TOURISM RESEARCH ANNUAL REPORT 2012

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Swaziland Tourism Authority

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Executive Summary

Inbound tourism to Swaziland in 2012 recorded a total of 1, 278 million arrivals, a decline of 3.8 percent in comparison to the 1,328 million registered in 2011. With the exception of Africa (-4.9 percent), all world regions showed more than reasonable growth demonstrating a rise in demand in long-haul travel once again.

RSA remained Swaziland's main tourism market, with a share of 68 percent of total inbound trips, followed by Mozambique at 22 percent. Major tourism markets remained practically unchanged when compared to last year, except for the Swiss market which advanced by 28 percent.

Overseas arrivals started on a slower pace in the earlier months of 2012 but as the year progressed strong growth was noted particularly from North America (7.5 percent), core European (11.0 percent) and other long-haul markets. Visitor numbers from United Kingdom (-6.6 percent) fell but it is important to point out that these visitors stayed for longer and thus spent more. Despite the backdrop of the Eurozone economic crisis, France and Italy have shown positive signs of growth. Total arrivals were up 18.2 percent from France and 28.4 percent from Italy in 2012, with the Working Holiday Maker segment the key drivers.

Markets from Asia and the Pacific also contributed towards the growth in overseas arrivals to the country. The largest increases were from Australia up 26.7 percent in 2012 compared to the same period last year, followed by China (up 8.0 percent) and Taiwan (up 7.6 percent).

Over the period in review, non-package travel was slightly higher than package travel, with an estimated 91.3 percent of the total. Nonetheless, inbound tourists opting for package travel advanced by 8.7 percent when compared to 2011.

There continued to be more male (63.0 percent) than female (37.0 percent) visitors. The dominant age groups were higher within the mature visitor population compared to the previous year with 31.6 percent at 35-44 years, followed by those between 45-54 years (23.3 percent).

681,456 travellers visited Swaziland for holiday purposes, the rest coming for business or other reasons. A drop was registered in the number of business visitors. The largest proportions of inbound tourists were aged between 45 and 64. Meanwhile, a decrease (-1.7 percent) was noted in the number of tourists aged 65 and over.

A total of 465,385 visitors came to Swaziland for the first-time in 2012, down 2.5 percent from the previous year. First-time visitors from the SADC accounted for 29.9 percent of total arrivals, while European and American visitors accounted for 56.9 percent and 7.8 percent of total visits in 2012, respectively. Of the total first-time visitors in 2012, close to a third (31.4 percent) made their own travel arrangements.

Total nights spent rose by 14.5 percent, recording 3,761,689 nights spent in formal and private accommodation establishments. In absolute terms, the majority of guest nights were spent in hotel accommodation. The average length of stay for this period stood at 2.4 nights, down two points of a night over 2011.

In 2012, formal accommodation room revenue amounted to E110.5 million. Both average room occupancy rate (54.27 percent) and expenditure per person per night (E286.24 percent) registered growth as compared to 2011, resulting in 11.6 percent improvement in total room revenue.

Swaziland outbound travel continued to grow in 2012, up by 10.5 percent compared with 2011 to approximately 1,396 million trips. Close to half of travel by Swazis to and/ or past South Africa was through Ngwenya Border Post (543,038). Matsamo Border Post (170,522), Mananga Border Post (120,766), Mahamba Border Post (140,971) and Lavumisa Border Post (112,809) were other popular points of exit/ entry.

Almost half (48.9 percent) of international visitors in 2012 gave high marks for their overall experience in Swaziland, rating it as excellent, while 44.4 percent rated their experience as 'good'. Overall, the country's ability to exceed expectations remained quite strong. Few visitors (not more than 2 percent) felt that Swaziland did not meet their expectations at all, with reasons being limited availability of tourist information points.

The wide variation in the results of the other world regions signals that overseas travellers appear to be cutting their spending in other areas to take a holiday. However, Continental Europe is still going through challenging economic times and will do so for the foreseeable future, especially France and Italy. As such, consumers within this region remain cost-conscious in the face of unstable economic conditions. It will therefore be important for tourism product owners to offer innovative and value for money such as all-inclusive holiday packages.

Chapter 1 Introduction

This publication is the sixth in a series of annual tourism statistical reports published by the Swaziland Tourism Authority (STA). It provides a summary of inbound tourism statistics, relating to how Swaziland performed during 2012 with instances of comparisons with earlier years. The report includes information on global tourism performance, an analysis of international travelers' characteristics, behavior and experiences with emphasis on the country's top seven visitor-generating markets and accommodation performance during the year under review.

This edition is based on studies carried out by STA's own research unit which include an Exit Survey and Day Visitor Survey. Further relevant national data was supplied by the Central Statistical Office and provides an insight on the performance of the lodging sector. International tourism data was sourced from United Nations World Tourism Organization (UNWTO), the Regional Tourism Organization for Southern Africa (RETOSA), EUROSTAT and other studies.

The report is made available for use by STA partners, researchers and the general public with up-to-date overviews of the important market research, with special focus on the under listed areas:

- Demographic, social and geographic
- Profile of travellers who visit Swaziland;
- Travel behaviour and modes of travel to Swaziland;
- Sources of information about Swaziland as a tourist destination;
- Opinions and experiences of visitors about their place of stay in Swaziland including services and facilities.

The Tourism Statistics Report previous tourism statistics annual reports and monthly arrivals statistics are accessible on the STA website http://www.thekingdomofswaziland.com under 'useful links' at the bottom of the homepage. STA welcomes your input and suggestions for changes and additions in future issues of this publication, and is pleased to grant permission to use excerpts from this material when credit is given to STA. For more information tourism statistics in Swaziland, please contact:

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Chapter 2 Global Tourism Performance

2.1 International Tourism 2012 – International tourism to continue robust growth in 2013

International tourist arrivals grew by 4% in 2012 to reach 1.035 billion, according to the latest UNWTO World Tourism Barometer. Emerging economies (+4.1%) regained the lead over advanced economies (+3.6%), with Asia and the Pacific showing the strongest results. Growth is expected to continue in 2013 only slightly below the 2012 level (+3% to +4%) and in line with UNWTO long term forecast.

With an additional 39 million international tourists, up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1.035 billion) for the first time in history in 2012. Demand held well throughout the year, with a stronger than expected fourth quarter.

By region, Asia and the Pacific (+7%) was the best performer, while by sub-region South-East Asia, North Africa (both at +9%) and Central and Eastern Europe (+8%) topped the ranking.

"2012 saw continued economic volatility around the globe, particularly in the Eurozone. Yet international tourism managed to stay on course" said UNWTO Secretary-General, Taleb Rifai. "The sector has shown its capacity to adjust to the changing market conditions and, although at a slightly more modest rate, is expected to continue expanding in 2013. Tourism is thus one of the pillars that should be supported by governments around the world as part of the solution to stimulating economic growth," he added.

UNWTO forecasts international tourist arrivals to increase by 3% to 4% in 2013, much in line with its long term forecast for 2030: +3.8% a year on average between 2010 and 2020. This outlook is confirmed by the UNWTO Confidence Index. Compiled among over 300 experts worldwide, the Index shows that prospects for 2013 are similar to the evaluation of last year (124 points for 2013 against 122 for 2012).

By region, prospects for 2013 are stronger for Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).

2.2 Regional Panorama: Emerging economies regain the lead

In 2012, growth was stronger in emerging economies (+4.1%) as compared to advanced economies (+3.6%), a trend which has marked the sector for many years now.

International tourist arrivals to Europe, the most visited region in the world, were up by 3%; a very positive result in view of the economic situation, and following a strong 2011 (+6%). Total arrivals reached 535 million, 17 million more than in 2011. By sub-region, Central and Eastern Europe destinations (+8%) experienced the best results, followed by Western Europe (+3%). Destinations in Southern Mediterranean Europe (+2%) consolidated their excellent performance of 2011 and returned in 2012 to their normal growth rates.

Asia and the Pacific (+7%) was up by 15 million arrivals in 2012, reaching a total 233 million international tourists. South-East Asia (+9%) was the best performing sub-region much due to the implementation of policies that foster intraregional cooperation and coordination in tourism. Growth was also strong in North-East Asia (+6%), as Japanese inbound and outbound tourism recovered, while it was comparatively weaker in South Asia (+4%) and in Oceania (+4%).

The Americas (+4%) saw an increase of 6 million arrivals, reaching 162 million in total. Leading the growth were destinations in Central America (+6%), while South America, up by 4%, showed some slowdown as compared to the double-digit growth of 2010 and 2011. The Caribbean (+4%), on the other hand, is performing above the previous two years, while North America (+3%) consolidated its 2011 growth.

Africa (+6%) recovered well from its setback in 2011 when arrivals declined by 1% due largely to the negative results of North Africa. Arrivals reached a new record (52 million) due to the rebound in North Africa (+9% as compared to a 9% decline in 2011) and to the continued growth of Sub-Saharan destinations (+5%). Results in the Middle East (-5%) improved after a 7% decline in 2011, yet the region recorded an estimated 3 million international tourist arrivals less in 2012 in spite of the clear recovery in Egypt.

Available data on international tourism receipts and expenditure for 2012 covering at least the first nine months of the year confirm the positive trend in arrivals. Among the top ten tourist destinations, receipts were up significantly in Hong Kong (China) (+16%), the USA (+10%), the UK (+6%) and Germany (+5%). At the same time, a significant number of destinations around the world saw receipts from international tourism increase by 15% or more – Japan (+37%), India and South Africa (both +22%), Sweden and the Republic of Korea (both +19%), Thailand (+18%) and Poland (+16%).

Although the highest growth rates in expenditure abroad among the ten top markets came from emerging economies – China (+42%) and Russia (+31%) – important traditional source markets, showed particularly good results. In Europe, and despite economic pressures, expenditure on international tourism by Germany held well at +3%, while the UK (+5%) returned to growth after two flat years. In the Americas, both the USA and Canada grew at 7%. On the other hand, France (-7%) and Italy (-2%) registered declines in travel expenditure. Smaller markets with significant growth were Venezuela (+31%), Poland (+19%), Philippines (+17%), Malaysia (+15%), Saudi Arabia (+14%), Belgium (+13%), Norway and Argentina (both +12%), Switzerland and Indonesia (both +10%).

2.3 Prospects for 2013

UNWTO forecasts international tourist arrivals to increase by 3% to 4% in 2013, much in line with its long term forecast for 2030: +3.8% a year on average between 2010 and 2020. This outlook is confirmed by the UNWTO Confidence Index. Compiled among over 300 experts worldwide, the Index shows that prospects for 2013 are similar to the evaluation of last year (124 points for 2013 against 122 for 2012).

By region, prospects for 2013 are stronger for Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).

Chapter 3 Swaziland Overview

Tourism Highlights

Table 1: Visitor Arrivals by Region/ Country of Residence

Region/Country	2007	2008	2009	2010	2011	2012
Africa	**1 075 005**	**1 041 211**	**1 191 259**	**1 218 054**	**1 225 220**	**1 165 225**
Botswana	4 357	4 331	3 931	4 053	3 710	4 328
Kenya	2 006	2 111	2 343	2 709	2 069	2 072
Malawi	2 996	2 846	3 109	3 017	3 183	3 313
Mozambique	226 823	209 139	266 560	241 334	236 507	222 989
Nigeria	3 238	3 424	3 202	2 744	2 768	2 785
RSA	800 113	781 173	866 584	911 194	924 566	871 459
Tanzania	3 980	3 575	4 802	4 677	5 522	6 242
Zambia	6 097	5 682	6 086	7 128	6 915	7 004
Zimbabwe	9 998	14 562	19 880	24 943	26 241	30 648
Other Africa	15 394	14 368	14 762	16 255	13 739	14 385
Americas	**19 184**	**19 607**	**20 187**	**20 499**	**18 826**	**20 259**
Brazil	628	1 065	1 234	1 085	1 041	1 076
Canada	3 393	3 359	3 317	3 192	2 696	3 489
USA	14 508	14 421	14 925	15 141	14 218	14 672
Other Americas	655	762	711	1 081	871	1 022
Asia	**13 934**	**13 634**	**16 547**	**15 653**	**14 679**	**15 546**
China	2 557	2 738	2 137	1 980	2 344	2 531
Hong Kong	24	19	19	26	18	19
India	3 449	3 252	4 339	3 970	4 103	3 972
Japan	680	635	587	524	434	457
Korea	1 226	800	1 133	1 137	1 260	988
Pakistan	1 910	2 437	2 929	3 493	3 300	3 775
Philippines	712	669	569	497	339	455
Sri Lanka	312	227	234	298	283	250
Taiwan	1 848	1 408	1 386	1 182	1 070	1 151
Other Asia	1 216	1 449	3 214	2 546	1 528	1 948
Europe	**117 168**	**107 007**	**111 327**	**83 941**	**65 872**	**73 125**
Belgium	5 362	5 573	7 892	3 205	3 015	3 158
France	15 680	16 619	16 638	12 737	8 273	9 776
Germany	24 749	19 111	15 639	11 294	10 406	14 911
Italy	4 168	3 595	3 478	3 104	2 225	2 858
Netherlands	19 795	17 554	19 604	10 788	8 161	9 011
Norway	1 306	894	1 056	891	725	774
Portugal	6 504	6 800	8 169	8 294	6 915	7 299
Sweden	2 759	2 918	2 894	2 107	1 271	1 334
Switzerland	5 499	2 518	2 561	1 773	1 639	2 047
United Kingdom	21 608	21 581	24 100	21 731	16 359	15 282
Other Europe	9 738	9 844	9 296	8 017	6 883	6 675
Oceania	**3 853**	**3 691**	**3 492**	**3 414**	**2 553**	**3 466**
Australia	3 315	3 142	2 810	2 874	2 191	2 777
New Zealand	538	549	682	540	362	689
Middle East	**951**	**850**	**1 138**	**972**	**1 216**	**909**
Kuwait	2	13	122	63	21	32
Iran	72	57	43	46	67	84
Israel	830	705	877	713	1 058	682
Saudi Arabia	6	6	18	4	13	2
UAE	22	15	11	30	6	3
Other Middle East	19	54	67	116	51	106
Total	**1 230 092**	**1 186 000**	**1 343 950**	**1 342 533**	**1 328 366**	**1 278 530**

Source: Department of Immigration. Data for visitors are compiled from Entry/ Exit Forms completed by all visitors arriving in Swaziland at entry points. Data excludes arrivals by Swazi residents.

Table 2: Visitor Arrivals by Length of Stay

Length of Stay (Nights)	2007	2008	2009	2010	2011	2012
Total	**1 230 092**	**1 186 000**	**1 343 950**	**1 342 533**	**1 328 366**	**1 278 530**
Less than 1	360 715	429 975	416 399	264 361	448 794	185 667
1	343 877	291 385	381 602	496 108	321 193	400 848
2	252 871	205 787	259 993	287 162	272 222	361 809
3	111 738	89 940	113 580	110 830	116 553	148 720
4	49 640	47 104	48 001	53 342	48 970	71 223
5	22 095	28 483	29 979	30 679	36 429	34 624
6	15 087	13 027	16 238	16 307	12 939	15 337
7	12 653	14 058	12 848	18 656	14 333	14 523
8-10	17 909	17 811	16 328	23 216	14 830	16 150
11-14	18 493	14 867	16 863	11 608	12 840	11 619
15-29	19 467	24 435	22 216	17 550	17 717	11 619
30-59	4 185	5 814	6 246	5 389	7 067	5 345
60 and over	1 362	3 314	3 657	7 325	4 479	1 046
Average Length of Stay (Nights)	**2.42**	**2.50**	**2.48**	**3.16**	**2.61**	**2.37**

Source: Exit Survey, Swaziland Tourism Authority
Note: Data for visitors are compiled from an Exit Survey conducted at 9 of the 15 points of exit. Data excludes departing Swaziland residents.

Table 3: Outbound Departures of Swaziland Residents by Mode of Transport

Departures	2007	2008	2009	2010	2011	2012
Total	**1 130 048**	**1 177 471**	**1 244 196**	**1 140 881**	**1 263 673**	**1 402 603**
Air	10 170	9 420	8 709	9 127	8 846	8 416
Land	1 119 878	1 168 051	1 235 487	1 131 754	1 254 827	1 394 187

Source: Department of Immigration
Note: Data for visitors are compiled from Entry/ Exit Forms completed by all departing Swazi residents. Data excludes departures by non-Swazi residents.

Table 4: Hotel Statistics

	2007	2008	2009	2010	2011	2012
Accommodation facilities						
Total nights	**1 919 276**	**1 947 995**	**2 255 917**	**2 742 565**	**2 295 239**	**2 104 922**
Number of Facilities	n/a	129	142	142	141	139
Rooms Available	582602	650269	590536	573149	568607	542,771
Room Nights Sold	253896	282505	311864	316230	257815	294,560
Domestic Tourists	85556	92820	121434	104303	95133	102,304
International Tourists	299226	323538	334391	338033	308389	304,594
Total Tourists	384782	416358	455825	442336	403522	406,898
Average Nights Spent	0.77	1.23	1.29	1.27	0.90	1.27
Room Occupancy Rate	43.58	47.76	52.83	55.17	45.34	54.27
Total Bill	91 933 553	103 614 596	120 003 966	119 425 729	98 958 391	110,452,498

Source: Central Statistical Office (CSO)
Rooms Available - refers to room-nights available for occupancy. Excludes rooms closed for renovations and staff use as declared in the statutory forms.
Average Nights Spent - refers to total room nights sold by number of rooms available

Table 5: Visitor Arrivals by (a) Profession and (b) Age Group

	2007	2008	2009	2010	2011	2012
Total	**1 230 092**	**1 186 000**	**1 343 950**	**1 342 533**	**1 328 366**	**1 278 530**
Profession						
Professional	328 858	276 908	341 212	487 289	454 235	481 511
Technician	170 797	247 143	245 504	176 770	129 722	121 341
Administration	37 730	29 558	31 698	23 226	107 036	103 555
Managerial	150 087	107 185	118 450	172 651	149 006	133 594
Clerical	105 692	100 754	113 269	66 703	25 573	31 916
Skilled	82 839	23 869	25 815	77 916	83 010	60 671
Semi-skilled	n/a	n/a	n/a	n/a	18 252	14 427
Unskilled	n/a	n/a	n/a	n/a	28 564	17 589
Other (Retired, students, self-employed)	354 089	400 583	468 002	337 978	332 968	313 926
Age Group (Years)						
18-24	110 811	101 258	106 750	96 662	108 926	72 877
25-34	374 583	314 741	352 553	381 279	328 106	254 427
35-44	408 283	337 552	426 865	463 174	356 002	269 495
45-54	175 686	228 397	249 025	228 231	252 390	272 327
55-64	70 119	339 755	117 808	83 237	151 434	139 360
65+ years	47 005	59 146	58 599	36 248	87 672	58 812
Not stated	43 605	25 150	35 350	53 702	43 836	111 232
Total	**1 230 092**	**1 405 999**	**1 346 950**	**1 342 533**	**1 328 366**	**1 178 530**

Source: Exit Survey, Swaziland Tourism Authority
Note: Data for visitors are compiled from an Exit Survey conducted at 9 of the 15 points of exit. Data excludes departing Swaziland residents.

Chapter 4 International Visitor Arrivals

4.1 Visitor Arrivals

2012 was a year of constant economic instability in the entire world, especially in the euro zone. In spite of these economic difficulties, with the exception of Africa, all world regions posted reasonable growth rates with Europe recording double-digit growth when compared to 2011.

Africa (91.1 percent), while remaining the main visitor-generating region for Swaziland registered a decline of 4.9 percent in 2012. Of the 91 percent share, the SADC contributed the largest volume with 1,153,184 arrivals. The highest growth rate for the period under review was recorded from Europe with 11.3 percent year-on-year, making it the country's second visitor-generating region. Arrivals from the Americas and Asia and the Pacific grew by 7.6 percent and 9.4 percent respectively. The Middle East region posted a healthy growth rate of 3.7 percent in comparison to the previous year, but accounted for a minimal share 0.4 percent of total arrivals in 2012.

Chart 1: Monthly Visitor Arrivals, 2012

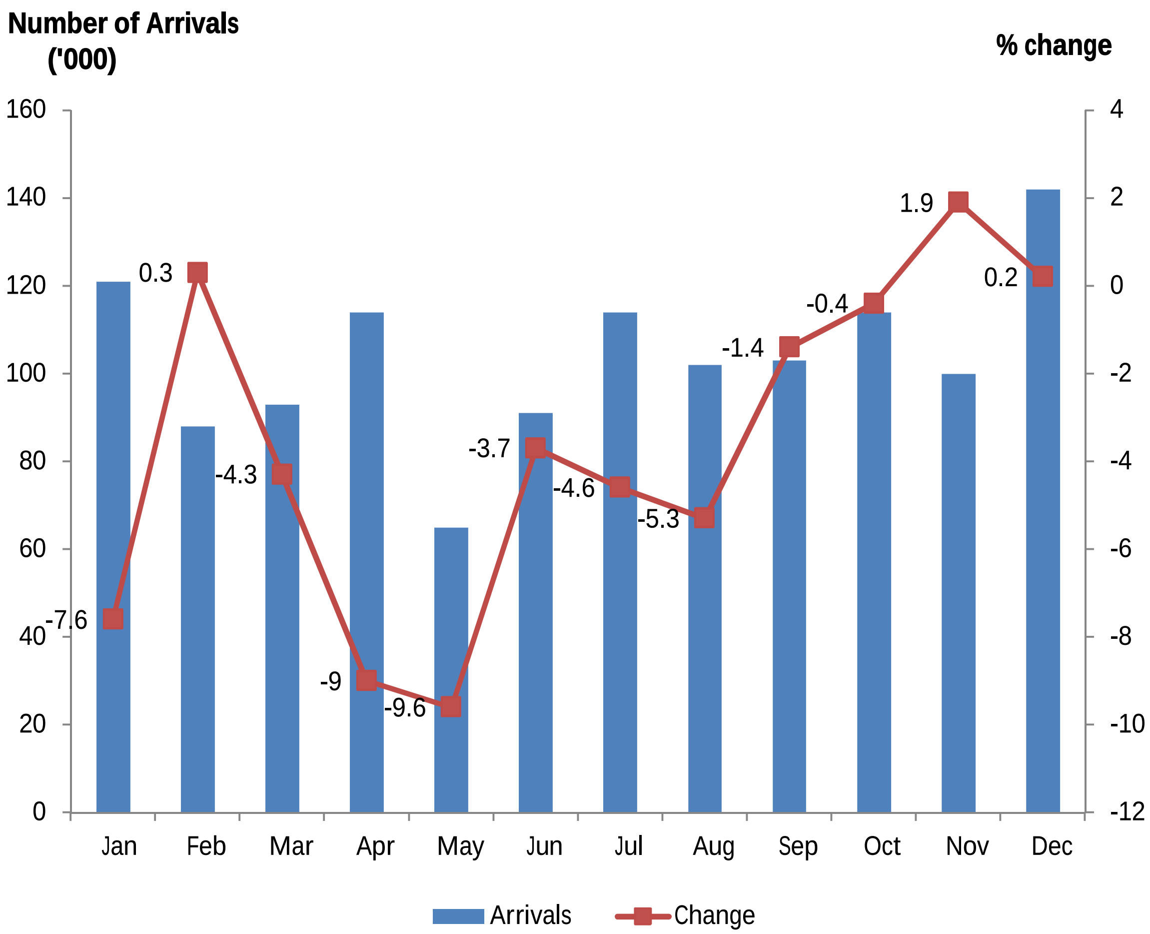
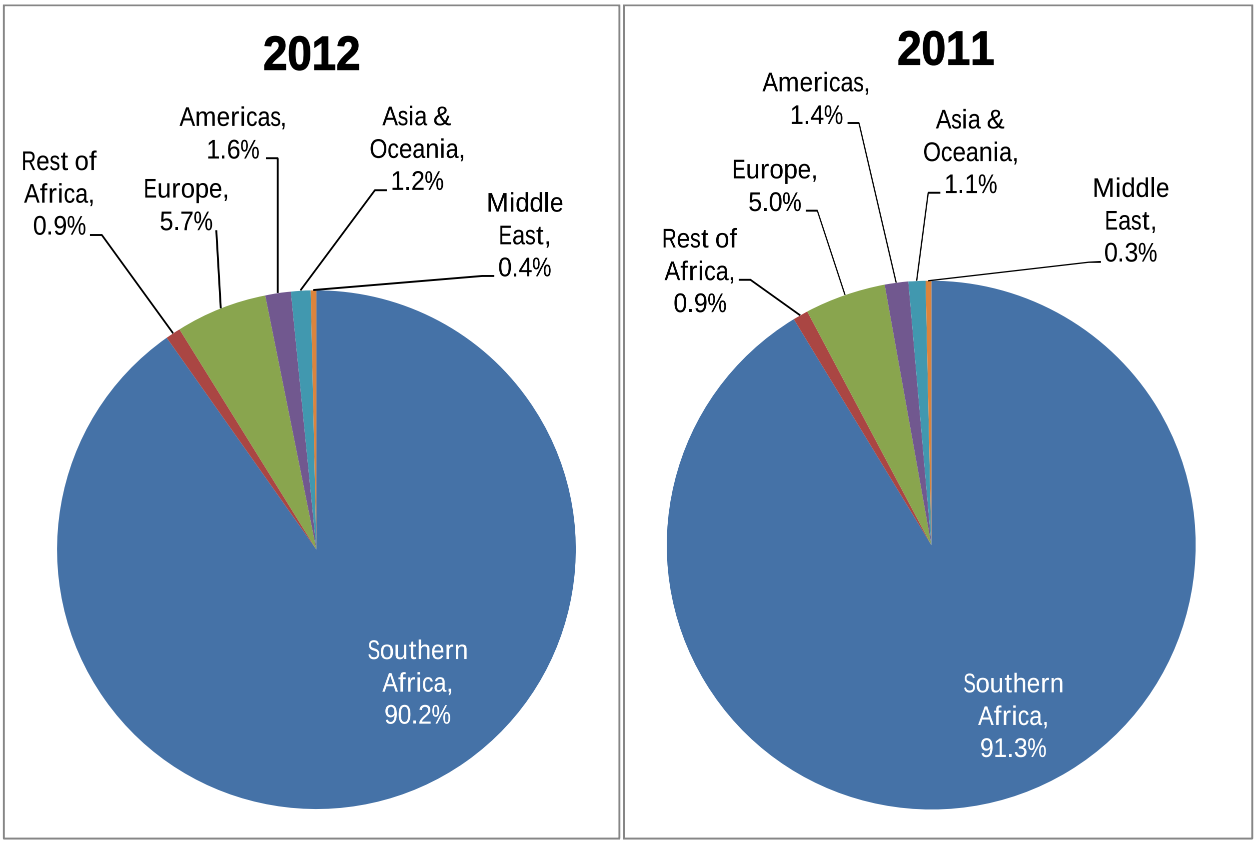


Chart 2: Visitor Arrivals by World Regions, 2011-2012



4.2 Visitor Arrivals by Major Markets

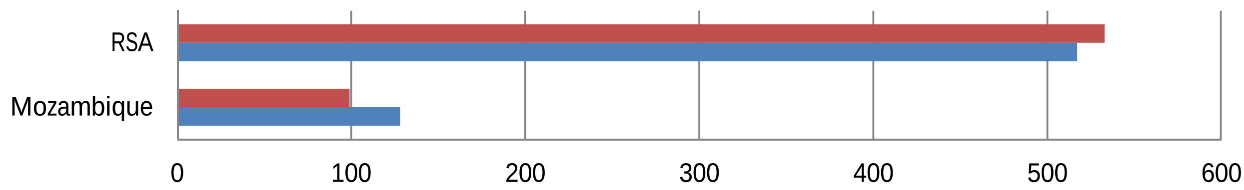
South Africa continued to be the country's largest visitor market with 871,459 arrivals, accounting for 68.2 percent share of the total visitor volume. However, this reflects a decline of 5.7 percent in comparison to the 924,566 arrivals registered in 2011.

Despite the Eurozone entering its fourth year faced with economic difficulties, the most favourable performances were noted from markets within this region. Germany was the leading performer with a growth rate of 43 percent. Exciting performances were also noted from France (18.2 percent), Italy (28.4 percent), Nertherlands (10.4 percent) and Switzerland (24.9 percent). Visits from the United Kingdom market recorded a decline of 6.6 percent during the period in review.

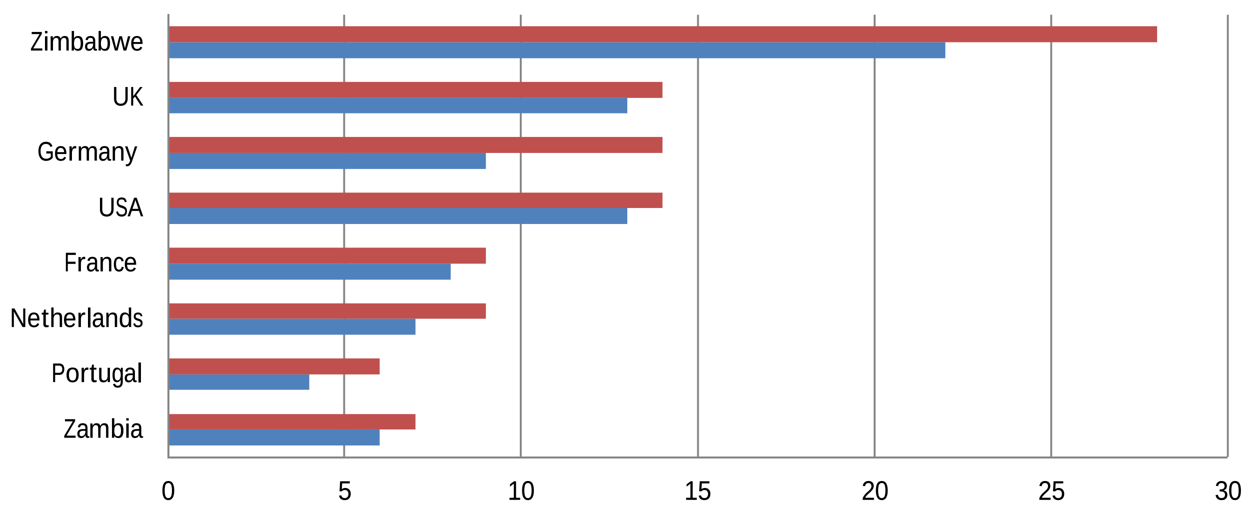
From Asia and the Pacific, the Australian market accounted for the highest growth with 26.7 percent, shifting it to the second spot in terms of rank within this region. On the contrary Swaziland's major market within the region, India registered a decline of 3.2 percent in 2012.

North American markets managed solid growth of 7.3 percent in 2012. Although arrivals from USA were characterised by volatile seasonal variations, an overall increase of 3.1 percent was noted placing United States of America as the fourth largest overseas source market for Swaziland during this period. Canada also performed well in 2012 with a 29.3 percent increase raising its ranking to 17 from 21 in terms of visits.

Chart 3: Top 10 Source Markets, 2011-2012



	Mozambique	RSA
2012	99	533
2011	128	517



	Zambia	Portugal	Netherlands	France	USA	Germany	UK	Zimbabwe
2012	7	6	9	9	14	14	14	28
2011	6	4	7	8	13	9	13	22

Table 6: Top 10 Visitor Generating Markets, 2011-2012

Generating Market	2012 VA	Rank (2012)	% Change (12vs11)	2011 VA	Rank (2011)	% Change (11vs10)
RSA	871 459	1	-5.7	924 566	1	1.5
Mozambique	222 989	2	-5.7	236 507	2	-2.0
Zimbabwe	30 648	3	16.8	26 241	3	5.2
UK	15 282	4	-6.6	16359	4	-24.7
Germany	14 911	5	43.3	10 406	6	-7.9
USA	14 672	6	3.2	14 218	5	-6.1
France	9 776	7	18.2	8 273	7	-35.0
Netherlands	9 011	8	10.4	8 161	8	-24.3
Portugal	7 299	9	5.5	6 915	10	-16.6
Zambia	7 004	10	1.3	6 915	9	-3.0

Chapter 5 Country Profiles

5.1 RSA Market Profile

RSA 2012		
Total Population	51,490,106	
	Province ➢ Eastern Cape ➢ Free State ➢ Gauteng ➢ KwaZulu-Natal ➢ Limpopo ➢ Mpumalanga ➢ Northern Cape ➢ North West ➢ Western Cape	 6,829,958 (13.50%) 2,759,644 (5.46%) 11,328,203 (22.39%) 10,819,130 (21.39%) 5,554,657 (10.98%) 3,657,181 (7.23%) 1,096,731 (2.17%) 3,253,390 (6.43%) 5,287,863 (10.45%)
GDP Per Capita (PPP)	$11,000 (2011 est.)	
Internet Users	10,295,847 (13.4% of total population)	
Facebook Users	5,534,160 (March 2013 est.)	
Language/s	➢ Xhosa ➢ Zulu ➢ Siswati ➢ Afrikaans ➢ English ➢ Ndebele ➢ Tsonga ➢ Venda ➢ Southern Sotho ➢ Setswana ➢ Sepedi	
Currency	Rands (ZAR)	
Annual Leave Entitlement	21 days	

5.1.1 Market Overview

In 2012:

- RSA was Swaziland's leading inbound market for visitor arrivals with 871,006 visitor arrivals, a 5.8 decrease compared to 2011.
- The number of visitors who spent at least one night in Swaziland increased by 3 percent form 516,943 in 2011 to 532,618 in 2012.
- The average length of stay for South African visitors was 2.18 nights, compared to the national average of 2.37 nights.
- RSA ranked second in terms of repeat visits, with just over 84.1 percent visiting Swaziland at least twice in 2012.
- Most visitors from this market were adults in the mature age groups. The age ranges of 35-44 years and 45-54 years accounted for the largest shares with 32.8 percent and 23.2 percent, respectively.

5.1.2 Main purpose of visit

- Holiday accounted for the largest purpose of visit segment with 38.7 percent of visiting South Africans stating it as their main reason for visiting Swaziland. South African travellers on transit remained high at 31.6 percent while 'business' and 'visiting friends and relatives' represented 15.0 percent and 12.0 percent of RSA visitors.
- The proportion of South Africans visiting friends and relatives increased to 3.2 percent in 2012 from 2.8 in 2011 while business travellers spent on average 2.2 nights in Swaziland.

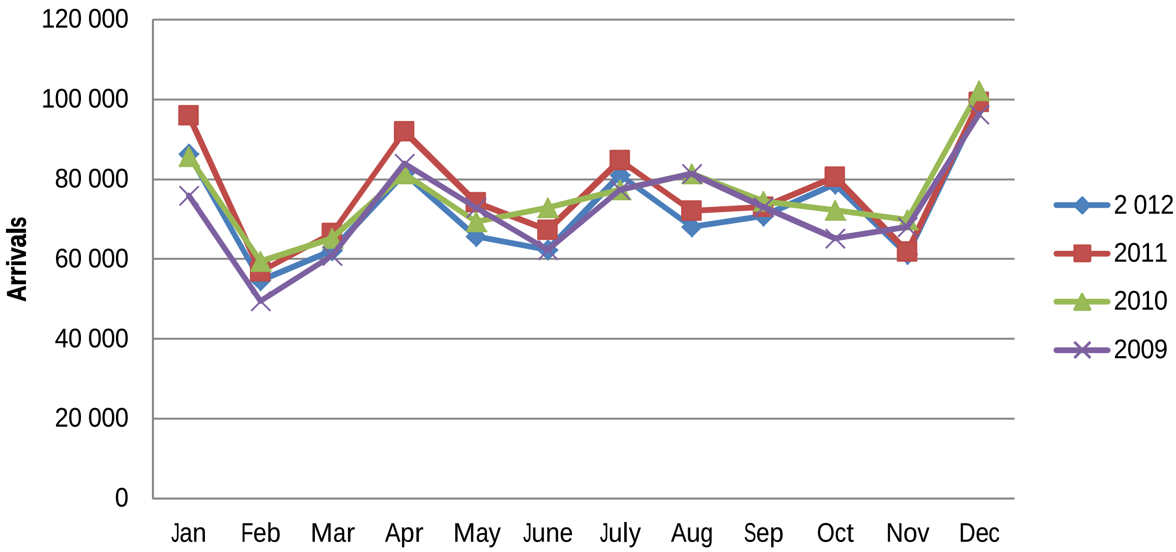
Table 7: RSA Purpose of Visit by Average Nights Spent, 2012

Main Reason	Average Nights	Total Tourists
Holiday	2.6	337 255
Visiting Friends & Friends	3.2	130 719
Business	2.2	104 575
Transit	0.0	275 381
Other	1.9	23 529

5.1.3 Seasonality

- In 2012, the months of January, April, July and December continued to be peak periods in terms of visitor arrivals. As demonstrated in the figure below, visitor arrivals from South Africa struggled in 2012 when compared to 2011.

Chart 4: RSA Seasonality Trend, 2009-2012



5.1.4 Distribution

- With respect to source of information on Swaziland as a travel destination, most visitors from South Africa indicated that they had been to the country before (66.6%). Word of mouth accounted for the highest source of source of information with 25.8 percent of South African visitors indicating the destination was recommended by friends and/or relatives.
- Travel bookings were mainly direct with a travellers relying on friends and relatives in the country for travel logistic arrangements.

5.2 Mozambique Market Profile

Mozambique 2012			
Total Population	23,700,715		
Major cities (ranked by population)	**province**	**capital**	**population 2012**
	Província de Cabo Delgado	Pemba	1,797,335
	Província de Gaza	Xai-Xai	1,344,095
	Província de Inhambane	Inhambane	1,426,684
	Província de Manica	Chimoio	1,735,351
	Cidade de Maputo	Maputo	1,194,121
	Província de Maputo	Matola	1,506,442
	Província de Nampula	Nampula	4,647,841
	Província de Niassa	Lichinga	1,472,387
	Província de Sofala	Beira	1,903,728
	Província de Tete	Tete	2,228,527
	Província de Zambézia	Quelimane	4,444,204
GDP – Per Capita (PPP)	$1,136 (2011 est.)		
Internet Users	1,011,185 (4.3% of total population)		
Facebook Users	3,300,720 (July 2012 est.)		
Language/s	Portuguese (official) 10.7%, Emkhuwini 25.3%, Xichangana 10.3%, Cisena 7.5%, Elomwe 7.0%, Echuwabo 5.1%, other Mozambique 30.1%, other 4.0%		
Currency	Metical		
Annual Leave Entitlement	25 days		

5.2.1 Market Overview

In 2012:

- Mozambique was Swaziland's second largest inbound market for visitor arrivals recording 222,877 visitor arrivals, a decline of 5.8 percent increase compared to 2011.
- There were more visitors from Mozambique spending at least one night in Swaziland in 2012 compared to 2011. About 27.2 percent indicated that they spent one night, reflecting a significant increase of 9.2 percent from 2011. A satisfactory 29.7 percent spent two nights while 8.2 percent Mozambican visitors indicted to have spent three nights in Swaziland.
- The average length of stay of 1.5 nights was below the national average nights.
- Mozambique ranked highest in terms of repeater rate, with close to nine of ten (89 percent) Mozambican visitors traveling to Swaziland more than once in 2012.
- The most common age demographics of Mozambicans were 35-44 years and 45-54 years.

5.2.2 Main purpose of visit

- Holiday accounted for satisfactory 45.0 percent, while business (6.6 percent) and visiting friends and relatives (7.8 percent) recorded lower shares. Replicating South Africa's high transit trend, Mozambicans entering Swaziland for transit purposes accounted for a proportion of 29.7 percent.

- Holiday visitors recorded growth of 3.3 percent in 2012 relative to 2011. On the other hand, the segments of visiting friends and relatives and business visitors fell by 5.9 percent and 2.9 percent, respectively in 2012 when compared to 2011.
- The average number of nights Mozambican tourists spent in Swaziland for holiday increased marginally from 1.7 nights in 2011 to 2.1 nights in 2012. These marginal gains in holiday nights were accompanied by a significant fall the average number of nights Mozambican tourists spent for visiting friends and relatives in 2012 (2 nights) relative to 2011 (7.5 nights).

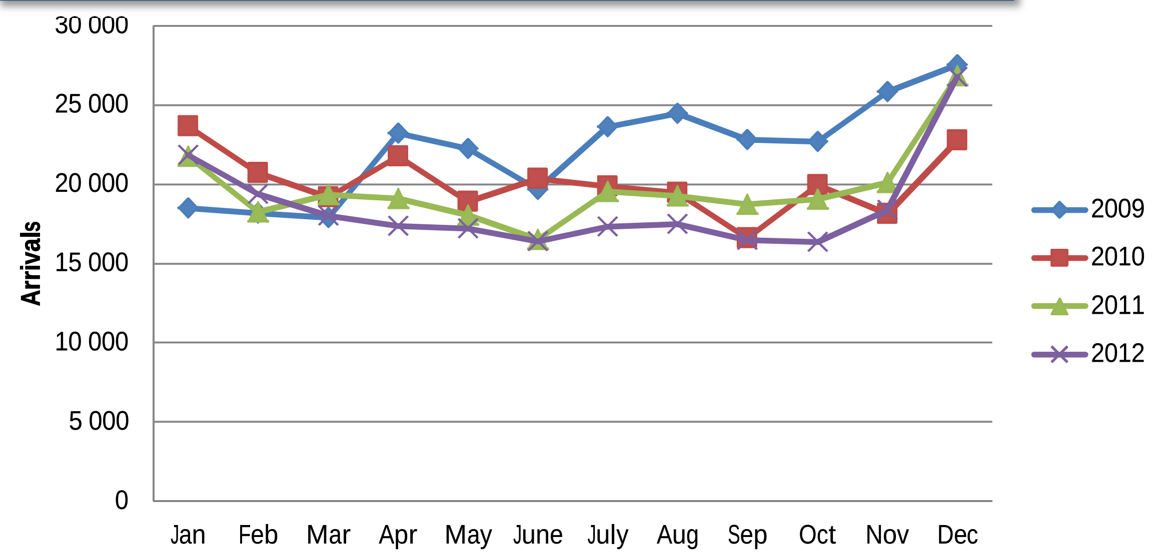
Table 8: Mozambique Purpose of Visit by Average Nights Spent, 2012

Main Reason	Average Nights	Total Tourists
Holiday	2.1	100 345
Visiting Friends & Friends	2.0	17 393
Business	1.8	14 717
Transit	0.0	66 228
Other	10.9	24 306

5.2.3 Seasonality

- The summer months of January and December were the peak periods for tourist arrivals from Mozambique in 2012. A graphical assessment the fluctuations in tourist arrivals over the past four years shows that 2012 is the year in which Mozambican arrivals really struggled.

Chart 5: Mozambique Seasonality Trend, 2009-2012



5.2.4 Distribution

- Word-of-mouth was also the most influential source of information, with 31.4 percent relying on this source. The next popular sources were small newspapers (5.2 percent) and the internet (4.8 percent).

5.3 United Kingdom Market Profile

United Kingdom 2012		
Total Population	63,182,000	
Major cities (ranked by population)	City ➢ London ➢ Birmingham ➢ Leeds ➢ Glasgow ➢ Sheffield ➢ Bradford ➢ Edinburgh ➢ Liverpool ➢ Manchester	Population 8,173,941 1,073,045 751,485 593,000 552,698 522,452 477,000 466,415 403,127
GDP Per Capita (PPP)	$35,500 (2011 est.)	
Internet Users	52,731,209 (83.51% of total population)	
Facebook Users	32,175,460 (Mar. 2013 est.)	
Number of Pensioners	10,341,628	
Language/s	➢ English-British	
Currency	British Pound (£)	
Annual Leave Entitlement	28 days	

5.3.1 Market Overview

In 2012:

- United Kingdom retained its spot as Swaziland's forth visitor-generating market recording 15,274 visitor arrivals (-7.1 percent).
- A significant proportion of visitors from the UK spent at least one night in Swaziland. A satisfactory 40.4 percent of UK tourists spent one night in Swaziland while 27.1 percent indicated to have spent two nights.
- The average length of stay for Britons was at 3.53 nights, 1.16 nights higher than the national average. It would be worthwhile to pursue efforts at increasing the average length of stay for UK tourists as they are among the highest spenders in Swaziland.
- An analysis of the demographic profile of UK visitors to Swaziland revealed the country was visited mostly by people in the age groups 35-44 (25.3 percent) and 55-64 (21.8 percent).

5.3.2 Main purpose of visit

- Holiday was the only segment that posted positive growth reflecting as increase of 1.5 percent to 80.5 percent in 2012.
- 6.5 percent of Britons had business as their main purpose of visit while 6 percent said they had come to for visiting friends and relatives.
- The number of average holiday nights spent by UK tourists in Swaziland fell from 3.3 nights in 2011 to 2.7 nights in 2012. Business nights also declined by 3.1 nights to 8.3 in 2012.

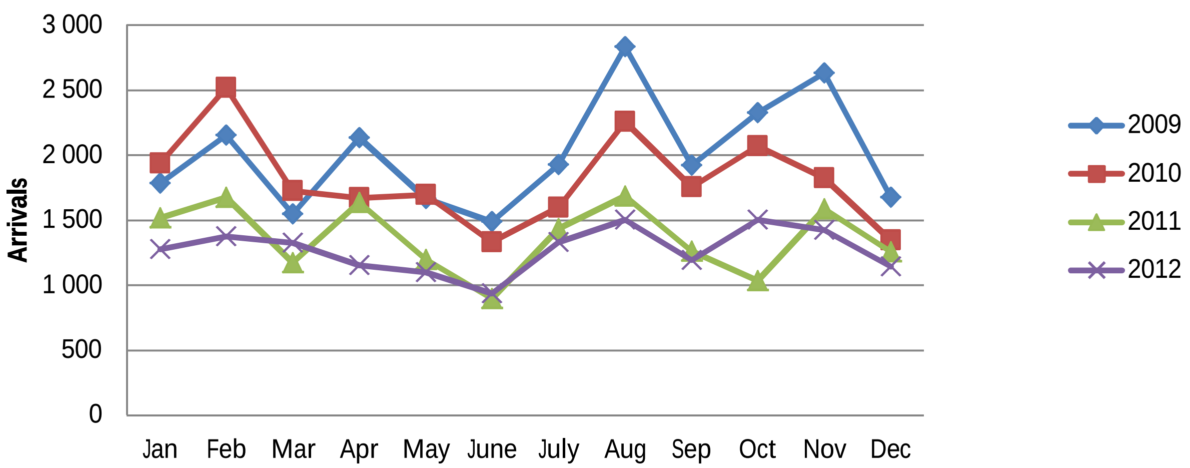
Table 9: UK Purpose of Visit by Average Nights Spent, 2012

Main Reason	Average Nights	Total Tourists
Holiday	2.7	12 317
Visiting Friends & Friends	7.5	978
Business	8.3	917
Transit	0.0	886
Other	17.0	183

5.3.3 Seasonality

- August and October accounted for the highest monthly arrivals while May and June were the lower periods.

Chart 6: UK Seasonality Trend, 2009-2012



5.3.4 Distribution

- Word of mouth reference (28.9 percent) was the primary source of information on Swaziland for most British visitors with the internet also proving very instrumental (18.8 percent).
- An impressive 20.9 percent indicated that they already knew about Swaziland. Newspapers also were also an important source of information on the country for these visitors in 2012.
- Travel agents played a key role in the distribution of information on Swaziland, rating as the second highest source with 23.9 percent of British travellers indicating to have heard of Swaziland through the travel agents.

5.4 Germany Market Profile

Germany 2012		
Total Population	81,800,000	
Major cities (ranked by population)	City ➢ Berlin ➢ Hamburg ➢ Munich ➢ Cologne	Population 3,439,100 1,769,117 1,330,440 998,105
GDP Per Capita (PPP)	$38,100 (2011 est.)	
Internet Users	67,621,622 (83.0% of total population)	
Facebook Users	25,063,880	
Number of Pensioners	16,774,797	
Language/s	➢ Standard German	
Currency	Euro (€)	
Annual Leave Entitlement	24 days	

5.4.1 Market Overview

In 2012:

- A total of 14,897 visits to Swaziland were made by Germans, representing an increase of 43.2 percent when compared to 2011.
- On average, German overnight guests spent 2.14 nights in Swaziland, a slight decline from the 3 nights averaged in 2011.
- Repeat visits accounted for 14.9 percent of total visits made by the over 14,000 visitors from Germany.
- The 45-54 years and the 55-64 years segments recorded significant growth, increasing over 6.8 percent and 2.8 percent, respectively compared to 2011.

5.4.2 Main purpose of visit

- Holiday visits were at a high 88.8 percent, while business accounted for 2.4 percent and visiting friends and relatives registered 2.1 percent. German transit visitors recorded a modest 6.3 percent.
- The holiday (+4.2 percent) registered a significant increase while visiting friends (+1 percent) and relatives and business (+1 percent) visitors both recorded negligible gains.
- Accounting for the most nights were business tourists (9.9 nights), followed by visiting friends and relatives tourists (8 nights) and then holiday (1.9 nights).

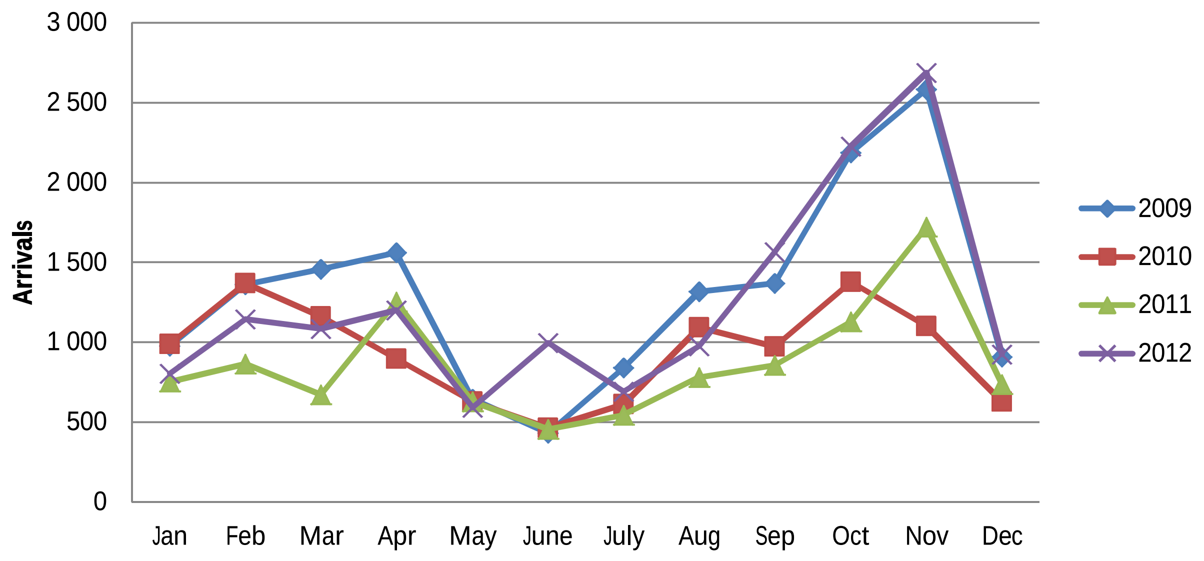
Table 10: Germany Purpose of Visit by Average Nights Spent,

Main Reason	Average Nights	Total Tourists
Holiday	1.9	13 256
Visiting Friends & Friends	8.0	313
Business	9.9	328
Transit	0.0	939
Other	3.4	75

5.4.3 Seasonality

- April and November tend to be the traditional peak season while the low season is usually registered in May - June.

Chart 7: Germany- Seasonality Trend, 2009-2012



5.4.4 Distribution

- Travel agents were the main source of information and organisation of travel for German visitors to Swaziland, accounting for 32.1 percent of total German arrivals.
- The internet (26.8 percent) and word of mouth references (20.2 percent) also played very important roles in informing travellers about Swaziland.

5.5 Netherlands Market Profile

Netherlands 2012		
Total Population	16,847,007	
Major cities (ranked by population)	City ➢ Amsterdam ➢ Rotterdam ➢ Gravenhage ➢ Utrecht	Population 975,061 794,392 719,806 266,066
GDP Per Capita (PPP)	$42,300 (2011 est.)	
Internet Users	15,071,191 (89.5% of total population)	
Facebook Users	5,759,840	
Number of Pensioners	2,786,406	
Language/s	➢ Dutch (Official) ➢ Achterhoeks ➢ Drents ➢ Western Frisian ➢ Gronings ➢ Limburgisch ➢ Sinte Romani ➢ Vlax Roamani ➢ Other	
Currency	Euro (€)	
Annual Leave Entitlement	20 days	

5.5.1 Market Overview

In 2012:

- The Netherlands was the fourth largest overseas visitor generating market with 9 011 arrivals, representing a 10.3 percent increase from 8 161 recorded in 2011.
- The average length of stay for the Dutch was 1.7 nights which was marginally (0.67 nights) lower than the national average.
- The repeat visitor rate was at the normal long-haul range at 11.8 percent, with about, 1062 Dutch visitors indicating they had in the past visited Swaziland. The main purpose of visit was holiday.
- Of all the visitors from Netherlands, the largest demographic age group was 35-44 years accounting for 26.6 percent of all Dutch arrivals.

5.5.2 Main purpose of visit

- Holiday visits were highest at 93.7 percent, while business accounted for 1.1 percent and visiting friends and relatives registered 1.3 percent. Transit visitors were at a low 4.2 percent.
- A decline was noted from the holiday segment (-0.4 percent), while the visiting friends and relatives (+0.3 percent) and business (+0.4 percent) segments registered a slight increase.
- In 2012, Dutch tourist stayed an average of 1.6 nights in Swaziland for holiday purposes while business nights remained unchanged at 4 nights.

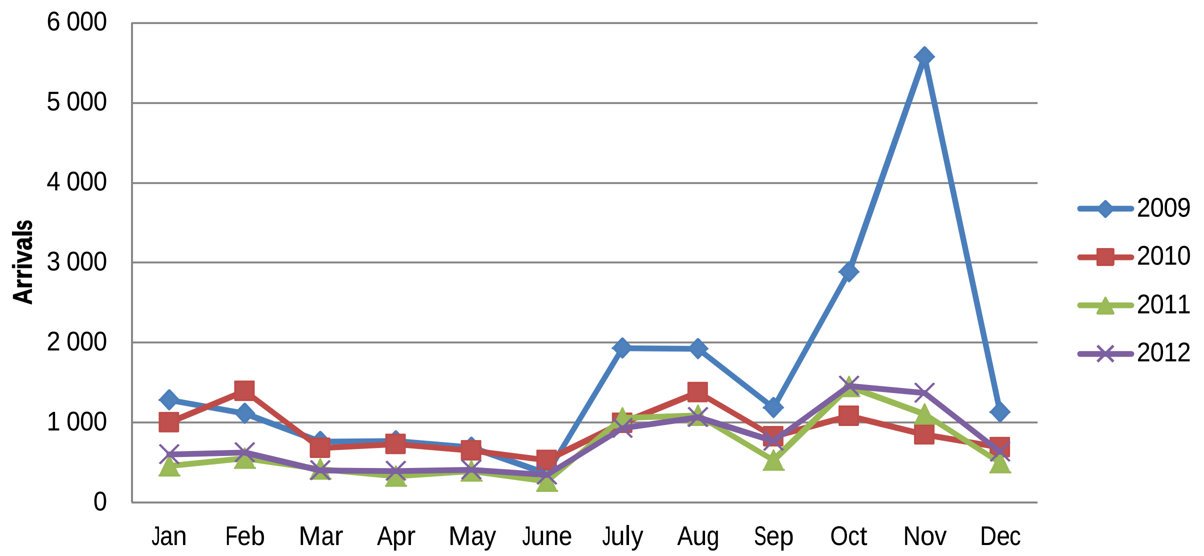
Table 11: Netherlands-Purpose of Visit by Average Nights Spent, 2012

Main Reason	Average Nights	Total Tourists
Holiday	1.6	8 443
Visiting Friends & Friends	3.7	117
Business	4.0	99
Transit	0.0	315
Other	0.3	36

5.5.3 Seasonality

- October-November and August tend to be the traditional peak season with the highest number of Dutch arrivals to Swaziland recorded during these months. May and June are traditionally the lower periods.

Chart 8: Netherlands Seasonality Trend, 2009-2012



5.5.4 Distribution

- Word-of-mouth (29.4 percent) and the internet (30.5 percent) were key source for distribution of information on travel to Swaziland.
- Travel agents were also another powerful instrument of information on the destination, with 20.8 percent using friends and relatives as sources of information.
- The electronic and print media were used less with television accounting for 1.2 percent and newspapers 7.5 percent, respectively.

5.6 France Market Profile

France 2012		
Total Population	65,102,719	
Major cities (ranked by population)	City ➢ Paris ➢ Lyon ➢ Marseille ➢ Lille ➢ Toulouse	Population 11,174,743 1,648,216 1,516,640 1,143,125 964,797
GDP Per Capita (PPP)	$35, 000 (2011 est.)	
Internet Users	50,290,226 (77.2% of total population)	
Facebook Users	23,544,460	
Number of Pensioners	2,786,406	
Language/s	➢ French	
Currency	Euro	
Annual Leave Entitlement	30 days	

5.6.1 Market Overview

In 2012:

- Swaziland recorded 9 776 international visitor arrivals from France indicating an increase of 18 percent from the 8 273 recorded in 2011.
- The average number of nights French tourists spent in Swaziland was 1.89 nights, a mild improvement from the 1.6 nights recorded in 2012.
- The repeat visit rate for French visitors was 11.7 percent, which shows an improvement of 4 percent from the proportion recorded in 2011 (7.7 percent).
- Most of the French tourists who came to Swaziland were in the age groups 35-44 years (25.5 percent) and 45-54 years (26.1 percent).
- France (24.6 percent) was the third contributing markets behind the UK (32.3 percent) and USA (27.4 percent) in terms the portion of visitors who were above the retirement age of 55 years.

5.6.2 Main purpose of visit

- Holiday visits were at a high 89.7 percent, while business accounted for 1.5 percent and visiting friends and relatives registered 3.8 percent. Transit visitors were at a low 4.7 percent.
- An increase was noted in the visiting friends and relatives (2.4 percent) segment while business visitors declined by 1 percent. The gains realised in Holiday visitors were negligible (0.2 percent).
- The average number of nights spent by French tourist on holiday trips to Swaziland remained at 1.6 nights.
- A notable increase (+3.7 nights) was observed in the average number of nights spent by French tourists spent on business trips when compared to 2011.
- Those visiting friends and relatives (2.8 nights) spent more nights in 2012 in compared to 2011 (1.2 nights).

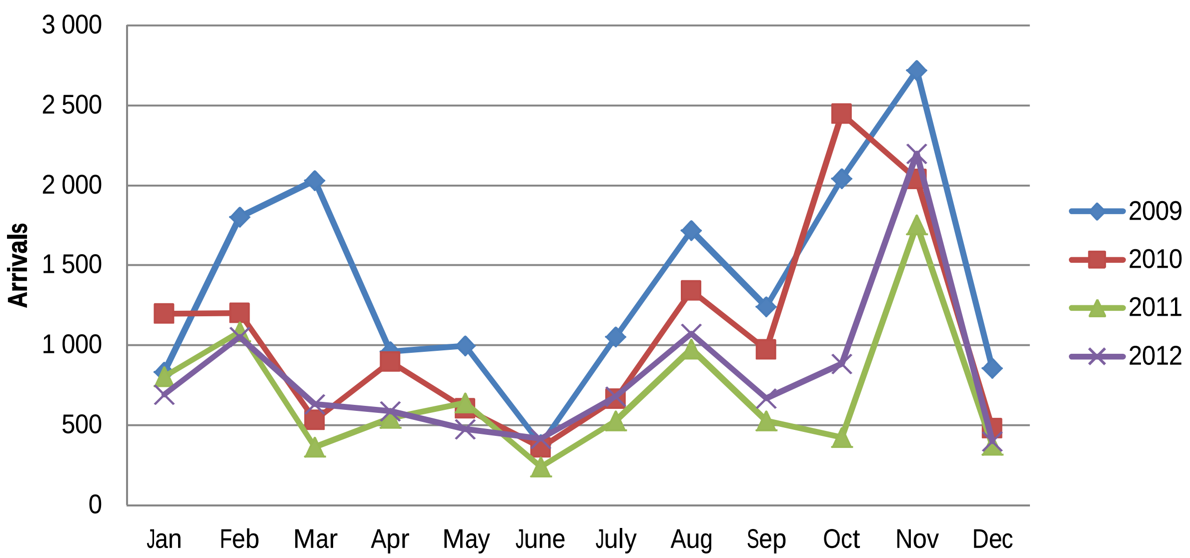
Table 12: France-Purpose of Visit by Average Nights Spent, 2012

Main Reason	Average Nights	Total Tourists
Holiday	1.6	8 798
Visiting Friends & Friends	2.8	147
Business	8.8	342
Transit	0.0	459
Other	0.3	30

5.6.3 Seasonality

- November was once again the peak month for arrivals from France as has been for the past for years.
- 2012 saw an improved performance from the French market as demonstrated in chart 10, with higher arrival figures recorded in winter months as compared to the previous two years.

Chart 9: France Seasonality Trend, 2009-2012



5.6.4 Distribution

- Travel agents (56.3 percent) were the primary source of information on Swaziland for French travellers, reflecting a significant increase from the proportion recorded in 2011 (44.4 percent).
- French visitors made fairly modest use of the internet (15.4 percent) and word of mouth (14.2 percent) was less used as a source information on Swaziland. Print media accounted for 8.8 percent in the list of main sources of travel information on Swaziland.

5.7 USA Market Profile

USA 2012		
Total Population	50,586,757	
Major cities (ranked by population)	City ➢ New York ➢ Los Angeles ➢ Chicago ➢ Houston ➢ Philadelphia ➢ Phoenix ➢ San Antonio ➢ Dan Diego ➢ Dallas ➢ San Jose	Population 18,897,109 12,828,837 9,461,105 5,946,800 5,965,343 4,192,887 2,142,508 3,095,313 6,371,773 1,836,911
Internet Users	6,800,000	
Number of Pensioners	2,786,406	
Language/s	➢ English-USA	
Currency	American Dollar ($)	
Annual Leave Entitlement	21 days	

5.7.1 Market Overview

In 2012:

- ➢ USA was the third largest overseas source market for Swaziland in 2012 with 14 655, representing a 3.1 percent increase from 14 218 recorded in 2011.
- ➢ This source market registered the highest average length of stay in comparison to the other markets with 5.35 nights, a figure significantly greater the national average (2.37 nights)
- ➢ USA ranked a joint premier figure (with the UK) in terms of repeater visits with a rate of 29.9 percent with holiday and business the primary reasons.
- ➢ Of all the visitors from USA, the most significant age groups in terms of visitor volume were 25-34 and 35-44 years both accounting for 23.6 percent.

5.7.2 Main purpose of visit

- Holiday visits declined drastically in 2012 (62.4 percent) compared to 2011 (81.8 percent). Business trips accounted for a significantly higher 18.8 percent when compared to the 5.8 percent recorded in 2011 while the proportion visiting friends and relatives (11.1 percent) more than tripled when compared to that of 2011 (2.9 percent).
- On the contrary, Americans visiting friends and relatives spent half the nights recorded in 2011 and only registered an average of 6.4 nights in 2011 relative to the average of 12.1 nights recorded in 2011. Year-on-year differences for the holiday and business segments were negligible.

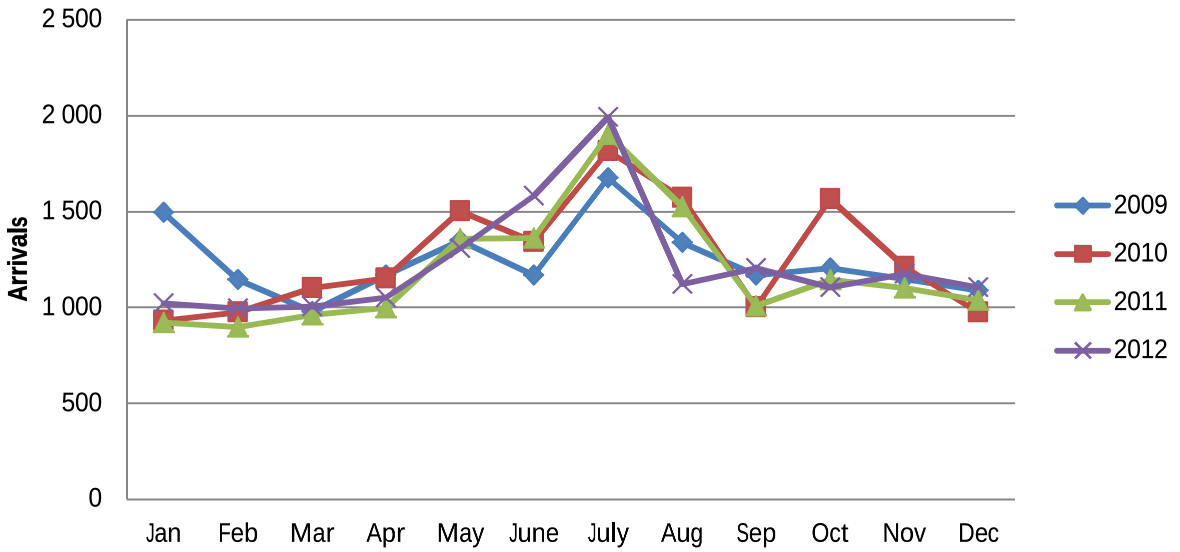
Table 13: USA Purpose of Visit by Average Nights Spent,

Main Reason	Average Nights	Total Tourists
Holiday	3.5	9 199
Visiting Friends & Friends	6.4	1 658
Business	10.7	2 714
Transit	0.0	763
Other	7.6	338

5.7.3 Seasonality

- May to July have remained the peak months in the last three years while March-April and September are the lower periods in terms of monthly American visitor arrivals.

Chart 10: USA Seasonality Trend, 2009-2012



5.7.4 Distribution

- Word-of-mouth (34.2 percent), travel agents (21.8 percent) and the internet (15.6 percent) were the top three sources of travel information on Swaziland.
- The 15.6 percent relying on the net for information further made their outbound trip to Swaziland online.

Chapter 6 Seasonality

Visitations to Swaziland were highest in the fourth quarter (October, November, December) with 355,167 arrivals occurring at this time. This was followed with 25.0 percent visiting during the third quarter (April, May and June) and 23.5 percent visiting during the second quarter (July, August and September). The first quarter of the year accounted for the least number of arrivals, registering a total of 303,160 international visitor arrivals.

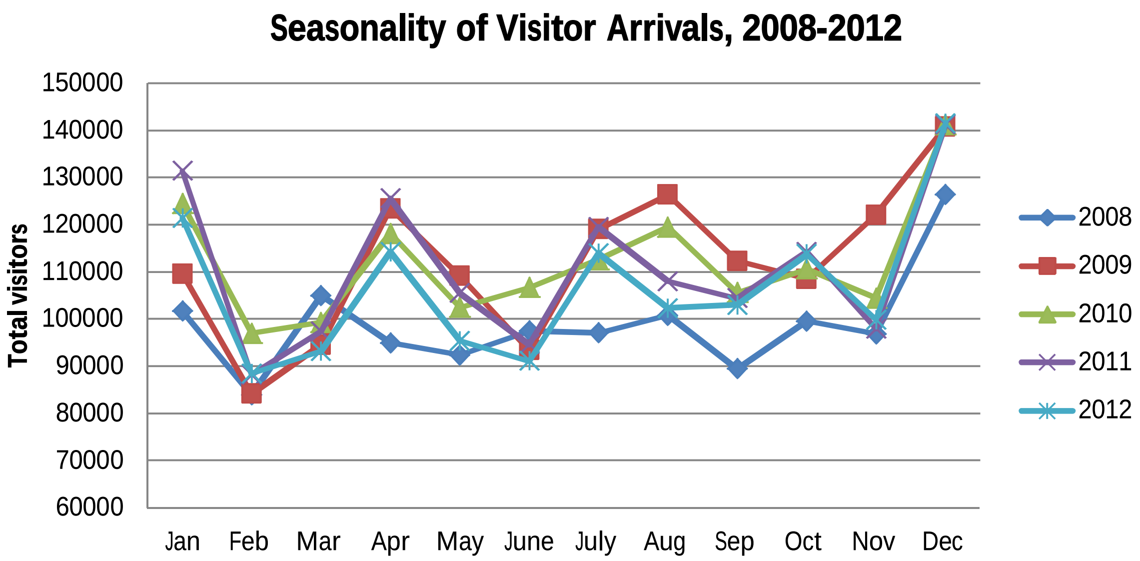


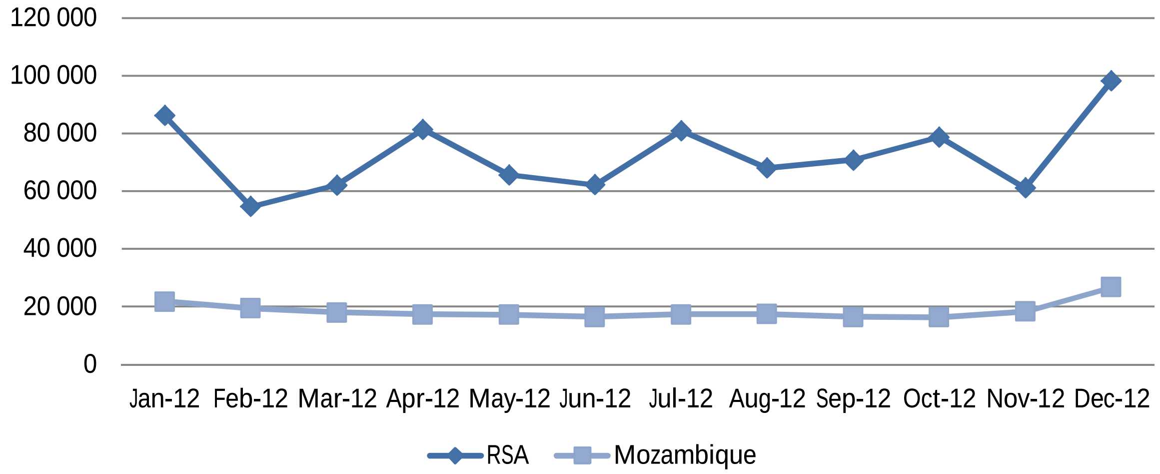
Table 14: International Visitors by Season, 2012

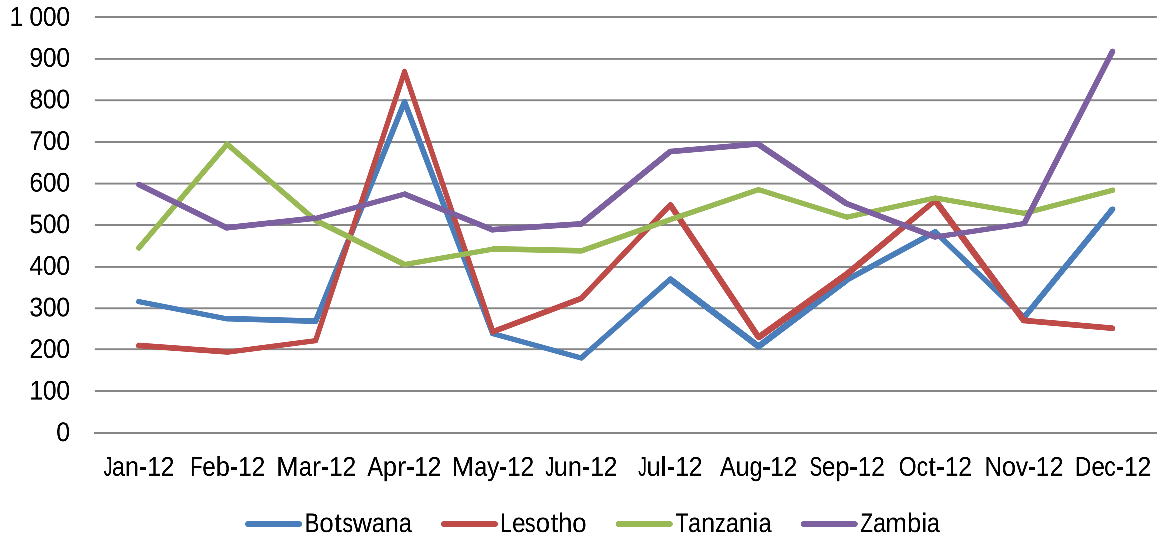
Quarter	Number of visitors	Share % of total visitors
Q1: Jan. – Mar.	303,160	23.7
Q2: Apr. – May	300,845	23.5
Q3: Jun. – Sept.	319,358	25.0
Q4: Oct. – Dec.	355,167	27.8

Source: Entry/Exit Cards- Department of Immigration, 2010

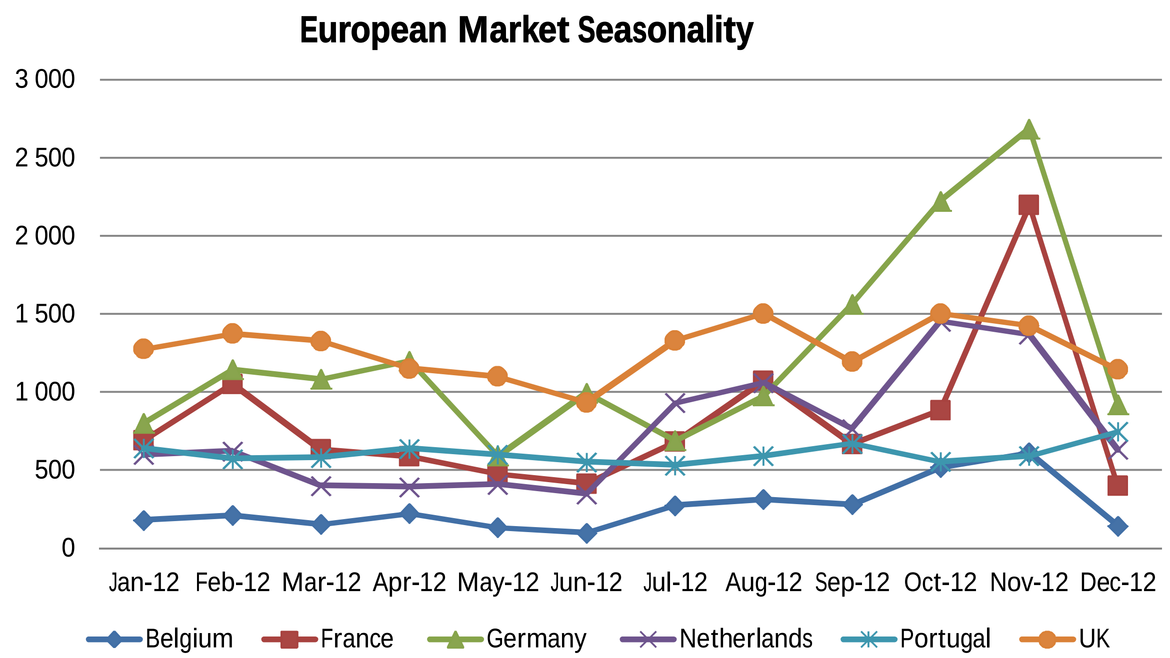
Neighbouring markets registered a peak in the first months of 2012, while key markets within East-Africa (Malawi, Tanzania, Zambia and Zimbabwe) recorded their peaks in August. However, December continued to be the dominant month in terms of visitor volumes with arrivals reaching a figure of 141,525 arrivals.

Sub-Saharan Africa Market Seasonality

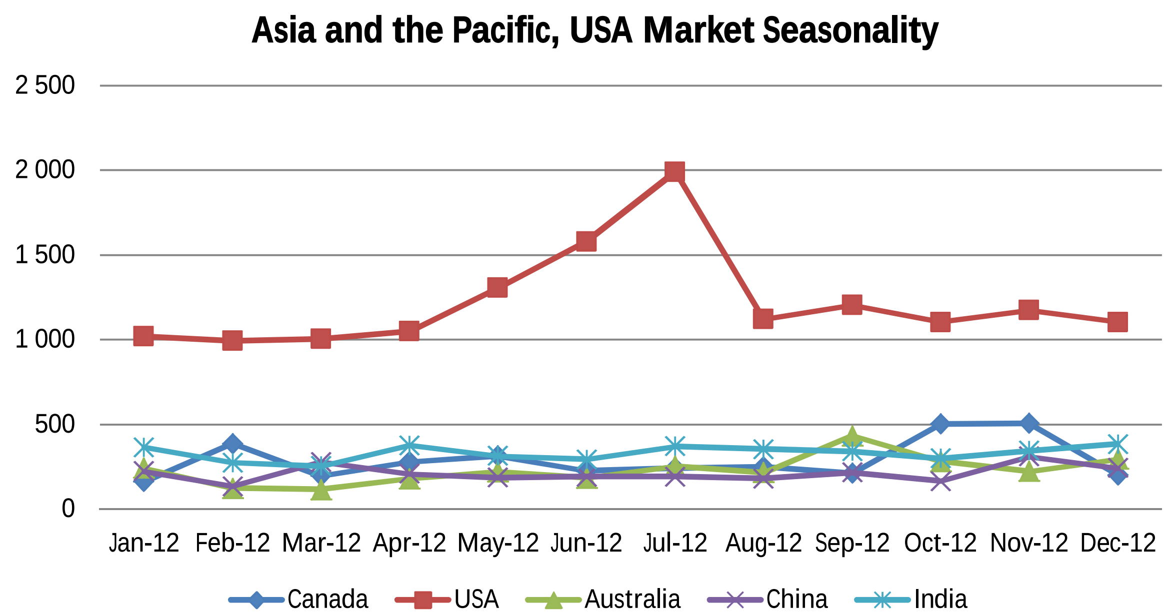




Traditional European markets demonstrated a fairly smooth trend in the first seven months of 2012. The commencement of the winter season in the northern hemisphere saw arrivals to the region and in particular Swaziland hike with the peak registered during the months of October and November. However, a sharp plunge was noted in the last two months of 2012 as travellers from this region opted to stay closer to home for their Christmas celebrations.



Markets within the Asia and Pacific region displayed the least seasonality variation with steady arrivals throughout the year. Higher visitor volumes were noted during the latter months of the year, with November and December recording the highest arrivals. However, from the Americas, the USA showed a more pronounced seasonality trend recording a peak in July and a trough in February.

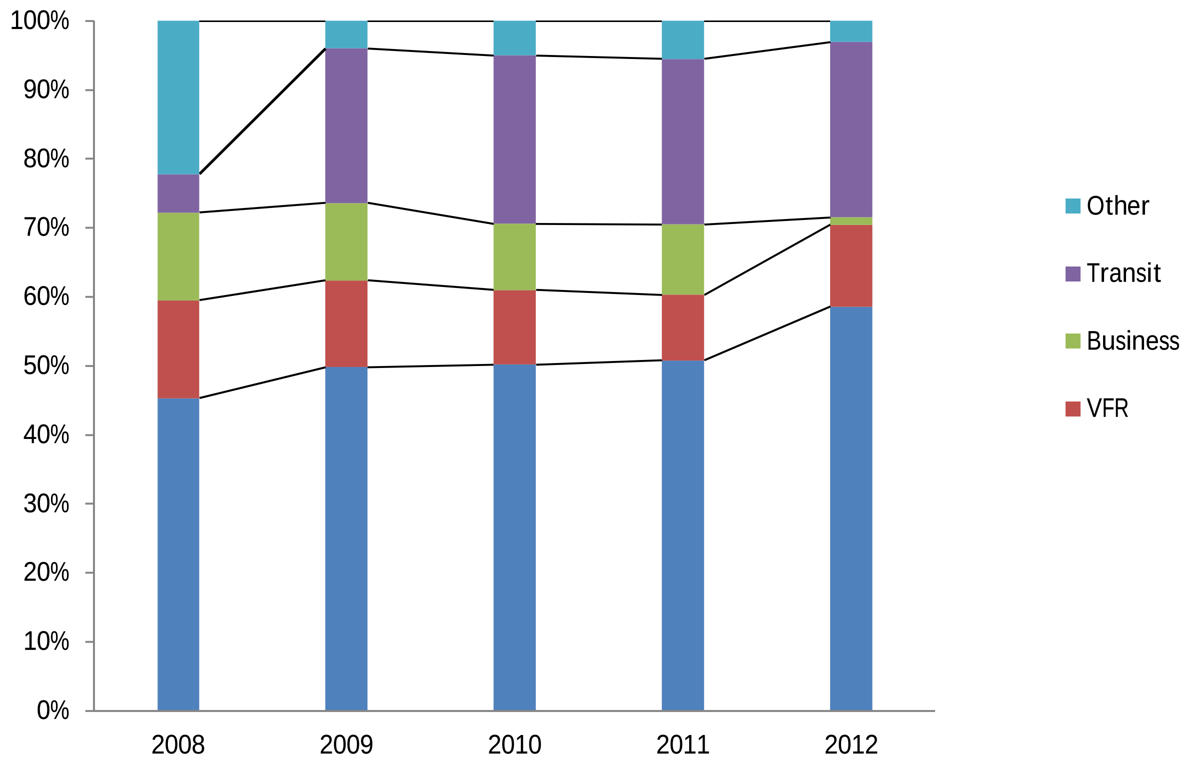


Chapter 7 Purpose of Visit

In 2012 growth was recorded in the Holiday and Visiting Friends and Relatives (VFR) segments. The latter segments, accounting for almost 70 per cent of total international visitors to Swaziland, improved by 2.5 percent and 1.3 percent respectively in 2012 when compared to the same period in 2011. Chart 11 reflects the proportion of visitors in 2012 by their main reason for visiting Swaziland in comparison to the previous four years.

Business arrivals proved to be stagnant recording a marginal decline of 0.2 percent in 2012. Similarly, Transit travellers fell to 23.1 percent in 2012 from 24.0 percent recorded in 2011. Travellers visiting for 'Other' purposes which include religious, medical and educational also fell by 2.7 percent to register 2.8 percent.

Chart 11: Main Purpose of Visit, 2008-2012

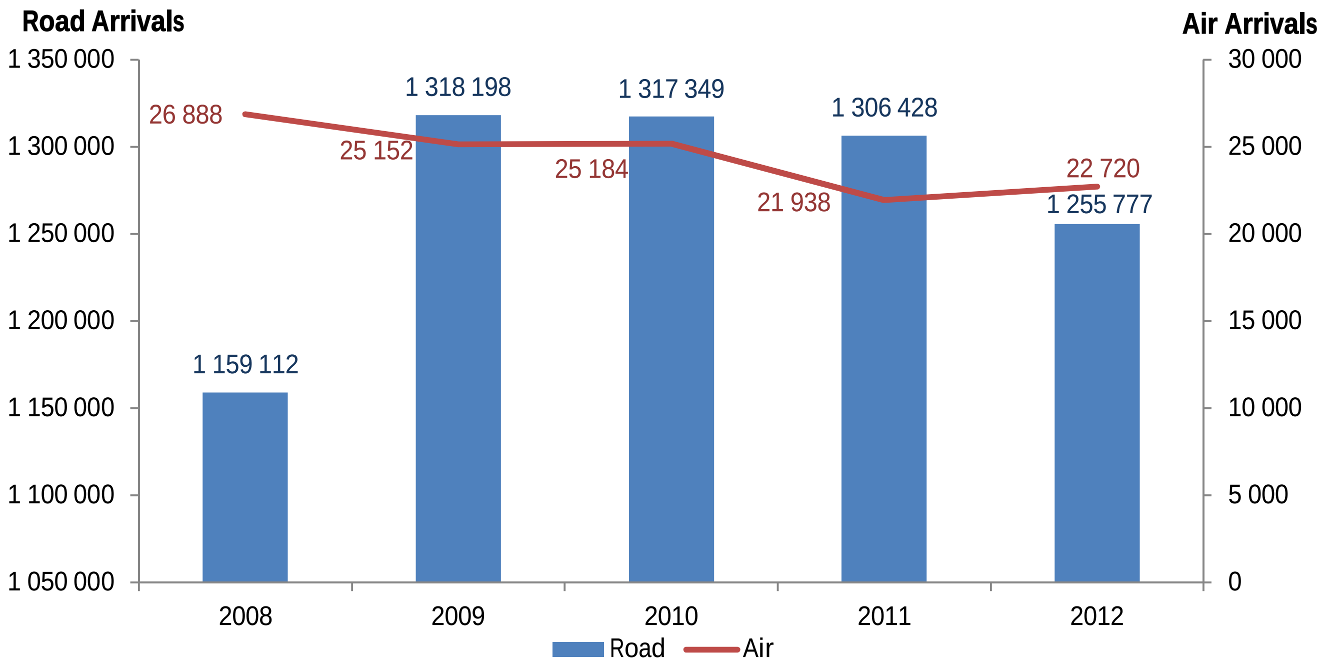


Chapter 8 Mode of Transport

Road travel accounted for the most number of arrivals recording a growth of 0.5 percent in 2012. Visitors travelling by cars accounted for the largest growth (80.3 percent) amongst road arrivals, with the tour buses mode also increasing in proportion to 7.4 percent in 2012 from 6.3 percent in 2011.

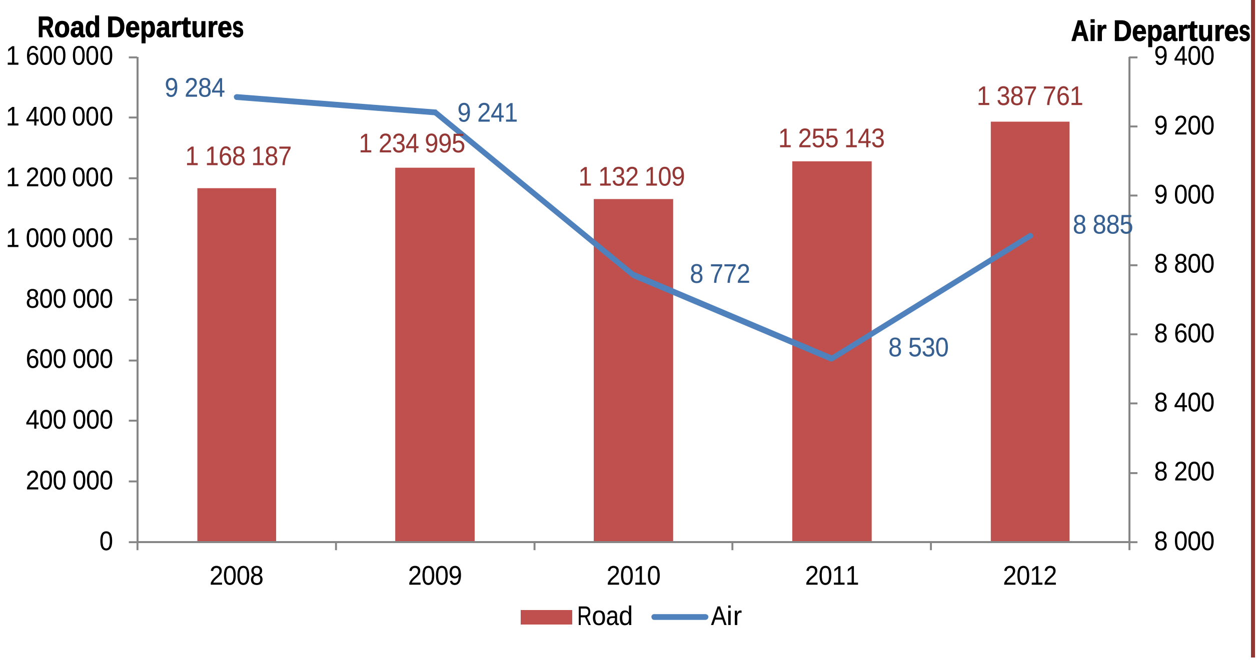
Air travellers registered an increase of 3.6 percent with a total of 22,720 visitors while arrivals by road registered a decline of over 50, 000 arrivals.

Chart 12: International Visitor Arrivals by Mode of Transport, 2008-2012



In 2012, Swazi residents made 1.4 million international trips, reflecting an increase of 11.0 percent over 2011. Outbound travel by road accounted for over 99 percent while road travel registered a total of 8,885 departures by locals reflecting an increase of 4.2 percent over 2011 figures.

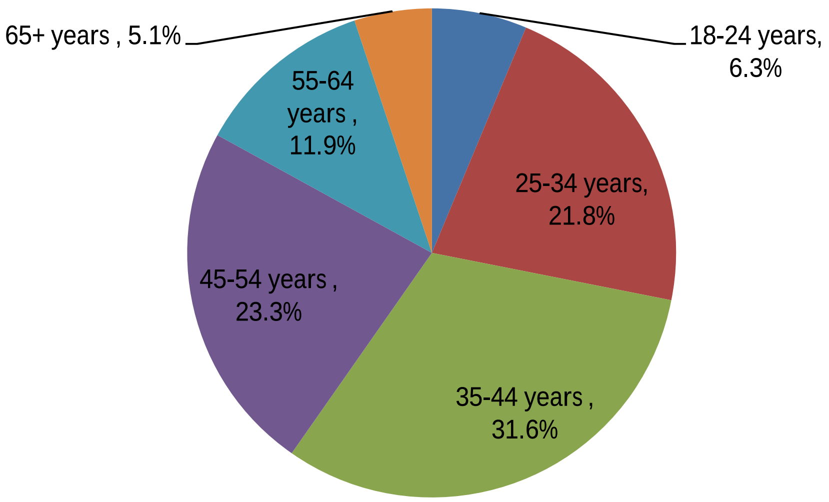
Chart 13: Outbound Travel by Mode of Transport, 2008-2012



Chapter 9 Age Group

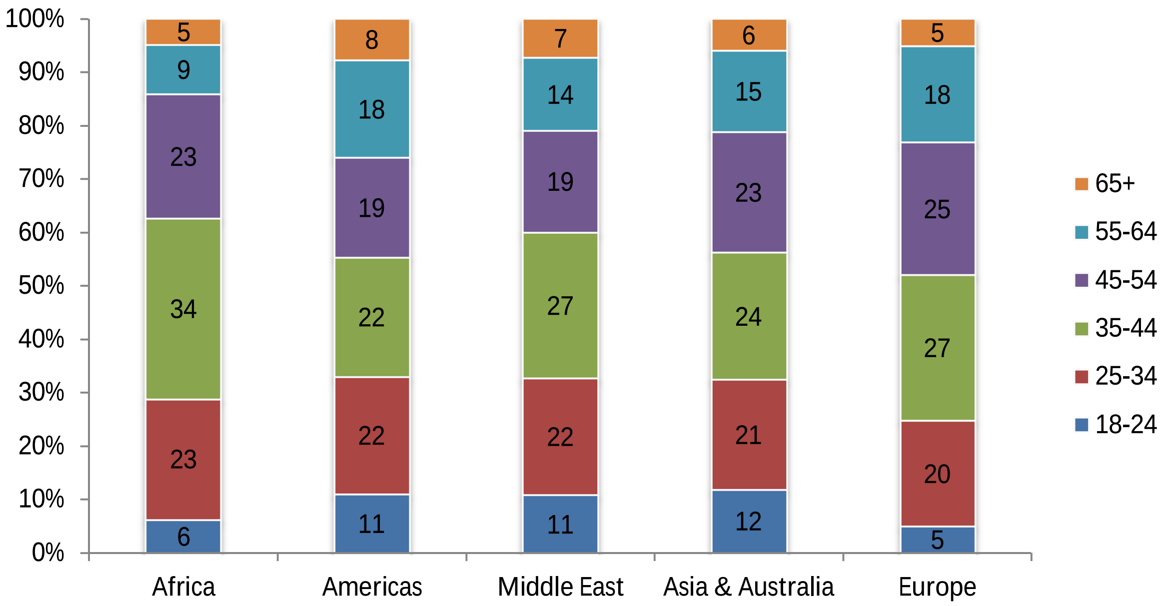
The working age groups of visitors (25-54 years) dominated visitor volumes in 2012. As demonstrated in Chart 14, 31.6 percent of total arrivals to Swaziland were represented by visitors aged between 35-44 years, while visitors aged between 45-54 years accounted for 23.3 percent of total arrivals in 2012.

Chart 14: International Arrivals by Age Group, 2012



In the 25 – 44 years age group, most visitors were from Africa and Europe. Of the 25 – 34 years age group,71.9 percent were from Africa as well as in 35 – 44 years age group where 74.4 percent. The highest numbers of visitors in the 18 to 24 years age group were from Africa (69.7 percent) and Europe (19.7 percent). The Americas accounted for 6.9 percent of visitors in the 25 – 44 years age group.

Chart 15: International Arrivals by Region and Age Group, 2012

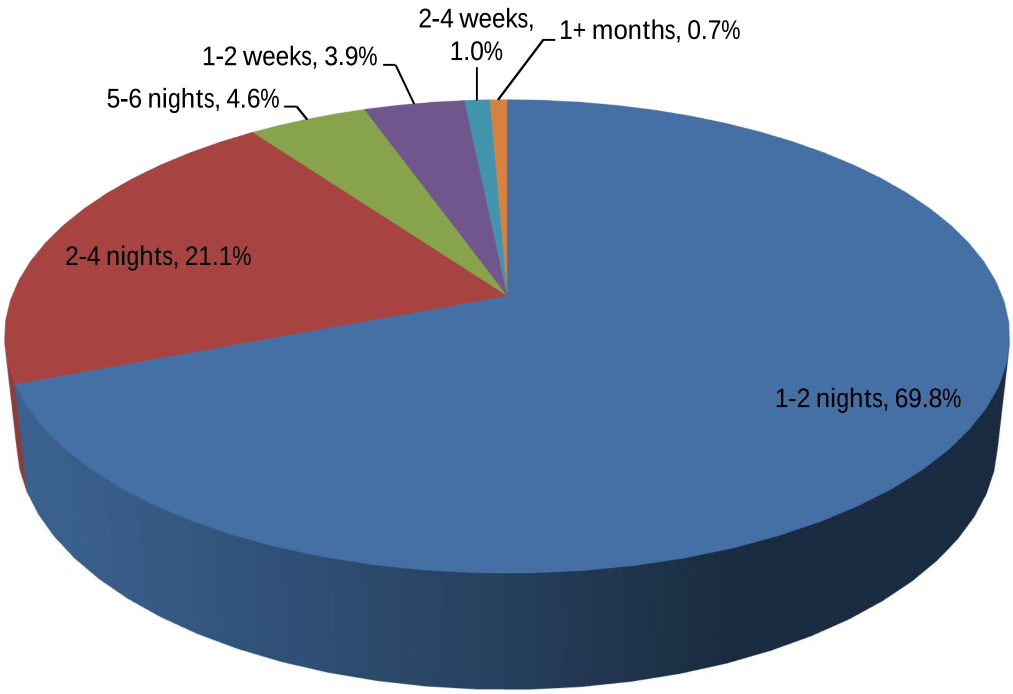


Chapter 10 Length of Stay

One to two nights was the number of nights spent in Swaziland by majority (60 percent) of international visitors (Chart 16). 19.9 percent of visitors stayed for three to five nights, while 20.4 percent stayed for more than five nights.

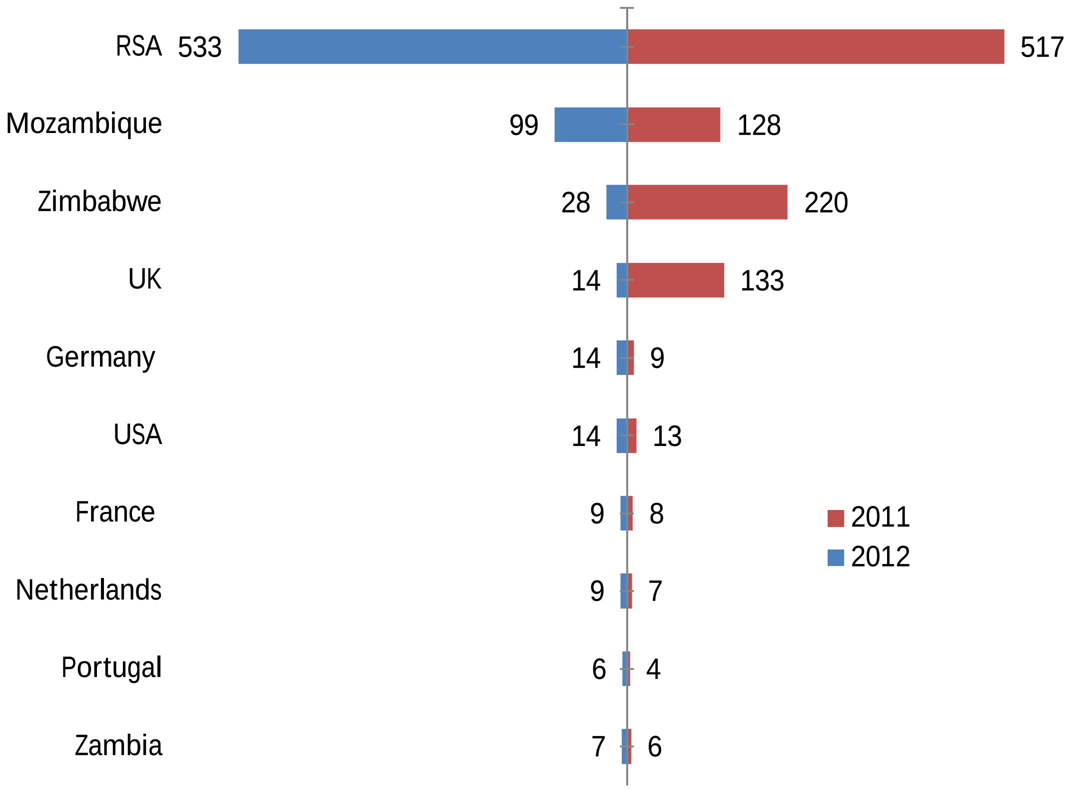
A slight decline (0.24 of a night) was noted in the average number of nights spent by international visitors in comparison to the 2.37 nights recorded in the previous year. Year-on-year with 2011 revealed that the percentage of guests staying three nights or more increased from 22.0 percent in 2010 to 25.8 percent in 2012.

Chart 16: Duration of Stay, 2012



In the calendar 2012, a total of 1.09 million night stays were recorded, equating to a rise of 24.2 percent compared to 2011. The main increases were observed in the number of overnight stays by guests from North America (+93.2 percent, 17,000 nights) as well as in the number of European stays (+92.8 percent, 67,860 nights).

Chart 17: Nights Spent by Major Source Markets, 2011-2012



Chapter 11 Accommodation Usage

At the end of 2012 there were in operation 139 accommodation establishments with a total capacity of 1,028,804 beds. Of the total accommodation hotels represented a share of 22 percent, guest houses also accounted for 22 percent of total accommodation, bed and breakfast facilities had a share of 25 percent, self-catering units and chalets accounted for a proportion of 25 percent while backpacker lodges, camping and caravan sites had the remaining share of 7 percent.

The total number of nights spent in collective accommodation reached 294,560 in 2012 compared to 257,815 in 2011. During the year, the number of domestic tourists staying in formal accommodation increased by 7.5 percent from 95,133 in 2011 to 102,304 in 2012, while international tourists recorded in formal accommodation registered a decline of 1.2 percent to record 304,594 overnights guests.

In 2012, a remarkable improvement of 8.9 percent was recorded in room occupancy rate from 45.34 percent in 2011 to 54.27 percent in 2012. Facilities within Ezulwini area accounted for the highest room occupancy with 75.38 percent followed by Mbabane with 52.75 percent, while Manzini recorded 32.52 percent and the remaining parts of the country accounted for 40.71 percent.

Chart 18: Total Revenue of Formal Accommodation, 2008- 2012

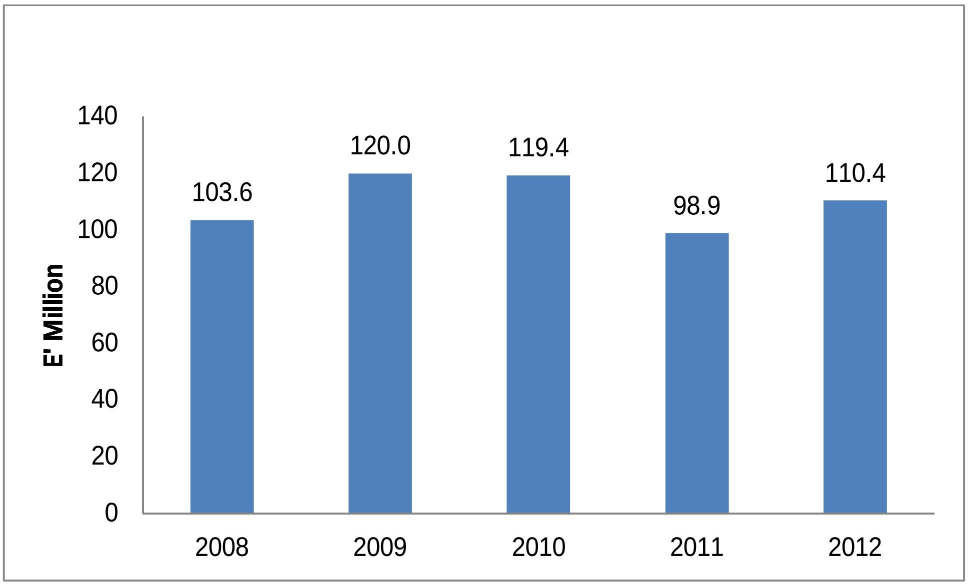
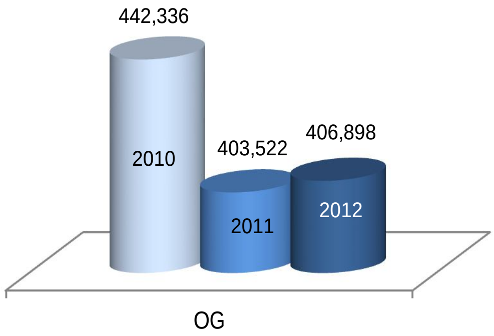


Chart 19: Overnight Guest/ Average Room Occupancy Rate, 2010-2012



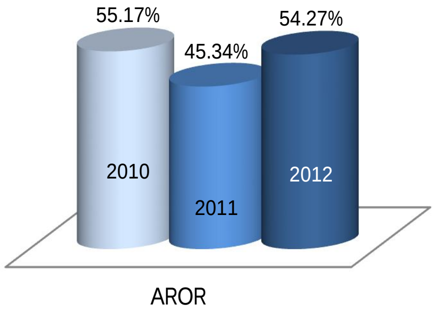
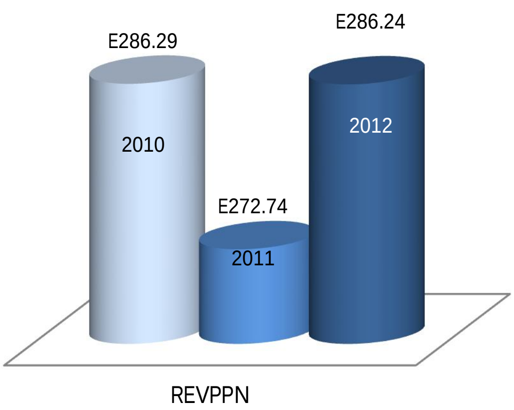
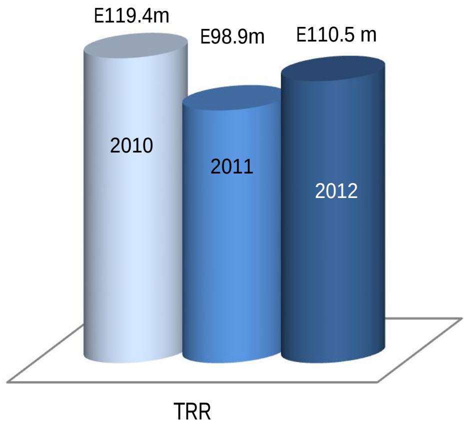


Chart 20: Revenue Per Person Per Night / Total Room Revenue,2010- 2012





Chapter 12 Travel Partnership

The proportion of visitors who travelled to Swaziland with companions continued to increase from 84.2 percent in 2011 to 85.5 percent in 2012. Nearly a third of the visitors in 2012 travelled with their partner/ spouse while visitors travelling with children aged 18 years and below ranked second as Swaziland continued to remain relevant to the family segment. The 2012 average family size and average party size remained relatively flat versus 2011, at 4.1 percent and 3.5 percent respectively.

Chart 21: Travel Partnership, 2008- 2012

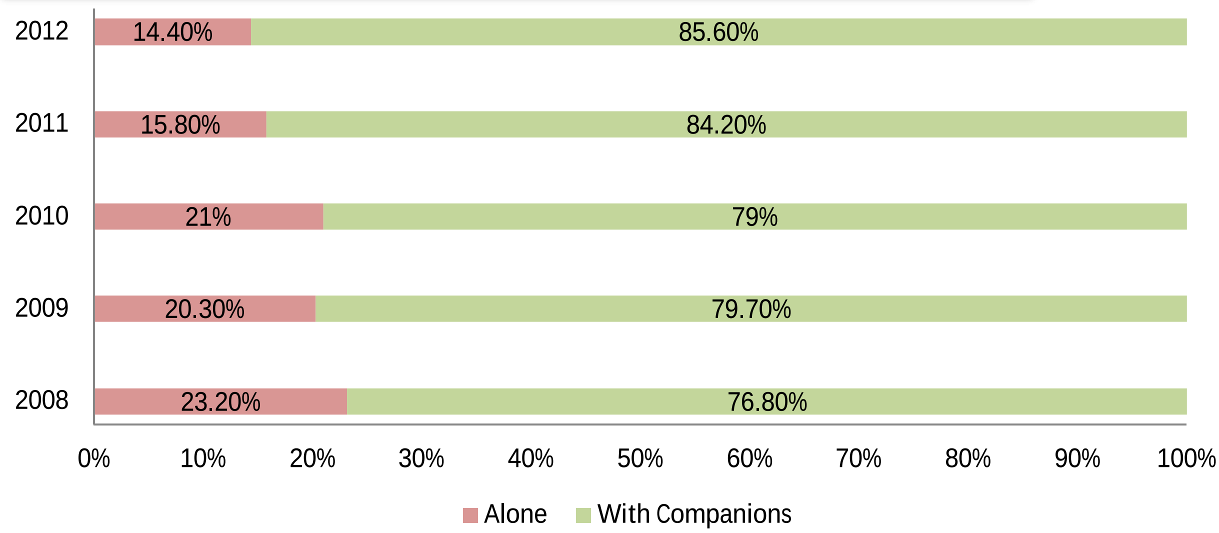


Chart 22: Visitors with Travel Companions, 2008- 2012

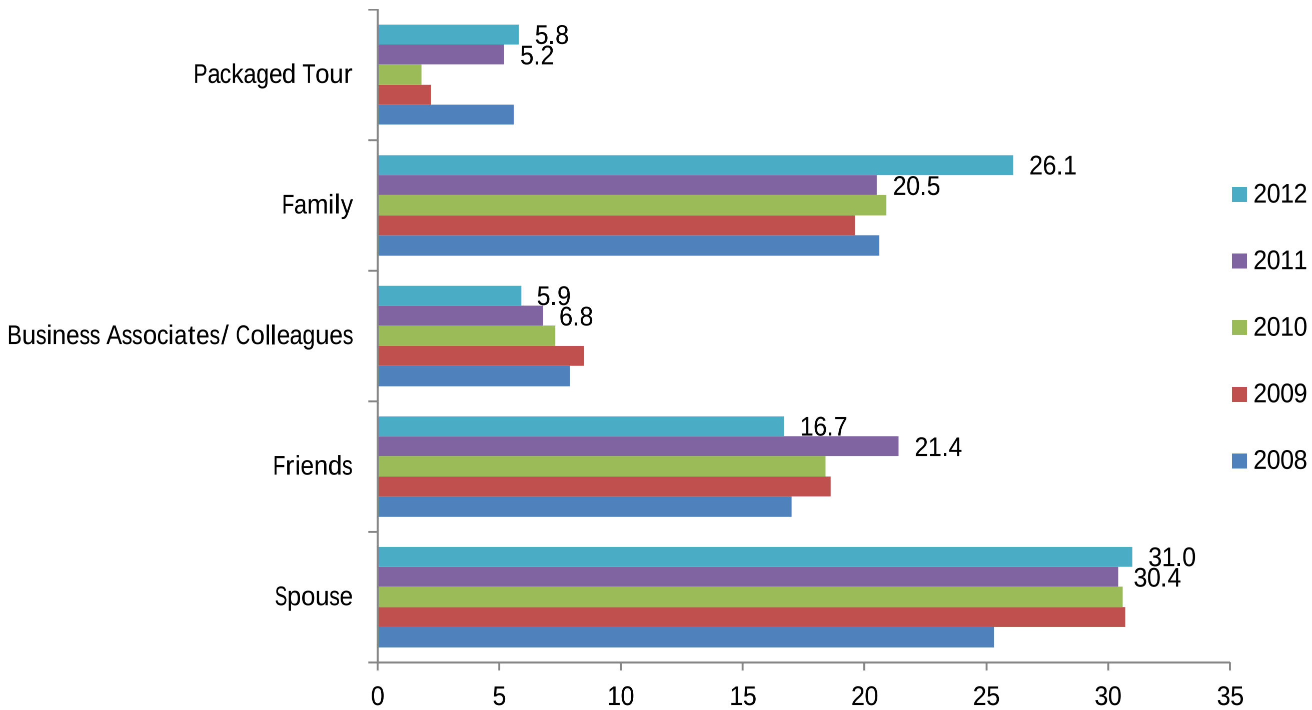
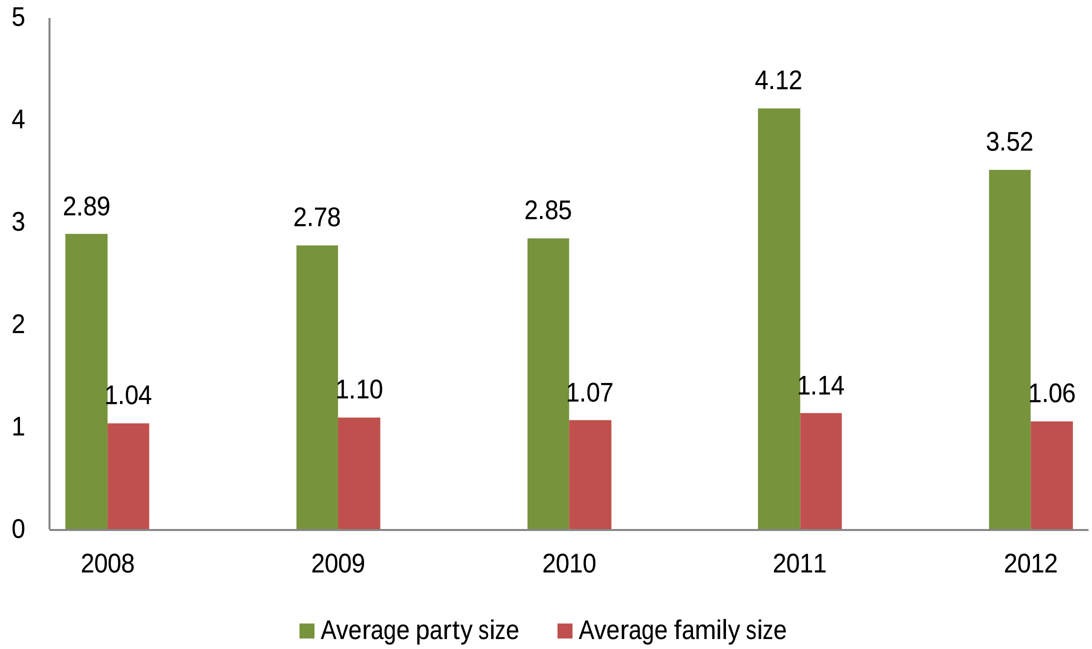


Chart 23: Travel Partnership Size , 2008- 2012

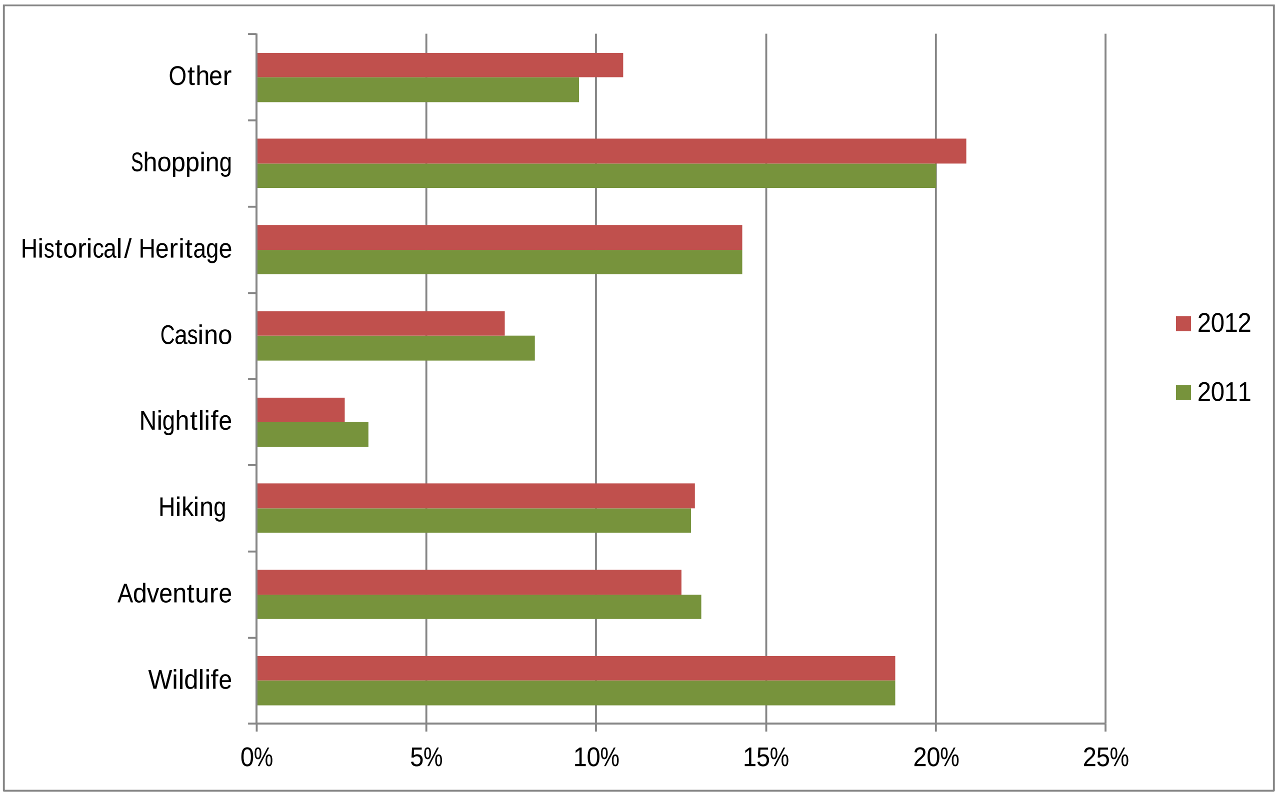


Chapter 13 Activities Engaged In

Shopping and game viewing were the most popular activities in both 2011 and 2012, followed by Hiking. Historical and culture based activities remained relatively positive in 2012.

With the decline in neighbouring South Africa and Mozambique arrivals, both forms of night-based entertainment casino and nightclubs, which normally rate higher amongst visitors from these markets registered drops of 0.9 percent and 0.7 percent in 2012 respectively.

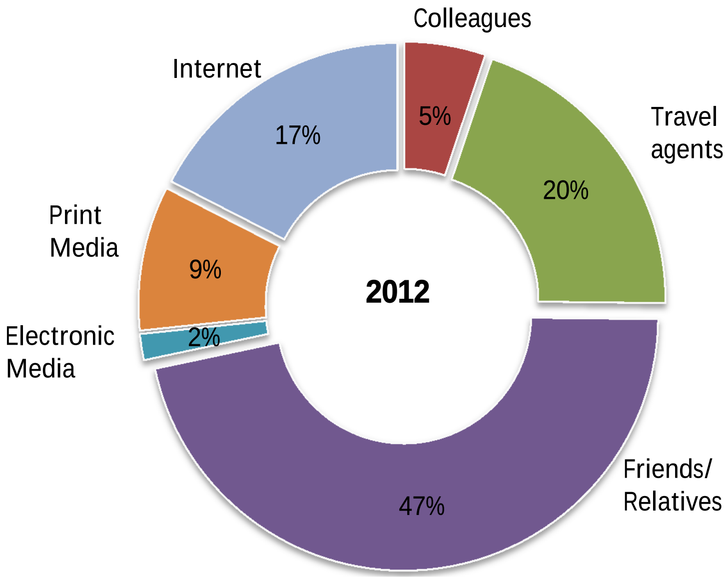
Chart 24: Activities Engaged In, 2011- 2012

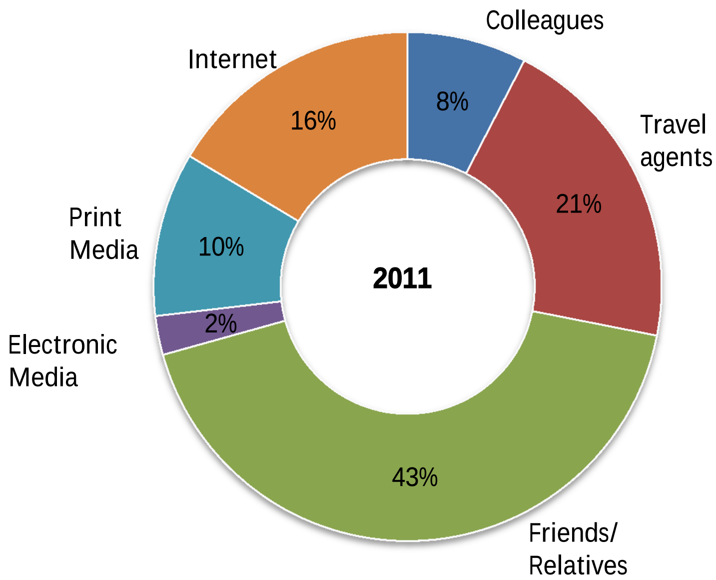


Chapter 14 Channels of Information

The most common source of information about Swaziland for international visitors is word of mouth (25.3 percent) followed closely by travel agents (10.9 percent) and the internet (9.5 percent).Print and electronic media have remained the relatively the same compared to 2011.

Chart 25: Main sources of information, 2011 - 2012



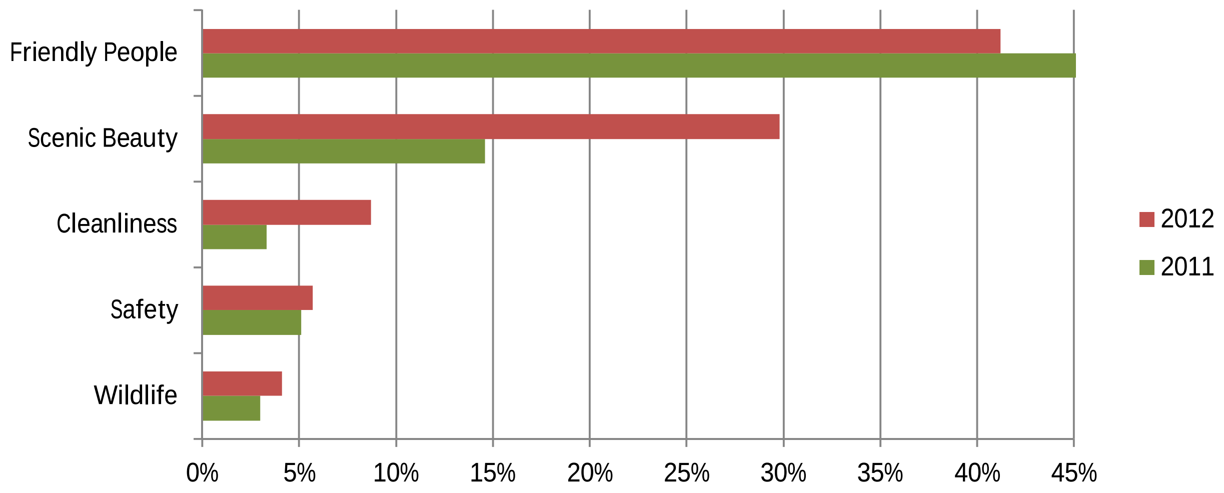


Chapter 15 Visitors Experiences and Satisfaction

15.1 Visitor Experiences

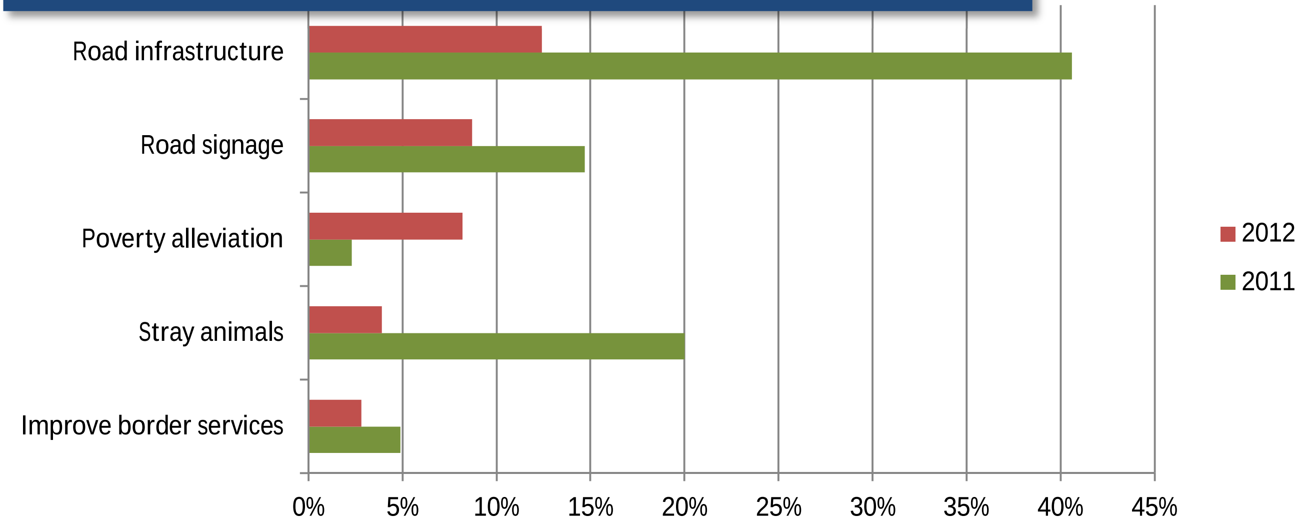
The highlight of most visitors (41.2 percent) to Swaziland continued to be the warm and friendly people and the natural beauty of the country (29.8 percent). A significant increase was noted for cleanliness while safety also featured as a positive.

Chart 26: Visitor Highlights, 2011- 2012



Over 97.3 percent stated that they were satisfied with their holiday and would recommend Swaziland to others as a holiday destination. Of the remaining 2.7 percent, only 0.1 percent stated they would not recommend Swaziland to others. The main reasons given by the international visitors whose holiday did not meet their expectations were unsatisfactory border services, lack of road signage and poor road infrastructure within the cities. However, it was stated by repeat visitors that progress was noted in some areas as reflected in Chart 27.

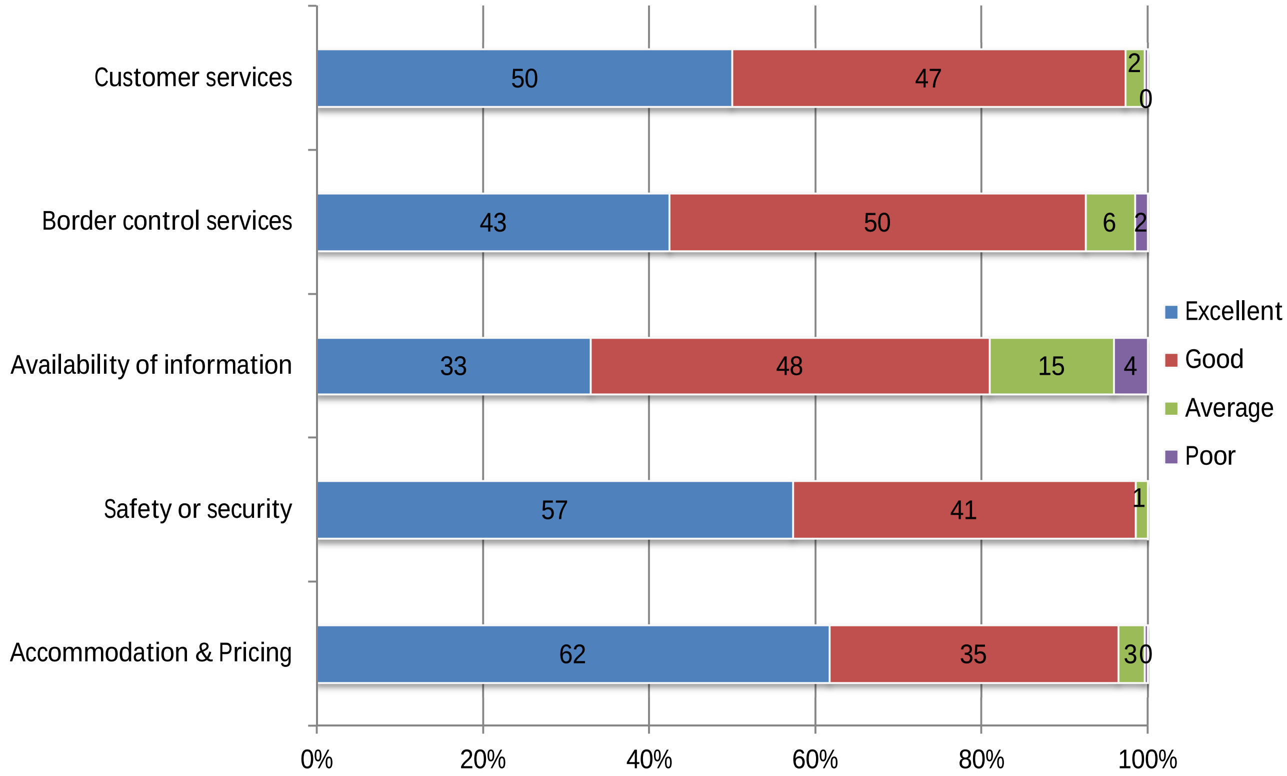
Chart 27: Problems Encountered, 2011- 2012



15.2 Visitor Satisfaction

Most visitors continued to be satisfied with their vacations and their sentiment toward returning in the near future appeared stable. Close to five out of ten visitors rated Swaziland as 'excellent' with 97.3 percent of international visitors having an intention to visit Swaziland again.

Chart 28: Rating for Visitor Satisfaction, 2012



Overall, visitor satisfaction of the services provided at border posts in 2012 indicated an improvement in services compared to 2011 results these including both passport clearance and customs clearance. At least 92.6 percent of visitors rated services at border posts and airport as 'good' and 'excellent' except for lack of tourist products and services at the airport such as cafés/restaurants and shopping.

The quality of place of stay was assessed on both front-line services and facilities in relation to its price. This category received the highest 'excellent' rating with 62 percent of international visitors rated their place of stay as such. A total of 35 percent of visitors rated their accommodation and pricing as 'good' and the remaining three percent rated as 'satisfactory' (Chart 28).

Availability of travel and attraction sites on Swaziland attracted the least satisfactory ratings with 33 percent of visitors assigning an 'excellent' mark while 48 percent ranking it as 'good'. Visitors cited 'limited availability of tourist information points' and 'early closure of the available offices' as the main difficulties.

Statistical Tables

STATISTICAL TABLE

ANNUAL REPORT ON TOURISM STATISTICS 2012

ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2012

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**4 328**	**100.0%**	**16.6%**	**2 072**	**100.0%**	**0.2%**	**4 308**	**100.0%**	**28.7%**
Air	1 770	40.9%	94.7%	1 243	60.0%	2.9%	1 206	28.0%	166.8%
Land	2 558	59.1%	-8.6%	829	40.0%	-3.8%	3 102	72.0%	7.1%
GENDER	**4 328**	**100.0%**	**16.6%**	**2 072**	**100.0%**	**0.2%**	**4 308**	**100.0%**	**28.7%**
Male	2 679	61.9%	54.2%	1 658	80.0%	29.7%	1 973	45.8%	-10.4%
Female	1 649	38.1%	-16.4%	414	20.0%	-47.7%	2 335	54.2%	50.9%
AGE GROUP	**4 328**	**100.0%**	**16.6%**	**2 072**	**100.0%**	**0.2%**	**4 308**	**100.0%**	**28.7%**
18-24	212	4.9%	-54.3%	0	0.0%	-100.0%	358	8.3%	35.6%
25-34	1 160	26.8%	-6.2%	920	44.4%	-25.1%	1 435	33.3%	80.9%
35-44	1 688	39.0%	36.5%	920	44.4%	103.1%	1 973	45.8%	59.9%
45-54	844	19.5%	36.6%	232	11.2%	79.8%	543	12.6%	2.6%
55-64	424	9.8%	173.5%	0	0.0%	-100.0%	0	0.0%	-100.0%
65+	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
LENGTH OF DAYS	**4 328**	**100.0%**	**16.6%**	**2 072**	**100.0%**	**0.2%**	**4 308**	**100.0%**	**28.7%**
Under 1 day	208	4.8%	-64.9%	0	0.0%	-100.0%	336	7.8%	-21.7%
1 Day	307	7.1%	-48.3%	1036	50.0%	793.1%	663	15.4%	28.7%
2 Days	822	19.0%	10.9%	259	12.5%	-9.8%	1 491	34.6%	9.3%
3 Days	1 030	23.8%	6.7%	259	12.5%	50.6%	663	15.4%	-22.7%
4 Days	723	16.7%	94.9%	259	12.5%	12.6%	663	15.4%	93.3%
5 Days	307	7.1%	100.0%	0	0.0%	-100.0%	164	3.8%	-36.4%
6 Days	411	9.5%	100.0%	0	0.0%	-100.0%	164	3.8%	100.0%
7 Days	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%
8- 10 Days	104	2.4%	100.0%	0	0.0%	-100.0%	164	3.8%	100.0%
11 -14 Days	208	4.8%	100.0%	259	12.5%	100.0%	0	0.0%	-100.0%
15 - 29 Days	208	4.8%	-29.9%	0	0.0%	0.0%	0	0.0%	0.0%
30- 59 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	0.0%
60 Days & Over	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Av. Length of Stay (Days)	**4.5**		**-16.9**	**3.0**		**-0.7**	**2.7**		**-74.8**
Visitor Nights	**19 373**	**0.6**	**-2.60%**	**6216**	**0.2**	**-73.90%**	**11598**	**0.4**	**-67.70%**

Malawi			Mozambique			Nigeria			RSA		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
3 313	**100.0%**	**4.1%**	**222 989**	**100.0%**	**-5.7%**	**2 785**	**100.0%**	**0.6%**	**871 459**	**100.0%**	**-5.7%**
1 931	58.3%	14.6%	1 115	0.5%	-46.1%	2 142	76.9%	-9.7%	35 730	4.1%	-2.7%
1 382	41.7%	-7.7%	221 874	99.5%	-5.4%	643	23.1%	62.8%	835 729	95.9%	-5.9%
3 313	**100.0%**	**4.1%**	**222 989**	**100.0%**	**-5.7%**	**2 785**	**100.0%**	**0.6%**	**871 459**	**100.0%**	**-5.7%**
2 107	63.6%	17.6%	149 180	66.9%	-2.6%	2 356	84.6%	10.7%	573 420	65.8%	-5.1%
1 206	36.4%	-13.4%	73 809	33.1%	-11.5%	429	15.4%	-32.9%	298 039	34.2%	-7.0%
3 313	**100.0%**	**4.1%**	**222 989**	**100.0%**	**-5.7%**	**2 785**	**100.0%**	**0.6%**	**871 459**	**100.0%**	**-5.7%**
603	18.2%	100.0%	6 021	2.7%	-73.6%	253	9.1%	9.5%	58 388	6.7%	-16.9%
904	27.3%	-24.3%	53 294	23.9%	-31.9%	1 011	36.3%	9.5%	192 592	22.1%	-10.6%
904	27.3%	-35.1%	93 209	41.8%	26.9%	1 014	36.4%	-12.1%	285 839	32.8%	6.6%
603	18.2%	51.5%	54 409	24.4%	-34.8%	507	18.2%	10.0%	202 178	23.2%	5.0%
0	0.0%	-100.0%	13 602	6.1%	-13.7%	0	0.0%	0.0%	85 403	9.8%	-22.3%
298	9.0%	100.0%	2 453	1.1%	-58.0%	0	0.0%	0.0%	47 059	5.4%	-31.2%
3 313	**100.0%**	**4.1%**	**222 989**	**100.0%**	**-5.7%**	**2 785**	**100.0%**	**0.6%**	**871 459**	**100.0%**	**-5.7%**
301	9.1%	-59.9%	69 127	31.0%	-36.3%	279	10.0%	30.9%	174 292	20.0%	-57.2%
301	9.1%	-46.6%	60 653	27.2%	42.4%	557	20.0%	161.5%	165 577	19.0%	11.8%
301	9.1%	-19.5%	66 451	29.8%	53.6%	557	20.0%	161.5%	274 510	31.5%	49.3%
603	18.2%	222.5%	18 285	8.2%	7.8%	0	0.0%	0.0%	126 362	14.5%	44.7%
0	0.0%	0.0%	3 568	1.6%	-43.2%	557	20.0%	30.8%	64 488	7.4%	92.3%
0	0.0%	100.0%	2 230	1.0%	-12.4%	0	0.0%	-100.0%	28 758	3.3%	-10.0%
301	9.1%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%	11 329	1.3%	43.9%
301	9.1%	-19.5%	669	0.3%	-71.8%	279	10.0%	30.9%	8 715	1.0%	-2.7%
901	27.2%	100.0%	446	0.2%	-82.5%	0	0.0%	0.0%	6 100	0.7%	-11.6%
301	9.1%	100.0%	669	0.3%	-67.1%	279	10.0%	30.9%	4 357	0.5%	2.8%
0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	0.0%	4 357	0.5%	-7.7%
0	0.0%	-100.0%	892	0.4%	-34.3%	0	0.0%	0.0%	2 614	0.3%	54.2%
0	0.0%	0.0%	0	0.0%	-100.0%	279	10.0%	-34.4%	0	0.0%	-100.0%
5.5		**-32.9**	**1.5**		**-42.3**	**13.4**		**-43.9**	**2.2**		**1.7**
18071	**0.6**	**-31.10%**	**326212**	**10.7**	**-47.00%**	**66155**	**1.2**	**-43.60%**	**1901776**	**62.5**	**28.60%**

Tanzania			Zambia			Zimbabwe		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
6 242	**100.0%**	**13.0%**	**7 004**	**100.0%**	**1.3%**	**30 648**	**100.0%**	**16.8%**
5 200	83.3%	7.2%	4 567	65.2%	-5.0%	17 745	57.9%	38.1%
1 042	16.7%	55.8%	2 437	34.8%	14.5%	12 903	42.1%	-3.6%
6 242	**100.0%**	**13.0%**	**7 004**	**100.0%**	**1.3%**	**30 648**	**100.0%**	**16.8%**
4 407	70.6%	6.4%	4 265	60.9%	-14.3%	22 802	74.4%	45.9%
1 835	29.4%	32.9%	2 739	39.1%	41.5%	7 846	25.6%	-26.0%
6 242	**100.0%**	**13.0%**	**7 004**	**100.0%**	**1.3%**	**30 648**	**100.0%**	**16.8%**
418	6.7%	13.6%	630	9.0%	109.3%	3 310	10.8%	-13.5%
2 915	46.7%	98.0%	3 187	45.5%	51.4%	6 620	21.6%	-49.5%
830	13.3%	-54.9%	3 187	45.5%	6.0%	13 240	43.2%	120.1%
1 248	20.0%	-24.7%	0	0.0%	-100.0%	3 310	10.8%	-0.9%
830	13.3%	351.1%	0	0.0%	0.0%	3 310	10.8%	100.0%
0	0.0%	0.0%	0	0.0%	0.0%	858	2.8%	100.0%
6 242	**100.0%**	**13.0%**	**7 004**	**100.0%**	**1.3%**	**30 648**	**100.0%**	**16.8%**
368	5.9%	100.0%	0	0.0%	-100.0%	1 716	5.6%	-59.9%
368	5.9%	9.9%	1 002	14.3%	-138.3%	3 402	11.1%	-20.6%
368	5.9%	120.4%	1 002	14.3%	25.6%	4 260	13.9%	-38.8%
368	5.9%	9.9%	1 002	14.3%	25.6%	5 057	16.5%	372.2%
737	11.8%	340.3%	1 002	14.3%	-24.6%	5 118	16.7%	854.9%
0	0.0%	-100.0%	665	9.5%	-16.7%	1 716	5.6%	60.2%
0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	0.0%
368	5.9%	9.9%	0	0.0%	0.0%	3 402	11.1%	58.8%
368	5.9%	9.9%	665	9.5%	150.0%	2 544	8.3%	374.6%
737	11.8%	-26.5%	0	0.0%	-100.0%	858	2.8%	-19.9%
2 559	41.0%	118.5%	1 331	19.0%	400.4%	1 716	5.6%	60.2%
0	0.0%	-100.0%	336	4.8%	37.6%	858	2.8%	-59.9%
0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
12.1		**-98.1**	**8.1**		**-54.2**	**8.1**		**-68.0**
75638	**2.5**	**-25.40%**	**57033**	**1.9**	**-53.30%**	**176226**	**5.8**	**-62.30%**

AMERICA								
Brazil			Canada			USA		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
1 076	**100.0%**	**3.4%**	**3 489**	**100.0%**	**29.4%**	**14 672**	**100.0%**	**3.2%**
72	6.7%	100.0%	178	5.1%	6.6%	1 981	13.5%	-1.2%
1 004	93.3%	-3.6%	3 311	94.9%	30.9%	12 691	86.5%	3.9%
1 076	**100.0%**	**3.4%**	**3 489**	**100.0%**	**29.4%**	**14 672**	**100.0%**	**3.2%**
789	73.3%	44.7%	1 807	51.8%	26.2%	8 319	56.7%	10.0%
287	26.7%	-42.0%	1 682	48.2%	33.1%	6 353	43.3%	-4.5%
1 076	**100.0%**	**3.4%**	**3 489**	**100.0%**	**29.4%**	**14 672**	**100.0%**	**3.2%**
155	14.4%	100.0%	485	13.9%	-21.5%	1 453	9.9%	-30.5%
308	28.6%	-43.5%	534	15.3%	26.7%	3 463	23.6%	-4.3%
230	21.4%	-41.9%	687	19.7%	36.0%	3 463	23.6%	40.6%
76	7.1%	-22.9%	918	26.3%	92.2%	2 274	15.5%	19.5%
230	21.4%	100.0%	687	19.7%	44.0%	2 656	18.1%	20.6%
76	7.1%	100.0%	178	5.1%	-9.5%	1 364	9.3%	-29.7%
1 076	**100.0%**	**3.4%**	**3 489**	**100.0%**	**29.4%**	**14 672**	**100.0%**	**3.2%**
0	0.0%	-100.0%	28	0.8%	-74.2%	220	1.5%	-82.1%
135	12.5%	-54.7%	1 745	50.0%	96.2%	3 697	25.2%	11.1%
673	62.5%	94.4%	858	24.6%	18.1%	3 785	25.8%	10.1%
0	0.0%	-100.0%	321	9.2%	48.6%	1 423	9.7%	19.2%
0	0.0%	0.0%	133	3.8%	-1.8%	851	5.8%	-12.9%
135	12.5%	169.0%	0	0.0%	-100.0%	704	4.8%	14.5%
0	0.0%	0.0%	28	0.8%	-65.5%	440	3.0%	10.6%
0	0.0%	0.0%	28	0.8%	3.4%	572	3.9%	163.7%
0	0.0%	0.0%	133	3.8%	22.8%	1 335	9.1%	27.3%
0	0.0%	0.0%	160	4.6%	-15.1%	704	4.8%	8.2%
0	0.0%	0.0%	28	0.8%	-79.3%	528	3.6%	-30.5%
135	12.5%	169.0%	0	0.0%	-100.0%	352	2.4%	8.0%
0	0.0%	0.0%	28	0.8%	100.0%	59	0.4%	63.0%
5.9		**63.9**	**3.4**		**-24.4**	**5.4**		**3.8**
6322	**0.2**	**70.10%**	**11836**	**0.4**	**-2.70%**	**78517**	**2.6**	**5.60%**

MIDDLE EAST					
Israel			Pakistan		
NO.	%	%CHG	NO.	%	%CHG
682	**100.0%**	**-35.5%**	**3 775**	**100.0%**	**14.4%**
50	7.3%	-24.6%	0	0.0%	-100.0%
632	92.7%	-36.3%	3 775	100.0%	30.8%
682	**100.0%**	**-35.5%**	**3 775**	**100.0%**	**14.4%**
471	69.0%	-24.4%	3 775	100.0%	30.7%
211	31.0%	-51.5%	0	0.0%	-100.0%
682	**100.0%**	**-35.5%**	**3 775**	**100.0%**	**14.4%**
50	7.4%	-71.4%	1 888	50.0%	120.6%
117	17.1%	-78.0%	0	0.0%	-100.0%
216	31.7%	-38.7%	0	0.0%	-100.0%
100	14.6%	100.0%	1 888	50.0%	157.4%
100	14.6%	100.0%	0	0.0%	-100.0%
100	14.6%	100.0%	0	0.0%	0.0%
682	**100.0%**	**-35.5%**	**3 775**	**100.0%**	**14.4%**
81	11.9%	100.0%	3775	100.0%	205.4%
293	42.9%	-32.6%	0	0.0%	-100.0%
130	19.0%	-58.3%	0	0.0%	-100.0%
48	7.1%	-74.1%	0	0.0%	-100.0%
48	7.1%	-24.3%	0	0.0%	0.0%
0	0.0%	0.0%	0	0.0%	0.0%
0	0.0%	0.0%	0	0.0%	0.0%
16	2.4%	-73.6%	0	0.0%	0.0%
33	4.8%	100.0%	0	0.0%	0.0%
16	2.4%	100.0%	0	0.0%	0.0%
0	0.0%	0.0%	0	0.0%	0.0%
16	2.4%	100.0%	0	0.0%	-100.0%
0	0.0%	0.0%	0	0.0%	0.0%
2.9		**31.8**	**0**		**-100**
1981	**0.1**	**-14.10%**	**0**	**0**	**-100.0%**

ASIA & AUSTRALIA														
Australia			China			India			South Korea			Taiwan		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
2 777	**100.0%**	**26.7%**	**2 531**	**100.0%**	**8.0%**	**3 972**	**100.0%**	**-3.2%**	**988**	**100.0%**	**-21.6%**	**1 151**	**100.0%**	**7.6%**
133	4.8%	-3.4%	843	33.3%	79.7%	1 704	42.9%	86.8%	329	33.3%	100.0%	383	33.3%	-34.3%
2 644	95.2%	28.8%	1 688	66.7%	-10.0%	2 268	57.1%	-28.9%	659	66.7%	-47.7%	768	66.7%	57.6%
2 777	**100.0%**	**26.7%**	**2 531**	**100.0%**	**8.0%**	**3 972**	**100.0%**	**-3.2%**	**988**	**100.0%**	**-21.6%**	**1 151**	**100.0%**	**7.6%**
1 583	57.0%	55.8%	1 946	76.9%	38.4%	3 404	85.7%	-17.0%	247	25.0%	-80.4%	959	83.3%	40.9%
1 194	43.0%	1.6%	585	23.1%	-37.6%	568	14.3%	100.0%	741	75.0%	100.0%	192	16.7%	-50.6%
2 777	**100.0%**	**26.7%**	**2 531**	**100.0%**	**8.0%**	**3 972**	**100.0%**	**-3.2%**	**988**	**100.0%**	**-21.6%**	**1 151**	**100.0%**	**7.6%**
297	10.7%	100.0%	423	16.7%	-27.9%	0	0.0%	-100.0%	330	33.4%	100.0%	329	28.6%	349.7%
547	19.7%	-37.6%	423	16.7%	-51.9%	2 268	57.1%	100.0%	329	33.3%	-21.7%	0	0.0%	-100.0%
589	21.2%	-32.8%	843	33.3%	43.8%	1 704	42.9%	-16.9%	0	0.0%	-100.0%	493	42.8%	57.3%
639	23.0%	45.7%	843	33.3%	100.0%	0	0.0%	0.0%	329	33.3%	134.9%	165	14.3%	-20.6%
500	18.0%	100.0%	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%	165	14.3%	76.0%
205	7.4%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
2 777	**100.0%**	**26.7%**	**2 531**	**100.1%**	**8.0%**	**3 972**	**100.0%**	**-3.2%**	**988**	**100.0%**	**-21.6%**	**1 151**	**100.0%**	**7.6%**
94	3.4%	-71.6%	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	100.0%	0	0.0%	0.0%
1 222	44.0%	60.6%	691	27.3%	-41.1%	0	0.0%	-100.0%	330	33.4%	-47.6%	192	16.7%	-34.2%
814	29.3%	59.9%	461	18.2%	96.9%	0	0.0%	-100.0%	329	33.3%	100.0%	382	33.2%	30.9%
192	6.9%	-2.2%	230	9.1%	100.0%	1 589	40.0%	100.0%	329	33.3%	100.0%	192	16.7%	100.0%
72	2.6%	-38.3%	230	9.1%	-50.9%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
144	5.2%	270.3%	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%
72	2.6%	22.4%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	192	16.7%	100.0%
47	1.7%	100.0%	230	9.1%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
25	0.9%	-68.0%	0	0.0%	0.0%	794	20.0%	74.2%	0	0.0%	0.0%	0	0.0%	0.0%
47	1.7%	136.0%	0	0.0%	0.0%	794	20.0%	74.2%	0	0.0%	-100.0%	0	0.0%	-100.0%
47	1.7%	-20.0%	230	9.1%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
0	0.0%	-100.0%	461	18.2%	96.9%	794	20.0%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%	192	16.7%	100.0%
2.5		**-13.8**	**10.9**		**-20.4**	**12.2**		**221.1**	**2.0**		**-69.2**	**32**		**162.3**
6990	**0.2**	**9.60%**	**27611**	**0.9**	**-14.00%**	**48458**	**1.6**	**212.50%**	**1976**	**0.1**	**-75.90%**	**36832**	**1.2**	**491.50%**

EUROPE											
Belgium			France			Germany			Italy		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
3 158	**100.0%**	**4.8%**	**9 776**	**100.0%**	**18.2%**	**14 911**	**100.0%**	**43.3%**	**2 858**	**100.0%**	**28.4%**
51	1.6%	152.6%	254	2.6%	179.3%	298	2.0%	55.3%	60	2.1%	33.4%
3 107	98.4%	3.8%	9 522	97.4%	16.4%	14 613	98.0%	43.1%	2 798	97.9%	28.3%
3 158	**100.0%**	**4.8%**	**9 776**	**100.0%**	**18.2%**	**14 911**	**100.0%**	**43.3%**	**2 858**	**100.0%**	**28.4%**
1 819	57.6%	-1.5%	5 631	57.6%	33.6%	8 514	57.1%	55.2%	1 640	57.4%	32.5%
1 339	42.4%	14.5%	4 145	42.4%	2.2%	6 397	42.9%	30.0%	1 218	42.6%	23.3%
3 158	**100.0%**	**4.8%**	**9 776**	**100.0%**	**18.2%**	**14 911**	**100.0%**	**43.3%**	**2 858**	**100.0%**	**28.4%**
25	0.8%	-85.4%	440	4.5%	-22.8%	760	5.1%	57.6%	83	2.9%	-63.9%
584	18.5%	-35.1%	1 887	19.3%	-11.7%	2 773	18.6%	-25.5%	720	25.2%	18.4%
900	28.5%	19.7%	2 493	25.5%	16.1%	4 279	28.7%	44.4%	720	25.2%	36.6%
736	23.3%	27.3%	2 552	26.1%	39.4%	4 190	28.1%	109.6%	943	33.0%	126.1%
799	25.3%	75.9%	1 916	19.6%	82.1%	2 311	15.5%	139.5%	329	11.5%	3.7%
114	3.6%	-27.6%	489	5.0%	-9.0%	596	4.0%	116.4%	63	2.2%	-50.2%
3 158	**100.0%**	**4.8%**	**9 776**	**100.0%**	**18.2%**	**14 911**	**100.1%**	**43.3%**	**2 858**	**100.1%**	**28.4%**
63	2.0%	-78.8%	264	2.7%	-63.2%	418	2.8%	-66.2%	66	2.3%	-73.4%
1958	62.0%	17.7%	6 306	64.5%	30.8%	8 887	59.6%	61.9%	2 106	73.7%	76.7%
761	24.1%	0.9%	1 828	18.7%	3.2%	3 191	21.4%	45.9%	472	16.5%	-1.8%
237	7.5%	32.3%	704	7.2%	30.8%	969	6.5%	69.7%	86	3.0%	-26.1%
63	2.0%	57.9%	176	1.8%	12.1%	388	2.6%	42.5%	66	2.3%	13.3%
25	0.8%	-36.8%	117	1.2%	72.5%	313	2.1%	76.9%	43	1.5%	-26.1%
0	0.0%	-100.0%	0	0.0%	-100.0%	149	1.0%	176.1%	0	0.0%	0.0%
25	0.8%	100.0%	117	1.2%	433.2%	89	0.6%	31.6%	23	0.8%	100.0%
25	0.8%	26.3%	29	0.3%	33.3%	104	0.7%	27.3%	0	0.0%	-100.0%
0	0.0%	0.0%	117	1.2%	160.7%	149	1.0%	11.9%	0	0.0%	-100.0%
0	0.0%	0.0%	88	0.9%	29.4%	209	1.4%	71.1%	0	0.0%	-100.0%
0	0.0%	0.0%	29	0.3%	100.0%	60	0.4%	120.9%	0	0.0%	-100.0%
0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%
1.6		**0.0**	**1.9**		**0.0**	**2.1**		**-30.0**	**1.4**		**-30.0**
4954	**0.2**	**13.30%**	**18501**	**0.6**	**36.40%**	**31905**	**1.0**	**2.20%**	**3932**	**0.1**	**-13.40%**

Netherlands			Norway			Portugal		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
9 011	**100.0%**	**10.4%**	**774**	**100.0%**	**6.8%**	**7299**	**100.0%**	**5.5%**
81	0.9%	-51.1%	0	0.0%	-100.0%	0	0.0%	0.0%
8 930	99.1%	11.7%	774	100.0%	18.0%	7 299	100.0%	5.6%
9 011	**100.0%**	**10.4%**	**774**	**100.0%**	**6.8%**	**7299**	**100.0%**	**5.5%**
4 722	52.4%	6.9%	430	55.6%	24.7%	4 511	61.8%	-3.0%
4 289	47.6%	14.6%	344	44.4%	-9.5%	2 788	38.2%	23.1%
9 011	**100.0%**	**10.4%**	**774**	**100.0%**	**6.8%**	**7299**	**100.0%**	**5.5%**
387	4.3%	-50.2%	86	11.1%	37.5%	139	1.9%	-92.2%
1 901	21.1%	63.1%	57	7.4%	-74.5%	1 518	20.8%	28.1%
2 397	26.6%	54.2%	287	37.1%	43.6%	2 890	39.6%	192.6%
2 307	25.6%	493.6%	172	22.2%	14.6%	1 650	22.6%	4.4%
1 730	19.2%	-50.5%	29	3.7%	14.6%	686	9.4%	15.8%
288	3.2%	-62.9%	143	18.5%	129.2%	416	5.7%	-47.4%
9 011	**99.8%**	**10.4%**	**774**	**99.9%**	**6.8%**	**7299**	**100.0%**	**5.5%**
135	1.5%	-80.8%	64	8.3%	83.5%	912	12.5%	-62.9%
5 569	61.8%	43.5%	258	33.3%	7.4%	2 737	37.5%	46.0%
2 244	24.9%	4.6%	258	33.3%	49.0%	2 584	35.4%	57.5%
577	6.4%	-27.6%	0	0.0%	0.0%	759	10.4%	115.7%
216	2.4%	2.5%	33	4.2%	-52.9%	153	2.1%	-34.5%
54	0.6%	-22.8%	64	8.3%	-6.9%	153	2.1%	31.0%
45	0.5%	-23.6%	0	0.0%	0.0%	0	0.0%	0.0%
54	0.6%	-8.4%	0	0.0%	0.0%	0	0.0%	0.0%
36	0.4%	-23.3%	33	4.2%	100.0%	0	0.0%	-100.0%
36	0.4%	3.0%	64	8.3%	-38.2%	0	0.0%	0.0%
27	0.3%	-61.4%	0	0.0%	-100.0%	0	0.0%	-100.0%
0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%
0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%
1.7		**-34.6**	**3.1**		**-32.6**	**1.6**		**0.0**
14941	**0.5**	**-29.90%**	**2419**	**0.1**	**-27.80%**	**11557**	**0.4**	**2.50%**

Sweden			Switzerland			UK		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
1334	**100.0%**	**5.0%**	**2 047**	**100.0%**	**24.9%**	**15 282**	**100.0%**	**-6.6%**
77	5.8%	12.1%	49	2.4%	-51.8%	1 009	6.6%	-28.8%
1 257	94.2%	4.5%	1 998	97.6%	30.0%	14 273	93.4%	-4.5%
1334	**100.0%**	**5.0%**	**2 047**	**100.0%**	**24.9%**	**15 282**	**100.0%**	**-6.6%**
774	58.0%	-7.4%	1 085	53.0%	44.9%	8 329	54.5%	-7.3%
560	42.0%	28.6%	962	47.0%	8.0%	6 953	45.5%	-5.7%
1334	**100.0%**	**5.0%**	**2 047**	**100.0%**	**24.9%**	**15 282**	**100.0%**	**-6.6%**
187	14.0%	83.6%	76	3.7%	-60.2%	1 314	8.6%	-5.5%
160	12.0%	-50.8%	411	20.1%	18.9%	2 674	17.5%	-35.9%
427	32.0%	7.6%	575	28.1%	77.5%	3 851	25.2%	-15.2%
293	22.0%	15.4%	661	32.3%	158.7%	2 506	16.4%	-22.0%
187	14.0%	67.0%	274	13.4%	-7.4%	3 331	21.8%	73.3%
80	6.0%	-1.6%	49	2.4%	-78.4%	1 605	10.5%	43.0%
1334	**100.0%**	**5.0%**	**2 047**	**100.0%**	**24.9%**	**15 282**	**99.8%**	**-6.6%**
53	4.0%	-46.6%	0	0.0%	-100.0%	336	2.2%	-89.0%
747	56.0%	23.7%	1 265	61.8%	29.1%	6174	40.4%	25.1%
267	20.0%	59.8%	538	26.3%	63.1%	4141	27.1%	30.7%
133	10.0%	-0.4%	141	6.9%	85.8%	1681	11.0%	8.2%
53	4.0%	61.7%	27	1.3%	6.4%	336	2.2%	-59.1%
0	0.0%	-100.0%	12	0.6%	-50.9%	306	2.0%	-41.0%
0	0.0%	0.0%	27	1.3%	6.4%	474	3.1%	158.9%
27	2.0%	-73.3%	12	0.6%	-67.7%	306	2.0%	67.0%
0	0.0%	0.0%	0	0.0%	0.0%	581	3.8%	73.3%
0	0.0%	0.0%	0	0.0%	0.0%	306	2.0%	-37.2%
27	2.0%	-19.2%	12	0.6%	-50.9%	520	3.4%	-28.2%
27	2.0%	100.0%	0	0.0%	-100.0%	31	0.2%	-87.5%
0	0.0%	0.0%	12	0.6%	100.0%	61	0.4%	-59.8%
2.7		**8.0**	**2.2**		**-9.1**	**3.5**		**-23.9**
3655	**0.1**	**13.70%**	**4132**	**0.1**	**15.60%**	**53967**	**1.8**	**-27.50%**

FREQUENCY OF VISIT (%), 2012

Frequency of visit	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambiqu	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
First Visit	**36**	33	22	40	27	11	46	16	41	43	41
Repeat Visit	**64**	67	78	60	73	89	54	84	59	57	59

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA				
Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan
57	90	70	83	50	81	75	57	67	33
43	10	30	18	50	19	25	43	33	67

EUROPE									
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
85	88	85	87	88	61	68	85	86	71
15	12	15	13	12	39	32	15	14	30

TRAVELLING COMPANIONS (%), 2012

TRAVELLING COMPANIONS	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambiqu	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Alone	**14**	25	56	24	42	16	67	17	72	57	41
With Spouse/ Partner	**31**	18	0	16	0	24	8	29	0	4	5
With Friends/ Relatives	**17**	16	22	16	25	25	0	17	11	13	5
With Colleagues/ Association	**6**	25	22	24	17	5	17	7	11	17	27
With Family	**26**	16	0	20	17	31	8	30	6	9	19
Packaged Tour	**6**	0	0	0	0	0	0	1	0	0	3

TRAVELLING COMPANIONS	AMERICA			MIDDLE EAST		ASIA & AUSTRALIA				
	Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan
Alone	0	7	13	7	0	8	18	29	67	67
With Spouse/ Partner	27	37	22	54	0	31	27	14	0	0
With Friends/ Relatives	40	16	22	5	100	16	27	29	0	33
With Colleagues/ Association	0	8	11	0	0	8	18	14	0	0
With Family	33	6	17	12	0	21	9	14	33	0
Packaged Tour	0	26	15	22	0	16	0	0	0	0

TRAVELLING COMPANIONS	EUROPE									
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
Alone	2	8	4	4	2	4	2	8	5	10
With Spouse/ Partner	43	44	41	45	48	19	30	17	47	35
With Friends/ Relatives	11	11	16	20	10	27	19	14	12	18
With Colleagues/ Association	0	2	2	1	1	4	2	6	0	5
With Family	19	23	15	19	18	46	30	25	18	16
Packaged Tour	25	12	21	12	22	0	19	31	19	17

MAIN PURPOSE OF VISIT (%) 2012

MAIN PURPOSE	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambiqu	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	**53**	46	25	64	33	45	33	39	6	33	22
Business	**10**	39	75	20	33	7	42	12	72	43	58
VFR	**11**	7	0	8	17	8	8	15	11	19	8
Transit	**23**	7	0	4	17	30	0	32	11	5	8
Other	**3**	2	0	4	0	11	17	3	0	0	3

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA				
Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan
71	84	62	88	0	79	50	29	67	33
0	5	19	3	0	7	33	43	33	50
7	4	11	5	100	4	0	29	0	0
14	4	5	3	0	9	8	0	0	17
7	3	3	3	0	1	8	0	0	0

EUROPE									
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
96	90	89	89	94	84	82	90	93	81
1	4	2	3	1	0	2	2	2	6
1	2	2	1	1	4	4	0	2	7
2	5	6	5	4	12	13	6	1	6
0	0	0	1	0	5	0	2	2	1

VISITOR ARRIVALS

1. ANNUAL VISITOR AND VISITOR DAYS, 2006 - 2012

YEAR / REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS	
							Formal Accommodation*	Overall nights[1]
2006	18 945	15 321	109 204	1 056 388	1 199 858	2.20	227 411	1 919 276
2007	19 184	18 197	117 705	1 075 006	1 230 092	2.24	253 896	1 947 995
2008	19 607	18 174	107 008	1 041 211	1 186 000	2.50	282 505	1 887 720
2009	20 187	19 350	113 155	1 191 258	1 343 950	2.48	311 864	2 255 917
2010	20 499	19 498	84 483	1 218 053	1 342 533	3.16	316 230	2 742 565
2011	18 825	18 446	65 875	1 225 220	1 328 366	2.61	257 815	2 295 239
2012	**20 260**	**19 919**	**73 126**	**1 165 225**	**1 278 530**	**2.37**	**294 560**	**2 104 922**
Average Annual Growth(%) 2006 - 2012	**1.2**	**4.7**	**-5.3**	**1.8**	**1.9**	**2.2**	**5.1**	**2.5**

** indicates formal accommodation only*

[1] indicates private and formal accommodation

OUTBOUND TRAVEL

SWAZILAND OUTBOUND STATISTICS, 2006- 2012

YEAR/ MONTH (MODE OF DEPARTURE)	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
2006	7 243	1 064 785	1 072 028	-7.5	0.9	-0.9	0.7	99.3	100.0
2007	9 861	1 120 187	1 130 048	36.0	0.1	5.4	0.9	99.1	100.0
2008	9 284	1 168 186	1 177 470	-5.9	4.3	4.2	0.8	99.2	100.0
2009	9 241	1 234 955	1 244 196	-0.5	5.7	5.7	0.7	99.3	100.0
2010	8 772	1 132 109	1 140 881	-5.0	-8.3	-8.3	0.8	99.2	100.0
2011	8 530	1 255 143	1 263 673	-2.7	10.9	10.8	0.7	99.3	100.0
2012	8 885	1 393 718	1 402 603	4.2	11.0	10.8	0.6	99.4	100.0
January	449	122 073	122 522	-0.7	22.5	22.4	0.4	99.6	100.0
February	545	100 794	101 339	-10.1	21	20.7	0.5	99.5	100.0
March	668	108 482	109 150	-9.5	23.4	23.1	0.6	99.4	100.0
April	628	123 869	124 497	0.8	15.8	15.7	0.5	99.5	100.0
May	847	115 052	115 899	7.1	18	17.9	0.7	99.3	100.0
June	825	107 024	107 849	5.2	15.2	15.1	0.8	99.2	100.0
July	845	124 400	125 245	21.1	13.3	13.4	0.7	99.3	100.0
August	829	121 700	122 529	0.1	3	2.9	0.7	99.3	100.0
September	1 019	111 588	112 607	13.3	7.5	7.5	0.9	99.1	100.0
October	981	105 815	106 796	16.4	-8.2	-8	0.9	99.1	100.0
November	814	109 493	110 307	3.3	3.2	3.2	0.7	99.3	100.0
December	435	143 428	143 863	-9.4	7.3	7.2	0.3	99.7	100.0

MONTHLY AND STANDARD AVERAGE OCCUPANCY RATE OF FORMALLY REGISTERED ACCOMMODATION FACILITIES, 2012

ROOMS AVAILABLE - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 427	2 254	2 426	2 305	2 366	2 320	2 364	2 365	2 318	2 354	2 295	2 363	**28 157**
Ezulwini	19 192	17 630	19 282	18 570	19 192	18 540	19 192	19 192	18 570	19 192	18 570	19 192	**226 314**
Manzini	8 494	7 865	8 494	8 220	8 494	8 220	8 494	8 494	8 220	8 494	8 220	8 494	**100 203**
Rest of Swaziland	15 500	14 354	15 531	14 910	15 531	15 030	16 278	16 303	15 783	16 303	16 023	16 551	**188 097**
Grand Total	**45 613**	**42 103**	**45 733**	**44 005**	**45 583**	**44 110**	**46 328**	**46 354**	**44 891**	**46 343**	**45 108**	**46 600**	**542 771**

ROOM NIGHTS SOLD-2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 341	1 415	1 313	831	1 022	1 560	1 408	1 411	1 285	850	1 125	1 293	**14 854**
Ezulwini	11 166	11 601	13 287	14 347	17 497	10 883	14 310	16 050	14 102	15 696	16 342	15 315	**170 596**
Manzini	1 559	1 901	3 127	2 047	2 394	2 351	2 666	3 374	3 044	3 611	3 033	3 476	**32 583**
Rest of Swaziland	5 735	6 400	6 711	5 996	4 587	9 668	5 729	7 368	5 262	6 066	6 995	6 010	**76 527**
Grand Total	**19 801**	**21 317**	**24 438**	**23 221**	**25 500**	**24 462**	**24 113**	**28 203**	**23 693**	**26 223**	**27 495**	**26 094**	**294 560**

NUMBER OF BEDS AVAILABLE - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	4 257	3 989	4 286	4 121	4 275	4 264	4 403	4 407	4 261	4 409	4 253	4 417	**51 342**
Ezulwini	36 423	32 660	37 169	35 190	36 351	35 310	36 506	36 486	35 360	36 506	35 340	36 506	**429 807**
Manzini	14 105	12 740	14 105	12 840	13 702	13 260	14 477	14 477	14 010	14 477	14 010	14 477	**166 680**
Rest of Swaziland	33 821	29 200	32 302	30 030	31 868	30 840	31 925	32 209	31 234	32 155	32 168	33 223	**380 975**
Grand Total	**88 606**	**78 589**	**87 862**	**82 181**	**86 196**	**83 674**	**87 311**	**87 579**	**84 865**	**87 547**	**85 771**	**88 623**	**1 028 804**

NUMBER OF BED-NIGHTS SOLD - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	3 421	3 257	3 357	2 655	3 196	2 682	1 959	2 183	2 091	1 509	2 042	2 097	**30 449**
Ezulwini	16 268	16 447	18 490	20 190	15 760	13 684	16 156	19 134	19 760	20 408	20 953	17 398	**214 648**
Manzini	1 729	1 851	3 141	2 569	2 514	2 284	3 068	3 615	3 112	3 660	3 161	3 607	**34 311**
Rest of Swaziland	7 846	8 869	9 173	9 255	6 682	8 045	9 309	9 903	9 228	8 156	10 518	9 480	**106 464**
Grand Total	**29 264**	**30 424**	**34 161**	**34 669**	**28 152**	**26 695**	**30 492**	**34 835**	**34 191**	**33 733**	**36 674**	**32 582**	**385 872**

NUMBER OF DOMESTIC TOURISTS - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	57	88	92	96	80	61	72	104	81	113	76	74	994
Ezulwini	3 981	3 552	4 629	4 330	4 322	3 689	3 827	3 666	4 651	4 148	4 065	3 998	48 858
Manzini	687	1 737	1 458	1 304	1 486	2 147	300	328	343	272	440	278	10 780
Rest of Swaziland	2 940	3 957	3 596	3 311	2 818	3 127	3 886	4 528	3 108	2 874	4 032	3 495	41 672
Grand Total	**7 665**	**9 334**	**9 775**	**9 041**	**8 706**	**9 024**	**8 085**	**8 626**	**8 183**	**7 407**	**8 613**	**7 845**	**102 304**

NUMBER OF INTERNATIONAL TOURISTS - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 731	1 708	1 611	2 339	1 602	1 462	1 436	1 896	1 776	2 344	2 760	1 831	22 496
Ezulwini	12 942	13 606	14 050	15 737	13 634	13 293	14 996	19 435	16 891	17 868	12 800	15 101	180 353
Manzini	1 254	1 618	2 594	1 471	1 902	1 889	2 308	3 065	2 791	3 260	2 664	3 533	28 349
Rest of Swaziland	5 169	5 205	5 730	5 826	4 763	4 976	7 855	7 289	6 099	6 323	7 013	7 148	73 396
Grand Total	**21 096**	**22 137**	**23 985**	**25 373**	**21 901**	**21 620**	**26 595**	**31 685**	**27 557**	**29 795**	**25 237**	**27 613**	**304 594**

TOTAL NUMBER OF TOURISTS - 2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 788	1 796	1 703	2 435	1 682	1 523	1 508	2 000	1 857	2 457	2 836	1 905	23 490
Ezulwini	16 923	17 158	18 679	20 067	17 956	16 982	18 823	23 101	21 542	22 016	16 865	19 099	229 211
Manzini	1 941	3 355	4 052	2 775	3 388	4 036	2 608	3 393	3 134	3 532	3 104	3 811	39 129
Rest of Swaziland	8 109	9 162	9 326	9 137	7 581	8 103	11 741	11 817	9 207	9 197	11 045	10 643	115 068
Grand Total	28 761	31 471	33 760	34 414	30 607	30 644	34 680	40 311	35 740	37 202	33 850	35 458	406 898

TOTAL BILL-2012

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	575 251	564 436	738 309	625 999	662 912	596 885	538 910	610 867	760 460	622 754	708 619	718 845	7 724 247
Ezulwini	2 817 458	4 095 784	3 673 919	4 991 983	4 578 249	3 142 066	4 809 595	6 049 826	4 304 930	5 127 059	4 379 697	5 296 657	53 267 223
Manzini	327 962	2 315 863	738 921	786 535	800 292	760 841	859 626	1 256 280	1 283 850	1 306 230	1 155 607	1 362 324	12 954 331
Rest of Swaziland	1 970 085	2 338 770	2 196 470	3 124 837	2 269 953	2 932 950	3 518 738	3 398 013	3 418 107	3 353 749	3 948 153	4 036 871	36 506 697
Grand Total	**5 690 757**	**9 314 853**	**7 347 619**	**9 529 353**	**8 311 405**	**7 432 742**	**9 726 869**	**11 314 986**	**9 767 347**	**10 409 792**	**10 192 076**	**11 414 697**	**110 452 499**

Accommodation Statistics Continued

TOURISM ACCOMMODATION STATISTICS (RATES) - 2012							
1. Expenditure per Person per Night = (Total Bill/ No. of Bed-Nights Sold)				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	253.67818	=	253.68	187.14	221.00	306.47	363.00
Ezulwini	248.16082	=	248.16	206.76	256.12	275.47	251.93
Manzini	377.55622	=	377.56	503.31	318.67	347.09	366.72
Rest of S.D	342.9018	=	342.90	251.29	347.25	363.39	402.74
Total	**286.24129**	**=**	**286.24**	238.18	282.34	309.58	310.87
2. Average Length of Stay = (No. of Bed Nights Sold/ No. of Tourists)				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	1.2962537	=	1	1.99	1.58	1.22	0.81
Ezulwini	0.9364647	=	1	1.26	1.16	1.07	1.28
Manzini	0.8768688	=	1	1.23	1.40	1.31	1.10
Rest of S.D	0.9246161	=	1	1.61	1.54	1.34	1.37
Total	**1.2668404**	**=**	**1**	1.40	1.30	1.16	1.25
3. Bed Occupacy Rates = [(No. of Bed Nights Sold/ No. of Beds Available)*100%]				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	0.5930622	=	59.31	0.80	0.67	0.48	0.43
Ezulwini	0.4994055	=	49.94	0.48	0.46	0.51	0.54
Manzini	0.2058495	=	20.58	0.16	0.19	0.23	0.24
Rest of S.D	0.2794514	=	27.95	0.27	0.26	0.30	0.29
Total	**0.3750685**	**=**	**37.51**	0.37	0.36	0.38	0.39
4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available)*100%]				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	0.527542	=	52.75	0.57	0.49	0.58	0.50
Ezulwini	0.7538022	=	75.38	0.64	0.76	0.78	0.83
Manzini	0.3251699	=	32.52	0.27	0.27	0.36	0.40
Rest of S.D	0.407141	=	40.71	0.42	0.45	0.38	0.39
Total	**0.5426966**	**=**	**54.27**	0.49	0.55	0.55	0.58

Source: Central Statistical Office

SWAZILAND TOURISM AUTHORITY
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