe International Airport in June 2010 which is expected to stimulate an increase in visitor volumes. In the long term all of these measures will contribute to long-lasting economic benefit.

# Chapter 1 Introduction

The STA Research Unit is responsible for the maintenance of a visitor database that permits the monitoring of various statistical indicators. This is achieved through the cooperation of many industry stakeholders and government departments that provide data to the unit on a regular basis. This comprehensive data includes as its primary indicators: counts on international visitor arrivals for both road and air passenger movements at all entry and exit points in the country; an Exit Survey which gives an understanding on the characterization, travel pattern and preferences of international visitors conducted at selected points of exit; and a Day Visitor Survey which allows for better accuracy in identifying the size of the market for tourism related products, visitors spend by product and the profile of both domestic and international visitors. Secondary data includes performance measures of the accommodation sector where data on room and bed supply, occupancy, length of stay and receipts are collected through a Monthly Accommodation Survey conducted by the Central Statistical Office.

As part of pursuing the Tourism Satellite Account, key strides have been made in the consolidation of core datasets (Monthly Accommodation Survey, International Visitor Count, Exit Survey, Day Visitor Survey, Labour Survey, Hotels and Restaurants Census and Annual Accommodation Survey) which has allowed for the methodologies and data management elements to be examined and aligned. Furthermore, the enacting of the Regulation on Minimum Standards of Accommodation Establishments in 2008 has enabled for the usage of common accommodation category definitions and allows for information to be comparable. Focus for the current year will be to create a manual on concepts and definitions for tourism statistics which will provide a standardized set of common concepts and definitions to be used by all tourism data producers to achieve comparability between different datasets. Advances will continue to be made in the areas of identifying data gaps and improving the collection and distribution of tourism statistics.

An electronic version of this report and previous annual tourism statistics reports and monthly arrival statistics can be accessed at http://www.welcometoswaziland.com. For further information on this report contact:

Research Unit
Swaziland Tourism Authority
Lilunga House , 4th Floor
P.O. Box A1030
Swazi Plaza, Mbabane
Tel: +268 4041089/ 4049693
Fax: +268 4041089/ 4049683
Email: research@tourismauthority.org.sz/ data@tourismauthority.org.sz/ statistics@tourismauthority.org.sz

## Chapter 2 Global Performance

**"International Tourism on Track for a Rebound after an Exceptionally Challenging 2009"**

### 2.1 International Tourism 2009

International tourist arrivals are estimated to have declined worldwide by 4 percent in 2009 to 880 million. Growth returned in the last quarter of 2009, after 14 months of negative results, contributing to a better than expected full-year. The 2 percent upswing registered in the last quarter of 2009 contrasts with the declines of 10 percent, 7 percent and 2 percent felt in the first three quarters respectively. Asia and the Pacific and the Middle East led the recovery with growth already turning positive in both regions in the second half of 2009.

"The global economic crisis aggravated by the uncertainty around the influenza A(H1N1) pandemic turned 2009 into one of the toughest years for the tourism sector", said UNWTO Secretary-General, Taleb Rifai. "However, the results of recent months suggest that recovery is underway, and even somewhat earlier and at a stronger pace than initially expected", he added.

Experience shows that tourism earnings generally follow the trend in arrivals quite closely, even if they suffer somewhat more in difficult times. Based on the trends through the first three quarters, receipts for 2009 are estimated to have decreased by around 6 percent. While this is unquestionably a disappointing result for an industry accustomed to continuous growth, it can also be interpreted as a sign of comparative resilience given the extremely difficult economic environment. This becomes even more evident when compared with the estimated 12 percent slump in overall exports as a consequence of the global crisis.

Similarly to the situation in previous crisis, consumers tended to travel closer to home during 2009. Several destinations have seen domestic tourism endure the crisis better and even grow significantly, often with the support of specific government measures aimed at leveraging this trend. This was the case among many other countries, of China, Brazil and Spain, where the domestic market, representing a large share of the total demand, contributed to partially offsetting the decline in international tourism.

### 2.2 Regional Panorama

Except for Africa, which bucked the global trend, all world regions show negative results in 2009:

- **Europe** ended 2009 down 6 percent after a very complicated first half (-10%). Destinations in Central, Eastern and Northern Europe were particularly badly hit, while results in Western, Southern and Mediterranean Europe were relatively better.

- **Asia and the Pacific** (-2%) showed an extraordinary rebound. While arrivals declined by 7% between January and June, the second half of 2009 saw 3% growth reflecting improved regional economic results and prospects.

- In the **Americas** (-5%), the Caribbean returned to growth in the last four months of 2009. The performance was more sluggish in the other sub-regions, with the influenza A(H1N1) outbreak exacerbating the impact of the economic crisis.

- The **Middle East** (-6%), though still far from the growth levels of previous years, had a positive second half in 2009.

- **Africa** (+5%) was a robust performer, with sub-Saharan destinations doing particularly well.

Despite the overall decline, several destinations worldwide reported positive results in 2009 in terms of international tourist arrivals. These include Morocco, Kenya, Rwanda, South Africa, **Swaziland**, Cuba, Curacao, Dominican Republic, Jamaica, Guatemala, Nicaragua, Chile, Colombia, Guyana, Paraguay, Peru, Uruguay, the Republic of Korea, Taiwan (pr. Of China), Cambodia, Indonesia, Malaysia, Myanmar, several Pacific Islands, Iran, Nepal, Sri Lanka, Iceland, Sweden, Hungary, FYR of Macedonia, Italy, Montenegro, Serbia, Turkey, Bahrain, Jordan, Lebanon and Syria.

**2.3 Prospects for 2010**

- The International Monetary Fund (IMF) has just recently stated that the global recovery is occurring "significantly" faster than expected, as compared with its October assessment which already counted on a clear return of economic growth in 2010 (+3.1% worldwide, with stronger performance for emerging economies at +5.1%, alongside a more sluggish one for advanced economies at +1.3%).

- Given the recent upturn in international tourism figures and overall economic indicators in recent months, UNWTO forecasts a growth in international tourist arrivals of between 3 percent and 4 percent in 2010.

- By region, Asia is expected to continue showing the strongest rebound, while Europe and the Americas are likely to recover at a more moderate pace. Growth is expected to return to the Middle East while Africa will continue its positive trend benefitting from the extra boost provided by the 2010 FIFA World Cup in South Africa.

- 2010 provides several upside opportunities, while naturally not eliminating downside risks. On the positive side, the economy is recovering quicker than expected and business and consumer confidence have picked up. Interest rates and inflation are expected to rise only moderately in the short term. In the tourism sector, the pent-up demand that generally follows a slump creates several opportunities and there is scope for a revival among source markets which were hard hit in 2009 such as the UK or the Russian Federation. Another factor that will brighten up 2010 is that there will be plenty of events to attract potential visitors – from the Winter Olympics in Vancouver in February to the FIFA World Cup in June in South Africa and the Shanghai World Expo from May through October.

- On the downside, unemployment is the key challenge. The jobs crisis is not over yet, particularly in major advanced economies and many valuable human resources are still at risk. In the economic front, recovery in major tourism source markets, especially in Europe and the USA, is still fragile and household and company budgets may face extra pressure from the gradual withdrawal of stimulus measures and from potential increases in taxation as results of growing public deficits. Oil prices are expected to remain volatile through 2010 and security threats as well as the potential of increased related hassle and costs for travelers are still a challenge. Finally, although the overall impact of the influenza A(H1N1) virus was milder until now than anticipated, experience from previous pandemic shows that the situation could once again become challenging. 2010 will be characterized by a still quite rough business environment for the tourism sector as revenues and yields are expected to recover at a slower pace that travel volumes.

## Chapter 3 Swaziland Overview

### 3.1 Overall Performance

The year 2009 has been characterized by a performance contrary to unenthusiastic projections set by global expectations. A total of 1,343,950 international visitor arrivals were recorded during the period of 2009 representing a growth of 13.3 percent compared to the same period in 2008.

These highly impressive figures strongly relied on regional demand and particularly from neighboring South Africa and Mozambique which registered growth levels of 10.9 percent and 27.5 percent, respectively. Pleasing performances were also noted from Kenya (11.0 percent) and Tanzania (34.3 percent) in terms of visitor numbers. The spectacular performance displayed by regional source markets resulted from stimulated demand for short-haul travel as a result of the effects of the difficult economic and financial conditions on households
.

Europe has been one of the regions comparatively hardest hit by the global economic crisis and as noted in the UNWTO World Tourism Barometer, a sense of relief is being displayed by the industry as the situation is stabilizing with the last months of 2009 performing better than expected. In Swaziland the first half of 2009 was characterized by a depressing performance from European markets as demand for travel fell significantly, with key markets such as Germany, Netherlands and France displaying their worst performances. However from the month of July 2009 the rate of decline improved with four of Swaziland's top-five European markets bouncing back in the third quarter of 2009 to contribute to an overall 5.8 percent growth in 2009.

The Americas was another region of the world where the global economic crisis had the most serious impact. Similar to European markets, the region's performance was characterized by ups and downs with the visitor arrivals recording a decline in the last quarter of 2009 (-4.4 percent). Overall, the region registered a total of 20,187 visitor arrivals, a growth of 3.0 percent compared to 2008. Despite the poor performance in growth, USA managed to retain its spot in Swaziland's top 10 visitor-generating markets.

According to UNWTO, Asia was one the world regions noted to be leading the world and the tourism industry out of the economic downturn. Swaziland's emerging Asian markets such as India and China led the region to a 6.4 percent increase in 2009 with India accounting for over 4,000 visitor arrivals during this period.

The robust performance noted in 2009 has demonstrated Swaziland's tourism resilience during a difficult year for global tourism characterized by diminished consumer demand. It should also be noted that although the year's comparison is largely with the very depressed levels experienced in the second half of 2008, the 2009 figures have exceeded the best record of international visitor arrivals of 1,230,092 noted in 2007 by 8.9 percent.

### 3.2 Tourism Highlights

**Table 1: Total International Visitor Arrivals, 2009**

| Region | Arrivals | % Change |
|---|---|---|
| Total Intl. Visitor Arrivals | 1,343,950 | +13.3 |
| Africa | 1,191,258 | +14.4 |
| Americas | 20,187 | +3.0 |
| Asia & Australasia | 14,085 | +1.0 |
| Europe | 113,174 | +5.8 |
| Middle East | 5,246 | +0.4 |

*Source: Entry/ Exit Cards-Department of Immigration*

**Table 2: International Visitor Arrivals/ Same Day/ In-Transit/ Average Nights, 2005-2009**

| Years | Intl. Arrivals | % Change | Overnight | Same Day | In-Transit | Av. Stay (nights) |
|---|---|---|---|---|---|---|
| 2005 | 1,182,141 | n/a | 836,956 | 128,853 | 209,239 | 1.94 |
| 2006 | 1,199,858 | +1.50 | 873,497 | 172,780 | 153,581 | 2.20 |
| 2007 | 1,230,092 | +2.52 | 869,975 | 205,425 | 154,992 | 2.24 |
| 2008 | 1,186,000 | -3.58 | 754,296 | 170,784 | 260,920 | 2.50 |
| 2009 | 1,343,950 | +13.3 | 908,510 | 138,427 | 297,013 | 2.48 |

*Source: Entry/ Exit Cards-Department of Immigration, Exit Survey-STA*

**Table 3: Accommodation Usage (Number of Guests/ Av. length of stay/ Room Occupancy/ Total** Receipts), 2005-2009

| Years | Overnight Guests | % Change | Av. Stay (nights) | Room Occupancy | Total Receipts (E') |
|---|---|---|---|---|---|
| 2005 | 351,041 | -0.7 | 1.8 | 46.71 | 132,735,760 |
| 2006 | 369,809 | +5.3 | 0.97 | 49.84 | 119,906,632 |
| 2007 | 384,782 | +3.9 | 0.77 | 43.58 | 91,933,553 |
| 2008 | 416,358 | +8.2 | 1.23 | 47.76 | 103,614,596 |
| 2009 | 455,825 | +9.48 | 1.29 | 52.83 | 120,003,966 |

*Source: Monthly Accommodation Survey-Central Statistical Office*

**Table 4: Swaziland Outbound Travel, 2005-5009**

| Year | Departures | % Change | Visitors to RSA | Overall Spend (R') | Holiday Spend per Capita (RSA) |
|---|---|---|---|---|---|
| 2005 | 1,081,930 | n/a | 909,966 | 3,188 million | R5,150 |
| 2006 | 1,072,028 | +0.9 | 991,418 | 4,129 million | R5,100 |
| 2007 | 1,130,048 | +5.4 | 1,039,233 | 3,681 million | R2,600 |
| 2008 | 1,177,471 | +4.2 | 1,088,033 | 7,661 million | R1,900 |
| 2009 | 1,244,771 | +5.7 | 1,087,739 | yet to be published | yet to be published |

*Source: Entry/ Exit Cards-Department of Immigration, Annual Tourism Report 2005-2009-South African Tourism*

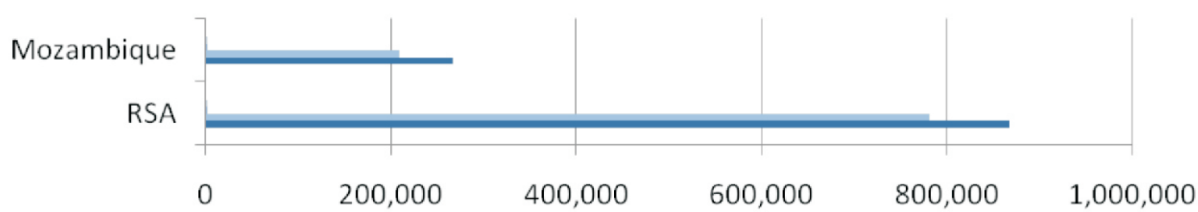
## Chapter 4 International Visitor Arrivals

In 2009 Swaziland's international visitors came from over 120 countries. The top ten countries provided 93 percent of the total visitor arrivals with South Africa remaining the number one source of international visitor arrivals accounting for over 60 percent of all arrivals into Swaziland.

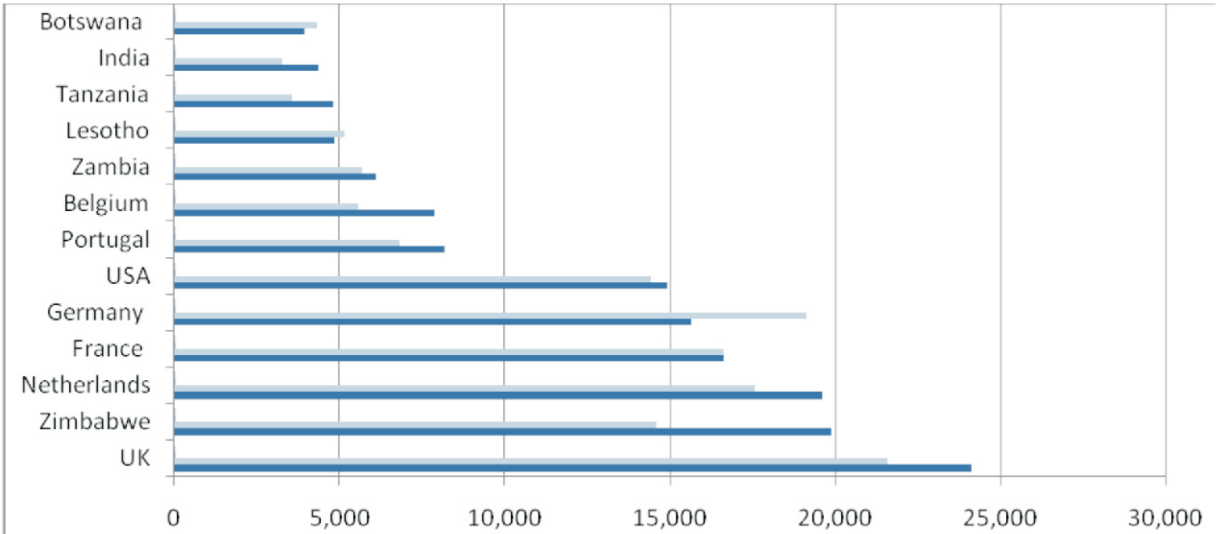
Another key source market was Mozambique providing the second largest visitor arrivals (266,560) followed by UK (24,100), Netherlands (19,604), France (16,638), Germany (15,639), USA (14,925), Portugal (8,169), Belgium (7,892) and Zambia (6,086).

Overall, overseas source markets displayed positive results with significant performances from UK, France and Portugal who together registered a significant 32.0 percent share of overseas markets, while emerging markets such as India and Brazil continued to perform well in 2009 as in the previous year. The USA, a key visitor-generating market for Swaziland managed to record positive results in 2009 after registering a slump of -3.3 percent in the last quarter of the same year.

**Figure 1: Top 15 Source Markets, 2008-2009**




| | RSA | Mozambique |
|---|---|---|
| Change(%) | 10.9 | 27.5 |
| Share(%) | 64.5 | 19.8 |
| 2008 | 781,176 | 209,139 |
| 2009 | 866,584 | 266,560 |



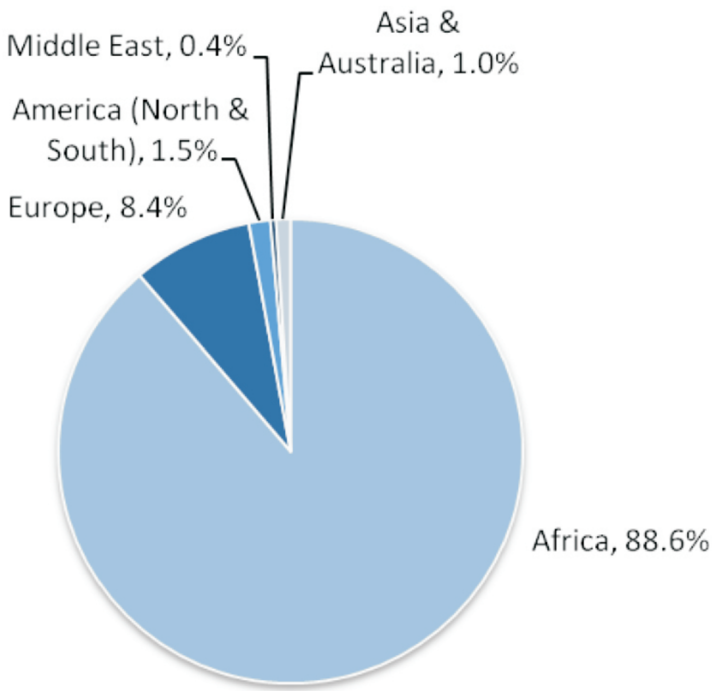

| | UK | Zimbabwe | Netherlands | France | Germany | USA | Portugal | Belgium | Zambia | Lesotho | Tanzania | India | Botswana |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Change(%) | 11.7 | 36.5 | 11.7 | 0.1 | -18.2 | 3.5 | 21.1 | 41.6 | 7.1 | -5.9 | 34.3 | 33.4 | -9.2 |
| Share(%) | 1.8 | 1.5 | 1.5 | 1.2 | 1.2 | 1.1 | 0.6 | 0.6 | 0.5 | 0.4 | 0.4 | 0.3 | 0.3 |
| 2008 | 21,581 | 14,562 | 17,554 | 16,619 | 19,111 | 14,421 | 6,800 | 5,573 | 5,682 | 5,168 | 3,575 | 3,252 | 4,331 |
| 2009 | 24,100 | 19,880 | 19,604 | 16,638 | 15,639 | 14,925 | 8,169 | 7,892 | 6,086 | 4,864 | 4,802 | 4,339 | 3,931 |

*Source: Entry/ Exit Cards-Department of Immigration*

**Table 5: Source Market/ Market Share**, 2009

| No. | Source Market | Arrivals | Market Share | % Change (2008/2009) |
|---|---|---|---|---|
| 1. | RSA | 866,584 | 64.48 | 10.9 |
| 2. | Mozambique | 266,560 | 19.83 | 27.5 |
| 3. | UK | 24,100 | 1.80 | 11.7 |
| 4. | Netherlands | 19,604 | 1.46 | 11.7 |
| 5. | France | 16,638 | 1.24 | 0.1 |
| 6. | Germany | 15,639 | 1.16 | -18.2 |
| 7. | USA | 14,925 | 1.11 | 3.5 |
| 8. | Portugal | 8,169 | 0.61 | 20.1 |
| 9. | Belgium | 7,892 | 0.59 | 41.6 |
| 10. | Zambia | 6,086 | 0.45 | 7.1 |

**Figure 2: Arrivals by Region, 2009**




*Source: Entry/ Exit Cards-Department of Immigration*

**Table 6: Top 10 Growth Source Markets, 2008-2009**

| | 2009 | 2008 | Growth | % Change |
|---|---|---|---|---|
| RSA | 866,584 | 781,173 | **85,411** | 10.9 |
| Mozambique | 266,560 | 209,139 | **57,421** | 27.5 |
| Zimbabwe | 19,880 | 14,562 | **5,319** | 36.5 |
| UK | 24,100 | 21,581 | **2,520** | 11.7 |
| Belgium | 7,892 | 5,573 | **2,319** | 41.6 |
| Netherlands | 19,604 | 17,554 | **2,050** | 11.7 |
| Portugal | 8,169 | 6,800 | **1,369** | 20.1 |
| Tanzania | 4,802 | 3,575 | **1,227** | 34.3 |
| India | 4,339 | 3,252 | **1,087** | 33.4 |
| USA | 14,925 | 14,421 | **503** | 3.5 |

**Table 7: Top 10 Decline Source Markets, 2008-2009**

| | 2009 | 2008 | **Decline** | % Change |
|---|---|---|---|---|
| Germany | 15,639 | 19,111 | **-3,472** | -18.2 |
| China | 2,137 | 2,738 | **-601** | -21.9 |
| Botswana | 3,931 | 4,331 | **-400** | -9.2 |
| Australia | 2,810 | 3,142 | **-333** | -10.6 |
| Lesotho | 4,864 | 5,168 | **-304** | -5.9 |
| Nigeria | 3,202 | 3,424 | **-223** | -6.5 |
| Italy | 3,478 | 3,595 | **-117** | -3.3 |
| Philippines | 569 | 669 | **-101** | -15.0 |
| Canada | 3,317 | 3,359 | **-42** | -1.2 |
| Sweden | 2,894 | 2,918 | **-24** | -0.8 |

*Source: Entry/ Exit Cards-Department of Immigration*

## Chapter 5 Country Profiles

The report on country profiles provides an overview of Swaziland top 7 source markets, including visitor trends and characteristics for the period of 2009. Swaziland's target markets for tourism marketing are based on a number of factors which include visitation statistics and the economic status of these markets. According to the IMF World Economic Outlook Database for 2009, six of Swaziland's top 10 overseas markets are listed within the top 30 wealthiest countries. Within this listing, are markets identified as “emerging” where Swaziland has begun to examine prospects so as to broaden its tourism marketing portfolio.

**Table 8: Top 15 Wealthiest Countries, 2009**

| | Country | GDP per capita (US$) | Rank | Country | GDP per Capita (US$) |
|---|---|---|---|---|---|
| 1 | Luxembourg | 94,418 | 20 | Brunei | 36,681 |
| 2 | Norway | 76,692 | 21 | **United Kingdom** | **35,728** |
| 3 | Qatar | 75,956 | 22 | Italy | 34,955 |
| 4 | Switzerland | 66,127 | 23 | Singapore | 34,346 |
| 5 | Denmark | 55,942 | 24 | Kuwait | 32,491 |
| 6 | Ireland | 51,128 | 25 | Spain | 31,142 |
| 7 | **Netherlands** | **47,042** | 26 | Greece | 30,305 |
| 8 | United Arab Emirates | 46,584 | 27 | Cyprus | 30,239 |
| 9 | **United States of America** | **46,443** | 28 | Israel | 29,672 |
| 10 | Finland | 45,876 | 29 | New Zealand | 25,325 |
| 11 | Austria | 45,090 | 30 | Slovenia | 24,583 |
| 12 | Sweden | 43,147 | | | |
| 13 | Belgium | 42,965 | 80 | **Republic of South Africa** | **9,961** |
| 14 | **France** | **42,091** | ↓ | | |
| 15 | Australia | 41,982 | **103** | **Swaziland** | **5,839** |
| 16 | Japan | 39,573 | ↓ | | |
| 17 | **Germany** | **39,442** | 169 | **Mozambique** | **938** |
| 18 | Canada | 39,217 | | | |
| 19 | Iceland | 36,873 | | | |

*Source: International Monetary Fund, World Economic Outlook Database, October 2009*

## 5.1 RSA

Population: 49,320,000 (2009)

Arrivals to Swaziland: 866,584 visitors ↑+10.9%

**Table 9: South Africa Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| **Reason for Visit** | Holiday | 40.5 |
| | Business | 10.6 |
| | VFR | 22.4 |
| | Other | 26.5 |
| **Age Group** | 18-24 | 8.1 |
| | 25-34 | 22.2 |
| | 35-44 | 33.8 |
| | 45-54 | 22.2 |
| | 55-64 | 9.0 |
| | 65+ | 4.7 |
| **Number of Nights Spent** | 0 | 40.2 |
| | 1 | 21.7 |
| | 2 | 18.7 |
| | 3 | 9.6 |
| | 4+ | 9.9 |
| **Mode of Travel** | Car | 80.2 |
| | Air | 3.6 |
| | Tour Bus | 1.6 |
| | Other | 14.5 |
| **Travel Partnership** | Alone | 23.5 |
| | With partner | 25.5 |
| | With friends/ relatives | 17.7 |
| | with colleagues | 11.7 |
| | With children | 1.3 |
| | With family | 18.5 |
| | Packaged tours | 1.8 |
| **Repeater Rate** | First | 16.4 |
| | Yearly | 17.4 |
| | Bi-yearly | 16.1 |
| | 3-4 times a year | 18.3 |
| | >=5 times a year | 31.8 |
| **Type of Accommodation** | Hotel | 25.5 |
| | B&B | 6.6 |
| | Guest house | 8.6 |
| | Private (Friends/ relatives) | 41.3 |
| | Self catering | 6.7 |
| | Caravan/ camping | 1.9 |
| | Backpacker | 2.1 |
| | Nature/ Game reserve | 6.5 |
| | Other | 0.8 |

In 2009 visitors from South Africa made up over two thirds (64.5 percent) of all international visitors, with a monthly average of 72,215 visitors. The primary reason for visiting Swaziland for a majority South Africans was for holiday/ recreation purposes (34.3 percent) with a significant proportion of holiday travelers (41.5 percent) visiting for the day. Business travelers and those visiting friends and relatives (VFR) represented a significant share of 16.0 percent and 15.0 percent, respectively. Holiday and business visitors recorded a steady increase of 3.4 percent and 0.6 percent while the share of VFR travelers declined by 2.7 percent in 2009.

April, August and December were the most popular periods for South African visitors to travel to Swaziland, with over 30 percent of all arrivals and all holiday travelers coming during these months. This contrasts the low season noted in 2009 which was from February to March. It should however be noted that the performance of visitor numbers for the months of March and April is highly influenced by the allocation of dates for Easter holidays, and in the case of 2009 the holidays were celebrated in April resulting in the higher South African visitor figures. Family visits over the Christmas season made December the most popular month for VFR visitors, with 20% of all VFR visitors arriving in this month. December was the peak month while February was the lowest month in 2009.

South Africans spent less nights than the overall length to stay registering 1.5 nights in 2009. The average length of stay for holiday visitors was slightly higher at 2.1 nights. VFR visitors stayed for a longer average of 2.9 nights in 2009. Approximately one fifth of visitors stayed for 1 night, 18.7 percent spent 2 nights 19.4 percent spent 3 or more nights. A significant 40.2 percent were either visiting for the day or in transit.

Of the 518,217 South African visitors spending at least a night in the country, 25.5 percent opted for hotel accommodation while 41.3 percent stayed in privately owned accommodation. Guest houses (8.6 percent), self catering (6.7 percent), B&Bs (6.6 percent) and game/ nature parks (6.5 percent) were also popular. Over 50 percent of visitors from this source market made more than 3 visits to Swaziland in 2009 predominantly for business (79.3 percent) and VFR (68.3 percent) purposes.

Three main age groups account for more than three quarters of all arrivals from the South Africa, including 35-44 years (33.9 percent), 45-54 years (22.3 percent), and 25-34 years (22.3 percent). The least number of visitor arrivals were noted from 65+ years and 18-24 years age groups. The trend for South African holiday visitors however slightly differs with the most holiday travelers in the age groups of 25-34 years (36.9 percent), 55-64 years (36.5 percent), 35-44 years (33.7 percent) and 45-54 years (31.9 percent). On the other hand, visitors from the VFR segment were led by the age group 18-24 years (31.9 percent), 25-34 years (16.3 percent), 35-44 years (15.3 percent) and 45-54 years (11.4 percent).

Holiday travelers tended to participate in a broader range of activities and attractions whilst in Swaziland. Over 85 percent of holiday visitors from South Africa visited game/ nature reserves, 88.1 percent enjoyed walking/hiking, 83.9 percent stopped over at casinos while 77.0 percent visited cultural and historical sites. Shopping for handicrafts and souvenirs and adventure activities were also popular with holiday visitors.

## 5.2 Mozambique

| | | |
|---|---|---|
| Population: | 22,894,000 (2009) | |
| Arrivals to Swaziland: | 266,560 visitors | ↑+27.5% |
| Arrivals to South Africa: | 1,361,133 visitors | ↑+10.9% |

**Table 10: Mozambique Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| Reason for Visit | Holiday | 34.4 |
| | Business | 16.0 |
| | VFR | 14.9 |
| | Other | 34.7 |
| Age Group | 18-24 | 8.5 |
| | 25-34 | 37.5 |
| | 35-44 | 32.3 |
| | 45-54 | 15.2 |
| | 55-64 | 5.2 |
| | 65+ | 1.2 |
| Number of Nights Spent | 0 | 41.5 |
| | 1 | 19.0 |
| | 2 | 18.0 |
| | 3 | 5.2 |
| | 4+ | 16.3 |
| Mode of Travel | Car | 70.4 |
| | Air | 0.3 |
| | Tour Bus | 0.2 |
| | Other | 29.2 |
| Travel Partnership | Alone | 29.0 |
| | With partner | 17.5 |
| | With friends/ relatives | 22.1 |
| | with colleagues | 4.5 |
| | With children | 1.9 |
| | With family | 25.0 |
| | Packaged tour | 0 |
| Repeater Rate | First | 8.5 |
| | Yearly | 8.3 |
| | Bi-yearly | 12.5 |
| | 3-4 times a year | 25.3 |
| | >=5 times a year | 45.3 |
| Type of Accommodation | Hotel | 34.9 |
| | B&B | 8.4 |
| | Guest house | 7.7 |
| | Private (Friends/ relatives) | 29.7 |
| | Self catering | 5.6 |
| | Caravan/ camping | 3.6 |
| | Backpacker | 1.0 |
| | Nature/ Game reserve | 7.1 |
| | Other | 1.9 |

In 2009, Mozambique provided 266,560 visitors, an impressive boost of 27.5 percent over 2008 with a monthly average of 22,213. Holiday visitors which now make up 40.1 percent of all Mozambican arrivals, increased by 7.1 percent when compared to 2008 records. VFR visitors also featured prominently in 2009 registering a share of 22.5 percent of Mozambican arrivals. In-transit travelers also increased by 5.8 percent to 24.0 percent in 2009 as a result of the now convenient route from Maputo to KwaZulu Natal in South Africa through Mhlumeni and Lavumisa Border Posts.

First time visits to Swaziland recorded growth of 3.1 percent, registering 8.7 percent in 2009 from 5.6 percent in 2008. The share of those visiting 2-4 times also increased from 31.6 percent in 2008 to 37.7 percent in 2009. This was mainly influenced by the holiday category (42.9 percent) while Mozambicans visiting for VFR reasons accounted for 37.0 percent of all VFR visitors who had made 2-4 repeat visits to Swaziland in 2009.

August to December was the most popular time for Mozambican visitors to travel to Swaziland, with 46.3 percent of all arrivals and 47.3 percent of all holiday travelers coming during these months. January to March were the lowest months, with improved results in April and July. January was the most popular month for VFR visitors, with 11.4 percent of all VFR visitors arriving during this month.

Mozambican travelers registered the highest length of stay in the top 10 source markets list recording an overall 4.6 nights. The average length of stay for Mozambican holiday visitors was 1.6 nights while VFR travelers stayed for a high average of 11.7 nights in 2009. Business visitors also stayed for considerable period recording an average length of stay of 10.7 nights.

More than 70 percent of all visitors from Mozambique were less than 45 years of age, with 25-34 years the largest age group (37.6 percent). Those aged 35-44 years and 45-54 years formed 32.3 percent and 15.1 percent, respectively of all Mozambican arrivals. In 2009 the share of travelers in the 55-64 years age group increased from 4.1 percent to 5.2 percent in 2009.

In 2009 the gender balance for all Mozambican visitors was higher for males at 61.7 percent and females at 38.2 percent. However, in the holiday segment females faired better at 43.9 percent while males recorded 38.6 percent. Similarly in the VFR segment females outnumbered males recording 26.0 percent while males in the VFR category recorded 20.1 percent. Travel by car (70.4 percent) was the most frequently used option for Mozambican visitors, with a smaller number using coach tours (0.2 percent) and air services (0.3 percent).

Hotels (34.9 percent), privately owned accommodation (29.7 percent), B&Bs (8.4 percent), guest houses (7.7 percent) and game/ nature parks (7.1 percent) were the most common accommodation types used by the overall Mozambican market. Although to a much lesser extent, backpackers and campgrounds/ caravan parks were also used Mozambican visitors. Holiday visitors however preferred to stay in game/ nature reserves (97.6 percent), backpackers (96.3 percent), B&Bs (93.9 percent), guest houses (84.4 percent) and camping/ caravan parks (83.3 percent). 75.1 percent of all VFR visitors used privately owned dwellings while self catering and guest houses featured for business visitors.

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The longer stay allowed Mozambican visitors to experience a wide range of attractions and activities during their visit. 45.4 percent were here for shopping, 14.3 percent visited game/ nature parks, 7.0 percent visited cultural and heritage sites, 6.2 percent enjoyed nightlife entertainment while 6.0 percent participated in adventure activities. Game viewing was the most popular with Mozambican holiday visitors.

## 5.3 United Kingdom

| | | |
|---|---|---|
| Population: | 62,041,708 (2009) | |
| Arrivals to Swaziland: | 24,100 visitors | ↑+11.7% |
| Arrivals to South Africa: | 486,692 visitors | ↑+0.3% |

**Table 11: United Kingdom Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| Reason for Visit | Holiday | 74.5 |
| | Business | 2.5 |
| | VFR | 9.3 |
| | Other | 13.7 |
| Age Group | 18-24 | 10.9 |
| | 25-34 | 20.1 |
| | 35-44 | 24.3 |
| | 45-54 | 17.3 |
| | 55-64 | 16.5 |
| | 65+ | 10.9 |
| Number of Nights Spent | 0 | 15.8 |
| | 1 | 35.0 |
| | 2 | 20.3 |
| | 3 | 10.8 |
| | 4+ | 18.0 |
| Mode of Travel | Car | 70.9 |
| | Air | 5.2 |
| | Tour Bus | 13.4 |
| | Other | 10.5 |
| Travel Partnership | Alone | 10.9 |
| | With partner | 41.9 |
| | With friends/ relatives | 18.9 |
| | with colleagues | 4.4 |
| | With children | 1.2 |
| | With family | 16.0 |
| | Packaged tour | 6.8 |
| Repeater Rate | First | 76.8 |
| | Yearly | 15.0 |
| | Bi-yearly | 4.3 |
| | 3-4 times a year | 2.4 |
| | >=5 times a year | 1.7 |
| Type of Accommodation | Hotel | 42.4 |
| | B&B | 6.9 |
| | Guest house | 6.9 |
| | Private (Friends/ relatives) | 13.6 |
| | Self catering | 2.1 |
| | Caravan/ camping | 3.4 |
| | Backpacker | 9.1 |
| | Nature/ Game reserve | 15.1 |
| | Other | 0.7 |

In 2009 the United Kingdom (UK) provided over 24,000 visitors, or 15.8 percent of all Swaziland's overseas arrivals for the year. Arrival figures from the UK to Swaziland have in the past 4 years ranged in area of 21,000 with 2009 recording a peak. Holiday visitors, which now make up 74.5 percent of all UK arrivals, have shown an increase of 7.1 percent in actual arrivals from 16,768 in 2008 to 17,955 in 2009 but in terms of the proportion of "purpose of visit" declined by 3.2 percent to 74.5 percent in 2009. The number of those visiting friends and relatives (VFR) as a proportion of total arrivals increased by just over 5 percent in 2009 to 9.3 percent.

In 2009, the population of the UK was estimated at 62 million with 58.1 million UK residents making trips abroad, making the UK propensity for outbound travel at 93 trips per 100 people. The UK was Swaziland's third largest international market in 2009, providing 24,100 visitors or 5.0 percent share of the UK visitors to RSA.

August to November was the most popular time for UK visitors to travel to Swaziland, with over 40 percent of all arrivals and 35 percent all holiday travelers coming during these months. This contrasts the low season from May to July. August was the peak month for UK holiday visitors while June was the lowest month.

UK travelers tended to stay longer than visitors from many other countries. The average length of stay for all UK visitors in 2009 was 3.0 nights. The average for holiday visitors was slightly shorter at 2.7 nights. Business visitors stayed for an average of 4.8 nights in 2009. A total of 35.1 percent of visitors spent 1 night, one fifth stayed for 2 nights and 28.5 percent spent 3 or more nights.

Four main age groups accounted for more than three quarters of all arrivals from the UK, including 35-44 years (24.3 percent), 25-34 years (20.2 percent), 45-54 years (17.3 percent), and 55-64 years (16.5 percent). This ranking remained relatively the same as that noted in 2008 with the age group 35-44 years leading in terms of arrivals and 65+ years accounting for the least numbers. This trend is however depicted differently in the age characteristics for UK holiday travelers above 45 years who accounted for the most holiday visitors while the age groups below 35 years had a higher share of visits to friends and relative (VFR); 18-24 years (13.9 percent) and 25-34 years (13.6 percent).

Most fully-independent and semi-independent UK visitors tended to make pre-booked itinerary arrangements whilst at home and formed the largest proportion of total arrivals (70.9 percent). Those on a group or packaged tour made up around 13 percent of the overall market, while airplane travelers accounted for 13.9 percent of holiday travel and 61.1 percent for the VFR market.

Hotels (42.3 percent), game/ nature parks (15.1 percent) and privately owned dwellings (13.5 percent) were the most common accommodation types used by the overall UK market. The influence of the VFR market was seen in the use of privately owned dwellings as 63.3 percent of all VFR visitors used this form of accommodation. Holiday visitors used a wider range of accommodation types, including game parks (98.8 percent), backpackers (96.2 percent), hotels (93.5 percent), guest houses (82.1 percent), privately owned dwellings (36.7 percent), B&Bs (76.9 percent), self catering (75.0 percent) and campgrounds/caravan parks (95.0 percent).

Walking/hiking, wildlife, cultural and historical tours, adventure activities, handicraft shopping and casinos each attracted more than 70 percent of all visitors from the UK. The pattern for VFR travelers was somewhat different with nightlife (29.8 percent), shopping (16.7 percent) and casino (16.7 percent) more popular. Holiday travelers tended to participate in a broader range of activities and attractions in Swaziland. 84.0 percent of holiday visitors from the UK enjoyed walking/hiking, 87.3 percent visited natural attractions, 84.4 percent participated in adventure activities, 87.3 percent visited cultural and historical sites and 87.9 percent shopped for handicraft and souvenirs. Casinos and nightlife activities were also popular with holiday visitors.

## 5.4 Germany

| | | |
|---|---|---|
| Population: | 81,757,600 (2009) | |
| Arrivals to Swaziland: | 15,639 visitors | ↓-18.2% |
| Arrivals to South Africa: | 210,917 visitors | ↓-11.5% |

**Table 12: Germany Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| **Reason for Visit** | Holiday | 85.8 |
| | Business | 1.3 |
| | VFR | 1.5 |
| | Other | 11.4 |
| **Age Group** | 18-24 | 4.7 |
| | 25-34 | 29.5 |
| | 35-44 | 35.1 |
| | 45-54 | 15.8 |
| | 55-64 | 10.0 |
| | 65+ | 4.9 |
| **Number of Nights Spent** | 0 | 13.4 |
| | 1 | 48.9 |
| | 2 | 22.4 |
| | 3 | 7.6 |
| | 4+ | 7.7 |
| **Mode of Travel** | Car | 80.5 |
| | Air | 1.8 |
| | Tour Bus | 12.5 |
| | Other | 5.1 |
| **Travel Partnership** | Alone | 4.3 |
| | With partner | 56.5 |
| | With friends/ relatives | 16.2 |
| | with colleagues | 3.6 |
| | With children | 0.4 |
| | With family | 13.5 |
| | Packaged tour | 5.5 |
| **Repeater Rate** | First | 86.8 |
| | Yearly | 7.7 |
| | Bi-yearly | 2.2 |
| | 3-4 times a year | 2.6 |
| | >=5 times a year | 0.6 |
| **Type of Accommodation** | Hotel | 47.9 |
| | B&B | 11.3 |
| | Guest house | 8.1 |
| | Private (Friends/ relatives) | 2.4 |
| | Self catering | 2.1 |
| | Caravan/ camping | 2.4 |
| | Backpacker | 6.4 |
| | Nature/ Game reserve | 18.7 |
| | Other | 0.7 |

In 2009, the population of Germany was estimated at 82 million representing a proportion of 1.2 percent of the world population. Germans are prolific travelers and, according to the United Nations World Tourism Organization, spend the most than any other nation on international travel. German residents undertook 71 million trips abroad in 2009, making the German propensity for outbound travel at 86 trips per 100 people. In 2009 Germany was Swaziland's sixth largest international market – a fall from the third spot maintained for the past three years – providing more 15,639 visitors or 7.4 percent share of the German visitors to South Africa.

Germany has over the years been Swaziland's first largest market in Europe but in 2009 it ranked fourth place in the overseas market as a result of the recession. In 2009, Germany provided 15,639 visitors, down 18.2 percent on 2008. Holiday visitors which now make up 85.7 percent of all German arrivals, have remained the same as those recorded in 2008. However the actual figure was a weaker 13,403 in 2009 from 16,378 in 2008 as a result of the overall decline recorded in German arrivals. In-transit travelers recorded a slight drop of 1.1 percent to 10.5 percent in 2009.

Just over 13 percent of German visitors recorded in 2009 had previously visited Swaziland. This was an improvement of 3.4 percent when compared to 2008. This was influenced to some extent by the holiday category (68.2 percent) as only 15.9 percent of all VFR visitors from Germany have previously been to Swaziland. Over three quarters of all German arrivals took the opportunity to visit another country en route either to or from Swaziland. This figure was similar for holiday travelers but slightly lower for the business segment (81.8 percent). The most popular stopover en route was South Africa, which attracted 87.4 percent of all our German visitors and holiday visitors. Mozambique was another destination that featured in itineraries for Germans visiting Swaziland. Given the relatively high cost and long journey to Swaziland, German nationals seek to break their travel into shorter segments and take the opportunity to visit other destinations.

August to November was the most popular time for German visitors to travel to Swaziland, with 48 percent of all arrivals and 46 percent of all holiday travelers coming during these months. May to July were the weakest months from the German market, with slightly better results for February to April.

German travelers spent fewer nights recording a figure (2.0 nights) below the overall international visitor average in 2009 of 2.5 nights. The average length of stay for German holiday visitors was 1.8 nights while VFR travelers stayed for an average of 7.2 nights in 2009.

The higher number of nights for VFR was largely due to the 1.7 percent VFR German visitors staying for longer periods and thus skewing the resultant length of stay.

More than half of all visitors from Germany were less than 45 years of age, with 35-44 years the largest age group (35.1 percent). Those aged 25-34 years and 45-54 years formed 29.5 percent and 15.8 percent, respectively of all German arrivals. In 2009 the share of travelers in the 55-64 years age group increased from 8.8 percent to 10.0 percent in 2009.

In 2009 the gender was skewed towards male German visitors at 61.2 percent male and 38.8 percent female. In the holiday segment the genders were closely balanced at 86.2 percent female and 85.1 percent male.

A similar trend of European visitors is that most parts of their itinerary are pre-booked, with mild changes in the arrangements made as they travel through Swaziland. Fully-independent travelers and semi-independent travelers formed the largest proportion of total arrivals (82.2 percent) from the German market. Those on a group or packaged tour made up 12.6 percent of the overall market, a sharp decline of 19.3 percent from 31.9 percent in 2008. Travel by car (80.3 percent) was the most frequently used option for German visitors, with a smaller number using coach tours (12.6 percent) and air services (1.9 percent).

Hotels (47.9 percent), game/ nature parks (18.7 percent), B&Bs (11.2 percent), guest houses (8.1 percent) and backpackers (6.4 percent) were the most common accommodation types used by the overall German market. Although to a much lesser extent, campgrounds, self catering and privately owned dwellings were also used German visitors. Holiday visitors used an identical range of options, the top five including game/ nature reserves (100 percent), B&Bs (100 percent), backpackers (97.8 percent), guest houses (96.5 percent) and hotels (96.4 percent). 64.7 percent of all VFR visitors used privately owned dwellings while hotels and guest houses featured for business visitors.

A longer stay in Swaziland allowed German visitors to experience a wide range of attractions and activities during their visit. 21.9 percent visited game/ nature parks, 7.2 percent enjoyed walking/ hiking, 21.3 percent shopped for handicraft souvenirs, 10.5 percent participated in adventure activities and 13.8 percent visited cultural and heritage sites. Wildlife and hiking were the most popular with German holiday visitors.

## 5.5 Netherlands

| | | |
|---|---|---|
| Population: | 16,599,975 (2009) | |
| Arrivals to Swaziland: | 19,604 visitors | ↑+11.7% |
| Arrivals to South Africa: | 122,604 visitors | ↓-4.3% |

**Table 13: Netherlands Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| **Reason for Visit** | Holiday | 91.1 |
| | Business | 0.6 |
| | VFR | 0.9 |
| | Other | 7.4 |
| **Age Group** | 18-24 | 6.5 |
| | 25-34 | 30.0 |
| | 35-44 | 30.2 |
| | 45-54 | 15.0 |
| | 55-64 | 11.2 |
| | 65+ | 7.1 |
| **Number of Nights Spent** | 0 | 8.6 |
| | 1 | 52.4 |
| | 2 | 26.3 |
| | 3 | 6.8 |
| | 4+ | 5.9 |
| **Mode of Travel** | Car | 86.5 |
| | Air | 1.2 |
| | Tour Bus | 9.0 |
| | Other | 3.3 |
| **Travel Partnership** | Alone | 2.5 |
| | With partner | 58.2 |
| | With friends/ relatives | 18.4 |
| | with colleagues | 1.5 |
| | With children | 0.3 |
| | With family | 16.2 |
| | Packaged tour | 2.8 |
| **Repeater Rate** | First | 89.7 |
| | Yearly | 6.5 |
| | Bi-yearly | 1.8 |
| | 3-4 times a year | 1.2 |
| | >=5 times a year | 0.9 |
| **Type of Accommodation** | Hotel | 47.4 |
| | B&B | 9.2 |
| | Guest house | 7.1 |
| | Private (Friends/ relatives) | 1.4 |
| | Self catering | 2.6 |
| | Caravan/ camping | 3.7 |
| | Backpacker | 4.2 |
| | Nature/ Game reserve | 23.7 |
| | Other | 0.6 |

In 2009 the Netherlands accounted for 19,604 visitors or 12.8 percent of all Swaziland's overseas arrivals for the year, becoming the second largest overseas source market. This was Netherlands best performance with a growth of 11.7 percent when compared with 2008.

The Netherlands is also primarily a holiday market, with this segment making up 91.1percent of all arrivals. This proportion has remained static with 91.8 percent noted in 2008. Over 89 percent were visiting Swaziland for the first time with only 3.9 percent having visited Swaziland at least twice.

In 2009, the population of the Netherlands was estimated at 16.5 million. Dutch residents made 40 million trips abroad and 31 million trips to other long-haul destinations. Forty percent of the long-haul trips were to Europe and 18 percent traveled to Asia.

October to January was the most popular time for Dutch visitors to travel to Swaziland, with over 55 percent of all visitors coming during these four months. March to June was the lowest period, with slightly better results for July to August. November was undoubtedly the most popular month with a record of 5,576 arrivals.

The average length of stay for all Netherlands visitors in 2009 was 1.7 nights with an average of 1.6 nights for holiday travelers and an average of 1.6 nights for VFR in 2009. The most frequent length of stay, which often more typically represents the time spent in Swaziland, was a shorter 1.0 night.

Those aged between 25 and 64 years accounted for 86.3 percent of total arrivals from this market. Displaying a similar trend with other European markets, the largest age group was 35-44 years; 89.5 percent of the holiday category and 30.2 percent of all Dutch arrivals. Those aged 25-34 years (30.1 percent) formed the next largest group.

A considerable number of Netherlands nationals traveled relatively independently while in Swaziland. Some key parts of their itinerary were pre-booked with other arrangements made as they traveled throughout Swaziland. Although packaged tour travelers made up only 9.0 percent of the overall market, 93.6 percent were holiday visitors while 6.4 percent were in transit. Travel by car (86.7 percent) was the most frequently used option for US visitors, while air travel was at 13.2 percent, and tour coaches at 9.0 percent.

Hotels (47.9 percent), game/ nature parks (18.7 percent) and B&B (11.2 percent) were the most common accommodation types used by the overall Netherlands market. The influence of the VFR market was seen in the use of privately owned dwellings with 41.7 percent of all VFR visitors using this form of accommodation. Holiday visitors used a wider range of options, including hotels (98.2 percent), game/ nature parks (100 percent), B&Bs (97.4 percent), backpackers (97.1 percent), self catering (95.2 percent) and guest houses (94.9 percent).

Walking/hiking, cultural activities, game/ nature parks, adventure activities and handicraft shopping were undertaken by more than 70 percent of all visitors, and the pattern was fairly similar for holiday travelers. 98.8 percent of holiday visitors participated in cultural activities, 98.5 percent visited game/ nature reserves, 98.5 percent visited casinos, 98.3 enjoyed handcraft shopping while 97.9 percent engaged in walking/ hiking. Adventure activities and nightlife were also popular with holiday visitors. Business and visiting friends and relatives (VFR) travelers were less involved in recreational activities.

## 5.6 France

Population: 65,447,374

Arrivals to Swaziland: 16,638 ↑+0.1%

Arrivals to South Africa: 116,517 ↓-8.9%

### Table 14: France Profile Table, 2009

| | Variable | Percentage |
|---|---|---|
| Reason for Visit | Holiday | 93.0 |
| | Business | 0.8 |
| | VFR | 1.7 |
| | Other | 4.4 |
| Age Group | 18-24 | 7.5 |
| | 25-34 | 31.5 |
| | 35-44 | 31.0 |
| | 45-54 | 13.1 |
| | 55-64 | 12.7 |
| | 65+ | 4.2 |
| Number of Nights Spent | 0 | 5.9 |
| | 1 | 65.4 |
| | 2 | 19.0 |
| | 3 | 4.9 |
| | 4+ | 4.7 |
| Mode of Travel | Car | 74.7 |
| | Air | 1.3 |
| | Tour Bus | 19.0 |
| | Other | 4.9 |
| Travel Partnership | Alone | 7.6 |
| | With partner | 52.3 |
| | With friends/ relatives | 14.7 |
| | with colleagues | 4.6 |
| | With children | 0.2 |
| | With family | 15.7 |
| | Packaged tour | 5.1 |
| Repeater Rate | First | 92.9 |
| | Yearly | 2.4 |
| | Bi-yearly | 2.8 |
| | 3-4 times a year | 1.4 |
| | >=5 times a year | 0.5 |
| Type of Accommodation | Hotel | 57.2 |
| | B&B | 10.5 |
| | Guest house | 5.8 |
| | Private (Friends/ relatives) | 2.0 |
| | Self catering | 2.5 |
| | Caravan/ camping | 1.8 |
| | Backpacker | 6.7 |
| | Nature/ Game reserve | 13.2 |
| | Other | 0.2 |

In 2009 France recorded 16,638 visitors arrivals, or 10.9 percent of all Swaziland's overseas arrivals for the year. This has led France to become the third largest overseas market from a ranking of fifth place in 2008. Holiday visitors, which now make up 93.1 percent of all French arrivals, have shown an increase of 1.7 percent when compared year-on-year although the actual figure has remained in the 16,000 range. The number of those visiting friends and relatives (VFR) visitors as a proportion of total French arrivals recorded a marginal increase of 0.7 percent in 2009.

In 2009, the population of France was estimated at 61 million. French residents made 68.6 million trips abroad with around 21 percent of the outbound trips were to long-haul destinations beyond Europe. France was Swaziland's fifth largest international market in 2009, providing 14.8 percent share of France's visitors to RSA.

August to November was the most popular time for French visitors to travel to Swaziland, with over 50 percent of all arrivals and all holiday travelers coming during these months. This contrasts the low season from April to June. November was the peak month for French visitors while December was the lowest month.

Visitors from France spent the least nights amongst the top 10 source markets with an average of 1.5 nights in 2009. The average for holiday visitors was also short at 1.5 nights. VFR visitors stayed for an average of 1.8 nights in 2009. A total of 65.4 percent spent a night, while 19.0 percent stayed for 2 nights and less than a tenth spent 3 or more nights.

Three main age groups account for more than over 75 percent of all arrivals from France, including 35-44 years (31.5 percent), 25-34 years (30.8 percent), 55-64 years (13.3 percent). Arrivals in the age group 45-54 years dropped by over 8 percent from 21.1 percent in 2008 to 12.9 percent in 2009.

A significant proportion of French visitors were on packaged tours (19.0 percent), a decline of 6.1 percent compared to 2008 and 99.1 percent of these were holiday visitors. Air travel accounted for 216 arrivals with 62.5 percent being the holiday segment and 25.0 percent of business travel in 2009. However, more fully-independent and semi-independent French visitors were noted with some having made pre-booked itinerary arrangements whilst at home (70.9 percent).

Hotels (57.3 percent), game/ nature parks (13.2 percent) and B&Bs (10.5 percent) were the most common accommodation types used by the overall French market. The influence of the VFR market was noted in the use of privately owned dwellings as 54.6 percent of all VFR visitors used this form of accommodation. Holiday visitors used a wider range of accommodation types, including guest houses (100 percent), self catering (100 percent), game/ nature parks (98.6 percent), B&Bs (98.3 percent), hotels (98.1 percent), backpackers (97.3 percent), and campgrounds/caravan parks (90.0 percent).

Handicraft shopping, wildlife, cultural and historical sites and adventure activities and casinos each attracted more than 10 percent of all visitors from France. Holiday travelers tended to participate in a broader range of activities and attractions in Swaziland. 98.9 percent of holiday visitors from France enjoyed walking/hiking, 98.8 percent visited cultural and historical sites, 98.8 percent shopped for handicraft and souvenirs, 98.6 percent participated in adventure activities and 96.6 percent visited game/ nature parks. The pattern for VFR travelers was somewhat different with nightlife (16.7 percent) and casinos (5.9 percent) proving to be more popular.

### 5.7 United States of America

| | | |
|---|---|---|
| Population: | 308,971,000 | |
| Arrivals to Swaziland: | 14,925 | ↑+3.5% |
| Arrivals to South Africa: | 262,866 | ↓-8.5% |

**Table 15: United States of America Profile Table, 2009**

| | Variable | Percentage |
|---|---|---|
| **Reason for Visit** | Holiday | 72.0 |
| | Business | 8.5 |
| | VFR | 7.3 |
| | Other | 12.2 |
| **Age Group** | 18-24 | 17.2 |
| | 25-34 | 24.9 |
| | 35-44 | 25.4 |
| | 45-54 | 16.7 |
| | 55-64 | 9.5 |
| | 65+ | 6.2 |
| **Number of Nights Spent** | 0 | 10.1 |
| | 1 | 23.1 |
| | 2 | 22.4 |
| | 3 | 10.3 |
| | 4+ | 34.2 |
| **Mode of Travel** | Car | 65.9 |
| | Air | 13.4 |
| | Tour Bus | 7.5 |
| | Other | 13.1 |
| **Travel Partnership** | Alone | 12.2 |
| | With partner | 28.1 |
| | With friends/ relatives | 27.6 |
| | with colleagues | 10.5 |
| | With children | 0.7 |
| | With family | 16.4 |
| | Packaged tour | 4.4 |
| **Repeater Rate** | First | 92.9 |
| | Yearly | 2.4 |
| | Bi-yearly | 2.8 |
| | 3-4 times a year | 1.4 |
| | >=5 times a year | 0.5 |
| **Type of Accommodation** | Hotel | 41.4 |
| | B&B | 5.8 |
| | Guest house | 9.9 |
| | Private (Friends/ relatives) | 10.4 |
| | Self catering | 3.3 |
| | Caravan/ camping | 4.1 |
| | Backpacker | 9.3 |
| | Nature/ Game reserve | 14.2 |
| | Other | 1.6 |

In 2009 the USA provided 14,925 visitors, or 9.8 percent of all Swaziland's overseas arrivals for the year. This was the market's best performance yet with the near highest noted in 2006 at 14,699 visitor arrivals.

The USA is primarily a holiday market, with this segment making up 71.8 percent of all arrivals. This proportion increased from 66 percent noted in 2008 while the proportions of Americans visiting friends and relatives (VFR) and business travelers dropped by 1.2 percent and 1.7 percent to 7.3 percent and 8.5 percent, respectively. Only just over 20 percent of all visitors from the USA had previously been to Swaziland in 2009.

In 2009, the population of the USA was estimated at 308 million. US residents made 40 million trips abroad: 9 million trips to Canada and Mexico, and 31 million trips to other long-haul destinations. The United States was Swaziland's seventh largest international market providing 5.6 percent share of USA visitors to RSA.

July to September was the most popular time for US visitors to travel to Swaziland, with nearly 30 percent of all US visitors coming during these months. February, March, November and December were the weakest months from the US market, with slightly better results for January and May. June and July were the most popular months for VFR visitors, with 40 percent of all VFR visitors arriving during these months.

The average length of stay for all US visitors in 2009 was 4.4 nights, one of the highest lengths of stay noted from the top 10 source markets to Swaziland. The average for holiday visitors was slightly lower at 3.2 nights while VFR visitors stayed for an average of 7.4 nights in 2009. The most frequent length of stay in 2009 for all US visitors and for holiday travelers was 1-2 nights. For business visitors the mode stay was 2 nights. Nearly 45 percent of all USA arrivals spent 3 or more nights or more and the pattern was similar for holiday visitors (40 percent).

Fifty seven percent of the US market was aged 35 years or older. This was even more pronounced for the holiday segment where 62.8 percent were aged at least 35 years or older. The largest age group was those aged 35-44 years; 27.1 percent of the holiday category and 25.5 percent of all US arrivals. Those aged 25-34 years (24.8 percent) formed the next largest group. In 2009 an uneven gender balance was noted for all US visitors, with 58.6 percent female and 41.4 percent male. For the holiday segment 72.2 percent arrivals were female.

Many Americans traveled relatively independently while in Swaziland. Some key parts of their itinerary were pre-booked with other arrangements made as they traveled throughout Swaziland. Fully-independent visitors and semi-independent travelers formed the largest proportion of total arrivals (65.9 percent) and holiday arrivals (68.5 percent) from the USA. Those on a group or packaged tour made up only 7.6 percent of the overall market but 100 percent of the packaged tour holiday market. Travel by car (65.9 percent) was the most frequently used option by US visitors, followed by air (13.2 percent), and tour coaches (7.6 percent).

Hotels (41.3 percent), game/ nature parks (14.5 percent) and privately owned dwellings (10.4 percent) were the most common accommodation types used by the overall US market. The influence of the VFR market was seen in the use of privately owned dwellings with 63.2 percent of all VFR visitors using this form of accommodation. Holiday visitors used a wider range of options, including game/ nature parks (98.1 percent), backpackers (94.1 percent), camping and caravan parks (92.9 percent), hotels (85.3 percent) and guest houses (66.7 percent).

Wildlife viewing, cultural activities, adventure activities, and shopping were undertaken by more than 10 percent of all visitors. A larger proportion of holiday travelers participated in a broader range of activities and attractions in Swaziland with 86.4 percent of holiday visitors from the USA participating in adventure activities, 84.9 percent visiting a cultural or heritage site, 82.3 percent visiting game/ nature reserves, 81.0 percent shopping for handicraft, and 79.6 enjoying walking/ hiking. Nightlife entertainment was also very popular with holiday visitors.

## Chapter 6 Seasonality

In Swaziland visitor arrival numbers vary significantly depending on the time of the year. Summer (Southern Hemisphere) remains the peak arrival season with fewer arrivals during autumn. The trend fluctuations noted during the months are predominately determined by arrivals from South Africans with key factors including South Africa's school and university holidays and special Swaziland events (mainly cultural). August to December was the most popular time for traveling to Swaziland, with over 36 percent of all visitors arriving during these months. The troughs were noted in the months of February to March, and this pattern was very similar for the holiday segment. Family visits over the Christmas season made December the most popular month for VFR visitors accounting for 18,865 VFR arrivals of the months 140,781 arrivals. Business traffic was relatively consistent throughout the year.

Visitor varied by as much as 56,569 visitors between different months of the year.

- Peak month: December (140,781 visitors, 10.5 percent of all arrivals)
- Low month: February (84, 212 visitors, 6.3 percent of all arrivals)

**Figure 3: Monthly Visitor Arrivals, 2009**

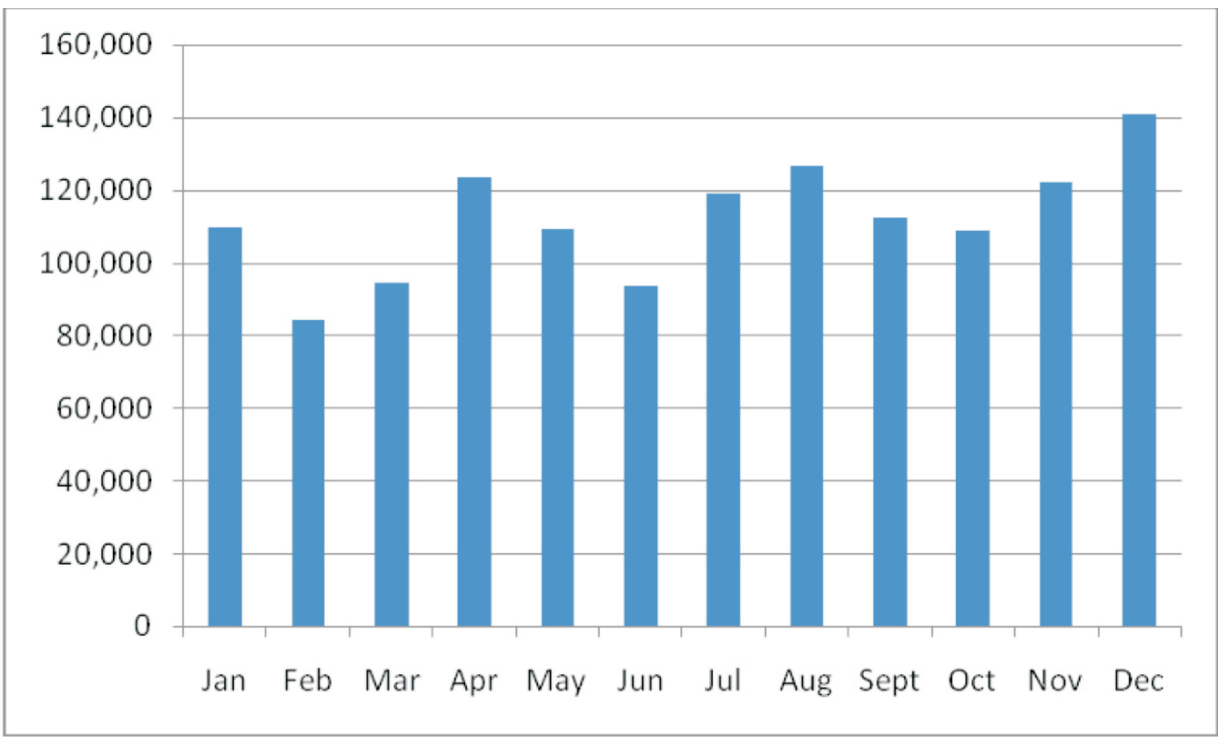


**Figure 4: Seasonality of Vistor Arrivals: 2007-2009**

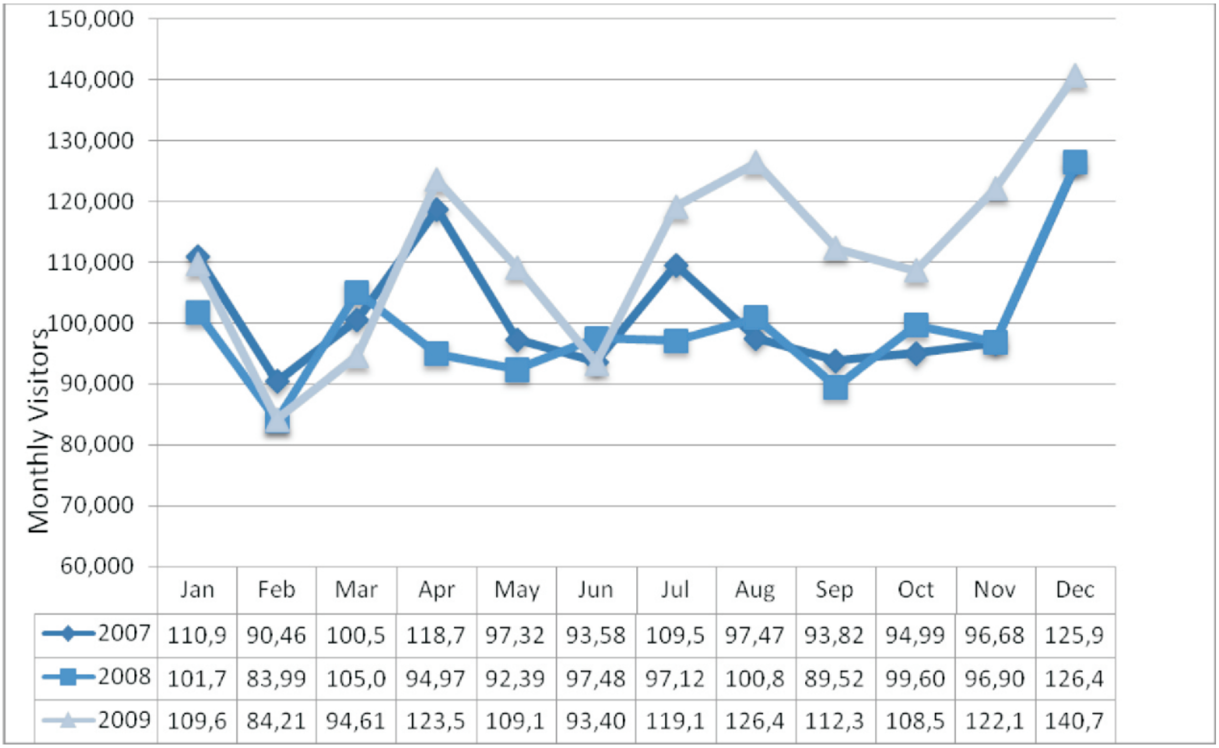


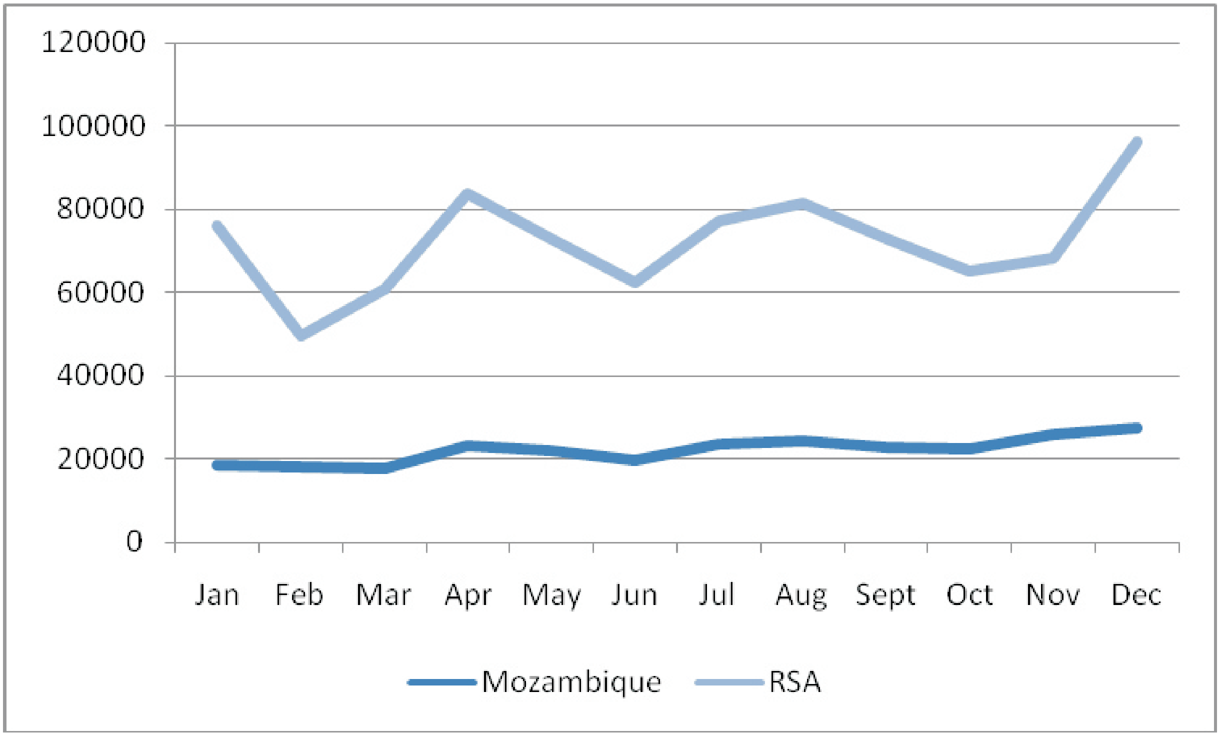

**Table 16: International Visitors by Season, 2009**

| Season | Number of visitors | % of total visitor arrivals |
|---|---|---|
| Summer (Nov-Jan) | 372,572 | 27.7 |
| Autumn (Feb-Apr) | 302,353 | 22.5 |
| Winter (May-Jul) | 321,675 | 23.9 |
| Spring (Aug-Oct) | 347,347 | 25.8 |

*Source: Entry/ Exit Cards 2009, Department of Immigration*

Seasonality commonly varies between markets. Overall it is less pronounced when markets are viewed individually with Mozambique, Belgium, Australia, Republic of China and India displaying a more linear pattern.

**Figure 5: Sub-Saharan Africa Markets Seasonality**



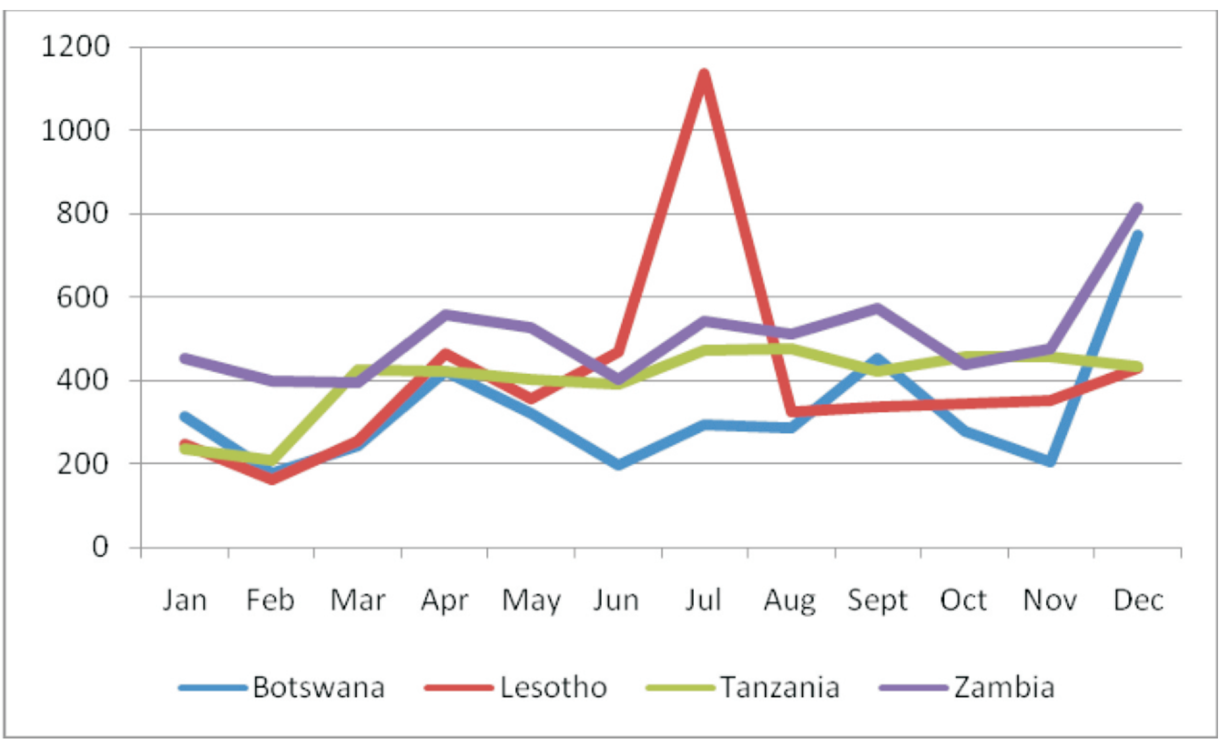
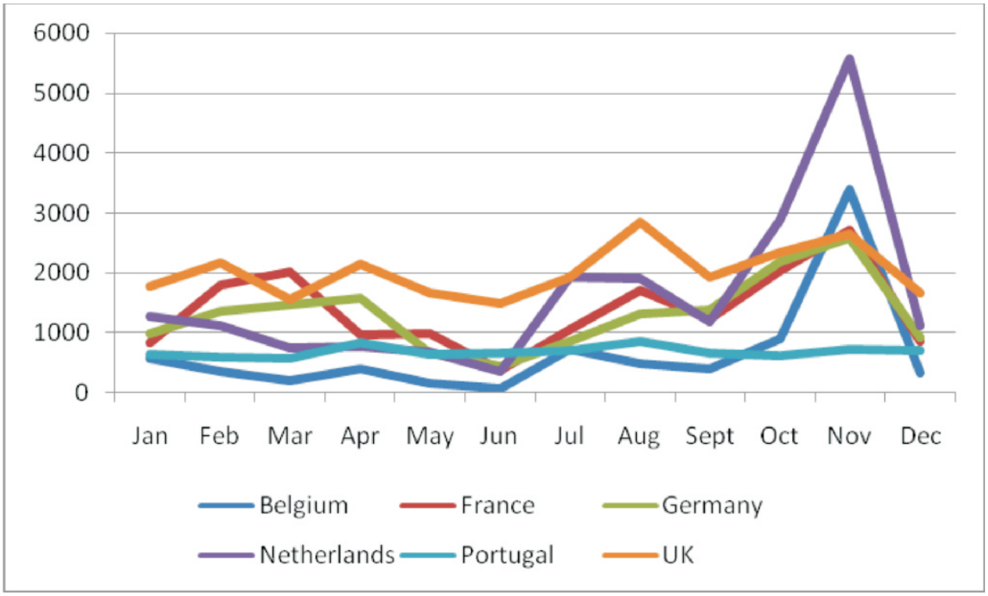
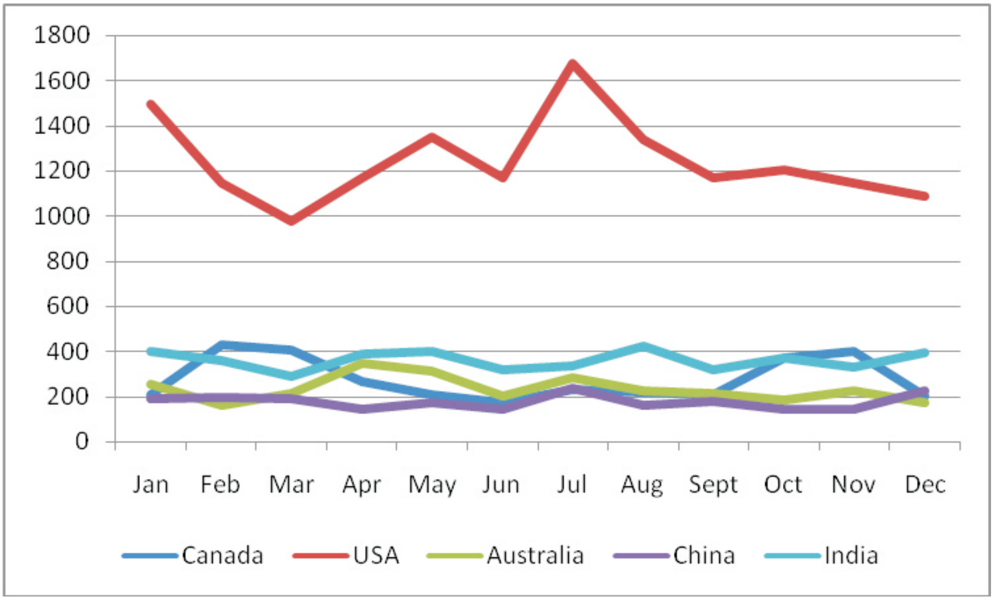



**Figure 6: European Markets Seasonality**




The warmer season (southern hemisphere) was the most popular travel period for visitors from Belgium, France, Germany, Netherlands, Portugal and UK. In 2009 strong peaks were noted during the months of April, August and November. Throughout the year visitors from these source markets were characterized by erratic growth and decline patterns, with the exception of Portugal which displayed a relatively linear monthly arrival pattern.

**Figure 7: Americas, Asia and Australia Markets Seasonality**

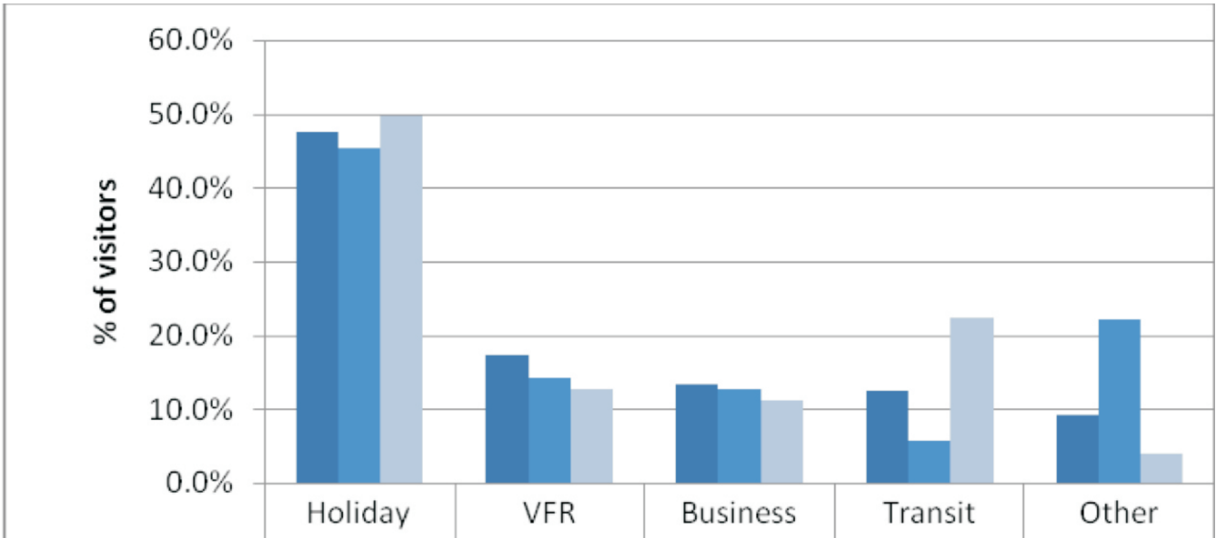



Visitor arrivals from Canada, Australia, China and India were on a month-to-month basis steady with mini-peaks noted during the autumn and winter months (southern hemisphere). On the other hand, arrivals from USA demonstrated severe monthly fluctuation patterns with peaks in January and July and a trough in March.

## Chapter 7 Purpose of Visit

The majority of visitors in 2009 arrived for the main purpose of holiday/ leisure recording 49.8 percent, a growth of 4.5 percent from 2008. Visitor segments citing their main purpose of visit as business and visiting friends and relatives (VFR) both registered a decline in 2009 recording 11.2 percent and 12.6 percent respectively, a fall from 12.7 percent and 14.2 percent compared to 2008. In contrast, in-transit travelers grew by 16.8 percent to record 22.4 percent in 2009.

**Figure 8: Purpose of Visit, 2007-2009**

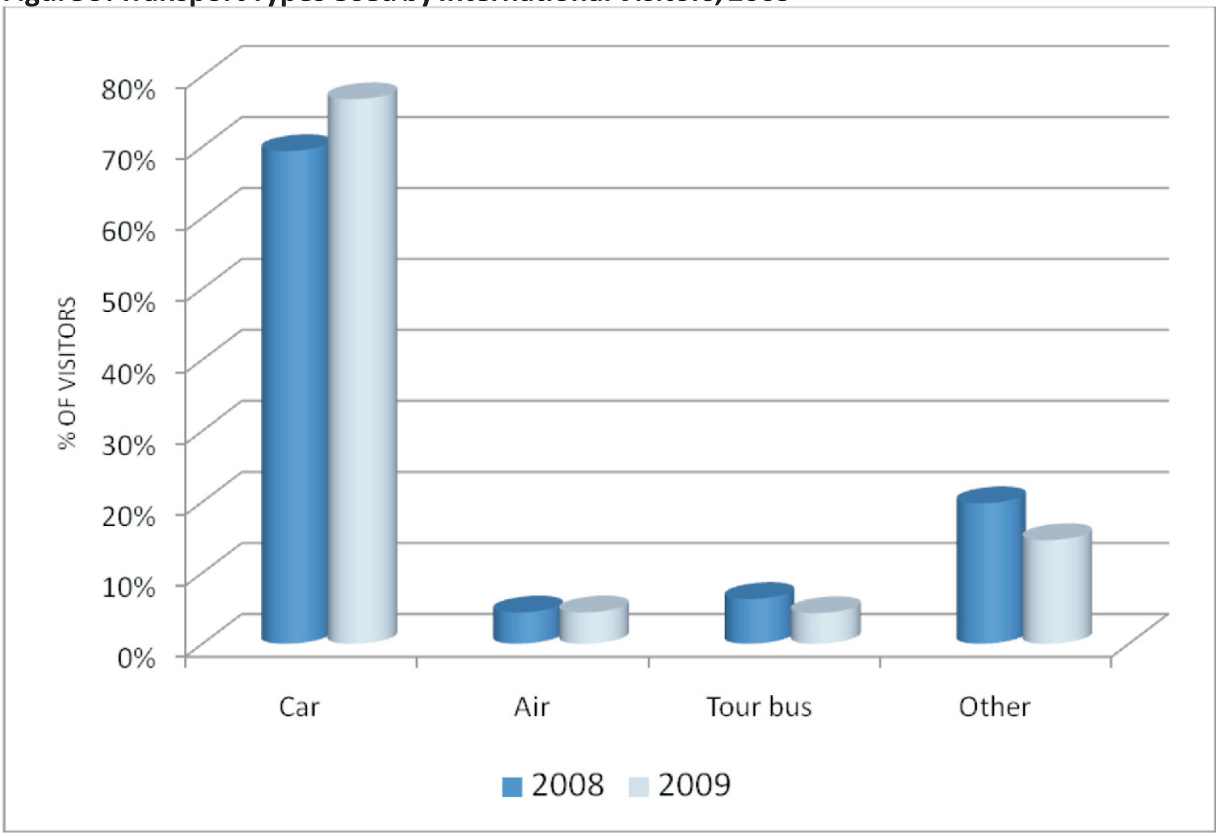



| | Holiday | VFR | Business | Transit | Other |
|---|---|---|---|---|---|
| 2007 | 47.6% | 17.3% | 13.4% | 12.4% | 9.3% |
| 2008 | 45.3% | 14.2% | 12.7% | 5.6% | 22.2% |
| 2009 | 49.8% | 12.6% | 11.2% | 22.4% | 4.0% |

## Chapter 8 Mode of Transport

Travel by car (76.7 percent) was the most frequently used option for international visitors, followed by air services (4.4 percent). The number of those arriving in tour coaches registered a decline from 6.3 percent in 2008 to 4.3 percent in 2009. Cars and scheduled coaches were the most frequently used mode of transport by holiday visitors while business visitors mostly used cars.

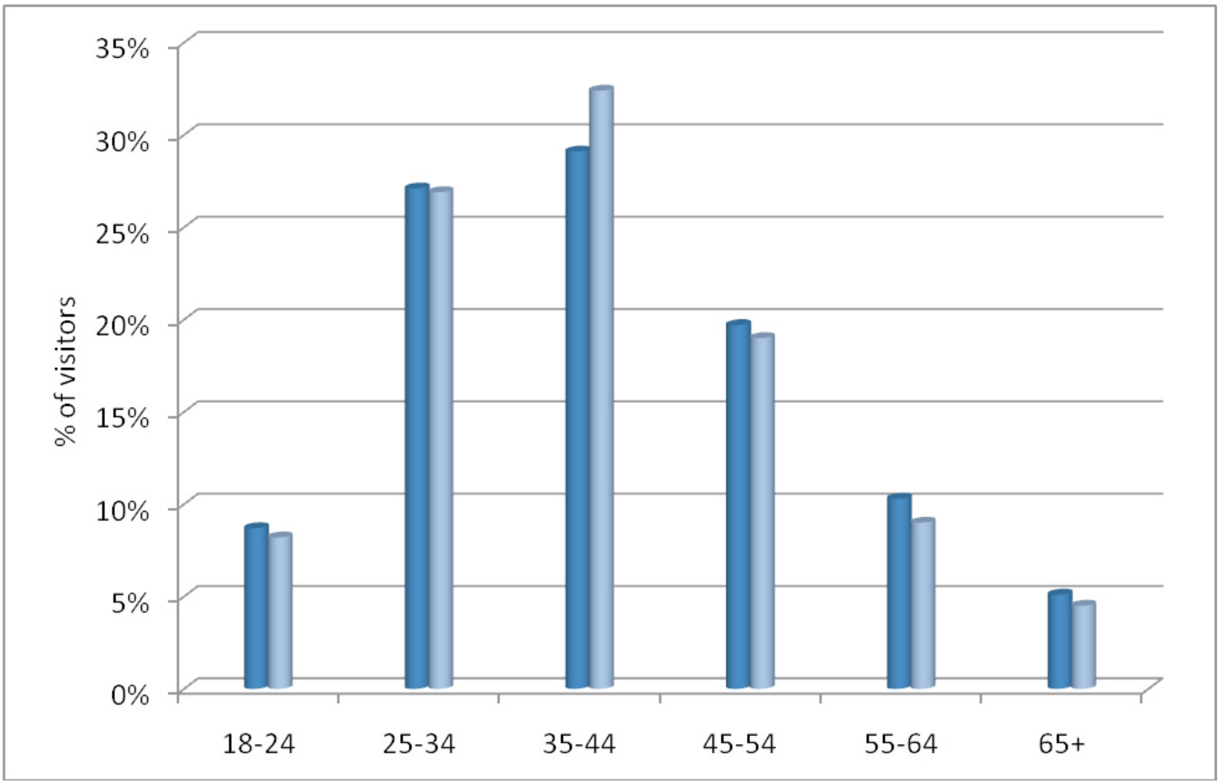
**Figure 9: Transport Types Used by International Visitors, 2009**



## Chapter 9 Age Group

Three main age groupings of international visitor arrivals accounted for 75.9 percent of all arrivals to Swaziland. These were: 25-34 years (26.9 percent), 35-44 years (32.4 percent) and 45-54 years (19.0 percent). These same age groupings also accounted for 77.4 percent of the holiday segment and 76.1 percent of the VFR market. With a middle-aged population in many of our main markets, travelers in the 35-54 years aged groups will become even more significant in the future.

**Figure 10: Age Group, 2009**



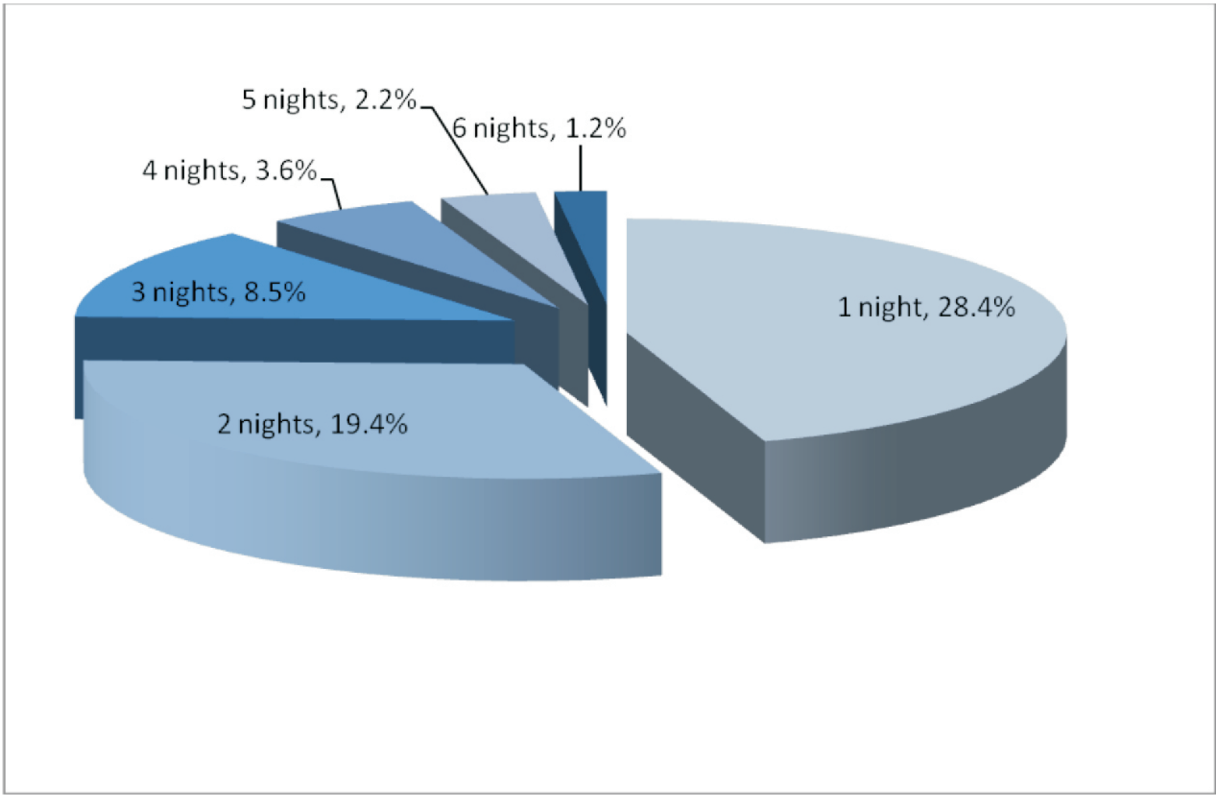
## Chapter 10 Length of Stay

Of the 1,3 million international visitors recorded in 2009, just over 900, 000 spent at least one night in the country representing a share of 67.6 percent while another 138, 427 (10.3 percent) visited for the day. Visitors passing through grew significantly by 16.8 percent to 22.0 percent in 2009 accounting for 297,013 travelers.

The top 10 markets spending longer nights in Swaziland resembled that of the top 10 list of visitor-generating markets, although the order slightly differed. Regional markets tended to spend more nights when compared to overseas markets that normally combine their Swaziland tour with one or more countries resulting in less nights being spent in the country.

The most common length of stay, which often more typically represents the time spent in Swaziland was 1 night. Overall visitors spent an average of 2.5 nights in Swaziland, compared with 2.0 nights for holiday visitors, 5.8 nights for VFR and 3.6 nights for business visitors. More than 70.7 percent of all holiday travelers stayed for 1-2 nights, while more than 21.5 percent stayed longer than 2 nights. 46.7percent of all VFR visitors stayed 1-2 nights and more than 45 percent stayed longer than 2 nights.

**Figure 11: Length of Stay, 2009**

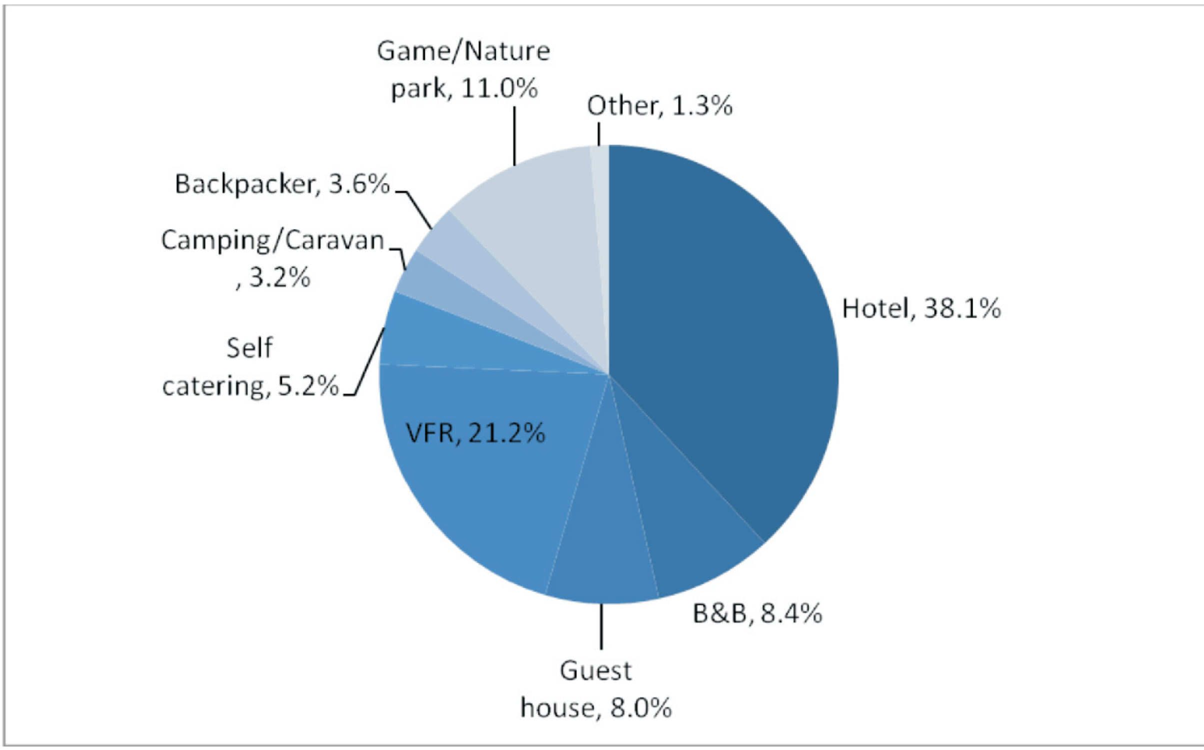


## Chapter 11 Accommodation Usage

In 2009 accommodation suppliers achieved satisfactory performance in a difficult environment. During this period Swaziland offered about 140 formal accommodation establishments with a portfolio that includes 25 hotels, 27 guesthouses, 48 bed & breakfasts and more with around 2,297 beds and 1331 rooms. Room occupancy stood at 52.8 percent up by 5.1 percent year-on-year with 2008.

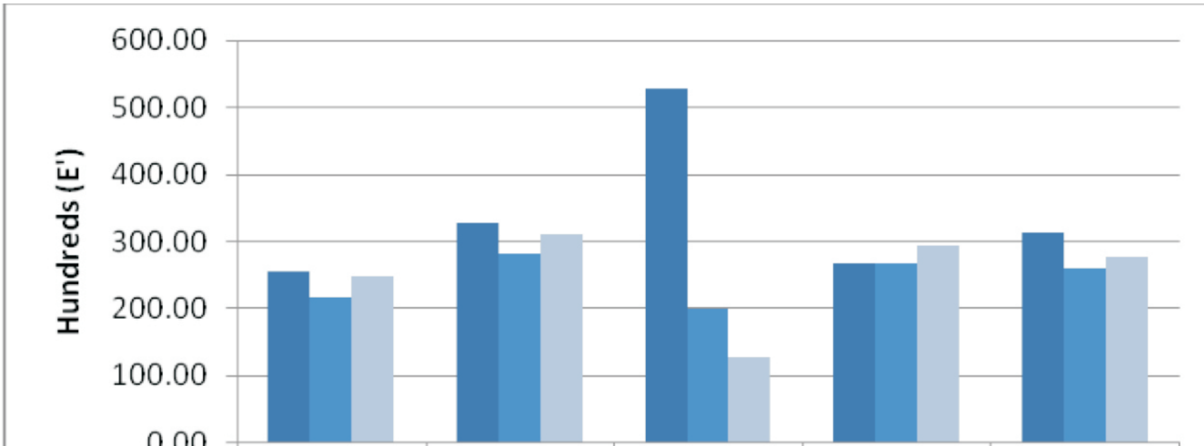
Hotels (38.1 percent), privately owned lodgings (21.2 percent) and game/ nature reserves (11.0 percent) were the most common accommodation types used by all international visitors. The influence of the VFR segment was noted in the use of privately owned dwellings, with 90.8 percent of these visitors using this option. Holiday visitors predominantly used hotels (48.3 percent), game/ nature reserves (15.9 percent), B&Bs (10.0 percent), guest houses (8.1 percent) and backpackers (5.0 percent), while business travelers mostly used hotels, guesthouses, self catering or B&Bs.

**Figure 12: Accommodation Usage by Visitors, 2009**




A slight increase in expenditure was noted on paid accommodation with overnight guests spending E278.02 per night in 2009. During this period the Ezulwini area which offers the most beds registered expenditure per night slightly higher than the average. Mbabane and the remaining areas of Swaziland performed better whilst spend per night in the Manzini region fell from E200.53 in 2008 to E162.72 in 2009.

**Figure 13: Average Spend per Night on Paid Accommodation, 2007-2009**

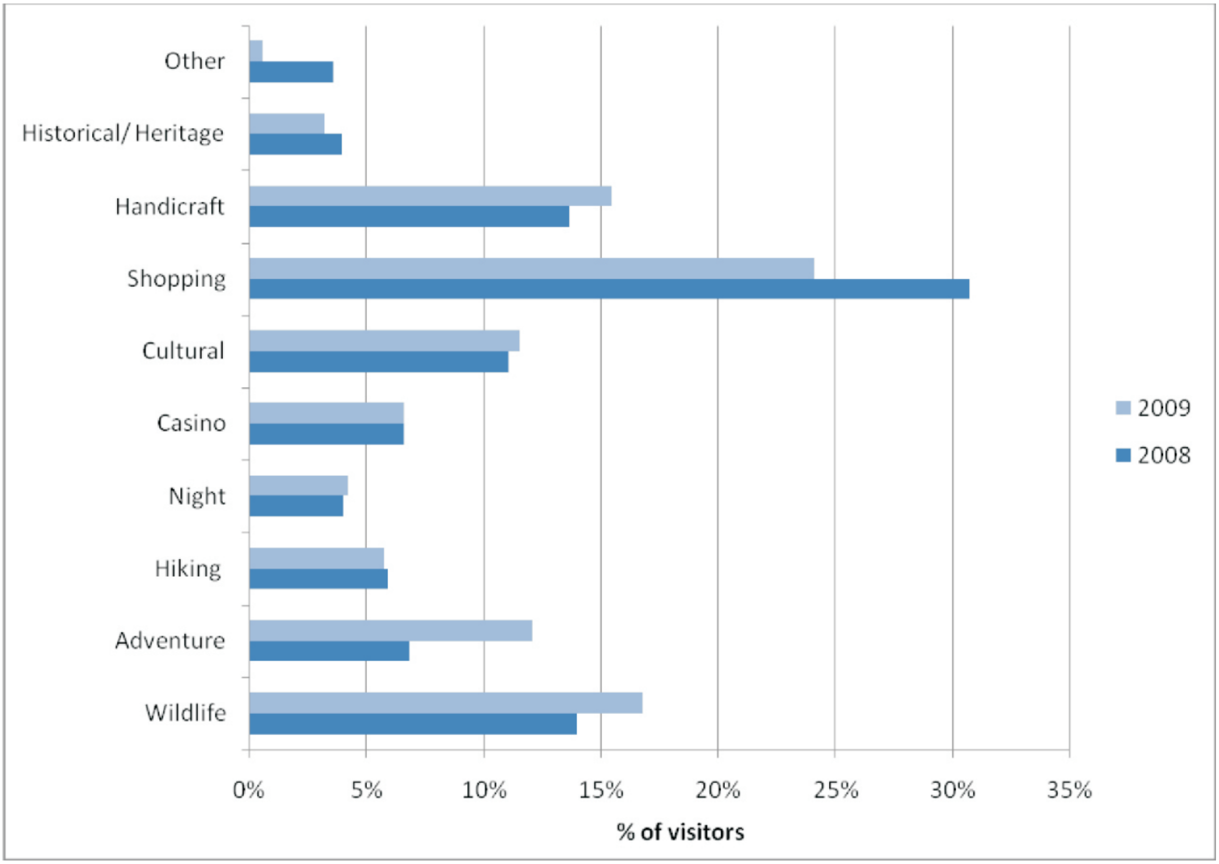



| | Mbabane | Ezulwini | Manzini | Rest of Swd | Total |
|---|---|---|---|---|---|
| 2007 | 256.46 | 326.69 | 526.74 | 266.62 | 312.08 |
| 2008 | 216.28 | 281.31 | 200.53 | 268.66 | 261.18 |
| 2009 | 247.56 | 310.26 | 126.72 | 294.08 | 278.02 |

## Chapter 12 Activities Engaged In

International visitors participated in a wide range of attractions and activities while in Swaziland. Generic activities such as game viewing, adventure, shopping and cultural activities were the most popular, each attracting over 150,000 visitors (at least 50 percent of the total) in 2009. These were followed by a diverse range of specific options, including casinos, hiking, golf and nightlife, all of which attracted at least 229,815 visitors (17.1 percent of the total) in 2009.

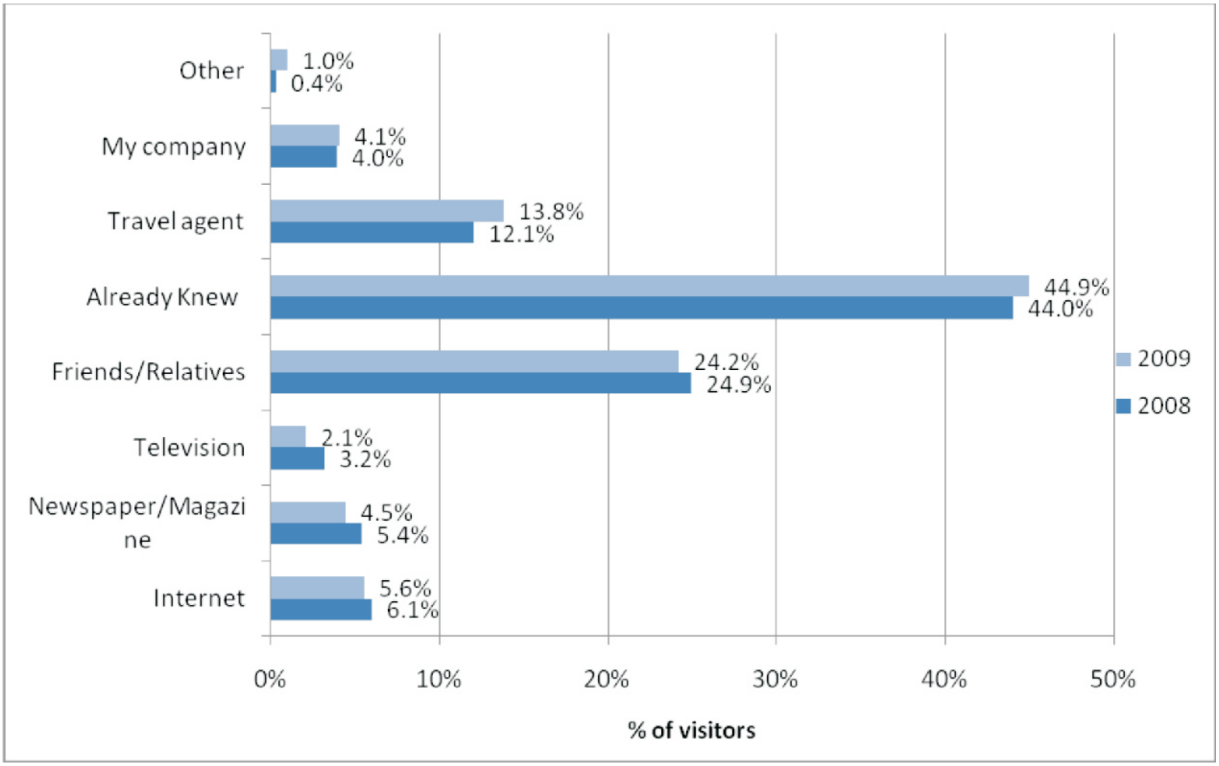
**Figure 14: Main Activities by International Visitors, 2009**



## Chapter 13 Channels of Information

In 2009, the leading channel of information on Swaziland was from friends and relatives (24.2 percent). Travel agents (13.8 percent) and the internet (5.6 percent) were also fundamental sources of information in the planning of visitors' trip with some having used a combination of the two channels. A significant proportion of travelers already knew (44.9 percent) about Swaziland and therefore were repeat visitors, an indication of high levels of satisfaction of the destination.

**Figure 15: Main Source of Information, 2009**



## Chapter 14 Trip Satisfaction of Visitors to Swaziland

Overall, international visitors were excited about their stay in Swaziland with 97.6 percent stating they would definitely recommend a visit to the country. A minimal 0.2 percent expressed disappointment with they visit to the country. Connotations associated with Swaziland included; “friendly and warm people (38.7 percent), great scenery (29.6 percent), original history and cultural values (4.6 percent), and wildlife (3.5 percent). Road infrastructure within city centers (43.4 percent), road signage (21.0 percent) and stray animals (14.9 percent) were key problem areas highlighted by visitors in 2009.

**Figure 16: Visitor Highlights, 2009**

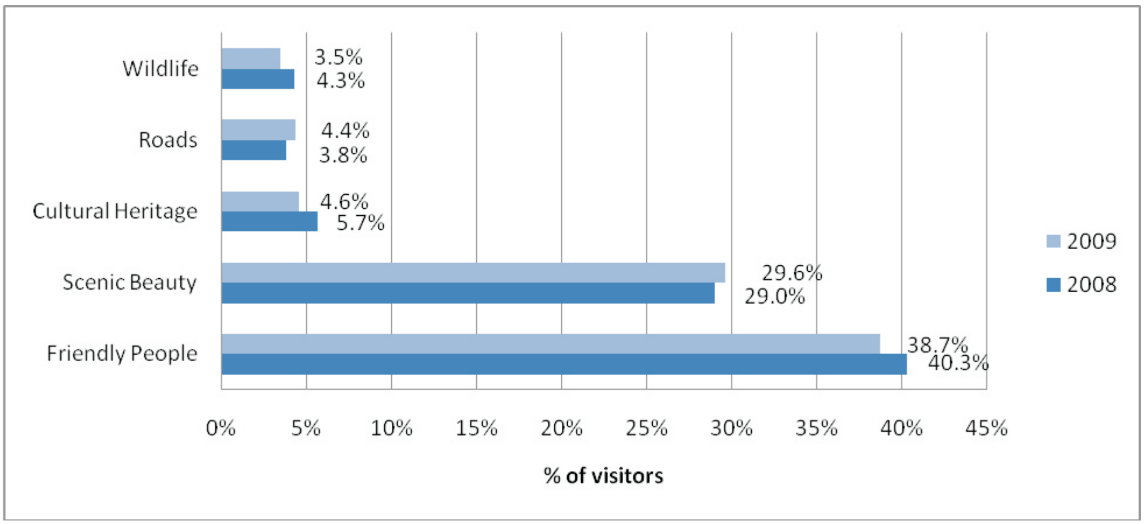



**Figure 17: Problems Encountered, 2009**

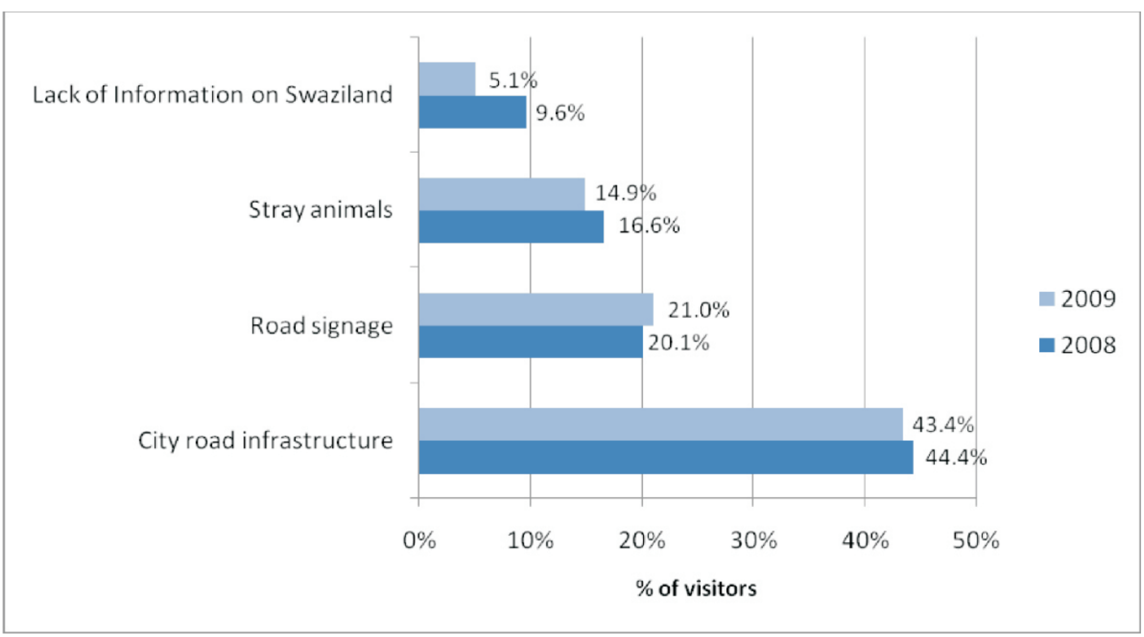


**Figure 18: Ratings on Accommodation & Pricing**

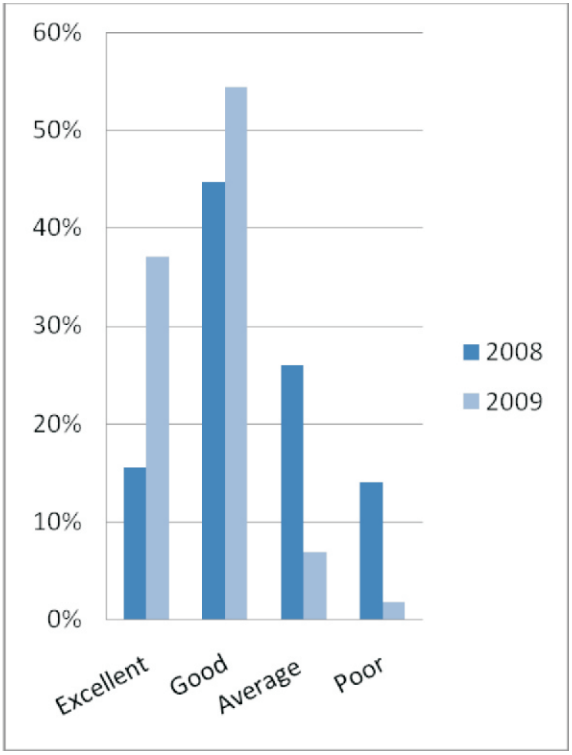



**Figure 19: Ratings on Border Control Services**

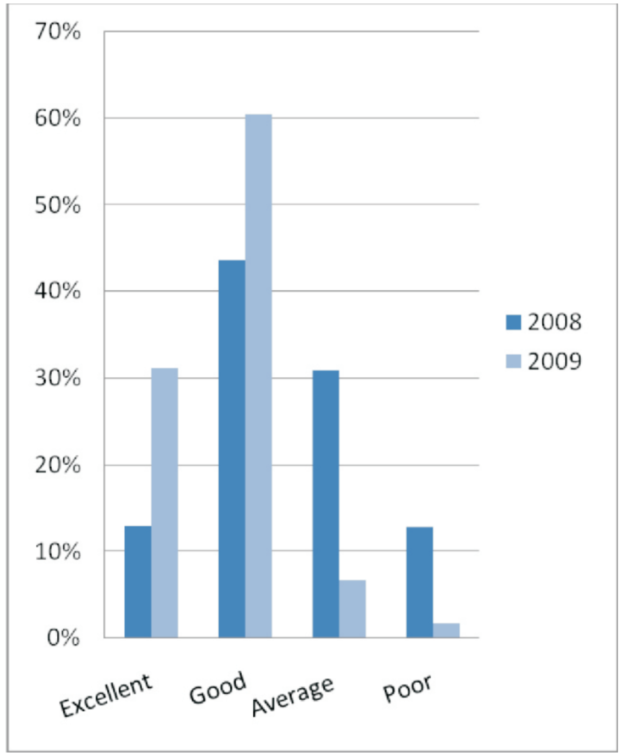



**Figure 20: Ratings on Safety &Security**

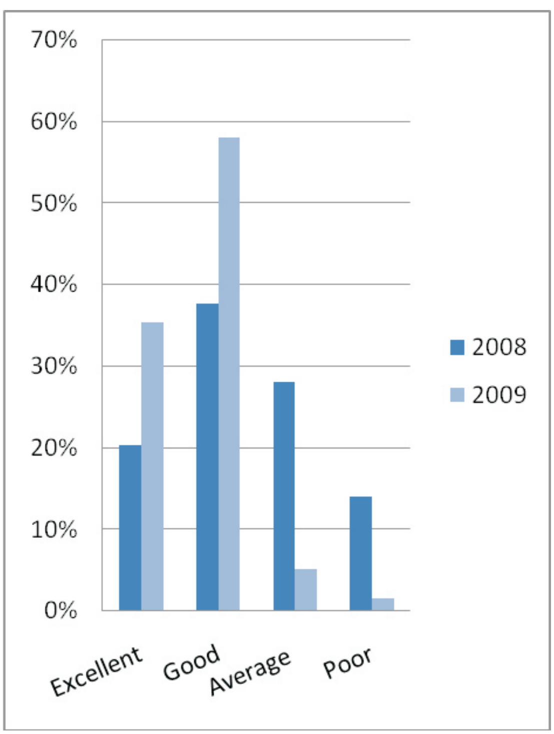
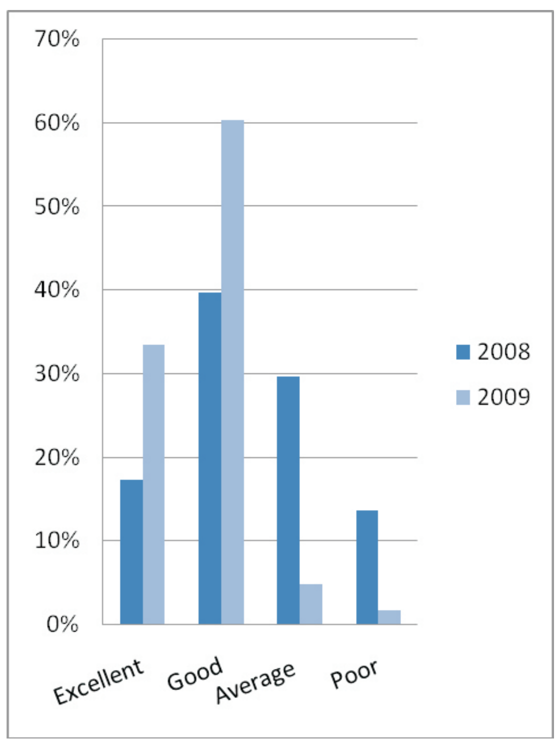



**Figure 21: Ratings on Customer Service (Overall)**



## List of Tables

# Table 1: International Visitor Arrivals

| Table 1: 2009 International visitor arrivals | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AFRICA** | **98,145** | **71,217** | **83,108** | **112,071** | **99,946** | **86,228** | **106,327** | **111,326** | **101,117** | **92,418** | **98,733** | **130,622** | 1,191,258 |
| Botswana | 313 | 177 | 242 | 422 | 320 | 197 | 294 | 284 | 452 | 278 | 204 | 748 | 3,931 |
| Kenya | 165 | 136 | 190 | 235 | 164 | 148 | 197 | 213 | 217 | 178 | 236 | 263 | 2,343 |
| Lesotho | 246 | 161 | 256 | 463 | 354 | 467 | 1,135 | 323 | 337 | 344 | 351 | 428 | 4,864 |
| Malawi | 205 | 248 | 308 | 260 | 225 | 247 | 267 | 315 | 265 | 299 | 182 | 286 | 3,109 |
| Mozambique | 18,481 | 18,152 | 17,887 | 23,232 | 22,236 | 19,657 | 23,609 | 24,453 | 22,817 | 22,688 | 25,831 | 27,519 | 266,560 |
| Nigeria | 262 | 208 | 307 | 223 | 241 | 270 | 242 | 264 | 298 | 252 | 246 | 388 | 3,202 |
| RSA | 75,954 | 49,567 | 60,848 | 83,857 | 72,870 | 62,254 | 77,310 | 81,389 | 73,027 | 65,143 | 68,117 | 96,248 | 866,584 |
| Tanzania | 235 | 208 | 427 | 422 | 401 | 392 | 471 | 476 | 420 | 456 | 458 | 434 | 4,802 |
| Zambia | 453 | 400 | 395 | 557 | 527 | 402 | 542 | 512 | 572 | 436 | 478 | 814 | 6,086 |
| Zimbabwe | 1,206 | 1,347 | 1,484 | 1,563 | 1,650 | 1,491 | 1,547 | 2,142 | 1,677 | 1,514 | 1,783 | 2,478 | 19,880 |
| Other Africa | 624 | 614 | 765 | 838 | 957 | 703 | 713 | 955 | 1,036 | 828 | 846 | 1,017 | 9,898 |
| **NORTH & SOUTH AMERICA** | **1,832** | **1,702** | **1,599** | **1,606** | **1,696** | **1,491** | **2,056** | **1,710** | **1,603** | **1,748** | **1,741** | **1,403** | 20,187 |
| Brazil | 83 | 75 | 146 | 104 | 79 | 111 | 85 | 104 | 161 | 108 | 111 | 67 | 1,234 |
| Canada | 205 | 430 | 407 | 265 | 210 | 172 | 228 | 219 | 208 | 369 | 403 | 199 | 3,317 |
| USA | 1,494 | 1,145 | 977 | 1,168 | 1,348 | 1,169 | 1,675 | 1,339 | 1,169 | 1,205 | 1,148 | 1,087 | 14,925 |
| Other America | 50 | 53 | 68 | 68 | 59 | 38 | 69 | 47 | 66 | 65 | 78 | 50 | 711 |
| **ASIA & AUSTRALIA** | **1,583** | **1,635** | **1,510** | **1,748** | **1,577** | **1,407** | **1,957** | **1,753** | **1,458** | **1,442** | **1,579** | **1,683** | 19,331 |
| Australia | 256 | 162 | 216 | 350 | 313 | 202 | 283 | 228 | 214 | 185 | 228 | 173 | 2,810 |
| China | 191 | 196 | 191 | 145 | 173 | 144 | 238 | 162 | 180 | 146 | 146 | 226 | 2,137 |
| India | 402 | 361 | 290 | 390 | 402 | 318 | 336 | 423 | 318 | 372 | 333 | 394 | 4,339 |
| Israel | 102 | 49 | 92 | 102 | 48 | 64 | 83 | 99 | 44 | 60 | 71 | 64 | 877 |
| Pakistan | 219 | 206 | 207 | 220 | 169 | 176 | 264 | 286 | 273 | 251 | 361 | 298 | 2,929 |
| Philippines | 32 | 42 | 40 | 105 | 40 | 47 | 33 | 57 | 50 | 38 | 32 | 53 | 569 |
| South Korea | 91 | 69 | 87 | 78 | 80 | 155 | 177 | 97 | 72 | 51 | 81 | 93 | 1,133 |
| Taiwan | 92 | 228 | 120 | 68 | 97 | 64 | 149 | 133 | 95 | 114 | 115 | 112 | 1,386 |
| Other Asia | 199 | 322 | 266 | 290 | 255 | 238 | 396 | 267 | 211 | 225 | 213 | 269 | 3,151 |
| **EUROPE** | **8,085** | **9,658** | **8,402** | **8,097** | **5,937** | **4,280** | **8,772** | **11,633** | **8,158** | **12,982** | **20,096** | **7,073** | 113,174 |
| Belgium | 562 | 339 | 200 | 393 | 156 | 62 | 716 | 482 | 392 | 884 | 3,387 | 319 | 7,892 |
| France | 834 | 1,804 | 2,029 | 962 | 997 | 381 | 1,053 | 1,720 | 1,242 | 2,041 | 2,719 | 856 | 16,638 |
| Germany | 978 | 1,361 | 1,456 | 1,562 | 644 | 431 | 842 | 1,317 | 1,371 | 2,187 | 2,582 | 908 | 15,639 |
| Italy | 240 | 168 | 244 | 203 | 193 | 160 | 261 | 1,029 | 297 | 239 | 248 | 196 | 3,478 |
| Netherlands | 1,283 | 1,116 | 759 | 769 | 688 | 360 | 1,934 | 1,919 | 1,189 | 2,881 | 5,576 | 1,132 | 19,604 |
| Norway | 134 | 178 | 98 | 93 | 48 | 36 | 72 | 41 | 62 | 83 | 131 | 81 | 1,056 |
| Portugal | 628 | 596 | 571 | 825 | 635 | 662 | 706 | 854 | 655 | 605 | 733 | 701 | 8,169 |
| Sweden | 559 | 486 | 184 | 151 | 63 | 64 | 54 | 150 | 64 | 256 | 600 | 263 | 2,894 |
| Switzerland | 147 | 413 | 373 | 191 | 100 | 97 | 156 | 121 | 177 | 280 | 311 | 194 | 2,561 |
| UK | 1,782 | 2,153 | 1,549 | 2,134 | 1,668 | 1,491 | 1,930 | 2,835 | 1,922 | 2,329 | 2,632 | 1,675 | 24,100 |
| Other Europe | 938 | 1,045 | 939 | 816 | 747 | 537 | 1,047 | 1,165 | 789 | 1,196 | 1,177 | 748 | 11,144 |
| **GRAND TOTAL** | **109,646** | **84,212** | **94,619** | **123,522** | **109,156** | **93,406** | **119,113** | **126,422** | **112,336** | **108,589** | **122,148** | **140,781** | **1,343,950** |

## Table 2: Reason for Visit

| Table 2: 2009 REASON FOR VISIT | Holiday | VFR | Business | Other | Transit | TOTAL |
|---|---|---|---|---|---|---|
| **Africa** | | | | | | |
| Botswana | 34.8% | 10.9% | 15.2% | 32.6% | 6.5% | **100.0%** |
| Kenya | 8.1% | 8.1% | 32.4% | 51.4% | 0.0% | **100.0%** |
| Lesotho | 72.4% | 13.8% | 13.8% | 0.0% | 0.0% | **100.0%** |
| Malawi | 30.8% | 7.7% | 38.5% | 23.1% | 0.0% | **100.0%** |
| Mozambique | 40.1% | 22.5% | 10.7% | 2.7% | 24.0% | **100.0%** |
| Nigeria | 27.8% | 11.1% | 16.7% | 33.3% | 11.1% | **100.0%** |
| RSA | 34.3% | 15.0% | 16.0% | 4.3% | 30.4% | **100.0%** |
| Tanzania | 5.6% | 6.9% | 19.4% | 66.7% | 1.4% | **100.0%** |
| Zambia | 12.7% | 27.3% | 23.6% | 32.7% | 3.6% | **100.0%** |
| Zimbabwe | 40.5% | 21.5% | 22.8% | 2.5% | 12.7% | **100.0%** |
| **America** | | | | | | |
| Brazil | 90.0% | 0.0% | 6.7% | 0.0% | 3.3% | **100.0%** |
| Canada | 73.6% | 6.6% | 7.5% | 5.7% | 6.6% | **100.0%** |
| USA | 71.8% | 7.3% | 8.5% | 4.9% | 7.5% | **100.0%** |
| **Asia & Australia** | | | | | | |
| Australia | 78.8% | 3.0% | 1.0% | 1.0% | 16.2% | **100.0%** |
| China | 20.0% | 40.0% | 40.0% | 0.0% | 0.0% | **100.0%** |
| **India** | 40.0% | 20.0% | 40.0% | 0.0% | 0.0% | **100.0%** |
| Israel | 47.4% | 0.0% | 0.0% | 0.0% | 52.6% | **100.0%** |
| **Pakistan** | 50.0% | 50.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| **South Korea** | 66.7% | 33.3% | 0.0% | 0.0% | 0.0% | **100.0%** |
| **Taiwan** | 33.3% | 33.3% | 33.3% | 0.0% | 0.0% | **100.0%** |
| **Europe** | | | | | | |
| Belgium | 85.9% | 0.0% | 0.6% | 0.0% | 13.5% | **100.0%** |
| France | 93.1% | 1.7% | 0.8% | 0.5% | 3.9% | **100.0%** |
| Germany | 85.7% | 1.5% | 1.3% | 0.8% | 10.7% | **100.0%** |
| Italy | 83.5% | 3.8% | 1.5% | 0.0% | 11.3% | **100.0%** |
| Netherlands | 91.1% | 0.9% | 0.6% | 0.4% | 7.0% | **100.0%** |
| Norway | 87.1% | 0.0% | 0.0% | 0.0% | 12.9% | **100.0%** |
| Portugal | 71.9% | 10.9% | 4.7% | 1.6% | 10.9% | **100.0%** |
| Sweden | 84.2% | 3.5% | 3.5% | 3.5% | 5.3% | **100.0%** |
| Switzerland | 84.8% | 2.1% | 0.7% | 0.7% | 11.7% | **100.0%** |
| UK | 74.5% | 9.3% | 2.5% | 0.6% | 13.1% | **100.0%** |

## Table 3: Mode of Travel

| Table 3: 2009 MODE OF TRAVEL | Car | Air | Tour Bus | Other | TOTAL |
|---|---|---|---|---|---|
| **Africa** | | | | | |
| Botswana | 37.0% | 54.3% | 2.2% | 6.5% | **100.0%** |
| Kenya | 24.3% | 73.0% | 2.7% | 0.0% | **100.0%** |
| Lesotho | 80.0% | 10.0% | 0.0% | 10.0% | **100.0%** |
| Malawi | 61.5% | 23.1% | 0.0% | 15.4% | **100.0%** |
| Mozambique | 70.4% | 0.3% | 0.2% | 29.2% | **100.0%** |
| Nigeria | 38.9% | 50.0% | 0.0% | 11.1% | **100.0%** |
| RSA | 80.2% | 3.6% | 1.6% | 14.5% | **100.0%** |
| Tanzania | 23.3% | 65.8% | 0.0% | 11.0% | **100.0%** |
| Zambia | 31.5% | 33.3% | 0.0% | 35.2% | **100.0%** |
| Zimbabwe | 45.0% | 11.3% | 3.8% | 40.0% | **100.0%** |
| **America** | | | | | |
| Brazil | 37.9% | 0.0% | 55.2% | 6.9% | **100.0%** |
| Canada | 61.9% | 16.2% | 6.7% | 15.2% | **100.0%** |
| USA | 65.9% | 13.4% | 7.5% | 13.1% | **100.0%** |
| **Asia & Australia** | | | | | |
| Australia | 74.7% | 4.0% | 15.2% | 6.1% | **100.0%** |
| China | 77.8% | 22.2% | 0.0% | 0.0% | **100.0%** |
| India | 20.0% | 20.0% | 0.0% | 60.0% | **100.0%** |
| Israel | 63.2% | 0.0% | 21.1% | 15.8% | **100.0%** |
| Pakistan | 33.3% | 33.3% | 0.0% | 33.3% | **100.0%** |
| South Korea | 100.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Taiwan | 50.0% | 50.0% | 0.0% | 0.0% | **100.0%** |
| **Europe** | | | | | |
| Belgium | 90.8% | 0.6% | 4.9% | 3.7% | **100.0%** |
| France | 74.7% | 1.3% | 19.0% | 4.9% | **100.0%** |
| Germany | 80.5% | 1.8% | 12.5% | 5.1% | **100.0%** |
| Italy | 91.0% | 4.5% | 2.3% | 2.3% | **100.0%** |
| Netherlands | 86.5% | 1.2% | 9.0% | 3.3% | **100.0%** |
| Norway | 80.6% | 0.0% | 9.7% | 9.7% | **100.0%** |
| Portugal | 82.5% | 1.6% | 1.6% | 14.3% | **100.0%** |
| Sweden | 69.1% | 1.8% | 12.7% | 16.4% | **100.0%** |
| Switzerland | 91.5% | 1.4% | 4.3% | 2.8% | **100.0%** |
| UK | 70.9% | 5.2% | 13.4% | 10.5% | **100.0%** |

## Table 4: Accommodation Usage

| Table 4: 2009 ACCOMMODATION USAGE | Hotel | B&B | Guest House | VFR | Self Catering | Camping/ Caravan | Backpacker | Game/ Nature park | Other | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|
| **Africa** | | | | | | | | | | |
| Botswana | 21.4% | 14.3% | 14.3% | 19.0% | 23.8% | 0.0% | 7.1% | 0.0% | 0.0% | **100.0%** |
| Kenya | 30.6% | 2.8% | 11.1% | 8.3% | 33.3% | 0.0% | 0.0% | 2.8% | 11.1% | **100.0%** |
| Lesotho | 52.0% | 8.0% | 4.0% | 20.0% | 4.0% | 0.0% | 8.0% | 4.0% | 0.0% | **100.0%** |
| Malawi | 22.2% | 0.0% | 44.4% | 22.2% | 11.1% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Mozambique | 25.4% | 6.6% | 8.4% | 41.6% | 6.8% | 1.9% | 2.1% | 6.4% | 0.8% | **100.0%** |
| Nigeria | 40.0% | 0.0% | 26.7% | 6.7% | 20.0% | 0.0% | 0.0% | 6.7% | 0.0% | **100.0%** |
| RSA | 34.9% | 8.5% | 7.6% | 29.8% | 5.6% | 3.6% | 1.0% | 7.0% | 1.9% | **100.0%** |
| Tanzania | 20.3% | 7.2% | 21.7% | 10.1% | 33.3% | 1.4% | 0.0% | 0.0% | 5.8% | **100.0%** |
| Zambia | 19.2% | 5.8% | 23.1% | 28.8% | 19.2% | 0.0% | 1.9% | 0.0% | 1.9% | **100.0%** |
| Zimbabwe | 32.6% | 10.9% | 6.5% | 39.1% | 2.2% | 2.2% | 2.2% | 0.0% | 4.3% | **100.0%** |
| **America** | | | | | | | | | | |
| Brazil | 80.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.8% | 11.5% | 3.8% | **100.0%** |
| Canada | 38.9% | 9.5% | 4.2% | 11.6% | 4.2% | 3.2% | 9.5% | 17.9% | 1.1% | **100.0%** |
| USA | 41.3% | 5.7% | 9.8% | 10.4% | 3.3% | 4.1% | 9.3% | 14.5% | 1.6% | **100.0%** |
| **Asia & Australia** | | | | | | | | | | |
| Australia | 37.2% | 10.3% | 9.0% | 3.8% | 1.3% | 5.1% | 9.0% | 23.1% | 1.3% | **100.0%** |
| China | 62.5% | 0.0% | 0.0% | 37.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| India | 0.0% | 33.3% | 0.0% | 33.3% | 33.3% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Israel | 36.4% | 0.0% | 0.0% | 0.0% | 9.1% | 9.1% | 36.4% | 9.1% | 0.0% | **100.0%** |
| Pakistan | 0.0% | 0.0% | 33.3% | 66.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| South Korea | 0.0% | 0.0% | 0.0% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Taiwan | 66.7% | 0.0% | 0.0% | 33.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| **Europe** | | | | | | | | | | |
| Belgium | 52.2% | 10.9% | 5.8% | 0.7% | 2.2% | 3.6% | 5.1% | 19.6% | 0.0% | **100.0%** |
| France | 57.3% | 10.5% | 5.8% | 2.2% | 2.5% | 1.8% | 6.7% | 13.2% | 0.2% | **100.0%** |
| Germany | 47.9% | 11.2% | 8.1% | 2.4% | 2.1% | 2.5% | 6.4% | 18.7% | 0.7% | **100.0%** |
| Italy | 49.6% | 8.0% | 8.0% | 5.3% | 0.9% | 2.7% | 4.4% | 20.4% | 0.9% | **100.0%** |
| Netherlands | 47.5% | 9.2% | 7.0% | 1.4% | 2.6% | 3.8% | 4.2% | 23.6% | 0.6% | **100.0%** |
| Norway | 46.4% | 7.1% | 3.6% | 3.6% | 3.6% | 3.6% | 17.9% | 14.3% | 0.0% | **100.0%** |
| Portugal | 31.9% | 10.6% | 12.8% | 14.9% | 4.3% | 4.3% | 4.3% | 17.0% | 0.0% | **100.0%** |
| Sweden | 38.0% | 8.0% | 4.0% | 2.0% | 2.0% | 2.0% | 12.0% | 30.0% | 2.0% | **100.0%** |
| Switzerland | 52.0% | 14.6% | 4.9% | 0.8% | 4.1% | 4.1% | 4.9% | 14.6% | 0.0% | **100.0%** |
| UK | 42.3% | 6.8% | 7.0% | 13.5% | 2.1% | 3.4% | 9.1% | 15.1% | 0.7% | **100.0%** |

**Table 5: Age Group**

| Table 5: 2009 | | | | | | | |
|---|---|---|---|---|---|---|---|
| | AGE GROUP | | | | | | |
| Country | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | TOTAL |
| **Africa** | | | | | | | |
| Botswana | 21.7% | 45.7% | 15.2% | 8.7% | 8.7% | 0.0% | **100.0%** |
| Kenya | 2.8% | 30.6% | 44.4% | 19.4% | 2.8% | 0.0% | **100.0%** |
| Lesotho | 10.3% | 48.3% | 24.1% | 13.8% | 3.4% | 0.0% | **100.0%** |
| Malawi | 0.0% | 50.0% | 35.7% | 7.1% | 7.1% | 0.0% | **100.0%** |
| Mozambique | 8.5% | 37.6% | 32.3% | 15.1% | 5.2% | 1.2% | **100.0%** |
| Nigeria | 5.9% | 17.6% | 58.8% | 5.9% | 11.8% | 0.0% | **100.0%** |
| RSA | 8.1% | 22.2% | 33.9% | 22.3% | 9.0% | 4.6% | **100.0%** |
| Tanzania | 1.4% | 35.6% | 39.7% | 16.4% | 5.5% | 1.4% | **100.0%** |
| Zambia | 0.0% | 43.4% | 47.2% | 5.7% | 3.8% | 0.0% | **100.0%** |
| Zimbabwe | 2.5% | 35.4% | 41.8% | 20.3% | 0.0% | 0.0% | **100.0%** |
| **America** | | | | | | | |
| Brazil | 0.0% | 10.3% | 51.7% | 17.2% | 13.8% | 6.9% | **100.0%** |
| Canada | 20.2% | 21.2% | 17.3% | 17.3% | 20.2% | 3.8% | **100.0%** |
| USA | 17.4% | 24.8% | 25.3% | 16.6% | 9.7% | 6.2% | **100.0%** |
| **Asia & Australia** | | | | | | | |
| Australia | 4.2% | 27.4% | 24.2% | 20.0% | 16.8% | 7.4% | **100.0%** |
| China | 0.0% | 10.0% | 20.0% | 40.0% | 30.0% | 0.0% | **100.0%** |
| India | 0.0% | 25.0% | 25.0% | 25.0% | 25.0% | 0.0% | **100.0%** |
| Israel | 22.2% | 27.8% | 16.7% | 5.6% | 16.7% | 11.1% | **100.0%** |
| Pakistan | 33.3% | 66.7% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| South Korea | 0.0% | 0.0% | 66.7% | 33.3% | 0.0% | 0.0% | **100.0%** |
| Taiwan | 0.0% | 33.3% | 66.7% | 0.0% | 0.0% | 0.0% | **100.0%** |
| **Europe** | | | | | | | |
| Belgium | 6.8% | 38.5% | 31.1% | 16.8% | 5.6% | 1.2% | **100.0%** |
| France | 7.3% | 30.8% | 31.5% | 12.9% | 13.3% | 4.1% | **100.0%** |
| Germany | 4.8% | 29.3% | 35.4% | 15.6% | 9.9% | 4.9% | **100.0%** |
| Italy | 3.8% | 38.2% | 35.1% | 15.3% | 6.1% | 1.5% | **100.0%** |
| Netherlands | 6.5% | 29.9% | 30.0% | 15.2% | 11.2% | 7.1% | **100.0%** |
| Norway | 12.9% | 29.0% | 29.0% | 9.7% | 16.1% | 3.2% | **100.0%** |
| Portugal | 12.5% | 28.1% | 34.4% | 12.5% | 4.7% | 7.8% | **100.0%** |
| Sweden | 12.1% | 32.8% | 31.0% | 13.8% | 8.6% | 1.7% | **100.0%** |
| Switzerland | 5.1% | 33.3% | 29.7% | 21.0% | 3.6% | 7.2% | **100.0%** |
| UK | 10.9% | 20.2% | 24.3% | 17.3% | 16.5% | 10.9% | **100.0%** |

## Table 6: Travel Partnership

| Table 6: 2009 TRAVEL PARTNERSHIP | Alone | With spouse/ partner | With friends/ relatives | With colleagues | With children under 18yrs | With family | Packaged tour | Total |
|---|---|---|---|---|---|---|---|---|
| **Africa** | | | | | | | | |
| Botswana | 45.7% | 6.5% | 10.9% | 23.9% | 2.2% | 10.9% | 0.0% | **100.0%** |
| Kenya | 56.8% | 2.7% | 10.8% | 21.6% | 0.0% | 8.1% | 0.0% | **100.0%** |
| Lesotho | 16.7% | 20.0% | 23.3% | 13.3% | 0.0% | 26.7% | 0.0% | **100.0%** |
| Malawi | 38.5% | 7.7% | 7.7% | 30.8% | 0.0% | 15.4% | 0.0% | **100.0%** |
| Mozambique | 29.1% | 17.4% | 22.0% | 4.5% | 1.9% | 24.9% | 0.0% | **100.0%** |
| Nigeria | 55.6% | 11.1% | 16.7% | 16.7% | 0.0% | 0.0% | 0.0% | **100.0%** |
| RSA | 23.7% | 25.4% | 17.7% | 11.7% | 1.3% | 18.5% | 1.8% | **100.0%** |
| Tanzania | 67.1% | 0.0% | 6.8% | 26.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Zambia | 58.2% | 5.5% | 7.3% | 16.4% | 1.8% | 10.9% | 0.0% | **100.0%** |
| Zimbabwe | 42.5% | 16.3% | 18.8% | 3.8% | 2.5% | 12.5% | 3.8% | **100.0%** |
| **America** | | | | | | | | |
| Brazil | 23.3% | 50.0% | 3.3% | 10.0% | 3.3% | 10.0% | 0.0% | **100.0%** |
| Canada | 11.3% | 45.3% | 23.6% | 5.7% | 0.0% | 11.3% | 2.8% | **100.0%** |
| USA | 12.4% | 28.0% | 27.5% | 10.7% | 0.7% | 16.3% | 4.4% | **100.0%** |
| **Asia & Australia** | | | | | | | | |
| Australia | 14.1% | 39.4% | 17.2% | 4.0% | 0.0% | 21.2% | 4.0% | **100.0%** |
| China | 40.0% | 20.0% | 10.0% | 10.0% | 0.0% | 20.0% | 0.0% | **100.0%** |
| India | 60.0% | 0.0% | 20.0% | 0.0% | 0.0% | 20.0% | 0.0% | **100.0%** |
| Israel | 5.3% | 36.8% | 26.3% | 0.0% | 0.0% | 26.3% | 5.3% | **100.0%** |
| Pakistan | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| South Korea | 0.0% | 33.3% | 66.7% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Taiwan | 0.0% | 33.3% | 33.3% | 0.0% | 0.0% | 0.0% | 33.3% | **100.0%** |
| **Europe** | | | | | | | | |
| Belgium | 1.2% | 54.3% | 18.9% | 1.8% | 0.0% | 22.0% | 1.8% | **100.0%** |
| France | 7.7% | 52.3% | 14.5% | 4.5% | 0.2% | 15.7% | 5.2% | **100.0%** |
| Germany | 4.3% | 56.4% | 16.3% | 3.5% | 0.4% | 13.6% | 5.5% | **100.0%** |
| Italy | 4.5% | 59.4% | 18.0% | 3.0% | 0.0% | 14.3% | 0.8% | **100.0%** |
| Netherlands | 2.5% | 58.0% | 18.7% | 1.5% | 0.3% | 16.2% | 2.8% | **100.0%** |
| Norway | 9.7% | 41.9% | 16.1% | 0.0% | 0.0% | 25.8% | 6.5% | **100.0%** |
| Portugal | 6.3% | 26.6% | 34.4% | 3.1% | 0.0% | 29.7% | 0.0% | **100.0%** |
| Sweden | 12.7% | 32.7% | 18.2% | 7.3% | 0.0% | 23.6% | 5.5% | **100.0%** |
| Switzerland | 3.4% | 60.7% | 17.2% | 1.4% | 0.0% | 16.6% | 0.7% | **100.0%** |
| UK | 11.0% | 41.9% | 18.8% | 4.3% | 1.2% | 15.9% | 6.8% | **100.0%** |

## Table 7: Activities Engaged In

**Table 7: 2009**

**ACTIVITIES**

| | Wildlife | Adventure | Hiking | Nightlife | Casino | Cultural | Shopping | Handicraft Shopping | Historical/ Heritage | Other |
|---|---|---|---|---|---|---|---|---|---|---|
| **Africa** | | | | | | | | | | |
| Botswana | 4.6% | 4.6% | 1.1% | 14.9% | 0.0% | 25.3% | 28.7% | 13.8% | 6.9% | 0.0% |
| Kenya | 3.4% | 2.3% | 0.0% | 13.8% | 2.3% | 21.8% | 31.0% | 19.5% | 5.7% | 0.0% |
| Lesotho | 14.9% | 17.6% | 5.4% | 4.1% | 6.8% | 16.2% | 17.6% | 14.9% | 2.7% | 0.0% |
| Malawi | 0.0% | 15.4% | 0.0% | 7.7% | 0.0% | 15.4% | 46.2% | 7.7% | 7.7% | 0.0% |
| Mozambique | 14.3% | 6.0% | 4.3% | 6.2% | 5.1% | 7.0% | 45.4% | 9.5% | 1.9% | 0.1% |
| Nigeria | 13.2% | 0.0% | 2.6% | 2.6% | 2.6% | 26.3% | 31.6% | 18.4% | 2.6% | 0.0% |
| RSA | 12.9% | 16.1% | 4.3% | 5.3% | 10.9% | 9.0% | 26.6% | 11.4% | 2.7% | 0.7% |
| Tanzania | 3.1% | 1.9% | 0.0% | 10.6% | 1.2% | 21.7% | 36.6% | 18.0% | 6.8% | 0.0% |
| Zambia | 5.9% | 7.9% | 3.0% | 9.9% | 2.0% | 16.8% | 34.7% | 12.9% | 6.9% | 0.0% |
| Zimbabwe | 8.8% | 11.3% | 6.3% | 8.8% | 6.3% | 15.0% | 32.5% | 10.0% | 1.3% | 0.0% |
| **America** | | | | | | | | | | |
| Brazil | 17.5% | 12.5% | 3.8% | 0.0% | 5.0% | 8.8% | 25.0% | 23.8% | 3.8% | 0.0% |
| Canada | 19.3% | 10.9% | 6.3% | 2.8% | 2.5% | 11.2% | 20.4% | 23.2% | 2.8% | 0.7% |
| USA | 20.6% | 10.8% | 9.3% | 3.1% | 3.5% | 14.5% | 16.8% | 16.3% | 4.4% | 0.7% |
| **Asia & Australia** | | | | | | | | | | |
| Australia | 21.5% | 12.0% | 7.2% | 3.8% | 4.3% | 12.0% | 18.7% | 16.7% | 3.8% | 0.0% |
| China | 10.0% | 0.0% | 0.0% | 10.0% | 40.0% | 10.0% | 0.0% | 30.0% | 0.0% | 0.0% |
| India | 0.0% | 50.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 50.0% | 0.0% | 0.0% |
| Israel | 25.8% | 12.9% | 12.9% | 0.0% | 0.0% | 9.7% | 9.7% | 22.6% | 6.5% | 0.0% |
| Pakistan | 11.1% | 11.1% | 11.1% | 11.1% | 11.1% | 11.1% | 11.1% | 11.1% | 11.1% | 0.0% |
| South Korea | 20.0% | 20.0% | 13.3% | 6.7% | 0.0% | 0.0% | 13.3% | 20.0% | 6.7% | 0.0% |
| Taiwan | 0.0% | 0.0% | 0.0% | 0.0% | 20.0% | 0.0% | 40.0% | 40.0% | 0.0% | 0.0% |
| **Europe** | | | | | | | | | | |
| Belgium | 25.1% | 8.9% | 10.9% | 0.4% | 3.2% | 16.6% | 15.0% | 16.6% | 2.0% | 1.2% |
| France | 19.2% | 10.0% | 6.5% | 1.3% | 3.7% | 13.1% | 18.6% | 23.8% | 3.1% | 0.8% |
| Germany | 21.9% | 10.5% | 7.2% | 2.2% | 2.8% | 13.8% | 16.2% | 21.3% | 3.5% | 0.5% |
| Italy | 23.2% | 14.6% | 4.7% | 2.0% | 2.4% | 11.4% | 19.3% | 19.7% | 2.0% | 0.8% |
| Netherlands | 23.7% | 10.2% | 8.2% | 1.6% | 3.8% | 14.5% | 12.9% | 20.7% | 3.3% | 1.1% |
| Norway | 21.0% | 8.1% | 9.7% | 0.0% | 0.0% | 17.7% | 17.7% | 24.2% | 1.6% | 0.0% |
| Portugal | 20.0% | 8.1% | 7.4% | 5.9% | 4.4% | 14.8% | 23.7% | 14.1% | 1.5% | 0.0% |
| Sweden | 25.0% | 9.3% | 11.1% | 2.8% | 0.9% | 11.1% | 14.8% | 21.3% | 3.7% | 0.0% |
| Switzerland | 20.0% | 10.6% | 10.2% | 2.0% | 4.1% | 16.7% | 13.1% | 19.2% | 3.7% | 0.4% |
| UK | 19.9% | 10.0% | 6.4% | 3.7% | 5.5% | 13.8% | 18.2% | 18.0% | 4.2% | 0.3% |
| UK | 19.9% | 10.0% | 6.4% | 3.7% | 5.5% | 13.8% | 18.2% | 18.0% | 4.2% | 0.3% |

**Table 8: Repeater Rate**

| Table: 8 REPEATER RATE | First visit | 1-2 times a year | 3-4 times a year | Frequently ( 5 times a year) | Weekly | Monthly | TOTAL |
|---|---|---|---|---|---|---|---|
| **Africa** | | | | | | | |
| Botswana | 65.2% | 30.4% | 2.2% | 2.2% | 0.0% | 0.0% | **100.0%** |
| Kenya | 70.3% | 18.9% | 8.1% | 2.7% | 0.0% | 0.0% | **100.0%** |
| Lesotho | 71.4% | 25.0% | 0.0% | 3.6% | 0.0% | 0.0% | **100.0%** |
| Malawi | 33.3% | 66.7% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Mozambique | 8.7% | 20.9% | 25.3% | 26.6% | 4.6% | 13.9% | **100.0%** |
| Nigeria | 66.7% | 11.1% | 5.6% | 5.6% | 0.0% | 11.1% | **100.0%** |
| RSA | 16.4% | 33.4% | 18.4% | 19.1% | 4.4% | 8.3% | **100.0%** |
| Tanzania | 69.9% | 21.9% | 6.8% | 0.0% | 0.0% | 1.4% | **100.0%** |
| Zambia | 60.8% | 23.5% | 7.8% | 3.9% | 0.0% | 3.9% | **100.0%** |
| Zimbabwe | 25.3% | 30.4% | 15.2% | 11.4% | 1.3% | 16.5% | **100.0%** |
| **America** | | | | | | | |
| Brazil | 75.9% | 17.2% | 3.4% | 0.0% | 0.0% | 3.4% | **100.0%** |
| Canada | 84.2% | 11.9% | 2.0% | 1.0% | 0.0% | 1.0% | **100.0%** |
| USA | 78.1% | 17.0% | 2.7% | 1.7% | 0.0% | 0.5% | **100.0%** |
| **Asia & Australia** | | | | | | | |
| Australia | 83.0% | 13.8% | 2.1% | 0.0% | 0.0% | 1.1% | **100.0%** |
| China | 40.0% | 50.0% | 0.0% | 10.0% | 0.0% | 0.0% | **100.0%** |
| India | 40.0% | 40.0% | 20.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Israel | 88.9% | 5.6% | 5.6% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Pakistan | 33.3% | 33.3% | 33.3% | 0.0% | 0.0% | 0.0% | **100.0%** |
| South Korea | 66.7% | 33.3% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Taiwan | 66.7% | 33.3% | 0.0% | 0.0% | 0.0% | 0.0% | **100.0%** |
| **Europe** | | | | | | | |
| Belgium | 88.8% | 8.7% | 1.9% | 0.6% | 0.0% | 0.0% | **100.0%** |
| France | 92.8% | 5.3% | 1.4% | 0.0% | 0.0% | 0.5% | **100.0%** |
| Germany | 86.8% | 10.0% | 2.6% | 0.4% | 0.0% | 0.2% | **100.0%** |
| Italy | 94.5% | 4.7% | 0.8% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Netherlands | 89.7% | 8.2% | 1.2% | 0.6% | 0.0% | 0.3% | **100.0%** |
| Norway | 90.3% | 6.5% | 3.2% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Portugal | 50.0% | 25.8% | 16.1% | 4.8% | 0.0% | 3.2% | **100.0%** |
| Sweden | 89.3% | 8.9% | 1.8% | 0.0% | 0.0% | 0.0% | **100.0%** |
| Switzerland | 83.2% | 15.4% | 1.4% | 0.0% | 0.0% | 0.0% | **100.0%** |
| UK | 76.6% | 19.3% | 2.4% | 1.3% | 0.3% | 0.1% | **100.0%** |

## Table 9: Day Visitor Arrivals

Table 9: 2009
Day Visitor Arrivals

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Swaziland | 2762 | 1350 | 3065 | 3322 | 2564 | 4678 | 9413 | 27690 | 7453 | 6425 | 6140 | 6642 | 81,504 |
| RSA | 699 | 294 | 471 | 1065 | 610 | 728 | 698 | 823 | 735 | 1788 | 454 | 1271 | 9,636 |
| Mozambique | 129 | 217 | 93 | 243 | 181 | 369 | 152 | 124 | 147 | 149 | 156 | 133 | 2,093 |
| Bots | 13 | 8 | 11 | 38 | 7 | 14 | 58 | 20 | 3 | 0 | 21 | 14 | 207 |
| Lesotho | 40 | 7 | 103 | 24 | 14 | 151 | 624 | 145 | 123 | 209 | 40 | 47 | 1,527 |
| Other Africa | 84 | 30 | 68 | 92 | 14 | 257 | 82 | 45 | 26 | 66 | 91 | 240 | 1,095 |
| Germany | 71 | 99 | 147 | 154 | 103 | 143 | 133 | 131 | 150 | 98 | 120 | 97 | 1,446 |
| Netherlands | 84 | 98 | 127 | 125 | 94 | 123 | 175 | 195 | 191 | 131 | 134 | 148 | 1,625 |
| UK | 67 | 79 | 84 | 131 | 64 | 115 | 138 | 107 | 97 | 98 | 72 | 77 | 1,129 |
| France | 42 | 67 | 146 | 160 | 71 | 94 | 143 | 175 | 90 | 265 | 313 | 144 | 1,710 |
| Portugal | 15 | 15 | 27 | 48 | 24 | 29 | 19 | 31 | 25 | 18 | 20 | 36 | 307 |
| Switzerland | 24 | 16 | 21 | 52 | 27 | 25 | 28 | 31 | 35 | 51 | 38 | 42 | 390 |
| Other Europe | 130 | 217 | 260 | 175 | 193 | 108 | 368 | 482 | 198 | 194 | 186 | 160 | 2,671 |
| USA | 119 | 78 | 133 | 149 | 115 | 201 | 244 | 93 | 119 | 56 | 55 | 53 | 1,415 |
| Canada | 12 | 5 | 43 | 15 | 54 | 33 | 33 | 17 | 37 | 8 | 14 | 34 | 305 |
| Other America | 45 | 12 | 6 | 21 | 22 | 42 | 49 | 27 | 35 | 12 | 32 | 35 | 338 |
| China | 7 | 12 | 13 | 38 | 20 | 2 | 31 | 38 | 18 | 17 | 2 | 28 | 226 |
| India | 1 | 5 | 1 | 12 | 36 | 24 | 6 | 19 | 17 | 0 | 0 | 15 | 136 |
| Taiwan | 2 | 4 | 8 | 36 | 18 | 35 | 10 | 66 | 8 | 9 | 0 | 13 | 209 |
| Other Asia | 22 | 24 | 21 | 42 | 30 | 24 | 20 | 18 | 23 | 5 | 4 | 7 | 240 |
| Australia | 25 | 16 | 25 | 31 | 26 | 35 | 24 | 35 | 20 | 18 | 10 | 36 | 301 |
| New Zealand | 1 | 6 | 10 | 1 | 1 | 8 | 0 | 20 | 1 | 0 | 0 | 13 | 61 |
| Other Australasia | 12 | 11 | 10 | 0 | 1 | 15 | 15 | 8 | 4 | 2 | 5 | 13 | 96 |
| | 4,406 | 2,670 | 4,893 | 5,974 | 4,289 | 7,253 | 12,463 | 30,340 | 9,555 | 9,619 | 7,907 | 9,298 | 108,667 |
| Distance by Swazis | | | | | | | | | | | | | |
| Less than 10km | 430 | 236 | 607 | 402 | 411 | 641 | 594 | 3038 | 882 | 843 | 563 | 1093 | 9,740 |
| 10- 30 km | 1072 | 664 | 651 | 1421 | 1004 | 1055 | 2213 | 4350 | 1159 | 1215 | 1800 | 2299 | 18,903 |
| 30-50 km | 585 | 197 | 670 | 471 | 350 | 836 | 971 | 3716 | 1038 | 1217 | 1458 | 1303 | 12,812 |
| 50-70km | 232 | 89 | 400 | 353 | 225 | 463 | 636 | 4598 | 1221 | 817 | 472 | 555 | 10,061 |
| 70-90km | 193 | 85 | 447 | 373 | 185 | 1191 | 2157 | 6415 | 949 | 1210 | 1312 | 362 | 14,879 |
| Over 90km | 250 | 79 | 290 | 302 | 389 | 492 | 2842 | 5573 | 2204 | 1123 | 535 | 1030 | 15,109 |
| | 2,762 | 1,350 | 3,065 | 3,322 | 2,564 | 4,678 | 9,413 | 27,690 | 7,453 | 6,425 | 6,140 | 6,642 | 81,504 |

| Reason for visit | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Recreation | 3608 | 1954 | 2626 | 4193 | 3706 | 3865 | 4088 | 2762 | 3294 | 3772 | 4413 | 8074 | **46,355** |
| Educational | 266 | 232 | 1663 | 1119 | 350 | 3236 | 8166 | 27086 | 5997 | 5190 | 3214 | 528 | **57,047** |
| Research | 91 | 39 | 107 | 31 | 115 | 36 | 88 | 100 | 144 | 190 | 89 | 226 | **1,256** |
| Other | 441 | 445 | 497 | 631 | 118 | 116 | 121 | 392 | 120 | 467 | 191 | 470 | **4,009** |
| | **4,406** | **2,670** | **4,893** | **5,974** | **4,289** | **7,253** | **12,463** | **30,340** | **9,555** | **9,619** | **7,907** | **9,298** | **108,667** |
| **Mode of travel** | | | | | | | | | | | | | |
| Personal car | 3733 | 2039 | 2371 | 4350 | 3438 | 3455 | 3630 | 3827 | 3134 | 2728 | 2853 | 7243 | **42,801** |
| Tour bus | 251 | 399 | 820 | 705 | 574 | 2437 | 4343 | 10959 | 2727 | 2936 | 2067 | 1307 | **29,525** |
| School bus | 208 | 58 | 1362 | 657 | 82 | 1139 | 4318 | 15360 | 3488 | 3602 | 2659 | 221 | **33,154** |
| Other | 214 | 174 | 340 | 262 | 195 | 222 | 172 | 194 | 206 | 353 | 328 | 527 | **3,187** |
| | **4,406** | **2,670** | **4,893** | **5,974** | **4,289** | **7,253** | **12,463** | **30,340** | **9,555** | **9,619** | **7,907** | **9,298** | **108,667** |
| **Age group** | | | | | | | | | | | | | |
| Below 18yrs | 965 | 472 | 1053 | 1501 | 836 | 3038 | 7157 | 19469 | 5147 | 4138 | 3519 | 2091 | **49,386** |
| 18-24 | 651 | 373 | 1385 | 1106 | 625 | 1184 | 1519 | 5960 | 1791 | 2418 | 1709 | 1149 | **19,870** |
| 25-34 | 1345 | 731 | 803 | 1257 | 1327 | 1230 | 1397 | 1880 | 1053 | 1049 | 898 | 3014 | **15,984** |
| 35-44 | 720 | 477 | 743 | 830 | 743 | 894 | 1088 | 1611 | 726 | 737 | 766 | 1369 | **10,704** |
| 45-54 | 412 | 306 | 522 | 715 | 417 | 471 | 892 | 948 | 435 | 539 | 447 | 862 | **6,966** |
| 55-64 | 215 | 210 | 223 | 409 | 256 | 308 | 320 | 361 | 245 | 560 | 416 | 563 | **4,086** |
| 65+yrs | 98 | 101 | 164 | 156 | 85 | 128 | 90 | 111 | 158 | 178 | 152 | 250 | **1,671** |
| | **4,406** | **2,670** | **4,893** | **5,974** | **4,289** | **7,253** | **12,463** | **30,340** | **9,555** | **9,619** | **7,907** | **9,298** | **108,667** |
| **Gender** | | | | | | | | | | | | | |
| Female | 2329 | 1329 | 2495 | 3148 | 2200 | 4287 | 6801 | 17490 | 5145 | 4935 | 4092 | 5315 | **59,566** |
| Male | 2077 | 1341 | 2398 | 2826 | 2089 | 2966 | 5662 | 12850 | 4410 | 4684 | 3815 | 3983 | **49,101** |
| | **4,406** | **2,670** | **4,893** | **5,974** | **4,289** | **7,253** | **12,463** | **30,340** | **9,555** | **9,619** | **7,907** | **9,298** | **108,667** |
| **Travel partnership** | | | | | | | | | | | | | |
| Alone | 127 | 108 | 133 | 132 | 118 | 129 | 64 | 69 | 99 | 82 | 89 | 320 | **1,470** |
| With Spouse | 885 | 593 | 661 | 814 | 761 | 716 | 918 | 905 | 876 | 989 | 575 | 1417 | **10,110** |
| With Colleagues | 596 | 387 | 511 | 413 | 542 | 449 | 536 | 870 | 443 | 801 | 820 | 1363 | **7,731** |
| With Friends & relatives | 1229 | 404 | 739 | 1070 | 955 | 869 | 1140 | 836 | 802 | 865 | 800 | 2195 | **11,904** |
| With Family | 454 | 288 | 1466 | 1440 | 317 | 1007 | 312 | 243 | 506 | 82 | 435 | 2159 | **8,709** |
| With Children | 690 | 293 | 128 | 600 | 960 | 391 | 1061 | 814 | 209 | 2201 | 1279 | 636 | **9,262** |
| Packaged Tour | 58 | 273 | 445 | 550 | 342 | 404 | 711 | 1836 | 1363 | 1940 | 1384 | 566 | **9,872** |
| School tour | 212 | 91 | 772 | 763 | 51 | 3154 | 7594 | 24609 | 5157 | 2475 | 2325 | 169 | **47,372** |
| Other | 155 | 233 | 38 | 192 | 243 | 134 | 127 | 158 | 100 | 184 | 200 | 473 | **2,237** |
| | **4,406** | **2,670** | **4,893** | **5,974** | **4,289** | **7,253** | **12,463** | **30,340** | **9,555** | **9,619** | **7,907** | **9,298** | **108,667** |

## Table10: Accommodation Data

| Hotel Location | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ACCOMMODATION STATISTICS 2009 | | | | | | | | | | | | | |
| ROOMS AVAILABLE | | | | | | | | | | | | | |
| *Mbabane* | 3,117 | 2,814 | 3,108 | 2,957 | 3,054 | 2,979 | 3,042 | 3,038 | 2,974 | 3,024 | 2,945 | 3,036 | 36,088 |
| *Ezulwini* | 27,531 | 24,659 | 27,621 | 26,640 | 27,531 | 26,640 | 27,531 | 27,531 | 26,640 | 25,764 | 24,930 | 25,764 | 318,782 |
| *Manzini* | 8,339 | 7,400 | 8,339 | 5,570 | 8,773 | 8,490 | 8,773 | 8,773 | 8,490 | 8,773 | 8,490 | 8,773 | 98,983 |
| *Rest of Swaziland* | 17,856 | 16,455 | 17,019 | 16,340 | 17,019 | 16,258 | 16,805 | 16,828 | 16,295 | 17,833 | 16,530 | 17,081 | 202,319 |
| ***Grand Total*** | **56,843** | **51,328** | **56,087** | **51,507** | **56,377** | **54,367** | **56,151** | **56,170** | **54,399** | **55,394** | **52,895** | **54,654** | **656,172** |
| ROOM NIGHTS SOLD | | | | | | | | | | | | | |
| *Mbabane* | 1,636 | 1,528 | 1,532 | 1,064 | 2,321 | 1,476 | 1,732 | 1,623 | 1,442 | 1,020 | 1,384 | 2,572 | 19,187 |
| *Ezulwini* | 13,555 | 11,711 | 14,296 | 14,531 | 14,470 | 12,851 | 16,303 | 15,290 | 14,050 | 13,929 | 12,465 | 15,745 | 169,196 |
| *Manzini* | 2,446 | 3,426 | 4,837 | 2,818 | 3,944 | 3,636 | 2,920 | 3,274 | 3,838 | 4,040 | 2,824 | 4,770 | 42,773 |
| *Rest of Swaziland* | 5,185 | 5,581 | 5,816 | 5,720 | 7,643 | 5,224 | 6,538 | 6,382 | 7,384 | 7,404 | 10,932 | 6,864 | 80,708 |
| ***Grand Total*** | **22,822** | **22,246** | **26,481** | **24,133** | **28,378** | **23,187** | **27,493** | **26,569** | **26,714** | **26,393** | **27,605** | **29,951** | **311,864** |
| TOTAL BILL | | | | | | | | | | | | | |
| *Mbabane* | 727,436 | 771,452 | 878,649 | 750,253 | 869,483 | 848,026 | 753,145 | 725,508 | 922,574 | 803,404 | 862,447 | 813,310 | 9,725,687 |
| *Ezulwini* | 3,926,168 | 11,338,497 | 5,418,288 | 4,772,562 | 4,243,595 | 4,375,805 | 5,565,234 | 5,860,323 | 5,058,292 | 6,076,703 | 6,095,143 | 7,318,674 | 70,049,284 |
| *Manzini* | 437,189 | 773,496 | 898,952 | 573,016 | 589,586 | 970,019 | 1,128,091 | 1,850,168 | 1,752,236 | 572,482 | 513,262 | 789,748 | 10,848,245 |
| *Rest of Swaziland* | 2,176,977 | 2,266,195 | 2,191,159 | 2,236,919 | 3,166,772 | 2,217,772 | 2,209,275 | 2,152,624 | 2,341,677 | 2,141,064 | 3,387,343 | 2,892,973 | 29,380,750 |
| ***Grand Total*** | **7,267,770** | **15,149,640** | **9,387,048** | **8,332,750** | **8,869,436** | **8,411,622** | **9,655,745** | **10,588,623** | **10,074,779** | **9,593,653** | **10,858,195** | **11,814,705** | **120,003,966** |
| NUMBER OF BEDS AVAILABLE | | | | | | | | | | | | | |
| *Mbabane* | 7,285 | 6,624 | 7,285 | 7,050 | 7,285 | 7,053 | 6,076 | 6,068 | 5,880 | 6,076 | 5,880 | 6,076 | 78,638 |
| *Ezulwini* | 39,213 | 35,628 | 39,959 | 37,890 | 39,121 | 37,910 | 39,141 | 39,121 | 37,910 | 39,141 | 37,890 | 39,141 | 462,065 |
| *Manzini* | 14,043 | 12,088 | 14,043 | 13,590 | 14,477 | 14,010 | 14,477 | 14,477 | 14,010 | 14,477 | 14,010 | 14,477 | 168,179 |
| *Rest of Swaziland* | 35,278 | 30,610 | 32,743 | 30,488 | 32,542 | 31,588 | 32,134 | 32,209 | 31,234 | 32,155 | 32,177 | 33,223 | 386,381 |
| ***Grand Total*** | **95,819** | **84,950** | **94,030** | **89,018** | **93,425** | **90,561** | **91,828** | **91,875** | **89,034** | **91,849** | **89,957** | **92,917** | **1,095,263** |
| NUMBER OF BED-NIGHTS SOLD | | | | | | | | | | | | | |
| *Mbabane* | 3,688 | 3,401 | 3,564 | 4,197 | 3,945 | 4,237 | 2,846 | 2,473 | 2,172 | 2,998 | 2,464 | 3,301 | 39,286 |
| *Ezulwini* | 19,409 | 14,230 | 17,559 | 18,903 | 16,322 | 14,193 | 22,518 | 19,005 | 18,623 | 19,816 | 21,083 | 24,112 | 225,773 |
| *Manzini* | 2,530 | 3,527 | 6,424 | 4,141 | 5,443 | 5,531 | 5,597 | 8,462 | 9,187 | 5,640 | 4,200 | 5,988 | 66,670 |
| *Rest of Swaziland* | 7,437 | 7,967 | 8,190 | 8,702 | 9,455 | 7,535 | 7,807 | 8,836 | 7,876 | 7,978 | 9,272 | 8,851 | 99,906 |
| ***Grand Total*** | **33,064** | **29,125** | **35,737** | **35,943** | **35,165** | **31,496** | **38,768** | **38,776** | **37,858** | **36,432** | **37,019** | **42,252** | **431,635** |
| NUMBER OF DOMESTIC TOURISTS | | | | | | | | | | | | | |
| *Mbabane* | 186 | 219 | 234 | 248 | 226 | 275 | 294 | 224 | 229 | 279 | 234 | 208 | 2,856 |
| *Ezulwini* | 5,176 | 4,540 | 4,951 | 6,021 | 5,475 | 5,704 | 5,294 | 4,821 | 4,196 | 4,876 | 4,487 | 5,102 | 60,643 |
| *Manzini* | 1,093 | 1,599 | 2,072 | 903 | 1,851 | 1,933 | 1,512 | 1,934 | 2,608 | 2,573 | 1,327 | 2,322 | 21,727 |
| *Rest of Swaziland* | 1,283 | 1,307 | 1,834 | 2,372 | 4,121 | 2,610 | 2,987 | 2,987 | 4,282 | 3,339 | 4,613 | 4,413 | 36,208 |
| ***Grand Total*** | **7,738** | **7,665** | **9,091** | **9,544** | **11,673** | **10,522** | **10,087** | **9,966** | **11,315** | **11,067** | **10,661** | **12,045** | **121,434** |
| NUMBER OF INTERNATIONAL TOURISTS | | | | | | | | | | | | | |
| *Mbabane* | 2,166 | 1,832 | 1,809 | 2,352 | 2,140 | 2,484 | 2,279 | 2,321 | 1,950 | 2,385 | 1,806 | 3,076 | 26,600 |
| *Ezulwini* | 12,402 | 11,428 | 12,854 | 13,939 | 11,667 | 14,216 | 17,025 | 18,101 | 17,023 | 15,066 | 16,542 | 15,462 | 175,725 |
| *Manzini* | 3,357 | 3,352 | 4,096 | 3,634 | 3,541 | 3,351 | 3,773 | 7,292 | 6,965 | 2,970 | 2,632 | 3,458 | 48,421 |
| *Rest of Swaziland* | 6,284 | 7,880 | 6,717 | 7,503 | 6,535 | 5,859 | 7,966 | 7,416 | 7,361 | 6,617 | 6,584 | 7,013 | 83,645 |
| ***Grand Total*** | **24,209** | **24,492** | **25,476** | **27,428** | **23,883** | **25,910** | **31,043** | **35,130** | **33,299** | **27,038** | **27,564** | **29,009** | **334,391** |
| TOTAL NUMBER OF TOURISTS | | | | | | | | | | | | | |
| *Mbabane* | 2,352 | 2,051 | 2,043 | 2,600 | 2,366 | 2,759 | 2,573 | 2,545 | 2,179 | 2,664 | 2,040 | 3,284 | 29,456 |
| *Ezulwini* | 17,578 | 15,968 | 17,805 | 19,960 | 17,142 | 19,920 | 22,319 | 22,922 | 21,219 | 19,942 | 21,029 | 20,564 | 236,368 |
| *Manzini* | 4,450 | 4,951 | 6,168 | 4,537 | 5,392 | 5,284 | 5,285 | 9,226 | 9,573 | 5,543 | 3,959 | 5,780 | 70,148 |
| *Rest of Swaziland* | 7,567 | 9,187 | 8,551 | 9,875 | 10,656 | 8,469 | 10,953 | 10,403 | 11,643 | 9,956 | 11,197 | 11,426 | 119,853 |
| ***Grand Total*** | **31,947** | **32,157** | **34,567** | **36,972** | **35,556** | **36,432** | **41,130** | **45,096** | **44,614** | **38,105** | **38,225** | **41,054** | **455,825** |

**TOURISM STATISTICS (RATES) - 2008**

| | | | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
|---|---|---|---|---|---|---|---|
| 1. Expenditure per Person per Night = ( Total Bill/ No. of Bed-Nights Sold) | | | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
| *Mbabane* | 247.561141 | = | 247.561 | 223.18 | 199.35 | 320.55 | 282.91 |
| *Ezulwini* | 310.264221 | = | 310.264 | 403.98 | 270.99 | 274.06 | 299.80 |
| *Manzini* | 162.715539 | = | 162.716 | 169.03 | 141.09 | 203.50 | 118.49 |
| *Rest of S.D* | 294.083939 | = | 294.084 | 281.19 | 296.65 | 273.40 | 322.65 |
| *Total* | **278.021861** | **=** | **278.022** | 324.78 | 249.64 | 262.73 | 278.87 |
| 2. Average Length of Stay = ( No. of Bed Nights Sold/ No. of Tourists) | | | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
| *Mbabane* | 1.33371809 | = | 1 | 1.83 | 1.77 | 1.14 | 1.21 |
| *Ezulwini* | 0.95517583 | = | 1 | 1.40 | 1.24 | 1.15 | 1.38 |
| *Manzini* | 0.95041911 | = | 1 | 1.16 | 1.44 | 1.42 | 1.75 |
| *Rest of S.D* | 0.83357112 | = | 1 | 1.13 | 1.29 | 1.08 | 1.29 |
| *Total* | **1.290462** | **=** | **1** | 1.32 | 1.33 | 1.16 | 1.38 |
| 3. Bed Occupancy Rates = [( No. of Bed Nights Sold/ No. of Beds Available) x100%] | | | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
| *Mbabane* | 0.49958036 | = | 49.96 | 0.50 | 0.58 | 0.42 | 0.49 |
| *Ezulwini* | 0.48861740 | = | 48.86 | 0.45 | 0.43 | 0.52 | 0.56 |
| *Manzini* | 0.41372934 | = | 41.37 | 0.31 | 0.36 | 0.54 | 0.37 |
| *Rest of S.D* | 0.22888916 | = | 22.89 | 0.24 | 0.27 | 0.26 | 0.18 |
| *Total* | **0.37685400** | **=** | **37.69** | 0.36 | 0.38 | 0.42 | 0.36 |
| 4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available) x100%] | | | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
| *Mbabane* | 0.53167258 | = | 53.17 | 0.52 | 0.54 | 0.53 | 0.43 |
| *Ezulwini* | 0.66838375 | = | 66.84 | 0.62 | 0.65 | 0.70 | 0.70 |
| *Manzini* | 0.44940007 | = | 44.94 | 0.44 | 0.46 | 0.39 | 0.45 |
| *Rest of S.D* | 0.42999318 | = | 43.00 | 0.32 | 0.37 | 0.41 | 0.49 |
| *Total* | **0.52828975** | **=** | **52.83** | 0.48 | 0.52 | 0.54 | 0.57 |

*Source: Central Statistical Office*

Www.welcometoswaziland.com

Swaziland Tourism Authority
P.O. Box A1030
Swazi Plaza
4th Floor Lilunga House
Somhlolo Road
Mbabane
Tel: +268 404 9693/75
Fax: +268 404 9683
Web: www.welcometoswaziland.com