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Annual Report
TOURISM STATISTICS
2013

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Executive Summary

Despite ongoing economic difficulties in many parts of the world, international visitor arrivals in 2013 were marked by impressive growth of 1.6 percent recording total of 1.298 million arrivals to Swaziland.

Important traditional source markets for Swaziland showed strong results with all world regions registering increased arrivals. Africa continued to be the main source of arrivals with 1 169 763 (90.1 percent), Europe with 85 905 grew by 17.5 percent – a first since the economic downturn in 2008, Asia and the Pacific registered 21 059, up by 10.8 percent while the Americas recorded 20 784, an increase of 2.6 percent.

Whilst Germany dominated overseas leisure arrivals, USA was still the biggest contributor of bed nights owing to their longer duration of stay. Figures show that Ezulwini (57.5 percent) and Manzini (10.3 percent) recorded the highest room nights sold with 159 302 and 28 570, respectively.

During the year, there were 138 formally registered accommodation providers with a capacity of 2 626 rooms offering 5 382 beds. In 2013, total room revenue amounted to E273.11 million with both average room occupancy (+46.77 percent) and expenditure per person per night (E730.52) registering growth in comparison to 2012 figures. The combined length of stay by all visitors declined from 2.77 nights to 2.67 nights in 2013. Similarly, total visitor nights fell by 23.8 percent to 2 592 458 million.

The months of January (115 004), August (115 628), September (114 239) and December (140 703) received maximum international arrivals. Whilst high visitations were noted in these months, significant increases in arrivals was recorded during the leaner months of February (+6.5 percent) and May (+7.3 percent). Visitors arriving by road totalled 1 220 818 in 2013, up 0.3 percent from the 1.2 million road travellers in 2012. Air travel grew by 27.0 percent with a total of 77 925 having flown in 2013.

Swaziland outbound travel continued to grow in 2013, up 12.6 percent year-on-year registering 1 573 million trips. Close to half of travel by Swazis to/ through South Africa was through Ngwenya Border Post (609 039). Matsamo Border Post (197

246), Mananga Border Post (177 888), Mahamba Border Post (158 379), Lavumisa Border Posts (126 885) were other preferred posts while Matsapha International Airport registered 77 925 with 9 000 being Swazi travellers in 2013.

For the international segment, the majority of the visitors to Swaziland were found in the ‘35-44’ age bracket and preferred to travel with a partner. Some 36.8 percent were first-time visitors. Preferred activities were found to be general sightseeing and visiting cultural and heritage sites. The major draw cards to Swaziland during this period were ‘Warm People’, ‘Natural Beauty’, and Unique Culture’.

In 2013, international visitors cited dilapidated inner city roads, lack of road signage, unavailability of restroom facilities and removal of stray animals on roads as the main areas of concern. A majority of 91.9 percent (34.8 percent excellent, 57.1 percent good) indicated satisfaction on the overall experience with 98.1 percent expressing they would recommend a visit to Swaziland.

Chapter 1 Introduction

This publication is the seventh 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 2013 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, giving special focus on these 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; and 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 send an email to statistics@tourismauthority.org.sz/ data@tourismauthority.org.sz or contact our offices (see back cover page).

Chapter 2 Global Tourism

2.1 International tourism exceeds expectations with arrivals up by 52 million in 2013

International Tourism 2013

International tourist arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals, according to the latest UNWTO World Tourism Barometer. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecasts 4% to 4.5% growth - again, above the long term projections.

Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

“2013 was an excellent year for international tourism” said UNWTO Secretary-General, Taleb Rifai. “The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies”, he added.

UNWTO forecasts international arrivals to increase by 4% to 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and 2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years.

“The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth”, added Mr Rifai.

2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

2.2 Regional Panorama

Europe welcomes most of the new arrivals

Europe led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising the total to 563 million. Growth (+5%) exceeded the forecast for 2013 and is double the region's average for the period 2005-2012 (+2.5% a year). This is particularly remarkable in view of the regional economic situation and as it follows an already robust 2011 and 2012. By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) experienced the best results.

In relative terms, growth was strongest in **Asia and the Pacific** (+6%), where the number of international tourists grew by 14 million to reach 248 million. South-East Asia (+10%) was the best performing sub-region, while growth was comparatively more moderate in South Asia (+5%), Oceania and North-East Asia (+4% each).

The **Americas** (+4%) saw an increase of six million arrivals, reaching a total of 169 million. Leading growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

Africa (+6%) attracted three million additional arrivals, reaching a new record of 56 million, reflecting the on-going rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%). Results in the **Middle East** (+0% at 52 million) were rather mixed and volatile.

Russia and China – leading in growth in 2013

Among the ten most important source markets in the world, Russia and China clearly stand out. China, which became the largest outbound market in 2012 with an expenditure of US$ 102 billion, saw an increase in expenditure of 28% in the first three quarters of 2013. The Russian Federation, the 5th largest outbound market, reported 26% growth through September.

The performance of key advanced economy source markets was comparatively more modest. France (+6%) recovered from a weak 2012 and the United States, the United Kingdom, Canada and Australia all grew at 3%. In contrast, Germany, Japan and Italy reported declines in outbound expenditure.

Other emerging markets with substantial growth in outbound expenditure were Turkey (+24%), Qatar (+18%), Philippines (+18%), Kuwait (+15%), Indonesia (+15%), Ukraine (+15%) and Brazil (+14%).

CATEGORY	2013	2012	(%) Change
VISITOR ARRIVALS[1]	**1 298 743**	**1 278 530**	**+0.6**
Visitor arrivals by road	**1 220 818**	**1 217 161**	**+0.3**
Africa	**1 169 823**	**1 165 107**	**+0.4**
...SADC	1 155 954	1 152 945	-0.3
…Mozambique	213 827	222 989	-4.1
…South Africa	875 632	871 459	+0.5
Americas	**20 784**	**20 260**	**+2.6**
…Brazil	1 048	1 076	-2.6
...USA	15 816	14 672	+7.8
Asia & Australasia	**21 059**	**19 009**	**+10.8**
Europe	**85 905**	**73 126**	**+17.5**
…Belgium	3 637	3 158	+15.2
...France	10 445	9 772	+6.8
...Germany	18 933	14 911	+27.0
…Luxemburg	83	67	+23.9
...Netherlands	13 032	9 011	+44.6
...United Kingdom	16 428	15 282	+7.5
Middle East	**1 233**	**910**	**+35.5**
Visitor arrivals by air	**77 925**	**61 369**	**+26.9**
	2013	**2012**	**(%) Change**
TOTAL VISITOR NIGHTS[2]	**2 592 458**	**3 400 181**	**-23.8**
Visitor nights by road	2 058 412	2 640 226	-22.0
Africa	**2 188 539**	**2 787 031**	**-21.5**
...SADC	1 560 464	2 652 700	-41.2
…Mozambique	194 823	3 331 835	-94.2
…South Africa	1 508 274	1 927 993	-21.8
Americas	**88 001**	**86 123**	**+2.2**
...USA	20 784	20 260	+2.6
…Brazil	5 051	6 322	-20.1
Asia & Australasia	**66 602**	**175 889**	**-62.1**
Europe	**144 543**	**186 103**	**-22.3**
...Belgium	6 595	5 227	+26.2
...France	19 309	19 942	-3.2
...Germany	31 394	35 591	-11.8
…Luxemburg	166	80	+107.5
...Netherlands	20 235	15 431	+31.1
...United Kingdom	46 410	61 730	-24.8

[1] Source: Entry/Departure Cards 2013, Department of Immigration
[2] Source: Exit Survey 2013, Swaziland Tourism Authority

Middle East	**2 410**	**2 601**	**-7.3**
Visitor nights by air	**537 316**	**429 960**	**+25.0**
	2013	**2012**	**(%) Change**
AV. LENGTH OF STAY[3] (nights)	**2.0**	**2.4**	**+16.6**
Africa	**1.8**	**1.7**	**+5.8**
...SADC	1.7	1.6	+6.3
…Mozambique	0.9	1.5	-40.0
…South Africa	1.7	2.2	-22.7
Americas	**1.9**	**2.9**	**-34.5**
…Brazil	4.8	5.9	-18.6
...USA	4.5	5.4	-16.7
Asia & Australasia	**1.9**	**3.8**	**-50.0**
Europe	**4.2**	**3.2**	**+31.3**
...Belgium	1.8	1.6	+12.5
...France	1.8	1.9	-5.3
...Germany	1.7	2.1	-19.0
…Luxemburg	2.0	1.2	+66.7
...Netherlands	1.6	1.7	-5.9
...United Kingdom	2.8	3.5	-20.0
Middle East	**3.0**	**0.0**	**0.0**
Visitor arrivals by air	6.9	6.9	+0.0
Visitor arrivals by road	1.7	2.1	-19.0
HOTEL STATISTICS[4]	**2013**	**2012**	**(%) Change**
No. of Facilities	**138**	**139**	-0.7
Total Nights	**276 903**	**294 560**	-5.9
Room Occupancy (%)	**46.77**	**54.27**	-13.8
Total Bill (E)	**273 106 622**	**110 452 498**	147.3
Total Tourists	**411 259**	**406 898**	+1.07
Total International Tourists	**302 900**	**304 594**	-0.6
...France	13 311	14 524	-8.4
...Germany	16 407	11 306	+45.1
...Mozambique	13 017	13 835	-5.9
...South Africa	158 442	205 059	-22.7
...United Kingdom	5 377	10 794	-50.2
...USA	9 747	15 234	-36.0
...Other International	86 599	33 842	+155.9
Total Domestic Tourists	**108 359**	**102 304**	+5.9

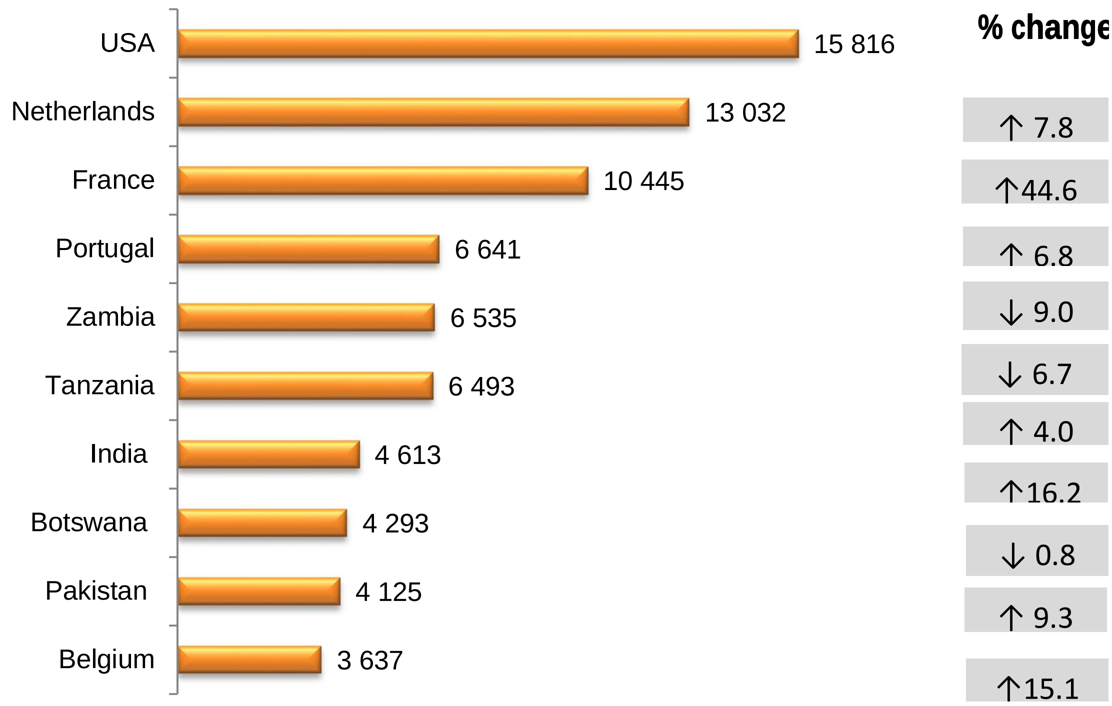
[3] Source: Exit Survey 2013, Swaziland Tourism Authority
[4] Source: Monthly Accommodation Survey 2013, Central Statistical Office

Chapter 4 International Visitor Arrivals

For the first time since 2011 all world regions demonstrated growth in visitor arrivals when compared to the preceding year. The largest visitor-generating region remained Africa, accounting for over 90.1 percent of total arrivals in 2013. Europe demonstrated renewed growth with 17.5 percent, while the Middle East (+35.5 percent), Asia and Australasia (+10.8 percent) and the Americas (+2.6 percent) demonstrated impressive growth.

Chart 1: International Visitor Arrivals: Top 15 Markets, 2013

1		875 827	↑ 0.5% Δ vs 2012
2		213 827	↓ 4.1% Δ vs 2012
3		39 253	↑ 28.1% Δ vs 2012
4		18 933	↑ 27.0 % Δ vs 2012
5		16 428	↑ 7.5 % Δ vs 2012



Source: Entry/ Departure Cards 2013, Department of Immigration

Africa: although accounting for the highest arrivals (1 169 763), growth from the region remained marginal with 0.4 percent increase year-on-year. Swaziland's top two source markets, RSA (+0.5 percent) and Mozambique (-4.1 percent) remained relatively flat over the period. In total, markets within SADC accounted for 89.0 percent of arrivals.

Americas: a 2.6 percent growth in arrivals coupled with the longest average of stay of 4.5 nights in 2013 generated 84 505 visitor nights from American visitors. USA, the country's fifth largest source market accounted for 76.1 percent of the 20 784 visitor arrivals in 2013.

Asia and Australasia: arrivals from the region climbed 10.8 percent in 2013 to record 21 059 arrivals. India, as in previous years was the lead visitor-generating market accounting for 4 613 for the year. However, an average length of stay of 6.9 nights was recorded when compared to 8.7 nights in 2012.

Europe: registering double-digit growth, the region's rebound proved to be the success story for 2013. Key markets Germany (+27.0 percent), France (+6.8 percent), Netherlands (+44.6 percent) and United Kingdom (+7.5 percent) all demonstrated strong growth during this period. Secondary source markets Belgium (+15.1 percent), Italy (+6.9 percent) and Switzerland (+45.2 percent) remained in the radar.

The Middle East: a 0.1 percent surge in arrivals contributed to 35.5 percent climb in arrivals from Arab visitor nights. The visitor count of 1 233 and an average length of stay of 2 nights resulted in 2 410 total visitor nights in 2013.

Chapter 5 Country Profiles

5.1. RSA Market profile

RSA	
Total Population	52, 982 000
	Province Eastern Cape------------------------------6,540,458 (12.7%) Free State-----------------------------------2,738,800 (5.3%) Gauteng------------------------------------12,187,736 (23.7%) KwaZulu-Natal---------------------------10,240,130 (19.9 %) Limpopo-------------------------------------5,396,408 (10.5%) Mpumalanga---------------------------------4,030,342 (7.8%) Northern Cape-------------------------------1,127,958 (6.8%) North West----------------------------------3,499,509 (2.2%) Western Cape------------------------------5,728,765 (11.1%)
GDP Per Capita (PPP)	$7,508 (2012 est.)
Internet users	10,295,847
Facebook Users	5,534,160 (March 2013 est.)
Languages	Xhosa Zulu Swati Afrikaans English Ndebele Tsonga Venda Southern Sotho Setswana Sepedi
Currency	Rand (ZAR)
Annual Leave Entitlement	21 days

5.1.1 Market overview

In 2013

- International visitors arrivals from RSA (+ 0.5 percent) rallied to offset the sluggish performance of the previous year as 2013 saw 875 632 South Africans visiting the Kingdom.
- Robust growth was recorded in the number of visitors who spent one night or more in Swaziland as 560 404 South African visitors spent at least one night in Swaziland. This is representative of a 5.2 percent increase when compared to the year 2012.
- An impressive 87.3 percent of visitors form RSA indicated that they were repeat visitors; reflect a marginal increase from the 84.1 percent recorded in 2012.
- As in previous years, the highest visitations were registered in the age groups 35-44 years (36.1 percent) and 45-54 years (28.3 percent).

5.1.2 Main purpose of visit

- Holiday visits were recorded as the main reason for visiting the Kingdom in 2013 with 38.3 percent of South African visitors citing this purpose.
- In transit travellers accounted for 28.8 percent while those on business trips and visiting friends and relatives accounted for 14.2 percent and 14.6 percent of all RSA visitors, respectively.
- The proportion of South Africans visiting friends and relatives decreased marginally from 3.2 in 2012 to 3.0 percent in 2013 while business travellers spent an average 2.3 nights in Swaziland.

Table 2 RSA Purpose of visit by Average Nights Spent, 2013

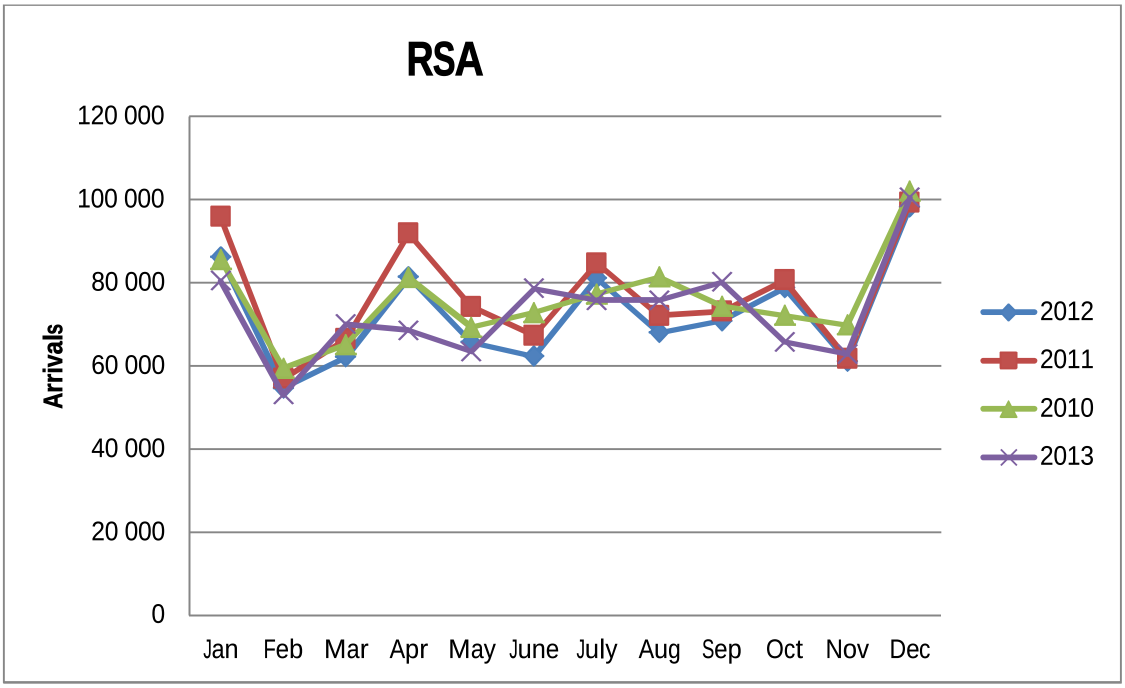
Main Reason	Average Nights	Total Tourists
Holiday	2.2	352 282
VFR	3.0	128 119
Business	2.3	124 132
Transit	0.0	250 621
Other	2.2	20 427

Source: Exit Survey 2013, Swaziland Tourism Authority

5.1.3 Seasonality

- During 2013, the months of February and May recorded the lowest volumes of visitor arrivals owing the fact the former comes as people are recovering from the relentless pace of the festive period while the latter precedes the peak period for holiday travel.

Chart 2: RSA visitor arrivals by month



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

5.1.4 Distribution

- With respect to source of information on Swaziland as a travel destination, most visitors from South Africa indicated that they already knew about the country (60.4 percent). Word of mouth accounted for the highest source of source of information with 25.3 percent of South African visitors indicating the destination was recommended by friends and/or relatives.

5.2 Mozambique Market profile

<table>
<tr><th colspan="4">Mozambique</th></tr>
<tr><td>Total Population</td><td colspan="3">23, 700,715</td></tr>
<tr><td rowspan="12">Provinces (ranked by population)</td><th>Province</th><th>Capital</th><th>Population 2012</th></tr>
<tr><td>Província de Cabo Delgado</td><td>Pemba</td><td>1,797,335</td></tr>
<tr><td>Província de Gaza</td><td>Xai-Xai</td><td>1,344,095</td></tr>
<tr><td>Província de Inhambane</td><td>Inhambane</td><td>1,426,684</td></tr>
<tr><td>Província de Manica</td><td>Chimoio</td><td>1,735,351</td></tr>
<tr><td>Cidade de Maputo</td><td>Maputo</td><td>1,194,121</td></tr>
<tr><td>Província de Maputo</td><td>Matola</td><td>1,506,442</td></tr>
<tr><td>Província de Nampula</td><td>Nampula</td><td>4,647,841</td></tr>
<tr><td>Província de Niassa</td><td>Lichinga</td><td>1,472,387</td></tr>
<tr><td>Província de Sofala</td><td>Beira</td><td>1,903,728</td></tr>
<tr><td>Província de Tete</td><td>Tete</td><td>2,228,527</td></tr>
<tr><td>Província de Zambézia</td><td>Quelimane</td><td>4,444,204</td></tr>
<tr><td>GDP Per Capita (PPP)</td><td colspan="3">$565</td></tr>
<tr><td>Internet users</td><td colspan="3">1,011,185</td></tr>
<tr><td>Facebook Users</td><td colspan="3">3, 300, 720</td></tr>
<tr><td>Languages</td><td colspan="3">Emakhuwa 25.3%, Portuguese (official) 10.7%, Xichangana 10.3%, Cisena 7.5%, Elomwe 7%, Echuwabo 5.1%, other Mozambican languages 30.1%, other 4% (1997 census)</td></tr>
<tr><td>Currency</td><td colspan="3">Metical</td></tr>
<tr><td>Annual Leave Entitlement</td><td colspan="3">25 days</td></tr>
</table>

5.2.1 Market Overview

In 2013

- Mozambique was Swaziland's second largest inbound market with 213 827 visitors, a decline of 4.1 percent from the total recorded in 2012.
- The number of visitors from Mozambique spending a night or more in Swaziland declined by 2.9 percent in 2013 relative to 2012 primarily due to

the fact there was a significant observable increase in the proportion of visitors from Mozambique indicating that they were on transit (+13.0 percent).

- On average, Mozambicans spent 0.9 nights in Swaziland, a figure lower than the national average length (2.0 nights).
- Mozambique ranked highest in terms of repeat visitors with 91.7 percent of these nationals indicating to have visited the country before.
- In 2013, the age profile of Mozambican visitors to Swaziland was similar to that of South Africa as the Kingdom was popular among those aged 35-44 (40.5 percent) and 45-54 years (29.0 percent).

5.2.2 Main purpose of visit

- The proportion of Mozambicans coming to Swaziland primarily for holiday decreased to 38.3 percent in 2013 from the 45.0 recorded in 2012. Business tourists accounted for 5.2 percent of the neighbouring visitors while the proportion visiting friends and relatives rose to 9.1 percent in 2013 from 7.8 percent in 2012.
- On the other hand, the average number of nights Mozambican tourists spent in Swaziland for holiday decline from 2.1 nights in 2012 to 1.7 nights in 2013. On the other hand, the average number of nights Mozambican tourists spent privately (with visiting friends and relatives) was rather indifferent as a marginal decline from 2.0 nights 2012 to 2013 1.8 was observed.

Table 3 Mozambique purpose of visit by Average Nights Spent

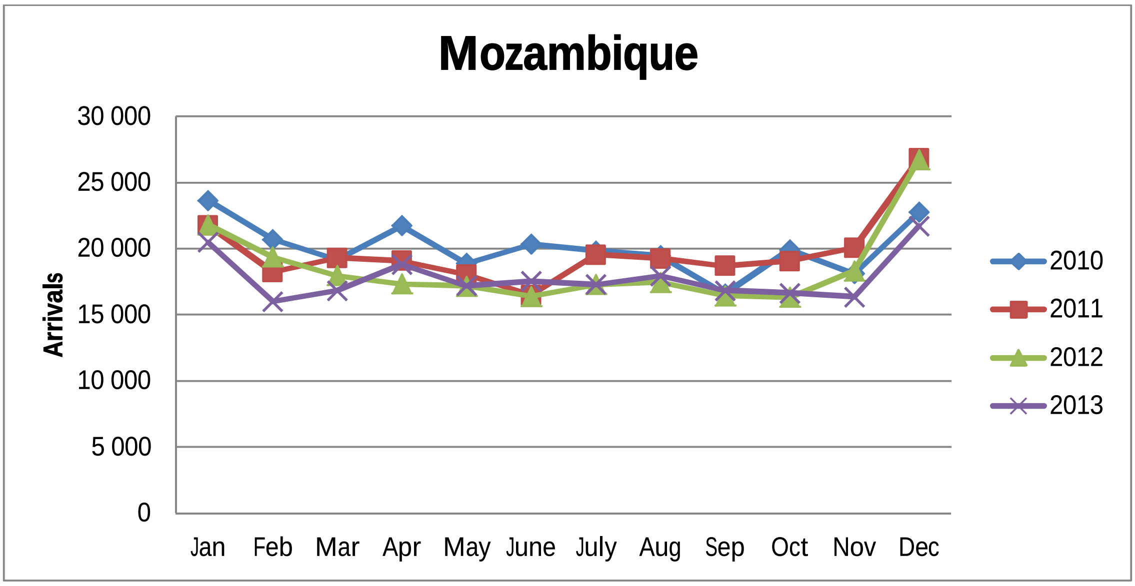
Main Reason	Average Nights	Total Tourists
Holiday	1.7	82 266
VFR	1.8	19 526
Business	1.9	11 204
Transit	0.0	91 549
Other	0.1	9 283

Source: Exit Survey 2013, Swaziland Tourism Authority

5.2.3 Seasonality

- The summer months of January and December were the peak periods for visitor from this market in 2013 along with the Easter month of April. A graphical assessment indicates fluctuations in arrivals over the past four years and demonstrates that 2013 saw more struggles in terms of arrivals from this neighbouring market.

Chart 3: Mozambique- Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

Distribution

- Most (49.3 percent) Mozambicans indicated that they already knew about Swaziland which would be expected granted the proximity of the two countries to each other.
- Word of mouth (33.5 percent) rated highest as the main source of information for Mozambican travellers while the remaining travellers used the internet (4.8 percent) and print media (5.2 percent) for information on Swaziland.

5.3 United Kingdom Market profile

UK	
Total Population	63,700,000
Major cities (ranked by population)	City ▪ London--------------------8,173,941 ▪ Birmingham--------------1,073,045 ▪ Leeds----------------------751,485 ▪ Glasgow-------------------593,000 ▪ Sheffield------------------552,698 ▪ Bradford------------------522,452 ▪ Edinburgh----------------477,000 ▪ Liverpool-----------------466,415 ▪ Manchester-------------403,127
GDP Per Capita (PPP)	$39,093
Internet users	57,731,209
Facebook Users	32,175,460 (March 2013 est.)
Number of pensioners	10,341,628
Languages	English
Currency	Pound
Annual Leave Entitlement	28 days

5.3.1 Market Overview

In 2013

- The UK was the fifth largest visitor generating market with 16 428 visitor arrivals in 2013, an increase of 7.6 percent when compared to the 15 274 recorded in 2012.
- A significant (84.6 percent) proportion of visitors from the UK spent at least one night in Swaziland during the year under review. About 36.4 percent of

UK tourists spent one night in Swaziland while 23.8 percent indicated to have spent two nights.

- The average length of stay for UK visitors in Swaziland was 2.78 nights, which is marginally higher than the national average which stands at 2.00 nights.
- About three out of ten tourists from the UK visited the country more than once in 2013. This is reasonably robust visitor repeat rate granted the fact that the UK is a long haul market for 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 (27.9 percent) and 55-64 (26.2 percent).

5.3.2 Main purpose of visit

- About 80.4 percent of UK residents gave holiday as their primary reason for visiting Swaziland
- 6.3 percent of Britons had business as their main purpose of visit while 4.8 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 2.7 nights in 2012 to 2.3 nights in 2013. Business nights increased 1.3 nights to 9.6 in 2013.

Table 4 UK purpose of visit by Average Nights Spent

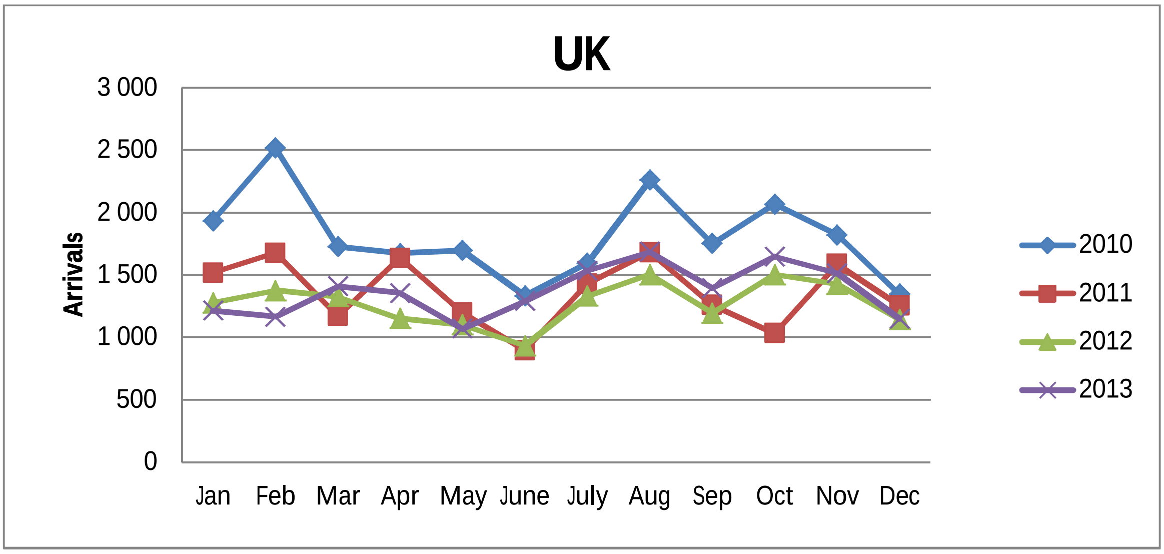
Main Reason	Average Nights	Total Tourists
Holiday	2.3	13 235
VFR	4.8	639
Business	9.6	1 029
Transit	0.0	1 419
Other	11.7	106

Source: Exit Survey 2013, Swaziland Tourism Authority

5.3.3 Seasonality

- The summer months of August and October were the peak arrival months for UK travellers. As clearly demonstrated in chart 7, UK arrivals experienced a mild recovery in 2013 after struggling for quite some time.

Chart 4: UK- Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

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	
Total Population	80,500,000
Major cities (ranked by population)	City ▪ Berlin----------------3,439,100 ▪ Hamburg------------1,769,117 ▪ Munich--------------1,330,440 ▪ Cologne--------------998,105
GDP Per Capita (PPP)	$41, 863
Internet users	67,621,622
Number of pensioners	16,774,797
Facebook Users	25,063,880
Languages	Standard German
Currency	Euro
Annual Leave Entitlement	24 days

5.4.1 Market Overview

In 2013

- Germany was the leading non-African market and fourth largest visitor generating market with 18 18 933 visitor arrivals in 2013, a 27.1 percent increase from the 14 897 recorded in 2012.
- On average, German overnight guests spent 1.7 nights in Swaziland, a slight decline from the 2.14 nights averaged in 2012.
- 14.5 percent of German arrivals in 2013 were repeat visitors.
- The demographic profile of these nationals revealed that most Germans who visited Swaziland were in the age groups 35-44 years (30.8 percent) and 45-54 years (31.6 percent).

5.4.2 Main purpose of visit

- The proportion of Holiday visits made by German travellers increased from 88.8 percent in 2012 to 91.2 percent in 2013. About 1.8 percent of visitors from Germany came to visit friends and relatives while 2.0 percent were on business trips.
- Holiday nights contracted marginally from 1.9 nights in 2012 to 1.6 nights in 2013. The year 2013 also saw the average number of nights spent by tourists visiting friends and relatives fall to 5.4 from 8.0 nights in 2012

Table 5 Germany purpose of visit by Average Nights Spent

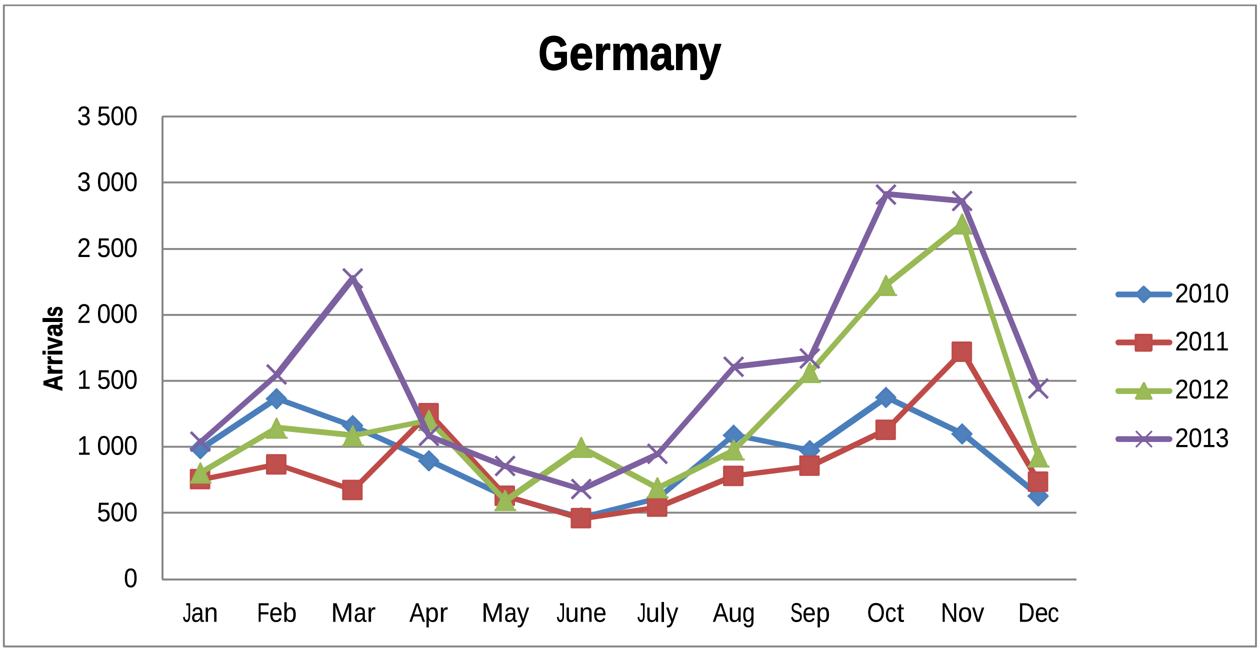
Main Reason	Average Nights	Total Tourists
Holiday	1.6	17 268
VFR	5.4	333
Business	4.4	381
Transit	0.0	880
Other	3.0	71

Source: Exit Survey 2013, Swaziland Tourism Authority

5.4.3 Seasonality

October and November registered the highest number of arrivals in 2013 with a mini-peak noted in the month of March.

Chart 5: Germany- Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

5.4.4 Distribution

- The internet was the primary source of information on Swaziland for German tourist with 32.1 percent using this segment as their source for travel information on Swaziland.
- Travel agents (25.9 percent) and word of mouth references (19.3 percent) also played very important roles in informing travellers about Swaziland.

5.5 The Netherlands market

Netherlands	
Total Population	16,832,255
Major cities (ranked by population)	Cities ▪ Amsterdam------------767,457 ▪ Rotterdam-------------593,049 ▪ 's Gravenhage--------488,553 ▪ Utrecht----------------307,081
GDP Per Capita (PPP)	$45,955
Internet users	15,549787
Number of pensioners	2,625,876
Facebook Users	7,516,620
Languages	▪ Dutch (Official) ▪ Achterhoeks ▪ Drents ▪ Western Frisian ▪ Gronings ▪ Limburgisch ▪ Sinte Romani ▪ Vlax Romani ▪ Sallands ▪ Stellingwerfs ▪ Twents ▪ Veluws ▪ Western Yiddish
Currency	Euro
Annual Leave Entitlement	25 days

5.5.1 Market Overview

In 2013

- The Netherlands was the fourth largest overseas visitor generating market with 13 032 arrivals, representing a 44.7 percent increase from 9 006 recorded in 2012.

- The average length of stay for the Dutch was 1.6 nights which was slightly lower than the national average.
- The repeat visitor rate was at the normal long-haul range at 10.2 percent, with about, 1329 Dutch visitors indicating they had in the past visited Swaziland primarily for holiday purposes.
- The majority of Dutch visitors were categorised in the age groups of 35-44 years (30.2 percent) and 45-54 years (30.7 percent). Those aged 25-34 years (13.1 percent) and 55-64 years (21.0 percent) also had fairly significant representation in total Dutch arrivals to Swaziland in 2013.

5.5.2 Main purpose of visit

- Holiday visits were the highest at 93.9 percent, while visiting friends and relatives accounted for 1.7 percent and business registered 0.7 percent.
- The proportion of Dutch visitors that indicated they were in Swaziland for business and visiting friends fell by 0.6 percent and 0.4, respectively, when compared to 2012.
- In 2013 Dutch tourist stayed an average of 1.5 nights in Swaziland for holiday purposes while business nights remained unchanged at an average of 4 nights.

Table 6 Netherlands purpose of visit by Average Nights Spent

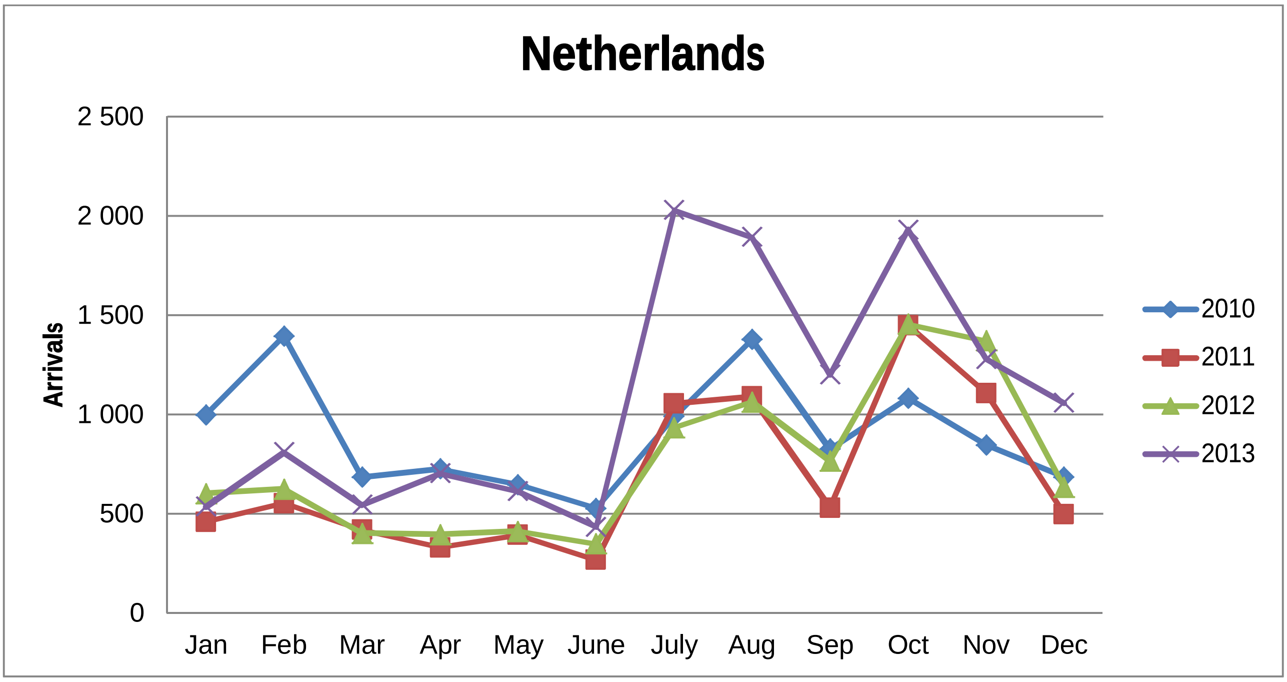
Main Reason	Average Nights	Total Tourists
Holiday	1.5	12 235
VFR	5.8	225
Business	4.4	87
Transit	0.0	468
Other	18.0	17

Source: Exit Survey 2013, Swaziland Tourism Authority

5.5.3 Seasonality

- A look at the seasonal variation of visitor arrivals from the Netherlands reveals that July and October registered the highest number of visitor arrivals in 2013. March and June continued to be the months where visitor numbers struggled.

Chart 6: Netherlands- Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

5.5.4 Distribution

- The internet (34.3 percent) was the leading source of information on Swaziland for Dutch visitors.
- Word of mouth (24.7 percent) was also a key source of information about the country as a travel destination.
- Print media (5.4 percent) was used rather sparingly.

5.6 France market profile

France	
Total Population	65,027,000
Major cities (ranked by population)	Cities ▪ Paris----------------2,243,833 ▪ Lyon----------------492,579 ▪ Marseille----------859,368 ▪ Toulouse----------449,328
GDP Per Capita (PPP)	$39,772
Internet users	52,228,905
Number of pensioners	10,464,938
Facebook Users	25,307,820
Languages	French
Currency	Euro
Annual Leave Entitlement	37 days

5.6.1 Market overview

In 2013

- Swaziland recorded 10 445 international visitor arrivals from France indicating an increase of 6.9 percent from the 9 772 recorded in 2012.
- The average number of nights French tourists spent in Swaziland was 1.8 nights, a mild improvement from the 1.6 nights recorded in 2012.
- The repeat visit rate for French visitors was 13.1 percent, which shows a mild improvement from the 11.7 percent proportion recorded in 2012.
- Most of the French tourists who came to Swaziland were in the age groups 35-44 years (28.5 percent) and 45-54 years (29.2 percent).

5.6.2 Main purpose of visit

- Holiday accounted for a satisfactory 90.7 percent, while business (1.8 percent) and visiting friends and relatives (2.5 percent) recorded relatively lower shares. Transit visitors were at a low 5.0 percent.
- The number of nights spent for visiting friends and relatives increased by 2.8 nights to 5.2 nights in 2013 from the 2.8 nights recorded in 2012.
- The average number of nights spent by French tourist on holiday trips to Swaziland stood at 1.8 nights.

Table 7: France purpose of visit by Average Nights Spent

Main Reason	Average Nights	Total Tourists
Holiday	1.7	9 472
VFR	5.2	187
Business	6.1	262
Transit	0.0	524
Other	0.0	0

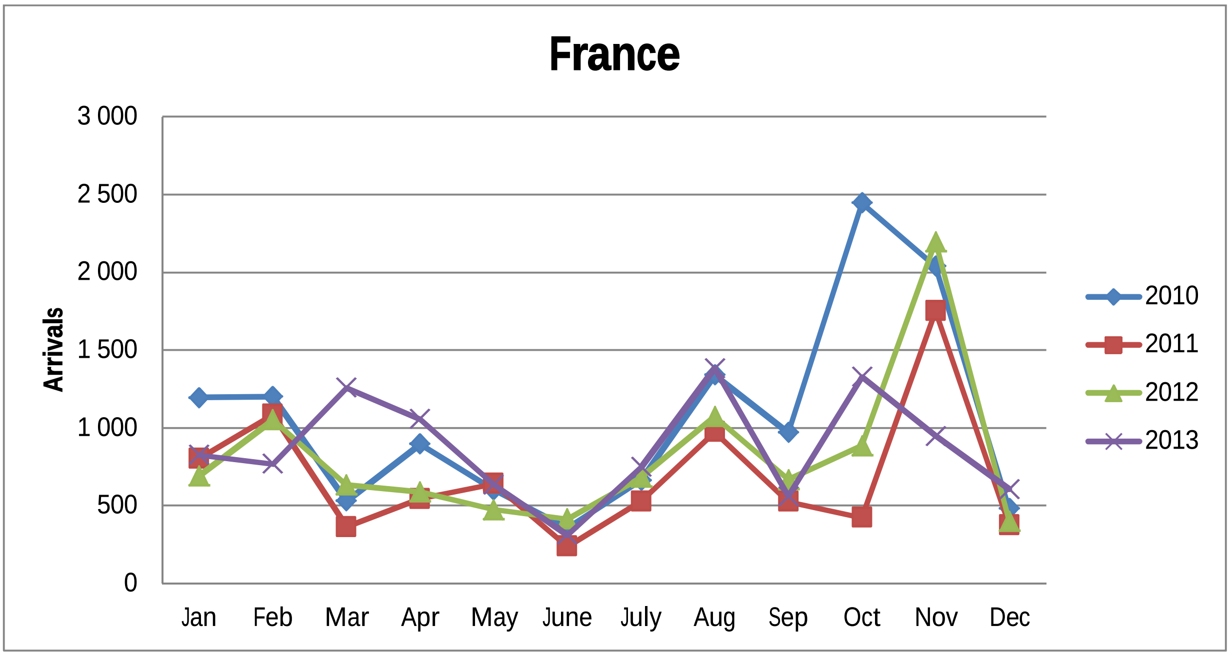
Source: Exit Survey 2013, Swaziland Tourism Authority

- A notable decline (-2.7 nights) was observed in the average number of nights spent by French tourists spent on business trips when compared to 2012.

5.6.3 Seasonality

- October was the peak month for arrivals from France which is a slight change from trend observable in the two preceding years where arrivals peaked in November.
- 2013 saw an improved performance from the French market as demonstrated in chart 7, with higher arrival figures recorded in winter months as compared to the previous two years.

Chart 7: France- Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

5.6.4 Distribution

- The internet (31.8 percent) was the primary source of information on Swaziland for French travellers, reflecting a significant increase from the proportion recorded in 2012 (15.4 percent).
- French visitors also used travel agents (26.3 percent) and word of mouth (18.0 percent) reference as source information on Swaziland. Print media accounted for 10.4 percent in the list of main sources of travel information on Swaziland.

5.7 USA Market profile

USA	
Total Population	316,438,601
Major cities (ranked by population)	Cities • New York -------------------8,244,910 • Los Angeles ----------------3,819,702 • Chicago----------------------2,707,120 • Houston --------------------2,145,146 • Philadelphia---------------1,536,471 • Phoenix--------------------1,469,471 • San Antonio---------------1,359,758 • San Diego------------------1,326,179 • Dallas-----------------------1,223,229
GDP Per Capita (PPP)	$51,749
Internet users	245,203,319
Number of pensioners	41,122,905
Facebook Users	163,071,460
Languages	English-USA
Currency	Dollar
Annual Leave Entitlement	30 days

5.7.1 Market Overview

In 2013

- USA was the third largest overseas source market for Swaziland in 2013 with 15 816, representing a 7.8 percent increase from 14 665 recorded in 2012.
- This source market registered the highest average length of stay in comparison to the other markets with 4.5 nights, a figure significantly greater the national average (2.0 nights)

- USA ranked a joint premier figure (with the UK) in terms of repeater visits as three out of ten American visitors indicated they were repeat visitors.
- The demographic assessment of USA tourist to Swaziland revealed that the country was mostly visited by Americans in the age groups 25-34 years (24.8 percent) and 35-44 years (27.9 percent).

5.7.2 Main purpose of visit

- In 2013, holiday (72.9 percent) visits recovered from the slump of 2012 (62.4percent) to record a higher proportion of American visitors coming to Swaziland for holiday purposes. Business trips accounted for a rather lower proportion in 2013 (11.5 percent) than they did in 2012 (18.8 percent).
- The average number of nights spent by Americans visiting friends and relatives increased marginally to 7.2 nights in 2013 from 6.4 recorded in 2012. The year-on-year differences between the business and holiday segments remained negligible.

Table 8 USA purpose of visit by Average Nights Spent

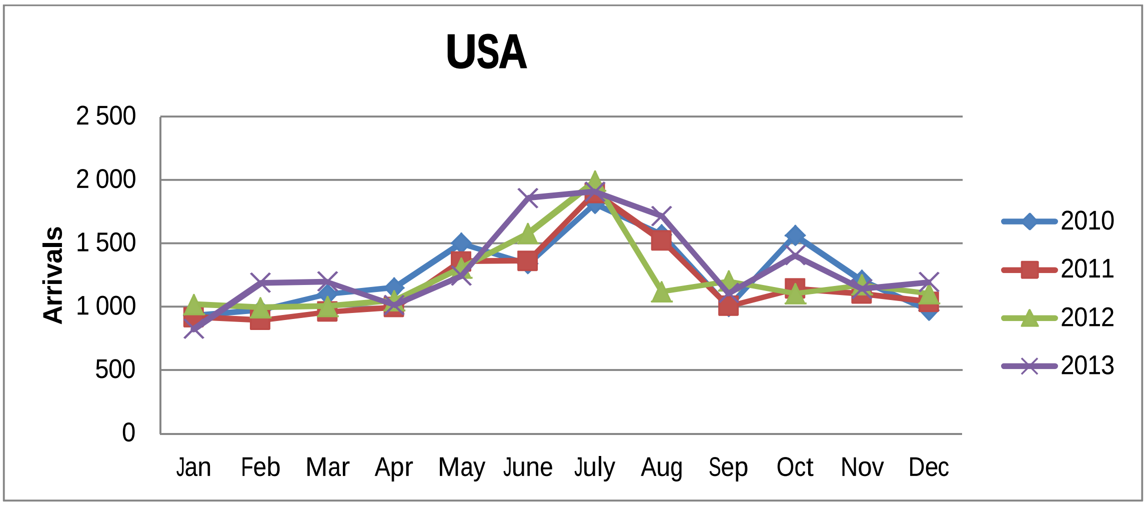
Main Reason	Average Nights	Total Tourists
Holiday	3.1	11 324
VFR	7.2	1 408
Business	10.6	1 803
Transit	0.0	1 265
Other	4.0	316

Source: Exit Survey 2013, Swaziland Tourism Authority

5.7.3 Seasonality

- As was the case in 2012, the months of June and July registered the highest number of arrivals in 2013 as the summer season (northern hemisphere) typically ushers in the peak period for holiday travelled in America.

Chart 8: USA - Monthly arrivals (2010-2013)



Source: Entry/ Departure Cards 2010-2013, Department of Immigration

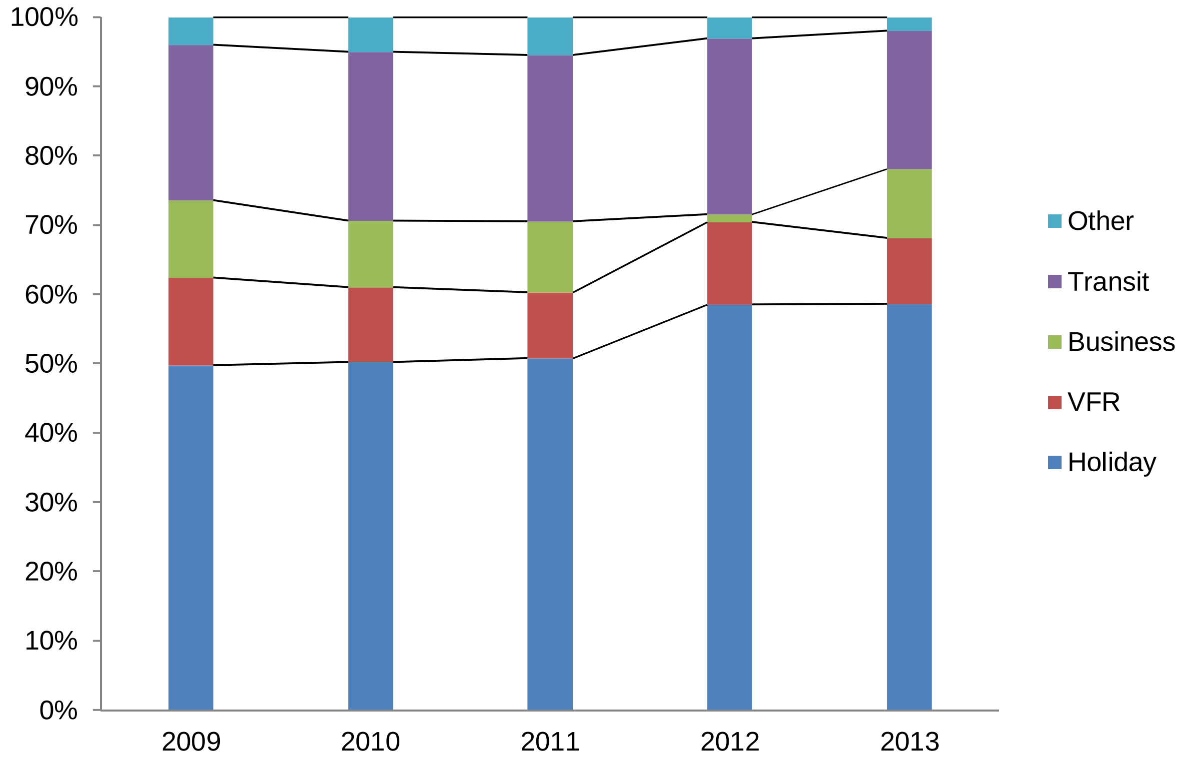
5.7.4 Distribution

- Word of mouth (33.9 percent) proved to be the premier source for information on Swaziland while the internet (26.6 percent) was also employed to source information on Swaziland.
- Americans also made less use of the television and print media to source information on Swaziland.

Chapter 6 Purpose of Visit

In 2013, international visitors came to Swaziland mainly for the purpose of 'Leisure' recording 58.6 percent, followed by the 'Business' category with 10.0 percent. The Visiting Friends and Relatives (VFR) segment rated 9.5 percent. Leisure visitor numbers in 2013 increased to 761 063 by 79 607 representing a 6.1 percent share of total visitors. While the business segment remained at 10.0 percent, the VFR segment fell by 1.3 percent in 2013.

Chart 9: Main Purpose of Visit, 2009 – 2013

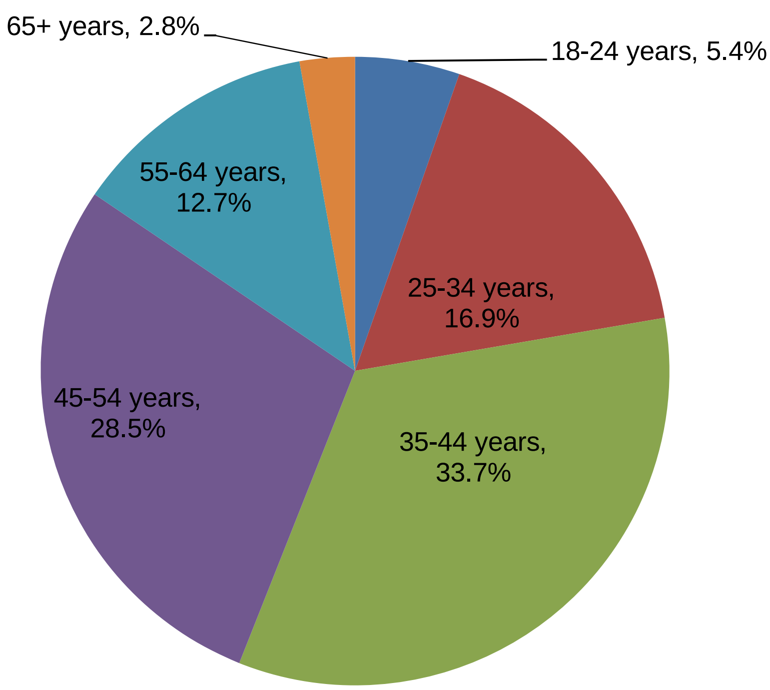


Source: Exit Survey 2013, Swaziland Tourism Authority

Chapter 7 Age Group of Visitors

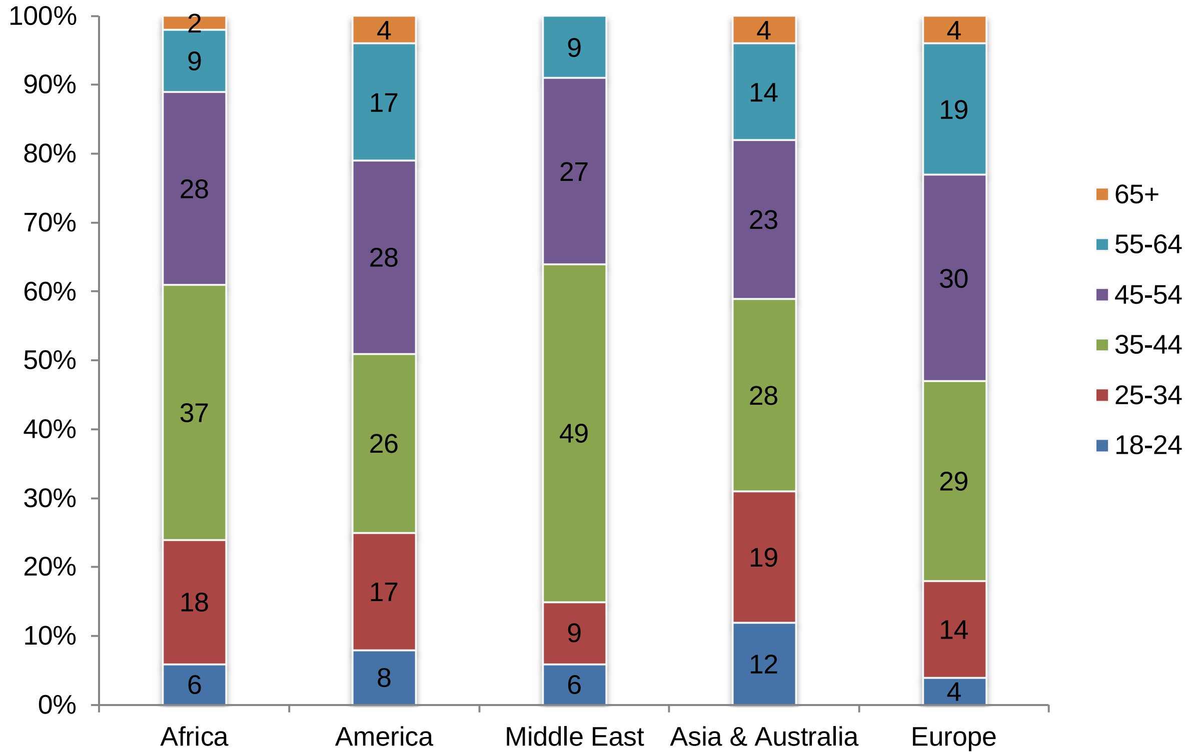
In 2013, Swaziland was mostly visited by 'mature' travellers with a majority of international visitors falling within the 45 years and above category (44.0 percent). The dominating age bracket was 35-44 years accounting for 33.7 percent, followed by the 45-54 years bracket with 28.5 percent. The 25-34 years also rated significantly with 16.9 percent, followed closely by 55-64 years age bracket at 12.7 percent. Only 5.4 percent of visitors during this period were below the age of 18 years.

Chart 10: International Arrivals by Age Group, 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

Chart 11: International Arrivals by Region and Age Group, 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

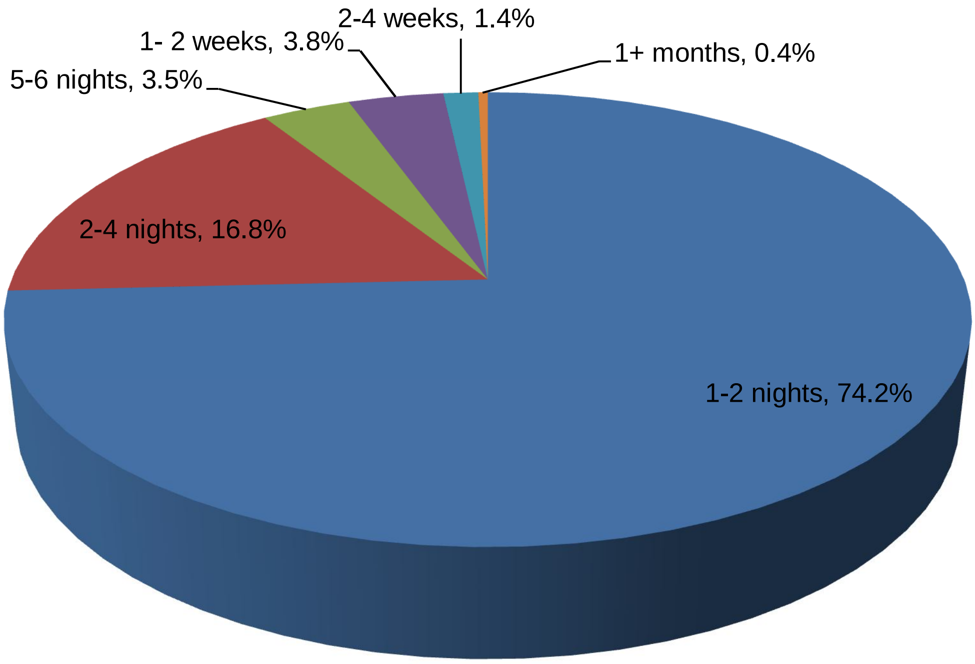
Chapter 8 Length of Stay

Swaziland is predominantly seen as a short-holiday destination with 74.5 percent of the visitors staying for 2.8 nights or less. The majority of visitors stayed for 1 night (29.9 percent), followed by 2 nights (25.5 percent) while 19.2 percent stayed for 3+ nights.

The total number of nights spent in 2013 was recorded at 2 592 458 nights, a slight decline from 3 400 181 registered the previous year. This was mainly attributed to the significant growth rates in visitors from Tanzania who spent longer lengths of stays whilst attending training courses.

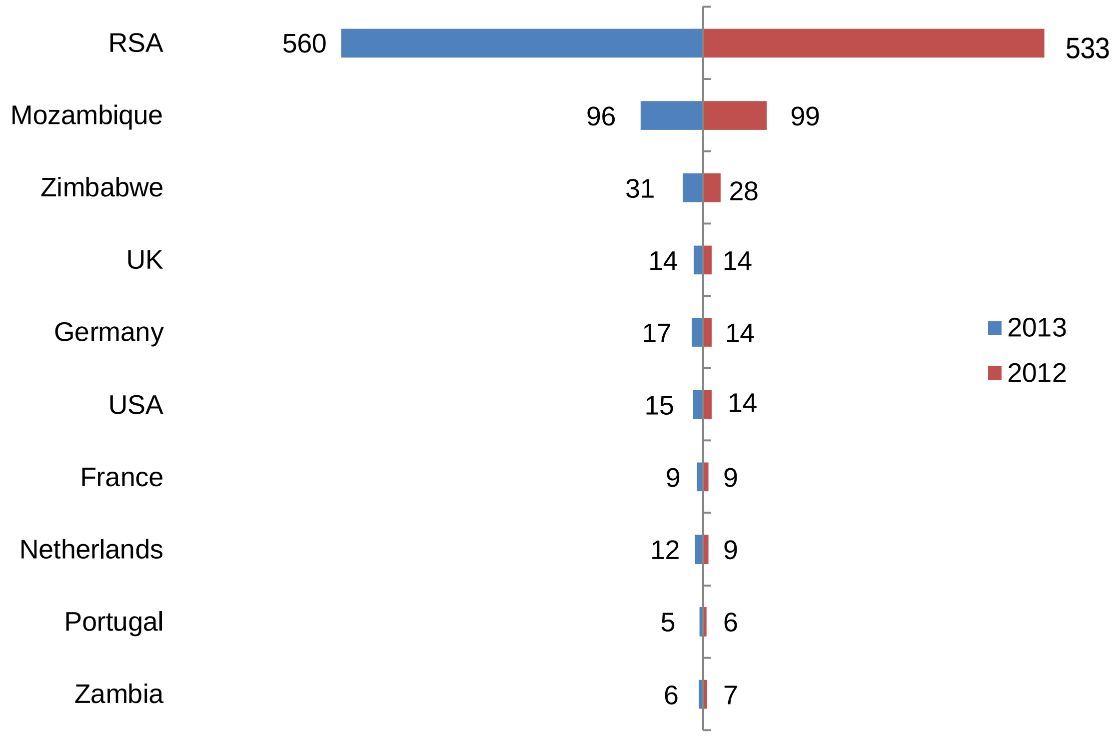
The trend for average length of stay source markets in relation to source markets has remained relatively the same over the years. Americans spent the longest number of nights registering an average length of stay of 4.5 nights in 2013. These tourists were closely followed by the Dutch (2 nights), South Africans (2 nights) and Germans (2 nights).

Chart 12: Duration of Stay, 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

Chart 13: Nights Spent by Major Source Markets, 2012-2013

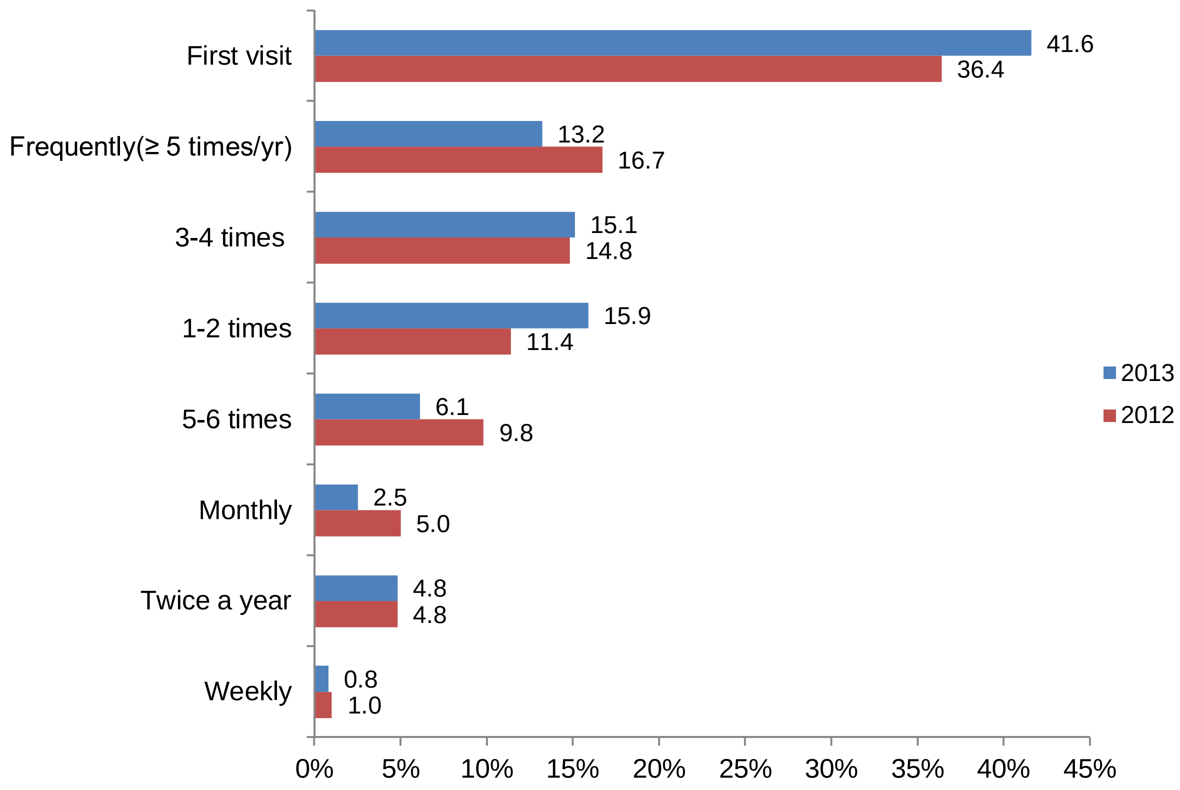


Source: Exit Survey 2013, Swaziland Tourism Authority

Chapter 9 Repeat Visits

International leisure visitors were mostly first-timers to Swaziland accounting for 41.6 percent of total visitor figures in 2013. Some 15.9 percent indicated they had visited the country on two previous occasions, while 15.4 percent had visited 4 times before.

Chart 14: Repeat Visitors, 2012- 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

Overseas visitors clearly expressed their opinions about a possible return to Swaziland. An encouraging 98.1 percent indicated that they would like to visit Swaziland again in the near future - an indicator of high satisfaction levels. The remaining 1.9 percent believed that they had experienced what Swaziland has to offer and therefore would not consider visiting again.

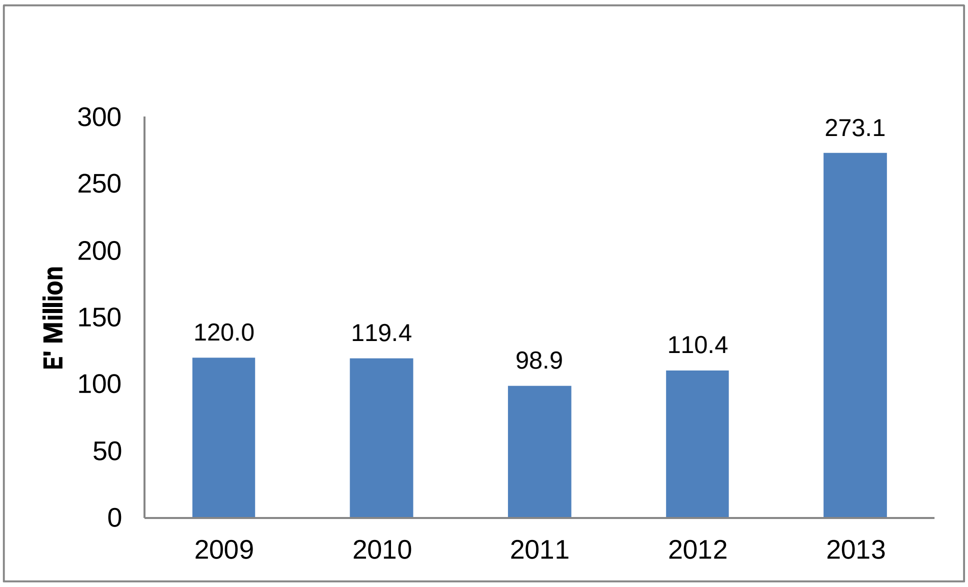
As expected, repeat visitations amongst regional travellers a higher proportion in comparison to overseas visitors. Over a fifth of visitor from the region stated to have made 3-4 previous visits to Swaziland with another 21.8 percent having made more than 5 visits to the Kingdom. A cross-tabulation between ‘Repeat Visitation Patterns’ and ‘Purpose of Visit’ indicates travellers that visited more than four times on previous occasions were mainly ‘Business’ travellers. Overall, an overwhelming 97.2 percent of regional visitors indicated their interest to visit again.

Chapter 10 Accommodation Performance

In 2013 a figure of 138 accommodation establishments were recorded to be in operation providing a total capacity of 2 626 rooms. During this period the lodging sector generated an occupancy rate of 46.8 percent, a 7.5 percent decline in year-over-year comparisons. Total accommodation revenue increased to E 273.1 million from E110.4 million in 2012; the largest percentage change in the last 2 years.

International visitors accounted for 73.7 percent of all lodging sales with domestic overnight stays accounting for the remaining 26.3 percent. In 2013, the average length of stay for overseas hotel guests was 2.4 nights with an average party size of 4 travellers. 26.4 percent of all international business travellers spent one night in formal accommodation, while 17.6 percent spent two nights and 33.5 percent spent three or more nights in 2013. The main purposes of trips for these visitors was leisure/ holiday (75.5 percent), while business accounted for 10.4 percent of overseas overnight stays. These visitors mainly travelled by road using packaged tour coaches (16.6 percent), rented vehicles (26.1 percent), private vehicles (44.4 percent) and air travel accounted for 6.9 percent during this period.

Chart 15: Total Revenue of Formal Accommodation (E'000, 000), 2009-2013



Source: Monthly Accommodation Survey 2013, Central Statistical Office

Chart 16: Overnight Guest/ Average Room Occupancy Rate, 2011-2013

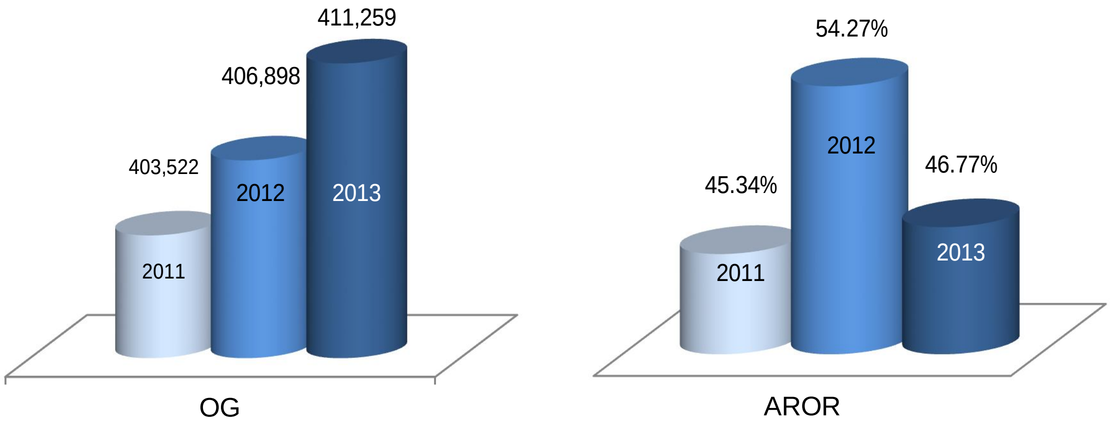
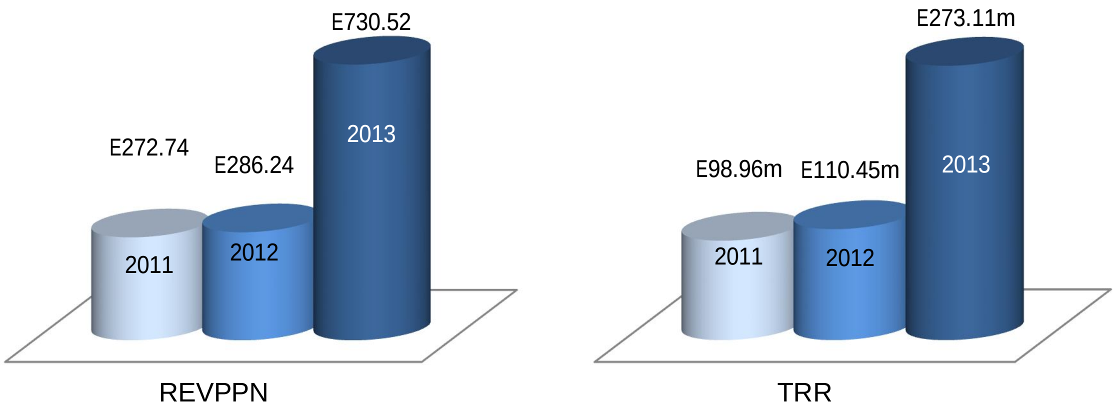


Chart 17: Revenue Per Person Per Night /Total Revenue, 2011- 2013



Source: Monthly Accommodation Survey 2013, Central Statistical Office

Typical International lodging consumers

In 2013, the typical international "business room night" stay was by a male (71.2 percent), age 35–54 (68.3 percent), employed in a professional or managerial position (66.2 percent). Typically, these guests travelled alone (53.9 percent), made direct reservations (58.7 percent), and paid an average of E2 358.29 per room night.

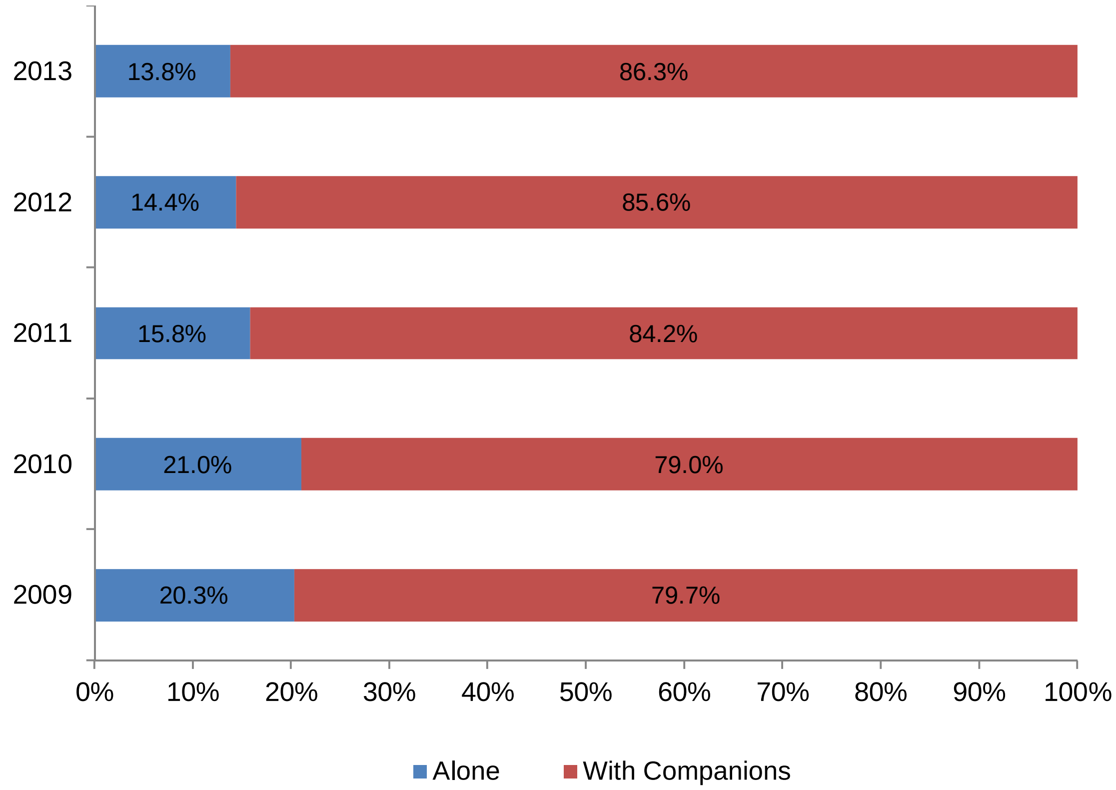
The typical international "leisure room night stay" in 2013 was by 58.3 males and 41.7 females being 730 510 adults (75.5 percent), ages 35–54 (61.9 percent), and

55+ (18.4 percent). The typical leisure guest also travelled by road using tour coaches (21.3 percent), rented vehicle (32.9 percent) and private vehicle (39.9 percent). 66.3 percent made reservations through travel agent (15.5 percent), internet (21.4 percent) and direct calls (29.4 percent) paying E2 325.50 per room night.

Chapter 11 Travel Partnership

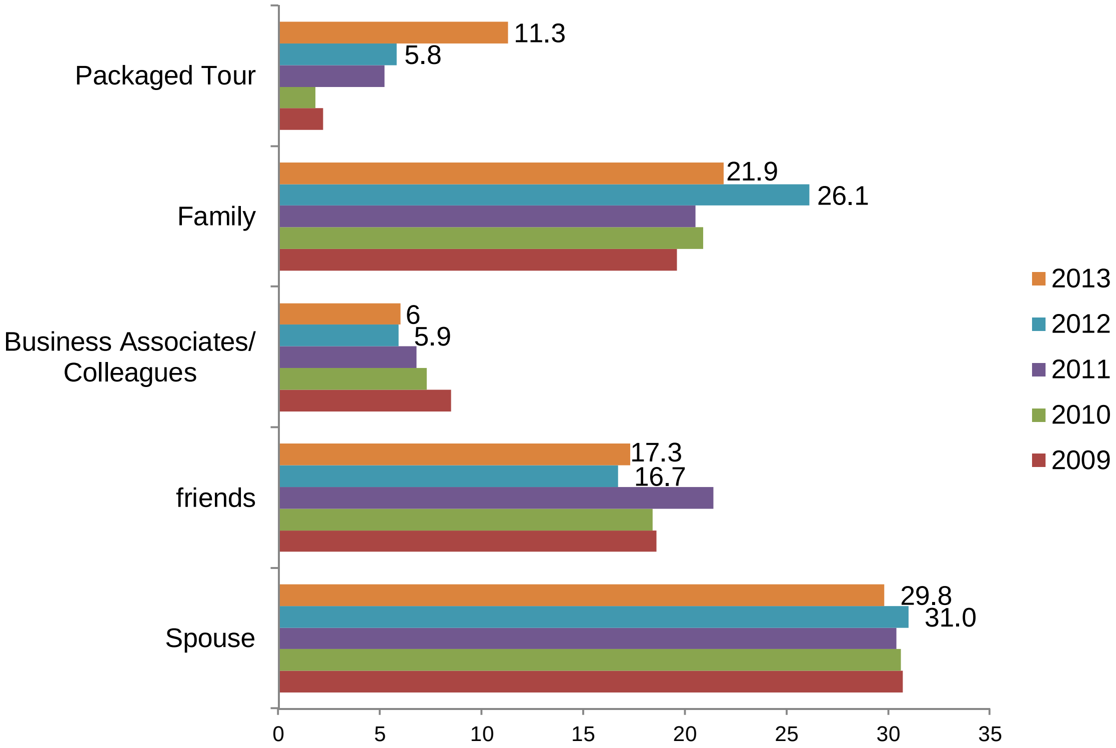
Whilst the composition of the visitors' travel party was distributed almost equally across all categories, the dominant segment remained 'As a couple' with 29.8 percent. Visitors travelling as 'A Family' were closely followed by 'Friends and Relatives' with 21.9 percent and 17.3 percent respectively. Only 13.8 percent travelled 'As Individual Travellers'.

Chart 18: Travel Partnership, 2009 – 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

Chart 19: Visitors with Travel Companions, 2009 – 2013



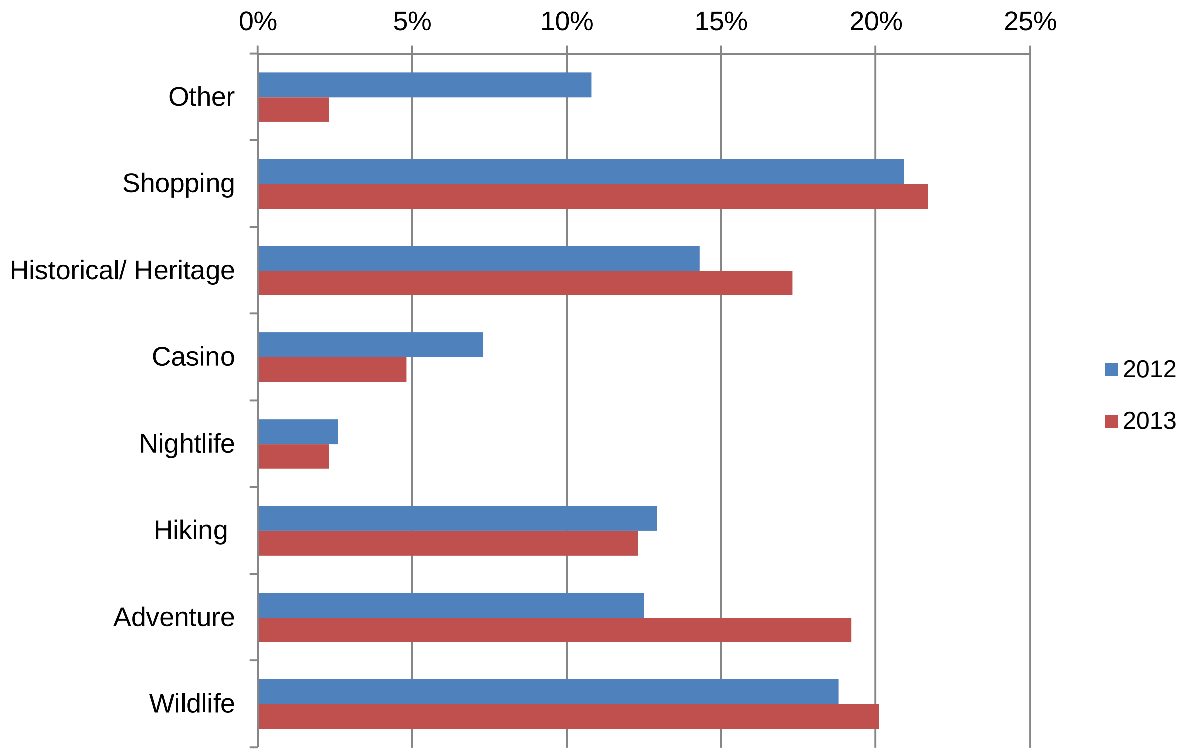
Source: Exit Survey 2013, Swaziland Tourism Authority

A cross-tabulations analysis shows that there was a strong preference for visitors from the main European markets such as Germany, UK, Netherlands and France to travel as part of a 'Tour Group' (65.2 percent). Similarly, more than half of the visitors from the USA also preferred to travel in 'Tour Groups'. While just over a fifth of visitors in 2013 travelled as a family, visitors from neighbouring countries Mozambique and South Africa predominantly travelled with their friends.

Chapter 12 Activities Engaged In

Swaziland is mainly perceived as a cultural destination with 15.8 percent of all visitors in 2013 having experienced a cultural aspect of the country during the trip. Nature-based activities accounted for 47.1 percent, which included game viewing (18.3 percent), hiking (11.2 percent), and adventure sports (17.6 percent).

Chart 20: Activities Engaged In, 2012 – 2013

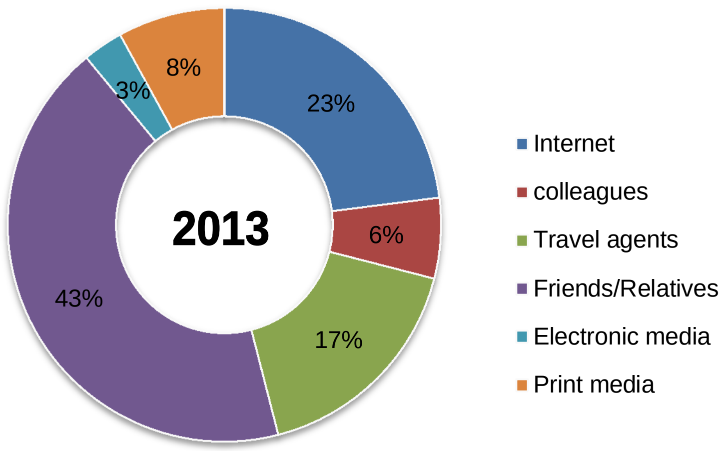


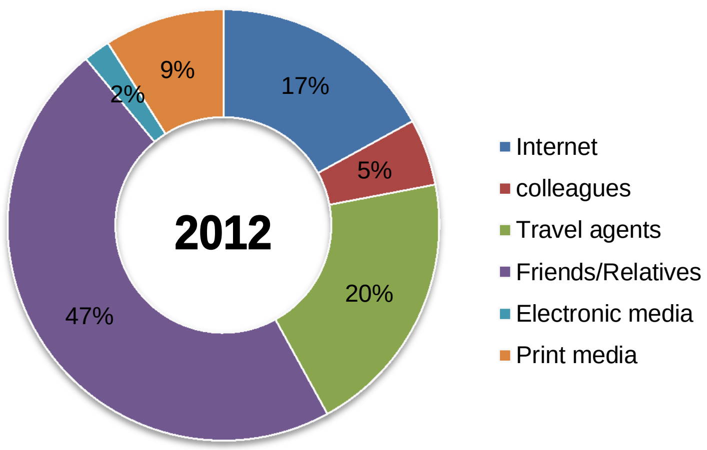
Source: Exit Survey 2013, Swaziland Tourism Authority

Chapter 13 Channels of Information

The most common source of information about Swaziland for international visitors is word of mouth (43.5 percent) followed closely by internet (23.3 percent) and the travel agents (17.3 percent).Print and electronic media have remained the relatively the same compared to 2012.

Chart 21: Main sources of Information, 2012 - 2013



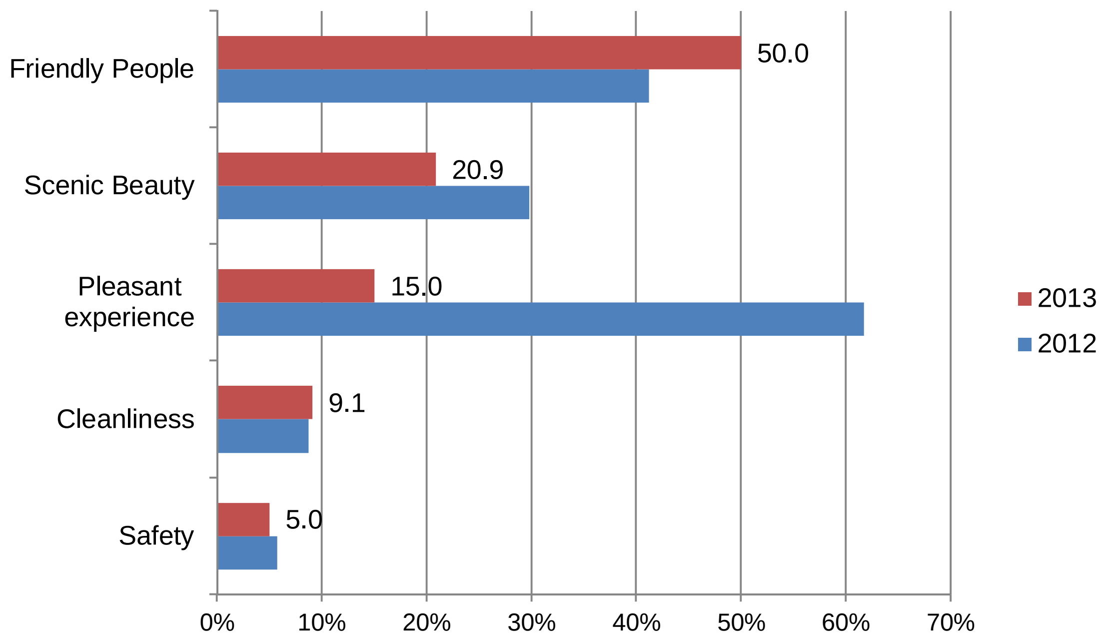


Source: Exit Survey 2013, Swaziland Tourism Authority

Chapter 14 Opinions and Perspectives

The major draw cards and visitor perceptions about the country stemmed out from the fact that Swaziland is a Monarchy with a unique living culture and pristine environment with high mountains. As such, visitors rated 'Warm People' with 50.0 percent and 'Beautiful Scenery' (20.9 percent) as the top of highlights. Other positive experiences related to 'Cleanliness' and 'Peaceful and Safe' accounting for 9.1 percent and 5.0 percent, respectively.

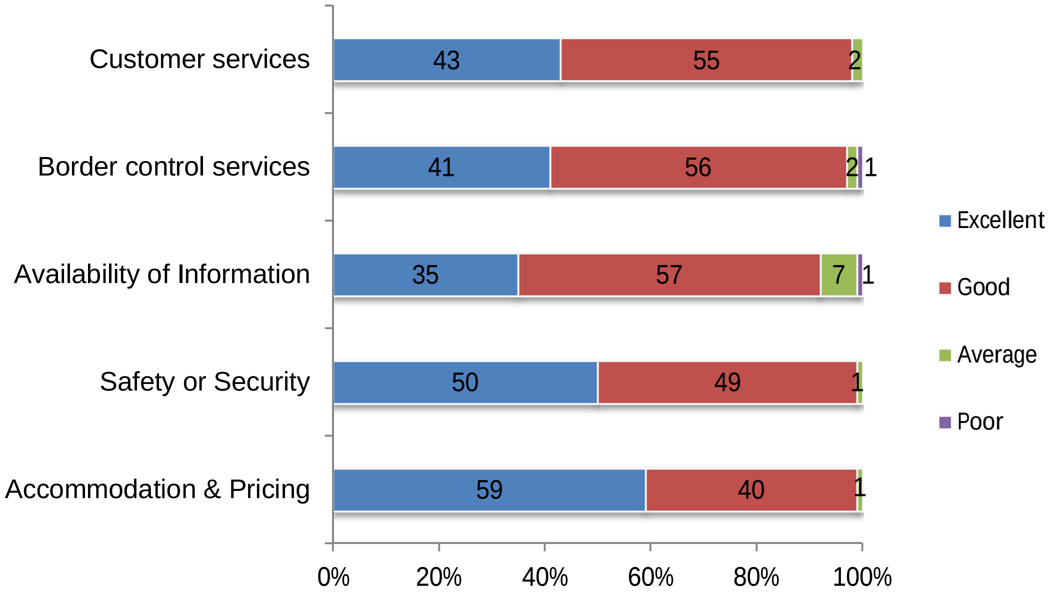
Chart 21: Visitor Highlights, 2012 – 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

This year's figure in evaluating 'Availability of Visitor information' in Swaziland improved compared to last year registering 63.9 percent (34.8 percent strongly agree and 57.1 percent 7.1 agree). Most visitors (58.8 percent rated 'Excellent' and 39.6 percent rated 'Good') were satisfied with the quality of their accommodation. However, a 1.5 percent rated the quality of hotels as 'Average' while 0.1 percent rated it as 'Poor'. Overall, these figures represent an improvement on the ratings compared to the previous year, suggesting that quality within the hospitality sector has improved.

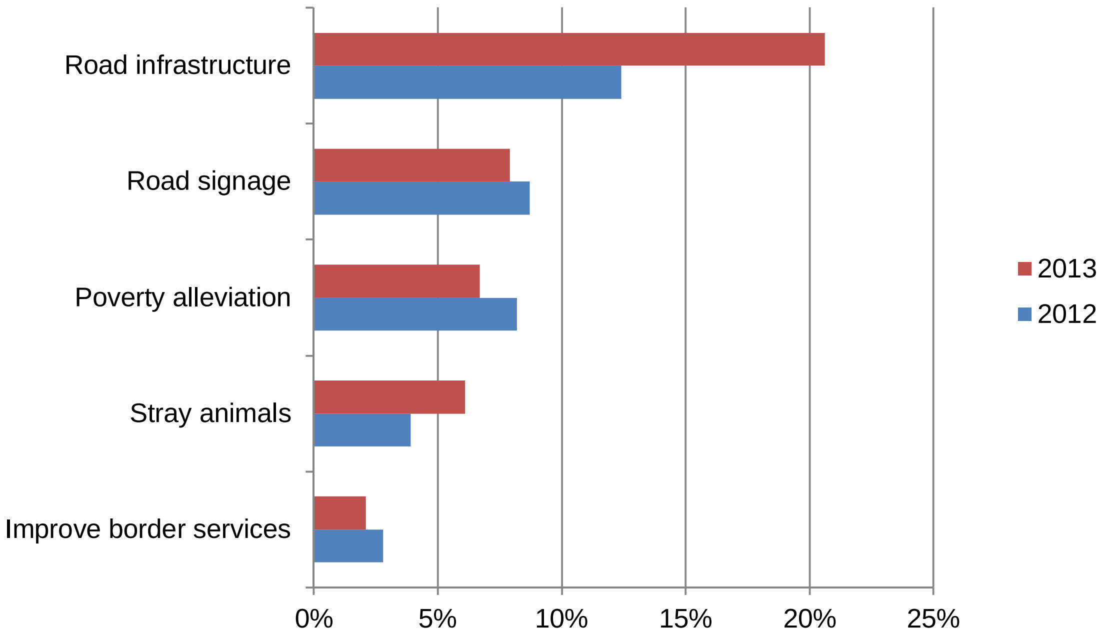
Chart 22: Rating for Visitor Satisfaction



Source: Exit Survey 2013, Swaziland Tourism Authority

Of total international arrivals, 4.1 percent indicated that some aspects of their Swaziland experience could be improved in the future. Of this figure, a majority (40.4 percent) expressed dissatisfaction with the condition of inner city road mainly citing the potholes as unsafe. Similarly, visitors complained about the lack or poorly maintained public restroom facilities particularly at border posts and along freeways.

Chart 23: Problems Encountered, 2012 – 2013



Source: Exit Survey 2013, Swaziland Tourism Authority

Statistical Tables

STATISTICAL TABLE

ANNUAL REPORT ON TOURISM STATISTICS 2013

ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2013

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**4 293**	**100.0%**	**-0.8%**	**1 945**	**100.0%**	**-6.1%**	**3 632**	**100.0%**	**-15.7%**
Air	1 468	34.2%	-17.1%	973	50.0%	-21.8%	559	15.4%	-53.6%
Land	2 825	65.8%	10.4%	973	50.0%	17.3%	3 073	84.6%	-0.9%
GENDER	**4 293**	**100.0%**	**-0.8%**	**1 945**	**100.0%**	**-6.1%**	**3 632**	**100.0%**	**-15.7%**
Male	2 902	67.6%	8.3%	1 620	83.3%	-2.3%	2 117	58.3%	7.3%
Female	1 391	32.4%	-15.6%	325	16.7%	-21.6%	1 515	41.7%	-35.1%
AGE GROUP	**4 293**	**100.0%**	**-0.8%**	**1 945**	**100.0%**	**-6.1%**	**3 632**	**100.0%**	**-15.7%**
18-24	124	2.9%	-41.3%	0	0.0%	0.0%	301	8.3%	-15.7%
25-34	734	17.1%	-36.7%	0	0.0%	-100.0%	908	25.0%	-36.7%
35-44	2 451	57.1%	45.2%	1 297	66.7%	41.0%	1 515	41.7%	-23.2%
45-54	614	14.3%	-27.3%	325	16.7%	40.0%	607	16.7%	11.7%
55-64	245	5.7%	-42.3%	323	16.6%	100.0%	301	8.3%	100.0%
65+	124	2.9%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
LENGTH OF DAYS	**4 293**	**100.0%**	**-0.8%**	**1 945**	**100.0%**	**-6.1%**	**3 632**	**100.0%**	**-15.7%**
Under 1 day	228	5.3%	9.5%	325	16.7%	100.0%	0	0.0%	-100.0%
1 Day	790	18.4%	157.1%	0	0.0%	-100.0%	0	0.0%	-100.0%
2 Days	1 241	28.9%	50.9%	973	50.0%	275.5%	1 954	53.8%	31.1%
3 Days	1 241	28.9%	20.4%	0	0.0%	-100.0%	839	23.1%	26.5%
4 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	280	7.7%	-57.8%
5 Days	339	7.9%	10.4%	325	16.7%	100.0%	280	7.7%	70.8%
6 Days	0	0.0%	-100.0%	0	0.0%	0.0%	280	7.7%	70.8%
7 Days	112	2.6%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
8- 10 Days	112	2.6%	7.5%	325	16.7%	100.0%	0	0.0%	0.0%
11 -14 Days	112	2.6%	-46.3%	0	0.0%	-100.0%	0	0.0%	0.0%
15 - 29 Days	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%
30- 59 Days	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
60 Days & Over	120	2.8%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
Av. Length of Stay (Days)	**4.3**		**-4.4**	**3.2**		**6.7**	**2.9**		**7.4**
Visitor Nights	**18 528**	**0.8**	**-4.36%**	**6159**	**0.3**	**-0.92%**	**10617**	**0.4**	**-8.46%**

CHARACTERISTICS	Malawi		Mozambique			Nigeria		
	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**100.0%**	**11.3%**	**213 827**	**100.0%**	**11.3%**	**3 567**	**100.0%**	**28.1%**
Air	66.7%	27.4%	214	0.1%	27.4%	1 188	33.3%	-44.5%
Land	33.3%	-11.1%	213 613	99.9%	-11.1%	2 379	66.7%	269.8%
GENDER	**100.0%**	**11.3%**	**213 827**	**100.0%**	**11.3%**	**3 567**	**100.0%**	**28.1%**
Male	83.3%	45.8%	139 415	65.2%	45.8%	3 171	88.9%	34.6%
Female	16.7%	-48.9%	74 412	34.8%	-48.9%	396	11.1%	-7.7%
AGE GROUP	**100.0%**	**11.3%**	**213 827**	**100.0%**	**11.3%**	**3 567**	**100.0%**	**28.1%**
18-24	0.0%	-100.0%	5 773	2.7%	-100.0%	0	0.0%	-100.0%
25-34	16.7%	-31.9%	47 897	22.4%	-31.9%	1 584	44.4%	56.7%
35-44	33.3%	35.8%	86 600	40.5%	35.8%	1 584	44.4%	56.2%
45-54	16.7%	2.2%	62 010	29.0%	2.2%	400	11.2%	-21.2%
55-64	33.3%	100.0%	9 836	4.6%	100.0%	0	0.0%	0.0%
65+	0.0%	-100.0%	1 711	0.8%	-100.0%	0	0.0%	0.0%
LENGTH OF DAYS	**100.0%**	**11.3%**	**213 827**	**100.0%**	**11.3%**	**3 567**	**100.0%**	**28.1%**
Under 1 day	16.7%	104.3%	117 177	54.8%	104.3%	0	0.0%	-100.0%
1 Day	0.0%	-100.0%	28 653	13.4%	-100.0%	396	11.1%	-28.9%
2 Days	0.0%	-100.0%	47 683	22.3%	-100.0%	1 188	33.3%	113.3%
3 Days	16.7%	2.2%	15 182	7.1%	2.2%	792	22.2%	100.0%
4 Days	0.0%	0.0%	2 780	1.3%	0.0%	0	0.0%	-100.0%
5 Days	0.0%	0.0%	1 283	0.6%	0.0%	0	0.0%	0.0%
6 Days	0.0%	-100.0%	641	0.3%	-100.0%	0	0.0%	0.0%
7 Days	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
8- 10 Days	0.0%	-100.0%	0	0.0%	-100.0%	396	11.1%	100.0%
11 -14 Days	0.0%	-100.0%	214	0.1%	-100.0%	0	0.0%	-100.0%
15 - 29 Days	83.3%	100.0%	0	0.0%	100.0%	792	22.2%	100.0%
30- 59 Days	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
60 Days & Over	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
Av. Length of Stay (Days)		**181.8**	**0.9**		**-40.0**	**7.3**		**-45.5**
Visitor Nights	**2.4**	**216.42%**	**194764**	**0.9**	**-40.30%**	**26158**	**1.1**	**-60.46%**

AFRICA											
RSA			Tanzania			Zambia			Zimbabwe		
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
875 632	**100.0%**	**0.5%**	**6 493**	**100.0%**	**4.0%**	**6 535**	**100.0%**	**-6.7%**	**39 253**	**100.0%**	**28.1%**
52 538	6.0%	47.0%	5 565	85.7%	7.0%	3 268	50.0%	-28.4%	12 561	32.0%	-29.2%
823 094	94.0%	-1.5%	928	14.3%	-10.9%	3 268	50.0%	34.1%	26 692	68.0%	106.9%
875 632	**100.0%**	**0.5%**	**6 493**	**100.0%**	**4.0%**	**6 535**	**100.0%**	**-6.7%**	**39 253**	**100.0%**	**28.1%**
597 181	68.2%	4.1%	4 571	70.4%	3.7%	3 268	50.0%	-23.4%	28 262	72.0%	23.9%
278 451	31.8%	-6.6%	1 922	29.6%	4.7%	3 268	50.0%	19.3%	10 991	28.0%	40.1%
875 632	**100.0%**	**0.5%**	**6 493**	**100.0%**	**4.0%**	**6 535**	**100.0%**	**-6.7%**	**39 253**	**100.0%**	**28.1%**
53 414	6.1%	-8.5%	747	11.5%	78.5%	0	0.0%	-100.0%	1 570	4.0%	-52.6%
154 111	17.6%	-20.0%	1 247	19.2%	-57.2%	1 255	19.2%	-60.6%	7 851	20.0%	18.6%
316 103	36.1%	10.6%	1 747	26.9%	110.4%	3 019	46.2%	-5.3%	18 841	48.0%	42.3%
247 804	28.3%	22.6%	2 000	30.8%	60.2%	1 758	26.9%	100.0%	9 421	24.0%	184.6%
82 309	9.4%	-3.6%	753	11.6%	-9.3%	503	7.7%	100.0%	1 570	4.0%	-52.6%
21 891	2.5%	-53.5%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
875 632	**100.0%**	**0.5%**	**6 493**	**100.0%**	**4.0%**	**6 535**	**100.0%**	**-6.7%**	**39 253**	**100.0%**	**28.1%**
314 352	35.9%	80.4%	234	3.6%	-36.5%	464	7.1%	100.0%	7 851	20.0%	357.4%
149 733	17.1%	-9.6%	234	3.6%	-36.5%	699	10.7%	-30.2%	4 710	12.0%	38.5%
236 421	27.0%	-13.9%	695	10.7%	88.6%	935	14.3%	-6.7%	7 851	20.0%	84.3%
91 941	10.5%	-27.2%	0	0.0%	-100.0%	1 634	25.0%	63.1%	7 851	20.0%	55.2%
35 901	4.1%	-44.3%	234	3.6%	-68.3%	464	7.1%	-53.7%	1 570	4.0%	-69.3%
16 637	1.9%	-42.1%	0	0.0%	0.0%	464	7.1%	-30.3%	1 570	4.0%	-8.5%
7 881	0.9%	-30.4%	234	3.6%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
5 254	0.6%	-39.7%	461	7.1%	25.2%	235	3.6%	100.0%	0	0.0%	-100.0%
7 881	0.9%	29.2%	461	7.1%	25.2%	0	0.0%	-100.0%	4 710	12.0%	85.2%
4 378	0.5%	0.5%	2 785	42.9%	278.2%	706	10.8%	100.0%	0	0.0%	-100.0%
3 503	0.4%	-19.6%	701	10.8%	-72.6%	706	10.8%	-47.0%	3 140	8.0%	83.0%
876	0.1%	-66.5%	474	7.3%	100.0%	235	3.6%	-30.0%	0	0.0%	-100.0%
0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
1.7		**-22.7**	**11.8**		**-2.5**	**6.8**		**-16.0**	**3.8**		**-53.1**
1501264	**63.0**	**-21.06%**	**76293**	**3.2**	**0.87%**	**44578**	**1.9**	**-21.84%**	**150732**	**6.3**	**-14.47%**

CHARACTERISTICS	AMERICA								
	Brazil			Canada			USA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**1 048**	**100.0%**	**-2.6%**	**3 225**	**100.0%**	**-7.6%**	**15 816**	**100.0%**	**7.8%**
Air	286	27.3%	296.9%	61	1.9%	-65.6%	2 119	13.4%	7.0%
Land	762	72.7%	-24.1%	3 164	98.1%	-4.4%	13 697	86.6%	7.9%
GENDER	**1 048**	**100.0%**	**-2.6%**	**3 225**	**100.0%**	**-7.6%**	**15 816**	**100.0%**	**7.8%**
Male	667	63.6%	-15.5%	1 458	45.2%	-19.3%	8 114	51.3%	-2.5%
Female	381	36.4%	32.8%	1 767	54.8%	5.1%	7 702	48.7%	21.2%
AGE GROUP	**1 048**	**100.0%**	**-2.6%**	**3 225**	**100.0%**	**-7.6%**	**15 816**	**100.0%**	**7.8%**
18-24	191	18.2%	23.1%	210	6.5%	-56.8%	1 439	9.1%	-0.9%
25-34	191	18.2%	-38.0%	474	14.7%	-11.2%	2 720	17.2%	-21.4%
35-44	381	36.4%	65.7%	868	26.9%	26.2%	3 922	24.8%	13.3%
45-54	0	0.0%	-100.0%	929	28.8%	1.2%	4 413	27.9%	94.0%
55-64	285	27.2%	23.8%	684	21.2%	-0.5%	2 483	15.7%	-6.5%
65+	0	0.0%	-100.0%	61	1.9%	-65.6%	838	5.3%	-38.6%
LENGTH OF DAYS	**1 048**	**100.0%**	**-2.6%**	**3 225**	**100.0%**	**-7.6%**	**15 816**	**100.0%**	**7.8%**
Under 1 day	95	9.1%	100.0%	81	2.5%	188.9%	522	3.3%	137.2%
1 Day	381	36.4%	183.6%	1 725	53.5%	-1.1%	4 017	25.4%	8.7%
2 Days	0	0.0%	-100.0%	771	23.9%	-10.2%	4 460	28.2%	17.8%
3 Days	191	18.2%	100.0%	345	10.7%	7.5%	1 993	12.6%	40.0%
4 Days	0	0.0%	0.0%	42	1.3%	-68.4%	854	5.4%	0.4%
5 Days	0	0.0%	-100.0%	61	1.9%	100.0%	648	4.1%	-7.9%
6 Days	0	0.0%	0.0%	0	0.0%	-100.0%	364	2.3%	-17.4%
7 Days	191	18.2%	100.0%	19	0.6%	-30.7%	411	2.6%	-28.1%
8- 10 Days	95	9.1%	100.0%	39	1.2%	-70.8%	870	5.5%	-34.8%
11 -14 Days	0	0.0%	0.0%	23	0.7%	-85.9%	902	5.7%	28.0%
15 - 29 Days	95	9.1%	100.0%	81	2.5%	188.9%	680	4.3%	28.8%
30- 59 Days	0	0.0%	-100.0%	19	0.6%	100.0%	111	0.7%	-68.6%
60 Days & Over	0	0.0%	0.0%	19	0.6%	-30.7%	0	0.0%	-100.0%
Av. Length of Stay (Days)	**4.8**		**-18.6**	**3.2**		**-5.9**	**4.5**		**-16.7**
Visitor Nights	**5049**	**0.2**	**-20.14%**	**10263**	**0.4**	**-13.29%**	**71131**	**3.0**	**-9.41%**

CHARACTERISTICS	MIDDLE EAST											
	Israel			Pakistan			Australia			China		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**970**	**100.0%**	**42.2%**	**4 125**	**100.0%**	**9.3%**	**3 529**	**100.0%**	**27.1%**	**2 184**	**100.0%**	**-13.7%**
Air	0	0.0%	-100.0%	2 063	50.0%	100.0%	78	2.2%	-41.8%	258	11.8%	-69.4%
Land	970	100.0%	53.4%	2 063	50.0%	-45.4%	3 451	97.8%	30.6%	1 926	88.2%	14.1%
GENDER	**970**	**100.0%**	**42.2%**	**4 125**	**100.0%**	**9.3%**	**3 529**	**100.0%**	**27.1%**	**2 184**	**100.0%**	**-13.7%**
Male	485	50.0%	3.1%	4 125	100.0%	9.3%	1 803	51.1%	13.9%	1 542	70.6%	-20.8%
Female	485	50.0%	129.4%	0	0.0%	0.0%	1 726	48.9%	44.5%	642	29.4%	9.8%
AGE GROUP	**970**	**100.0%**	**42.2%**	**4 125**	**100.0%**	**9.3%**	**3 529**	**100.0%**	**27.1%**	**2 184**	**100.0%**	**-13.7%**
18-24	41	4.2%	-19.3%	0	0.0%	-100.0%	529	15.0%	78.1%	0	0.0%	-100.0%
25-34	41	4.2%	-65.1%	2 063	50.0%	100.0%	649	18.4%	18.7%	681	31.2%	61.2%
35-44	444	45.8%	105.5%	2 063	50.0%	100.0%	812	23.0%	37.9%	957	43.8%	13.5%
45-54	367	37.8%	268.2%	0	0.0%	-100.0%	812	23.0%	27.1%	411	18.8%	-51.3%
55-64	81	8.3%	-19.1%	0	0.0%	0.0%	607	17.2%	21.4%	135	6.2%	100.0%
65+	0	0.0%	-100.0%	0	0.0%	0.0%	120	3.4%	-41.6%	0	0.0%	0.0%
LENGTH OF DAYS	**970**	**100.0%**	**42.2%**	**4 125**	**100.0%**	**9.3%**	**3 529**	**100.0%**	**27.1%**	**2 184**	**100.0%**	**-13.7%**
Under 1 day	41	4.2%	-49.8%	0	0.0%	-100.0%	279	7.9%	195.3%	273	12.5%	100.0%
1 Day	526	54.2%	79.7%	4 125	100.0%	100.0%	1 546	43.8%	26.5%	411	18.8%	-40.6%
2 Days	202	20.8%	55.7%	0	0.0%	0.0%	1 150	32.6%	41.4%	819	37.5%	77.8%
3 Days	162	16.7%	234.5%	0	0.0%	0.0%	198	5.6%	3.1%	546	25.0%	137.1%
4 Days	0	0.0%	-100.0%	0	0.0%	0.0%	120	3.4%	66.2%	0	0.0%	-100.0%
5 Days	0	0.0%	0.0%	0	0.0%	0.0%	39	1.1%	-73.1%	0	0.0%	0.0%
6 Days	41	4.2%	100.0%	0	0.0%	0.0%	0	0.0%	-100.0%	138	6.3%	100.0%
7 Days	0	0.0%	-100.0%	0	0.0%	0.0%	39	1.1%	-17.8%	0	0.0%	-100.0%
8- 10 Days	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%
11 -14 Days	0	0.0%	-100.0%	0	0.0%	0.0%	159	4.5%	236.4%	0	0.0%	0.0%
15 - 29 Days	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
30- 59 Days	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	-100.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Av. Length of Stay (Days)	**1.7**		**-41.4**	**1.0**		**100.0**	**2.4**		**-4.0**	**2.1**		**-80.7**
Visitor Nights	**1657**	**0.1**	**-16.36%**	**4125**	**0.2**	**100.0%**	**8485**	**0.4**	**21.39%**	**4505**	**0.2**	**-83.68%**

CHARACTERISTICS	ASIA & AUSTRALIA/ EUROPE								
	India			Taiwan			Belgium		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**4 613**	**100.0%**	**16.1%**	**1 093**	**100.0%**	**-5.0%**	**3 637**	**100.0%**	**15.2%**
Air	3 690	80.0%	116.6%	410	37.5%	6.9%	98	2.7%	94.3%
Land	923	20.0%	-59.3%	683	62.5%	-11.0%	3 539	97.3%	13.9%
GENDER	**4 613**	**100.0%**	**16.1%**	**1 093**	**100.0%**	**-5.0%**	**3 637**	**100.0%**	**15.2%**
Male	4 152	90.0%	22.0%	547	50.0%	-43.0%	1 593	43.8%	-12.4%
Female	461	10.0%	-18.8%	547	50.0%	184.3%	2 044	56.2%	52.7%
AGE GROUP	**4 613**	**100.0%**	**16.1%**	**1 093**	**100.0%**	**-5.0%**	**3 637**	**100.0%**	**15.2%**
18-24	461	10.0%	100.0%	273	25.0%	-17.0%	211	5.8%	735.0%
25-34	923	20.0%	-59.3%	137	12.5%	100.0%	487	13.4%	-16.6%
35-44	1 384	30.0%	-18.8%	273	25.0%	-44.5%	862	23.7%	-4.2%
45-54	1 384	30.0%	100.0%	273	25.0%	66.0%	1 251	34.4%	70.0%
55-64	461	10.0%	100.0%	137	12.5%	-17.0%	797	21.9%	-0.3%
65+	0	0.0%	0.0%	0	0.0%	0.0%	33	0.9%	-71.2%
LENGTH OF DAYS	**4 613**	**100.0%**	**16.1%**	**1 093**	**100.0%**	**-5.0%**	**3 637**	**100.0%**	**15.2%**
Under 1 day	0	0.0%	0.0%	0	0.0%	0.0%	65	1.8%	3.7%
1 Day	512	11.1%	100.0%	547	50.0%	184.3%	2 473	68.0%	26.3%
2 Days	512	11.1%	100.0%	0	0.0%	-100.0%	713	19.6%	-6.3%
3 Days	0	0.0%	-100.0%	137	12.5%	-28.9%	98	2.7%	-58.5%
4 Days	0	0.0%	0.0%	137	12.5%	100.0%	160	4.4%	153.4%
5 Days	0	0.0%	0.0%	0	0.0%	0.0%	15	0.4%	-42.4%
6 Days	0	0.0%	0.0%	137	12.5%	-28.9%	15	0.4%	100.0%
7 Days	1 024	22.2%	100.0%	0	0.0%	0.0%	15	0.4%	-42.4%
8- 10 Days	1 536	33.3%	93.4%	0	0.0%	0.0%	29	0.8%	15.2%
11 -14 Days	1 024	22.2%	28.9%	137	12.5%	100.0%	0	0.0%	0.0%
15 - 29 Days	0	0.0%	0.0%	0	0.0%	0.0%	15	0.4%	100.0%
30- 59 Days	0	0.0%	-100.0%	0	0.0%	0.0%	7	0.2%	100.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	0.0%
Av. Length of Stay (Days)	**7.7**		**-36.9**	**3.5**		**-89.1**	**1.8**		**12.5**
Visitor Nights	**31916**	**1.3**	**-34.14%**	**3826**	**0.2**	**-89.61%**	**6595**	**0.3**	**33.12%**

CHARACTERISTICS	EUROPE								
	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**10 445**	**100.0%**	**6.8%**	**18 933**	**100.0%**	**27.0%**	**3 054**	**100.0%**	**6.9%**
Air	261	2.5%	2.7%	379	2.0%	27.0%	64	2.1%	6.9%
Land	10 184	97.5%	7.0%	18 554	98.0%	27.0%	2 990	97.9%	6.9%
GENDER	**10 445**	**100.0%**	**6.8%**	**18 933**	**100.0%**	**27.0%**	**3 054**	**100.0%**	**6.9%**
Male	5 881	56.3%	4.4%	11 114	58.7%	30.5%	1 634	53.5%	-0.4%
Female	4 564	43.7%	10.1%	7 819	41.3%	22.2%	1 420	46.5%	16.6%
AGE GROUP	**10 445**	**100.0%**	**6.8%**	**18 933**	**100.0%**	**27.0%**	**3 054**	**100.0%**	**6.9%**
18-24	230	2.2%	-47.8%	511	2.7%	-32.8%	107	3.5%	29.0%
25-34	1 922	18.4%	1.9%	2 707	14.3%	-2.4%	599	19.6%	-16.9%
35-44	2 977	28.5%	19.4%	5 831	30.8%	36.3%	1 112	36.4%	54.4%
45-54	3 050	29.2%	19.5%	5 983	31.6%	42.8%	812	26.6%	-13.9%
55-64	2 037	19.5%	6.3%	3 446	18.2%	49.1%	318	10.4%	-3.4%
65+	230	2.2%	-53.0%	454	2.4%	-23.8%	107	3.5%	70.0%
LENGTH OF DAYS	**10 445**	**100.0%**	**6.8%**	**18 933**	**100.0%**	**27.0%**	**3 054**	**100.0%**	**6.9%**
Under 1 day	668	6.4%	153.3%	1 439	7.6%	244.6%	64	2.1%	-2.4%
1 Day	6 225	59.6%	-1.3%	10 697	56.5%	20.4%	1 875	61.4%	-11.0%
2 Days	2 183	20.9%	19.4%	4 468	23.6%	40.0%	757	24.8%	60.6%
3 Days	407	3.9%	-42.1%	1 193	6.3%	23.1%	168	5.5%	95.9%
4 Days	334	3.2%	89.9%	549	2.9%	41.6%	104	3.4%	58.0%
5 Days	73	0.7%	-37.7%	114	0.6%	-63.7%	0	0.0%	-100.0%
6 Days	73	0.7%	100.0%	208	1.1%	39.7%	0	0.0%	0.0%
7 Days	188	1.8%	60.3%	0	0.0%	-100.0%	0	0.0%	-100.0%
8- 10 Days	157	1.5%	434.2%	133	0.7%	27.0%	21	0.7%	100.0%
11 -14 Days	73	0.7%	-37.7%	38	0.2%	-74.6%	43	1.4%	100.0%
15 - 29 Days	84	0.8%	-5.0%	76	0.4%	-63.7%	0	0.0%	0.0%
30- 59 Days	0	0.0%	-100.0%	19	0.1%	-68.3%	21	0.7%	100.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Av. Length of Stay (Days)	**1.8**		**-5.3**	**1.8**		**-14.3**	**1.8**		**28.6**
Visitor Nights	**19038**	**0.8**	**2.90%**	**31341**	**1.3**	**-1.77%**	**5624**	**0.2**	**43.03%**

CHARACTERISTICS	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**13 032**	**100.0%**	**44.6%**	**941**	**100.0%**	**21.6%**	**6641**	**100.0%**	**-9.0%**
Air	39	0.3%	-51.8%	45	4.8%	100.0%	737	11.1%	100.0%
Land	12 993	99.7%	45.5%	896	95.2%	15.7%	5 904	88.9%	-19.1%
GENDER	**13 032**	**100.0%**	**44.6%**	**941**	**100.0%**	**21.6%**	**6641**	**100.0%**	**-9.0%**
Male	6 659	51.1%	41.0%	565	60.0%	31.2%	5 353	80.6%	18.7%
Female	6 373	48.9%	48.6%	376	40.0%	9.5%	1 288	19.4%	-53.8%
AGE GROUP	**13 032**	**100.0%**	**44.6%**	**941**	**100.0%**	**21.6%**	**6641**	**100.0%**	**-9.0%**
18-24	378	2.9%	-2.5%	89	9.5%	4.1%	199	3.0%	43.7%
25-34	1 707	13.1%	-10.2%	359	38.1%	526.0%	1 209	18.2%	-20.4%
35-44	3 936	30.2%	64.2%	269	28.6%	-6.3%	2 822	42.5%	-2.4%
45-54	4 001	30.7%	73.4%	89	9.5%	-48.0%	2 211	33.3%	34.1%
55-64	2 737	21.0%	58.2%	135	14.3%	369.9%	199	3.0%	-71.0%
65+	274	2.1%	-5.1%	0	0.0%	-100.0%	0	0.0%	-100.0%
LENGTH OF DAYS	**13 032**	**100.0%**	**44.6%**	**941**	**100.0%**	**21.6%**	**6641**	**100.0%**	**-9.0%**
Under 1 day	704	5.4%	420.6%	0	0.0%	-100.0%	1 109	16.7%	21.6%
1 Day	7 936	60.9%	42.5%	313	33.3%	21.6%	1 660	25.0%	-39.3%
2 Days	3 506	26.9%	56.2%	224	23.8%	-13.1%	2 397	36.1%	-7.2%
3 Days	443	3.4%	-23.2%	179	19.0%	100.0%	737	11.1%	-2.9%
4 Days	169	1.3%	-21.7%	45	4.8%	38.9%	186	2.8%	21.3%
5 Days	52	0.4%	-3.6%	45	4.8%	-29.7%	0	0.0%	-100.0%
6 Days	91	0.7%	102.5%	0	0.0%	0.0%	0	0.0%	0.0%
7 Days	0	0.0%	-100.0%	0	0.0%	0.0%	372	5.6%	100.0%
8- 10 Days	0	0.0%	-100.0%	90	9.6%	177.9%	186	2.8%	100.0%
11 -14 Days	39	0.3%	8.5%	0	0.0%	-100.0%	0	0.0%	0.0%
15 - 29 Days	78	0.6%	189.2%	45	4.8%	100.0%	0	0.0%	0.0%
30- 59 Days	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Av. Length of Stay (Days)	**1.6**		**-5.9**	**4.0**		**29.0**	**2.1**		**28.8**
Visitor Nights	**20213**	**0.8**	**35.29%**	**3809**	**0.2**	**57.46%**	**13835**	**0.6**	**19.71%**

CHARACTERISTICS	EUROPE								
	Sweden			Switzerland			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	**1767**	**100.0%**	**32.5%**	**2 972**	**100.0%**	**45.2%**	**16 428**	**100.0%**	**7.5%**
Air	228	12.9%	194.6%	116	3.9%	135.9%	1 134	6.9%	12.4%
Land	1 539	87.1%	22.5%	2 856	96.1%	43.0%	15 294	93.1%	7.2%
GENDER	**1767**	**100.0%**	**32.5%**	**2 972**	**100.0%**	**45.2%**	**16 428**	**100.0%**	**7.5%**
Male	1 216	68.8%	57.1%	1 272	42.8%	17.2%	9 331	56.8%	12.0%
Female	551	31.2%	-1.6%	1 700	57.2%	76.7%	7 097	43.2%	2.1%
AGE GROUP	**1767**	**100.0%**	**32.5%**	**2 972**	**100.0%**	**45.2%**	**16 428**	**100.0%**	**7.5%**
18-24	111	6.3%	-40.4%	77	2.6%	2.0%	1 134	6.9%	-13.8%
25-34	276	15.6%	72.2%	452	15.2%	9.8%	1 594	9.7%	-40.4%
35-44	332	18.8%	-22.2%	906	30.5%	57.6%	4 583	27.9%	19.0%
45-54	553	31.3%	88.5%	826	27.8%	25.0%	4 304	26.2%	71.7%
55-64	332	18.8%	77.9%	609	20.5%	122.1%	3 171	19.3%	-4.8%
65+	163	9.2%	103.1%	98	3.3%	99.6%	1 643	10.0%	2.4%
LENGTH OF DAYS	**1767**	**100.0%**	**32.5%**	**2 972**	**100.0%**	**45.2%**	**16 428**	**100.0%**	**7.5%**
Under 1 day	221	12.5%	313.9%	39	1.3%	100.0%	2 530	15.4%	652.5%
1 Day	608	34.4%	-18.6%	1 745	58.7%	37.9%	5 980	36.4%	-3.1%
2 Days	387	21.9%	45.0%	788	26.5%	46.3%	3 910	23.8%	-5.6%
3 Days	221	12.5%	65.6%	214	7.2%	51.5%	1 577	9.6%	-6.2%
4 Days	166	9.4%	211.3%	39	1.3%	45.2%	739	4.5%	119.9%
5 Days	0	0.0%	0.0%	56	1.9%	359.8%	246	1.5%	-19.4%
6 Days	55	3.1%	100.0%	56	1.9%	112.2%	214	1.3%	-54.9%
7 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	148	0.9%	-51.6%
8- 10 Days	110	6.2%	100.0%	18	0.6%	100.0%	542	3.3%	-6.6%
11 -14 Days	0	0.0%	0.0%	18	0.6%	100.0%	279	1.7%	-8.6%
15 - 29 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	329	2.0%	-36.8%
30- 59 Days	0	0.0%	-100.0%	0	0.0%	0.0%	66	0.4%	115.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	-100.0%	33	0.2%	-46.3%
Av. Length of Stay (Days)	**2.3**		**-14.8**	**1.8**		**-17.4**	**2.8**		**-20.0**
Visitor Nights	**4031**	**0.2**	**10.29%**	**5311**	**0.2**	**28.53%**	**45731**	**1.9**	**-15.26%**

FREQUENCY OF VISIT (%), 2013

FREQUENCY OF VISIT	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
First Visit	**42**	26	20	31	17	8	67	13	56	58	48
Repeat Visit	**58**	74	80	69	83	92	33	87	44	42	52

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA			
Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	Taiwan
91	85	70	72	50	80	27	50	71
9	15	30	28	50	20	73	50	29

EUROPE									
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
91	87	86	87	90	76	56	85	91	70
9	13	14	13	10	24	44	15	9	30

TRAVELLING COMPANIONS (%), 2013

TRAVELLING COMPANIONS	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Alone	**14**	29	67	15	50	16	56	19	64	37	32
With Spouse/ Partner	**30**	13	0	8	0	28	11	27	0	0	20
With Friends/ Relatives	**17**	18	33	15	0	22	22	19	18	19	12
With Colleagues/ Association	**6**	21	0	31	33	2	0	8	18	44	32
With Family	**22**	16	0	31	17	32	11	26	0	0	4
Packaged Tour	**11**	3	0	0	0	0	0	1	0	0	0

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA			
Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	Taiwan
36	6	11	0	50	3	18	70	25
9	37	20	42	0	25	12	10	12
9	12	18	17	50	25	41	0	25
0	6	13	0	0	10	18	0	13
36	15	18	25	0	9	12	20	0
9	24	21	17	0	28	0	0	25

EUROPE									
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
1	5	2	4	1	5	8	9	3	7
40	41	40	43	37	19	28	19	42	30
8	14	13	16	9	10	36	38	10	16
3	2	1	1	1	5	6	0	3	4
16	19	12	16	14	33	11	31	14	16
32	19	31	19	37	29	11	3	29	27

MAIN PURPOSE OF VISIT (%) 2013

MAIN PURPOSE	TOTAL	AFRICA Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	**59**	54	40	67	33	38	56	40	11	33	42
Business	**10**	32	40	17	33	5	22	14	63	41	33
VFR	**10**	11	20	8	17	9	11	15	11	11	13
Transit	**20**	0	0	0	17	43	0	29	4	7	13
Other	**2**	3	0	8	0	4	11	2	11	7	0

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA			
Brazil	Canada	USA	Israel	Pakistan	Australia	China	India	Taiwan
50	90	73	88	50	87	50	20	63
20	4	12	0	0	1	25	60	38
10	0	9	8	50	1	13	20	0
10	2	2	4	0	9	6	0	0
10	4	5	0	0	2	6	0	0

EUROPE									
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
96	91	91	94	94	90	78	78	96	80
1	2	2	2	1	0	8	9	3	6
3	2	2	1	2	10	3	3	1	4
0	5	5	2	4	0	11	6	1	9
0	0	0	1	0	0	0	3	0	1

VISITOR ARRIVALS

1. ANNUAL VISITOR AND VISITOR DAYS, 2007 - 2013

YEAR / REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS	
							Formal Accommodation*	Overall nights[1]
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
2013	**20 784**	**22 291**	**85 905**	**1 169 823**	**1 298 803**	**2.00**	**276 903**	**2 592 458**
Average Annual Growth(%) 2006 - 2013	**1.4**	**6.5**	**-3.0**	**1.5**	**1.2**	**-1.5**	**9.1**	**33.1**

** indicates formal accommodation only*

[1] indicates private and formal accommodation

OUTBOUND TRAVEL

SWAZILAND OUTBOUND STATISTICS, 2007- 2013

YEAR/ MONTH (MODE OF DEPARTURE)	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
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
2013	9 000	1 564 032	1 573 032	1.3	12.2	12.2	0.6	99.4	100.0
January	417	126 518	126 935	-7.1	3.6	3.6	0.3	99.7	100.0
February	642	104 263	104 905	17.8	3.4	3.5	0.6	99.4	100.0
March	623	127 123	127 746	-6.7	17.2	17	0.5	99.5	100.0
April	810	131 475	132 285	29	6.1	6.3	0.6	99.4	100.0
May	793	124 236	125 029	-6.4	8	7.9	0.6	99.4	100.0
June	812	119 486	120 298	-1.6	11.6	11.5	0.7	99.3	100.0
July	875	134 627	135 502	3.6	8.2	8.2	0.6	99.4	100.0
August	848	147 746	148 594	2.3	21.4	21.3	0.6	99.4	100.0
September	1 040	135 843	136 883	2.1	21.7	21.6	0.8	99.2	100.0
October	837	123 129	123 966	-14.7	16.4	16.1	0.7	99.3	100.0
November	789	128 885	129 674	-3.1	17.7	17.6	0.6	99.4	100.0
December	514	160 701	161 215	18.2	12	12.1	0.3	99.7	100.0

HOTEL

STATISTICAL TABLE

ANNUAL REPORT ON TOURISM STATISTICS 2013

ANNUAL AND STANDARD AVERAGE OCCUPANCY RATE OF GAZETTED HOTELS (%) 2007-2013

YEAR / MONTH	2007	2008	2009	2010	2011	2012	2013
Overall	43.58	47.76	52.83	55.17	45.34	54.27	46.77
January	36.53	29.9	40.15	44.52	38.32	43.41	35.86
February	41.63	39.42	43.34	51.55	42.18	50.63	43.16
March	41.37	41.37	47.21	54.39	47.58	53.44	49.48
April	42.73	41.64	46.85	53.73	46.42	52.77	48.00
May	40.72	37.19	50.34	56.76	43.26	55.94	41.56
June	42.6	39.73	42.65	56.08	41.19	55.46	43.38
July	40.68	44.06	48.96	53.05	46.95	52.05	49.99
August	48.94	51.81	47.3	61.92	54.5	60.84	51.84
September	46.13	50.2	49.11	53.9	43.87	52.78	48.65
October	43.6	48.6	47.65	57.29	45.27	56.58	50.45
November	50.43	51.8	52.19	61.73	46.16	60.95	51.18
December	46.92	48.14	54.8	56.8	47.62	55.99	47.27

STATISTICAL TABLE

MONTHLY AND STANDARD AVERAGE OCCUPANCY RATE OF FORMALLY REGISTERED ACCOMMODATION FACILITIES, 2013

ROOMS AVAILABLE - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 883	2 697	2 883	2 790	2 883	2 790	2 883	2 875	2 798	2 883	2 790	2 883	**34 038**
Ezulwini	22 878	21 219	22 878	22 140	22 878	22 140	22 878	22 870	22 148	22 878	22 140	22 878	**269 925**
Manzini	9 393	8 484	9 393	9 090	9 393	9 090	9 393	11 346	9 090	9 393	9 090	9 197	**112 352**
Rest of Swaziland	14 942	13 350	14 942	14 460	14 942	14 465	14 937	14 942	14 460	14 942	14 460	14 945	**175 787**
Grand Total	**50 096**	**45 750**	**50 096**	**48 480**	**50 096**	**48 485**	**50 091**	**52 033**	**48 496**	**50 096**	**48 480**	**49 903**	**592 102**

ROOM NIGHTS SOLD-2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	907	1 318	1 355	1 055	1 106	1 259	1 250	1 594	1 470	1 547	1 446	1 268	**15 575**
Ezulwini	10 321	11 134	14 348	14 381	12 069	12 657	13 415	15 064	13 694	14 057	14 104	14 058	**159 302**
Manzini	1 515	1 898	2 321	2 217	2 290	2 038	2 844	2 649	2 664	2 588	2 922	2 624	**28 570**
Rest of Swaziland	5 223	5 395	6 765	5 616	5 357	5 077	7 530	7 666	5 767	7 081	6 341	5 638	**73 456**
Grand Total	**17 966**	**19 745**	**24 789**	**23 269**	**20 822**	**21 031**	**25 039**	**26 973**	**23 595**	**25 273**	**24 813**	**23 588**	**276 903**

NUMBER OF BEDS AVAILABLE - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	5 742	5 356	5 742	5 634	5 827	6 205	6 459	6 509	5 671	5 907	5 676	5 894	**62 592**
Ezulwini	37 672	33 343	37 728	36 522	37 842	36 664	37 823	37 799	36 815	37 969	36 823	37 704	**425 672**
Manzini	14 353	12 460	14 353	13 890	14 353	13 890	14 353	14 353	13 890	14 353	13 890	14 353	**152 205**
Rest of Swaziland	32 178	28 560	32 178	31 140	32 178	31 140	32 178	32 178	31 140	32 178	31 140	32 178	**378 366**
Grand Total	**89 945**	**79 719**	**90 001**	**87 186**	**90 200**	**87 899**	**90 813**	**90 839**	**87 516**	**90 407**	**87 529**	**90 129**	**1 062 183**

NUMBER OF BED-NIGHTS SOLD - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 008	1 362	1 419	1 535	1 602	1 350	1 613	1 742	1 090	1 678	1 744	1 282	**17 425**
Ezulwini	11 874	12 708	16 861	16 603	16 427	17 938	19 603	21 437	17 637	18 770	19 014	20 180	**209 052**
Manzini	2 963	3 452	6 010	3 130	3 722	3 627	3 041	3 340	3 203	3 736	3 849	3 370	**43 443**
Rest of Swaziland	6 639	8 057	15 826	7 062	5 827	5 498	10 129	10 761	6 560	9 618	8 807	6 140	**100 924**
Grand Total	**22 484**	**25 579**	**40 116**	**28 330**	**27 578**	**28 413**	**34 386**	**37 280**	**28 490**	**33 802**	**33 414**	**30 972**	**370 844**

NUMBER OF DOMESTIC TOURISTS - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	185	152	135	139	131	167	127	164	177	114	195	106	1 792
Ezulwini	2 198	2 712	2 933	2 987	3 129	3 662	3 635	3 485	3 378	3 268	3 418	3 827	38 632
Manzini	1 447	1 572	2 041	1 171	1 777	1 829	5 478	2 539	2 490	2 345	2 059	1 975	26 723
Rest of Swaziland	3 074	3 556	3 996	3 104	3 053	3 268	2 809	3 041	3 942	4 045	4 100	3 224	41 212
Grand Total	**6 904**	**7 992**	**9 105**	**7 401**	**8 090**	**8 926**	**12 049**	**9 229**	**9 987**	**9 772**	**9 772**	**9 132**	**108 359**

NUMBER OF INTERNATIONAL TOURISTS - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 357	1 547	1 801	1 401	1 482	1 955	2 042	2 203	2 075	1 782	1 787	1 427	20 859
Ezulwini	10 175	9 330	11 832	11 176	10 786	11 150	11 184	12 417	11 571	13 699	13 478	12 495	139 293
Manzini	3 859	3 912	4 704	3 180	3 748	3 350	3 775	3 744	3 458	3 680	4 172	3 632	45 214
Rest of Swaziland	5 921	6 733	13 073	5 755	5 566	6 801	9 281	10 409	7 506	9 692	8 669	8 128	97 534
Grand Total	**21 312**	**21 522**	**31 410**	**21 512**	**21 582**	**23 256**	**26 282**	**28 773**	**24 610**	**28 853**	**28 106**	**25 682**	**302 900**

TOTAL NUMBER OF TOURISTS - 2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 542	1 699	1 936	1 540	1 613	2 122	2 169	2 367	2 252	1 896	1 982	1 533	22 651
Ezulwini	12 373	12 042	14 765	14 163	13 915	14 812	14 819	15 902	14 949	16 967	16 896	16 322	177 925
Manzini	5 306	5 484	6 745	4 351	5 525	5 179	9 253	6 283	5 948	6 025	6 231	5 607	71 937
Rest of Swaziland	8 995	10 289	17 069	8 859	8 619	10 069	12 090	13 450	11 448	13 737	12 769	11 352	138 746
Grand Total	**28 216**	**29 514**	**40 515**	**28 913**	**29 672**	**32 182**	**38 331**	**38 002**	**34 597**	**38 625**	**37 878**	**34 814**	**411 259**

TOTAL BILL-2013

Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 003 573	1 450 894	1 909 820	1 398 332	1 205 414	2 084 497	1 140 104	1 044 993	965 558	780 928	2 686 233	2 485 453	18 155 800
Ezulwini	7 929 046	10 509 427	11 638 122	12 857 140	12 247 573	12 741 091	13 215 955	14 597 106	12 887 534	14 396 633	10 086 019	13 597 388	146 703 034
Manzini	1 615 860	2 063 944	3 152 820	2 501 081	2 869 345	2 664 073	3 505 611	3 656 914	3 309 862	1 789 003	3 022 256	2 515 718	32 666 487
Rest of Swaziland	4 225 334	4 840 703	5 925 638	4 737 496	5 195 203	4 459 916	4 160 823	6 729 957	5 721 798	18 006 121	6 268 293	5 310 020	75 581 301
Grand Total	**14 773 814**	**18 864 967**	**22 626 399**	**21 494 048**	**21 517 536**	**21 949 577**	**22 022 493**	**26 028 971**	**22 884 753**	**34 972 685**	**22 062 800**	**23 908 579**	**273 106 622**

Accommodation Statistics Continued

TOURISM ACCOMMODATION STATISTICS (RATES) - 2013							
1. Expenditure per Person per Night = (Total Bill/ No. of Bed-Nights Sold)				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	1041.94	=	1041.94	1151.83	1044.85	708.81	1265.44
Ezulwini	701.75	=	701.75	722.67	742.54	693.64	656.96
Manzini	703.23	=	703.23	549.91	766.72	1092.69	668.82
Rest of S.D	748.89	=	748.89	491.18	782.76	605.19	1204.33
Total	**730.52**	**=**	**730.52**	**712.87**	**770.40**	**708.26**	**824.38**
2. Average Length of Stay = (No. of Bed Nights Sold/ No. of Tourists)				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	0.7831	=	1	1	1	1	1
Ezulwini	1.1749	=	1	1	2	2	1
Manzini	0.6457	=	1	1	1	1	1
Rest of S.D	0.7274	=	1	1	1	1	1
Total	**0.9099**	**=**	**1**	**1**	**1**	**1**	**1**
3. Bed Occupacy Rates = [(No. of Bed Nights Sold/ No. of Beds Available)*100%]				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	0.2784	=	27.84	0.23	0.25	0.24	0.27
Ezulwini	0.4911	=	49.11	0.38	0.46	0.52	0.52
Manzini	0.3052	=	30.52	0.30	0.25	0.22	0.26
Rest of S.D	0.2667	=	26.67	0.33	0.19	0.29	0.26
Total	**0.3520**	**=**	**35.20**	**0.34**	**0.32**	**0.37**	**0.37**
4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available)*100%]				**1st Quarter**	**2nd Quarter**	**3rd Quarter**	**4th Quarter**
Mbabane	0.4576	=	45.76	0.42	0.40	0.50	0.50
Ezulwini	0.5902	=	59.02	0.53	0.58	0.62	0.62
Manzini	0.2543	=	25.43	0.21	0.24	0.27	0.28
Rest of S.D	0.4179	=	46.77	0.40	0.37	0.47	0.43
Total	**0.4677**	**=**	**46.77**	**0.45**	**0.47**	**0.53**	**0.53**

Source: Central Statistical Office

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