



# TOURISM RESEARCH ANNUAL REPORT 2016

[www.thekingdomofswaziland.com](http://www.thekingdomofswaziland.com)





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# 1. INTRODUCTION

## 1.1. BACKGROUND

The exit survey was initiated in March 2004 with the intention of providing an insight on the motivation of visitors to Swaziland; what they do during their stay, their consumption habits, and what feelings and opinions they develop as a result of the visit. The survey has been conducted on a continuous basis, and in conjunction with other studies has enabled STA to learn more about the market and its expectation, monitor the performance of the tourism industry, identify new markets and consequently allow for better informed decision making.

The exit survey is based on face to face/ personal interviews with a sample of international visitors traveling via the King Mswati III International Airport and eight border posts. Data is collected on the following topics which are cross-classified by country of residence and other selected variables;

- Age, sex, occupation and all reasons for visit;
- Travel arrangements (inclusive or group tour)
- Size and composition of group and reason for visit;
- Type of information sources;
- Duration of stay;
- Type of accommodation;
- Activities undertaken;
- Places of interest visited;
- Expenditure;

The details collected on the survey are used by STA, along with other sources of information, to produce overall national estimates of the number and expenditure of different types of travelers. A weighting procedure is used to do this which takes into account various factors in order to improve the estimates. The information is thereafter sent to government, private sector and other users.

## 1.2. OBJECTIVES

The overall objective of the study is to conduct an Exit-Survey at eight (8) border posts and the main airport so as to improve the country's marketing strategies and policies. The study is aimed at giving a better understanding on the motivation of visitors to Swaziland, their travel patterns, what they do during their stay, their consumption habits and what feelings and opinions they develop as a result of the visit.

Based on the objectives, the scope of the study covered the following:

- Visitor profile (age, gender, nationality and occupation of the different visitors)
- Travel behaviour (reason for visit, frequency of visits, where they stayed, modes of transport, activities they engaged in, places visited)
- Expenditure (how much they spent and what they spent it on),
- Visitor Rating (their overall rating of accommodation, security and safety, availability of information, border control services and customer service in general).

# 2

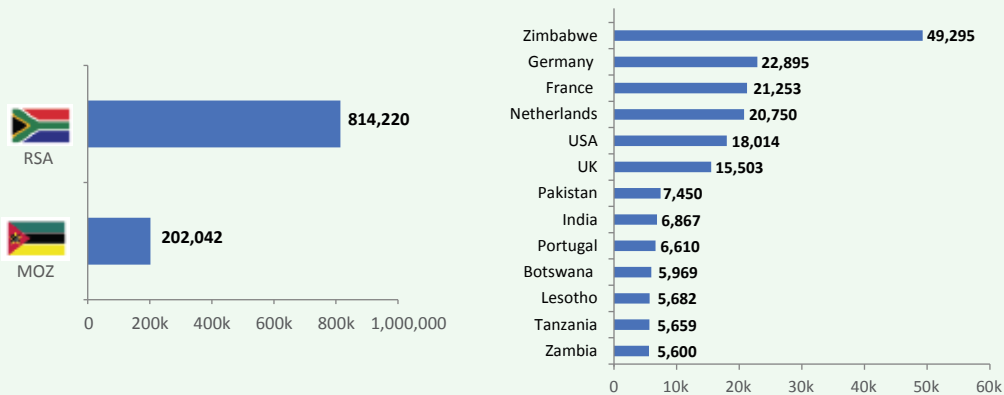
## | Who Visits Swaziland |

- > Africa remains largest visitor-generating region
- > Euro zone visitors up by 9.1 percent
- > Close to 80 percent Europeans were holiday visitors
- > 69 percent of first-time visits were recreational

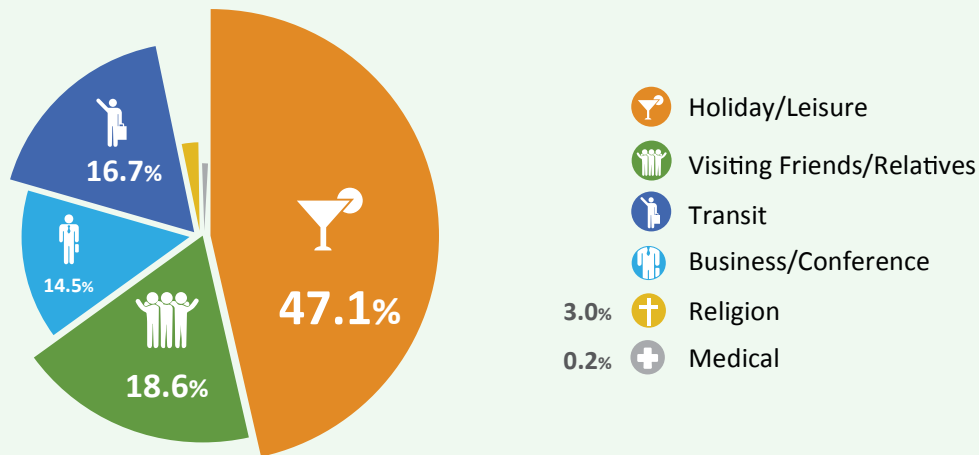


# WHO VISITS SWAZILAND

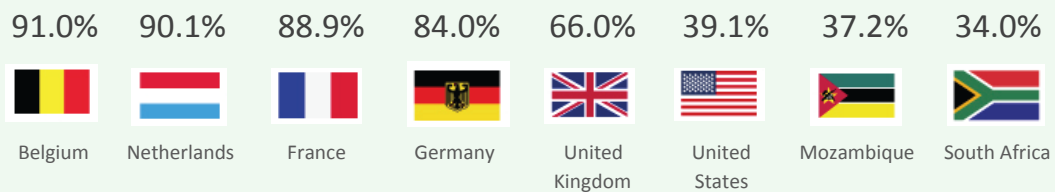
## Top 15 Source Markets



## Reason for Visit

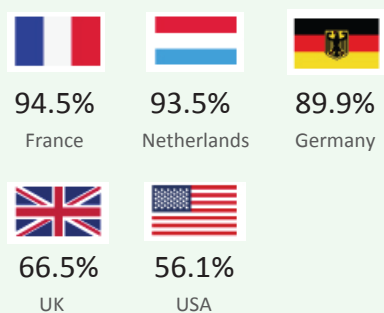


## Holiday Visitors by Country of Residence

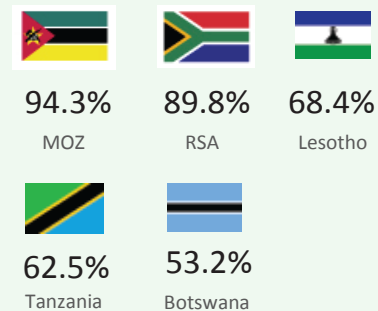


## Frequency of Visiting Swaziland

### First time visitors



### Repeat visitors

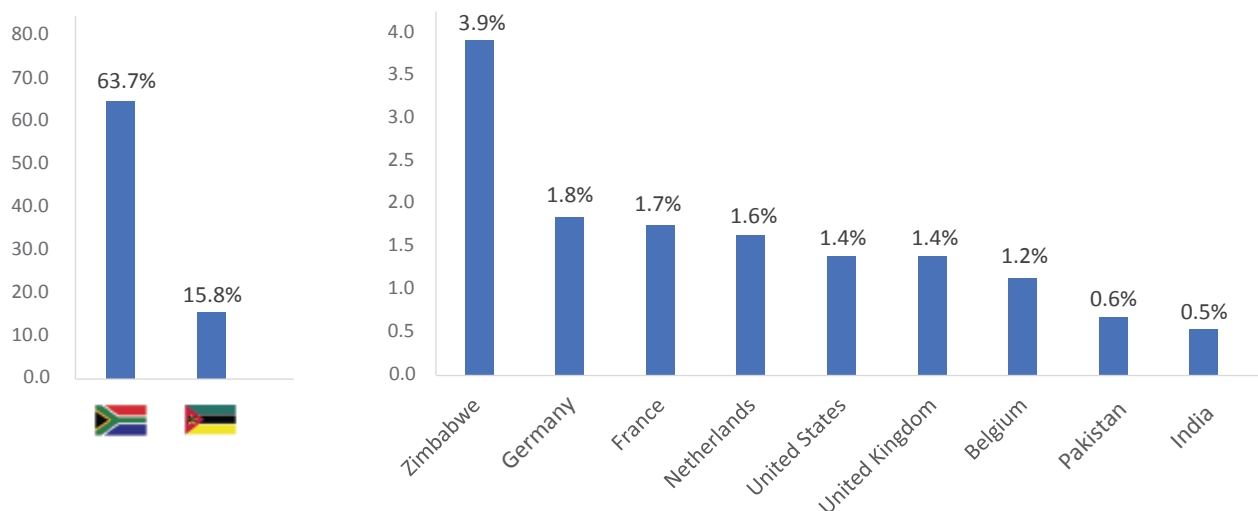


## 2.2. KEY FACTS

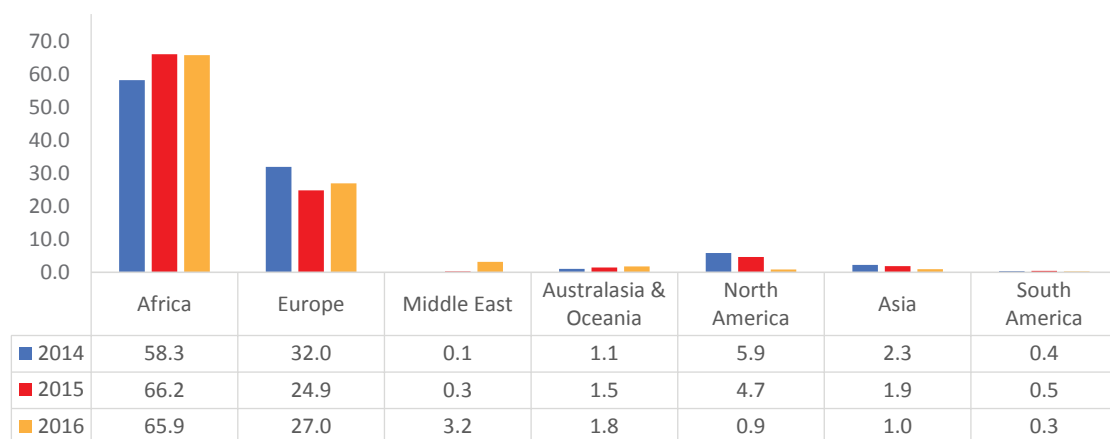
### Key Facts:

- Holiday & leisure and visiting friends and family continue to be the primary reasons people visit Swaziland accounting for almost two thirds of visitors.
- Germany and South Africa provided the greatest number of first time visitors with South Africa and Mozambique providing the greatest number of frequent visitors to Swaziland.
- South Africa, Germany and the Netherlands were the biggest contributors of holiday visitors to the Kingdom.
- The bulk of visitor from Europe and the America's were here on holiday, whilst those from Africa were here on holiday, visiting friends and family and business purposes.
- South Africa still continues to be the Kingdom's largest source market accounting for 55% of visitors to the country

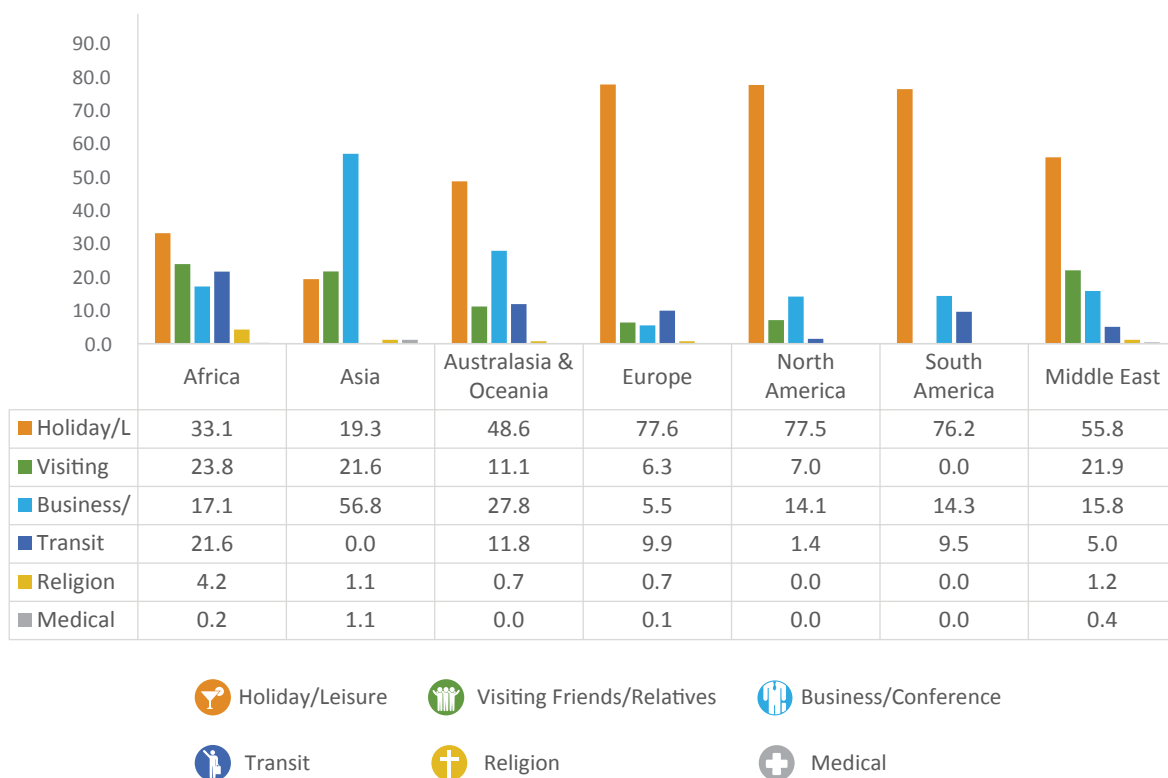
### Source Markets | 2016



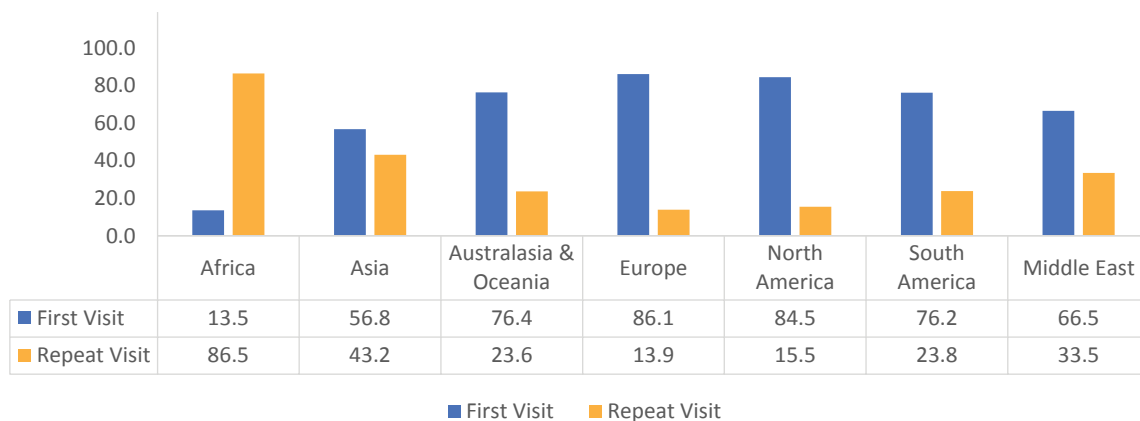
### Visitors by Region by Year | 2014 - 2016



## Purpose of Visit by Region | 2016



## Repeat Visit vs First Visit | 2016



# 3

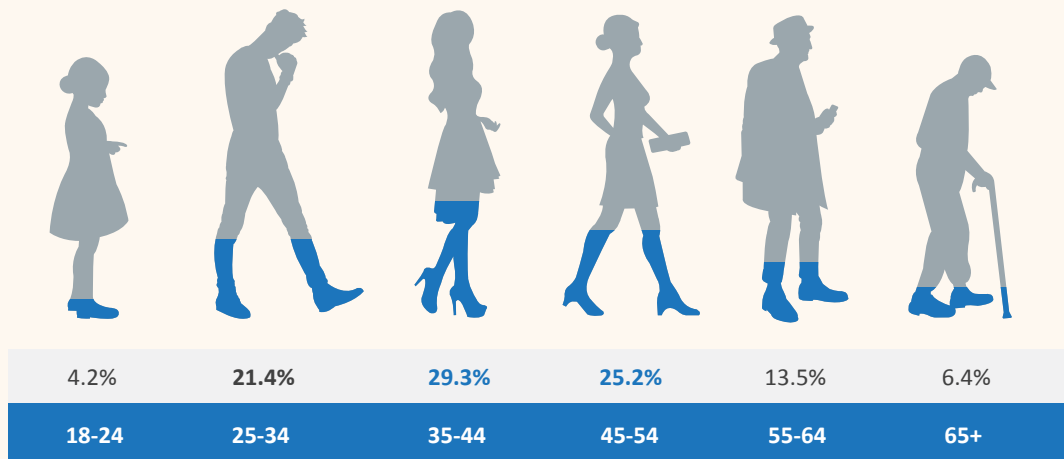
## | Profile of Tourists |

- > Visitors between 35-54 years accounted for 29.4 percent of arrivals
- > 22.0 percent of holiday visitors were aged 35-44 years
- > North America and Oceania recorded higher proportions of travellers aged 50 years and above

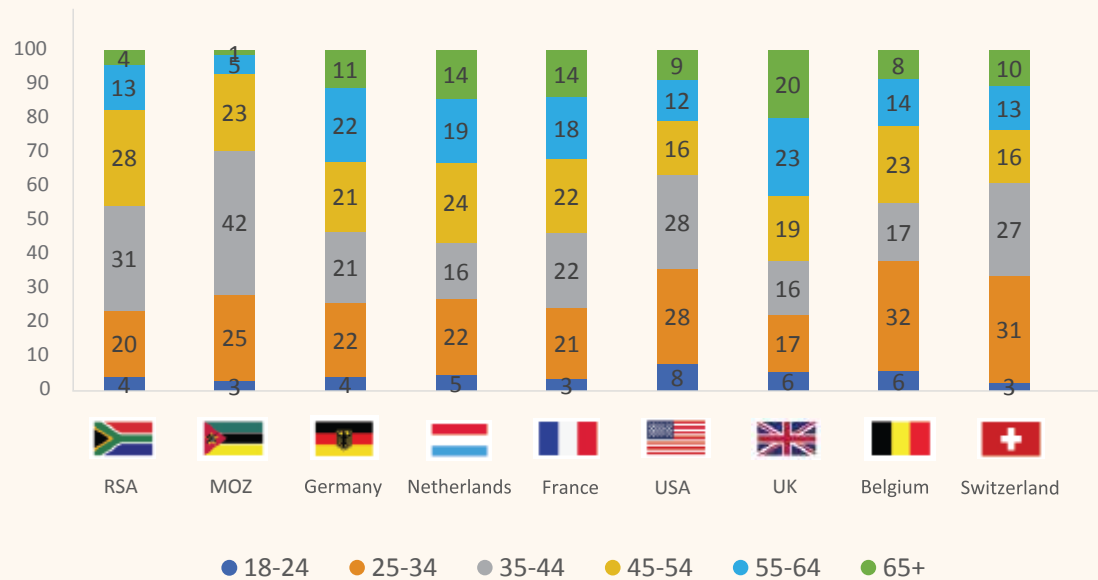


# PROFILE OF TOURISTS

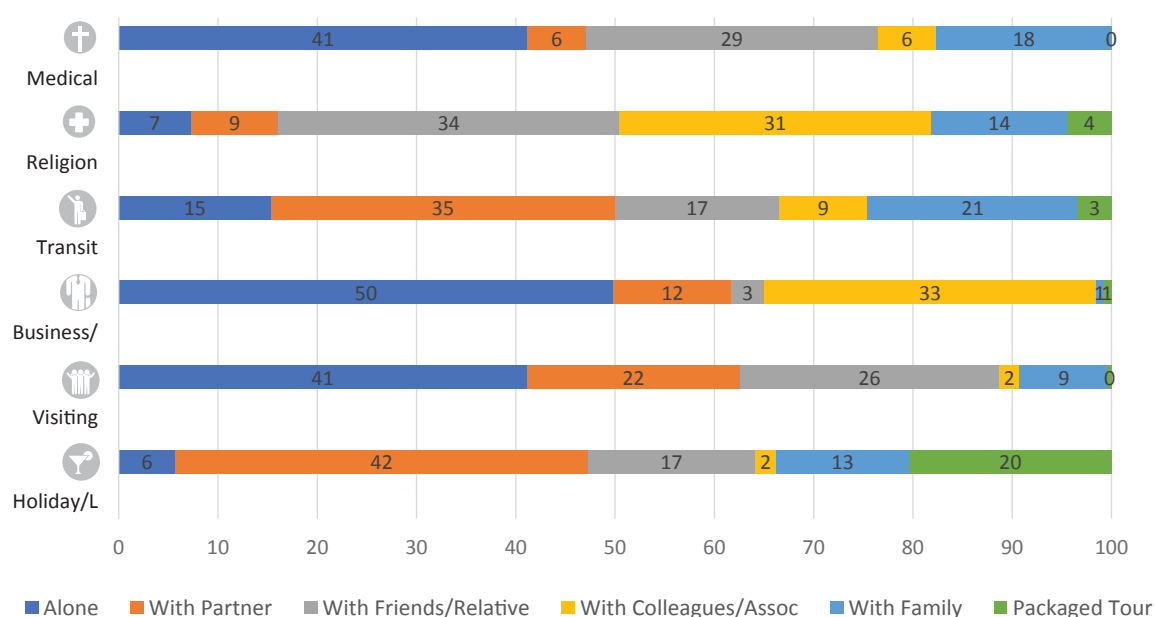
## Age Group



## Age by Source Markets | 2016



## Reason of Visit by Travel Partnership

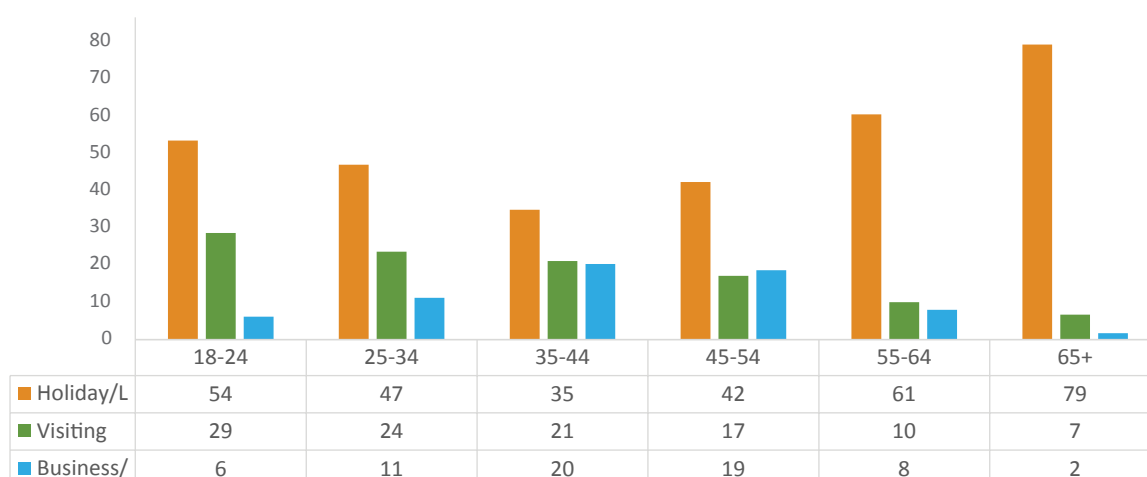


## 3.2. KEY FACTS

### Key Facts:

- The most significant age groups for visitors to Swaziland were the 35 – 44 (29%) age group followed by the 45 – 54 (24%) age group and then the 25 – 34 (21%) age groups.
- Almost one fifth of visitors from the United Kingdom were senior citizens (65 years and older).
- The bulk of business visitors (50%) travelled alone whilst an overwhelming majority of holiday visitors (72%) were travelling with a family member, relative or friend. Almost half of holiday visitors were travelling with their partner.
- Across all age groups holiday and leisure was the most popular reason people visited Swaziland.

## Age Profile by 3 Most Popular Reasons for Visit



# 4

## | County Profiles |

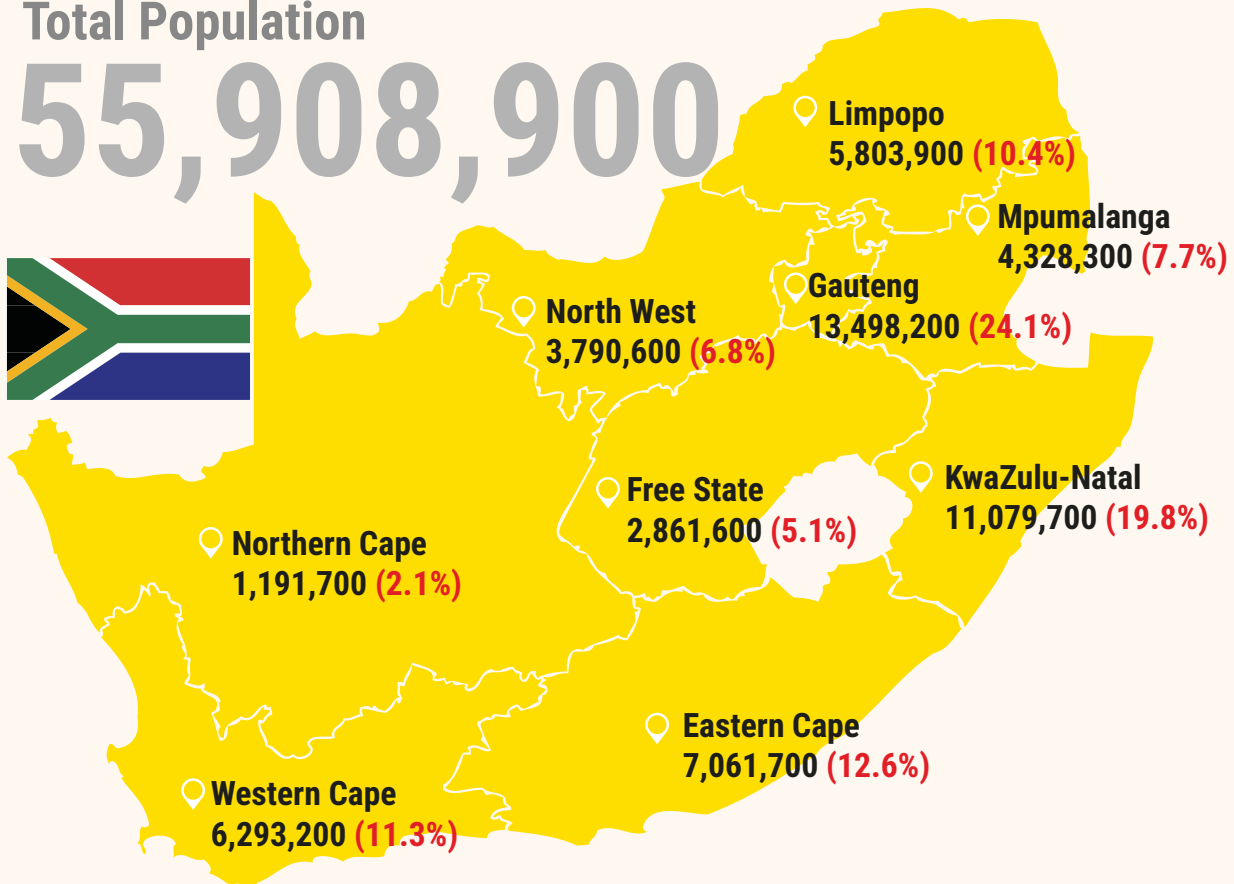
- > RSA
- > Mozambique
- > United Kingdom
- > Germany
- > Netherlands
- > France
- > USA



# SOUTH AFRICA (RSA)

Total Population

55,908,900



28,580,290

Internet Users



13,000,000

Facebook Users



\$5,724

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

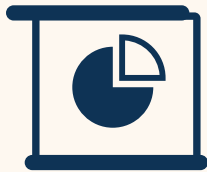
Annual Leave Entitlement



4,477,376

Pensioners

# SOUTH AFRICAN VISITORS TO SD

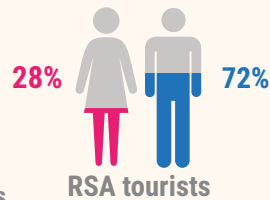


## MARKET OVERVIEW

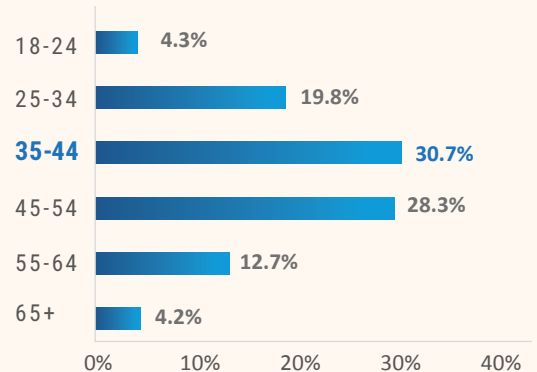
**814,220** ↑ +0.5%  
visitor arrivals  
Compared to 2015

**89.8%**  
were repeat visitors

**10.2%**  
were first time visitors



### Age Groups



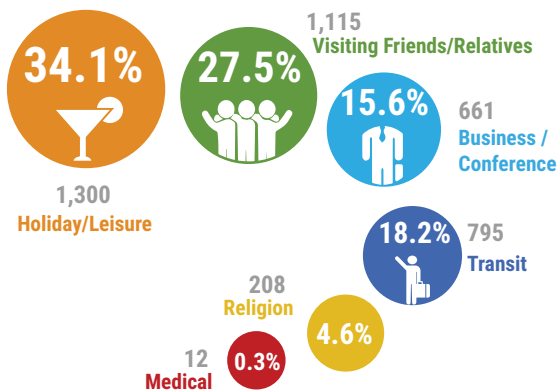
**66.9%**  
spent one or more nights

**18.2%**  
were transit visitors.

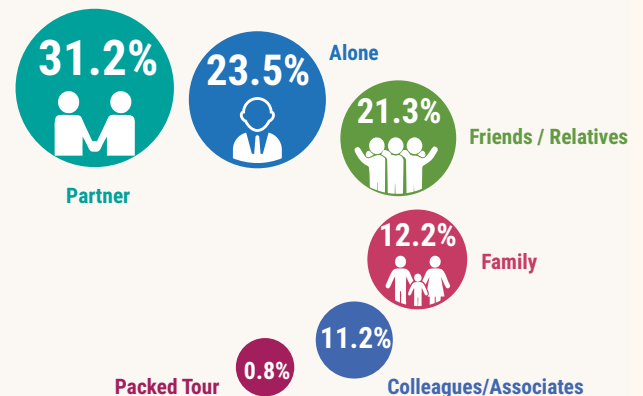
**14.1%**  
were visiting for a day.



## MAIN PURPOSE OF VISIT




## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE

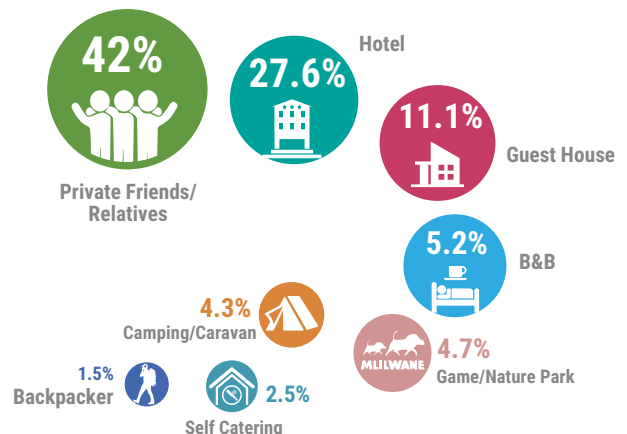
  
**99.8%**  
living in RSA

  
**0.1%**  
living in MOZ

  
**0.1%**  
living in Australia



## ACCOMMODATION USAGE

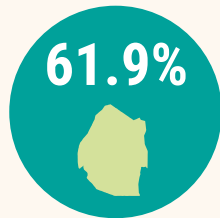


# SOUTH AFRICAN VISITORS TO SD

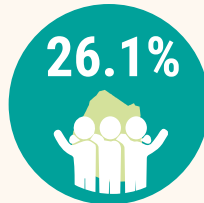


## DISTRIBUTION

### Heard about Swaziland



Already knew about Swaziland



Knew about Swaziland from Friends



knew about Swaziland from own companies



knew about Swaziland from newspapers



knew about Swaziland from the Internet

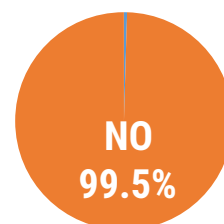


knew about Swaziland from Television

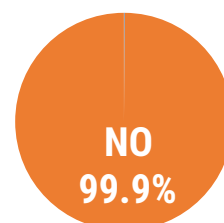


## REGULATIONS AND SATISFACTION

Did the new South African travel requirements for children affect your preparations



Did the new South African visa application regulations affect your preparations



# MOZAMBIQUE

Total Population

26,423,623



## Languages

Emakhuwa  
Portuguese  
Xichangana

Cisena  
Elomwe  
Echuwabo



1,834,337

Internet Users



1,400,000

Facebook Users



\$627.6

GDP Per Capita (PPP)



**MET**

MZN-Mozambican Metical



22%

Unemployment Rate



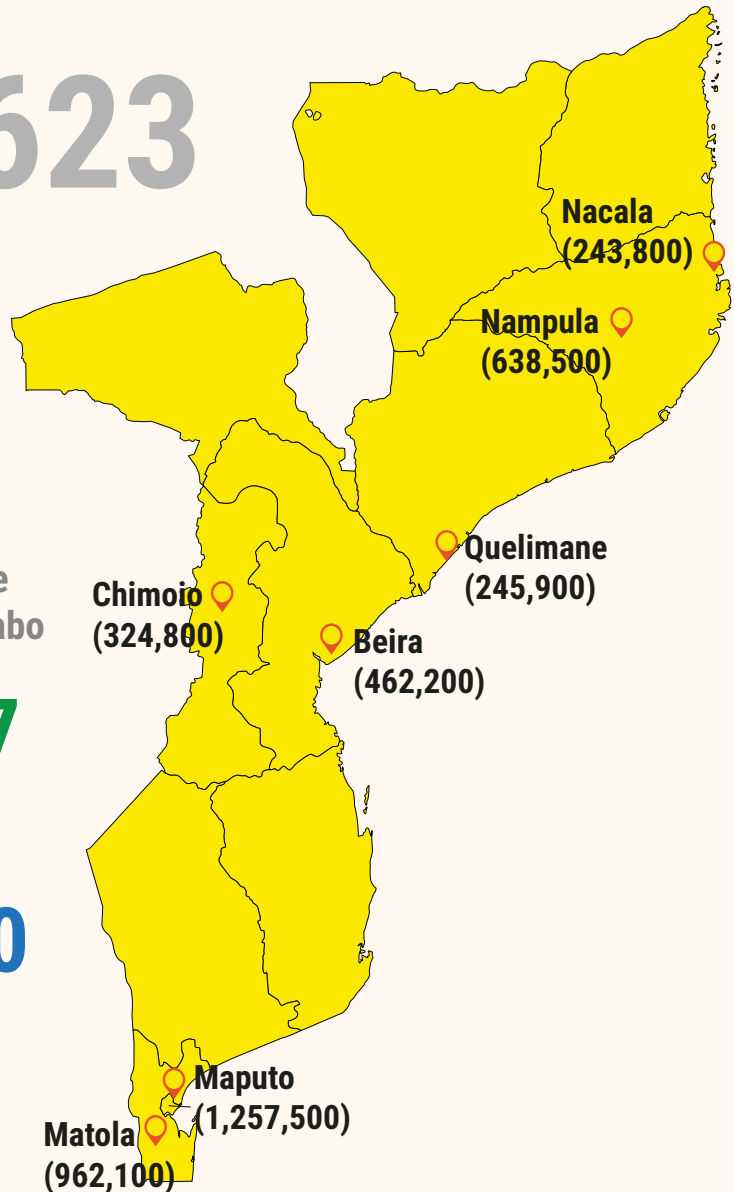
25 days

Annual Leave Entitlement

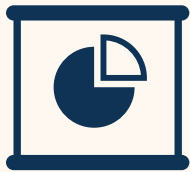


867,274

Pensioners



# MOZAMBICAN VISITORS TO SD



## MARKET OVERVIEW

**202,042**

visitor arrivals

**+11.5%**  
Compared to 2015

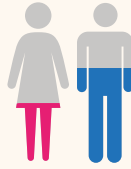
**94.3%**

were repeat visitors

**5.7%**

were 1st time visitors

**36.2%**



**63.8%**

MOZ tourists



**30%**

spent one or more nights

**57%**

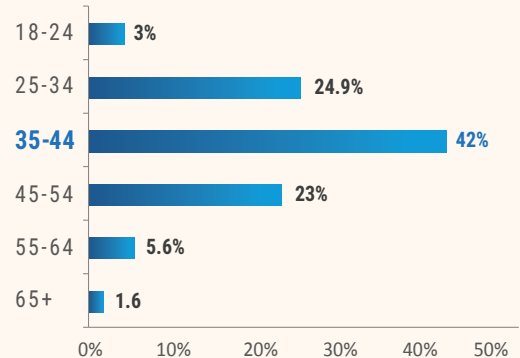
were transit visitors.



**3%**

were visiting for a day.

### Age Groups



## MAIN PURPOSE OF VISIT



270  
Transit



66

Holiday/Leisure



20  
VFR



10  
Business /  
Conference



7

Religion



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



Family



Partner



Friends /  
Relatives



Alone



Colleagues/Associates



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**65%**

living in MOZ



**35%**

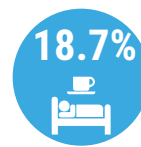
living in RSA



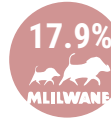
## ACCOMMODATION USAGE



Hotel



B&B



Game/Nature Park



Guest House



2.6%

Backpacker



5.1%

Self Catering



8.8%

Camping/Caravan



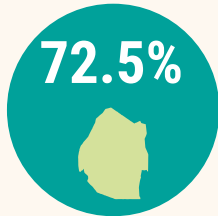
Private Friends/  
Relatives

# MOZAMBICAN VISITORS TO SD



## DISTRIBUTION

### Heard about Swaziland



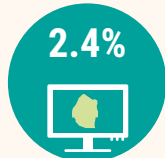
Already knew  
about Swaziland



Knew about Swaziland  
from Friends



knew about Swaziland  
from own companies



knew about Swaziland  
from Television



knew about Swaziland  
from newspapers



knew about Swaziland  
from the Internet



## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



Did the new South African visa  
application regulations affect  
your preparations



# UNITED KINGDOM

Total Population

65,511,098



Languages

English-British



60,273,385

Internet Users



36,450,000

Facebook Users



\$43,902.35

GDP Per Capita (PPP)



GBP

GBP-British Pound



4.8%

Unemployment Rate



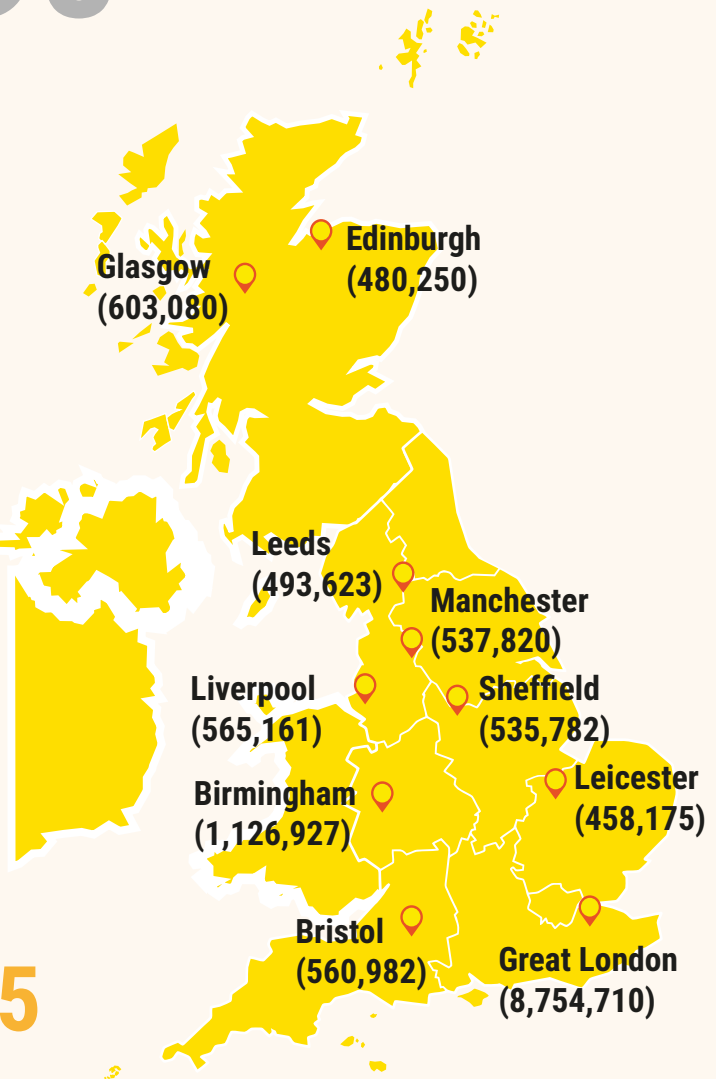
28 days

Annual Leave Entitlement

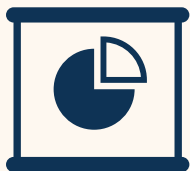


15,112,900

Pensioners



# BRITISH VISITORS TO SD



## MARKET OVERVIEW

**15,503**

visitor arrivals

**+5.8%**  
Compared to 2015

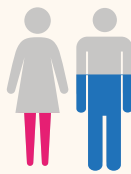
**33.5%**

were repeat visitors

**66.5%**

were 1st time visitors

**36%**



**64%**

British tourists



**88.9%**

spent one or more nights

**4.5%**

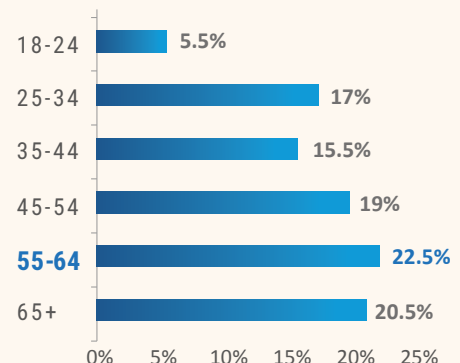
were transit visitors.



**7%**

were visiting for a day.

### Age Groups



## MAIN PURPOSE OF VISIT



148

Holiday/Leisure



55

Visiting Friends/Relatives



14  
Business /  
Conference



12  
Transit



3  
Religion



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



Packed Tour



with Partner



Friends /  
Relatives



Alone



Family



Colleagues/Associates



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**74.5%**

living in th UK



**16.4%**

living in RSA



**5.5%**

living in USA



**1.8%**

living in SINGAPORE



**1.8%**

living in GERMANY



## ACCOMMODATION USAGE



Hotel



Private Friends/Relatives



Game/Nature Park



Guest House

Backpacker **2.6%**

Self Catering **1.5%**

Camping/Caravan **4.1%**

B&B **7.4%**

# BRITISH VISITORS TO SD



## DISTRIBUTION

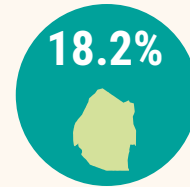
### Heard about Swaziland



Knew about Swaziland  
from Friends



knew about Swaziland  
from Agent



Already knew  
about Swaziland



knew about Swaziland  
from the Internet



knew about Swaziland  
from Television



knew about Swaziland  
from own companies

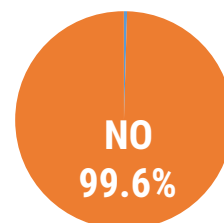


knew about Swaziland  
from newspapers



## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



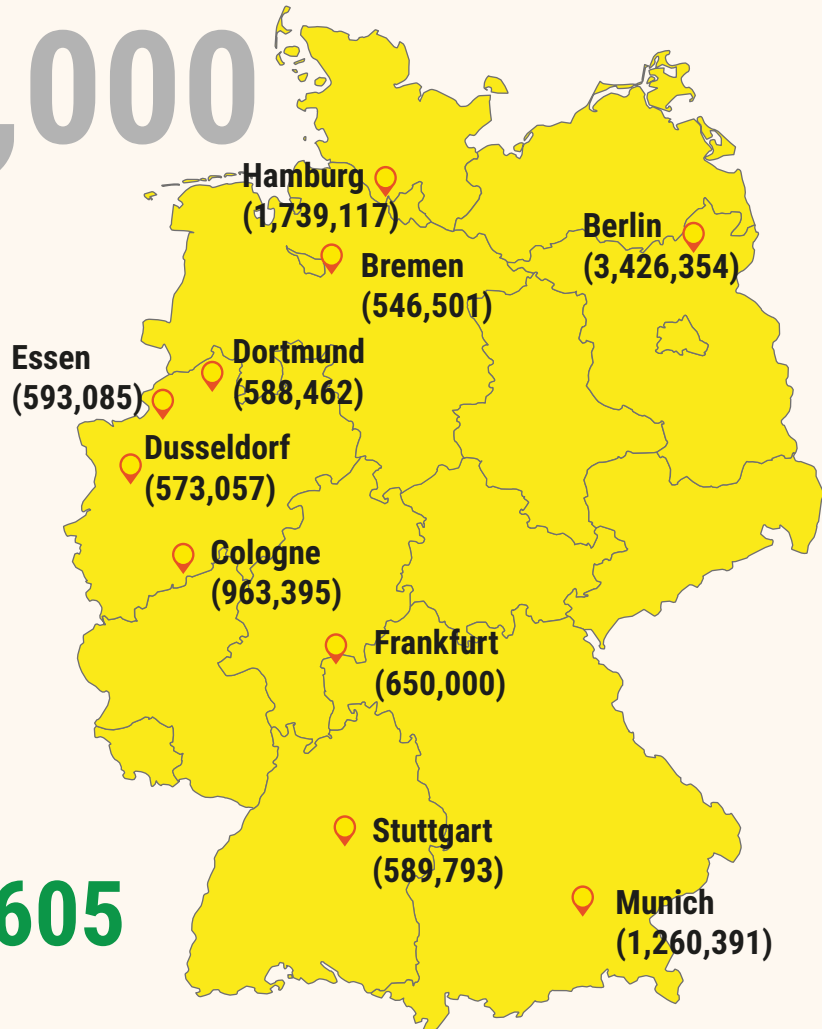
Did the new South African visa  
application regulations affect  
your preparations



# GERMANY

Total Population

82,200,000



Languages

Deutsch



71,016,605

Internet Users



\$41,313.30

GDP Per Capita (PPP)



24,000,000

Facebook Users



EUR

EUR-German (Euro)



4.10%

Unemployment Rate



28-32 days

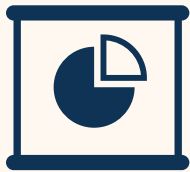
Annual Leave Entitlement



17,262,000

Pensioners

# GERMAN VISITORS TO SD



## MARKET OVERVIEW

**22,895**

visitor arrivals

**+6.4%**  
Compared to 2015

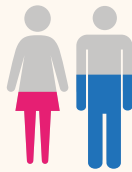
**10.1%**

were repeat visitors

**89.9%**

were 1st time visitors

**40.1%**



**59.9%**

German tourists



**86.2%**

spent one or more nights

**13.4%**

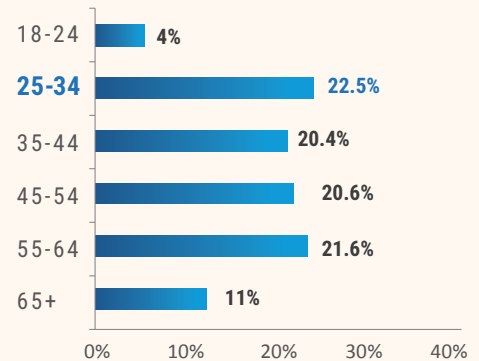
were transit visitors.



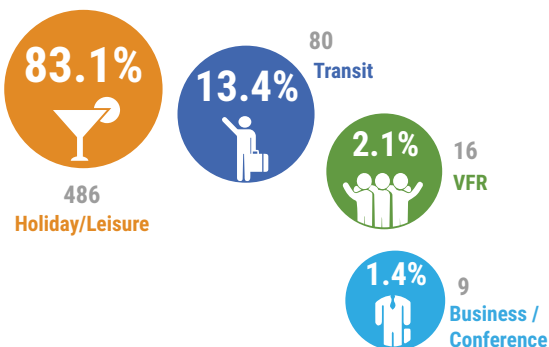
**0.4%**

were visiting for a day.

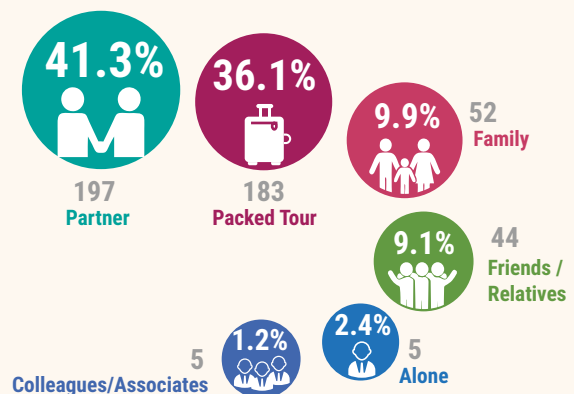
### Age Groups



## MAIN PURPOSE OF VISIT



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**68.8%**

living in GER



**18.8%**

living in RSA



**6.3%**

living in USA

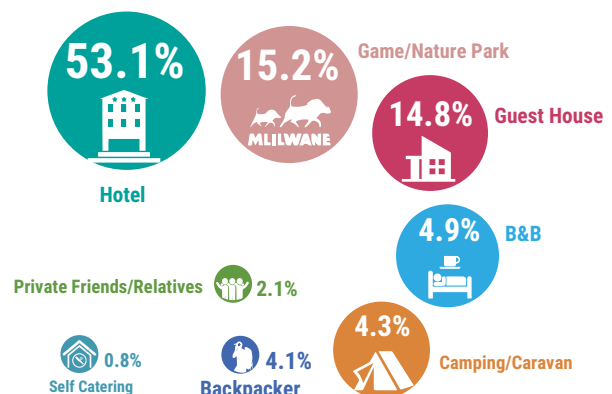


**6.3%**

living in Zambia



## ACCOMMODATION USAGE



# GERMAN VISITORS TO SD



## DISTRIBUTION

### Heard about Swaziland



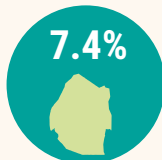
Knew about Swaziland  
from Agents



Knew about Swaziland  
from the Internet



knew about Swaziland  
from Friends



Already knew  
about Swaziland



knew about Swaziland  
from newspapers



knew about Swaziland  
from Television



knew about Swaziland  
from own companies



## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



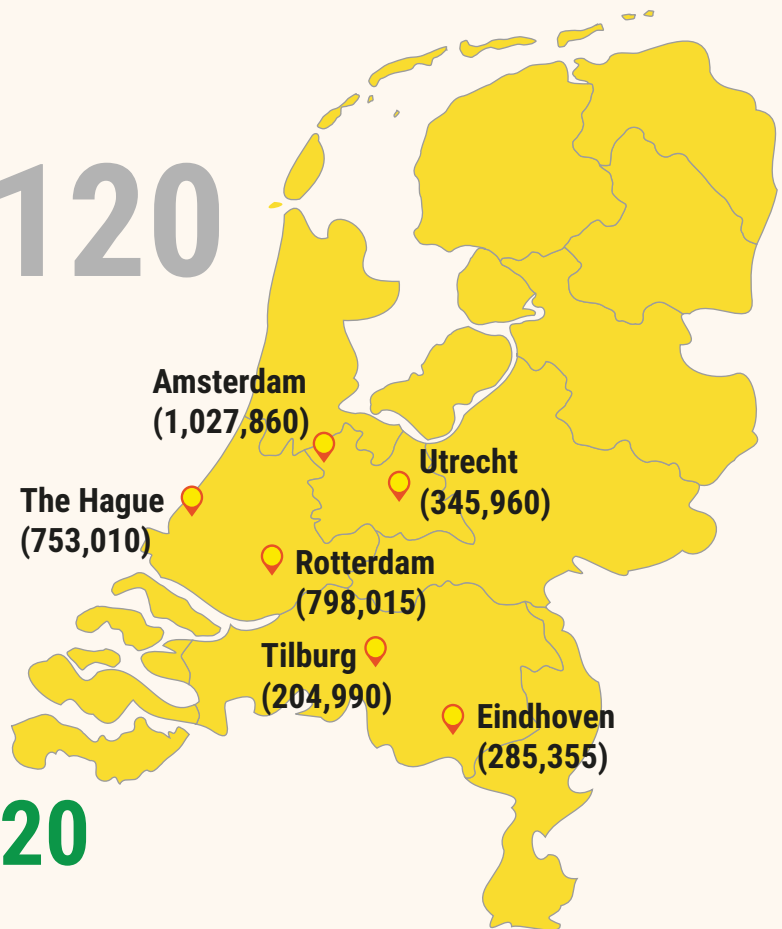
Did the new South African visa  
application regulations affect  
your preparations



# NETHERLANDS

Total Population

16,979,120



16,979,120

Internet Users



10,200,000

Facebook Users



\$45,210.24

GDP Per Capita (PPP)



EUR

EUR-Netherlands (Euro)

## Official Languages

Dutch  
Papiamentto  
Frisian



4.7%

Unemployment Rate



20-25 days

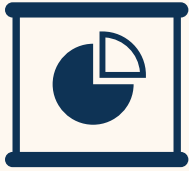
Annual Leave Entitlement



3,095,294

Pensioners

# DUTCH VISITORS TO SD



## MARKET OVERVIEW

**20,750**

visitor arrivals

**+19.2%**  
Compared to 2015

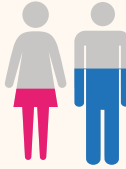
**6.5%**

were repeat visitors

**93.5%**

were 1st time visitors

**44.9%**



**55.1%**

Dutch tourists



**91.5%**

spent one or more nights

**7.7%**

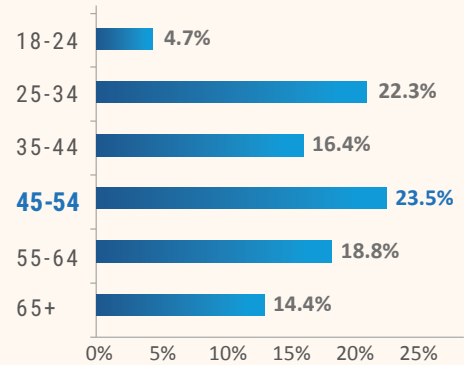
were transit visitors.



**0.8%**

were visiting for a day.

### Age Groups



## MAIN PURPOSE OF VISIT



Holiday/Leisure



Transit



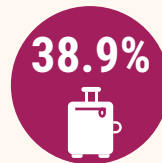
Business /  
Conference



VFR



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



145  
Packed Tour



187  
Partner



81  
Family



25  
Friends /  
Relatives



6

Colleagues/Associates



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**71.4%**

living in NED



**14.3%**

living in RSA

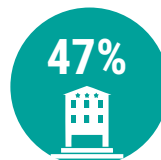


**14.3%**

living in MOZ



## ACCOMMODATION USAGE



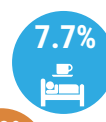
Guest House



Game/Nature Park



MLILWANE



B&B



Private Friends/Relatives



Backpacker



Camping/Caravan

# DUTCH VISITORS TO SD



## DISTRIBUTION

### Heard about Swaziland



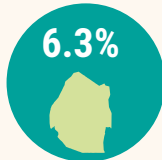
Knew about Swaziland  
from Agents



Knew about Swaziland  
from the Internet



knew about Swaziland  
from Friends



Already knew  
about Swaziland



knew about Swaziland  
from own companies



knew about Swaziland  
from newspapers



knew about Swaziland  
from Television

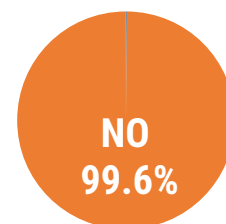


## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



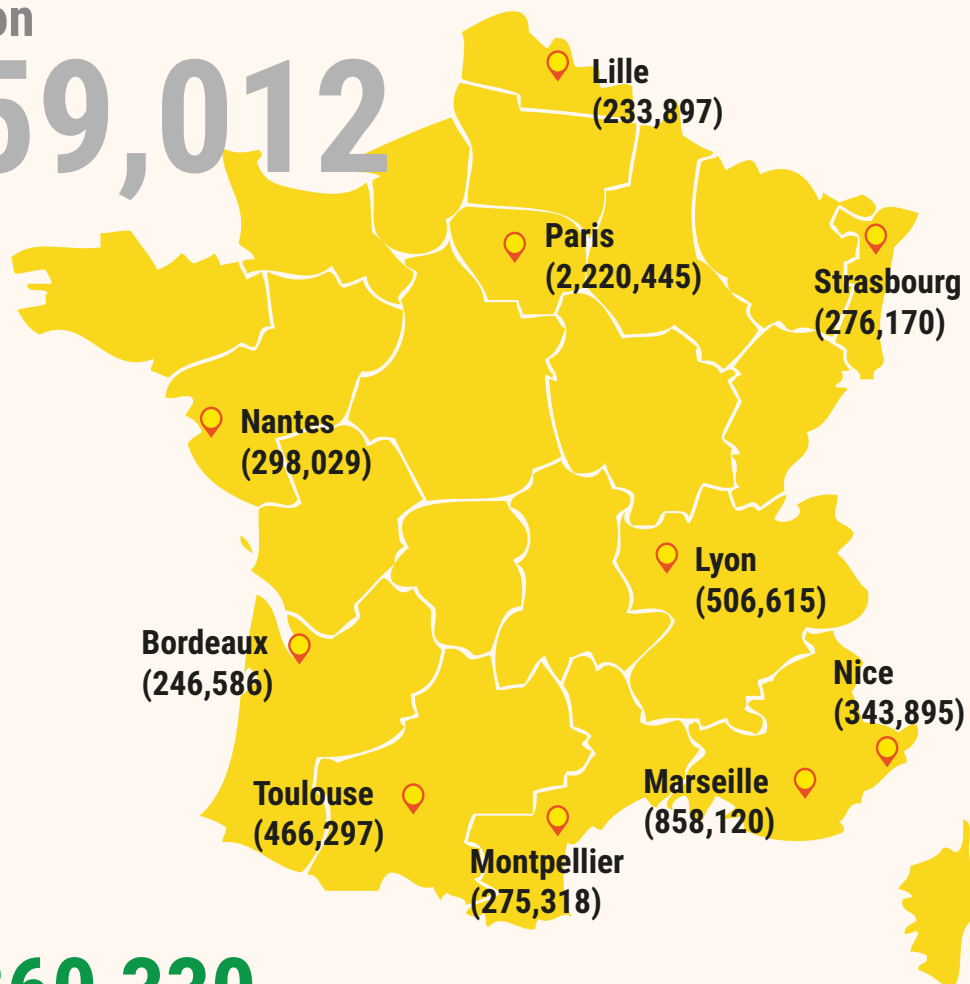
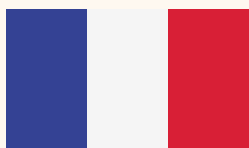
Did the new South African visa  
application regulations affect  
your preparations



# FRANCE

Total Population

66,259,012



Languages

French



55,860,330

Internet Users



\$38,536.71

GDP Per Capita (PPP)



32,000,000

Facebook Users



EUR

EUR-French (Euro)



10.40%

Unemployment Rate



37 days

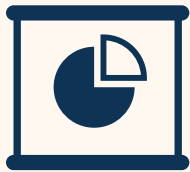
Annual Leave Entitlement



16,230,047

Pensioners

# FRENCH VISITORS TO SD



## MARKET OVERVIEW

**21,253**

visitor arrivals

**+9.8%**  
Compared to 2015

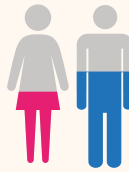
**5.5%**

were repeat visitors

**94.5%**

were 1st time visitors

**40.4%**



**59.6%**

French tourists



**90.6%**

spent one or more nights

**9%**

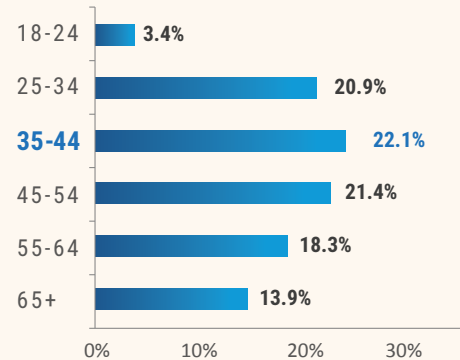
were transit visitors.



**0.4%**

were visiting for a day.

### Age Groups



## MAIN PURPOSE OF VISIT

**87.5%**

381

Holiday/Leisure

**9%**

48  
Transit

**1.2%**

10  
Business /  
Conference

**0.7%**

5  
VFR



## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS

**39.4%**

138  
Partner

**33.7%**

134  
Packed Tour

**15.1%**

67  
Family

**7.5%**

32  
Friends /  
Relatives

4  
Colleagues/Associates

**1%**

**3.4%**

6  
Alone



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



**60%**

living in FRA



**40%**

living in RSA



## ACCOMMODATION USAGE

**55.9%**

Hotel

**18.6%**

Guest House

**12.6%**

Game/Nature Park

**5.9%**

B&B

Private Friends/Relatives

**1%**

0.2%  
Self Catering

2.5%  
Backpacker

**2.7%**

Camping/Caravan

# FRENCH VISITORS TO SD



## DISTRIBUTION

### Heard about Swaziland



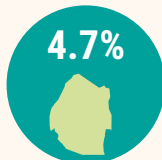
Knew about Swaziland  
from Agents



Knew about Swaziland  
from the Internet



knew about Swaziland  
from Friends



Already knew  
about Swaziland



knew about Swaziland  
from newspapers



knew about Swaziland  
from own companies

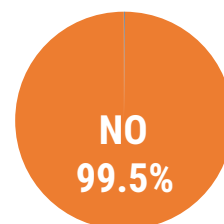


knew about Swaziland  
from Television



## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



Did the new South African visa  
application regulations affect  
your preparations



# USA

Total Population

# 323,127,513



San Jose  
(982,765)

Los Angeles  
(3,857,799)

San Diego  
(1,338,348)

Phoenix  
(1,488,750)

San Antonio  
(1,382,951)

Dallas  
(1,241,162)

Chicago  
(2,714,856)

Houston  
(2,160,821)

New York  
(8,336,697)

Philadelphia  
(1,547,607)

Languages

English-USA



## 286,942,362

Internet Users



## \$57,300

GDP Per Capita (PPP)



## 201,000,000

Facebook Users



## US\$

US Dollar



## 4.70%

Unemployment Rate



## 30 days

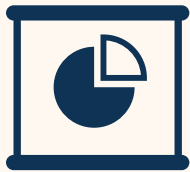
Annual Leave Entitlement



## 47,790,559

Pensioners

# AMERICAN VISITORS TO SD



## MARKET OVERVIEW

**18,014**  
visitor arrivals ↑ +0.1%  
Compared to 2015

**43.9%**  
were repeat visitors

**56.1%**  
were 1st time visitors

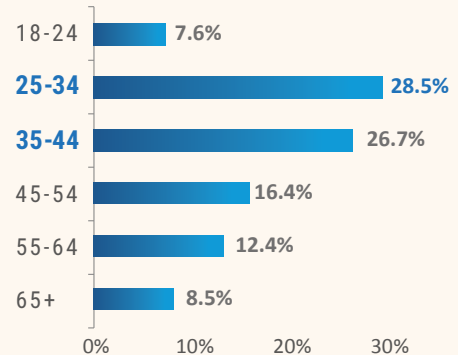
**42.9%** **57.6%**  
USA tourists

**94.2%**  
spent one or more nights

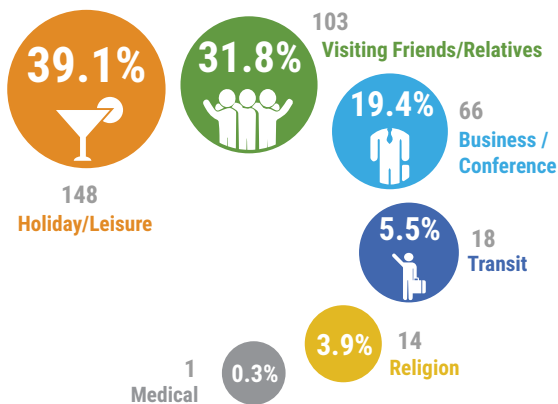
**5.5%**  
were transit visitors.

**0.3%**  
were visiting for a day.

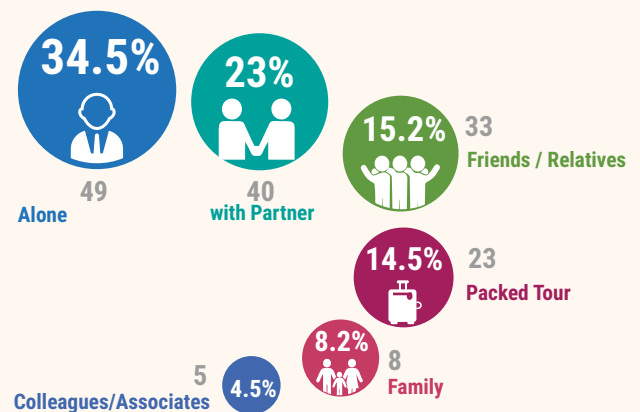
### Age Groups



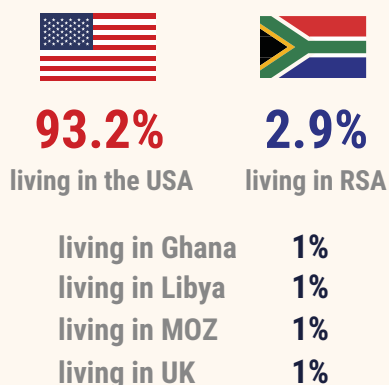
## MAIN PURPOSE OF VISIT



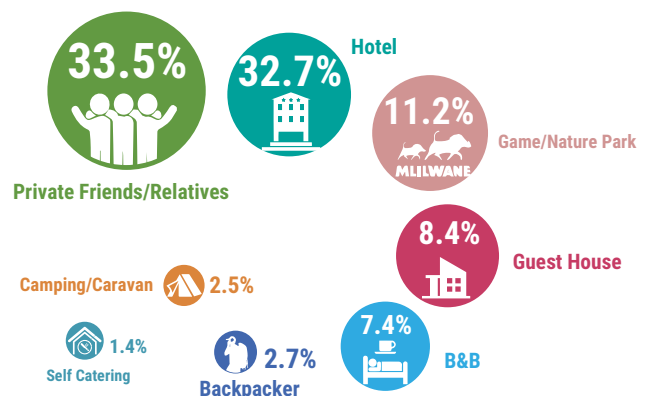
## TRAVEL PARTNERSHIP IN ASSOCIATION WITH LEISURE VISITS



## VISITING FRIENDS AND RELATIVES BY COUNTRY OF RESIDENCE



## ACCOMMODATION USAGE



# AMERICAN VISITORS TO SD

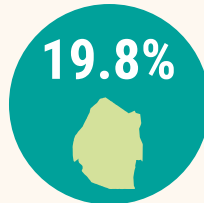


## DISTRIBUTION

### Heard about Swaziland



Knew about Swaziland  
from Friends



Already knew  
about Swaziland



knew about Swaziland  
from the Internet



knew about Swaziland  
from Agent



knew about Swaziland  
from own companies



knew about Swaziland  
from Television

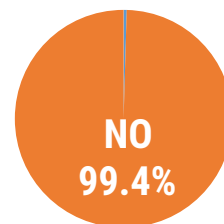


knew about Swaziland  
from newspapers



## REGULATIONS AND SATISFACTION

Did the new South African  
travel requirements for children  
affect your preparations



Did the new South African visa  
application regulations affect  
your preparations



# 5

## | 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)

### Hear of Swaziland (Holiday Visitors Only)



### 5.2. KEY FACTS

#### Key Facts:

- Study shows that most people got to know about Swaziland through Travelling Agents, with friends being the next most popular source of information about Swaziland.
- Agents (one-third) and the internet (one-fourth) each accounted for a significant portion as the source of information regarding Swaziland.

# 6

## | How Long Do they Stay |

- > Average length of stay spent was 3.5 nights
- > Visitors from United States of America spent highest number of nights relating to overseas markets (8.4)
- > First time business segment spent more than 13.8 nights

# HOW LONG DO THEY STAY?



**Total Average Visitor Stay**  
= 3.5 nights

## Reason for Visit by Average Number of Nights



Business/Conference

10.5  
Nights



Medical

8.8  
Nights



Visiting Friends

4.5  
Nights



Holiday/Leisure

2.3  
Nights



Religion

1.7  
Nights



## Region by Average Number of Nights

Asia



Australasia & Oceania



Middle East



North America



Europe



Africa



South America



## 6.2. KEY FACTS

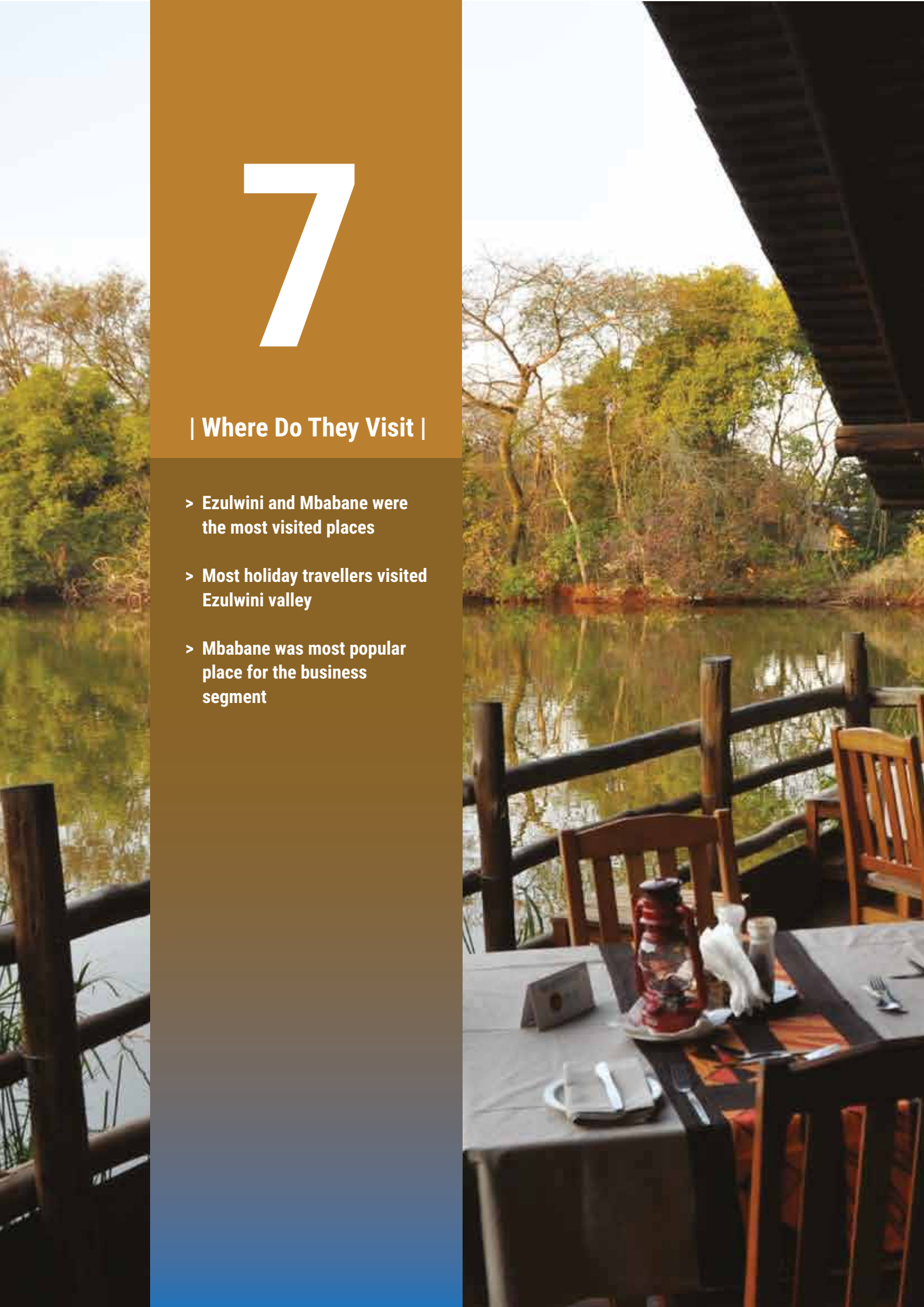
### Key Facts:

- The average length of stay in Swaziland is 3.5 nights.
- Business and medical visitors generally stayed longer than all other reason with business visitors spending an average 10.7 nights per visit.
- Visitor's from Asia and Australasia and Oceania stayed longer than any other region averaging 38 and 14 nights respectively.

# 7

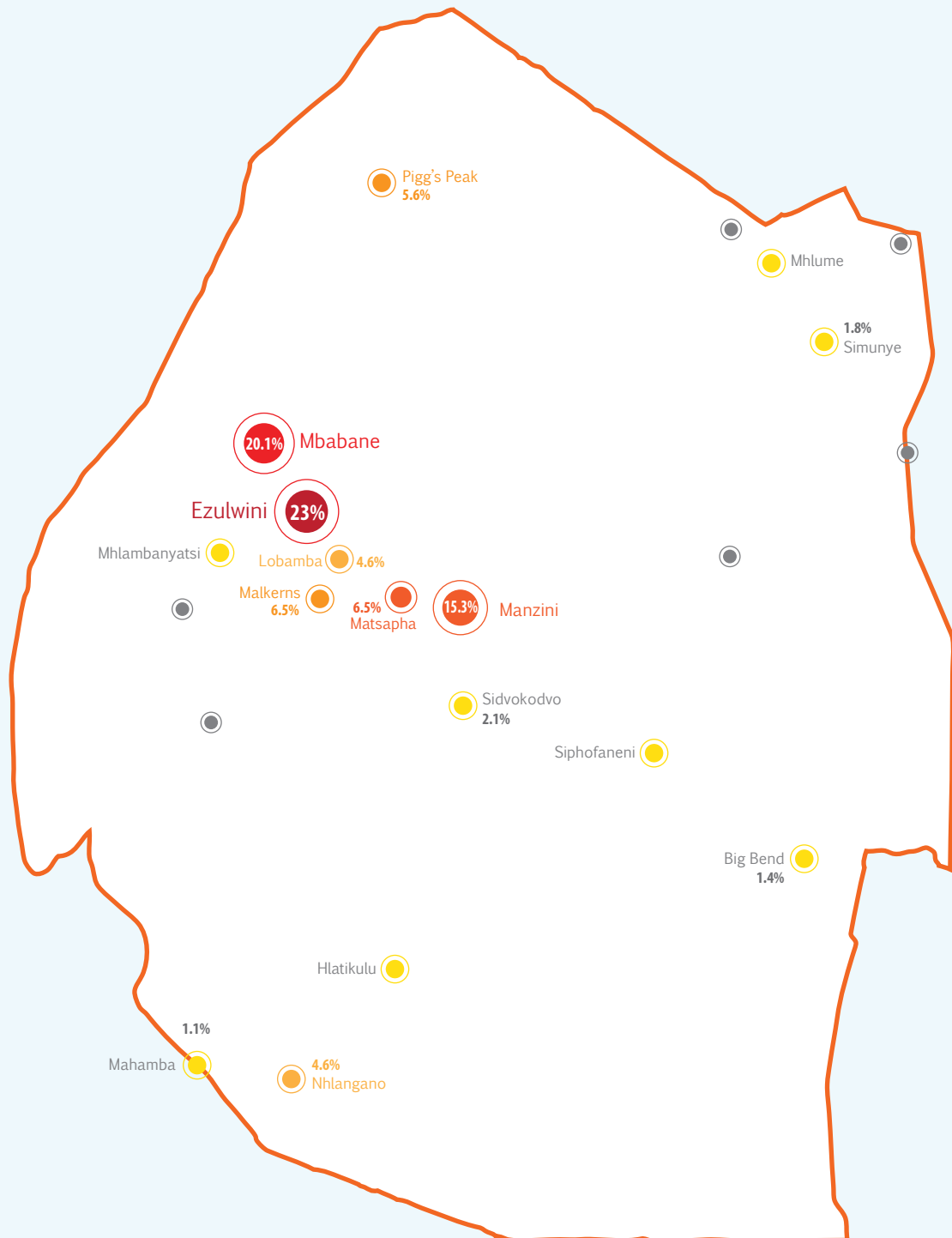
## | Where Do They Visit |

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

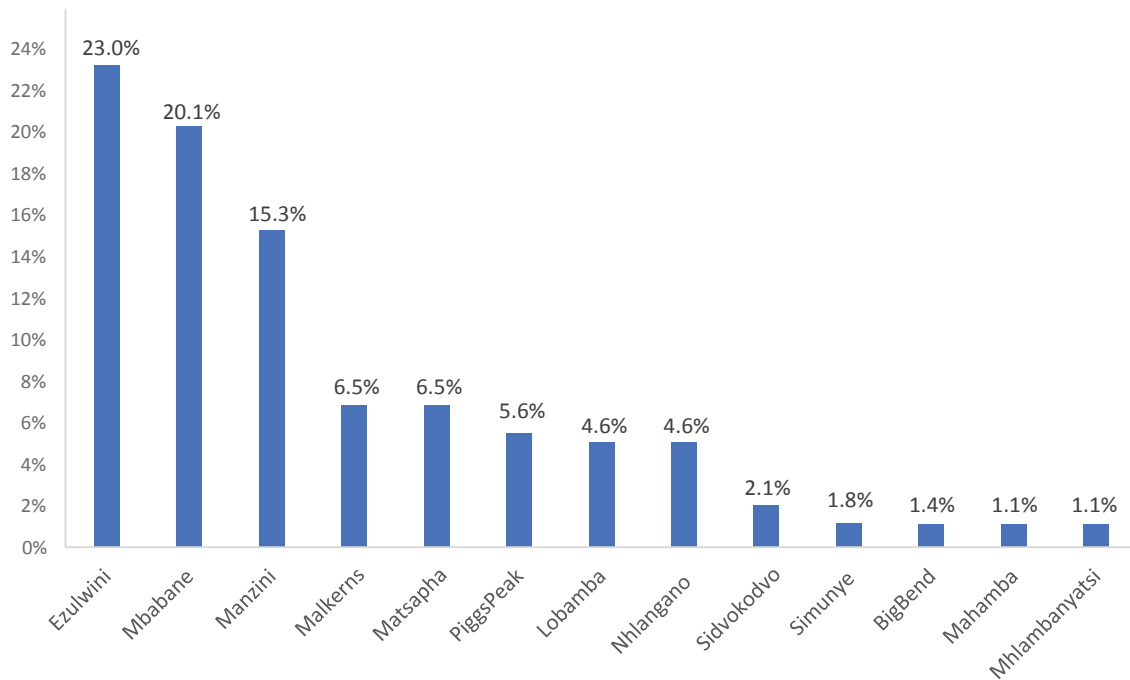


# WHERE DO THEY VISIT

## Top Places Visited by All Visitors



## Top Places Visited by Holiday Visitors



## 7.2. KEY FACTS

### Key Facts:

- Major areas of visitation by holiday visitors are Ezulwini (23.0%), Mbabane (20.0%), Manzini (15.3%), Malkerns and Matsapha (6.5%). 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 (55%) was the most popular place for all visitors.

# 8

## | 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



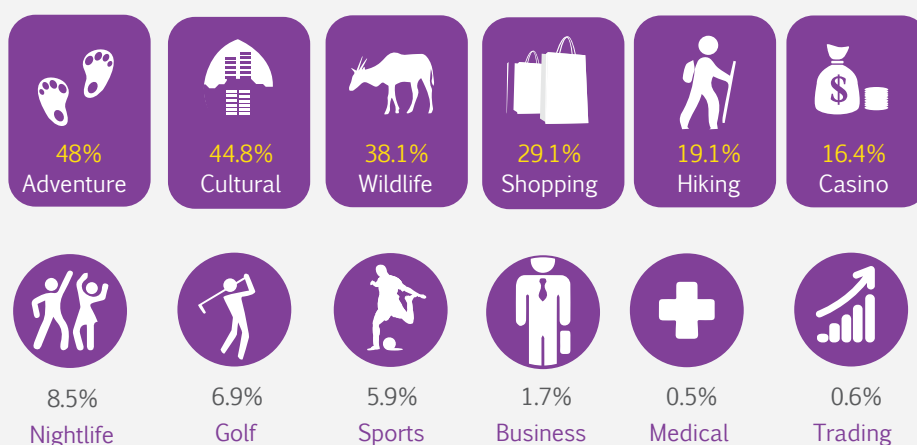
# WHAT DID THEY DO



## Activities Engaged in by all visitors



## Activities Engaged in by all holiday/leisure visitors



## 8.2. KEY FACTS

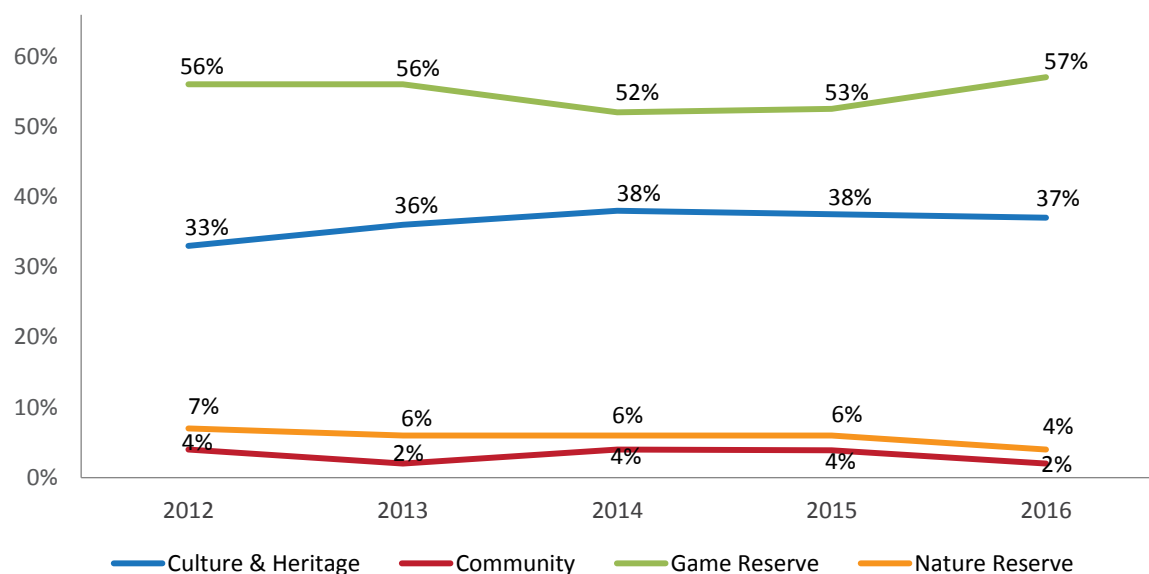
### Key Facts:

- Cultural (44.8%) and shopping (29.1%) was the most common activity amongst all visitors to Swaziland. This includes all kinds of shopping by the visitors.
- Holiday visitors predominantly engaged in Adventure, culture and wildlife activities.
- Business (93%), shopping (43%) and cultural activities (20%) were the most popular activities engaged in by business visitors to the country.
- Across all regions Adventure and shopping were the two most popular activities engaged in by visitors.

### Activities engaged in by Region (Holiday/Leisure visitors only)

	Africa	Asia	Australasia & Oceania	Europe	North America	South America	Middle East
Adventure	39%	71%	66%	58%	71%	56%	58%
Business	2%	24%	4%	1%	4%	0%	4%
Casino	29%	12%	7%	6%	4%	6%	1%
Cultural/Historical/Heritage	33%	76%	58%	57%	65%	75%	42%
Golf	13%	0%	3%	1%	4%	6%	1%
Hiking	14%	35%	27%	24%	22%	6%	27%
Medical	0%	12%	1%	1%	2%	0%	1%
Nightlife	8%	6%	12%	8%	4%	13%	9%
Shopping	24%	76%	39%	32%	36%	31%	29%
Sports	10%	6%	4%	3%	0%	6%	2%
Trading	1%	0%	1%	0%	2%	0%	3%
Wildlife	27%	76%	51%	49%	62%	50%	37%

### Visited Attraction Sites, 2012- 2016



# 9

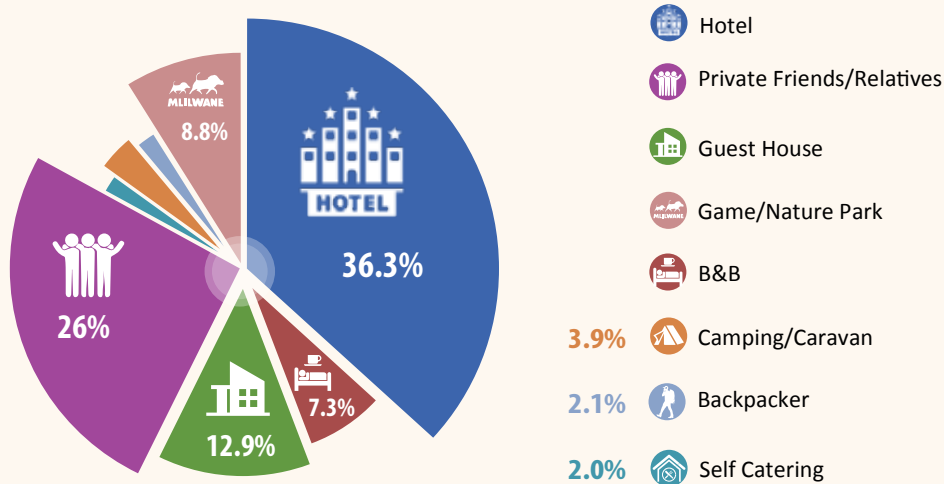
## | Where Do They Stay |

- > 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

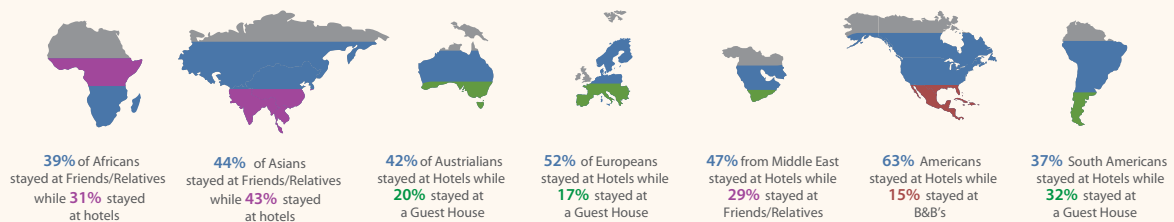


# WHERE DO THEY STAY

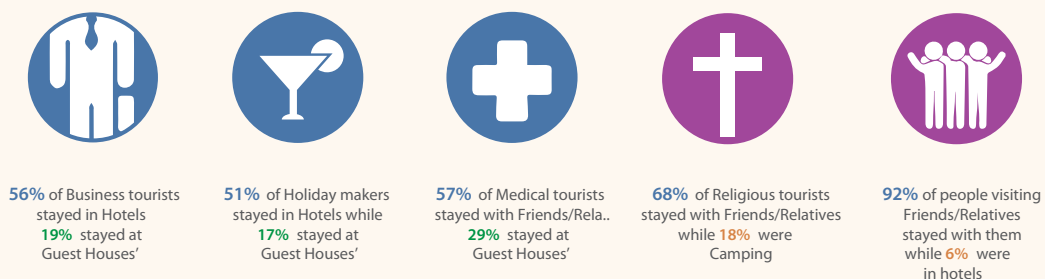
## Type of Accommodation



## Where they stayed by region



## Where they stayed by purpose



## 9.2. KEY FACTS

### Key Facts:

- Although hotels continued to dominate as the major choice for accommodation (39%) this was down 4 percentage points from 2015 levels.
- Hotels were significantly popular amongst holiday and business visitors.
- Guest houses accounted for almost a fifth of the holiday and leisure visitors.
- Amongst African visitors, staying with friends and family (39%) was more popular than staying in a hotel (31%).

# 10

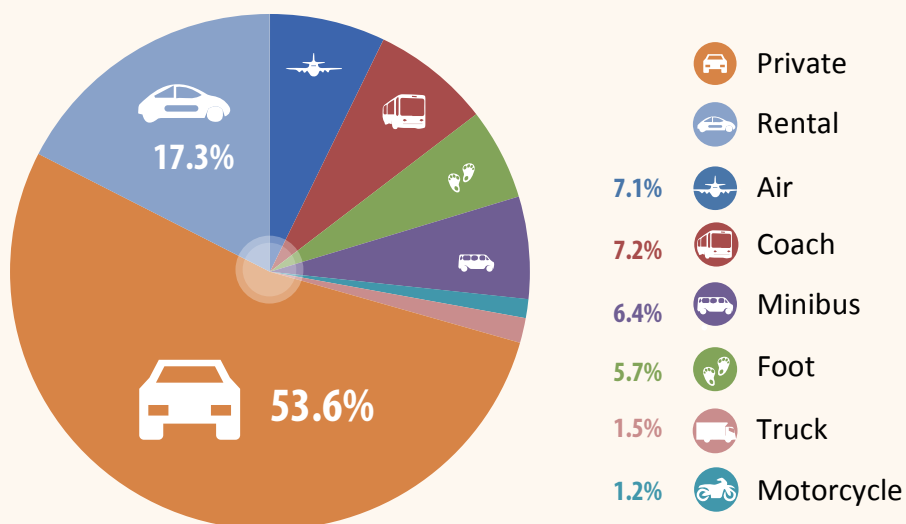
## | How Do They Travel Around |

- > Road travel accounted for 92.9% 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?

## Type of transport used



## Type of transport by purpose of visit

	Holiday/L	Visiting	Business/	Transit	Religion	Medical
Air	2	5	36	0	2	6
Coach	14	0	1	4	3	0
Foot	3	18	0	4	7	12
Minibus	6	8	2	5	29	6
Motorcycle	2	0	0	1	0	0
Truck	1	0	6	2	0	0
Private	42	64	52	71	56	71
Rental	30	4	2	14	3	6

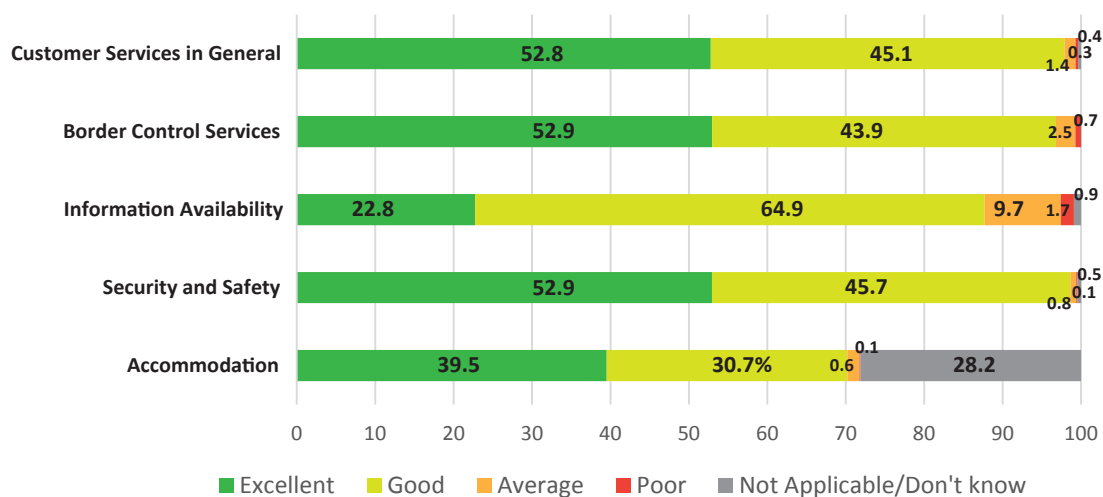
## 10.2. KEY FACTS

### Key Facts:

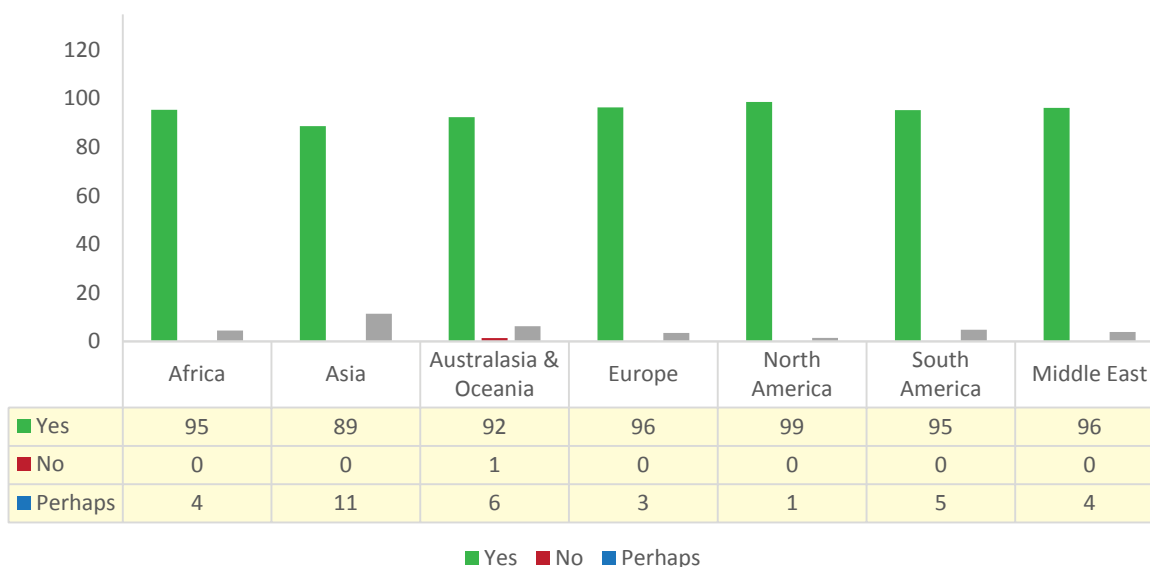
- Private vehicles were by far the most common mode of transportation. At least (53%) of all tourists were using this mode of transport. This down almost 10 percentage points from the previous years.
- Car rentals were most popular amongst holiday visitors (30%), as well as transiting visitors.

# WHAT DO THEY THINK OF SWAZILAND?

## General Ratings



## Recommend Swaziland by Region

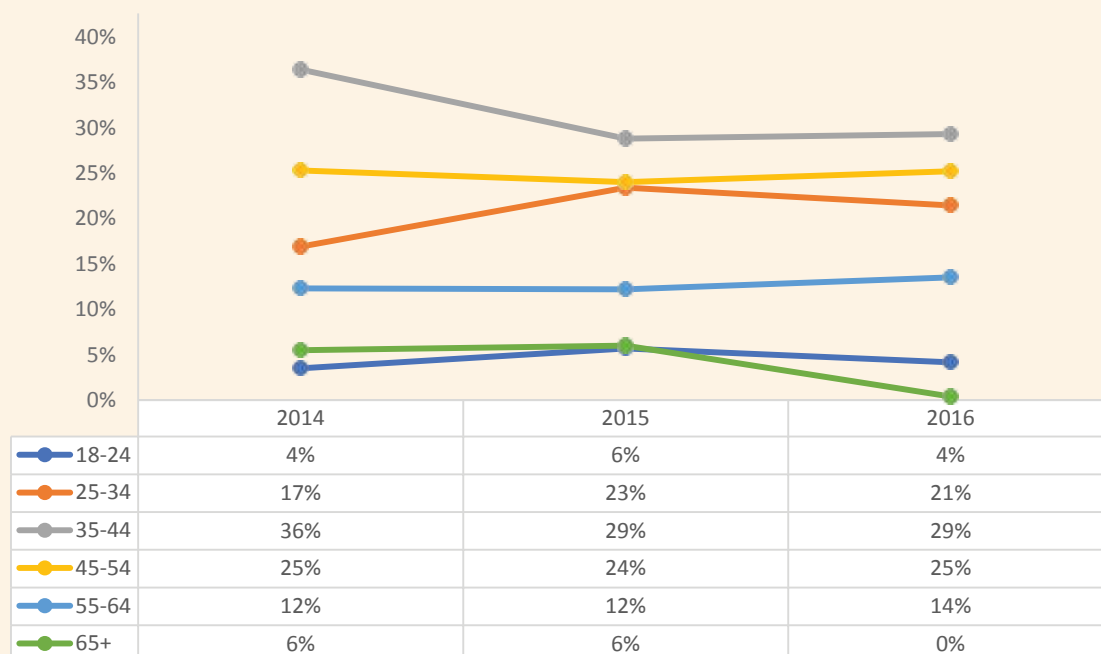


### Key Facts:

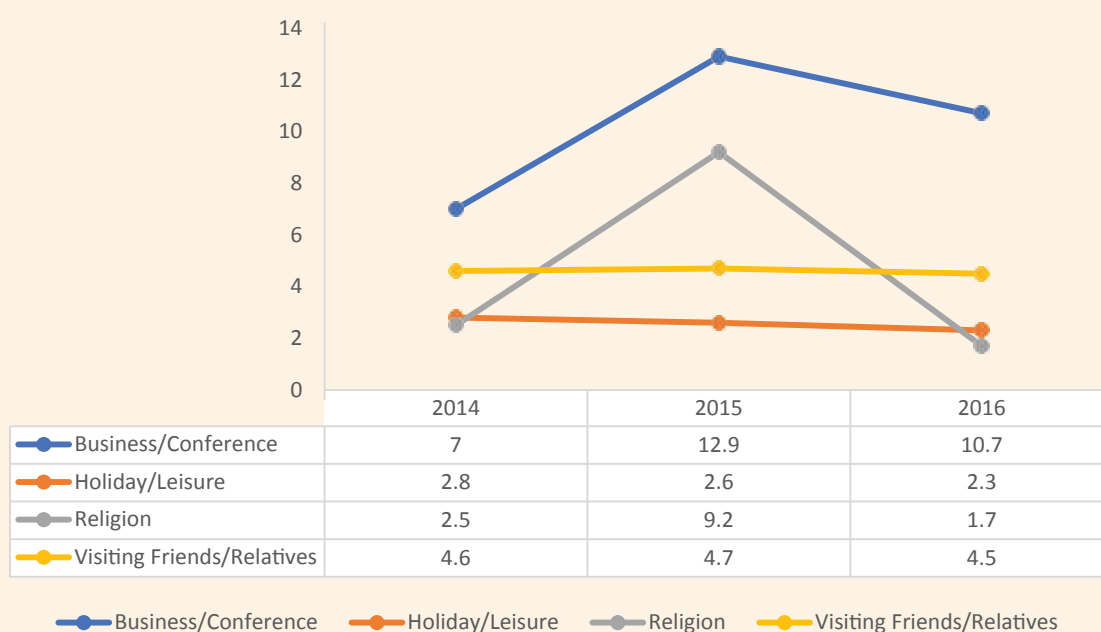
- Swaziland received generally favourable comments across the board with the majority of visitors saying they would definitely recommend Swaziland as a destination.

# YEAR ON YEAR COMPARISON

## 11.1 AGE

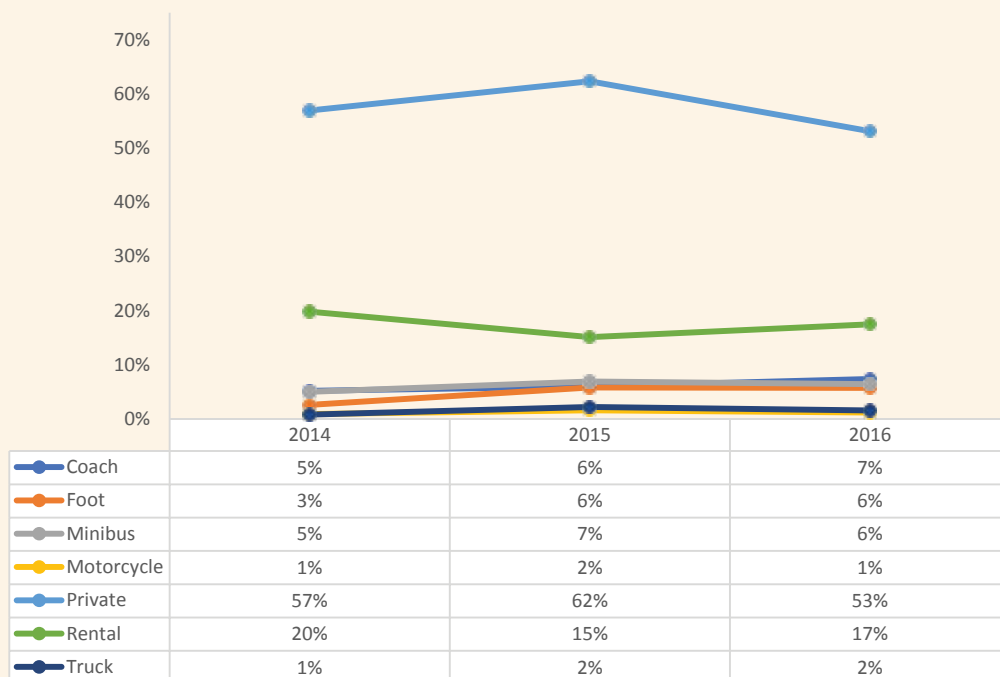


## 11.2 AVERAGE NUMBER OF NIGHTS BY REASON FOR VISIT

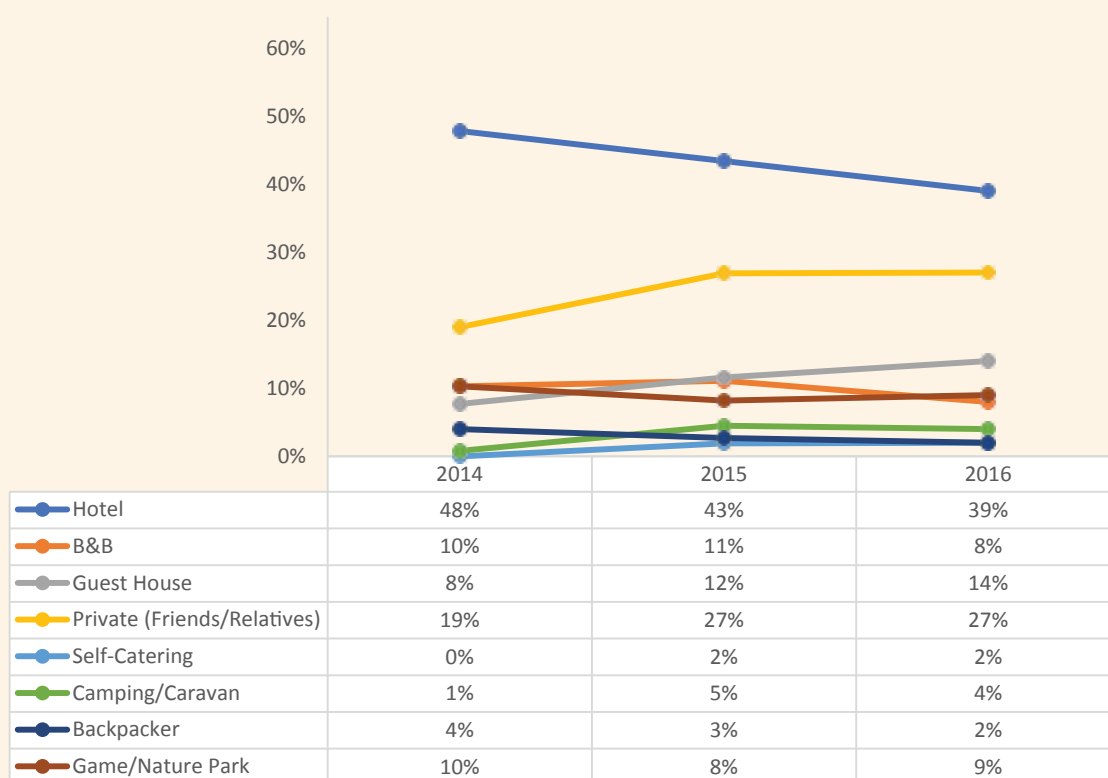


# YEAR ON YEAR COMPARISON

## 11.3 MODE OF TRANSPORT

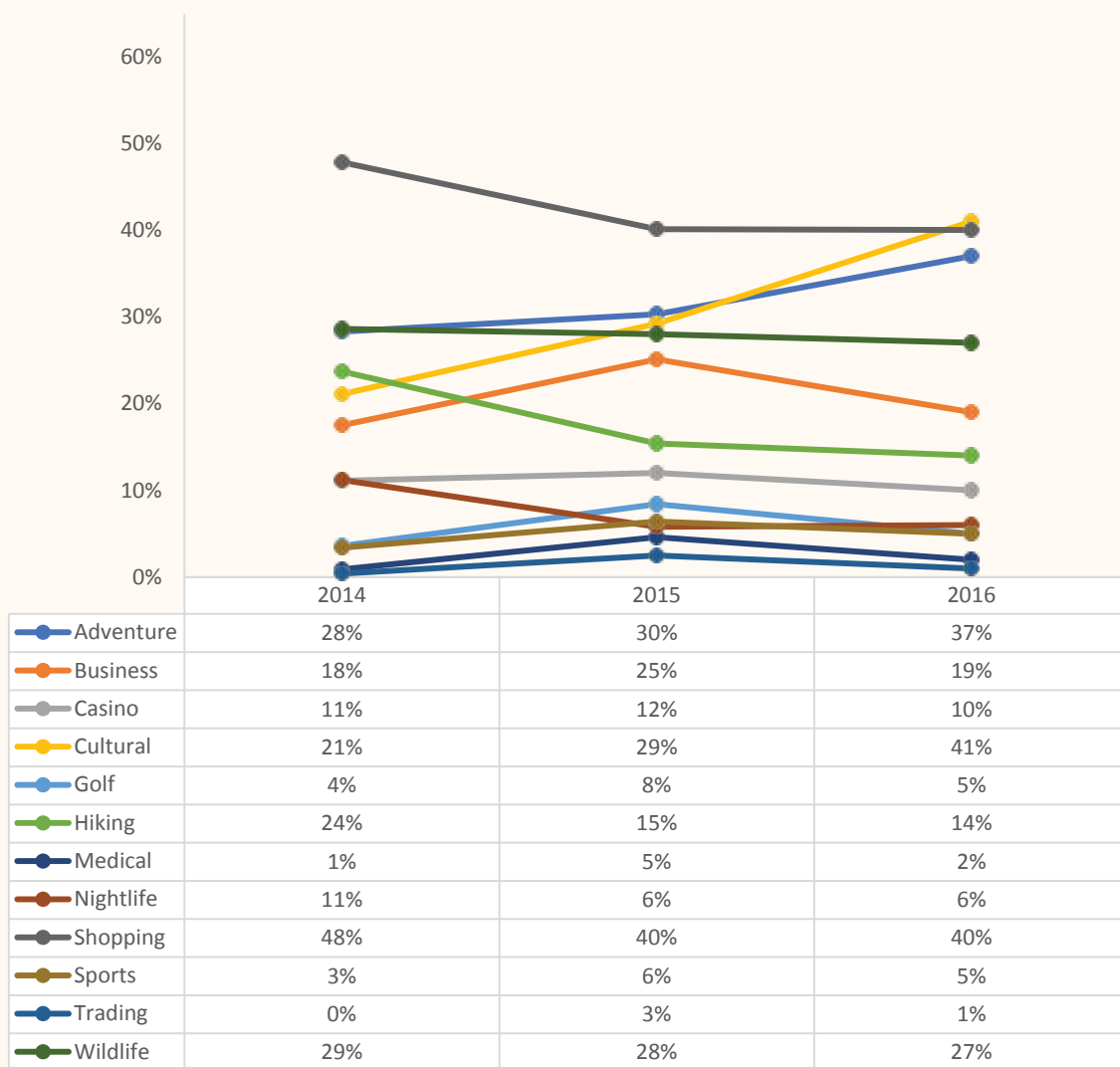


## 11.4 TYPE OF ACCOMMODATION



# YEAR ON YEAR COMPARISON

## 11.5 ACTIVITIES ENGAGED IN



# 12. Appendix Tables

## VISITOR ARRIVALS

1. ANNUAL VISITOR AND VISITOR NIGHTS, 2010 - 2016

YEAR	REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (NIGHTS)	VISITOR NIGHTS	
								Formal Accommodation <sup>*</sup>	Overall nights <sup>1</sup>
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	1 169 763	1 298 743	2,00	276 903	2 592 458
2014		22 685	23 813	100 308	1 177 815	1 324 621	2,21	280 956	2 928 115
2015		23 416	24 401	103 559	1 104 525	1 255 901	3,42	272 911	4 289 727
2016		24 210	30 497	112 974	1 110 907	1 278 588	3,50	280 569	4 478 492
Average Annual Growth(%) 2010 - 2016		18,1%	56,4%	33,7%	-8,8%	-4,8%	10,8%	-11,3%	63,3%

\* indicates formal accommodation only

<sup>1</sup> indicates private and formal accommodation

## HOTEL

HOTEL		STATISTICAL TABLE						
		ANNUAL REPORT ON TOURISM STATISTICS 2016						
ANNUAL AND STANDARD AVERAGE OCCUPANCY RATE OF GAZETTED HOTELS (%) 2010-2016								
YEAR		2010	2011	2012	2013	2014	2015	2016
MONTH								
Overall		55,17	45,34	54,27	46,77	44,69	43,41	48,92
January		44,52	38,32	43,41	35,86	37,44	37,11	40,41
February		51,55	42,18	50,63	43,16	42	38,63	49,17
March		54,39	47,58	53,44	49,48	43,39	40,64	53,82
April		53,73	46,42	52,77	48	42,15	40,24	45,59
May		56,76	43,26	55,94	41,56	46,68	42,05	49,87
June		56,08	41,19	55,46	43,38	41,27	40,00	42,15
July		53,05	46,95	52,05	49,99	49,03	49,37	48,83
August		61,92	54,5	60,84	51,84	45,88	42,83	53,86
September		53,9	43,87	52,78	48,65	46,07	47,23	53,76
October		57,29	45,27	56,58	50,45	47,47	48,37	49,29
November		61,73	46,16	60,95	51,18	48,83	49,02	51,16
December		56,80	47,62	55,99	47,27	45,85	45,22	49,10

## OUTBOUND TRAVEL

### OUTBOUND TRAVEL

#### SWAZILAND OUTBOUND STATISTICS, 2010- 2016

MODE OF DEPARTURE YEAR/ MONTH	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
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
2015	8 910	1 704 411	1 713 321	3,7	3,4	3,4	0,5	99,5	100,0
<b>2016</b>	<b>7 650</b>	<b>1 774 005</b>	<b>1 278 587</b>	<b>-14,1</b>	<b>25,5</b>	<b>-25,4</b>	<b>0,6</b>	<b>99,4</b>	<b>100,0</b>
January	412	144 596	145 008	11,7	-3,3	-3,3	0,3	99,7	100,0
February	539	123 477	124 016	-6,9	-7,1	-7,1	0,4	99,6	100,0
March	526	149 731	150 257	-36,8	7,8	7,6	0,4	99,6	100,0
April	566	147 768	148 334	-20,3	-5,9	-5,9	0,4	99,6	100,0
May	842	153 240	154 082	1,3	9,2	9,2	0,5	99,5	100,0
June	611	134 723	135 334	-13,7	8,0	7,9	0,5	99,5	100,0
July	752	159 997	160 749	-16,0	14,0	13,8	0,5	99,5	100,0
August	729	156 329	157 058	-21,9	0,5	0,4	0,5	99,5	100,0
September	756	147 538	148 294	-19,5	11,4	11,2	0,5	99,5	100,0
October	808	153 331	154 139	-5,7	9,9	9,8	0,5	99,5	100,0
November	734	141 369	142 103	-19,4	6,0	5,8	0,5	99,5	100,0
December	375	169 556	169 931	8,4	6,1	6,1	0,2	99,8	100,0

# VISITOR PROFILE

## FREQUENCY OF VISIT (%), 2016

		TOTAL	AFRICA										AMERICA		
FREQUENCY OF VISIT			Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
First Visit		37	47	88	32	62	6	100	10	38	53	70	77	84	56
Repeat Visit		63	53	12	68	38	94	0	90	62	47	30	23	16	44

MIDDLE EAST	ASIA & AUSTRALIA					EUROPE									
Israel	Australia	China	India	Pakistan	Taiwan	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
94	78	67	52	25	59	89	95	90	84	94	89	74	86	91	67
6	22	33	48	75	41	12	5	10	16	6	11	26	14	9	34

## TRAVELLING COMPANIONS (%), 2016

TRAVELLING COMPANIONS		TOTAL	AFRICA										AMERICA		
			Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Alone		20	28	61	16	39	17	69	24	55	66	60	8	15	35
With Spouse/ Partner		31	29	15	29	31	23	8	31	19	6	18	46	23	23
With Friends/ Relatives		17	11	0	21	15	21	0	21	0	9	4	38	10	15
With Colleagues/ Association		9	21	24	21	15	12	23	11	13	9	18	0	4	5
With Family		13	3	0	5	0	26	0	12	13	3	0	8	9	8
Packaged Tour		10	8	0	8	0	1	0	1	0	7	0	0	39	14

MIDDLE EAST	ASIA & AUSTRALIA					EUROPE									
Israel	Australia	China	India	Pakistan	Taiwan	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
6	13	56	70	100	53	5	3	3	10	1	23	16	7	6	13
25	29	11	18	0	35	44	39	41	54	36	33	32	38	56	28
13	15	11	4	0	6	12	8	9	14	6	11	21	17	13	18
0	2	11	4	0	6	0	1	1	5	2	0	5	4	0	1
38	12	0	4	0	0	16	15	10	11	17	22	26	17	14	6
18	29	11	0	0	0	23	34	36	6	38	11	0	17	11	34

## MAIN PURPOSE OF VISIT (%) 2016

MAIN PURPOSE	TOTAL	AFRICA										AMERICA		
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Holiday	47	32	12	42	15	37	8	34	13	6	11	92	77	39
VFR	19	10	6	11	15	3	39	27	6	25	37	0	7	32
Business	14	53	82	34	70	2	46	16	81	69	51	0	15	19
Transit	17	3	0	2	0	56	0	18	0	0	0	8	1	6
Other	3	2	0	11	0	2	7	5	0	0	1	0	0	4

MIDDLE EAST	ASIA & AUSTRALIA					EUROPE									
Israel	Australia	China	India	Pakistan	Taiwan	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
81	74	17	4	0	6	91	89	84	76	90	44	42	72	88	66
0	9	44	17	50	35	3	1	2	4	1	22	0	10	1	21
0	6	39	70	50	47	3	1	1	11	2	22	21	14	1	6
19	9	0	0	0	6	3	9	13	8	7	12	37	0	9	5
0	2	0	9	0	6	0	0	0	1	0	0	0	4	1	2

## ACCOMMODATION (%) 2016

ACCOMMODATION		TOTAL	AFRICA										AMERICA		
			Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Hotel		48	46	83	29	33	25	53	28	59	45	39	27	55	33
VFR		5	14	3	24	17	10	27	42	18	37	36	0	4	34
Other		47	40	14	47	50	65	20	30	23	18	25	73	41	33

MIDDLE EAST	ASIA & AUSTRALIA					EUROPE									
Israel	Australia	China	India	Pakistan	Taiwan	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
50	39	22	33	17	35	45	56	53	42	47	44	44	50	45	41
0	13	41	31	50	42	2	1	2	8	1	44	19	13	1	23
50	48	37	36	33	23	53	43	45	50	52	12	37	37	54	36

# STATISTICAL TABLE

## ANNUAL REPORT ON TOURISM STATISTICS, 2016

### ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2016

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>5,969</b>	<b>100.0%</b>	<b>2.3%</b>	<b>1,926</b>	<b>100.0%</b>	<b>21.1%</b>	<b>5,682</b>	<b>100.0%</b>	<b>11.6%</b>
Air	2,214	37.1%	-	1,809	93.9%	2427.6%	1,045	18.4%	-
Land	3,755	62.9%	-35.6%	117	6.1%	-92.3%	4,637	81.6%	-8.9%
<b>GENDER</b>	<b>5,969</b>	<b>100.0%</b>	<b>2.3%</b>	<b>1,926</b>	<b>100.0%</b>	<b>21.1%</b>	<b>5,682</b>	<b>100.0%</b>	<b>11.6%</b>
Male	4,041	67.7%	7.4%	1,587	75.8%	0.0%	4,483	78.9%	44.1%
Female	1,928	32.3%	-6.9%	144	24.2%	0.0%	1,199	21.1%	-39.5%
<b>AGE GROUP</b>	<b>5,969</b>	<b>100.0%</b>	<b>2.3%</b>	<b>1,926</b>	<b>100.0%</b>	<b>21.1%</b>	<b>5,682</b>	<b>100.0%</b>	<b>11.6%</b>
18-24	0	0.0%	-100.0%	58	3.0%	-19.2%	301	5.3%	-28.7%
25-34	1,641	27.5%	-31.0%	408	21.2%	88.8%	1,642	28.9%	-17.1%
35-44	2,310	38.7%	50.6%	994	51.6%	71.7%	2,994	52.7%	135.2%
45-54	1,731	29.0%	18.7%	466	24.2%	-28.3%	597	10.5%	-57.9%
55-64	287	4.8%	-7.3%	0	0.0%	-100.0%	0	0.0%	-
65+	0	0.0%	-	0	0.0%	-	148	2.6%	-
<b>LENGTH OF DAYS</b>	<b>5,969</b>	<b>100.0%</b>	<b>2.3%</b>	<b>1,926</b>	<b>100.0%</b>	<b>21.1%</b>	<b>5,682</b>	<b>100.0%</b>	<b>11.6%</b>
Under 1 day	579	9.7%	88.6%	0	0.0%	-100.0%	301	5.3%	-73.4%
1 Day	1,158	19.4%	67.6%	0	0.0%	-	449	7.9%	-36.5%
2 Days	579	9.7%	-64.1%	117	6.1%	-19.2%	1,938	34.1%	95.7%
3 Days	1,540	25.8%	25.4%	464	24.1%	60.6%	750	13.2%	32.6%
4 Days	866	14.5%	61.1%	351	18.2%	-	898	15.8%	111.6%
5 Days	483	8.1%	-10.0%	58	3.0%	-59.8%	449	7.9%	-20.7%
6 Days	191	3.2%	-17.0%	293	15.2%	-32.4%	301	5.3%	-
7 Days	96	1.6%	-	117	6.1%	-18.2%	301	5.3%	-
8- 10 Days	191	3.2%	24.4%	175	9.1%	22.0%	148	2.6%	-47.8%
11 -14 Days	191	3.2%	-37.8%	175	9.1%	-	148	2.6%	4.4%
15 - 29 Days	0	0.0%	-100.0%	175	9.1%	22.0%	0	0.0%	-
30- 59 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
60 Days & Over	96	1.6%	-	0	0.0%	-	0	0.0%	-
<b>Av. Length of Stay (Days)</b>	<b>7.5</b>	<b>3.4</b>		<b>6.8</b>	<b>-15.8</b>		<b>3.4</b>	<b>-1.1</b>	

CHARACTERISTICS									
	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>5,055</b>	<b>100.0%</b>	<b>-8.0%</b>	<b>202,042</b>	<b>100.0%</b>	<b>11.5%</b>	<b>3,734</b>	<b>100.0%</b>	<b>1.8%</b>
Air	2,335	46.2%	-	0	0.0%	-	3,159	84.6%	-
Land	2,720	53.8%	-50.5%	202,042	100.0%	11.5%	575	15.4%	-84.3%
<b>GENDER</b>	<b>5,055</b>	<b>100.0%</b>	<b>-8.0%</b>	<b>202,042</b>	<b>100.0%</b>	<b>11.5%</b>	<b>3,734</b>	<b>100.0%</b>	<b>1.8%</b>
Male	3,498	69.2%	-15.1%	128,903	63.8%	8.4%	2,584	69.2%	-8.4%
Female	1,557	30.8%	13.4%	73,139	36.2%	17.3%	1,150	30.8%	35.7%
<b>AGE GROUP</b>	<b>5,055</b>	<b>100.0%</b>	<b>-8.0%</b>	<b>202,042</b>	<b>100.0%</b>	<b>11.5%</b>	<b>3,734</b>	<b>100.0%</b>	<b>1.8%</b>
18-24	0	0.0%	-	6,061	3.0%	-1.7%	0	0.0%	-100.0%
25-34	389	7.7%	-63.5%	50,308	24.9%	73.5%	288	7.7%	-79.6%
35-44	3,109	61.5%	7.2%	84,858	42.0%	13.3%	2,009	53.8%	137.1%
45-54	1,557	30.8%	2.0%	46,470	23.0%	-18.4%	1,438	38.5%	69.7%
55-64	0	0.0%	-	11,314	5.6%	-9.5%	0	0.0%	-
65+	0	0.0%	-	3,233	1.6%	78.3%	0	0.0%	-100.0%
<b>LENGTH OF DAYS</b>	<b>5,055</b>	<b>100.0%</b>	<b>-8.0%</b>	<b>202,042</b>	<b>100.0%</b>	<b>11.5%</b>	<b>3,734</b>	<b>100.0%</b>	<b>1.8%</b>
Under 1 day	389	7.7%	-	121,225	60.0%	13.7%	0	0.0%	-100.0%
1 Day	0	0.0%	-100.0%	25,457	12.6%	-12.4%	0	0.0%	-
2 Days	778	15.4%	2.0%	38,792	19.2%	7.9%	288	7.7%	-49.0%
3 Days	389	7.7%	#DIV/0!	10,506	5.2%	56.3%	575	15.4%	-49.0%
4 Days	389	7.7%	27.5%	1,616	0.8%	27.1%	859	23.0%	-
5 Days	389	7.7%	-63.6%	3,031	1.5%	317.1%	0	0.0%	-100.0%
6 Days	0	0.0%	-100.0%	606	0.3%	233.7%	863	23.1%	-
7 Days	389	7.7%	27.5%	0	0.0%	-	0	0.0%	-100.0%
8- 10 Days	389	7.7%	-15.0%	404	0.2%	122.5%	288	7.7%	-
11 -14 Days	1,163	23.0%	90.5%	0	0.0%	-100.0%	0	0.0%	-
15 - 29 Days	778	15.4%	-15.0%	0	0.0%	-100.0%	575	15.4%	-
30- 59 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-
60 Days & Over	0	0.0%	-100.0%	404	0.2%	-	288	7.7%	-49.0%
<b>Av. Length of Stay (Days)</b>	<b>8.0</b>		<b>-5.8</b>	<b>1.4</b>		<b>0.6</b>	<b>12.1</b>		<b>-3.0</b>

CHARACTERISTICS	AFRICA											
	RSA			Tanzania			Zambia			Zimbabwe		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>814,220</b>	<b>100.0%</b>	<b>0.5%</b>	<b>5,659</b>	<b>100.0%</b>	<b>-10.3%</b>	<b>5,600</b>	<b>100.0%</b>	<b>4.1%</b>	<b>49,295</b>	<b>100.0%</b>	<b>-29.0%</b>
Air	23,612	2.9%	-	3,893	68.8%	-	3,326	59.4%	-	23,957	48.6%	-
Land	790,608	97.1%	-2.4%	1,766	31.2%	-72.0%	2,274	40.6%	-57.7%	25,338	51.4%	-63.5%
<b>GENDER</b>	<b>814,220</b>	<b>100.0%</b>	<b>0.5%</b>	<b>5,659</b>	<b>100.0%</b>	<b>-10.3%</b>	<b>5,600</b>	<b>100.0%</b>	<b>4.1%</b>	<b>49,295</b>	<b>100.0%</b>	<b>-29.0%</b>
Male	586,238	72.0%	4.9%	2,830	50.0%	-31.3%	4,200	75.0%	6.6%	31,992	64.9%	-35.0%
Female	227,982	28.0%	-9.2%	2,830	50.0%	29.2%	1,400	25.0%	-2.9%	17,303	35.1%	-14.4%
<b>AGE GROUP</b>	<b>814,220</b>	<b>100.0%</b>	<b>0.5%</b>	<b>5,659</b>	<b>100.0%</b>	<b>-10.3%</b>	<b>5,600</b>	<b>100.0%</b>	<b>4.1%</b>	<b>49,295</b>	<b>100.0%</b>	<b>-29.0%</b>
18-24	35,011	4.3%	-25.5%	0	0.0%	-100.0%	0	0.0%	-100.0%	1,331	2.7%	-46.8%
25-34	161,216	19.8%	-13.9%	357	6.3%	-69.3%	1,400	25.0%	-11.2%	14,641	29.7%	-48.8%
35-44	249,966	30.7%	2.8%	1,064	18.8%	-31.2%	2,274	40.6%	57.7%	20,655	41.9%	-9.1%
45-54	230,424	28.3%	23.1%	3,531	62.4%	5.6%	1,574	28.1%	-25.2%	9,317	18.9%	-34.9%
55-64	103,406	12.7%	6.4%	707	12.5%	-	353	6.3%	173.2%	2,662	5.4%	219.3%
65+	34,197	4.2%	-29.7%	0	0.0%	-	0	0.0%	-	690	1.4%	41.9%
<b>LENGTH OF DAYS</b>	<b>814,220</b>	<b>100.0%</b>	<b>0.5%</b>	<b>5,659</b>	<b>100.0%</b>	<b>-10.3%</b>	<b>5,600</b>	<b>100.0%</b>	<b>4.1%</b>	<b>49,295</b>	<b>100.0%</b>	<b>-29.0%</b>
Under 1 day	268,693	33.0%	-5.4%	0	0.0%	-100.0%	0	0.0%	-100.0%	1,331	2.7%	-91.7%
1 Day	122,133	15.0%	-2.4%	0	0.0%	-100.0%	174	3.1%	-55.9%	2,021	4.1%	-79.1%
2 Days	195,413	24.0%	12.9%	357	6.3%	-	174	3.1%	-78.0%	3,993	8.1%	-40.7%
3 Days	119,690	14.7%	3.3%	0	0.0%	-	874	15.6%	11.0%	7,345	14.9%	34.2%
4 Days	39,083	4.8%	-16.5%	357	6.3%	-7.7%	874	15.6%	33.2%	6,655	13.5%	-7.0%
5 Days	19,541	2.4%	-26.8%	1,064	18.8%	175.3%	353	6.3%	-32.8%	7,936	16.1%	-0.8%
6 Days	11,399	1.4%	-3.1%	0	0.0%	-100.0%	526	9.4%	33.7%	5,324	10.8%	58.1%
7 Days	8,142	1.0%	21.4%	1,403	24.8%	81.6%	874	15.6%	66.4%	2,662	5.4%	532.3%
8- 10 Days	13,842	1.7%	58.0%	707	12.5%	-8.5%	874	15.6%	121.9%	6,014	12.2%	257.1%
11 -14 Days	8,142	1.0%	91.9%	1,064	18.8%	-41.0%	353	6.3%	34.4%	2,662	5.4%	-51.4%
15 - 29 Days	6,514	0.8%	98.3%	0	0.0%	-100.0%	174	3.1%	32.3%	2,021	4.1%	-31.4%
30- 59 Days	814	0.1%	-57.5%	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
60 Days & Over	814	0.1%	-57.5%	707	12.5%	-	353	6.3%	-	1,331	2.7%	-36.8%
<b>Av. Length of Stay (Days)</b>	<b>2.1</b>	<b>-0.1</b>		<b>26.3</b>	<b>15.2</b>		<b>21.8</b>	<b>14.8</b>		<b>8.6</b>	<b>2.0</b>	

CHARACTERISTICS	AMERICA								
	Brazil			Canada			USA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>1,132</b>	<b>100.0%</b>	<b>13.7%</b>	<b>4,137</b>	<b>100.0%</b>	<b>15.9%</b>	<b>18,014</b>	<b>100.0%</b>	<b>0.1%</b>
Air	174	15.4%	-	778	18.8%	-	3,657	20.3%	2158.8%
Land	958	84.6%	-3.8%	3,359	81.2%	-5.9%	14,357	79.7%	-19.5%
<b>GENDER</b>	<b>1,132</b>	<b>100.0%</b>	<b>13.7%</b>	<b>4,137</b>	<b>100.0%</b>	<b>15.9%</b>	<b>18,014</b>	<b>100.0%</b>	<b>0.1%</b>
Male	609	53.8%	12.2%	2,519	60.9%	39.0%	10,376	57.6%	-4.2%
Female	523	46.2%	15.4%	1,618	39.1%	-7.9%	7,638	42.4%	6.7%
<b>AGE GROUP</b>	<b>1,132</b>	<b>100.0%</b>	<b>13.7%</b>	<b>4,137</b>	<b>100.0%</b>	<b>15.9%</b>	<b>18,014</b>	<b>100.0%</b>	<b>0.1%</b>
18-24	174	15.4%	-	240	5.8%	-14.9%	1,369	7.6%	-28.9%
25-34	348	30.7%	27.8%	658	15.9%	-14.3%	5,116	28.4%	-0.9%
35-44	261	23.1%	-42.3%	840	20.3%	70.6%	4,810	26.7%	65.1%
45-54	87	7.7%	-51.9%	658	15.9%	-14.3%	2,954	16.4%	-18.7%
55-64	174	15.4%	-	1,022	24.7%	33.2%	2,234	12.4%	-11.9%
65+	87	7.7%	-2.8%	720	17.4%	46.2%	1,531	8.5%	-15.7%
<b>LENGTH OF DAYS</b>	<b>1,132</b>	<b>100.0%</b>	<b>13.7%</b>	<b>4,137</b>	<b>100.0%</b>	<b>15.9%</b>	<b>18,014</b>	<b>100.0%</b>	<b>0.1%</b>
Under 1 day	174	15.4%	-51.9%	178	4.3%	-64.0%	1,045	5.8%	-24.0%
1 Day	522	46.1%	92.1%	1,924	46.5%	9.5%	2,666	14.8%	21.2%
2 Days	261	23.1%	44.4%	840	20.3%	91.2%	3,333	18.5%	28.9%
3 Days	174	15.4%	92.5%	240	5.8%	-12.6%	2,792	15.5%	12.8%
4 Days	0	0.0%	-	120	2.9%	9.3%	1,477	8.2%	-4.1%
5 Days	0	0.0%	-	0	0.0%	-100.0%	1,639	9.1%	35.5%
6 Days	0	0.0%	-100.0%	120	2.9%	118.6%	865	4.8%	-31.7%
7 Days	0	0.0%	-	240	5.8%	-	1,261	7.0%	91.0%
8- 10 Days	0	0.0%	-	0	0.0%	-100.0%	1,045	5.8%	-17.4%
11 -14 Days	0	0.0%	-	178	4.3%	62.0%	757	4.2%	-14.0%
15 - 29 Days	0	0.0%	-	58	1.4%	5.5%	378	2.1%	-68.7%
30- 59 Days	0	0.0%	-	0	0.0%	-100.0%	378	2.1%	-1.8%
60 Days & Over	0	0.0%	-	240	5.8%	337.1%	378	2.1%	-59.5%
<b>Av. Length of Stay (Days)</b>	<b>1.4</b>	<b>-0.1</b>		<b>7.1</b>	<b>1.9</b>		<b>8.3</b>	<b>-6.0</b>	

CHARACTERISTICS	MIDDLE EAST/ASIA & AUSTRALASIA								
	Israel			Australia			China		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>1,164</b>	<b>100.0%</b>	<b>27.5%</b>	<b>3,132</b>	<b>100.0%</b>	<b>13.4%</b>	<b>2,732</b>	<b>100.0%</b>	<b>23.0%</b>
Air	146	12.5%	-	323	10.3%	-	1,063	38.9%	-
Land	1,019	87.5%	11.6%	2,809	89.7%	1.7%	1,669	61.1%	-24.8%
<b>GENDER</b>	<b>1,164</b>	<b>100.0%</b>	<b>27.5%</b>	<b>3,132</b>	<b>100.0%</b>	<b>13.4%</b>	<b>2,732</b>	<b>100.0%</b>	<b>23.0%</b>
Male	873	75.0%	80.8%	2,211	70.6%	55.1%	1,973	72.2%	66.6%
Female	291	25.0%	-32.3%	921	29.4%	-31.1%	759	27.8%	-26.8%
<b>AGE GROUP</b>	<b>1,164</b>	<b>100.0%</b>	<b>27.5%</b>	<b>3,132</b>	<b>100.0%</b>	<b>13.4%</b>	<b>2,732</b>	<b>100.0%</b>	<b>23.0%</b>
18-24	146	12.5%	35.1%	138	4.4%	-35.2%	153	5.6%	-
25-34	146	12.5%	-9.5%	783	25.0%	-19.5%	910	33.3%	-31.7%
35-44	435	37.4%	170.9%	413	13.2%	-32.0%	1,063	38.9%	79.2%
45-54	291	25.0%	35.6%	460	14.7%	37.7%	607	22.2%	105.3%
55-64	73	6.3%	-65.8%	645	20.6%	112.3%	0	0.0%	-
65+	73	6.3%	33.9%	692	22.1%	108.8%	0	0.0%	-
<b>LENGTH OF DAYS</b>	<b>1,164</b>	<b>100.0%</b>	<b>27.5%</b>	<b>3,132</b>	<b>100.0%</b>	<b>13.4%</b>	<b>2,732</b>	<b>100.0%</b>	<b>23.0%</b>
Under 1 day	291	25.0%	-	323	10.3%	-53.8%	0	0.0%	-
1 Day	363	31.2%	-3.4%	1,149	36.7%	40.2%	0	0.0%	-
2 Days	363	31.2%	12.7%	551	17.6%	0.9%	303	11.1%	-31.7%
3 Days	73	6.3%	-65.9%	276	8.8%	-9.2%	153	5.6%	-65.6%
4 Days	73	6.3%	-	232	7.4%	90.8%	153	5.6%	3.3%
5 Days	0	0.0%	-	47	1.5%	-22.6%	0	0.0%	-
6 Days	0	0.0%	-	185	5.9%	-	0	0.0%	-
7 Days	0	0.0%	-	0	0.0%	-100.0%	303	11.1%	104.8%
8- 10 Days	0	0.0%	-	138	4.4%	353.9%	153	5.6%	-48.3%
11 -14 Days	0	0.0%	-	47	1.5%	-22.6%	0	0.0%	-
15 - 29 Days	0	0.0%	-	185	5.9%	508.6%	303	11.1%	104.8%
30- 59 Days	0	0.0%	-	0	0.0%	-100.0%	456	16.7%	-
60 Days & Over	0	0.0%	-	0	0.0%	-	907	33.2%	104.2%
<b>Av. Length of Stay (Days)</b>	<b>1.4</b>	<b>-0.4</b>		<b>3.4</b>	<b>0.7</b>		<b>62.1</b>	<b>23.8</b>	

CHARACTERISTICS	ASIA & AUSTRALIA/ EUROPE											
	India			Pakistan			Taiwan			Belgium		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>6,867</b>	<b>100.0%</b>	<b>33.5%</b>	<b>7,450</b>	<b>100.0%</b>	<b>42.8%</b>	<b>1,240</b>	<b>100.0%</b>	<b>12.2%</b>	<b>5,588</b>	<b>100.0%</b>	<b>13.8%</b>
Air	3,880	56.5%	-	5,588	75.0%	-	802	64.7%	-	140	2.5%	-
Land	2,987	43.5%	-41.9%	1,863	25.0%	-64.3%	438	35.3%	-60.4%	5,448	97.5%	11.0%
<b>GENDER</b>	<b>6,867</b>	<b>100.0%</b>	<b>33.5%</b>	<b>7,450</b>	<b>100.0%</b>	<b>42.8%</b>	<b>1,240</b>	<b>100.0%</b>	<b>12.2%</b>	<b>5,588</b>	<b>100.0%</b>	<b>13.8%</b>
Male	6,270	91.3%	65.3%	7,450	100.0%	42.8%	949	76.5%	21.6%	3,940	70.5%	59.2%
Female	597	8.7%	-55.8%	0	0.0%	-	291	23.5%	-10.3%	1,648	29.5%	-32.3%
<b>AGE GROUP</b>	<b>6,867</b>	<b>100.0%</b>	<b>33.5%</b>	<b>7,450</b>	<b>100.0%</b>	<b>42.8%</b>	<b>1,240</b>	<b>100.0%</b>	<b>12.2%</b>	<b>5,588</b>	<b>100.0%</b>	<b>13.8%</b>
18-24	0	0.0%	-	0	0.0%	#DIV/0!	0	0.0%	-100.0%	319	5.7%	54.5%
25-34	2,088	30.4%	10.3%	0	0.0%	-100.0%	511	41.2%	96.7%	1,788	32.0%	116.8%
35-44	3,585	52.2%	164.9%	5,588	75.0%	114.2%	365	29.4%	-19.9%	961	17.2%	-48.2%
45-54	597	8.7%	-26.5%	1,863	25.0%	-	365	29.4%	459.2%	1,330	23.8%	19.3%
55-64	597	8.7%	-26.5%	0	0.0%	-	0	0.0%	-100.0%	732	13.1%	11.3%
65+	0	0.0%	-100.0%	0	0.0%	-	0	0.0%	#DIV/0!	458	8.2%	83.0%
<b>LENGTH OF DAYS</b>	<b>6,867</b>	<b>100.0%</b>	<b>33.5%</b>	<b>7,450</b>	<b>100.0%</b>	<b>42.8%</b>	<b>1,240</b>	<b>100.0%</b>	<b>12.2%</b>	<b>5,588</b>	<b>100.0%</b>	<b>13.8%</b>
Under 1 day	0	0.0%	-100.0%	0	0.0%	-100.0%	73	5.9%	-	229	4.1%	-60.3%
1 Day	0	0.0%	-	0	0.0%	-	0	0.0%	-	2,705	48.4%	23.7%
2 Days	900	13.1%	232.2%	0	0.0%	-100.0%	73	5.9%	12.6%	1,559	27.9%	18.1%
3 Days	900	13.1%	232.2%	0	0.0%	-100.0%	146	11.8%	-	548	9.8%	10.6%
4 Days	597	8.7%	10.3%	1,863	25.0%	185.7%	0	0.0%	-100.0%	140	2.5%	-15.3%
5 Days	597	8.7%	-63.2%	1,863	25.0%	-	0	0.0%	-100.0%	184	3.3%	347.0%
6 Days	597	8.7%	120.6%	0	0.0%	-100.0%	291	23.5%	-	0	0.0%	-100.0%
7 Days	597	8.7%	-	0	0.0%	-	73	5.9%	-	45	0.8%	-
8- 10 Days	597	8.7%	-26.5%	0	0.0%	-	146	11.8%	125.1%	45	0.8%	-
11 -14 Days	295	4.3%	9.0%	1,863	25.0%	185.7%	0	0.0%	-	89	1.6%	-
15 - 29 Days	295	4.3%	9.0%	0	0.0%	-	0	0.0%	-100.0%	0	0.0%	-
30- 59 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	73	5.9%	-43.7%	0	0.0%	-100.0%
60 Days & Over	1,490	21.7%	450.3%	1,863	25.0%	185.7%	363	29.3%	11.8%	45	0.8%	-
<b>Av. Length of Stay (Days)</b>	<b>38.7</b>	<b>22.1</b>		<b>77.5</b>	<b>59.7</b>		<b>52.8</b>	<b>-35.6</b>		<b>2.7</b>	<b>0.5</b>	

CHARACTERISTICS	EUROPE								
	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>21,253</b>	<b>100.0%</b>	<b>9.8%</b>	<b>21,253</b>	<b>100.0%</b>	<b>-1.2%</b>	<b>3,455</b>	<b>100.0%</b>	<b>5.4%</b>
Air	298	1.4%	-	446	2.1%	-	373	10.8%	-
Land	20,955	98.6%	8.2%	20,807	97.9%	-3.3%	3,082	89.2%	-6.0%
<b>GENDER</b>	<b>21,253</b>	<b>100.0%</b>	<b>9.8%</b>	<b>21,253</b>	<b>100.0%</b>	<b>-1.2%</b>	<b>3,455</b>	<b>100.0%</b>	<b>5.4%</b>
Male	12,667	59.6%	16.0%	12,731	59.9%	23.0%	2,007	58.1%	16.9%
Female	8,586	40.4%	1.7%	8,522	40.1%	-23.7%	1,448	41.9%	-7.2%
<b>AGE GROUP</b>	<b>21,253</b>	<b>100.0%</b>	<b>9.8%</b>	<b>21,253</b>	<b>100.0%</b>	<b>-1.2%</b>	<b>3,455</b>	<b>100.0%</b>	<b>5.4%</b>
18-24	723	3.4%	-33.3%	850	4.0%	-24.0%	142	4.1%	-31.4%
25-34	4,442	20.9%	-5.6%	4,761	22.4%	-1.6%	795	23.0%	-15.2%
35-44	4,697	22.1%	21.9%	4,336	20.4%	-1.2%	1,537	44.5%	55.4%
45-54	4,548	21.4%	0.4%	4,378	20.6%	-15.9%	746	21.6%	-28.2%
55-64	3,889	18.3%	14.8%	4,591	21.6%	1.6%	187	5.4%	77.9%
65+	2,954	13.9%	64.1%	2,338	11.0%	62.2%	48	1.4%	-
<b>LENGTH OF DAYS</b>	<b>21,253</b>	<b>100.0%</b>	<b>9.8%</b>	<b>21,253</b>	<b>100.0%</b>	<b>-1.2%</b>	<b>3,455</b>	<b>100.0%</b>	<b>5.4%</b>
Under 1 day	1,998	9.4%	39.1%	2,933	13.8%	-38.3%	280	8.1%	-40.2%
1 Day	13,241	62.3%	6.2%	12,093	56.9%	19.9%	1,672	48.4%	14.8%
2 Days	3,932	18.5%	2.2%	3,889	18.3%	-0.2%	560	16.2%	-10.3%
3 Days	978	4.6%	89.1%	1,254	5.9%	3.6%	187	5.4%	-10.3%
4 Days	659	3.1%	14.7%	404	1.9%	-47.0%	142	4.1%	-9.2%
5 Days	106	0.5%	-38.3%	213	1.0%	58.1%	235	6.8%	125.8%
6 Days	149	0.7%	29.5%	106	0.5%	18.6%	48	1.4%	-7.0%
7 Days	106	0.5%	85.0%	106	0.5%	-	142	4.1%	-
8- 10 Days	0	0.0%	-100.0%	43	0.2%	-76.3%	0	0.0%	-100.0%
11 -14 Days	0	0.0%	-	106	0.5%	18.6%	93	2.7%	79.3%
15 - 29 Days	0	0.0%	-100.0%	64	0.3%	-52.6%	48	1.4%	-
30- 59 Days	43	0.2%	-	0	0.0%	-100.0%	0	0.0%	-
60 Days & Over	43	0.2%	-	43	0.2%	-	48	1.4%	-7.0%
<b>Av. Length of Stay (Days)</b>	<b>2</b>	<b>0.5</b>		<b>1.6</b>	<b>0.1</b>		<b>3.4</b>	<b>0.5</b>	

CHARACTERISTICS									
	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>20,750</b>	<b>100.0%</b>	<b>19.2%</b>	<b>766</b>	<b>100.0%</b>	<b>-17.5%</b>	<b>6,610</b>	<b>100.0%</b>	<b>9.3%</b>
Air	374	1.8%	-	170	22.2%	-	1,395	21.1%	-
Land	20,377	98.2%	17.0%	596	77.8%	-35.9%	5,215	78.9%	-13.8%
<b>GENDER</b>	<b>20,750</b>	<b>100.0%</b>	<b>19.2%</b>	<b>766</b>	<b>100.0%</b>	<b>-17.5%</b>	<b>6,610</b>	<b>100.0%</b>	<b>9.3%</b>
Male	11,433	55.1%	30.5%	511	66.7%	49.4%	4,872	73.7%	55.8%
Female	9,317	44.9%	7.6%	255	33.3%	-56.6%	1,738	26.3%	-40.5%
<b>AGE GROUP</b>	<b>20,750</b>	<b>100.0%</b>	<b>19.2%</b>	<b>766</b>	<b>100.0%</b>	<b>-17.5%</b>	<b>6,610</b>	<b>100.0%</b>	<b>9.3%</b>
18-24	975	4.7%	-18.8%	85	11.1%	-12.8%	350	5.3%	-43.8%
25-34	4,627	22.3%	14.0%	85	11.1%	-42.1%	1,044	15.8%	-28.3%
35-44	3,403	16.4%	-6.0%	170	22.2%	-13.2%	2,776	42.0%	66.3%
45-54	4,856	23.4%	13.3%	256	33.4%	30.5%	1,738	26.3%	19.3%
55-64	3,901	18.8%	32.6%	170	22.2%	15.9%	350	5.3%	-43.8%
65+	2,988	14.4%	128.8%	0	0.0%	-100.0%	350	5.3%	60.9%
<b>LENGTH OF DAYS</b>	<b>20,750</b>	<b>100.0%</b>	<b>19.2%</b>	<b>766</b>	<b>100.0%</b>	<b>-17.5%</b>	<b>6,610</b>	<b>100.0%</b>	<b>9.3%</b>
Under 1 day	1,764	8.5%	-17.0%	85	11.1%	-13.1%	2,432	36.8%	133.3%
1 Day	10,085	48.6%	43.9%	170	22.2%	-42.0%	1,044	15.8%	-54.5%
2 Days	6,516	31.4%	15.0%	171	22.3%	74.7%	1,044	15.8%	-37.4%
3 Days	1,349	6.5%	-19.6%	0	0.0%	-100.0%	350	5.3%	68.0%
4 Days	249	1.2%	-33.2%	85	11.1%	73.9%	0	0.0%	-
5 Days	332	1.6%	48.4%	0	0.0%	-100.0%	350	5.3%	68.0%
6 Days	166	0.8%	345.2%	85	11.1%	-	694	10.5%	-
7 Days	125	0.6%	233.9%	85	11.1%	-	0	0.0%	-100.0%
8- 10 Days	0	0.0%	-100.0%	85	11.1%	73.9%	0	0.0%	-
11 -14 Days	42	0.2%	11.3%	0	0.0%	-	0	0.0%	-100.0%
15 - 29 Days	125	0.6%	66.9%	0	0.0%	-100.0%	0	0.0%	-
30- 59 Days	0	0.0%	-100.0%	0	0.0%	-100.0%	0	0.0%	-
60 Days & Over	0	0.0%	-	0	0.0%	-	694	10.5%	-
<b>Av. Length of Stay (Days)</b>	<b>1.7</b>	<b>-0.2</b>		<b>3.7</b>	<b>-1.7</b>		<b>18.8</b>	<b>16.7</b>	

CHARACTERISTICS	EUROPE								
	Sweden			Switzerland			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>2,233</b>	<b>100.0%</b>	<b>3.0%</b>	<b>3,452</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>15,503</b>	<b>100.0%</b>	<b>5.9%</b>
Air	154	6.9%	-	131	3.8%	174.3%	1,240	8.0%	-
Land	2,079	93.1%	-4.1%	3,321	96.2%	-8.5%	14,263	92.0%	-2.6%
<b>GENDER</b>	<b>2,233</b>	<b>100.0%</b>	<b>3.0%</b>	<b>3,452</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>15,503</b>	<b>100.0%</b>	<b>5.9%</b>
Male	1,233	55.2%	-2.4%	2,054	59.5%	31.4%	9,922	64.0%	40.0%
Female	1,000	44.8%	10.7%	1,398	40.5%	-33.9%	5,581	36.0%	-26.2%
<b>AGE GROUP</b>	<b>2,233</b>	<b>100.0%</b>	<b>3.0%</b>	<b>3,452</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>15,503</b>	<b>100.0%</b>	<b>5.9%</b>
18-24	0	0.0%	-100.0%	86	2.5%	-79.2%	853	5.5%	-10.4%
25-34	230	10.3%	-15.1%	1,049	30.4%	-8.8%	2,636	17.0%	9.1%
35-44	616	27.6%	36.7%	918	26.6%	42.7%	2,403	15.5%	23.4%
45-54	694	31.1%	28.2%	611	17.7%	-29.6%	2,946	19.0%	5.9%
55-64	462	20.7%	-14.7%	438	12.7%	-20.5%	3,488	22.5%	3.6%
65+	230	10.3%	26.4%	349	10.1%	629.2%	3,178	20.5%	0.0%
<b>LENGTH OF DAYS</b>	<b>2,233</b>	<b>100.0%</b>	<b>3.0%</b>	<b>3,452</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>15,503</b>	<b>100.0%</b>	<b>5.9%</b>
Under 1 day	0	0.0%	-100.0%	349	10.1%	-24.2%	1,783	11.5%	-40.8%
1 Day	849	38.0%	4.4%	2,140	62.0%	13.5%	5,271	34.0%	31.3%
2 Days	849	38.0%	839.8%	438	12.7%	-40.4%	2,248	14.5%	8.8%
3 Days	154	6.9%	70.6%	262	7.6%	42.7%	1,473	9.5%	-0.2%
4 Days	76	3.4%	-15.9%	86	2.5%	-6.1%	1,085	7.0%	41.4%
5 Days	0	0.0%	-100.0%	0	0.0%	-	465	3.0%	-47.5%
6 Days	0	0.0%	-	0	0.0%	-100.0%	1,008	6.5%	143.8%
7 Days	154	6.9%	-14.7%	0	0.0%	-100.0%	233	1.5%	-1.6%
8- 10 Days	0	0.0%	-100.0%	45	1.3%	-2.4%	620	4.0%	31.3%
11 -14 Days	76	3.4%	-15.9%	45	1.3%	-2.4%	775	5.0%	87.5%
15 - 29 Days	0	0.0%	-	86	2.5%	-	388	2.5%	-18.0%
30- 59 Days	0	0.0%	-	0	0.0%	-100.0%	0	0.0%	-100.0%
60 Days & Over	76	3.4%	-15.9%	0	0.0%	-	155	1.0%	31.3%
<b>Av. Length of Stay (Days)</b>	<b>5.3</b>	<b>-6.0</b>		<b>1.9</b>	<b>-0.3</b>		<b>4.4</b>	<b>-0.5</b>	

# ARRIVALS

Swaziland Tourism Statistics 2016 - Arrivals by country													
COUNTRY OF RESIDENCE	JAN 16	FEB 16	MAR 16	APR 16	MAY 16	JUN 16	JUL 16	AUG 16	SEP 16	OCT 16	NOV 16	DEC 16	TOTAL
<b>AFRICA</b>	<b>102 981</b>	<b>72 980</b>	<b>95 347</b>	<b>82 028</b>	<b>95 033</b>	<b>83 425</b>	<b>99 197</b>	<b>96 089</b>	<b>88 520</b>	<b>94 204</b>	<b>79 527</b>	<b>121 576</b>	<b>1 110 907</b>
Botswana	442	257	689	371	621	388	549	510	460	430	308	944	5 969
Kenya	116	117	137	170	193	141	138	194	215	162	174	169	1 926
Lesotho	272	232	603	282	642	744	520	499	424	491	398	574	5 682
Malawi	418	359	372	350	409	352	330	480	468	459	423	635	5 055
Mozambique	20 125	16 526	16 540	17 065	17 860	15 638	16 221	16 453	15 915	14 538	13 976	21 185	202 042
Nigeria	258	263	300	290	311	327	328	432	272	313	294	345	3 734
RSA	75 661	50 196	70 940	57 125	69 150	60 034	75 182	70 528	64 585	71 843	58 433	90 543	814 220
Tanzania	377	371	466	499	509	501	511	557	565	471	462	369	5 659
Zambia	405	349	483	438	466	413	428	529	476	465	421	726	5 600
Zimbabwe	4 108	3 546	3 957	4 470	3 846	3 847	3 976	4 837	3 963	4 042	3 699	5 005	49 295
Other Africa	800	765	859	966	1 024	1 039	1 014	1 068	1 177	991	939	1 080	11 723
<b>NORTH &amp; SOUTH AMERIC</b>	<b>1 444</b>	<b>1 677</b>	<b>2 133</b>	<b>1 687</b>	<b>2 325</b>	<b>2 116</b>	<b>2 464</b>	<b>2 171</b>	<b>2 119</b>	<b>2 443</b>	<b>2 041</b>	<b>1 589</b>	<b>24 210</b>
Brazil	112	59	88	115	114	71	109	64	83	110	78	129	1 132
Canada	251	405	378	277	415	205	329	166	290	628	576	215	4 137
USA	1 016	1 139	1 565	1 250	1 731	1 778	1 965	1 850	1 656	1 612	1 302	1 149	18 014
Other America	66	74	101	45	65	62	60	91	91	93	85	95	928
<b>MIDDLE EAST</b>	<b>113</b>	<b>128</b>	<b>188</b>	<b>156</b>	<b>75</b>	<b>60</b>	<b>102</b>	<b>129</b>	<b>104</b>	<b>287</b>	<b>88</b>	<b>90</b>	<b>1 519</b>
Kuwait	3	7	1	3	4	7	6	7	4	7	8	9	67
Iran	5	4	5	11	7	2	6	6	6	1	4	10	68
Israel	88	101	155	119	38	36	71	105	68	252	66	65	1 164
Saudi Arabia	0	2	0	0	0	0	0	0	0	0	1	1	4
UAE	0	0	0	2	0	1	0	0	1	2	0	0	6
Other Mid East	16	13	27	20	26	13	19	10	24	26	8	5	208
<b>ASIA &amp; AUSTRALIA</b>	<b>2 171</b>	<b>1 923</b>	<b>2 165</b>	<b>2 030</b>	<b>2 232</b>	<b>2 071</b>	<b>2 626</b>	<b>2 984</b>	<b>2 997</b>	<b>2 541</b>	<b>2 346</b>	<b>2 893</b>	<b>28 978</b>
Australia	296	199	120	165	247	240	290	305	493	236	192	351	3 132
China	193	179	225	222	186	185	247	390	224	222	199	260	2 732
India	574	473	600	467	546	502	626	692	619	540	589	640	6 867
Pakistan	450	452	499	526	633	532	644	784	742	756	676	756	7 450
Philippines	26	49	40	26	40	41	70	53	45	31	47	108	574
South Korea	215	157	204	156	138	164	231	252	238	193	159	193	2 300
Taiwan	63	92	71	116	74	67	180	136	158	97	96	91	1 240
Other Asia	355	321	408	352	368	340	338	373	478	466	388	494	4 681
<b>EUROPE</b>	<b>6 931</b>	<b>8 630</b>	<b>9 471</b>	<b>7 148</b>	<b>6 522</b>	<b>4 047</b>	<b>9 291</b>	<b>14 636</b>	<b>9 205</b>	<b>14 556</b>	<b>15 463</b>	<b>7 072</b>	<b>112 974</b>
Belgium	238	244	333	369	197	165	883	840	487	734	832	265	5 588
France	1 320	1 484	2 008	1 277	1 114	529	1 422	2 496	1 329	2 967	3 949	1 358	21 253
Germany	1 251	2 040	2 804	1 448	1 168	555	921	2 007	2 224	3 639	3 613	1 226	22 895
Italy	301	205	202	177	192	165	263	1 196	190	226	154	185	3 455
Netherlands	902	1 171	861	965	1 036	633	2 609	4 171	2 085	2 674	2 564	1 077	20 750
Norway	39	97	100	45	36	31	70	34	28	110	115	61	766
Portugal	494	587	692	631	810	499	451	561	460	541	402	482	6 610
Sweden	309	292	199	136	107	56	126	42	42	243	393	289	2 233
Switzerland	293	276	311	235	174	62	269	199	266	614	522	233	3 452
UK	1 041	1 404	1 159	1 176	1 068	904	1 446	1 790	1 272	1 589	1 590	1 065	15 503
Other Europe	742	831	802	689	619	451	832	1 301	823	1 218	1 329	832	10 469
<b>GRAND TOTAL</b>	<b>113 640</b>	<b>85 338</b>	<b>109 304</b>	<b>93 049</b>	<b>106 187</b>	<b>91 718</b>	<b>113 680</b>	<b>116 009</b>	<b>102 945</b>	<b>114 032</b>	<b>99 465</b>	<b>133 220</b>	<b>1 278 587</b>

## ACCOMODATION

ROOMS AVAILABLE - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2697	2523	2697	2610	2697	2610	2697	2697	2610	2697	2610	2697	31 842
Ezulwini	19716	18327	19716	19080	19716	19080	19716	19716	19109	19687	19147	19678	232 688
Manzini	11904	11136	11904	11745	11454	11745	11904	11454	11634	11904	11295	11904	139 983
Rest of Swaziland	14299	13444	14299	13860	14322	13860	14322	14322	13859	14267	13894	14314	169 062
Grand Total	48616	45430	48616	47295	48189	47295	48639	48189	47212	48555	46946	48593	573 575
ROOM NIGHTS SOLD - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1149	1087	1151	1142	1102	1027	1104	1132	1179	1426	1385	938	13 822
Ezulwini	12150	12208	16023	12968	14283	12249	13721	15692	14702	13944	14409	14724	167 073
Manzini	1820	2299	2949	2233	2763	2424	2729	2044	2537	2496	2156	2781	29 231
Rest of Swaziland	4527	6745	6040	5217	5882	4233	6197	7089	6961	6068	6067	5417	70 443
Grand Total	19646	22339	26163	21560	24030	19933	23751	25957	25379	23934	24017	23860	280 569
NUMBER OF BEDS AVAILABLE - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	3720	3480	3720	3600	3720	3600	3720	3720	3600	3720	3600	3720	43 920
Ezulwini	36673	33759	36673	35504	36673	35504	36673	36673	35550	36627	35626	36597	432 532
Manzini	18290	17110	18290	18050	17590	18050	18290	17590	17881	18290	17350	18290	215 071
Rest of Swaziland	29287	27512	29287	28380	29326	28380	29326	29326	28382	29261	28385	29318	346 170
Grand Total	87970	81861	87970	85534	87309	85534	88009	87309	85413	87898	84961	87925	1 037 693
NUMBER OF BED-NIGHTS SOLD - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1159	1087	1158	1154	1102	1021	1130	1132	1179	1426	1873	1395	14 816
Ezulwini	17046	16412	20522	18045	19560	16177	21655	21898	21238	20638	21727	22510	237 428
Manzini	3816	5269	5884	3983	5297	5391	5189	4592	5370	4653	4727	5279	59 450
Rest of Swaziland	8438	8908	9950	8038	6635	7310	9207	10209	8073	14082	8575	9259	108 684
Grand Total	30459	31676	37514	31220	32594	29899	37181	37831	35860	40799	36902	38443	420 378
NUMBER OF DOMESTIC TOURISTS - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	77	88	93	38	85	72	33	69	52	32	32	13	684
Ezulwini	3095	3005	6386	4293	4612	3574	3862	5177	4544	4847	4244	4702	52 341
Manzini	960	3805	4033	2996	3206	3697	1412	1704	1123	1072	1248	555	25 811
Rest of Swaziland	4486	4648	4839	4539	4939	5719	4228	4821	4468	6496	5004	5539	59 726
Grand Total	8618	11546	15351	11866	12842	13062	9535	11771	10187	12447	10528	10809	138 562
NUMBER OF INTERNATIONAL TOURISTS - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1615	1182	1420	1117	1093	793	1351	1326	1248	2176	2130	1850	17 301
Ezulwini	13349	12496	16009	15340	16779	14464	17398	17205	17815	17042	18594	20409	196 900
Manzini	3236	1354	1855	1361	2259	1493	3435	3477	4208	3921	4398	5126	22 788
Rest of Swaziland	3566	4033	5946	3470	2806	2625	6389	5936	4156	4030	8118	6647	57 722
Grand Total	21766	19065	25230	21288	22937	19375	28573	27944	27427	27169	33240	34032	308 046
TOTAL NUMBER OF TOURISTS - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1692	1270	1513	1155	1178	865	1384	1395	1300	2208	2162	1863	17 985
Ezulwini	16444	15501	22395	19633	21391	18038	21260	22382	22359	21889	22838	25111	249 241
Manzini	4196	5159	5888	4357	5465	5190	4847	5181	5331	4993	5646	5681	61 934
Rest of Swaziland	8052	8681	10785	8009	7745	8344	10617	10757	8624	10526	13122	12186	117 448
Grand Total	30384	30611	40581	33154	35779	32437	38108	39715	37614	39616	43768	44841	446 608
TOTAL BILL - 2016													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	311 922	1 143 089	999 230	1 065 450	1 159 485	1 002 399	1 282 629	1 297 892	949 391	2 027 995	1 839 104	1 745 990	14 824 578
Ezulwini	25 469 489	15 129 248	19 412 994	19 349 929	21 484 978	17 739 682	30 164 267	24 713 798	20 315 167	30 765 776	18 119 326	19 717 846	262 382 499
Manzini	2 534 987	3 087 381	3 396 490	2 868 196	3 309 398	3 183 870	3 600 298	2 468 264	3 114 789	3 270 334	3 210 176	3 390 307	37 434 491
Rest of Swaziland	3 974 182	3 871 845	4 921 199	3 939 481	3 561 008	3 497 401	3 756 545	4 161 062	4 829 917	4 703 400	4 946 665	4 818 087	50 980 791
Grand Total	32 290 581	23 231 563	28 729 914	27 223 055	29 514 869	25 423 351	38 803 739	32 641 016	29 209 264	40 767 505	28 115 271	29 672 231	365 622 358

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