



# ANNUAL REPORT 2015

# TOURISM STATISTICS

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# Executive Summary

## Visitor Arrivals

 International visitor arrivals to Swaziland declined by (-5.2%) percent in 2015. The country's main source markets continued to be South Africa and Mozambique both contributing 810,249 and 181,271 arrivals respectively. The strongest growth rates were achieved from France (36.8%), USA (3.6%) and Zimbabwe (18.5%). A fall in arrivals was observed from other source markets including Germany (-0.7%), Netherlands (-2.6%) and UK (-7.4%).

## Visitor trends

 Arrivals into the Kingdom were mainly by road accounting for 77.4% while tour buses registered 6.0% of total arrivals in the year under review. Air travel recorded a decline to 0.1% as compared to 2014 where 8.9% arrivals were recorded. The most popular activities amongst both domestic and foreign visitors remained shopping. While heritage based activities were frequented mainly 37.5 percent as part of school educational tours, game viewing and adventure were especially popular among retired folks.

## Accommodation

 Both the number of tourists and expenditure increased further in 2015. Overall expenditure in accommodation saw a growth of percent in 2015 registering E271 million. The expenditure pattern varied among the different regions with Ezulwini region (E173million) accounting for best performance in terms of money. Ezulwini saw the highest proportion of 54.4 percent in terms of total accommodation bill, while Manzini region (12.1%) and Mbabane region (6.4%) came in second and third respectively. The remaining location within the country accounted for the remaining 27.1%.

## Domestic And Outbound Activity

 Domestic accommodation overnight saw sizeable growth over the review period with 115,359 Swazis spending at least one night in paid for accommodation within the country. The most popular activities were natured based with game viewing and adventure accounting for 90% and most common among school children as educational tours and retired citizens.

## Visitor Satisfaction

 Overall visitors expressed a satisfactory experience rating their stay as 'good' recording 55.2 percent then 'excellent' 38.0 percent with a considerable number citing scenery and friendly people as the main highlights of the visit. The remaining 6.7 % of visitor that expressed dissatisfaction referred to dilapidated inner city roads and lack of road signage as the main constraints. Notwithstanding the minimal concerns, 94.4% of international visitors indicated a willingness to return and further recommend a visit to the Kingdom.

# INTRODUCTION

This publication is the eleventh in a series of annual tourism statistical reports published by the Swaziland Tourism Authority (STA). It provides a summary of inbound tourism statistics, relating how the tourism sector performed during 2014 with instances of comparisons with earlier years. The report includes information on global tourism performance, an analysis of the character, behavior and experiences of international visitors with an emphasis of the country's top seven visitor-generating markets.

Information in this edition is based on studies carried out by the STA Research Department which include data from the Exit Survey and Day Visitor Survey. Further key national statistics on the performance of the accommodation sector were provided by the Central Statistical Office. Global tourism data was sourced from international tourism and statistics organizations which include United Nations World Tourism Organization (UNWTO), EuroStats, and Regional Tourism Organization for Southern Africa (RETOSA) and other relevant studies.

The report is made available for use by STA partners,

researchers and the general public. Special focus is given to analyzing the socio and economic demographics, character of the visitor, character of the trip and opinions and perspectives of the traveler.

The Tourism Statistics Report and previous annual reports including monthly visitor arrival 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 on Swaziland tourism statistics, please send an email to [statistics@tourismauthority.org.sz](mailto:statistics@tourismauthority.org.sz) or [data@tourismauthority.org.sz](mailto:data@tourismauthority.org.sz) or contact our offices (see back cover).

# GLOBAL TOURISM PERFORMANCE

## GLOBAL OVERVIEW

INTERNATIONAL TOURIST ARRIVALS GREW BY 4.4% IN 2015 TO REACH A TOTAL OF 1,184 MILLION IN 2015, ACCORDING TO THE LATEST UNWTO WORLD TOURISM BAROMETER. SOME 50 MILLION MORE TOURISTS (OVERNIGHT VISITORS) TRAVELED TO INTERNATIONAL DESTINATIONS AROUND THE WORLD LAST YEAR

2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

"International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability" said UNWTO Secretary-General, Taleb Rifai.

Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

"2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this respect, UNWTO urges governments to include tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector's exposure to threats is minimised but also to maximise the sector's ability to support security and facilitation, as seamless and safe travel can and should go hand in hand", added Mr Rifai.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region.

## Positive prospects for 2016

Results from the UNWTO Confidence Index remain largely positive for 2016, though at a slightly lower level as compared to the previous two years. Based on the current trend and this outlook, UNWTO projects international tourist arrivals to grow by 4% worldwide in 2016.

By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3.5% to +4.5%). The projections for Africa (+2% to 5%) and the Middle East (+2% to +5%) are positive, though with a larger degree of uncertainty and volatility.

## 2015 REGION RESULTS

Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year's decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) also recorded sound results, especially considering the many mature destinations they comprise.

Asia and the Pacific (+5%) recorded 13 million more international tourist arrivals last year to reach 277 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+5%) led growth, while South Asia and in North-East Asia recorded an increase of 4%.

International tourist arrivals in the Americas (+5%) grew 9 million to reach 191 million, consolidating the strong results of 2014. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both recording 7% growth. Results in South America and North America (both at +4%) were close to the average.

International tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.

Limited available data for Africa points to a 3% decrease in international arrivals, reaching a total of 53 million. In North Africa arrivals declined by 8% and in Sub-Saharan Africa by 1%, though the latter returned to positive growth in the second half of the year. (Results

for both Africa and Middle East should be read with caution as it is based on limited available data)

### **China, the USA and the UK lead outbound travel growth in 2015**

A few leading source markets have driven tourism expenditure in 2015 supported by a strong currency and economy.

Among the world's top source markets, China, with double-digit growth in expenditure every year since 2004, continues to lead global outbound travel, benefiting Asian destinations such as Japan and Thailand, as well as the United States and various European destinations.

By contrast, expenditure from the previously very dynamic source markets of the Russian Federation and Brazil declined significantly, reflecting the economic constraints in both countries and the depreciation of the rouble and the real against virtually all other currencies.

As for the traditional advanced economy source markets, expenditure from the United States (+9%), the world's second largest source market, and the United Kingdom (+6%) was boosted by a strong currency and rebounding economy. Spending from Germany, Italy and Australia grew at a slower rate (all at +2%), while demand from Canada and France was rather weak.

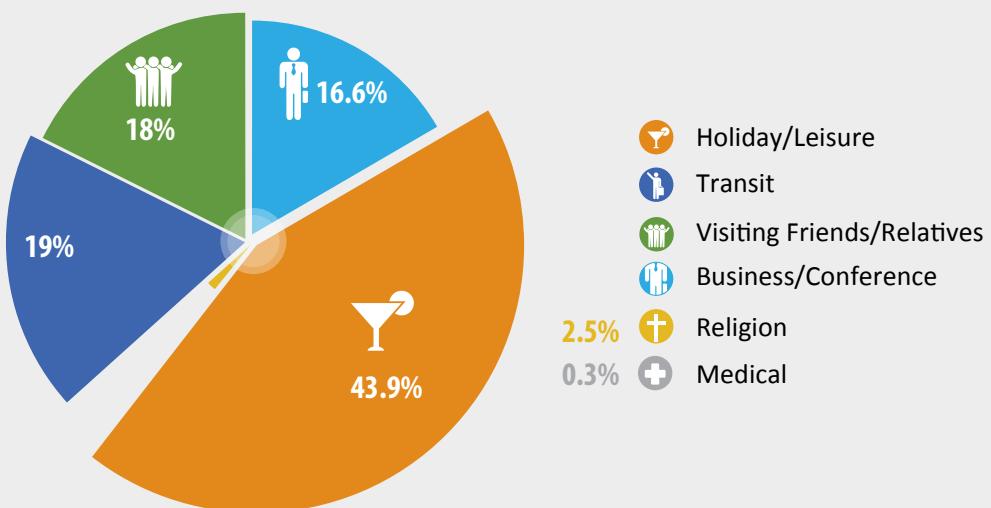
# 1

## | Who Visits Swaziland |

- **Africa remains largest visitor-generating region**
- **Euro zone visitors up by 3.2 percent**
- **Close to 80 percent Europeans were holiday visitors**
- **69 percent of first-time visits were recreational**



## Who Visits Swaziland



## Distribution of Holiday makers by country of residence



RSA  
43.6%



Netherlands  
9.3%



Germany  
8.8%

## Visiting Swaziland

### First time



95.8%  
France



92.3%  
Germany



91.6%  
Belgium



90%  
Netherlands

### Repeat Visit



93.4%  
Mozambique



86.5%  
RSA



55.8%  
Zimbabwe



51.3%  
Botswana

## 1.2. KEY FACTS

- The largest visitor-generating region remained Africa, accounting for 87.9 percent of total arrivals in 2015. Europe demonstrated growth with 3.2 percent, the Americas (+3.2 percent) and Asia and Australasia (+2.0 percent) demonstrated impressive growth.
- Slightly more than a quarter of Africans travelled to Swaziland for holiday purposes, with the purpose for African visitors visiting Swaziland spread almost evenly between VFR, business and transiting in addition to leisure.
- Holiday/leisure is the primary reason for European tourists accounting for 80% of European visitors to Swaziland. South America (77%), the Middle East (70%) and Australasia (58%) also had significantly large proportions for holiday visitors.
- One third of Asians visiting Swaziland were here on business as was one-fifth (20%) of North Americans
- Significant percentages from Zimbabwe (42%), Botswana (24%), South Africa (25%) were here visiting friends and relatives.
- More than half of all Mozambique visitors were transiting through the country
- Whilst the majority of all visitors visiting for business (73%), VFR (85%), religion (79%) have been to Swaziland before, holiday visitors were split almost evenly with (53%) of them visiting Swaziland for the first time and (47%) being repeat visitors.
- Most Africans (85%) and Asians (65%) were repeat visitors with the bulk of visitors from other regions being first time visitors.

## 1.3. SOURCE MARKETS

### INTERNATIONAL VISITORS

In 2015 world regions demonstrated growth in visitor arrivals when compared to the preceding year save for Africa which recorded a decline.



Source: Exit Survey 2015, Swaziland Tourism Authority

## 1.4. THE WORLD REGIONS

### Africa

Arrivals from the region could not shake off the poor performance of the region as economic growth continued to slow down in the Kingdom's largest visitor generating market South Africa and Mozambique. Arrivals from RSA reached a record of 810,249 and Mozambique 181,271 showing declines of -5.4 percent and -17.4 percent respectively. RSA performance was owing to the restrictive Immigration regulations effected in June 2015, thus overall arrivals from this region declined by -6.2 percent. The new legislation require foreigners to provide biometrics when applying for visas and parents to carry unabridged birth certificates when travelling with children in or outside South Africa contributed to a drop in tourism activity.

Whilst many foreign nationals can enter South Africa either for 30 or 90 days without a visa (most of Europe, South America and North America for example), there are a number of nationalities that require a visa to visit South Africa. Under the new regulations, nationals from any such countries are required to apply for a biometric visa; they have to have their biometric data captured (e.g. fingerprints and facial image) IN PERSON at their nearest South African embassy, consulate or visa centre, preferably in their country of origin.

### Americas

The aggregate performance of the Americas was satisfactory as arrival figures from the region increased by 3.2 percent owing to the 3.6 percent significant growth from the USA recording 17,988 visitors, Canada having only 2.8 percent accounting for 3,568 and South America represented by Brazil showing a 2.3 percent increase. For the past 3 years Brazil has shown fluctuations in terms of visitor growth recording a decline of -7.1 percent the preceding year but gaining momentum to date. Evidently this was adequate to having a positive impact on the overall performance of the region.

### Middle East

The performance of the region showed a growth by 11.3% in arrivals when compared to the previous year.

The major contributors to the impressive growth were Israel (913), Kuwait (69) and Saudi Arabia (20). Arrivals from Iran continued to decelerate by -38.3 percent while UAE showed a decline of -65.1 percent.

### Asia and Australia

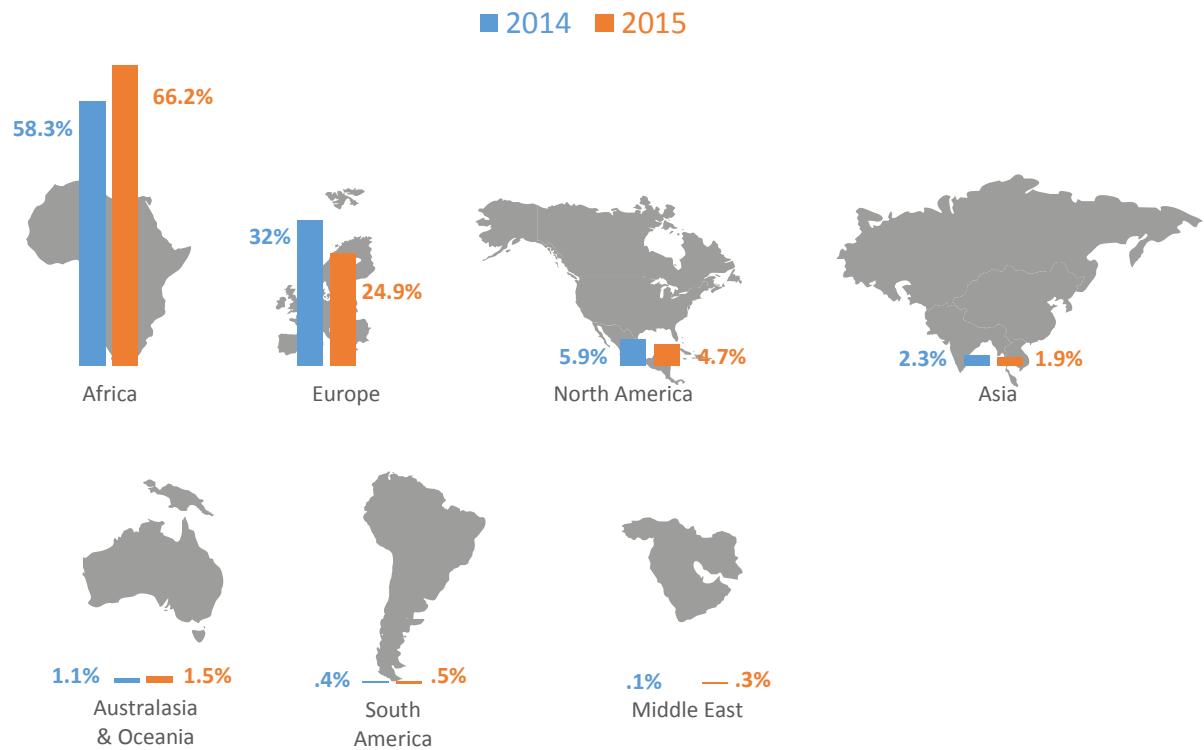
This region had a good performance in terms of arrivals as arrivals from this region posted strong growth (+2.0%) owing to robust arrival figures from China (+8.5%), India (+2.3%) which were the major visitor-generating markets. For the past 5 years India has seen steady growth of 25.4% and dominantly travels for business. Other markets in the region also posted resilient rates of growth as the region continues to battle weak oil prices.

### Europe

The region demonstrated a reasonably weak performance presenting an aggregate growth rate that stood at 3.2 percent for the region.

Fluctuations in the strength of the euro against the South African Rand, to which the Kingdom's Lilangeni is pegged one to one, was not enough to inspire increased rates of international arrivals from some major source markets of the region. France (19,360) which is a major source market and Belgium (4,909) which is a secondary source market recorded positive performances of 36.8 percent and 8.5 percent respectively, from the region. The UK (-7.4%), Netherlands (-2.6%) and Germany (-0.7%) recorded significant declines respectively. It is worth noting that all three countries do not require visa to visit South Africa, but it was mentioned that some tour operators simply changed its marketing for family destinations to places other than South Africa, due to uncertainty over what the new visa regulations would involve. Be that as it may, we would be remiss not to mention the couple of countries within this region that had an increased number of arrivals.

Figure 2: Tourist Visitors by Region by Year | 2014 - 2015



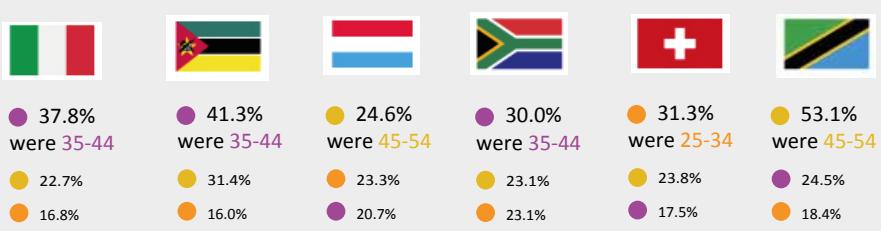
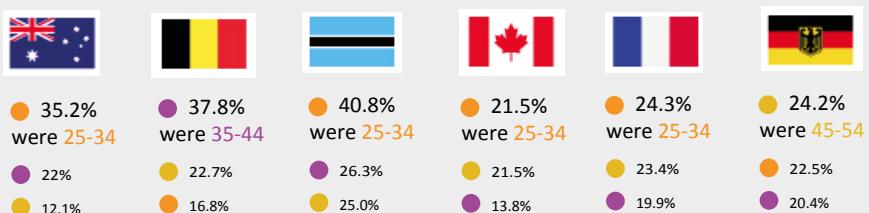
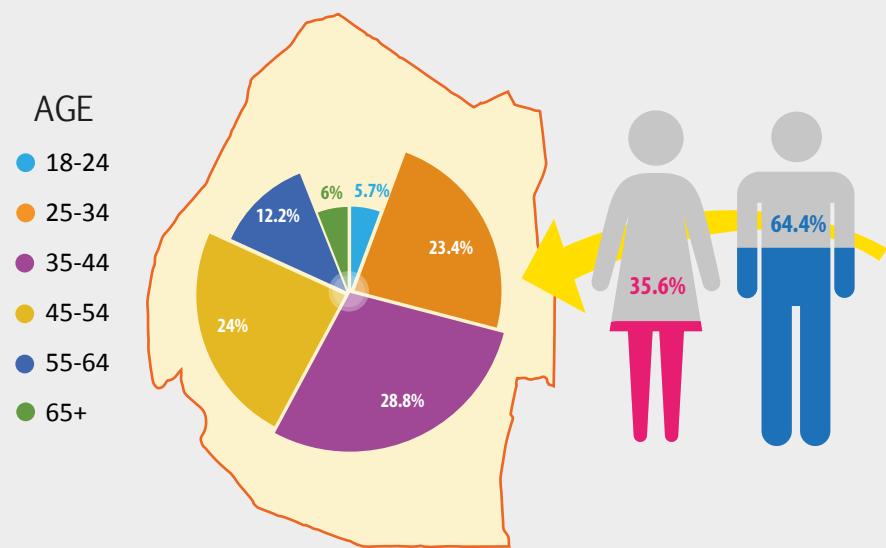
# 2

## | Profile of Tourists |

- **Visitors between 35-54 years accounted for 50 percent of arrivals**
- **24 percent of holiday visitors were aged 35-44 years**
- **North America and Oceania recorded higher proportions of travellers aged 50 years and above**



## Profile of Tourists



# 3

## | County Profiles |

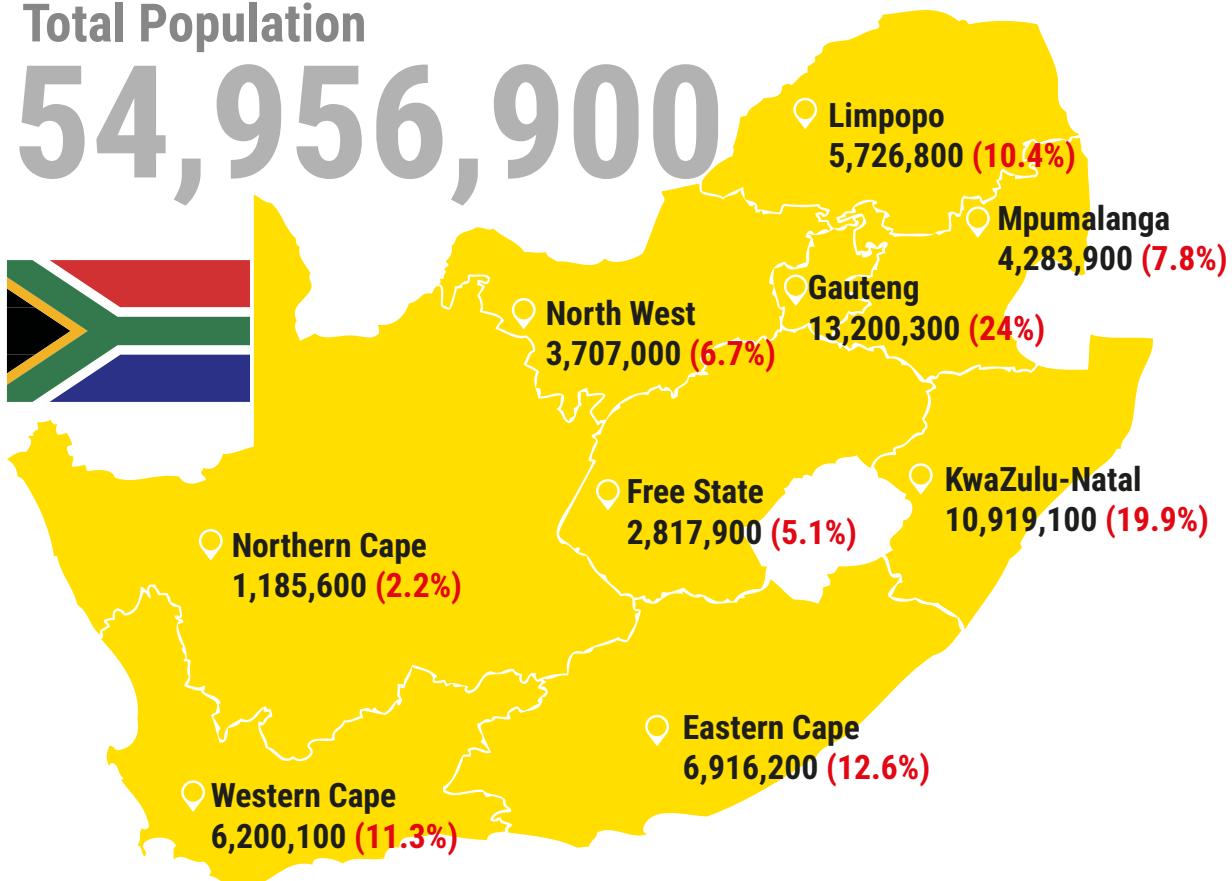
- > RSA
- > Mozambique
- > United Kingdom
- > Germany
- > Netherlands
- > France
- > USA



# SOUTH AFRICA

Total Population

**54,956,900**



**26,841,126**

Internet Users



**13,000,000**

Facebook Users



**\$5,784**

GDP Per Capita (PPP)

## Languages

Afrikaans Xhosa Tsonga Tswana

English Zulu Venda Sepedi

Ndebele Swazi Sesotho



**ZAR**

ZAR-South African Rand



**24.5%**

Unemployment Rate



**21 days**

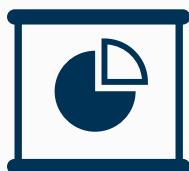
Annual Leave Entitlement



**2,827,000**

Pensioners

# SOUTH AFRICAN VISITORS TO SD



## MARKET OVERVIEW

**727,643**  **-15%**  
Compared to 2014

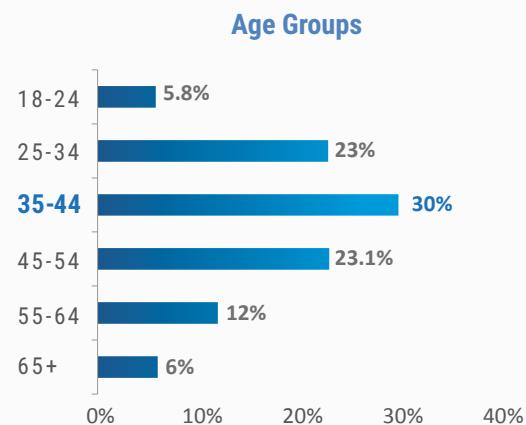
**86.5%**  **-0.5%**  
Compared to 2014



 **64.9%**  
spent one or more nights

 **19.7%**  
were transit visitors.

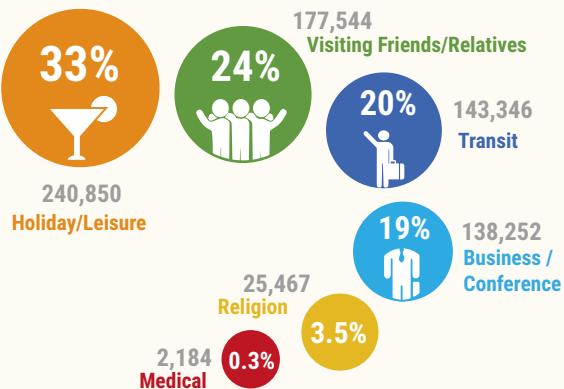
 **15.4%**  
were visiting for a day.



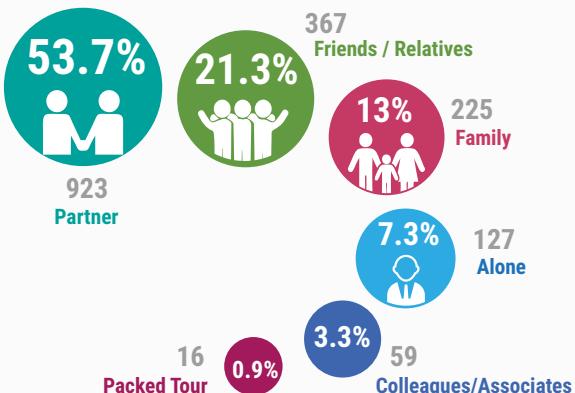
\*South Africa was the largest contributor in visitor arrivals into the country in the year 2015



## MAIN PURPOSE OF VISIT



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**99.40%**  
living in RSA



**0.30%**  
living in MOZ



**0.08%**  
living in BOTS



**0.08%**  
living in TAIWAN



**0.08%**  
living in the UK



**0.08%**  
living in ZIM



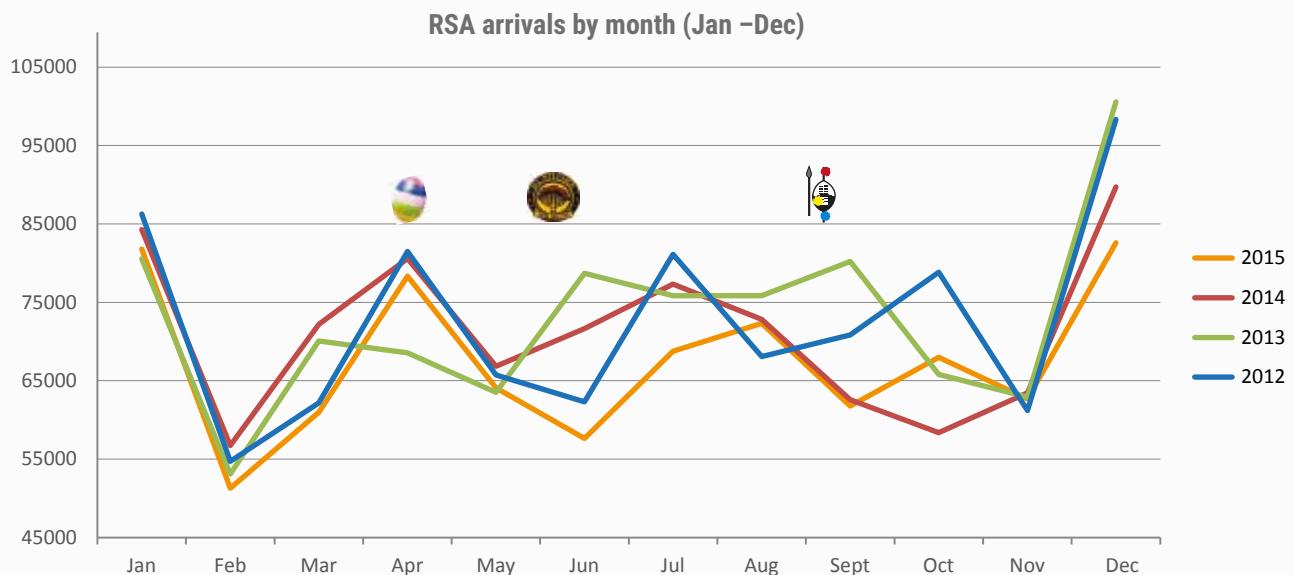
## ACCOMMODATION USAGE



# SOUTH AFRICAN VISITORS TO SD



## SEASONALITY



## DISTRIBUTION

Already knew about Swaziland



knew about Swaziland from Private sources



knew about Swaziland from own companies



knew about Swaziland from the Internet



knew about Swaziland from newspapers



## REGULATIONS AND SATISFACTION

20.5%

- Due to the recently introduced travel regulations, 20.5 percent of the visitors from RSA indicated that their **journey was affected by these new regulations** as getting certificates for children was very hassle.

9.1%

- Others even said that it was time consuming while some said that they incurred extra costs from the enquiry of these new documents. 9.1 percent of the visitors indicated that they **had to turn back from the border** to find these certificates

31.3%

- Some of the visitors went as far as rating Swaziland's as an **ideal place for visit** due to its safety and security (31.3%), and excellent customer service in general.

# MOZAMBIQUE

Total Population

**27,597,070**



## Languages

Emakhuwa

Portuguese

Xichangana

Cisena

Elomwe

Echuwabo

Tete  
(129,316)

Nacala  
(224,795)

Nampula  
(388,526)

Chimoio  
(256,936)

Quelimane  
(188,964)

Beira  
(530,604)

Xai-Xai  
(127,366)

Maputo  
(1,191,613)

Matola  
(675,422)

**1,503,005**

Internet Users

**1,200,000**

Facebook Users

**\$626**

GDP Per Capita (PPP)



**MZN**

MZN-Mozambican Metical

**22%**

Unemployment Rate



**25 days**

Annual Leave Entitlement

**99,000**

Pensioners

# MOZAMBICAN VISITORS TO SD

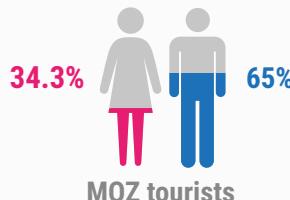


## MARKET OVERVIEW

166,303  
visitor arrivals

-24.3%  
Compared  
to 2014

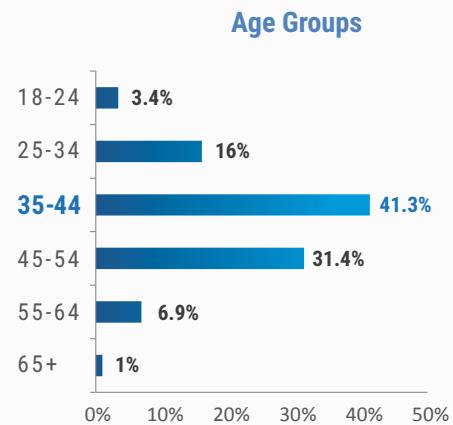
93.4%  
were repeat visitors



41.3%  
spent one or more nights

52.6%  
were transit visitors.

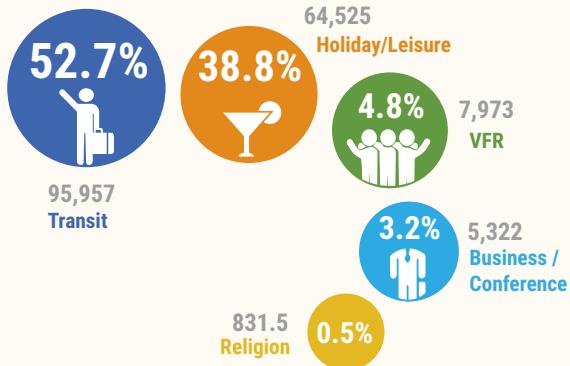
6%  
were visiting for a day.



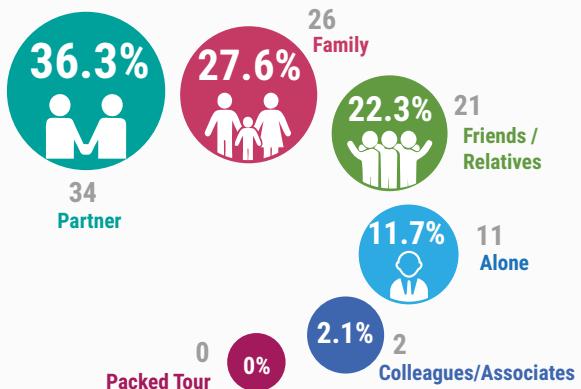
\*Mozambique continued to be second as Swaziland's source market for visitor arrivals in the year 2015



## MAIN PURPOSE OF VISIT



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



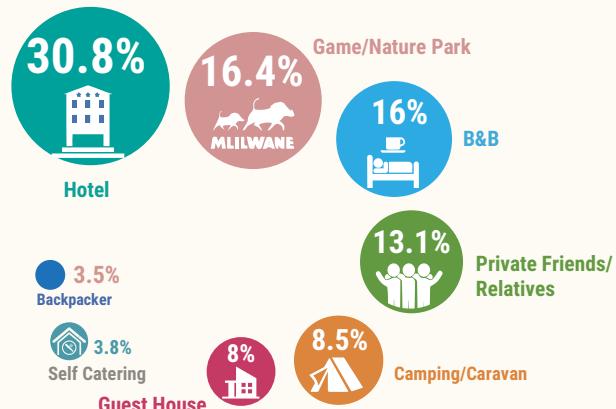
30%  
living in MOZ



14.3%  
living in RSA



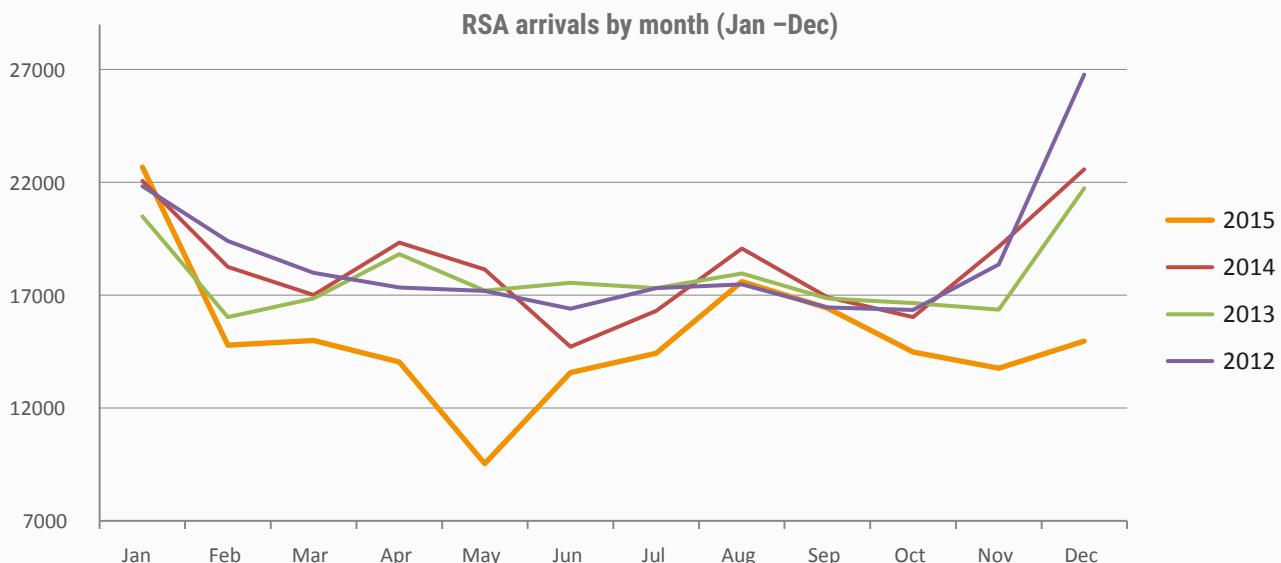
## ACCOMMODATION USAGE



# MOZAMBICAN VISITORS TO SD

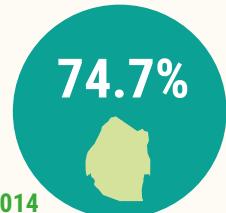


## SEASONALITY



## DISTRIBUTION

Already knew about Swaziland  
+6.5%  
Compared to 2014



knew about Swaziland  
from Private sources



knew about Swaziland  
from own companies



## REGULATIONS AND SATISFACTION

43.2%

It is also important to note that 43.2 percent of the visitors in Mozambique rated security and safety as excellent

24.4%

while 24.4 percent rated on excellent customer service in Swaziland.

# UNITED KINGDOM

Total Population

**64,596,800**



Languages

English-British

 **59,333,154**

Internet Users

 **41,000,000**

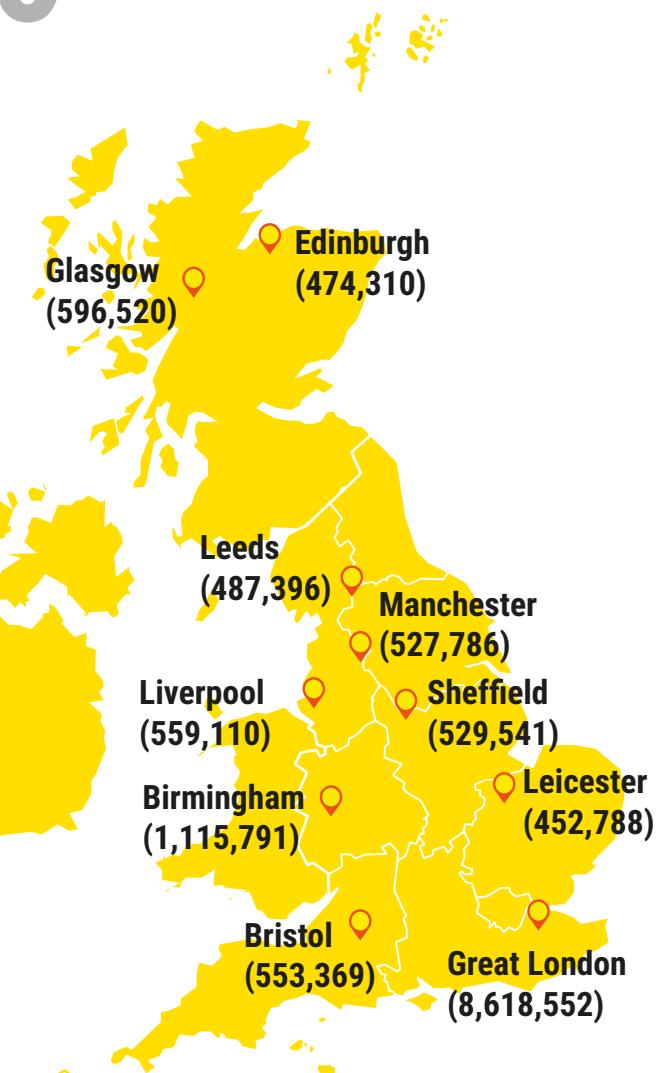
Facebook Users

 **\$44,118**

GDP Per Capita (PPP)



GBP-British Pound



 **5.2%**

Unemployment Rate



**28 days**

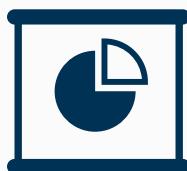
Annual Leave Entitlement



**12,312,000**

Pensioners

# BRITISH VISITORS TO SD



## MARKET OVERVIEW

**13,774**

visitor arrivals

**-12.9%**  
Compared to 2014

**25.8%**

were repeat visitors

**74.2%**

were 1st time visitors

**51.6%** **48.4%**

British tourists



**79.4%**

spent one or more nights

**4.4%**

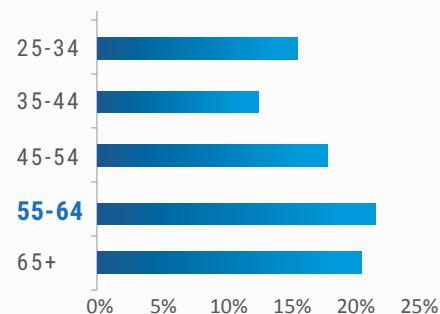
were transit visitors.



**16.4%**

were visiting for a day.

### Age Groups



\*The United Kingdom is one of the major source markets of the country



### MAIN PURPOSE OF VISIT



9,724  
Holiday/Leisure



1,707  
Business / Conference



1,446  
VFR



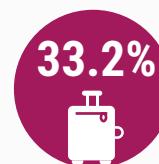
606  
Transit



220  
Religion



### TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



74  
Packed Tour



65  
Partner



45  
Friends / Relatives



27  
Family



3  
Colleagues/Associates



9  
Alone



### VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**70.8%**  
living in the UK



**20.6%**  
living in RSA



**2.9%**  
living in SWED



**2.9%**  
living in NIG



**2.9%**  
living in MOZ



### ACCOMMODATION USAGE



Hotel



Private Friends/Relatives



B&B



Game/Nature Park



Self Catering



Camping/Caravan



Guest House

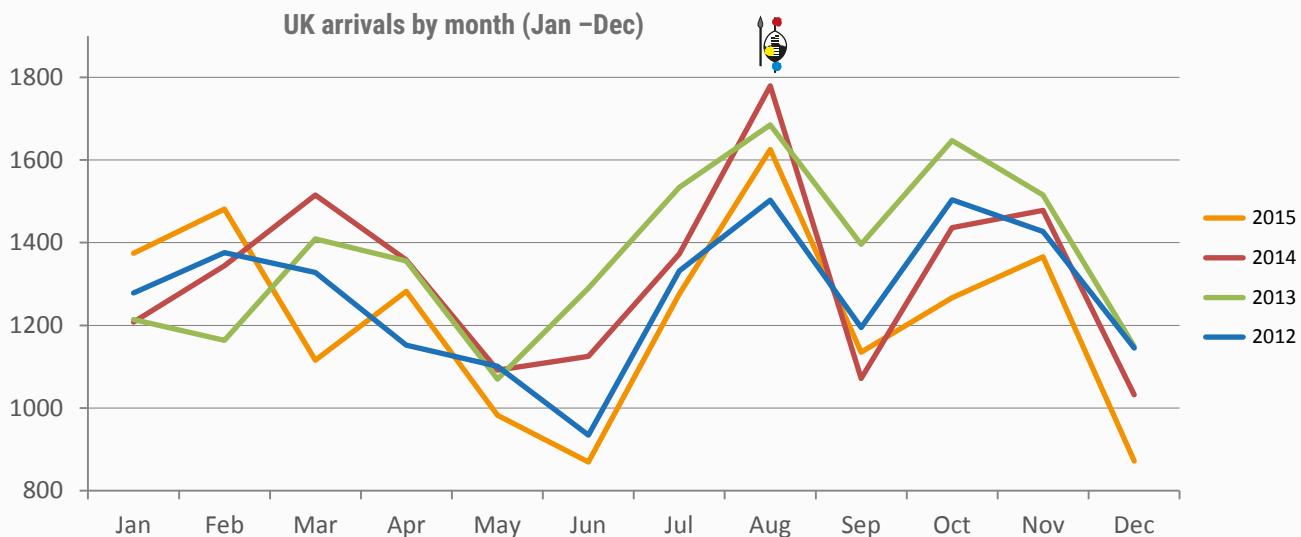


Backpacker

# BRITISH VISITORS TO SD



## SEASONALITY



## DISTRIBUTION

Knew about Swaziland from Travelling Agents

33.5%



Already knew about Swaziland

18.1%



knew about Swaziland from the Internet

14.5%



knew about Swaziland from own companies

6.4%



knew about Swaziland from Television

0.7%



## REGULATIONS AND SATISFACTION

66.7%

- 66.7 percent of these travelers disclosed that getting the required certificates was a hassle

33.3%

- whereas 33.3 percent opted to leave children behind.

Security & Safety in Swaziland



32.1% Excellent

Customer Services



30.1% Good

Border Control Services



22.7%

Availability of Information in Swaziland



15.1%

# GERMANY

## Total Population

**81,770,900**



## Languages

Standard German

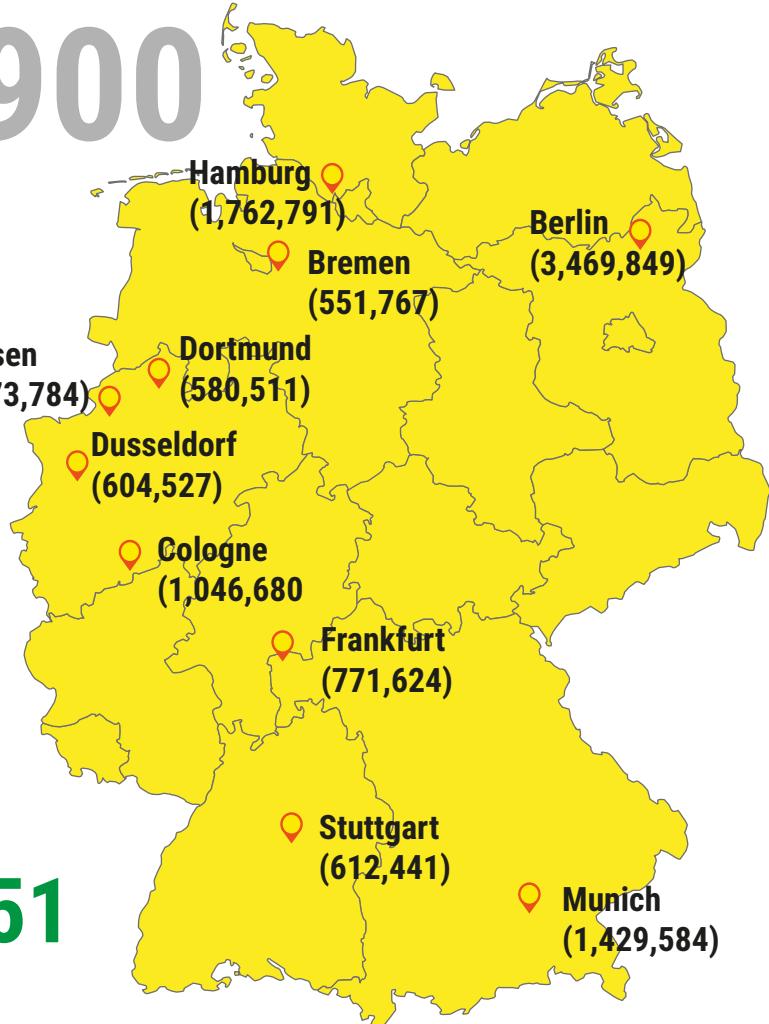
**71,727,551**

Internet Users

**\$41,267**  
GDP Per Capita (PPP)

**EUR**  
EUR-German (Euro)

**24 days**  
Annual Leave Entitlement



**29,000,000**  
Facebook Users

**6.4%**  
Unemployment Rate

**18,068,000**  
Pensioners

# GERMAN VISITORS TO SD



## MARKET OVERVIEW

**20,381**

visitor arrivals

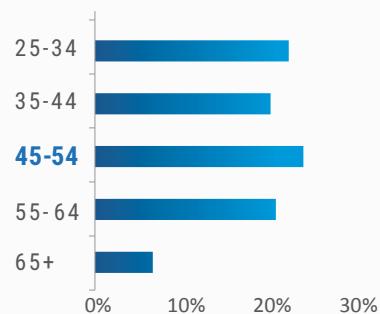
**-5.9%**  
Compared to 2014

**7.7%**

were repeat visitors

**92.3%**

were 1st time visitors



**77.9%**

spent one or more nights

**14.8%**

were transit visitors.



**7.3%**

were visiting for a day.

\*The country is being marketed very well to attract new visitors from other countries such as Germany.



## MAIN PURPOSE OF VISIT



**82.5%**

16,815  
Holiday/Leisure



**14.8%**

3,016  
Transit



**1.5%**

306  
VFR



**1.2%**

244  
Business / Conference

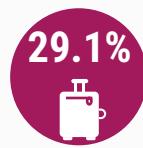


## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



**44.2%**

189  
Partner



**29.1%**

125  
Packed Tour



**11.8%**

50  
Family



**11.4%**

49  
Friends /  
Relatives



**2.1%**

6  
Colleagues/Associates



**1.4%**

9  
Alone



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**70%**

living in GER



**30%**

living in RSA



## ACCOMMODATION USAGE



**47.5%**

Hotel



**17%**

MILWANE



**15.6%**

Guest House



**6.5%**

Backpacker



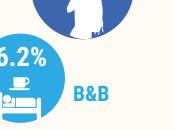
**3.5%**

Private Friends/Relatives



**3.8%**

Camping/Caravan



**6.2%**

B&B

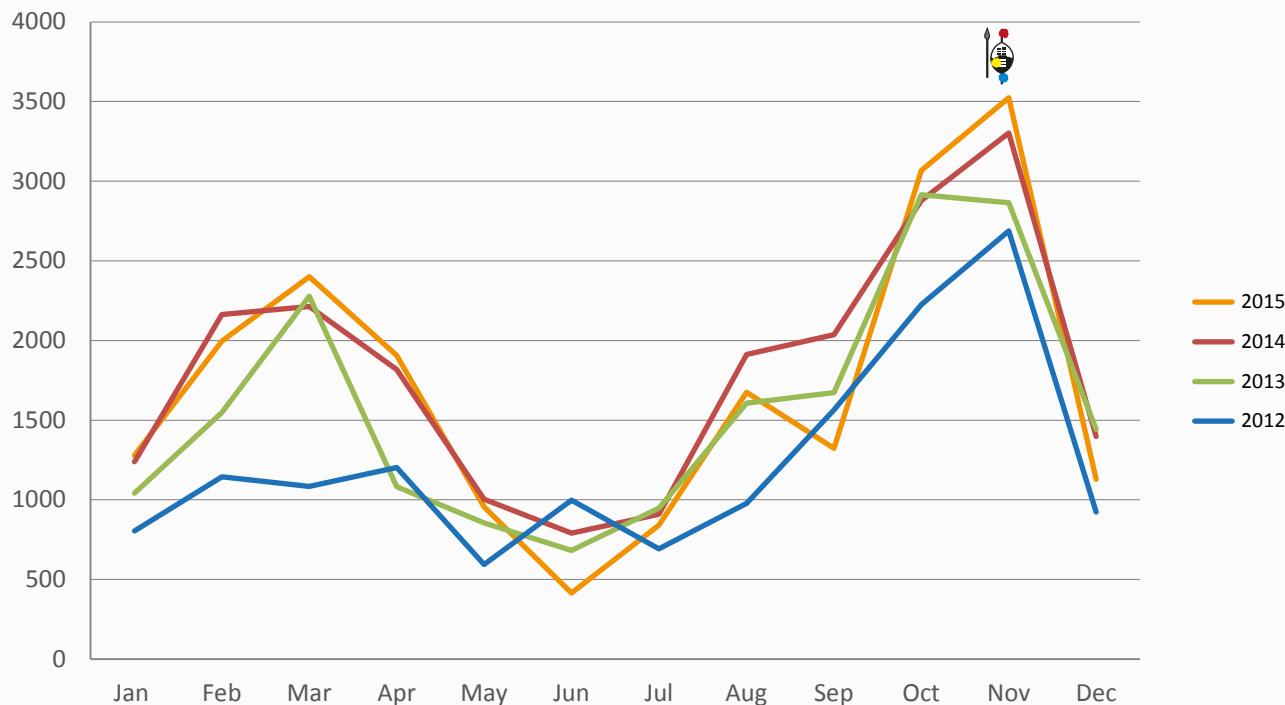
Self Catering

# GERMAN VISITORS TO SD



## SEASONALITY

GERMAN arrivals by month (Jan -Dec)



## DISTRIBUTION

Knew about Swaziland from Travelling Agents



knew about Swaziland from the Internet



## REGULATIONS AND SATISFACTION

100%

- 100 percent of the Germany visitors expressed that they opted to leave children behind due to the effect of the new travel regulations.

Security & Safety in Swaziland



33.6%

Customer Services



25.3%

Border Control Services



23.7%

Availability of Information in Swaziland



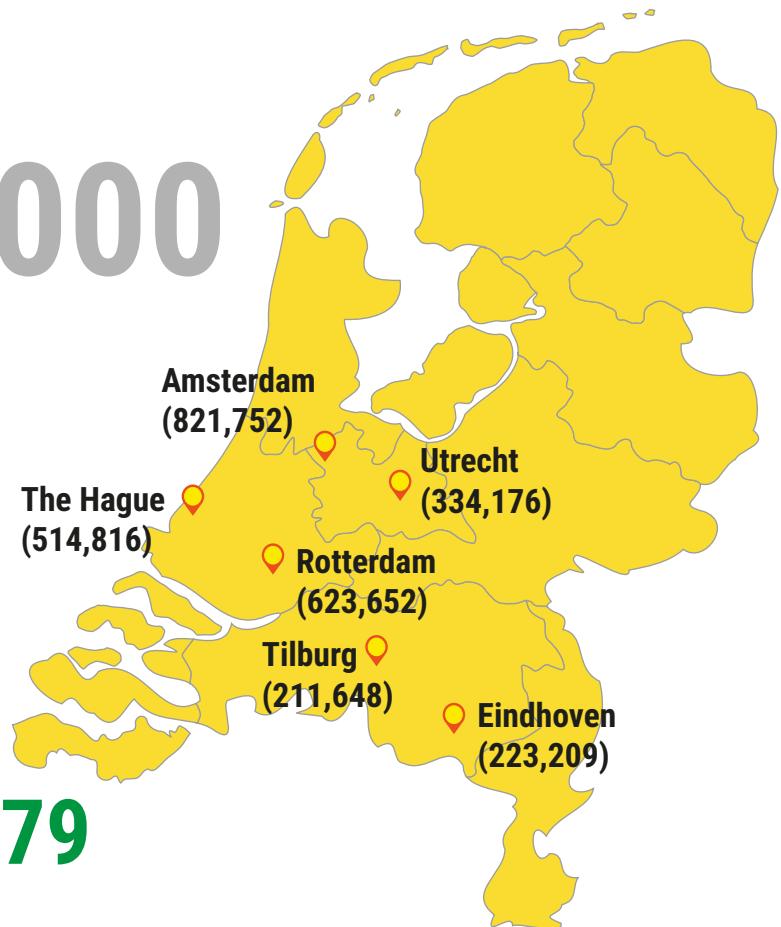
17.4%

\*rating Swaziland with other countries

# NETHERLANDS

Total Population

**16,902,000**



**16,143,879**

Internet Users



**9,500,000**

Facebook Users



**\$44,333**

GDP Per Capita (PPP)

## Languages

Dutch  
Achterhoeks  
Drents  
Western Frisian  
Gronings  
Limburgisch  
Sallands

Stellingwerfs  
Twents  
Veluws  
Western Yiddish  
Sinte Romani  
Vlax Romani



**EUR**

EUR-Netherlands (Euro)



**6.9%**

Unemployment Rate



**25 days**

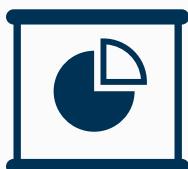
Annual Leave Entitlement



**2,981,000**

Pensioners

# DUTCH VISITORS TO SD



## MARKET OVERVIEW

**16,379**  
visitor arrivals

**-8.4%**  
Compared to 2014

**10.1%**  
were repeat visitors

**-6.1%**  
Compared to 2014

**87.8%**  
spent one or more nights

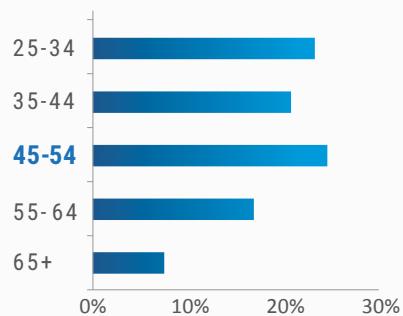
**7.7%**  
were transit visitors.

**1.9**  
average length of stay

**-0.7**  
Compared to 2014

**4.5%**  
were visiting for a day.

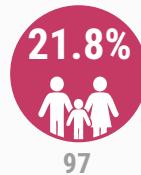
### Age Groups



### MAIN PURPOSE OF VISIT



### TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



### VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**75%**  
living in NED



**16.67%**  
living in RSA



**8.33%**  
living in MOZ



### ACCOMMODATION USAGE



Private Friends/Relatives

1.1%



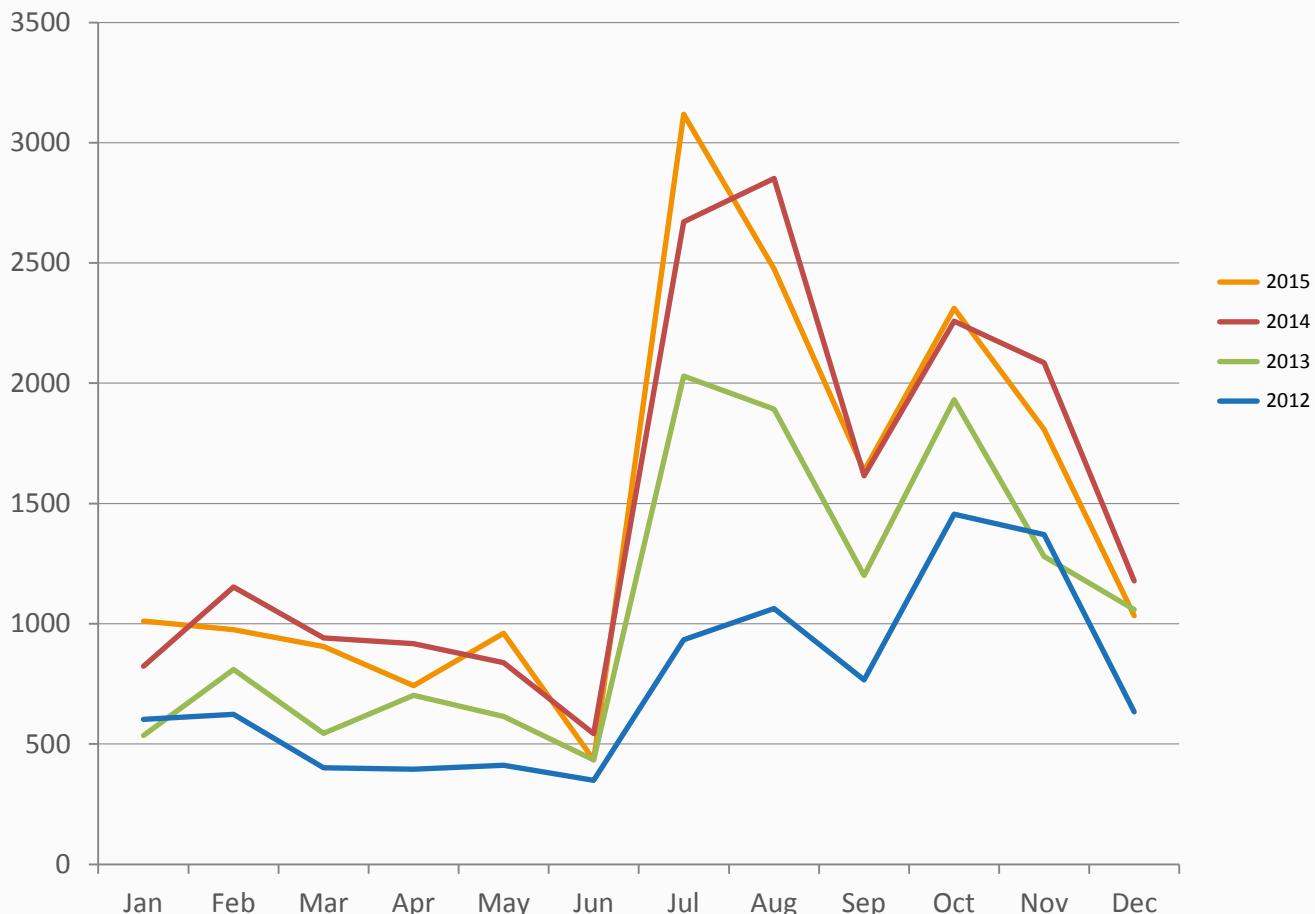
Backpacker

## DUTCH VISITORS TO SD



### SEASONALITY

DUTCH arrivals by month (Jan -Dec)



### DISTRIBUTION



knew about  
Swaziland from  
the Internet



Knew about  
Swaziland from  
Travelling Agents

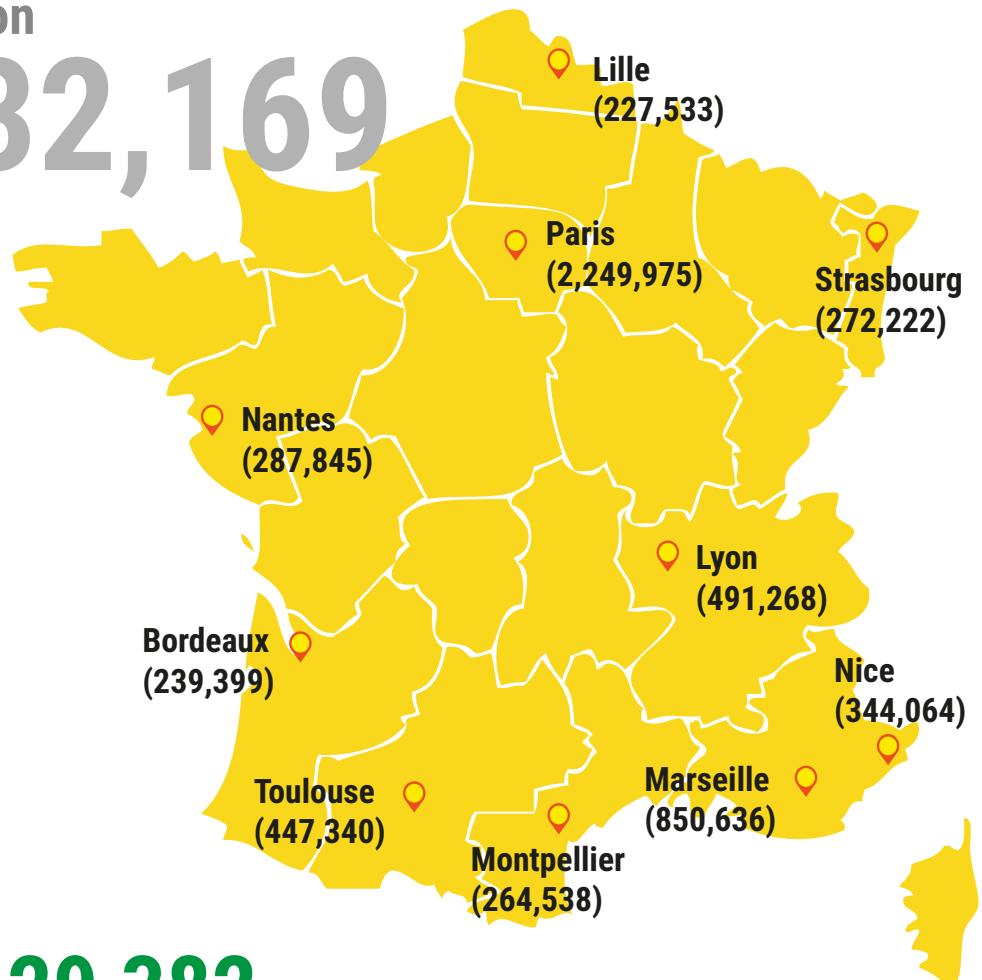
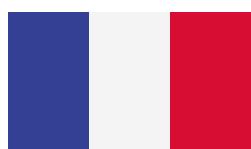


Already knew  
about Swaziland

# FRANCE

Total Population

**66,132,169**



Languages

French

**55,429,382**

Internet Users

**\$37,728**  
GDP Per Capita (PPP)

**32,000,000**  
Facebook Users

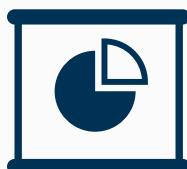
**EUR**  
EUR-French (Euro)

**11.2%**  
Unemployment Rate

**37 days**  
Annual Leave Entitlement

**15,190,000**  
Pensioners

# FRENCH VISITORS TO SD



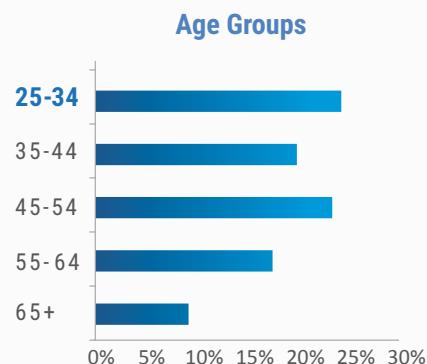
## MARKET OVERVIEW

**18,698** visitor arrivals  **+32.1%** Compared to 2014

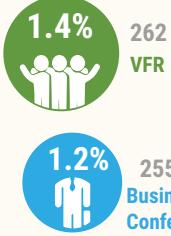
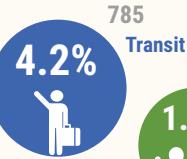
**4.2%**  **-5.9%** Compared to 2014  
were repeat visitors

 **92.6%** spent one or more nights  **4.2%** were transit visitors.  **3.3%** were visiting for a day.

\*France is one of the country's main source markets



## MAIN PURPOSE OF VISIT



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**71.4%**  
living in FRA



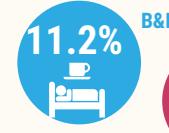
**14.3%**  
living in MOZ



**14.3%**  
living in EUROPE



## ACCOMMODATION USAGE



Private Friends/Relatives

1.2%

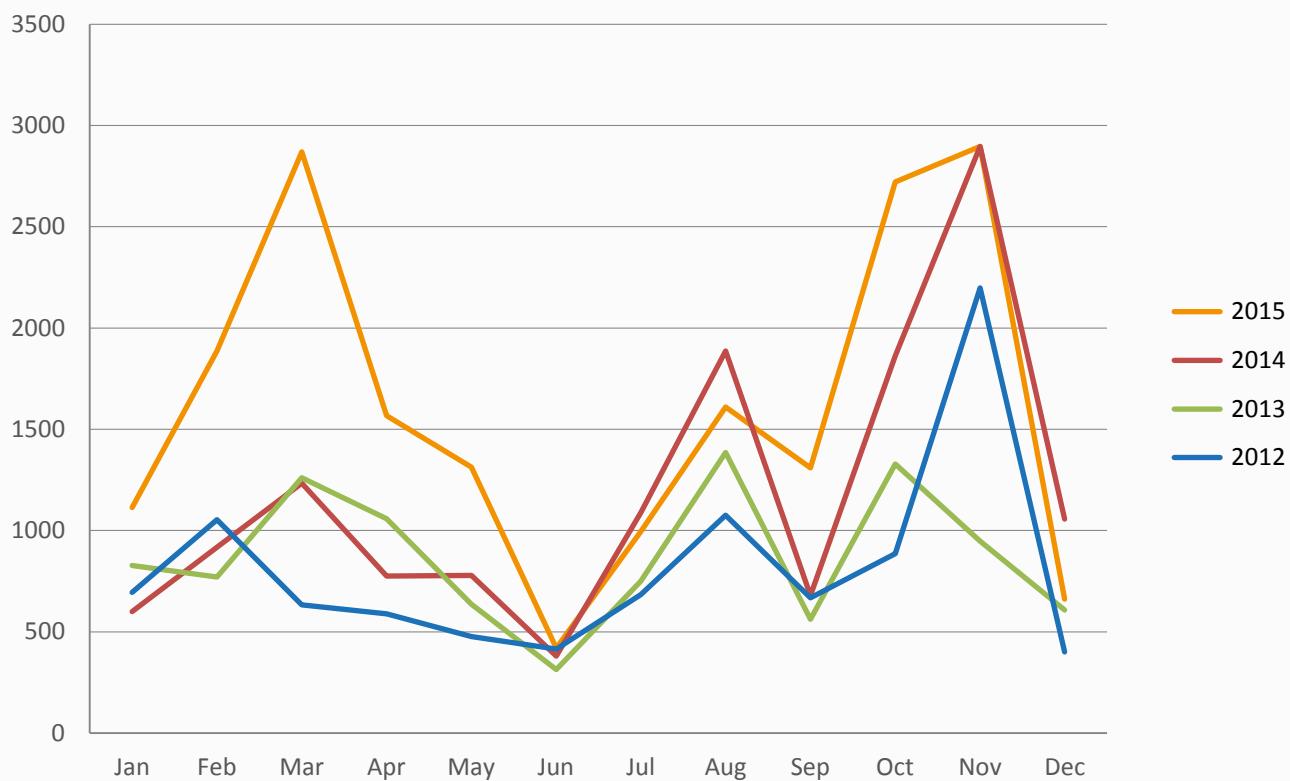


# FRENCH VISITORS TO SD



## SEASONALITY

FRENCH arrivals by month (Jan -Dec)



## DISTRIBUTION

Knew about Swaziland from Travelling Agents



knew about Swaziland from the Internet



## REGULATIONS AND SATISFACTION

50%

50 percent of our visitors from France expressed their worries about the new regulations

50%

complained about the paperwork being too much

Security & Safety in Swaziland



27.6%

Customer Services



27.1%

Border Control Services



24.9%

Availability of Information in Swaziland



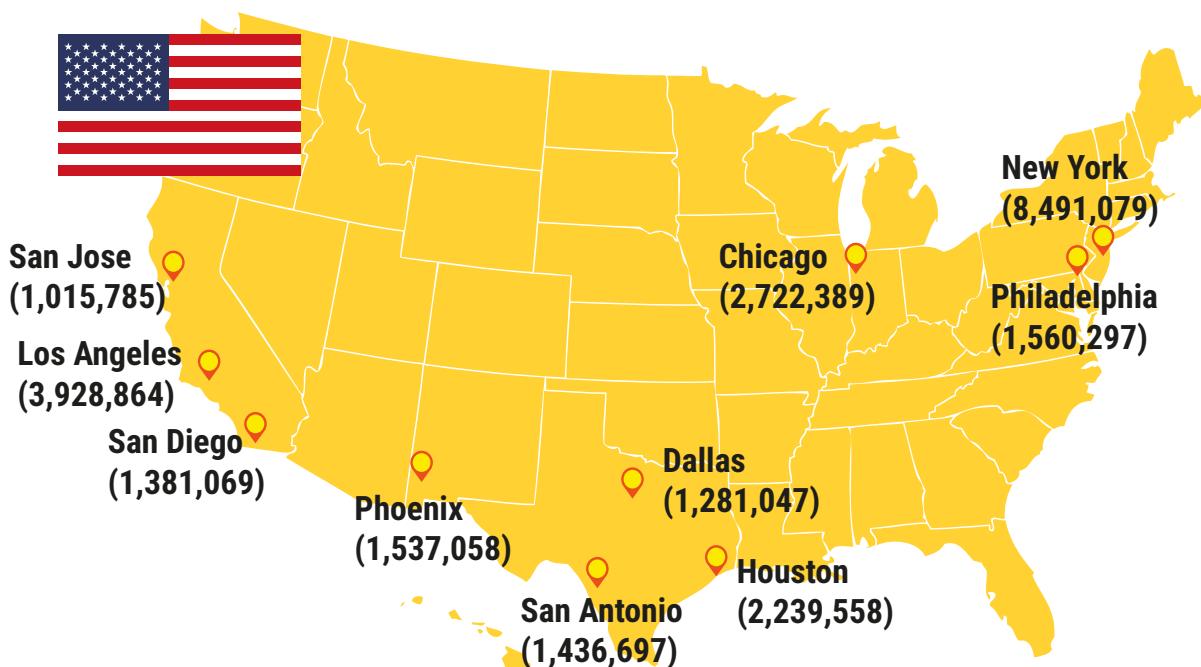
20.4%

\*rating Swaziland with other countries

USA

Total Population

**357,178,284**



Languages

English-USA

 **\$55,904**  
GDP Per Capita (PPP)

 **313,867,363**  
Internet Users

 **213,075,500**  
Facebook Users

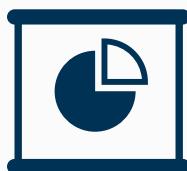
 **US\$**  
US Dollar

 **5.0%**  
Unemployment Rate

 **30 days**  
Annual Leave Entitlement

 **31,757,000**  
Pensioners

# AMERICAN VISITORS TO SD



## MARKET OVERVIEW

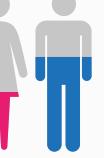
**15,896**  
visitor arrivals

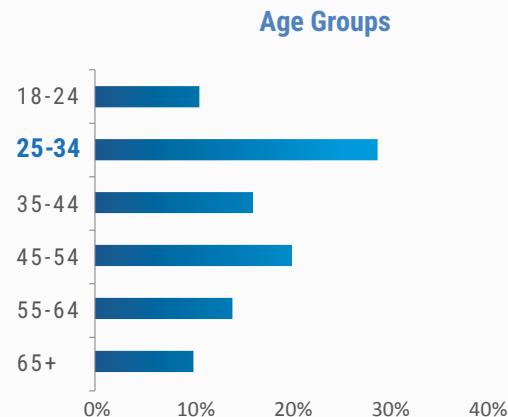
**30.4%**  
were repeat visitors

  
**92.6%**  
spent one or more nights

  
**5.8%**  
were transit visitors.

  
**1.8%**  
were visiting for a day.

  
**39.8%**   
**60.2%**   
USA tourists



*\*America was the sixth largest contributor to tourist arrivals in the country*



## MAIN PURPOSE OF VISIT



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**91.8%**  
living in the USA



**6.6%**  
living in RSA



**1.6%**  
living in AFRICA



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## ACCOMMODATION USAGE

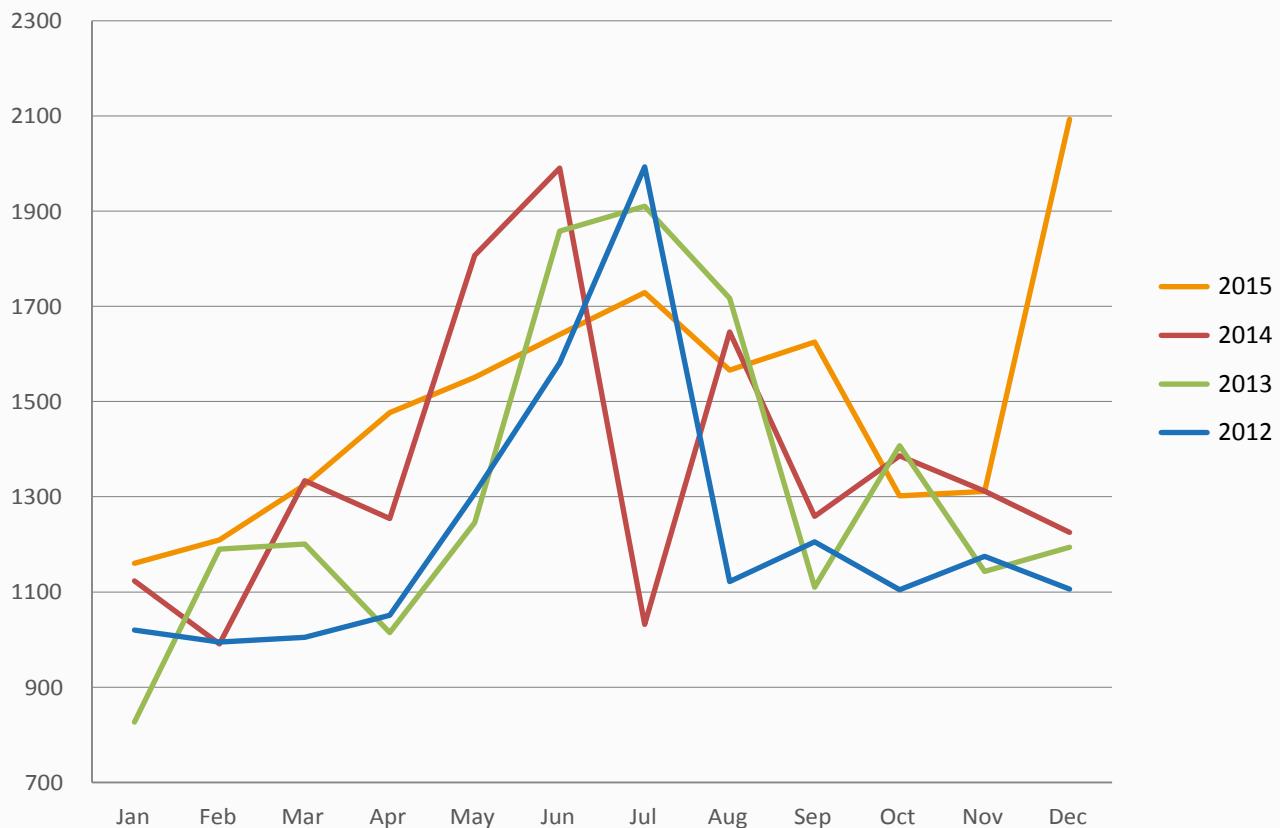


# AMERICAN VISITORS TO SD



## SEASONALITY

FRENCH arrivals by month (Jan -Dec)



## DISTRIBUTION

knew about Swaziland from the Internet



Knew about Swaziland from Travelling Agents



## REGULATIONS AND SATISFACTION

33.3%

Issues such getting the required certificates was a hassle

16.7%

too much paperwork involved and therefore they opted to leave their children behind.

Security & Safety in Swaziland



34.5% Excellent

Customer Services



32.5% Excellent

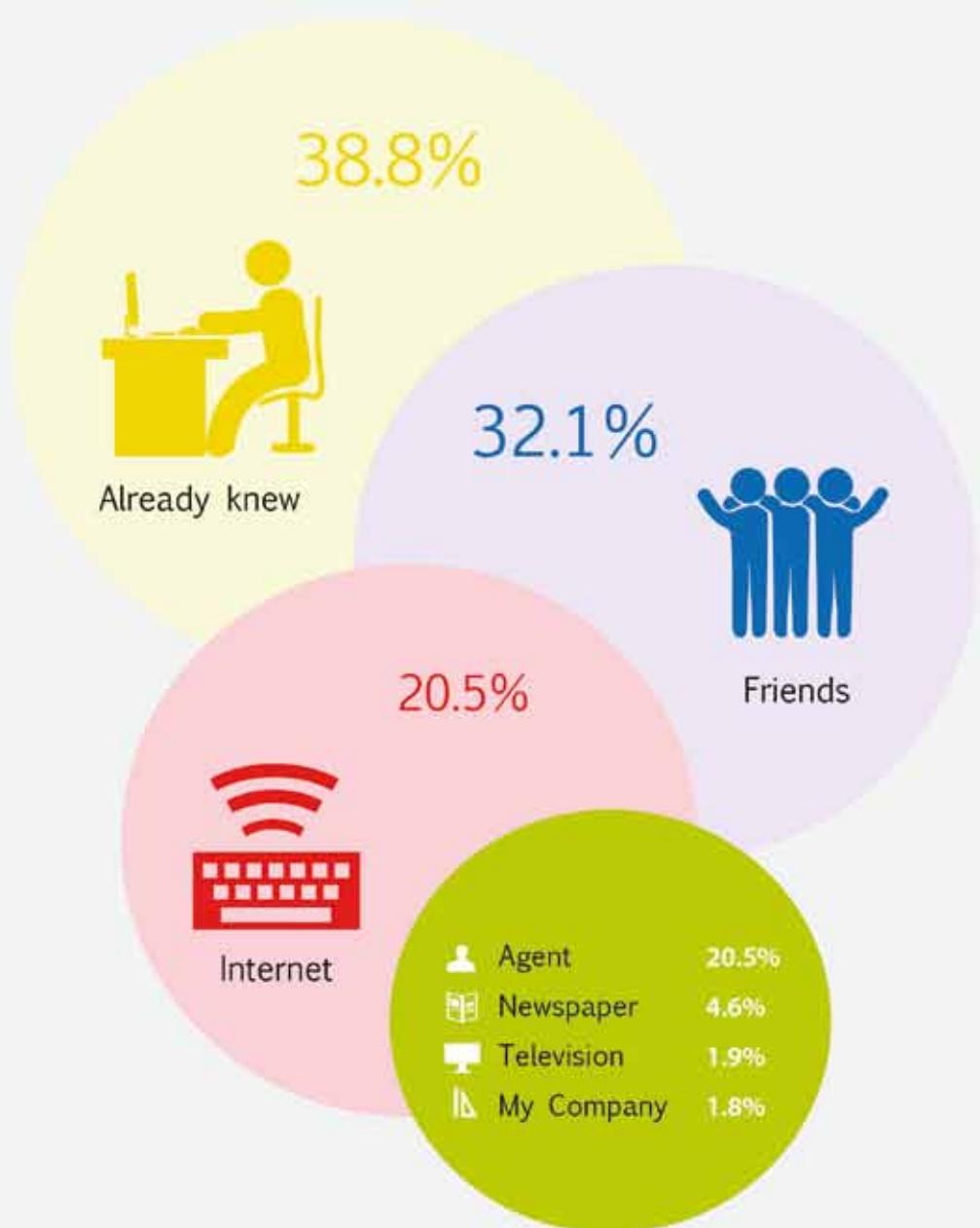
# 4

## | Holiday Planning |

- **Word of mouth and the internet were main sources of information for leisure travellers**
- **Two fifths of European holiday travellers booked through travel agents**
- **Friends and relatives were predominant source for North American holiday visitors**



## Holiday Planning (Holiday Tourists Only)



## 4.2. KEY FACTS

- Study shows that most people already knew about Swaziland, with friends being the next most popular source of information about Swaziland.
- Agents and the internet each accounted for about a fifth as the source of information regarding Swaziland.
- Agents were more predominant in Europe (40%) whilst the internet accounted for (46%) of Oceania's tourists. Friends (41%) were the predominant source for North American visitors.

# 5

## | How Long Do they Stay |

- **Average length of stay spent was 5 nights**
- **Visitors from United States of America spent highest number of nights**
- **First time business segment spent more than nights**



## How Long Did They stay? in nights



Total average visitor stay = 3.4 nights



Holiday/Leisure

2.3



Visiting Friends/Relatives

3.9



Business/Conference

9.2



Religion

5.2



Medical

16.8

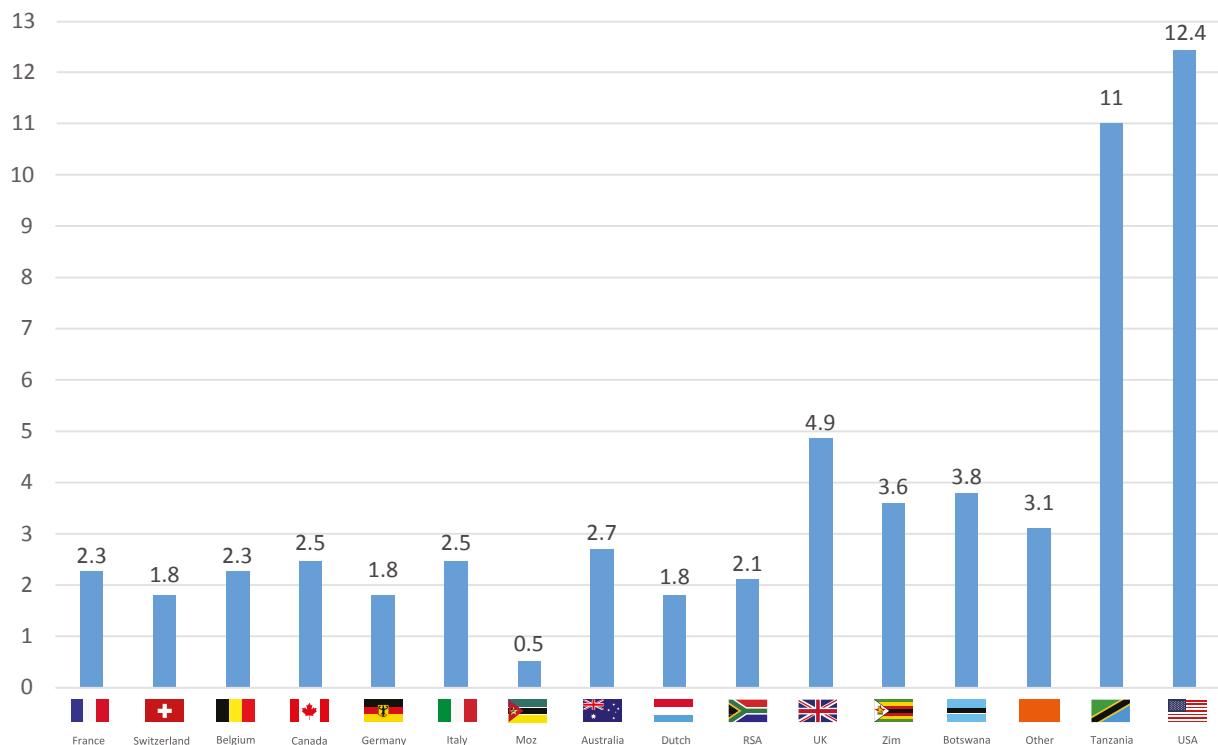


## 5.2. KEY FACTS

- The average length of stay in Swaziland is 3.4 nights.
- There was not much difference between first time and repeat visitors in terms on nights stayed. On average first time visitors spent 4.5 nights as compared to repeat visitors who spent 5.6 nights in Swaziland.
- For first time visitors, business (10.9) and religion (11.5) stayed considerably longer than holiday/leisure (2.4) leisure visitors. The same held true for repeat visitors.
- Asia (3.8) and North American (4.4) holiday makers spend more nights than the other continents.
- At an average of 6.2 night per person holiday visitors from the USA stayed longer than any other source market.

Of the African market holiday visitors from Tanzania stayed the longest, whilst from the Americas, tourists from the USA stayed longer than everyone else. From Europe, the UK and the Netherlands had the longest staying visitors.

Figure 3: Average Length of Stay (Nights) by Key Source Market | 2015



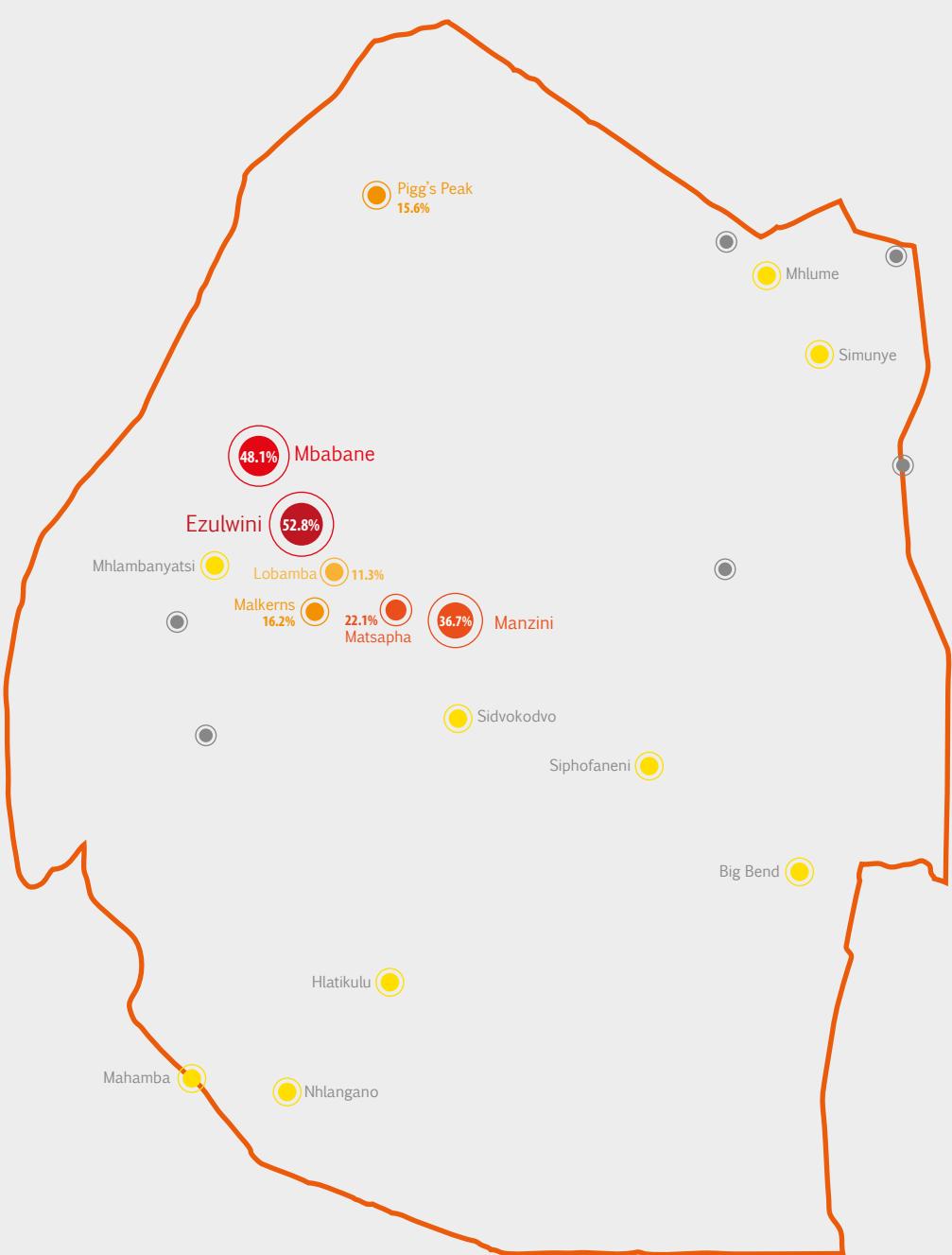
# 6

## | Where Do They Visit |

- > Ezulwini and Mbabane mostly visited places
- > Most holiday travellers visited Ezulwini valley
- > Mbabane was most popular place for the business segment



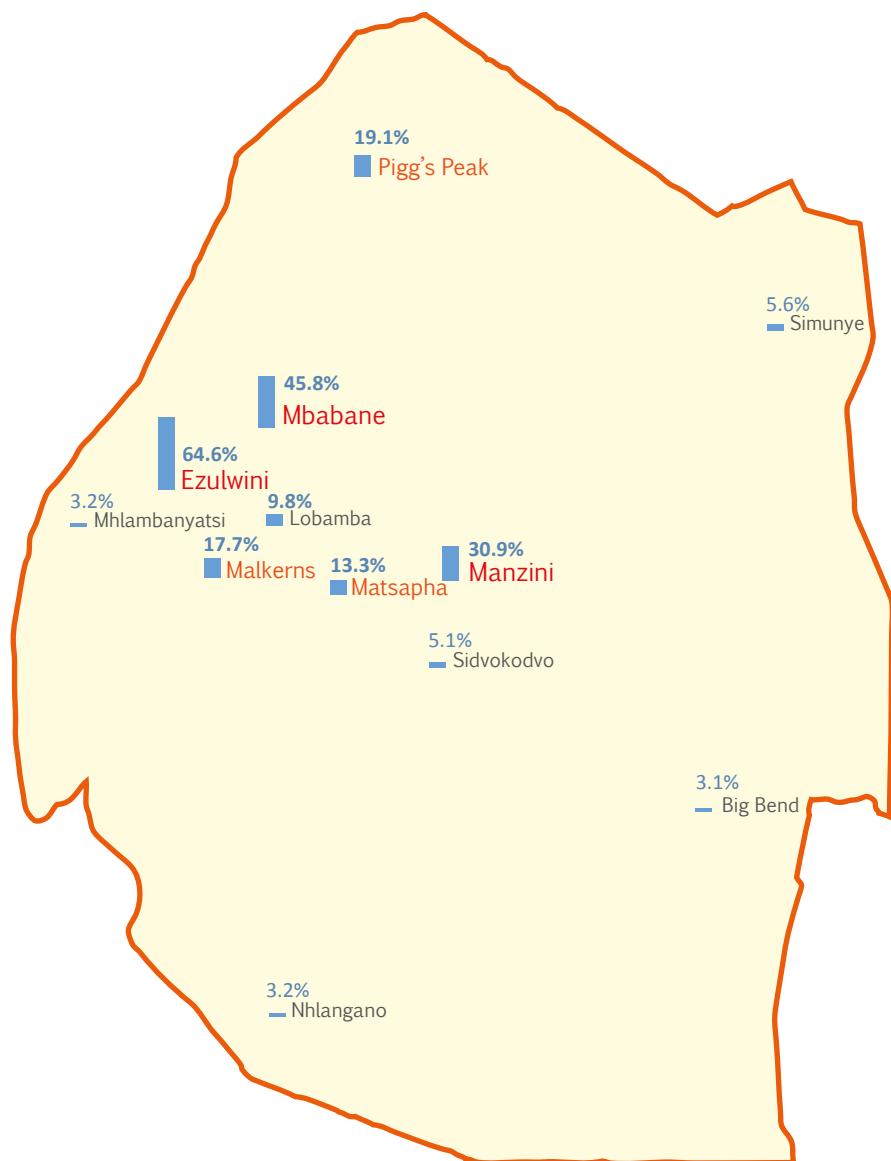
# Where Do They Visit



## 6.2. KEY FACTS

- Major areas of visitation are Ezulwini (53%), Mbabane (48%), Manzini (37%) and Matsapha (22%). This is significantly in part because of their location in the country and availability of accommodation and other amenities. They serve as the base point for most tourists.
- Mbabane (62%) was the most popular place for business visitors, whilst Ezulwini (65%) was the most popular for holiday visitors. For those visiting friends and family Mbabane and Manzini were the most common destinations.

Figure 12: Top 12 Places Visited by Holiday/Leisure Visitors | 2015



# 7

## | What Did They Do |

- **Top three activities by holiday visitors were adventure, wildlife and cultural**
- **73 percent of visiting friends and relatives segment engaged in shopping**
- **Cultural and heritage was the most common activity for overseas visitors**



# What Did They Do



## Activities by all visitors



## Activities by holiday tourists



Table 5: Activities by Top 15 Source Markets | 2015

	Adventure	Business	Casino	Cultural/ Historical/ Heritage	Golf	Hiking	Medical	Nightlife	Shopping	Sports	Trading	Wildlife
Australia	17.7%	4.1%	3.4%	18.4%	3.4%	8.8%	2.0%	6.1%	17.0%	1.4%	0.0%	17.7%
Belgium	19.4%	2.0%	1.0%	23.4%	1.0%	11.4%	0.0%	9.0%	9.5%	2.5%	0.0%	20.9%
Botswana	11.6%	14.7%	1.6%	10.0%	3.2%	6.8%	2.6%	3.7%	25.8%	4.7%	3.7%	11.6%
Canada	16.9%	5.9%	2.2%	24.3%	2.9%	8.8%	2.2%	2.2%	14.7%	1.5%	.7%	17.6%
France	26.7%	.6%	1.7%	30.5%	.5%	8.5%	.2%	1.2%	10.8%	1.1%	.2%	18.3%
Germany	19.9%	1.1%	1.8%	23.1%	.5%	12.3%	.1%	4.3%	12.9%	1.6%	0.0%	22.3%
Italy	22.2%	5.2%	.7%	19.3%	1.5%	10.4%	2.2%	.7%	14.1%	3.0%	1.5%	19.3%
Mozambique	12.3%	3.1%	4.8%	11.1%	5.2%	12.5%	.1%	6.4%	23.4%	3.2%	.1%	17.7%
Netherlands	18.2%	.7%	1.6%	22.9%	1.0%	12.7%	.5%	3.5%	9.7%	1.7%	.1%	27.3%
RSA	12.6%	17.7%	9.8%	9.0%	6.8%	5.1%	1.2%	2.3%	21.5%	4.1%	1.0%	9.0%
Switzerland	18.0%	4.9%	1.6%	23.0%	1.6%	15.6%	1.6%	8.2%	5.7%	1.6%	.8%	17.2%
Tanzania	10.8%	20.1%	.5%	19.6%	0.0%	2.1%	7.7%	1.0%	23.2%	1.0%	3.6%	10.3%
UK	16.7%	6.8%	1.9%	17.1%	2.1%	10.1%	2.9%	3.9%	17.1%	2.5%	.2%	18.8%
USA	14.9%	9.0%	3.5%	14.7%	2.5%	12.4%	4.1%	1.5%	16.4%	2.6%	1.1%	17.2%
Zimbabwe	11.0%	16.2%	2.4%	9.5%	1.2%	2.4%	6.7%	3.0%	38.1%	.6%	2.1%	6.7%

Key

Highest	2nd Highest	3rd Highest
---------	-------------	-------------

## 7.2. KEY FACTS

- Shopping (40%) was the most common activity amongst all visitors to Swaziland. This includes all kinds of shopping by the visitors.
- Adventure (30%), Cultural activities (29%) and wildlife activities (28%) were the next most popular activities engaged in by all visitors.
- Business (93%), shopping (45%) and cultural activities (20%) were the most popular activities engaged in by business visitors to the country.
- Adventure (39%), cultural (37%) and shopping (27%) were the most common activities for holiday visitors.
- Seventy-three percent of those visiting friends and family had shopping as the most common activity.

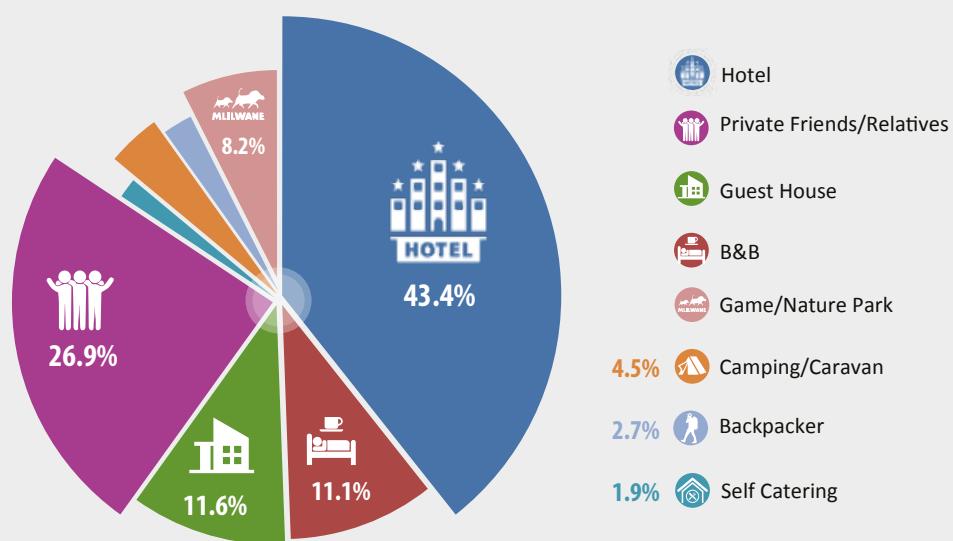
# 8

## | Where Do They Stay |

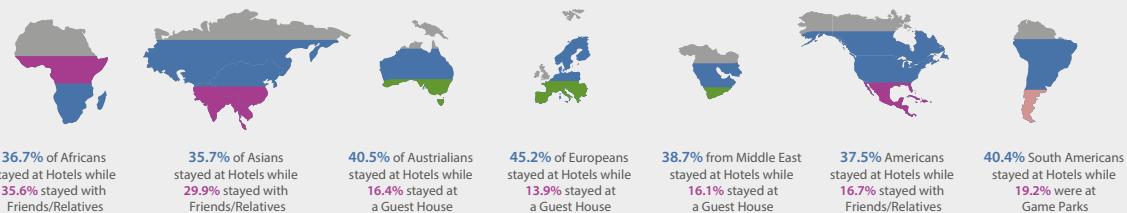
- Hotel was for the most common form of accommodation
- More African visitors opted for private accommodation in comparison to visitors from other world regions
- Close to two thirds of business travellers stayed in hotel accommodation



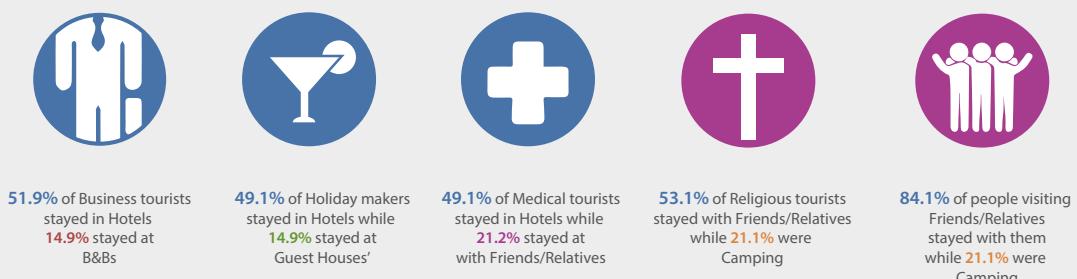
## Where Do They Stay



## Where they stayed by region



## Where they stayed by purpose



## 8.2. KEY FACTS

- Hotels (43%) continue to be the most common form of hotel accommodation for visitors. For business visitors (62%) were lodged in a hotel.
- 90% of those visiting friends and relatives stayed with friends and relatives.
- Amongst holiday visitors, guest houses (13%) and game/nature parks (13%) were the second and third most popular forms of accommodation.
- Amongst African visitors, staying with friends and family (38%) was just as popular as staying in a hotel (39%).

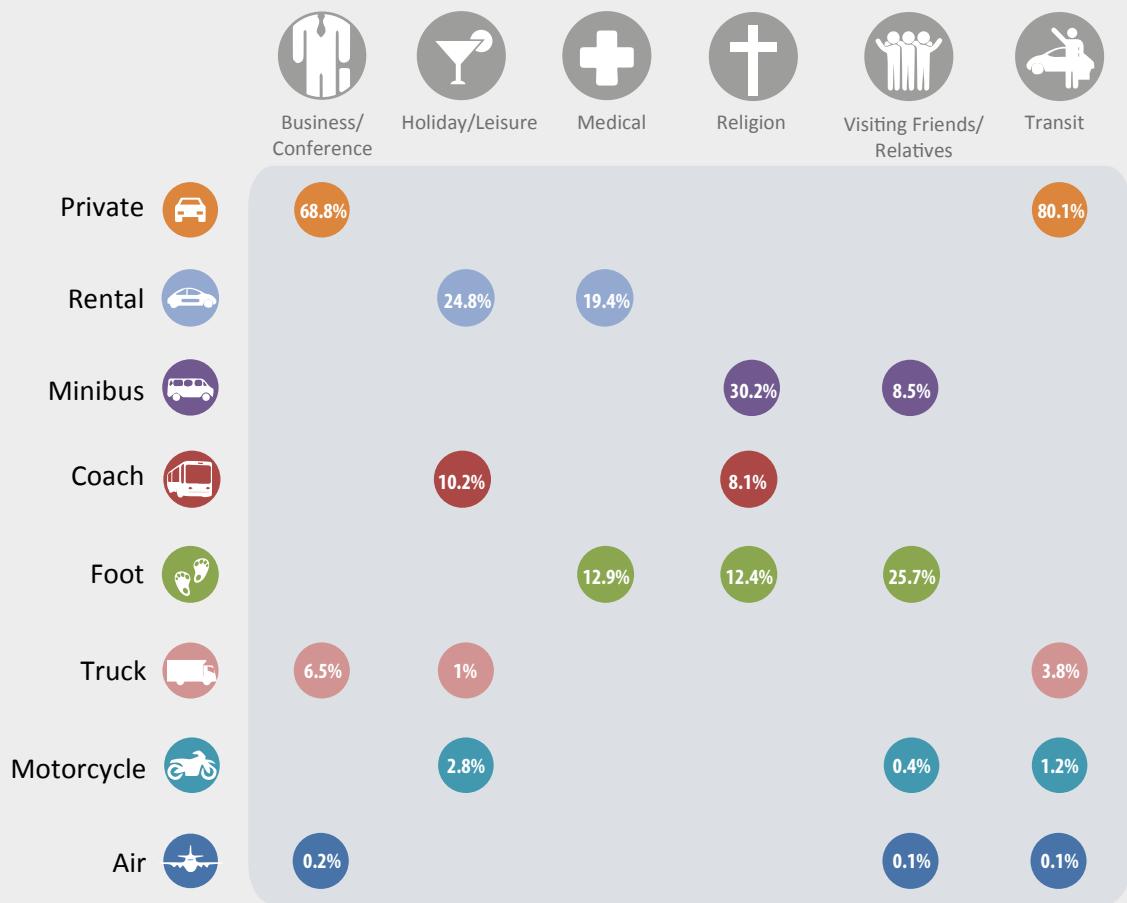
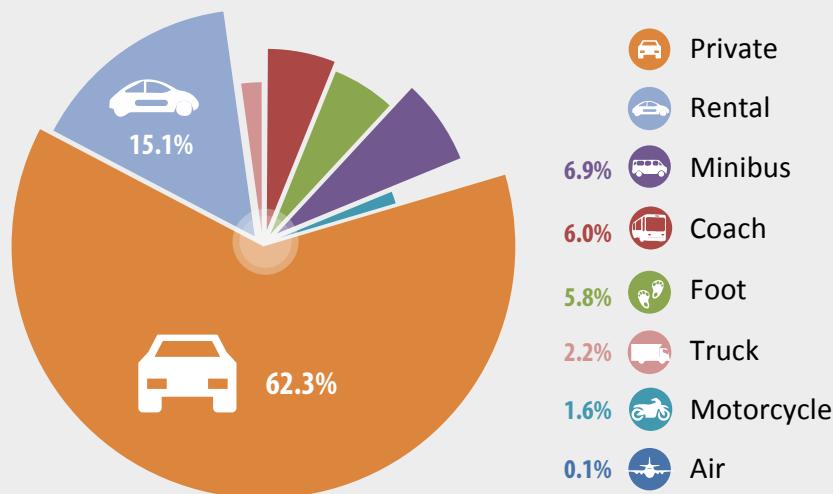
# 9

## | How Do They Travel Around |

- > Road travel accounted for ... percent of arrivals
- > Car rentals most popular mode of transport amongst European holiday visitors
- > A tenth of holiday visitors travelled in coaches



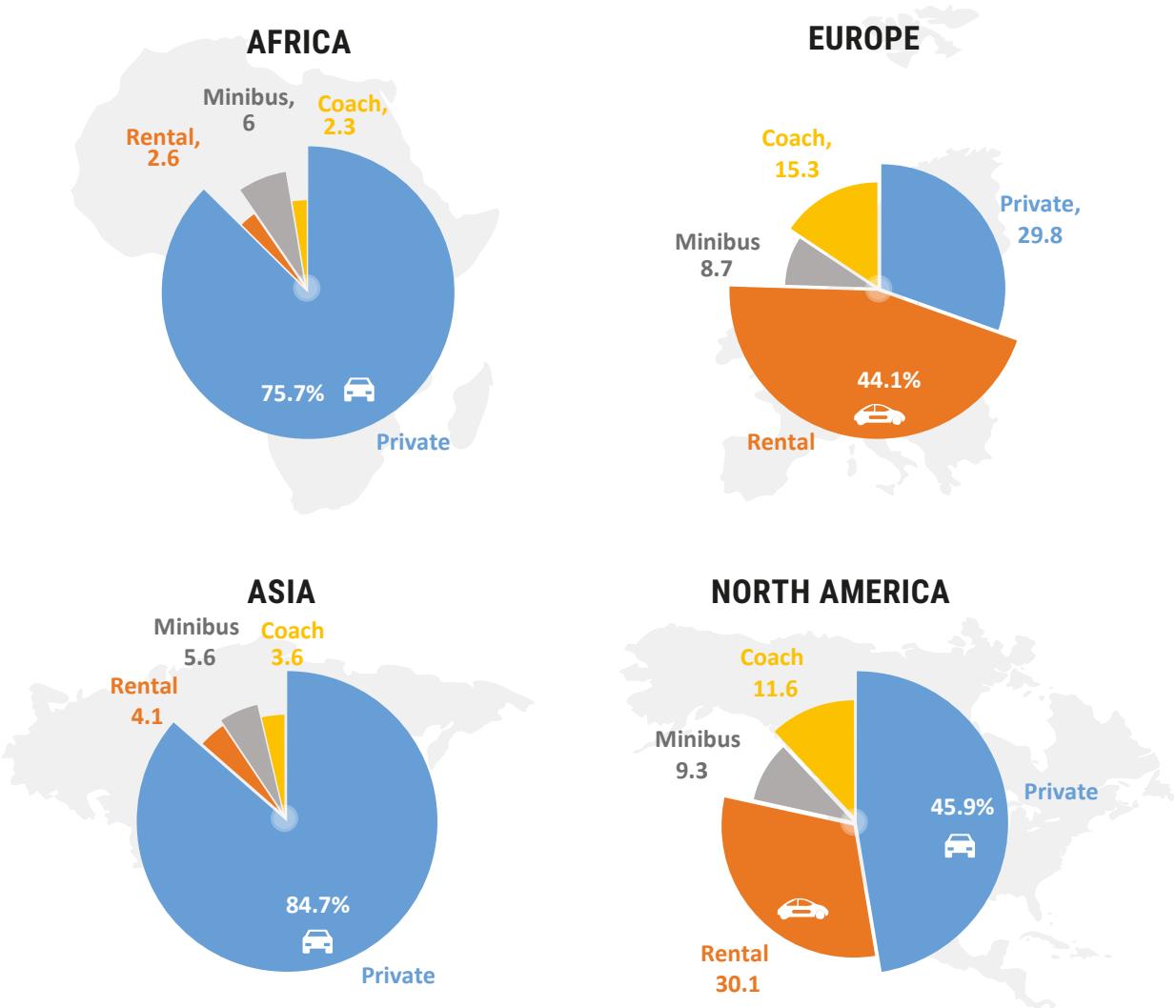
# How Do They Travel Around?



## 9.2. KEY FACTS

- Private vehicles were by far the most common mode of transportation. At least (62%) of all tourists were using this mode of transport.
- Car rentals were most popular amongst holiday visitors (25%), as well as visitors from Europe (44%), Middle East (44%) and Oceania (39%).

The figures below show the proportion of the four most popular modes of transport for African and European markets.



## ANNEXES

### i. International Visitor Arrivals

Swaziland Tourism Statistics 2015 - Arrivals by country													
Inbound Tourism													
COUNTRY OF RESIDENCE	JAN 15	FEB 15	MAR 15	APR 15	MAY 15	JUN 15	JUL 15	AUG 15	SEP 15	OCT 15	NOV 15	DEC 15	TOTAL
<b>AFRICA</b>	<b>116 186</b>	<b>77 106</b>	<b>86 662</b>	<b>103 850</b>	<b>83 120</b>	<b>78 772</b>	<b>91 754</b>	<b>99 836</b>	<b>86 505</b>	<b>90 139</b>	<b>83 976</b>	<b>106 660</b>	<b>1 104 525</b>
Botswana	337	270	375	473	442	635	748	566	456	467	719	5 833	
Kenya	161	91	127	157	103	83	124	143	160	154	140	148	1 590
Lesotho	257	194	241	423	548	377	708	625	584	430	341	365	5 092
Malawi	500	456	529	557	431	334	408	561	447	432	395	445	5 493
Mozambique	22 670	14 791	14 988	14 045	9 555	13 562	14 430	17 597	16 430	14 476	13 769	14 968	181 271
Nigeria	326	224	245	319	214	281	307	337	354	309	401	350	3 668
RSA	81 806	51 299	60 369	78 323	64 095	64 095	68 773	72 321	61 759	67 889	62 667	82 606	810 249
Tanzania	487	507	498	518	468	574	565	607	593	548	560	384	6 311
Zambia	443	418	442	546	358	330	449	480	497	408	397	612	5 380
Zimbabwe	8 310	8 210	7 350	7 666	6 354	4 479	4 588	5 335	4 174	4 009	4 007	4 985	69 467
Other Africa	889	646	787	823	671	666	768	1 142	941	927	832	1 078	10 171
<b>NORTH &amp; SOUTH AMERICA</b>	<b>1 610</b>	<b>1 788</b>	<b>1 984</b>	<b>1 867</b>	<b>1 970</b>	<b>1 982</b>	<b>2 098</b>	<b>1 859</b>	<b>2 023</b>	<b>1 818</b>	<b>2 007</b>	<b>2 421</b>	<b>23 416</b>
Brazil	86	95	65	103	102	64	97	77	81	74	86	65	986
Canada	246	410	532	232	267	217	164	157	244	369	541	188	3 568
USA	1 160	1 209	1 325	1 477	1 551	1 641	1 729	1 566	1 625	1 302	1 311	2 093	17 988
Other America	118	74	62	54	49	40	107	69	73	73	70	75	864
<b>MIDDLE EAST</b>	<b>82</b>	<b>152</b>	<b>96</b>	<b>127</b>	<b>51</b>	<b>50</b>	<b>76</b>	<b>174</b>	<b>192</b>	<b>86</b>	<b>75</b>	<b>91</b>	<b>1 253</b>
Kuwait	6	7	4	0	3	0	3	2	2	5	2	6	469
Iran	16	3	6	0	5	2	2	3	2	3	3	8	53
Israel	48	119	98	82	36	36	51	132	159	58	47	47	913
Saudi Arabia	0	0	1	0	2	1	2	0	1	0	1	12	20
UAE	1	1	1	0	2	0	0	0	0	1	1	0	8
Other Mid East	11	21	13	10	6	8	18	18	23	22	18	19	189
<b>ASIA &amp; AUSTRALIA</b>	<b>2 037</b>	<b>1 613</b>	<b>1 632</b>	<b>1 759</b>	<b>1 710</b>	<b>1 769</b>	<b>1 817</b>	<b>2 340</b>	<b>2 333</b>	<b>2 187</b>	<b>1 964</b>	<b>1 984</b>	<b>23 148</b>
Australia	308	227	141	178	203	204	309	265	378	179	154	218	2 763
China	163	206	151	172	157	165	168	204	234	235	187	180	2 221
India	531	270	394	442	394	381	351	457	468	503	497	487	5 145
Pakistan	407	380	381	366	371	450	392	534	464	553	525	391	5 216
Philippines	34	33	40	57	33	30	39	39	23	37	34	80	477
South Korea	221	159	142	204	180	150	171	308	218	171	183	208	2 315
Taiwan	43	87	73	80	92	48	99	128	152	135	79	90	1 105
Other Asia	329	250	311	262	280	342	288	406	397	373	307	361	3 905
<b>EUROPE</b>	<b>7 625</b>	<b>9 201</b>	<b>9 562</b>	<b>7 657</b>	<b>3 427</b>	<b>5 751</b>	<b>10 763</b>	<b>8 901</b>	<b>12 735</b>	<b>13 439</b>	<b>5 778</b>	<b>103 559</b>	
Belgium	238	323	425	168	91	714	509	510	656	709	300	4 909	
France	1 114	1 886	2 869	1 567	1 312	420	994	1 609	1 309	2 721	2 896	662	19 360
Germany	1 279	1 996	2 401	1 905	956	414	841	1 674	2 324	3 067	3 524	1 128	21 510
Italy	166	176	130	180	129	177	236	1 115	281	264	227	195	3 277
Netherlands	1 011	975	906	743	961	434	3 118	2 475	1 636	2 312	1 807	1 034	17 414
Norway	104	129	84	94	31	23	99	42	56	106	106	54	929
Portugal	572	474	481	518	545	413	602	603	496	469	427	6 047	
Sweden	355	297	209	124	38	54	53	52	222	405	268	2 167	
Switzerland	356	292	291	288	195	82	279	162	288	533	680	232	3 678
UK	1 374	1 481	1 116	1 282	983	870	1 276	1 625	1 135	1 267	1 366	872	14 646
Other Europe	1 055	1 171	908	530	333	545	898	708	1 091	1 299	805	9622	
<b>GRAND TOTAL</b>	<b>127 540</b>	<b>85 860</b>	<b>99 967</b>	<b>115 229</b>	<b>92 602</b>	<b>85 981</b>	<b>104 314</b>	<b>115 043</b>	<b>99 954</b>	<b>106 965</b>	<b>101 512</b>	<b>116 934</b>	<b>1 255 901</b>

## i. International Visitor Arrivals

### STATISTICAL TABLE

#### ANNUAL REPORT ON TOURISM STATISTICS, 2015

##### ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2015

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>5 833</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>1 590</b>	<b>100.0%</b>	<b>-8.1%</b>	<b>5 092</b>	<b>100.0%</b>	<b>-8.3%</b>
Air	0	0.0%	-100.0%	72	4.5%	-91.3%	0	0.0%	-100.0%
Land	5 833	100.0%	10.0%	1 518	95.5%	66.8%	5 092	100.0%	-5.6%
<b>GENDER</b>	<b>5 833</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>1 590</b>	<b>100.0%</b>	<b>-8.1%</b>	<b>5 092</b>	<b>100.0%</b>	<b>-8.3%</b>
Male	3 762	64.5%	3.6%	1 587	77.3%	0.0%	3 111	61.1%	15.5%
Female	2 071	35.5%	-9.3%	144	22.7%	0.0%	1 981	38.9%	-30.7%
<b>AGE GROUP</b>	<b>5 833</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>1 590</b>	<b>100.0%</b>	<b>-8.1%</b>	<b>5 092</b>	<b>100.0%</b>	<b>-8.3%</b>
18-24	152	2.6%	-51.6%	72	4.5%	-	423	8.3%	-16.4%
25-34	2 380	40.8%	4.3%	216	13.6%	-25.2%	1 981	38.9%	17.7%
35-44	1 534	26.3%	-43.1%	579	36.4%	0.4%	1 273	25.0%	-45.9%
45-54	1 458	25.0%	134.9%	650	40.9%	12.8%	1 416	27.8%	40.0%
55-64	309	5.3%	-	73	4.6%	-74.7%	0	0.0%	-
65+	0	0.0%	-	0	0.0%	-	0	0.0%	-
<b>LENGTH OF DAYS</b>	<b>5 833</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>1 590</b>	<b>100.0%</b>	<b>-8.1%</b>	<b>5 092</b>	<b>100.0%</b>	<b>-8.3%</b>
Under 1 day	307	5.3%	-	145	0.0%	0.0%	1 132	22.2%	123.9%
1 Day	691	11.8%	32.7%	0	0.0%	-	707	13.9%	39.9%
2 Days	1 612	27.6%	-37.5%	145	9.1%	0.0%	990	19.4%	-72.0%
3 Days	1 228	21.1%	7.6%	289	9.1%	0.0%	566	11.1%	11.9%
4 Days	537	9.2%	404.8%	0	9.1%	-	424	8.3%	-
5 Days	537	9.2%	159.6%	144	0.0%	0.0%	566	11.1%	-
6 Days	230	3.9%	116.3%	433	4.5%	0.0%	0	0.0%	-
7 Days	0	0.0%	-100.0%	144	13.6%	0.0%	0	0.0%	-
8- 10 Days	154	2.6%	44.2%	144	0.0%	0.0%	283	5.6%	-
11 -14 Days	307	5.3%	188.4%	0	18.2%	-	141	2.8%	-58.3%
15 - 29 Days	154	2.6%	44.2%	144	22.7%	0.0%	0	0.0%	-
30- 59 Days	77	1.3%	-	144	4.5%	0.0%	283	5.6%	69.8%
60 Days & Over	0	0.0%	-	0	9.1%	#DIV/0!	0	0.0%	-
<b>Av. Length of Stay (Days)</b>	4.1			0.4			22.6		
				13.8			4.5		
				1.3					

## i. International Visitor Arrivals

CHARACTERISTICS									
	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>5 493</b>	<b>100.0%</b>	<b>15.4%</b>	<b>181 271</b>	<b>100.0%</b>	<b>-17.4%</b>	<b>3 668</b>	<b>100.0%</b>	<b>3.7%</b>
Air	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	5 493	100.0%	97.9%	181 271	100.0%	-17.4%	3 668	100.0%	60.3%
<b>GENDER</b>	<b>5 493</b>	<b>100.0%</b>	<b>15.4%</b>	<b>181 271</b>	<b>100.0%</b>	<b>-17.4%</b>	<b>3 668</b>	<b>100.0%</b>	<b>3.7%</b>
Male	4 120	75.0%	18.1%	118 914	65.6%	-23.3%	2 821	76.9%	-8.9%
Female	1 373	25.0%	8.1%	62 357	34.4%	-3.4%	847	23.1%	91.6%
<b>AGE GROUP</b>	<b>5 493</b>	<b>100.0%</b>	<b>15.4%</b>	<b>181 271</b>	<b>100.0%</b>	<b>-17.4%</b>	<b>3 668</b>	<b>100.0%</b>	<b>3.7%</b>
18-24	0	0.0%	-100.0%	6 163	3.4%	17.0%	282	7.7%	-
25-34	1 066	19.4%	234.1%	29 003	16.0%	-6.3%	1 412	38.5%	112.4%
35-44	2 900	52.8%	-100.0%	74 865	41.3%	-26.4%	847	23.1%	-61.7%
45-54	1 527	27.8%	20.2%	56 919	31.4%	-13.0%	847	23.1%	27.4%
55-64	0	0.0%	-100.0%	12 508	6.9%	13.9%	0	0.0%	-
65+	0	0.0%	-	1 813	1.0%	-65.6%	279	7.6%	-
<b>LENGTH OF DAYS</b>	<b>5 493</b>	<b>100.0%</b>	<b>15.4%</b>	<b>181 271</b>	<b>100.0%</b>	<b>-17.4%</b>	<b>3 668</b>	<b>100.0%</b>	<b>3.7%</b>
Under 1 day	0	0.0%	-100.0%	106 619	58.8%	-23.4%	282	7.7%	-
1 Day	305	5.6%	-	29 061	16.0%	-11.2%	0	0.0%	-100.0%
2 Days	763	13.9%	-	35 964	19.8%	2.4%	564	15.4%	-63.6%
3 Days	0	0.0%	-100.0%	6 720	3.7%	-21.5%	1 129	30.8%	406.5%
4 Days	305	5.6%	-4.3%	1 271	0.7%	-42.1%	0	0.0%	-100.0%
5 Days	1 068	19.4%	68.7%	727	0.4%	10.3%	564	15.4%	-
6 Days	305	5.6%	-	182	0.1%	-58.6%	0	0.0%	-100.0%
7 Days	305	5.6%	-	0	0.0%	-100.0%	564	15.4%	-
8- 10 Days	458	8.3%	-	182	0.1%	-	0	0.0%	-
11 -14 Days	610	11.1%	-3.6%	182	0.1%	-	0	0.0%	-100.0%
15 - 29 Days	916	16.7%	187.1%	182	0.1%	-	0	0.0%	-100.0%
30- 59 Days	305	5.6%	-51.8%	182	0.1%	-17.3%	0	0.0%	-
60 Days & Over	153	2.8%	-	0	0.0%	-	564	15.4%	157.3%
<b>Av. Length of Stay (Days)</b>	<b>13.8</b>			<b>0.8</b>			<b>0.1</b>		
							<b>15.1</b>		
							<b>7.7</b>		

## i. International Visitor Arrivals

CHARACTERISTICS	AFRICA											
	RSA			Tanzania			Zambia			Zimbabwe		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>810 249</b>	<b>100.0%</b>	<b>-5.4%</b>	<b>6 311</b>	<b>100.0%</b>	<b>10.4%</b>	<b>5 380</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>69 467</b>	<b>100.0%</b>	<b>18.5%</b>
Air	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	810 249	100.0%	4.1%	6 311	100.0%	71.1%	5 380	100.0%	51.2%	69 467	100.0%	57.2%
<b>GENDER</b>	<b>810 249</b>	<b>100.0%</b>	<b>-5.4%</b>	<b>6 311</b>	<b>100.0%</b>	<b>10.4%</b>	<b>5 380</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>69 467</b>	<b>100.0%</b>	<b>18.5%</b>
Male	559 072	69.0%	-2.4%	4 121	65.3%	3.3%	3 938	73.2%	1.5%	49 252	70.9%	27.9%
Female	251 177	31.0%	-11.4%	2 190	34.7%	26.8%	1 442	26.8%	-8.6%	20 215	29.1%	0.5%
<b>AGE GROUP</b>	<b>810 249</b>	<b>100.0%</b>	<b>-5.4%</b>	<b>6 311</b>	<b>100.0%</b>	<b>10.4%</b>	<b>5 380</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>69 467</b>	<b>100.0%</b>	<b>18.5%</b>
18-24	46 994	5.8%	89.2%	259	4.1%	#DIV/0!	129	2.4%	#DIV/0!	2 501	3.6%	12.3%
25-34	187 168	23.1%	42.8%	1 161	18.4%	24.6%	1 576	29.3%	82.8%	28 620	41.2%	65.5%
35-44	243 075	30.0%	-27.4%	1 546	24.5%	-41.8%	1 442	26.8%	-59.9%	22 716	32.7%	-15.2%
45-54	187 168	23.1%	-20.2%	3 345	53.0%	93.7%	2 104	39.1%	267.1%	14 310	20.6%	22.1%
55-64	97 230	12.0%	0.5%	0	0.0%	-100.0%	129	2.4%	-70.1%	834	1.2%	42.2%
65+	48 615	6.0%	41.9%	0	0.0%	-100.0%	0	0.0%	-	486	0.7%	-
<b>LENGTH OF DAYS</b>	<b>810 249</b>	<b>100.0%</b>	<b>-5.4%</b>	<b>6 311</b>	<b>100.0%</b>	<b>10.4%</b>	<b>5 380</b>	<b>100.0%</b>	<b>-1.4%</b>	<b>69 467</b>	<b>100.0%</b>	<b>18.5%</b>
Under 1 day	284 087	35.1%	-7.4%	129	2.0%	-	262	4.9%	84.9%	15 998	23.0%	90.8%
1 Day	125 075	15.4%	-23.1%	258	4.1%	-4.2%	394	7.3%	-54.4%	9 683	13.9%	24.2%
2 Days	173 107	21.4%	-24.0%	0	0.0%	-100.0%	787	14.6%	9.3%	6 736	9.7%	-7.3%
3 Days	115 906	14.3%	45.5%	0	0.0%	-100.0%	787	14.6%	-21.6%	5 473	7.9%	-1.7%
4 Days	46 800	5.8%	51.8%	386	6.1%	-27.3%	656	12.2%	14.5%	7 157	10.3%	-8.2%
5 Days	26 684	3.3%	55.8%	386	6.1%	-51.7%	525	9.8%	21.7%	7 999	11.5%	58.7%
6 Days	11 769	1.5%	71.8%	515	8.2%	-22.3%	394	7.3%	36.1%	3 368	4.8%	19.7%
7 Days	6 705	0.8%	-2.1%	773	12.2%	487.6%	525	9.8%	269.9%	421	0.6%	-89.3%
8- 10 Days	8 758	1.1%	13.6%	773	12.2%	93.1%	394	7.3%	177.4%	1 684	2.4%	-0.9%
11 -14 Days	4 242	0.5%	23.8%	1 803	28.6%	125.2%	262	4.9%	-9.3%	5 473	7.9%	94.5%
15 - 29 Days	3 284	0.4%	-4.1%	1 159	18.4%	74.8%	131	2.4%	-69.6%	2 947	4.2%	-25.0%
30- 59 Days	1 916	0.2%	-25.4%	129	2.0%	-51.0%	262	4.9%	-39.1%	421	0.6%	-73.4%
60 Days & Over	1 916	0.2%	123.7%	0	0.0%	-	0	0.0%	-	2 105	3.0%	-
<b>Av. Length of Stay (Days)</b>	<b>2.2</b>	<b>0.4</b>		<b>11.1</b>	<b>2.6</b>		<b>7</b>	<b>-1.1</b>		<b>6.6</b>	<b>1.1</b>	

## i. International Visitor Arrivals

CHARACTERISTICS	AMERICA								
	Brazil			Canada			USA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>996</b>	<b>100.0%</b>	<b>2.3%</b>	<b>3 568</b>	<b>100.0%</b>	<b>2.8%</b>	<b>17 988</b>	<b>100.0%</b>	<b>3.6%</b>
Air	0	0.0%	-	0	0.0%	-100.0%	162	0.9%	-95.7%
	996	100.0%	2.3%	3 568	100.0%	13.2%	17 826	99.1%	31.2%
<b>GENDER</b>	<b>996</b>	<b>100.0%</b>	<b>2.3%</b>	<b>3 568</b>	<b>100.0%</b>	<b>2.8%</b>	<b>17 988</b>	<b>100.0%</b>	<b>3.6%</b>
Male	543	54.5%	-33.1%	1 813	50.8%	11.9%	10 829	60.2%	20.2%
	453	45.5%	178.6%	1 755	49.2%	-5.1%	7 159	39.8%	-14.3%
<b>AGE GROUP</b>	<b>996</b>	<b>100.0%</b>	<b>2.3%</b>	<b>3 568</b>	<b>100.0%</b>	<b>2.8%</b>	<b>17 988</b>	<b>100.0%</b>	<b>3.6%</b>
18-24	0	0.0%	-100.0%	282	7.9%	53.3%	1 925	10.7%	51.9%
	272	27.3%	-44.2%	767	21.5%	50.4%	5 163	28.7%	36.4%
25-34	453	45.5%	-	492	13.8%	-18.0%	2 914	16.2%	-48.5%
	181	18.2%	-44.1%	767	21.5%	27.8%	3 634	20.2%	13.8%
35-44	0	0.0%	-	767	21.5%	-17.2%	2 536	14.1%	58.8%
	90	9.0%	-	492	13.8%	-24.1%	1 817	10.1%	-3.1%
<b>LENGTH OF DAYS</b>	<b>996</b>	<b>100.0%</b>	<b>2.3%</b>	<b>3 568</b>	<b>100.0%</b>	<b>2.8%</b>	<b>17 988</b>	<b>100.0%</b>	<b>3.6%</b>
Under 1 day	362	36.4%	11.7%	494	13.8%	427.3%	1 375	7.6%	8.5%
	272	27.3%	-16.3%	1 757	49.2%	-9.6%	2 200	12.2%	-42.9%
1 Day	181	18.2%	-	439	12.3%	-26.8%	2 585	14.4%	-47.2%
	91	9.1%	-	274	7.7%	97.7%	2 475	13.8%	15.9%
2 Days	0	0.0%	-	110	3.1%	17.2%	1 540	8.6%	-0.3%
	91	9.1%	-	55	1.5%	-60.5%	1 210	6.7%	70.0%
3 Days	0	0.0%	-100.0%	55	1.5%	21.7%	1 265	7.0%	91.8%
	0	0.0%	-	0	0.0%	-	660	3.7%	137.7%
4 Days	0	0.0%	-100.0%	110	3.1%	143.4%	1 265	7.0%	191.5%
	91	9.1%	-	55	1.5%	-20.9%	880	4.9%	102.8%
5 Days	0	0.0%	-	110	3.1%	-20.9%	1 210	6.7%	22.3%
	0	0.0%	-100.0%	55	1.5%	-60.5%	385	2.1%	269.7%
6 Days	0	0.0%	-	55	1.5%	-	935	5.2%	1695.7%
	91	9.1%	-	0	0.0%	-	660	3.7%	137.7%
7 Days	0	0.0%	-	0	0.0%	-	1 265	7.0%	91.8%
	0	0.0%	-100.0%	110	3.1%	143.4%	880	4.9%	102.8%
8- 10 Days	0	0.0%	-	110	3.1%	-20.9%	1 210	6.7%	22.3%
	0	0.0%	-100.0%	55	1.5%	-60.5%	385	2.1%	269.7%
11 -14 Days	0	0.0%	-	110	3.1%	-20.9%	935	5.2%	1695.7%
	0	0.0%	-	55	1.5%	-	660	3.7%	137.7%
15 - 29 Days	0	0.0%	-	55	1.5%	41.4%	1 265	7.0%	91.8%
	0	0.0%	-100.0%	110	3.1%	-20.9%	880	4.9%	102.8%
30- 59 Days	0	0.0%	-	55	1.5%	-60.5%	1 210	6.7%	22.3%
	0	0.0%	-	0	0.0%	-	385	2.1%	269.7%
60 Days & Over	0	0.0%	-	55	1.5%	-	935	5.2%	1695.7%
	0	0.0%	-	0	0.0%	-	660	3.7%	137.7%
<b>Av. Length of Stay (Days)</b>	<b>1.5</b>			<b>-1.2</b>			<b>5.2</b>		
				<b>14.7</b>			<b>14.3</b>		
				<b>6.7</b>					

## i. International Visitor Arrivals

CHARACTERISTICS	MIDDLE EAST/ASIA & AUSTRALASIA								
	Israel			Australia			China		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>913</b>	<b>100.0%</b>	<b>9.6%</b>	<b>2 763</b>	<b>100.0%</b>	<b>-26.9%</b>	<b>2 221</b>	<b>100.0%</b>	<b>8.6%</b>
Air	0	0.0%	-	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	913	100.0%	9.6%	2 763	100.0%	-13.6%	2 221	100.0%	62.7%
<b>GENDER</b>	<b>913</b>	<b>100.0%</b>	<b>9.6%</b>	<b>2 763</b>	<b>100.0%</b>	<b>-26.9%</b>	<b>2 221</b>	<b>100.0%</b>	<b>8.6%</b>
Male	483	52.9%	16.0%	1 426	51.6%	-14.8%	1 184	53.3%	4.1%
Female	430	47.1%	3.2%	1 337	48.4%	-36.5%	1 037	46.7%	14.2%
<b>AGE GROUP</b>	<b>913</b>	<b>100.0%</b>	<b>9.6%</b>	<b>2 763</b>	<b>100.0%</b>	<b>-26.9%</b>	<b>2 221</b>	<b>100.0%</b>	<b>8.6%</b>
18-24	108	11.8%	-48.3%	213	7.7%	-	0	0.0%	-100.0%
25-34	161	17.6%	-	973	35.2%	20.8%	1 333	60.0%	30.3%
35-44	161	17.6%	-22.8%	608	22.0%	-18.3%	593	26.7%	4.3%
45-54	215	23.5%	-48.5%	334	12.1%	-61.5%	295	13.3%	30.1%
55-64	215	23.5%	-	304	11.0%	-62.2%	0	0.0%	-100.0%
65+	55	6.0%	-	332	12.0%	-40.7%	0	0.0%	-
<b>LENGTH OF DAYS</b>	<b>913</b>	<b>100.0%</b>	<b>9.6%</b>	<b>2 763</b>	<b>100.0%</b>	<b>-26.9%</b>	<b>2 221</b>	<b>100.0%</b>	<b>8.6%</b>
Under 1 day	0	0.0%	-	698	25.3%	236.0%	0	0.0%	-
1 Day	376	41.2%	80.5%	820	29.7%	-20.5%	0	0.0%	-100.0%
2 Days	322	35.3%	-	547	19.8%	-57.0%	444	20.0%	-44.2%
3 Days	215	23.5%	3.2%	304	11.0%	-48.2%	444	20.0%	-2.2%
4 Days	0	0.0%	-	121	4.4%	-56.0%	148	6.7%	29.2%
5 Days	0	0.0%	-100.0%	61	2.2%	78.5%	0	0.0%	-100.0%
6 Days	0	0.0%	-	0	0.0%	-100.0%	0	0.0%	-100.0%
7 Days	0	0.0%	-	30	1.1%	-10.7%	148	6.7%	-
8- 10 Days	0	0.0%	-100.0%	30	1.1%	-	296	13.3%	-
11 -14 Days	0	0.0%	-	61	2.2%	-40.5%	0	0.0%	-
15 - 29 Days	0	0.0%	-	30	1.1%	-77.7%	148	6.7%	31.6%
30- 59 Days	0	0.0%	-	61	2.2%	-	0	6.7%	-
60 Days & Over	0	0.0%	-	0	0.0%	-	444	20.0%	-
<b>Av. Length of Stay (Days)</b>	<b>1.8</b>			<b>-2.9</b>			<b>2.7</b>		
				<b>0.5</b>			<b>38.3</b>		
							<b>34.9</b>		

## i. International Visitor Arrivals

CHARACTERISTICS	ASIA & AUSTRALIA/ EUROPE											
	India			Pakistan			Taiwan			Belgium		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5 145	100.0%	2.3%	5 216	100.0%	23.0%	1 105	100.0%	-12.9%	4 909	100.0%	8.5%
Air	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	5 145	100.0%	63.6%	5 216	100.0%	37.4%	1 105	100.0%	-0.4%	4 909	100.0%	12.0%
GENDER	5 145	100.0%	2.3%	5 216	100.0%	23.0%	1 105	100.0%	-12.9%	4 909	100.0%	8.5%
Male	3 792	73.7%	13.0%	5 216	100.0%	38.3%	780	70.6%	-18.0%	2 474	50.4%	-5.9%
Female	1 353	26.3%	-19.2%	0	0.0%	-100.0%	325	29.4%	2.5%	2 435	49.6%	28.5%
AGE GROUP	5 145	100.0%	2.3%	5 216	100.0%	23.0%	1 105	100.0%	-12.9%	4 909	100.0%	8.5%
18-24	0	0.0%	-100.0%	0	0.0%	-100.0%	260	23.5%	63.8%	206	4.2%	-59.7%
25-34	1 893	36.8%	125.4%	2 608	50.0%	268.1%	260	23.5%	-18.1%	825	16.8%	-19.3%
35-44	1 353	26.3%	61.1%	2 608	50.0%	23.0%	455	41.2%	-42.6%	1 856	37.8%	49.7%
45-54	813	15.8%	-51.5%	0	0.0%	-100.0%	65	5.9%	-	1 114	22.7%	39.2%
55-64	813	15.8%	-	0	0.0%	-	65	5.9%	-	658	13.4%	-17.9%
65+	273	5.3%	-	0	0.0%	-	0	0.0%	-	250	5.1%	67.7%
LENGTH OF DAYS	5 145	100.0%	2.3%	5 216	100.0%	23.0%	1 105	100.0%	-12.9%	4 909	100.0%	8.5%
Under 1 day	271	5.3%	-	652	12.5%	174.5%	0	0.0%	-	578	11.8%	-12.0%
1 Day	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%	2 186	44.5%	15.3%
2 Days	271	5.3%	-	652	12.5%	-60.5%	65	5.9%	-89.7%	1 320	26.9%	-4.6%
3 Days	271	5.3%	-83.8%	652	12.5%	-	0	0.0%	-	495	10.1%	35.1%
4 Days	542	10.5%	-35.5%	652	12.5%	174.5%	195	17.6%	-38.5%	165	3.4%	128.0%
5 Days	1 625	31.6%	-	0	0.0%	-100.0%	130	11.8%	-	41	0.8%	-46.4%
6 Days	271	5.3%	-	652	12.5%	-	0	0.0%	-100.0%	41	0.8%	-
7 Days	0	0.0%	-	0	0.0%	-100.0%	0	0.0%	-	0	0.0%	-
8- 10 Days	812	15.8%	-	0	0.0%	-	65	5.9%	-	0	0.0%	-
11 -14 Days	271	5.3%	-	652	12.5%	-	0	0.0%	-	0	0.0%	-
15 - 29 Days	271	5.3%	-67.8%	0	0.0%	-	195	17.6%	-	0	0.0%	-
30- 59 Days	271	5.3%	-67.6%	652	12.5%	-	130	11.8%	-	83	1.7%	14.0%
60 Days & Over	271	5.3%	-	652	12.5%	179.5%	325	29.4%	-	0	0.0%	-
Av. Length of Stay (Days)	16.6	5.1		17.8	5.0		88.4	85.5		2.2	0.3	

## i. International Visitor Arrivals

CHARACTERISTICS	EUROPE								
	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>19 360</b>	<b>100.0%</b>	<b>36.8%</b>	<b>21 510</b>	<b>100.0%</b>	<b>-0.7%</b>	<b>3 277</b>	<b>100.0%</b>	<b>-9.1%</b>
Air	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	19 360	100.0%	39.3%	21 510	100.0%	2.3%	3 277	100.0%	-5.4%
<b>GENDER</b>	<b>19 360</b>	<b>100.0%</b>	<b>36.8%</b>	<b>21 510</b>	<b>100.0%</b>	<b>-0.7%</b>	<b>3 277</b>	<b>100.0%</b>	<b>-9.1%</b>
Male	10 919	56.4%	32.8%	10 346	48.1%	-17.7%	1 717	52.4%	-17.7%
Female	8 441	43.6%	42.4%	11 164	51.9%	22.7%	1 560	47.6%	2.8%
<b>AGE GROUP</b>	<b>19 360</b>	<b>100.0%</b>	<b>36.8%</b>	<b>21 510</b>	<b>100.0%</b>	<b>-0.7%</b>	<b>3 277</b>	<b>100.0%</b>	<b>-9.1%</b>
18-24	1 084	5.6%	303.2%	1 119	5.2%	39.5%	206	6.3%	120.3%
25-34	4 704	24.3%	78.7%	4 840	22.5%	35.4%	937	28.6%	120.3%
35-44	3 853	19.9%	-8.6%	4 388	20.4%	-30.2%	990	30.2%	-36.7%
45-54	4 530	23.4%	72.1%	5 205	24.2%	-4.3%	1 039	31.7%	-18.8%
55-64	3 388	17.5%	15.7%	4 517	21.0%	22.6%	105	3.2%	-45.1%
65+	1 800	9.3%	22.3%	1 441	6.7%	-23.6%	0	0.0%	-100.0%
<b>LENGTH OF DAYS</b>	<b>19 360</b>	<b>100.0%</b>	<b>36.8%</b>	<b>21 510</b>	<b>100.0%</b>	<b>-0.7%</b>	<b>3 277</b>	<b>100.0%</b>	<b>-9.1%</b>
Under 1 day	1 436	7.4%	26.9%	4 750	22.1%	94.0%	468	14.3%	-17.8%
1 Day	12 466	64.4%	43.2%	10 083	46.9%	-7.7%	1 456	44.4%	13.8%
2 Days	3 849	19.9%	55.4%	3 899	18.1%	-11.8%	624	19.0%	-12.1%
3 Days	517	2.7%	-50.6%	1 210	5.6%	-37.3%	208	6.3%	-60.2%
4 Days	574	3.0%	9.7%	762	3.5%	-16.3%	156	4.8%	-52.9%
5 Days	172	0.9%	305.9%	134	0.6%	-73.0%	104	3.2%	-
6 Days	115	0.6%	62.4%	90	0.4%	37.9%	52	1.6%	-
7 Days	57	0.3%	35.3%	0	0.0%	-100.0%	0	0.0%	-100.0%
8- 10 Days	115	0.6%	170.6%	179	0.8%	-17.3%	104	3.2%	106.1%
11 -14 Days	0	0.0%	-	90	0.4%	-17.3%	52	1.6%	11.0%
15 - 29 Days	57	0.3%	103.0%	134	0.6%	106.8%	0	0.0%	-
30- 59 Days	0	0.0%	-100.0%	179	0.8%	313.6%	0	0.0%	-100.0%
60 Days & Over	0	0.0%	-	0	0.0%	-	52	1.6%	-
<b>Av. Length of Stay (Days)</b>	<b>1.5</b>			<b>-0.1</b>			<b>1.7</b>		
				<b>-0.1</b>			<b>2.9</b>		
				<b>0.5</b>					

## i. International Visitor Arrivals

CHARACTERISTICS									
	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>17 414</b>	<b>100.0%</b>	<b>-2.6%</b>	<b>929</b>	<b>100.0%</b>	<b>-1.8%</b>	<b>6 047</b>	<b>100.0%</b>	<b>-10.0%</b>
Air	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
Land	17 414	100.0%	-0.6%	929	100.0%	13.7%	6 047	100.0%	-7.3%
<b>GENDER</b>	<b>17 414</b>	<b>100.0%</b>	<b>-2.6%</b>	<b>929</b>	<b>100.0%</b>	<b>-1.8%</b>	<b>6 047</b>	<b>100.0%</b>	<b>-10.0%</b>
Male	8 759	50.3%	-11.7%	342	36.8%	-38.9%	3 126	51.7%	-31.2%
Female	8 655	49.7%	8.8%	587	63.2%	51.7%	2 921	48.3%	34.1%
<b>AGE GROUP</b>	<b>17 414</b>	<b>100.0%</b>	<b>-2.6%</b>	<b>929</b>	<b>100.0%</b>	<b>-1.8%</b>	<b>6 047</b>	<b>100.0%</b>	<b>-10.0%</b>
18-24	1 202	6.9%	26.8%	98	10.5%	-24.2%	623	10.3%	57.1%
25-34	4 057	23.3%	10.7%	147	15.8%	-14.7%	1 457	24.1%	5.3%
35-44	3 622	20.8%	-7.0%	196	21.1%	13.9%	1 669	27.6%	-47.3%
45-54	4 284	24.6%	14.7%	196	21.1%	-43.1%	1 457	24.1%	47.5%
55-64	2 943	16.9%	-30.2%	147	15.8%	70.5%	623	10.3%	219.6%
65+	1 306	7.5%	-7.5%	146	15.7%	242.6%	218	3.6%	-63.2%
<b>LENGTH OF DAYS</b>	<b>17 414</b>	<b>100.0%</b>	<b>-2.6%</b>	<b>929</b>	<b>100.0%</b>	<b>-1.8%</b>	<b>6 047</b>	<b>100.0%</b>	<b>-10.0%</b>
Under 1 day	2 125	12.2%	54.4%	98	10.5%	-	1 043	17.2%	-47.2%
1 Day	7 010	40.3%	-11.9%	293	31.6%	70.4%	2 294	37.9%	15.7%
2 Days	5 668	32.5%	-5.3%	98	10.5%	-62.1%	1 668	27.6%	5.6%
3 Days	1 678	9.6%	6.7%	147	15.8%	14.0%	209	3.4%	-73.7%
4 Days	373	2.1%	-36.8%	49	5.3%	-71.6%	0	0.0%	-
5 Days	224	1.3%	317.2%	98	10.5%	129.7%	209	3.4%	7.0%
6 Days	37	0.2%	4.3%	0	0.0%	-	0	0.0%	-
7 Days	37	0.2%	-	0	0.0%	-100.0%	417	6.9%	-
8- 10 Days	75	0.4%	108.6%	49	5.3%	-	0	0.0%	-100.0%
11 -14 Days	37	0.2%	-47.8%	0	0.0%	-100.0%	209	3.4%	-
15 - 29 Days	75	0.4%	-40.4%	49	5.3%	14.9%	0	0.0%	-
30- 59 Days	75	0.4%	108.6%	49	5.3%	#DIV/0!	0	0.0%	-
60 Days & Over	0	0.0%	-100.0%	0	0.0%	#DIV/0!	0	0.0%	-
<b>Av. Length of Stay (Days)</b>	<b>1.9</b>			<b>5.4</b>			<b>0.8</b>		

## i. International Visitor Arrivals

CHARACTERISTICS	EUROPE								
	Sweden			Switzerland			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	2 167	100.0%	2.5%	3 678	100.0%	11.2%	14 646	100.0%	-7.4%
Air	0	0.0%	-100.0%	48	1.3%	-79.0%	0	0.0%	-100.0%
Land	2 167	100.0%	4.7%	3 630	98.7%	17.9%	14 646	100.0%	8.3%
GENDER	2 167	100.0%	2.5%	3 678	100.0%	11.2%	14 646	100.0%	-7.4%
Male	1 263	58.3%	12.3%	1 563	42.5%	-17.1%	7 089	48.4%	-17.0%
Female	904	41.7%	-8.7%	2 115	57.5%	48.7%	7 557	51.6%	3.9%
AGE GROUP	2 167	100.0%	2.5%	3 678	100.0%	11.2%	14 646	100.0%	-7.4%
18-24	180	8.3%	97.8%	416	11.3%	348.8%	952	6.5%	58.4%
25-34	271	12.5%	-49.8%	1 151	31.3%	33.4%	2 417	16.5%	20.3%
35-44	451	20.8%	43.0%	644	17.5%	-37.2%	1 948	13.3%	-29.6%
45-54	542	25.0%	50.7%	868	23.6%	16.7%	2 783	19.0%	-24.8%
55-64	542	25.0%	0.4%	552	15.0%	31.4%	3 369	23.0%	-11.6%
65+	182	8.4%	-32.8%	48	1.3%	-70.5%	3 178	21.7%	8.6%
LENGTH OF DAYS	2 167	100.0%	2.5%	3 678	100.0%	11.2%	14 646	100.0%	-7.4%
Under 1 day	542	25.0%	34.1%	460	12.5%	15.9%	3 012	20.6%	13.4%
1 Day	813	37.5%	20.4%	1 885	51.3%	14.0%	4 016	27.4%	-12.1%
2 Days	90	4.2%	-83.3%	736	20.0%	9.0%	2 067	14.1%	-49.3%
3 Days	90	4.2%	-33.3%	184	5.0%	-39.6%	1 476	10.1%	22.9%
4 Days	90	4.2%	-0.7%	92	2.5%	-33.8%	768	5.2%	18.4%
5 Days	90	4.2%	94.1%	0	0.0%	-	886	6.0%	7.7%
6 Days	0	0.0%	-100.0%	92	2.5%	297.2%	413	2.8%	273.5%
7 Days	181	8.3%	-	92	2.5%	-	236	1.6%	113.4%
8- 10 Days	90	4.2%	103.3%	46	1.3%	-	472	3.2%	24.5%
11 -14 Days	90	4.2%	103.3%	46	1.3%	-0.7%	413	2.8%	-31.2%
15 - 29 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	472	3.2%	10.7%
30- 59 Days	0	0.0%	-	46	1.3%	-	295	2.0%	43.6%
60 Days & Over	90	4.2%	-	0	0.0%	-	118	0.8%	-
Av. Length of Stay (Days)	11.3			23.9			0.1		
							4.9		
							1.6		

### iii. Frequency of Visit

FREQUENCY OF VISIT (%), 2015											
FREQUENCY OF VISIT	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
First Visit	34	49	68	44	67	7	62	14	63	49	44
Repeat Visit	66	51	32	56	33	93	38	86	37	51	56

AMERICA			MIDDLE EAST		ASIA & AUSTRALIA				
Brazil	Canada	USA	Israel	Australia	China	India	Pakistan	Taiwan	
82	89	71	88	80	60	63	63	29	
18	11	29	12	20	40	37	37	71	

EUROPE										
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
92	96	92	81	90	68	66	79	86	74	
8	4	8	19	10	32	34	21	14	26	

#### iv. Travelling Companion

TRAVELLING COMPANIONS (%), 2015												
TRAVELLING COMPANIONS		TOTAL	AFRICA									
			Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Alone		24	29	59	14	44	20	39	29	49	59	56
With Spouse/ Partner		30	21	18	17	19	22	23	30	22	12	15
With Friends/ Relatives		17	20	0	36	0	22	15	18	4	10	10
With Colleagues/ Association		8	17	23	22	36	3	23	10	25	17	10
With Family		15	9	0	6	0	33	0	13	0	0	9
Packaged Tour		6	4	0	6	0	0	0	1	0	2	1

AMERICA			Israel	ASIA & AUSTRALIA				
Brazil	Canada	USA		Australia	China	India	Pakistan	Taiwan
9	12	26	6	11	60	79	63	47
55	39	25	47	46	13	5	13	18
9	14	21	6	15	20	11	25	18
0	2	9	0	3	0	0	0	12
18	9	7	29	11	7	5	0	6
9	25	12	12	13	0	0	0	0

EUROPE										
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
5	2	3	8	3	11	7	17	8	15	
43	36	43	46	46	37	35	29	44	24	
12	9	12	18	9	21	35	25	11	18	
1	2	2	3	2	0	0	8	4	2	
18	18	11	25	23	16	21	8	18	11	
22	34	30	0	19	16	3	13	16	30	

## v. Main Purpose

### MAIN PURPOSE OF VISIT (%) 2015

MAIN PURPOSE	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	44	40	5	31	8	39	23	33	6	27	19
Business	18	33	91	31	81	3	31	19	88	44	29
VFR	17	24	5	19	11	5	39	24	4	27	42
Transit	19	3	0	17	0	53	0	20	0	2	6
Other	3	0	18	2	0	0	7	4	2	0	4

Brazil	AMERICA			Israel	ASIA & AUSTRALIA				
	Canada	USA	MIDDLE EAST		Australia	China	India	Pakistan	Taiwan
64	71	45		88	60	13	21	13	18
0	12	24		6	6	27	63	25	29
0	6	17		0	11	60	11	50	47
36	8	6		0	22	0	5	13	0
0	3	8		6	1	0	0	0	6

EUROPE										
Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
92	93	83	73	89	74	72	63	84	71	
3	1	1	10	1	16	7	17	9	13	
2	2	2	3	2	5	7	13	1	11	
3	4	15	13	8	5	14	4	6	4	
0	0	0	1	0	0	0	3	0	1	

## vi. Outbound Travel

### OUTBOUND TRAVEL

#### SWAZILAND OUTBOUND STATISTICS, 2009- 2015

YEAR/ MONTH	MODE OF DEPARTURE	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
		AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
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
2014		8 592	1 648 712	1 657 304	-4.7	5.1	5.4	0.5	99.5	100.0
<b>2015</b>		<b>8 910</b>	<b>1 704 411</b>	<b>1 713 321</b>	<b>3.7</b>	<b>3.4</b>	<b>3.4</b>	<b>0.5</b>	<b>99.5</b>	<b>100.0</b>
January		369	149 597	149 966	-16.7	2.0	1.9	0.2	99.8	100.0
February		579	132 946	133 525	-15.1	10.2	10.0	0.4	99.6	100.0
March		832	138 834	139 666	-1.8	0.5	0.4	0.6	99.4	100.0
April		710	156 978	157 688	1.1	0.5	0.5	0.5	99.5	100.0
May		831	140 292	141 123	13.7	4.3	4.4	0.6	99.4	100.0
June		708	124 687	125 395	-9.5	-3.4	-3.4	0.6	99.4	100.0
July		895	140 392	141 287	6.7	3.4	3.4	0.6	99.4	100.0
August		933	155 502	156 435	17.5	8.7	8.7	0.6	99.4	100.0
September		939	132 478	133 417	4.1	6.1	6.1	0.7	99.3	100.0
October		857	139 537	140 394	35.2	18.2	18.3	0.6	99.6	100.0
November		911	133 362	134 273	9.5	0.5	0.6	0.7	99.3	100.0
December		346	159 806	160 152	-14.4	-5.3	-5.4	0.2	99.8	100.0

## vii. Accommodation

### ACCOMMODATION STATISTICS 2015

ROOMS AVAILABLE - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	3 619	3 379	3 613	3 491	3 615	3 504	3 617	3 614	3 514	3 617	3 506	3 628	42 717
Ezulwini	23 463	21 820	23 463	22 733	23 463	22 733	23 463	23 463	22 733	23 463	22 733	23 463	276 993
Manzini	10 285	9 451	10 285	10 007	10 285	10 007	10 285	12 238	10 007	10 285	10 007	10 089	123 231
Total Rest of SD	15 710	14 301	15 710	15 257	15 710	15 262	15 767	15 772	15 317	15 772	15 317	15 775	185 670
Grand Total	53 077	48 951	53 071	51 488	53 073	51 506	53 132	55 087	51 571	53 137	51 563	52 955	628 611
ROOM NIGHTS SOLD-2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	1 870	1 664	1 900	1 561	2 202	1 948	1 710	1 852	1 815	2 092	2 032	1 613	22 259
Total Ezulwini	10 884	10 275	11 917	10 390	11 358	10 336	13 302	12 065	13 268	14 609	14 483	13 528	146 415
Total Manzini	1 313	1 484	1 944	2 070	2 295	2 017	2 666	3 195	3 217	3 345	3 212	2 842	29 600
Total Rest of Swaziland	5 630	5 489	5 805	6 697	6 462	6 299	8 552	6 484	6 055	5 654	5 547	5 963	74 637
Grand Total	19 697	18 912	21 566	20 718	22 317	20 600	26 230	23 596	24 355	25 700	25 274	23 946	272 911
NUMBER OF BEDS AVAILABLE - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	5 580	5 208	5 580	5 400	5 580	5 504	5 716	5 716	5 504	5 716	5 504	5 716	66 724
Total Ezulwini	39 866	35 367	39 866	42 180	39 866	42 180	39 866	39 846	38 600	39 866	38 580	39 866	475 949
Total Manzini	12 400	11 200	12 400	12 000	12 400	12 000	12 400	12 400	12 000	12 400	12 000	11 997	145 597
Total Rest of Swaziland	32 488	27 872	30 969	29 970	30 969	29 970	30 969	30 941	29 998	30 969	29 970	30 969	366 054
Grand Total	90 334	79 647	88 815	89 550	88 815	89 654	88 951	88 903	86 102	88 951	86 054	88 548	1 054 324
NUMBER OF BED-NIGHTS SOLD - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	1 732	2 307	2 022	1 319	1 396	1 221	2 050	2 018	1 115	1 879	1 653	2 095	20 807
Total Ezulwini	16 883	13 767	17 704	15 358	15 470	15 124	20 235	17 746	17 685	20 697	19 781	22 009	212 459
Total Manzini	3 663	4 025	5 796	3 320	3 713	2 859	3 144	4 449	4 687	3 848	4 100	3 166	46 770
Total Rest of Swaziland	7 391	6 268	6 065	6 451	6 263	7 672	7 460	8 375	7 603	6 669	6 439	6 622	83 278
Grand Total	29 669	26 367	31 587	26 448	26 842	26 876	32 889	32 588	31 090	33 093	31 973	33 892	363 314
NUMBER OF DOMESTIC TOURISTS - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	219	294	257	242	239	204	275	264	164	466	191	240	3 055
Total Ezulwini	3 536	3 011	3 612	3 614	3 544	3 521	4 711	4 283	4 161	4 429	4 382	4 750	47 554
Total Manzini	2 088	2 360	3 555	2 880	2 148	1 808	1 044	1 873	2 096	1 790	2 142	2 378	26 162
Total Rest of Swaziland	2 175	1 947	3 537	4 958	2 751	5 224	2 961	3 460	2 841	2 926	2 681	3 127	38 588
Grand Total	8 018	7 612	10 961	11 694	8 682	10 757	8 991	9 880	9 262	9 611	9 396	10 495	115 359
NUMBER OF INTERNATIONAL TOURISTS - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	1 609	2 160	1 881	1 776	1 752	1 499	2 019	1 933	1 996	3 414	1 403	1 759	23 201
Total Ezulwini	13 302	11 326	13 589	13 594	13 332	13 244	17 720	16 111	15 653	16 663	16 486	17 867	178 887
Total Manzini	1 778	2 011	3 029	2 453	1 829	1 541	890	1 596	1 786	1 524	1 825	2 026	22 788
Total Rest of Swaziland	4 040	3 617	6 569	9 206	5 108	9 701	5 498	6 425	5 276	5 434	4 979	5 808	71 661
Grand Total	20 729	19 114	25 068	27 029	22 021	25 985	26 127	26 065	24 711	27 035	24 693	27 460	296 537
TOTAL NUMBER OF TOURISTS - 2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	1 828	2 454	2 138	2 018	1 991	1 703	2 294	2 197	2 160	3 880	1 594	1 999	26 256
Total Ezulwini	16 838	14 337	17 201	17 208	16 876	16 765	22 431	20 394	19 814	21 092	20 868	22 617	226 441
Total Manzini	3 866	4 371	6 584	5 333	3 977	3 349	1 934	3 469	3 882	3 314	3 967	4 404	48 950
Total Rest of Swaziland	6 215	5 564	10 106	14 164	7 859	14 925	8 459	9 885	8 117	8 360	7 660	8 935	110 249
Grand Total	28 747	26 726	36 029	38 723	30 703	36 742	35 118	35 945	33 973	36 646	34 089	37 955	411 896
TOTAL BILL-2015													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Mbabane	744 954	524 293	1 071 798	1 082 910	914 880	820 317	1 420 100	1 540 183	904 734	1 008 121	487 887	446 128	10 966 305
Total Ezulwini	13 055 462	11 422 599	12 797 993	13 563 492	14 094 772	13 120 532	16 487 907	14 133 924	16 345 316	16 253 717	16 752 958	15 670 488	173 699 161
Total Manzini	1 668 818	1 810 686	2 365 796	1 733 504	2 398 296	1 917 527	2 519 851	2 502 117	2 683 421	3 137 790	3 426 813	3 121 322	29 285 941
Total Rest of Swaziland	11 798 244	3 627 805	3 766 809	4 001 444	3 288 888	3 875 278	4 846 048	4 963 178	4 108 033	5 463 142	3 445 879	4 753 472	57 938 219
Grand Total	27 267 479	17 385 383	20 002 396	20 381 350	20 696 836	19 733 654	25 273 906	23 139 401	24 041 505	25 862 771	24 113 537	23 991 410	271 889 626



## Swaziland Tourism Authority

- 📍 6th Floor, Dlanubeka Building  
Cnr Lalufadlana & Mdada Street, Mbabane, Swaziland  
P. O. Box A1030, Swazi Plaza H101
- 📞 +268 2404 9693/75
- 📠 +268 2404 9683
- ✉️ email: [secretary@tourismauthority.org.sz](mailto:secretary@tourismauthority.org.sz)
- 🌐 [www.thekingdomofswaziland.com](http://www.thekingdomofswaziland.com)