

Tourism Research Annual Report 2017



Contents

03	Background
04	Global Performance
05	Key Facts
10	Who visits Swaziland
14	Country Profiles
29	Seasonality
33	Holiday planning
39	Stay in Swaziland
41	Places visited and Activities
45	Mode of Transport
47	Accommodation
50	Packaged Tour
53	Rating Stay in Swaziland
56	Annex



BACKGROUND



This publication is the thirteenth 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 2017 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 / data@tourismauthority.org.sz or contact our offices (see back cover).

GLOBAL PERFORMANCE



2017 International Tourism Results: the highest in seven years

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a rate of 4%-5%.

Based on data reported by destinations around the world, it is estimated that international tourist arrivals (overnight visitors) worldwide increased 7% in 2017. This is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years.

Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and rather mature region, with 8% more international arrivals than in 2016. Africa consolidated its 2016 rebound with an 8% increase. Asia and the Pacific recorded 6% growth, the Middle East 5% and the Americas 3%.

2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional and emerging source markets, particularly a rebound in tourism spending from Brazil and the Russian Federation after a few years of declines.

"International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development. As the third export sector in the world, tourism is essential for job creation and the prosperity of communities around the world," said UNWTO Secretary-General Zurab Pololikashvili. "Yet as we continue to grow we must work closer together to ensure this growth benefits every member of every host community, and is in line with the Sustainable Development Goals".

Growth expected to continue in 2018

The current strong momentum is expected to continue in 2018, though at a more sustainable pace after eight years of steady expansion following the 2009 economic and financial crisis. Based on current trends, economic prospects and the outlook by the UNWTO Panel of Experts, UNWTO projects international tourist arrivals worldwide to

grow at a rate of 4%-5% in 2018. This is somewhat above the 3.8% average increase projected for the period 2010-2020 by UNWTO in its Tourism Towards 2030 long-term forecast. Europe and the Americas are both expected to grow by 3.5%-4.5%, Asia and the Pacific by 5%-6%, Africa by 5%-7% and the Middle East by 4%-6%.

2017 results by UNWTO region

International tourist arrivals in Europe reached 671 million in 2017, a remarkable 8% increase following a comparatively weaker 2016. Growth was driven by the extraordinary results in Southern and Mediterranean Europe (+13%). Western Europe (+7%), Northern Europe and Central and Eastern Europe (both +5%) also recorded robust growth.

Asia and the Pacific (+6%) recorded 324 million international tourist arrivals in 2017. Arrivals in South Asia grew 10%, in South-East Asia 8% and in Oceania 7%. Arrivals to North-East Asia increased by 3%.

The Americas (+3%) welcomed 207 million international tourist arrivals in 2017, with most destinations enjoying positive results. South America (+7%) led growth, followed by Central America and the Caribbean (both +4%), with the latter showing clear signs of recovery in the aftermath of hurricanes Irma and Maria. In North America (+2%), robust results in Mexico and Canada contrasted with a decrease in the United States, the region's largest destination.

Based on available data for Africa, growth in 2017 is estimated at 8%. The region consolidated its 2016 rebound and reached a record 62 million international arrivals. North Africa enjoyed a strong recovery with arrivals growing by 13%, while in Sub-Saharan Africa arrivals increased by 5%.

The Middle East (+5%) received 58 million international tourist arrivals in 2017 with sustained growth in some destinations and a strong recovery in others.

3

| Key Facts |



**Visitor Arrivals by
Length of Stay**



**Outbound Departures
by Mode of Transport**



Hotel statistics



**Visitor Arrivals by
Profession and Age group**



Visitor arrivals by region and country

Region/ Country	2012	2013	2014	2015	2016	2017
Total	1 278 530	1 298 743	1 324 621	1 255 901	1 278 587	1 342 641
AFRICA	1 165 225	1 169 763	1 177 815	1 104 525	1 110 907	1 156 336
Botswana	4 328	4 293	5 913	5 833	5 969	5 837
Kenya	2 072	1 945	1 731	1 590	1 926	1 766
Lesotho	4 308	3 632	5 554	5 092	5 682	6 859
Malawi	3 313	3 689	4 760	5 493	5 055	5 257
Mozambique	222 989	213 827	219 555	181 271	202 042	213 920
Nigeria	2 785	3 567	3 537	3 668	3 734	3 483
RSA	871 459	875 632	856 492	810 249	814 220	850 221
Tanzania	6 242	6 493	5 718	6 311	5 659	5 694
Zambia	7 004	6 535	5 458	5 380	5 600	5 447
Zimbabwe	30 648	39 253	58 624	69 467	49 295	46 179
Other Africa	10 077	10 897	10 473	10 171	11 723	11 673
NORTH & SOUTH AMERICA	20 260	20 784	22 685	23 416	24 210	25 636
Brazil	1 076	1 048	974	996	1 132	1 329
Canada	3 489	3 225	3 470	3 568	4 137	4 412
USA	14 672	15 816	17 359	17 988	18 014	18 595
Other America	1 022	694	883	864	928	1 300
ASIA	16 233	17 531	18 909	20 384	25 846	25 790
China	2 531	2 184	2 046	2 221	2 732	2 650
India	3 972	4 613	5 031	5 145	6 867	7 580
Pakistan	3 775	4 125	4 242	5 216	7 450	7 517
Philippines	455	563	484	477	574	409
South Korea	988	1 616	2 158	2 315	2 300	1 904
Taiwan	1 151	1 093	1 268	1 105	1 240	1 248
Other Asia	3 361	3 336	3 680	3 905	4 681	4 481
EUROPE	73 126	85 905	100 308	103 559	112 974	129 955
Belgium	3 158	3 637	4 524	4 909	5 588	6 529
France	9 776	10 445	14 152	19 360	21 253	32 802
Germany	14 911	18 933	21 669	21 510	22 895	23 981
Italy	2 858	3 054	3 605	3 277	3 455	3 682
Netherlands	9 011	13 032	17 874	17 414	20 750	24 150
Norway	774	941	946	929	766	624
Portugal	7 299	6 641	6 720	6 047	6 610	5 657
Sweden	1 334	1 767	2 115	2 167	2 233	2 008
Switzerland	2 047	2 972	3 307	3 678	3 452	3 516
UK	15 282	16 428	15 813	14 646	15 503	16 069
Other Europe	6 675	8 055	9 583	9 622	10 469	10 938
OCEANIA	2 777	3 529	3 779	2 763	3 132	3 329
Australia	2 777	3 529	3 779	2 763	3 132	3 329
MIDDLE EAST	910	1 233	1 126	1 253	1 519	1 594
Kuwait	32	31	42	69	67	40
Iran	84	57	87	53	68	84

Source: STA in collaboration with the Department of Immigration(Entry/Exit cards)

Note: Data for visitors are compiled from Entry/ Exit Forms completed by all visitors arriving in Swaziland at the entry points

Data excludes arrivals of Swazis

Visitor arrivals by length of stay

Length of Stay (Nights)	2012	2013	2014	2015	2016	2017
Total	1,278,530	1,298,743	1,324,621	1,255,901	1,278,587	1 342 641
Less than 1	185 668	329 960	386 026	382 557	332 019	422 450
1	400 848	387 838	343 370	267 077	309 224	358 912
2	361 809	331 042	324 311	255 283	279 232	273 059
3	148 720	116 297	118 137	143 981	148 764	129 120
4	71 223	45 978	51 581	64 128	58 636	56 213
5	34 624	21 366	27 076	40 541	34 791	27 596
6	15 337	12 576	13 614	20 147	25 194	16 523
7	14 523	9 060	11 647	12 776	19 195	12 691
8-10	16 150	15 551	12 857	19 779	24 744	14 309
11-14	11 619	12 035	13 160	17 690	18 895	9 454
15-29	11 619	13 523	14 219	15 356	14 396	10 817
30-59	5 345	2 840	6 958	7 740	3 599	4 003
60 and over	1 045	677	1 664	8 846	9 898	7 495
Average Length of Stay(Nights)	2,4	2,0	2,2	3,4	3,5	2,6

Source: Exit Survey , Swaziland Tourism Authority

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

Outbound departures by mode of transport

Swazi Departures	2012	2013	2014	2015	2016	2017
Total	1 402 603	1 573 032	1 657 304	1 713 321	1 789 305	1 750 837
Air	8 885	9 000	8 592	8 910	7 650	8 261
Land	1 393 718	1 564 032	1 648 712	1 704 411	1 781 655	1 742 576

Source: Department of Immigration

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

Swazi Departures	2017	% Growth/ Decline
January	150 701	↑ 3.9%
February	115 035	↓ 7.2%
March	127 904	↓ 14.9%
April	154 434	↑ 4.1%
May	143 843	↓ 6.6%
June	134 112	↓ 0.9%
July	149 788	↓ 6.8%
August	154 423	↓ 1.7%
September	155 102	↑ 4.6%
October	146 470	↓ 5.0%
November	140 903	↑ 41.7%
December	178 123	↑ 4.8%
Total Swazi Departures	1 750 837	↑ 0.2%

Hotel statistics

Accommodation facilities	2012	2013	2014	2015	2016	2017
Total arrivals	1,278,530	1,298,743	1,324,621	1,255,901	1,278,587	1 342 641
Number of facilities	139	138	137	140	138	157
Room Available	542 771	592 102	628 607	628 611	573 575	601 343
Room Nights Sold	294 560	276 903	280 956	272 911	280 569	308 203
Domestic Tourists	102 304	108 359	110 099	115 359	138 562	113 651
International Tourists	304 594	302 900	307 114	296 537	308 046	323 195
Total Tourists	406 898	411 259	417 213	411 896	446 608	436 846
Average Nights Spent	1	1	1	1	1	1
Room Occupancy Rate	54,27	46,77	44,7	43,41	48,92	51,25
Total Bill	E 110 452 499	E 273 106 622	E 276 031 386	E 271 889 626	E 365 622 358	E 380 583 555

Source: Central Statistics Office (CSO)

Rooms Available - refers to room-nights available for occupancy. Excludes rooms closed for renovations and staff use as declared in the statutory forms.

Average Nights Spent- refers to total room nights sold by number of rooms available

Average length of stay	2016	2017
Overall(Incl. VFR)	3,5	2,6
Formal Accommodation	0,94	1,07

Room Occupancy was above the 50% mark for the first time in 4 years.

Visitor arrivals by profession and age group

Profession	2012	2013	2014	2015	2016	2017
Total	1,278,530	1,298,743	1,324,621	1,255,901	1,278,587	1 342 641
Professional	482 006	542 875	626 546	529 990	498 649	453 813
Technical	121 460	118 186	137 761	97 960	101 008	134 264
Administration	103 561	122 082	99 347	71 586	79 272	98 013
Managerial	132 967	128 576	165 578	123 078	127 859	118 152
Clerical	31 963	28 572	13 246	8 791	6 393	20 140
Skilled	60 091	55 846	98 022	82 889	88 223	92 642
Semi-skilled	14 064	7 792	9 272	12 559	25 572	42 965
Unskilled	17 899	7 792	5 298	13 815	6 393	12 084
Retired	111 232	109 094	15 895	108 007	145 759	127 551
Unemployed	10 228	7 792	n/a	57 771	49 865	57 734
Self-employed	106 118	81 821	1 325	80 378	99 730	136 949
Student	57 534	61 041	9 272	67 819	48 586	46 992
Other	29 406	27 274	143 059	1 256	1 279	1 343
Age Group (Years)						
18-24	80 547	70 132	46 362	71 008	53 701	71 160
25-34	278 720	219 488	223 861	294 104	274 896	283 297
35-44	404 015	437 676	482 162	361 303	375 905	421 589
45-54	297 897	370 142	335 129	300 984	322 204	324 919
55-64	152 145	164 940	162 928	153 440	171 331	174 543
65+	65 205	36 365	74 179	75 062	80 551	67 132

Summary

- In 2017 Swaziland recorded a total of 1,342,641 international visitor arrivals when compared to arrivals in 2016, showing a significant growth of 5.0 percent. In terms of our leading source markets in Africa, South Africa (850 221) and Mozambique (213 920) steadily increased (4.4%) and (5.9%) respectively compared to 2016.
- France (32 802), Netherlands (24 150), and Germany (23 981) were Swaziland's top visitor generating markets in Europe. France was an emerging market registering an impressive growth of 54.3% from 21 253 in 2016.
- The Netherlands maintained second position as in 2016 with a growth of 16.4%. The rest of the regions saw Americas, Middle East and Asia and Australia record growth of (5.9%), (5.0%) and (0.5%) respectively.

	2017	%Growth/ Decline	
 RSA	850 221	△	↑ 4.4%
 Mozambique	213 920	△	↑ 5.9%
 SADC	1 139 415	△	↑ 4.2%
Europe	129 955	△	↑ 15.0%
Americas	25 636	△	↑ 5.9%

4

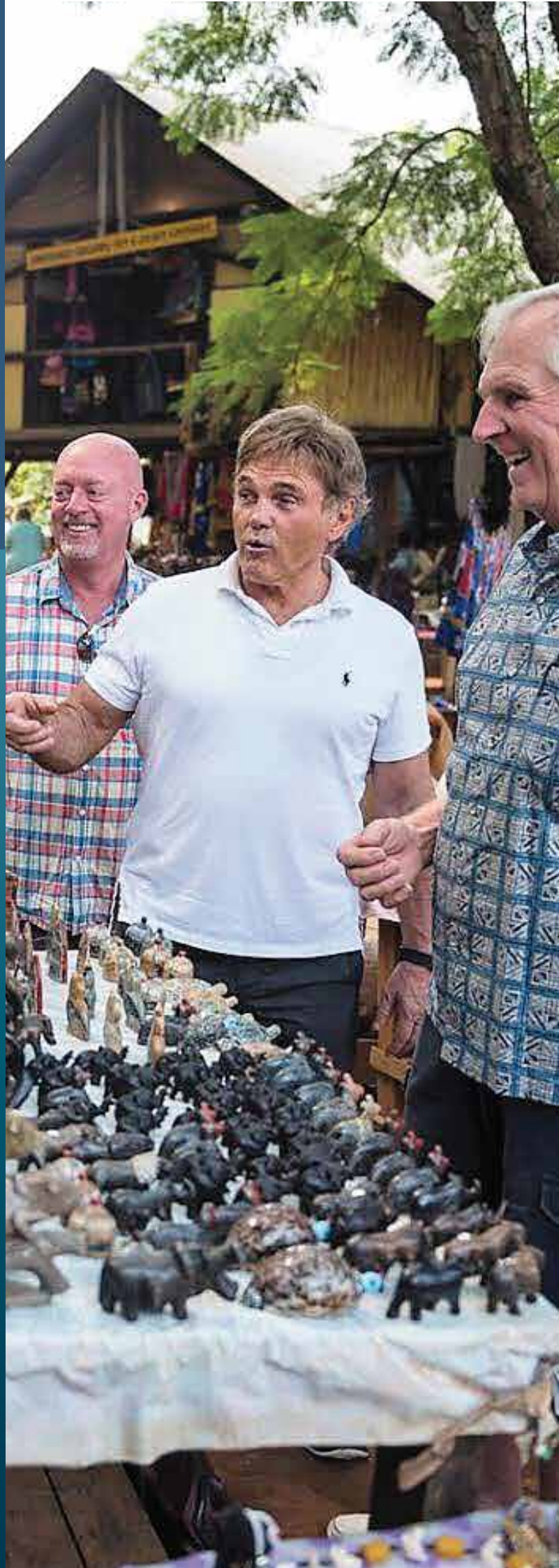
| Who visits Swaziland |

🔪 Residence

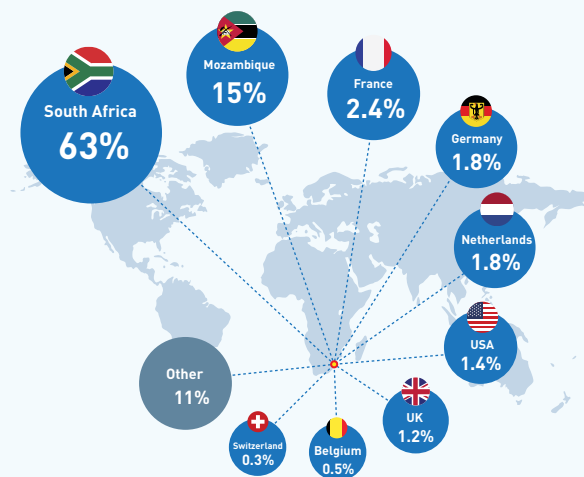
🔪 Age

🔪 Gender

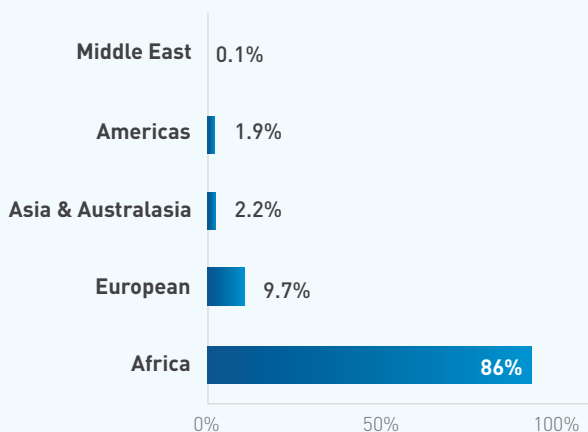
🔪 Occupation



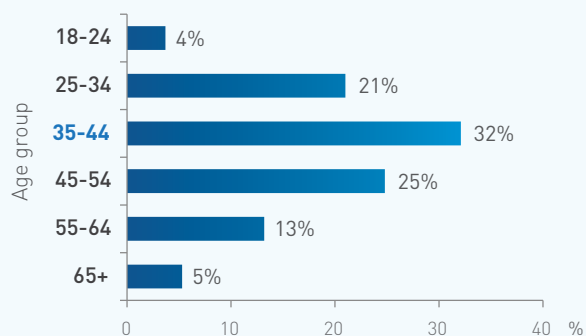
Visitors by country Of residence



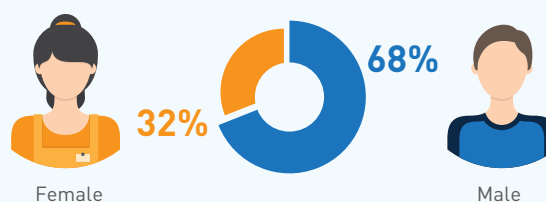
Visitors by region Of residence



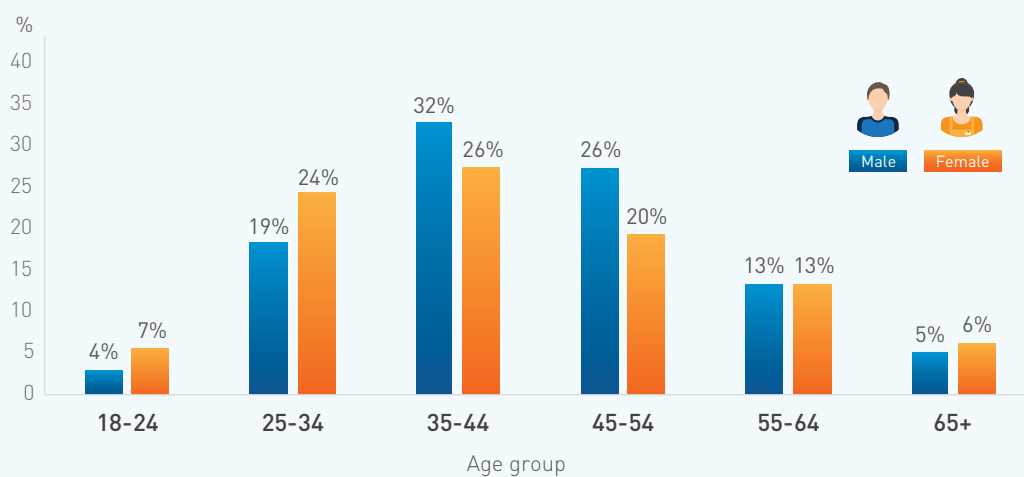
Visitors by age



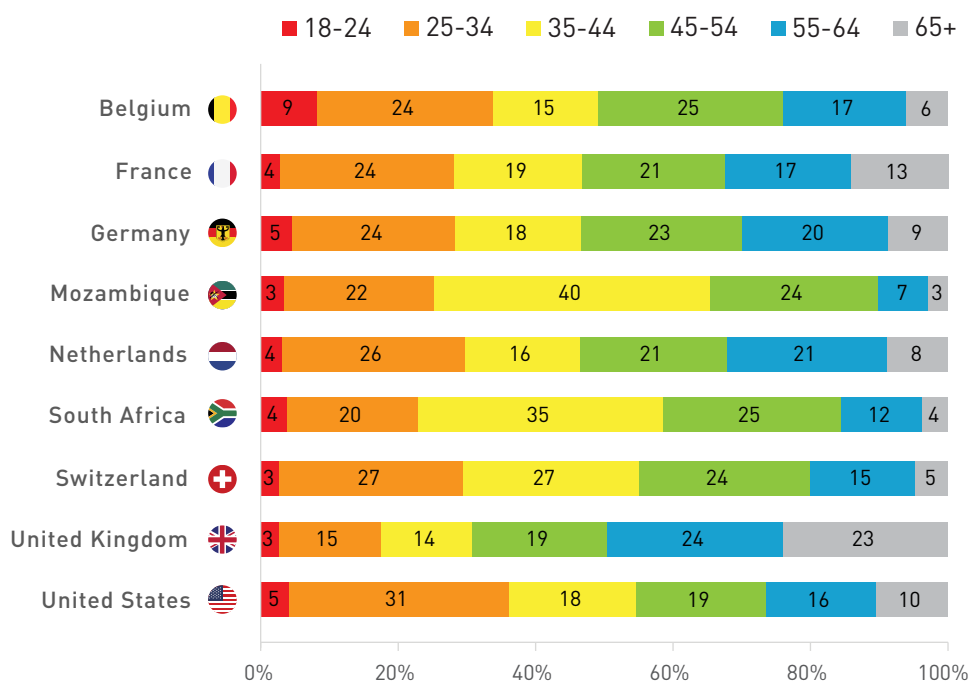
Visitors by gender



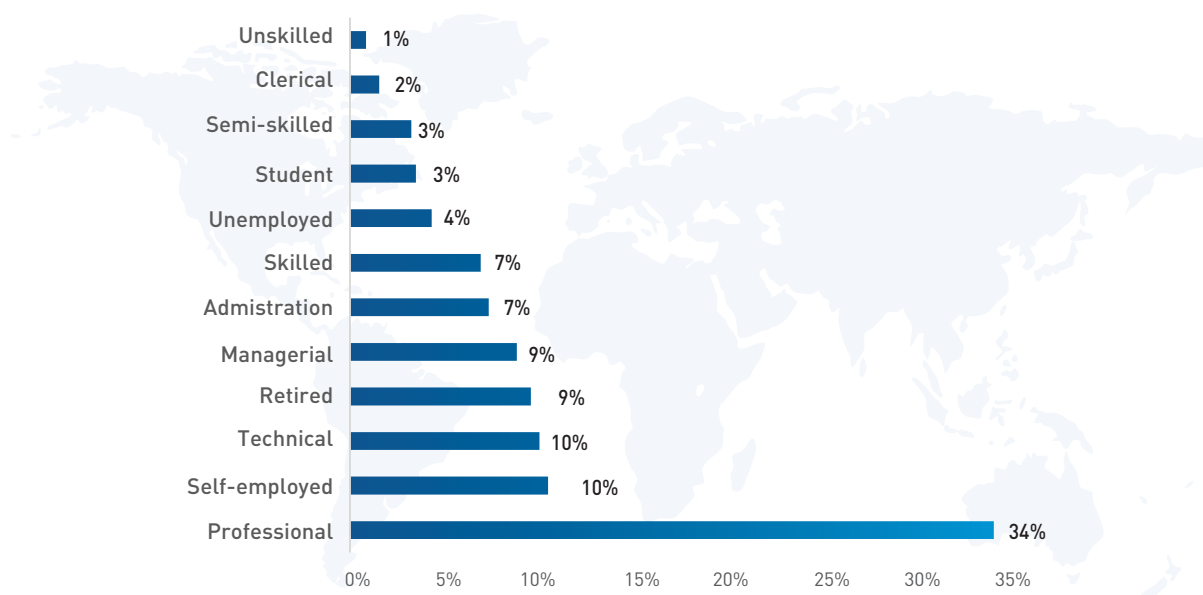
Visitors by age and sex



Visitors' age by country of residence



Visitors by occupation



Summary: Visitors' Profile

- The year 2017 recorded 1,342,641 international tourist arrivals into Swaziland. The majority of those visitors (69%) were male [majority of whom are between ages 35 to 54] and (31%) were female visitors [majority of whom are between ages 18 to 34].
- Africa (86%) and Europe (10%) continue to be the leading source markets for visitors to Swaziland. Most visitors from Africa continue to be from South Africa (63%) and Mozambique (16%) with the majority of South African visitors coming from the Mpumalanga (42%) and Gauteng (34%) provinces.
- Most visitors from Europe are from France (2.4%); Germany (1.8%) and the Netherlands (1.8%).
- Majority of visitors to Swaziland travelled in the company of either a partner; friends/relatives and family and colleagues, while 35% travelled alone.
- For visitors who did not travel alone (65%), the majority of travel partners are typically females (52%) while 48 percent tend to be male partners. Majority of travel partners were between ages 25 to 34 (27%) and 35 to 44 (25%) respectively.
- Most visitors to Swaziland are professionals (34%) or are self-employed (10%). Only 3% and 1% of the people who visit Swaziland are semi-skilled or unskilled respectively.

5

| County Profiles |

 **United Kingdom**

 **Germany**

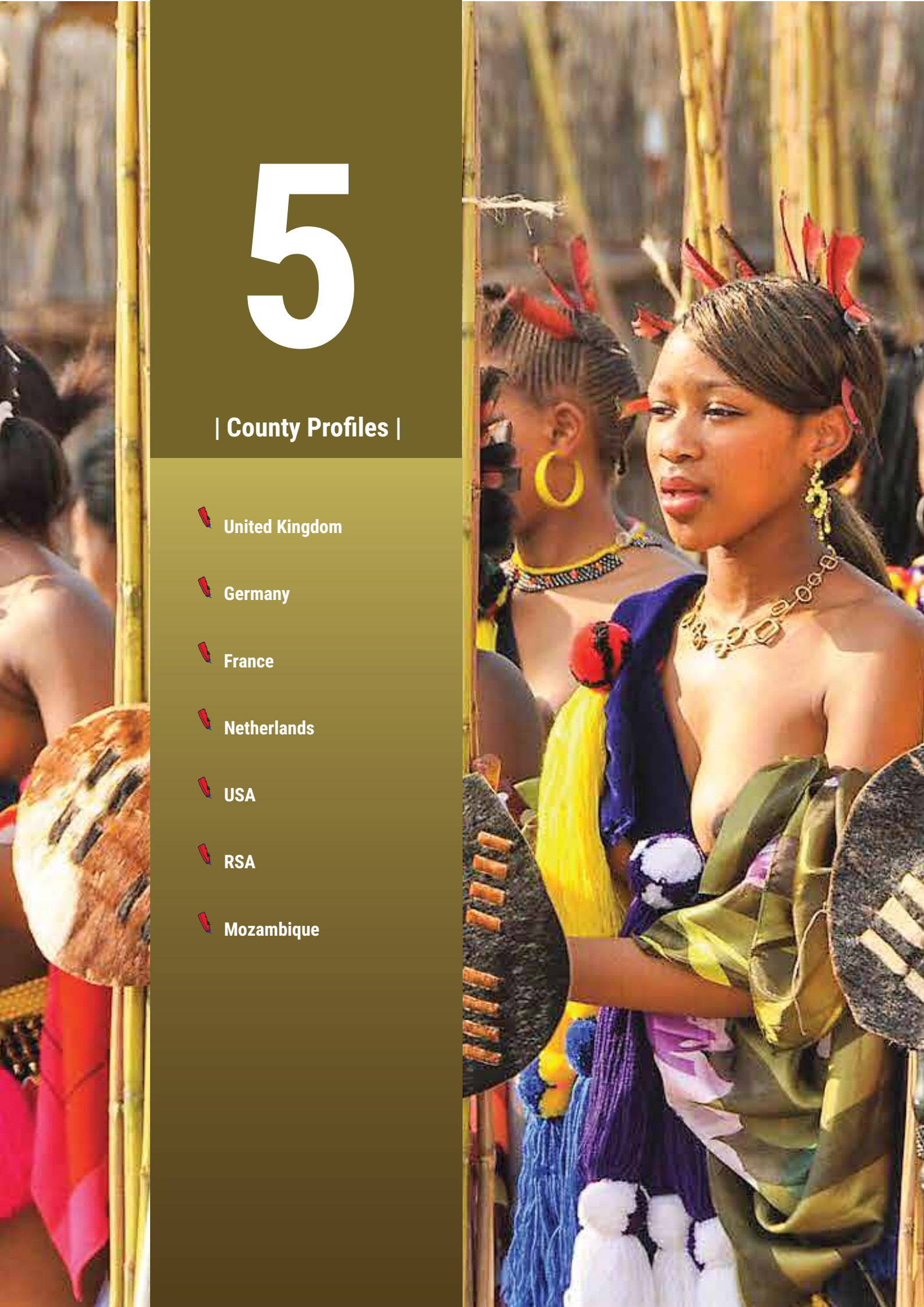
 **France**

 **Netherlands**

 **USA**

 **RSA**

 **Mozambique**



UNITED KINGDOM

Country Profile • Visitors from the UK



Languages

English-British



15,112,900

Pensioners

65,648,054

Total Population



62,091,419

Internet Users



44,000,000

Facebook Users



\$42,662

GDP Per Capita (PPP)



GBP

Pound Sterling



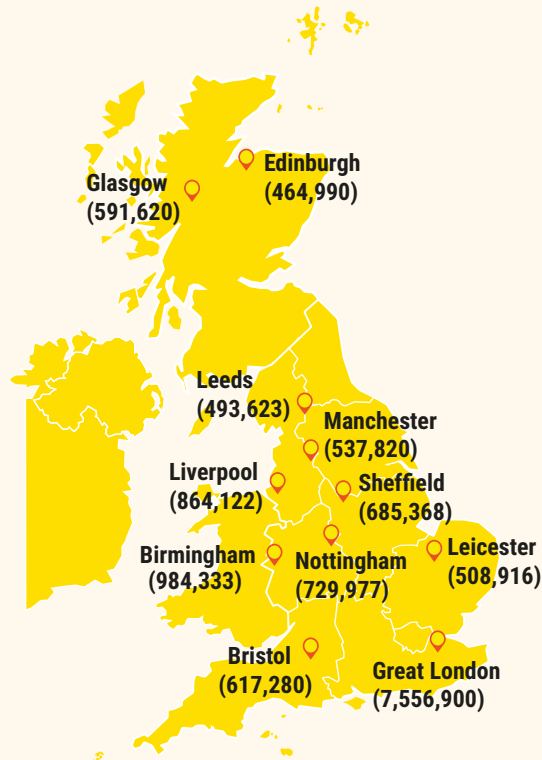
4.3%

Unemployment Rate



28 days

Annual Leave Entitlement



How frequently have you visited Swaziland in the last 12 months?



83.0%



First Visit

8.0%



1-2 times

4.2%



3-4 times

2.1%

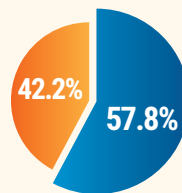


Frequently
(>5 times a year)

British tourists

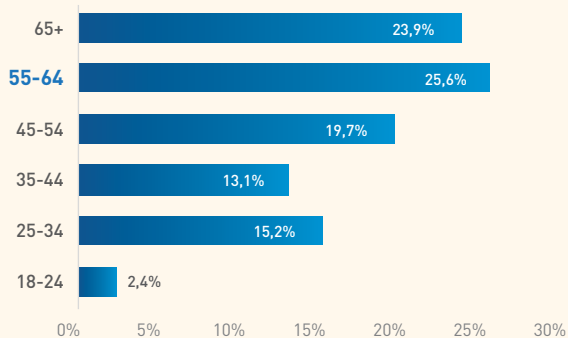


Female



Male

Age Groups



Nights spent in Swaziland



6.9%

None (I am in transit)



9.7%

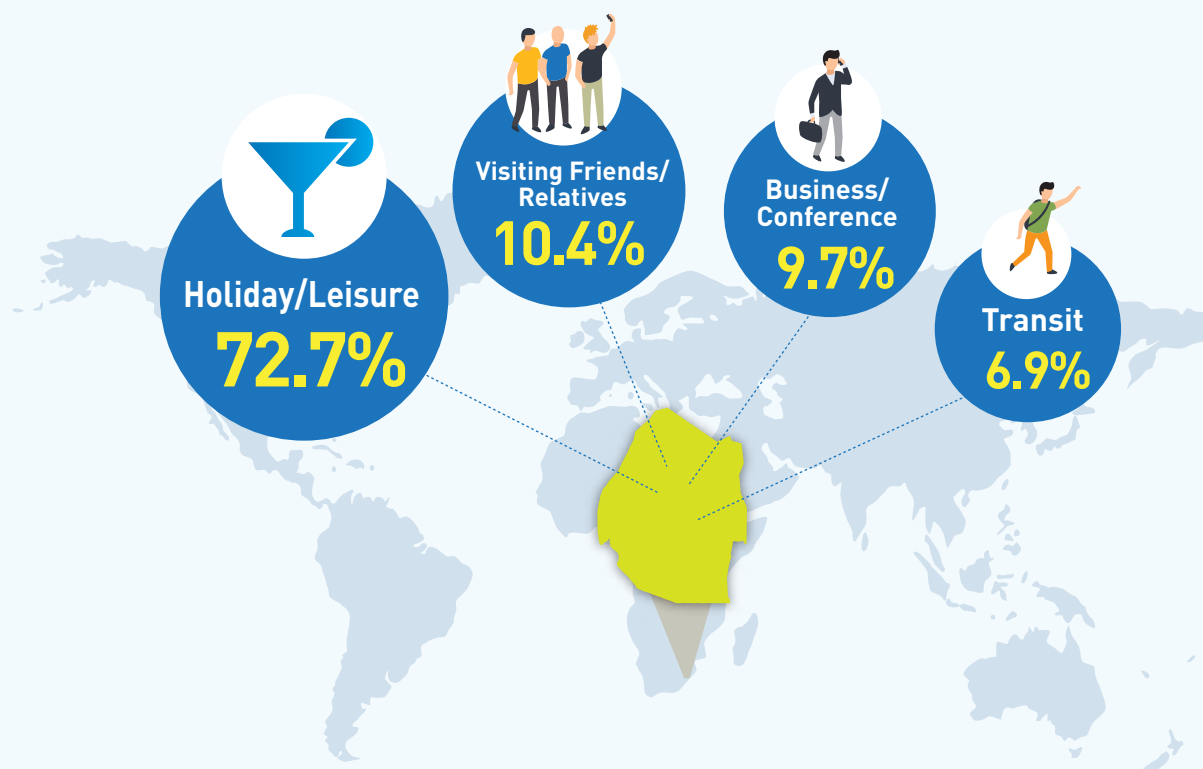
None (I was visiting for a day)



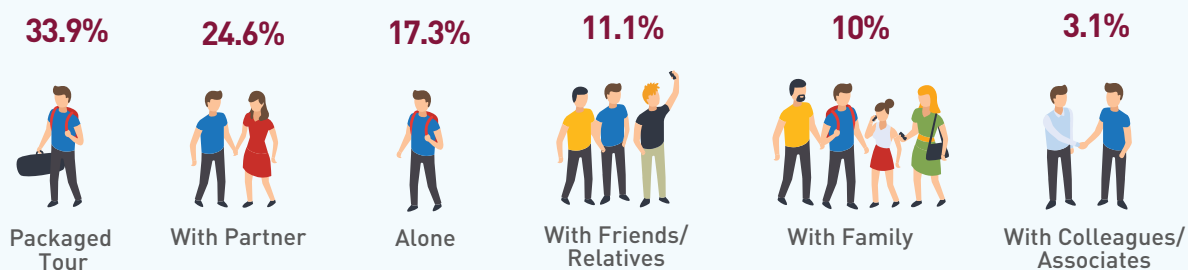
83.4%

One or more nights

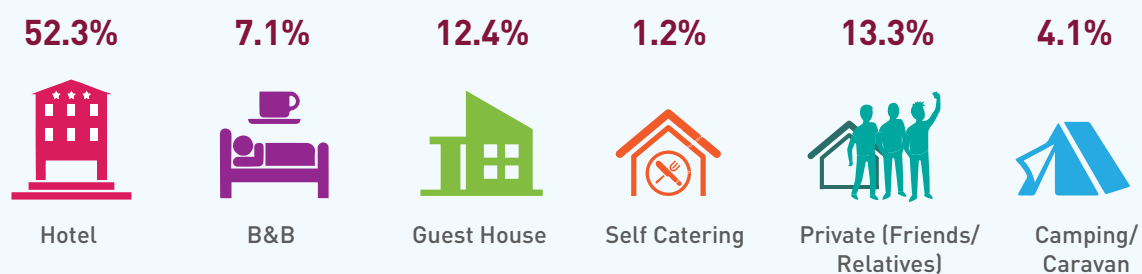
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



GERMANY

Country Profile • Visitors from Germany



Languages

German



17,262,000

Pensioners

82.65m

Total Population



72,290,285

Internet Users



31,000,000

Facebook Users



\$44,674

GDP Per Capita (PPP)



EUR

EUR-German (Euro)



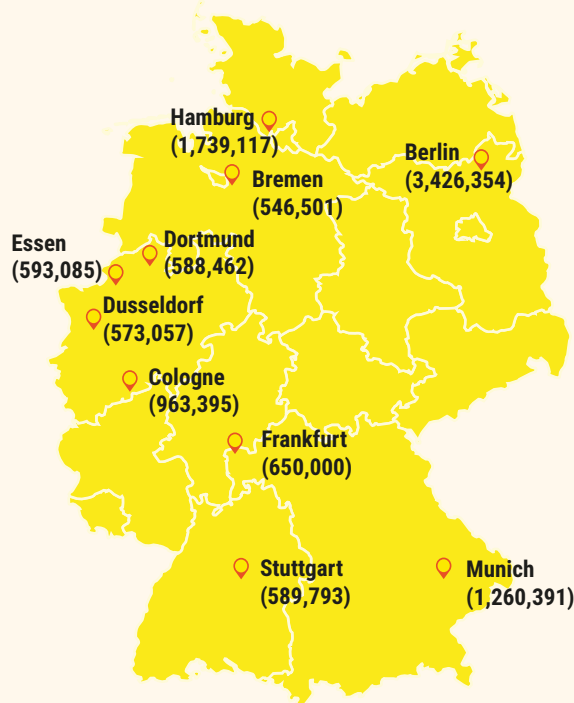
4.1%

Unemployment Rate



28-32 days

Annual Leave Entitlement



How frequently have you visited Swaziland in the last 12 months?



97.1%



First Visit

2.1%



1-2 times

0.5%



3-4 times

0.3%

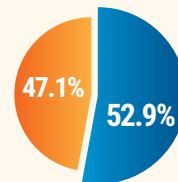


5-6 Times

German tourists

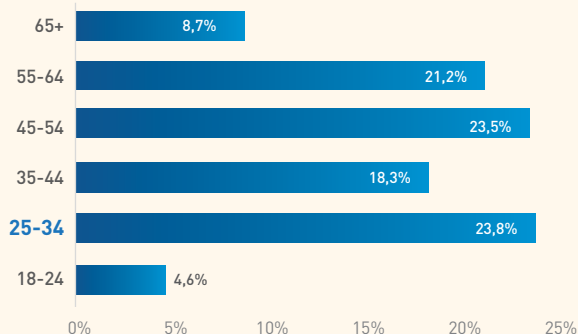


Female



Male

Age Groups



Nights spent in Swaziland



12.9%
None (I am in transit)

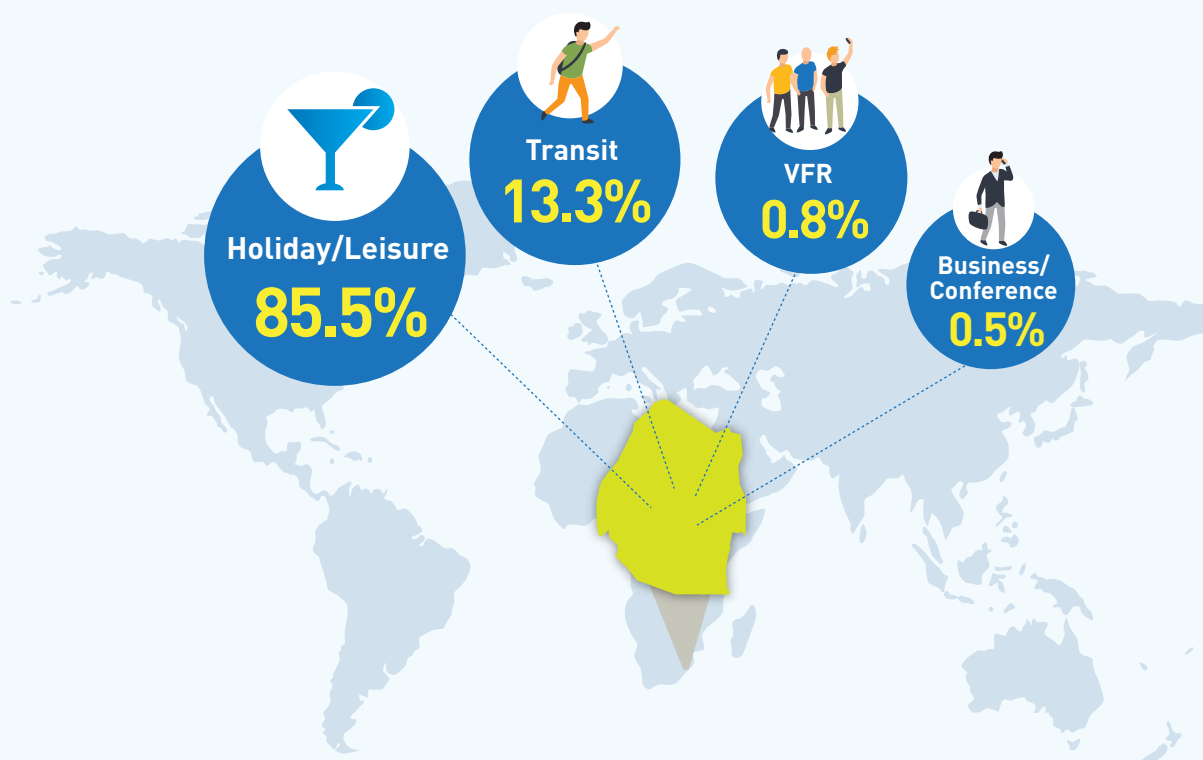


1.9%
None (I was visiting for a day)

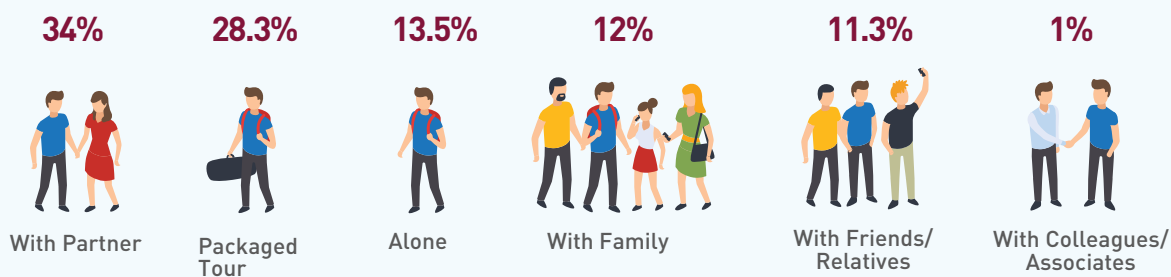


85.2%
One or more nights

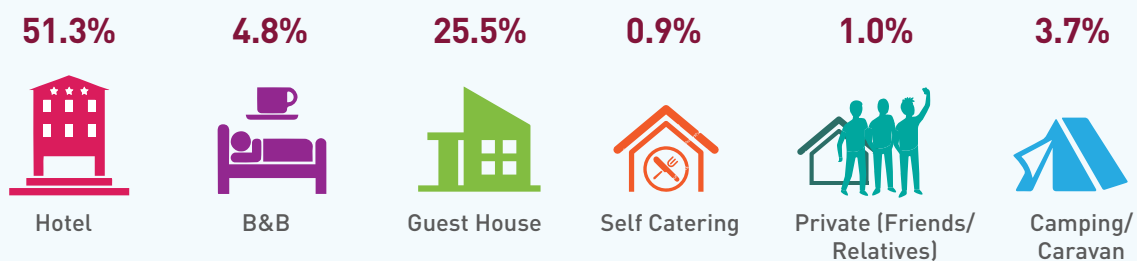
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



FRANCE

Country Profile • Visitors from France



Languages

French



16,230,047

Pensioners

66.9m

Total Population



56,367,330

Internet Users



33,000,000

Facebook Users



\$38,578

GDP Per Capita (PPP)



EUR

EUR-French (Euro)



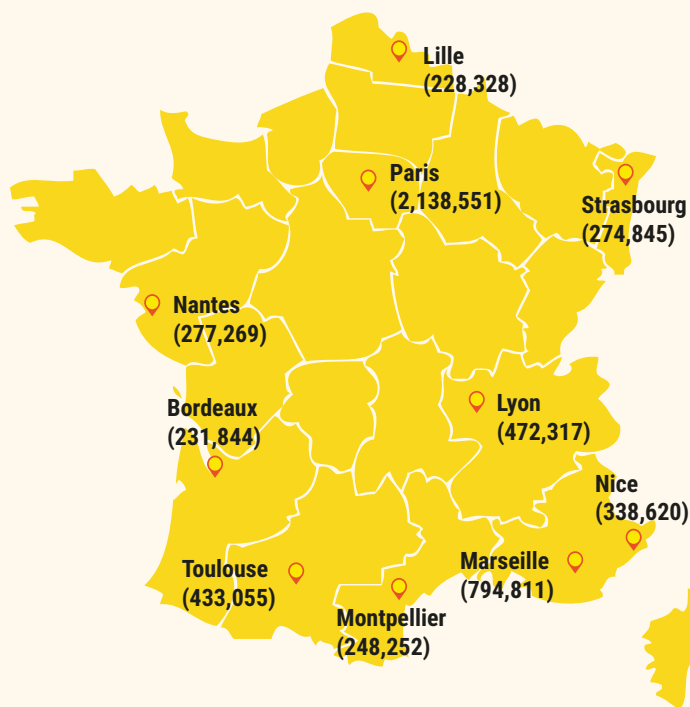
9.4%

Unemployment Rate



37 days

Annual Leave Entitlement



How frequently have you visited Swaziland in the last 12 months?



98.5%



First Visit

1.0%



1-2 times

0.3%



3-4 times

0.3%

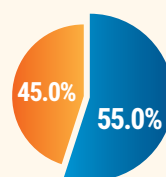


Frequently
(>5 times a year)

French tourists

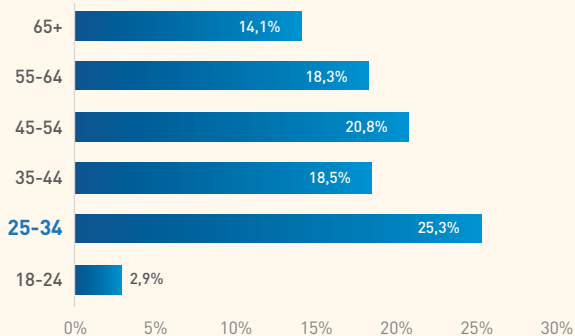


Female



Male

Age Groups



Nights spent in Swaziland



9.2%

None (I am in transit)



1%

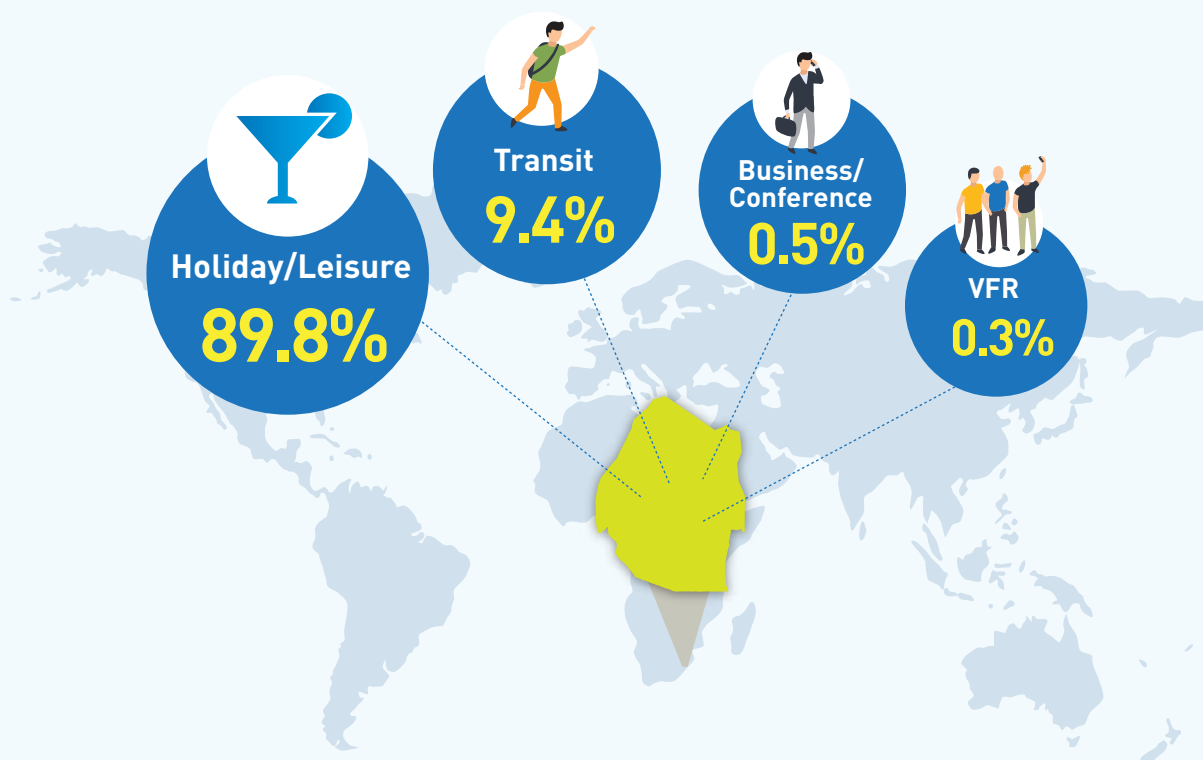
None (I was visiting for a day)



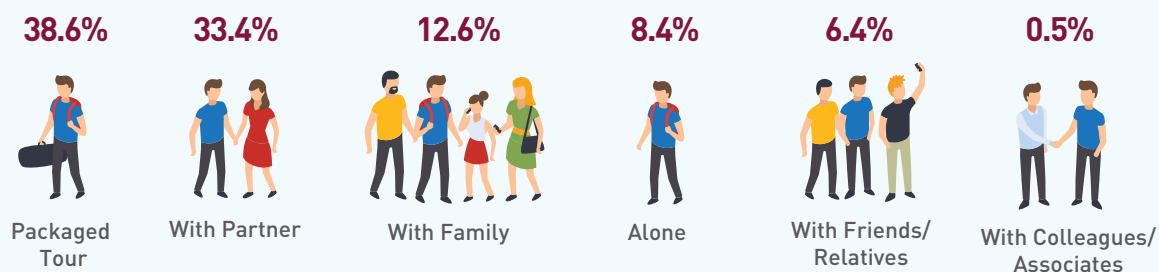
89.8%

One or more nights

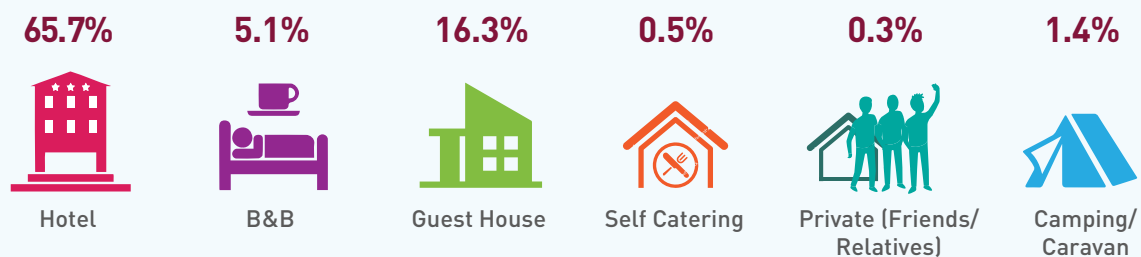
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



NETHERLANDS

Country Profile • Visitors from Holland



Official Languages
Dutch

3,095,294
Pensioners

17,081,507
Total Population

16,979,120
Internet Users

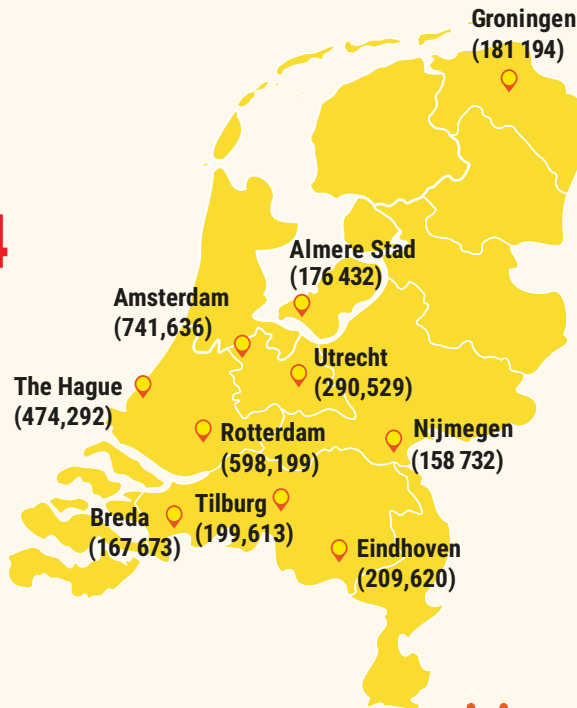
10,000,000
Facebook Users

\$48,365
GDP Per Capita (PPP)

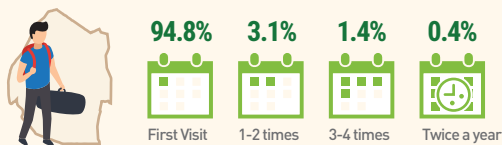
EUR
EUR-Netherlands (Euro)

3.2%
Unemployment Rate

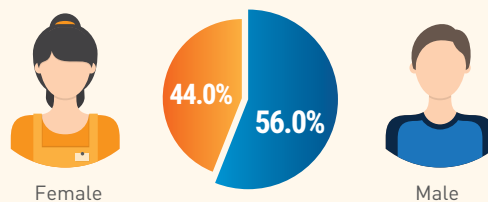
20-25 days
Annual Leave Entitlement



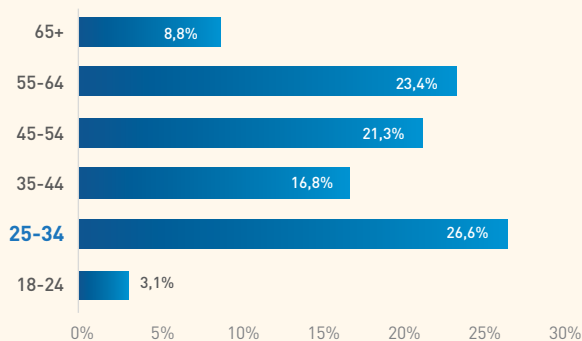
How frequently have you
visited Swaziland
in the last 12 months?



French tourists



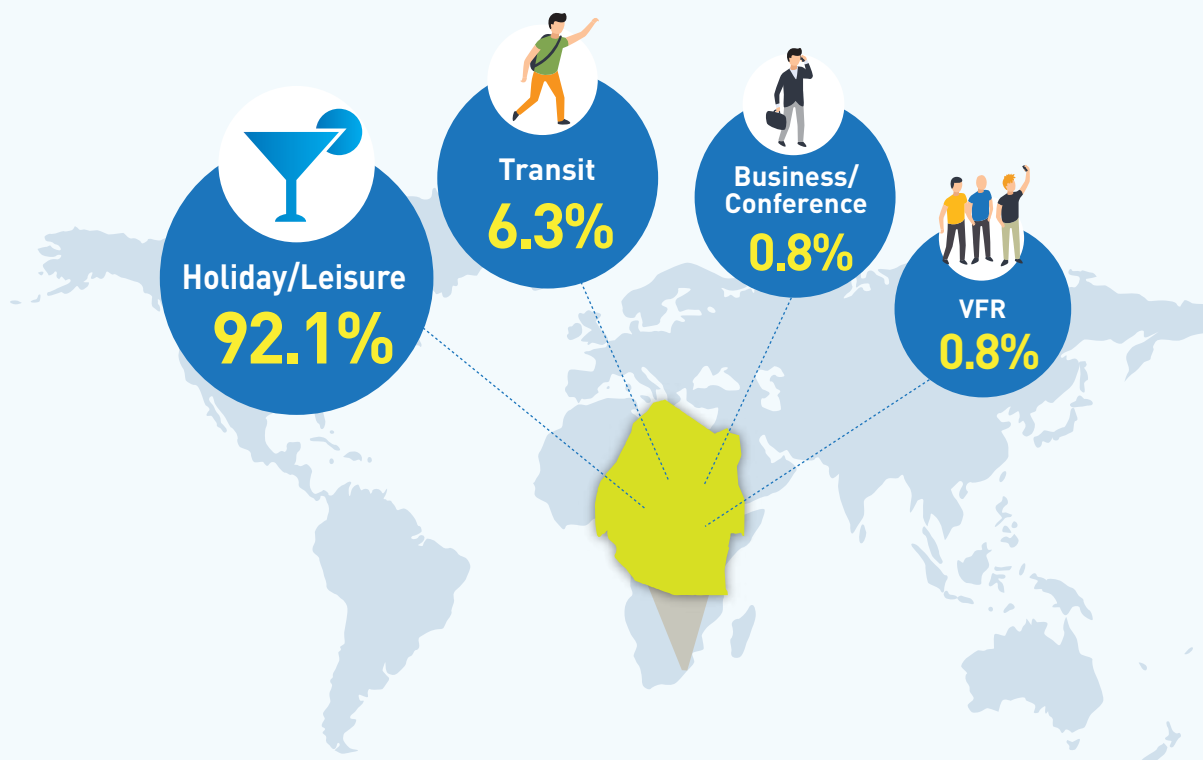
Age Groups



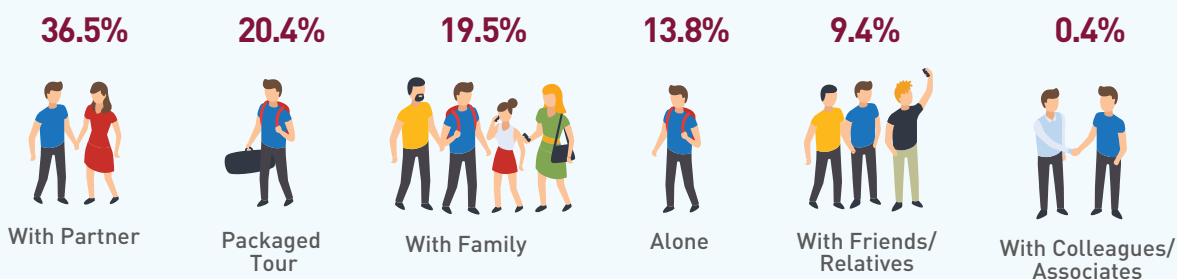
Nights spent in Swaziland



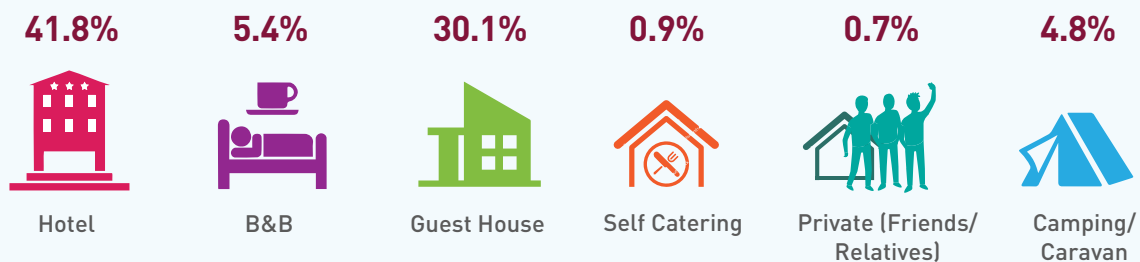
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



USA

Country Profile • Visitors from the US



Languages

English-USA



47,790,559

Pensioners

329,256,465

Total Population



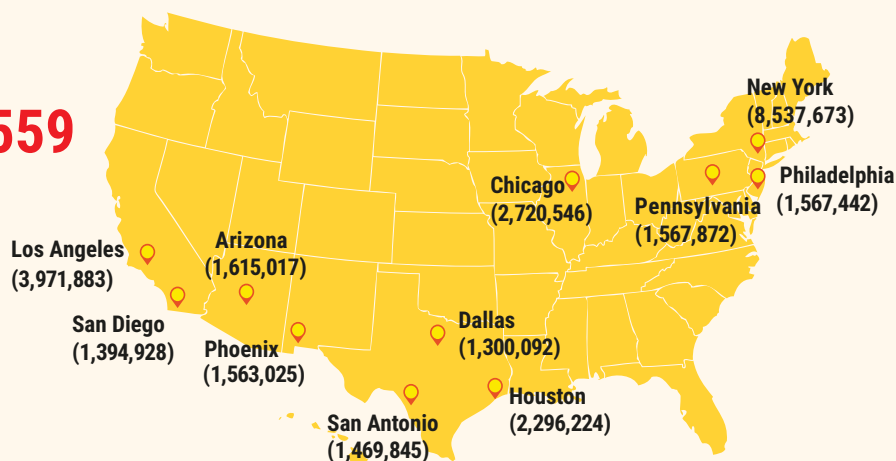
312,322,257

Internet Users



240,000,000

Facebook Users



\$59,495.34

GDP Per Capita (PPP)



US\$

US Dollar



4.9%

Unemployment Rate



30 days

Annual Leave Entitlement

How frequently have you visited Swaziland

in the last 12 months?



75.5%



First Visit

17.0%



1-2 times

4.6%



3-4 times

1.7%

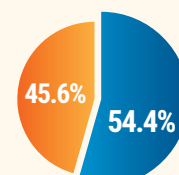


Frequently
(>5 times a year)

American tourists

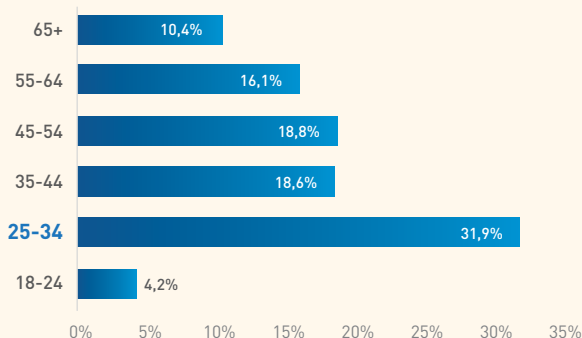


Female



Male

Age Groups



Nights spent in Swaziland



None (I am
in transit)

4.6%



None (I was
visiting for a day)

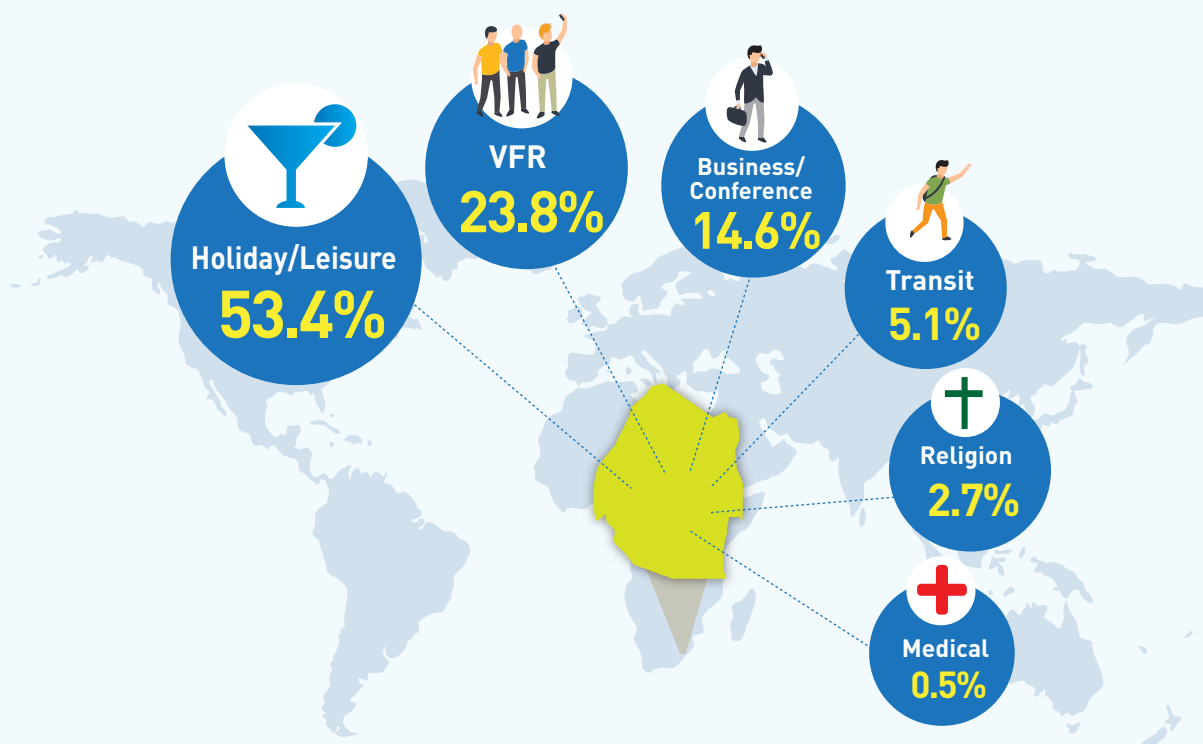
1.2%



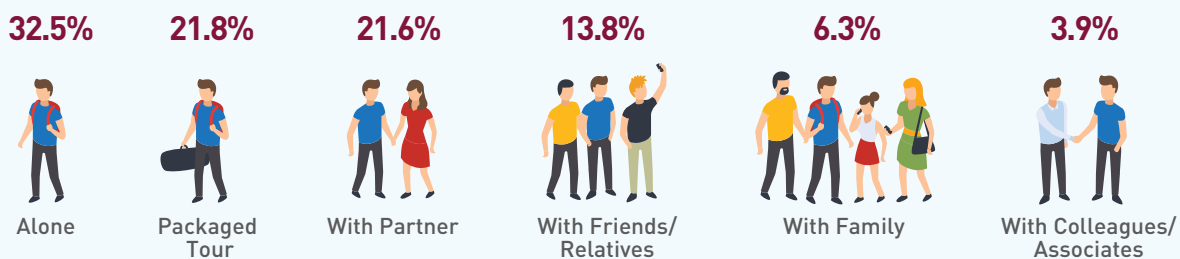
One or more
nights

94.2%

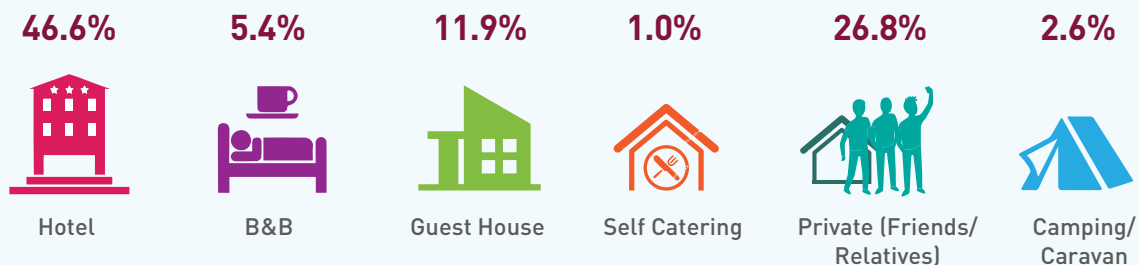
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



SOUTH AFRICA (RSA)

Country Profile • Visitors from South Africa



Languages

Afrikaans Xhosa Tsonga Tswana
English Zulu Venda Sepedi
Ndebele Swazi Sesotho

56,522,000

Total Population

30,815,634

Internet Users

16,000,000

Facebook Users

\$5,724

GDP Per Capita (PPP)



ZAR

ZAR-South African Rand



27.3%

Unemployment Rate



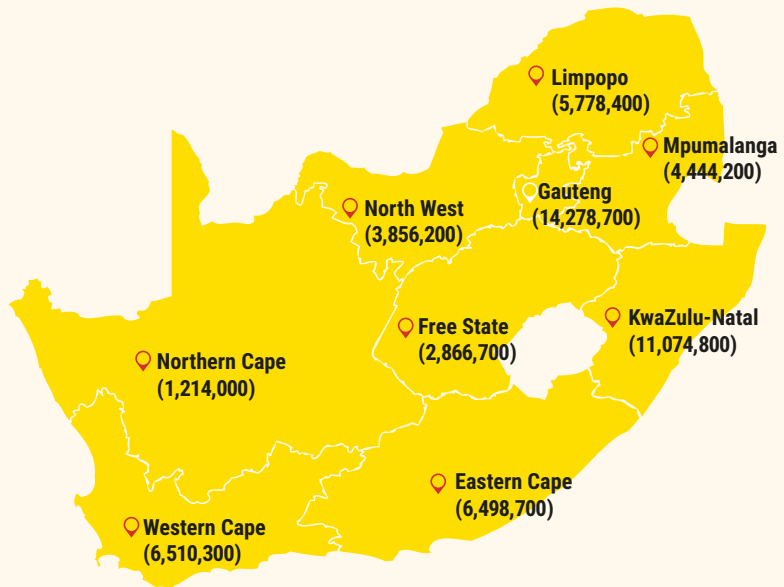
21 days

Annual Leave Entitlement



4,477,376

Pensioners



How frequently have you
visited Swaziland
in the last 12 months?



25.6%



3-4 times

22.3%



1-2 times

21.0%



First Visit

10.8%

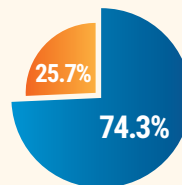


Frequently
(>5 times a year)

South African tourists

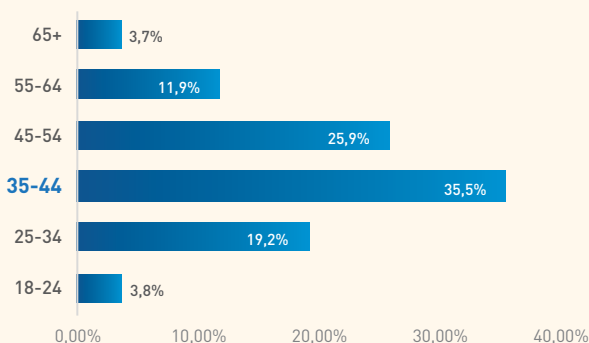


Female

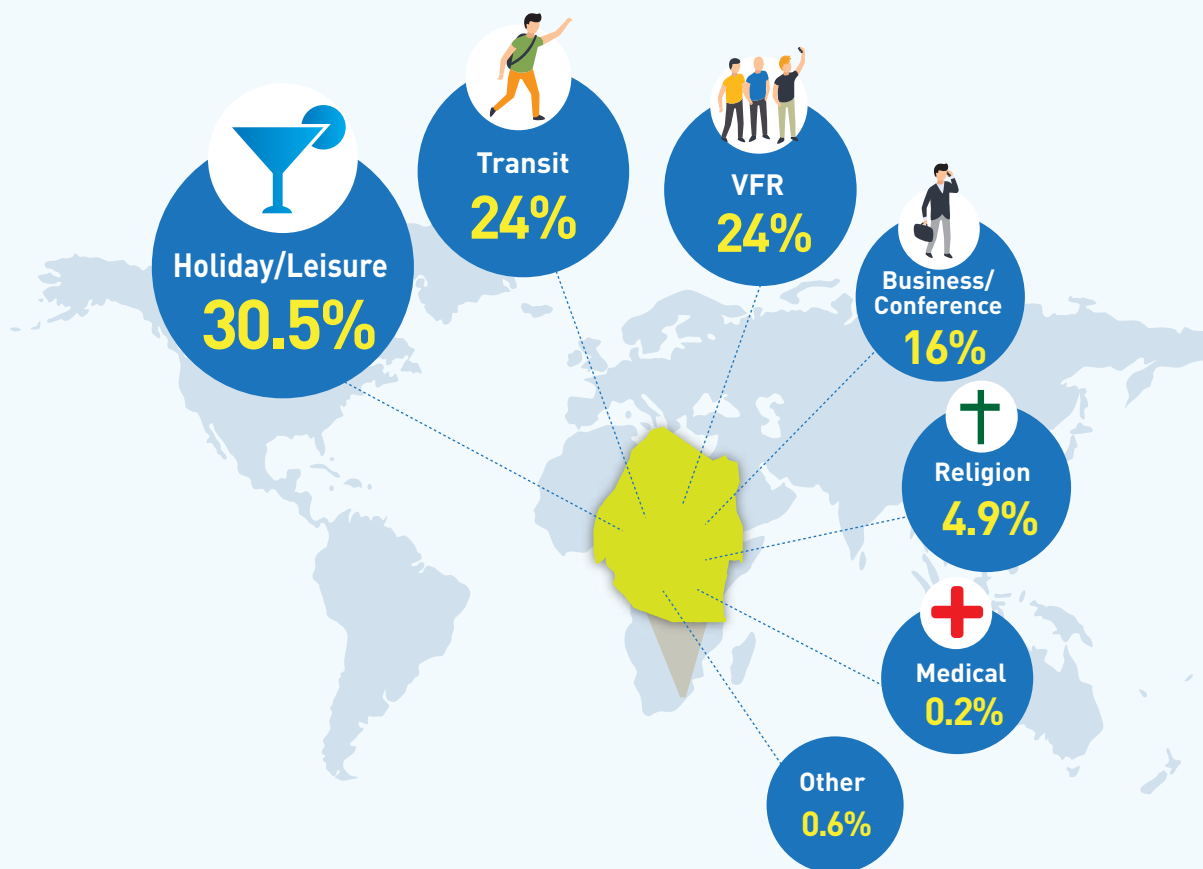


Male

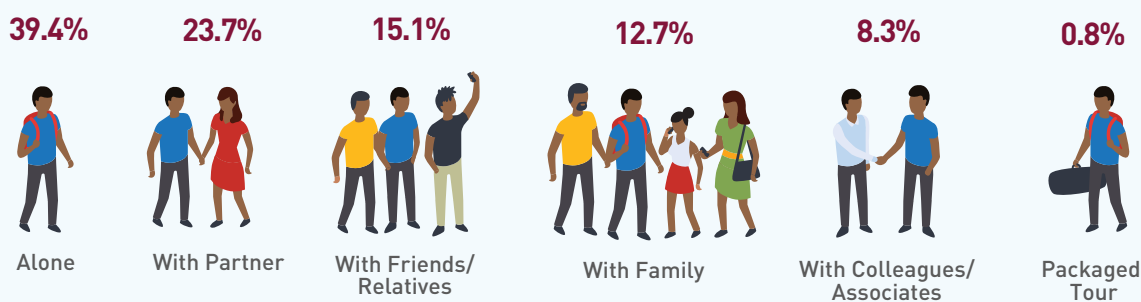
Age Groups



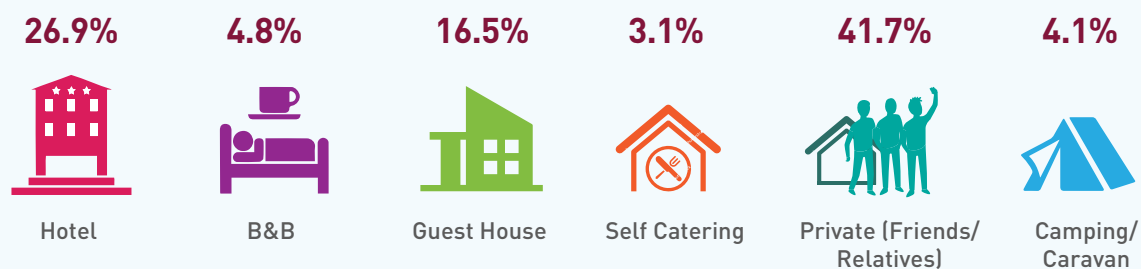
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



MOZAMBIQUE

Country Profile • Visitors from the MOZ



Languages

Portuguese
Emakhuwa
Xichangana
Cisena
Elomwe
Echuwabo

28,861,863

Total Population

5,279,135

Internet Users

1,800,000

Facebook Users

\$411.28

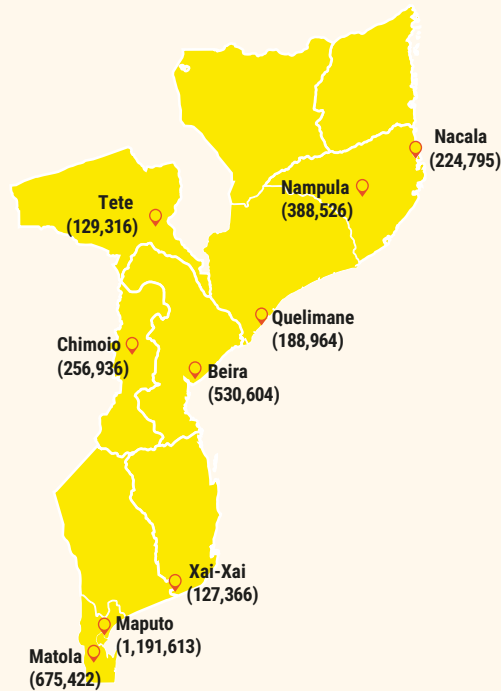
GDP Per Capita (PPP)

MET
MZN-Mozambican Metical

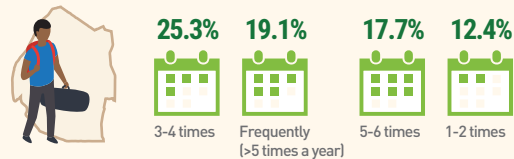
25.3%
Unemployment Rate

25 days
Annual Leave Entitlement

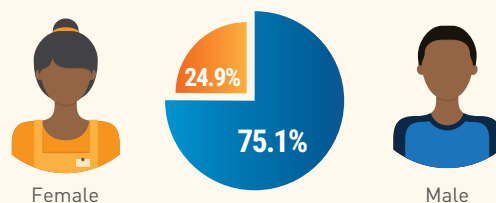
867,274
Pensioners



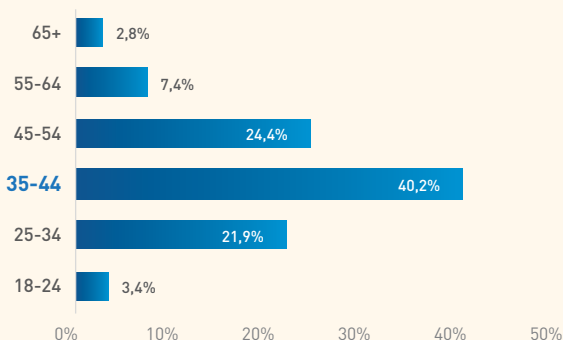
How frequently have you visited Swaziland in the last 12 months?



Mozambican tourists



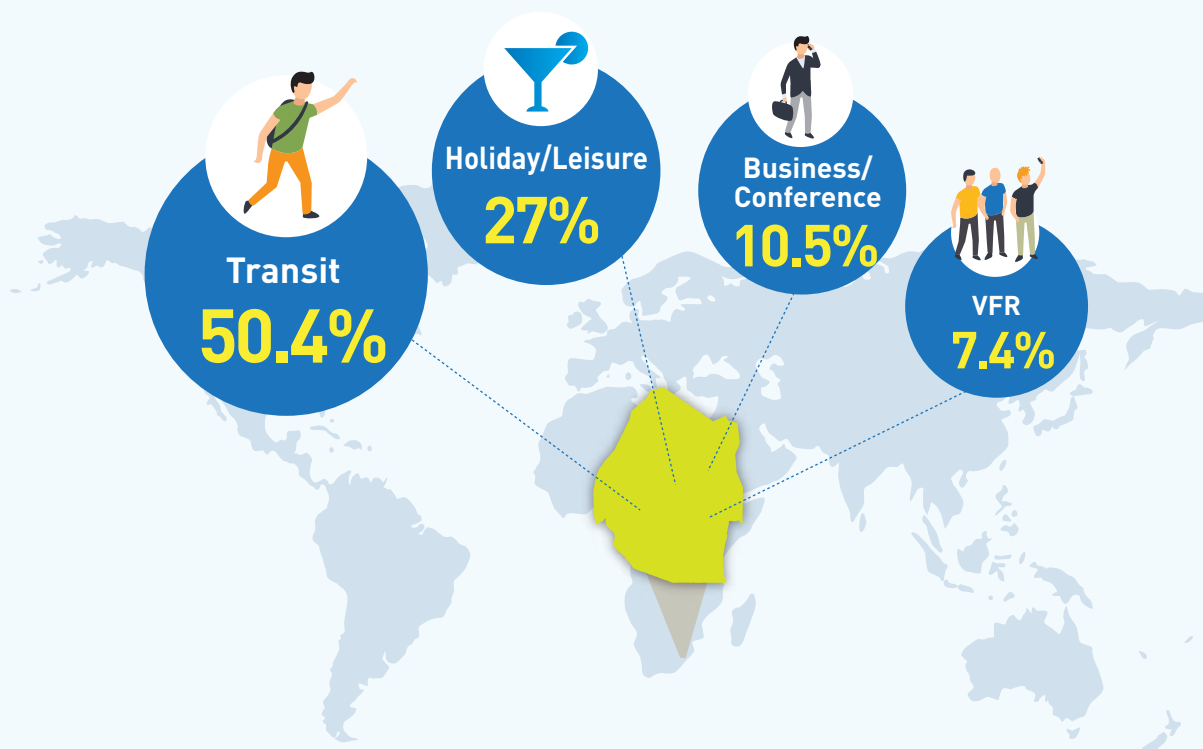
Age Groups



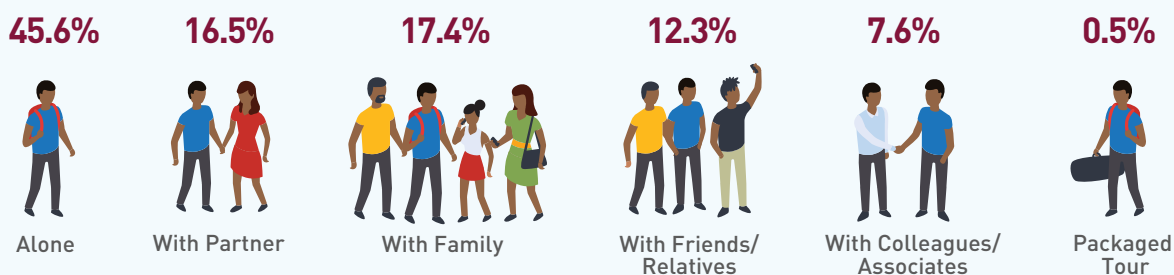
Nights spent in Swaziland



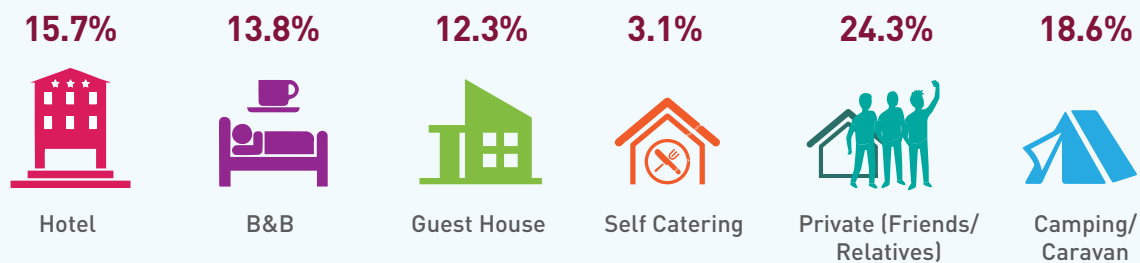
What was the reason for your visit?



Who are you travelling with?



What type of accommodation did you use during your stay?



6

| Seasonality |



**International visitor arrivals
by month, 2015-2017**



Top 7 SADC markets



Sub Saharan Africa arrivals

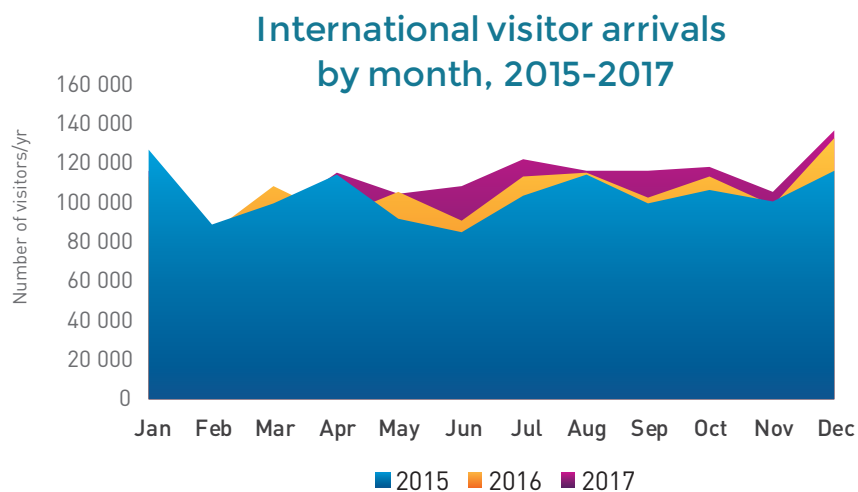


European Arrivals

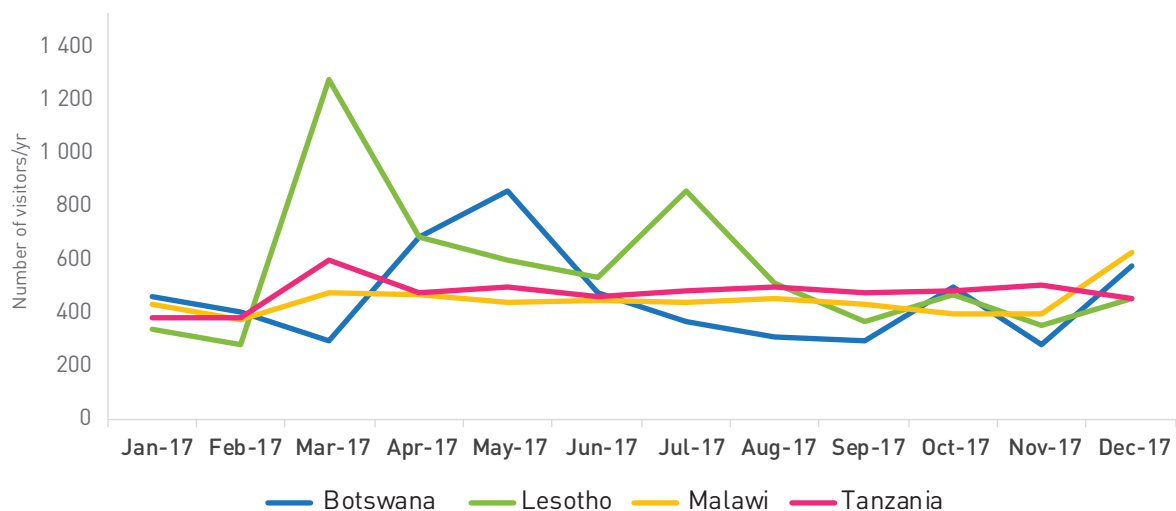
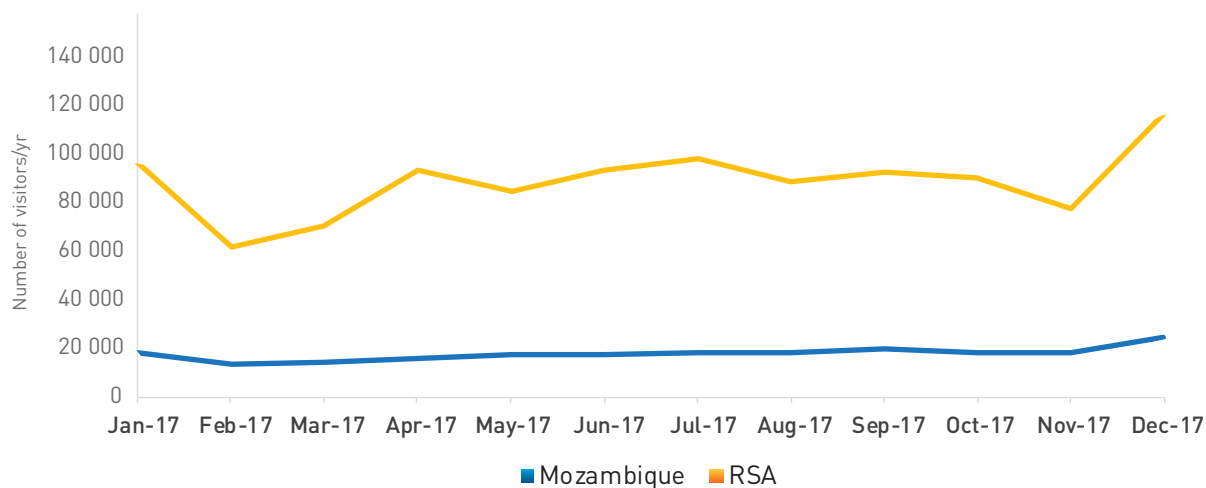


**Americas and Australasia
arrivals**

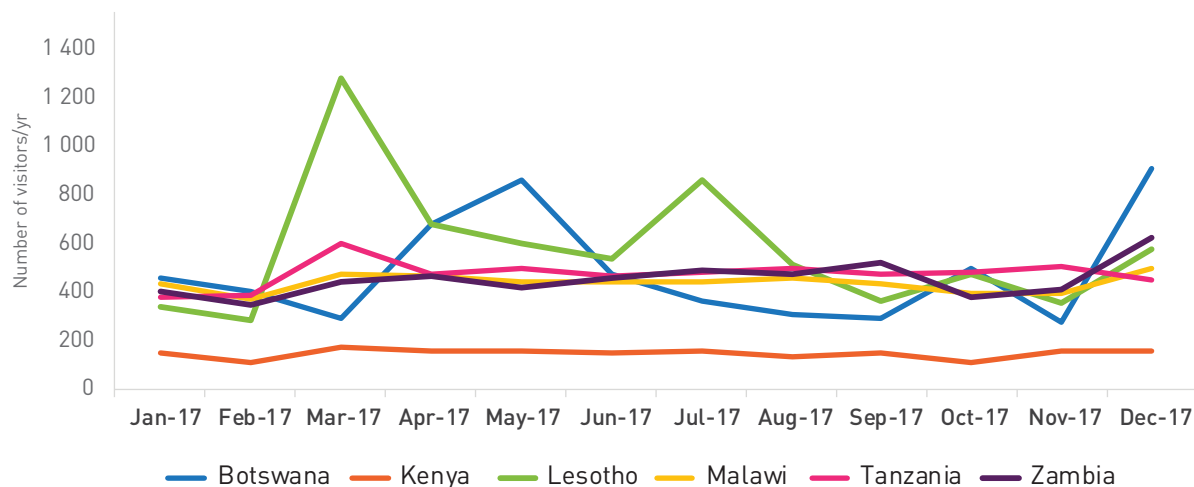
International arrivals by month



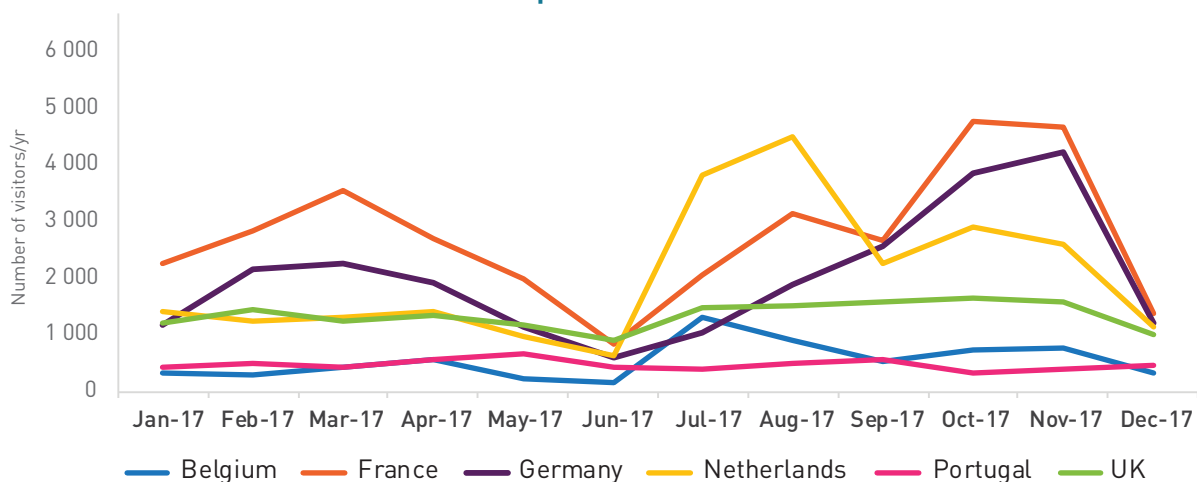
Top 7 SADC markets arrivals, 2017



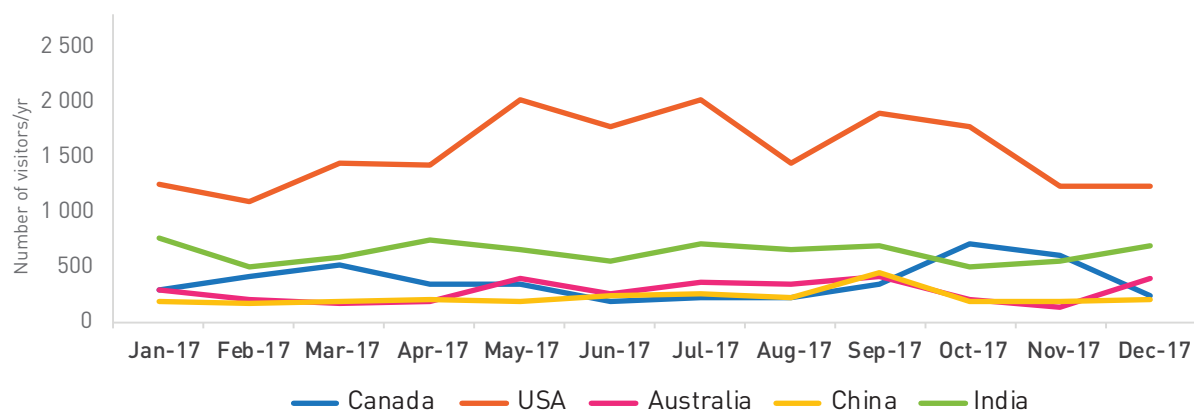
Sub Saharan Africa arrivals



European arrivals



Americas and Australasia arrivals



Summary: Seasonality

- The summer months of January and December were generally the peak periods of travel into the Kingdom for arrivals from the SADC region.
- Winter months of July and August are the peak travel periods for overseas travelers as they coincide with summer season in most of these markets.
- Major events like the Incwala (Dec-Jan) and Umhlanga (Aug-Sept) ceremonies, the MTN Bush Fire festival (May) and the Easter holidays (Mar-Apr)
- The months of February, June and November traditionally have low international visitor traffic as they prelude the peak travel periods during the year.

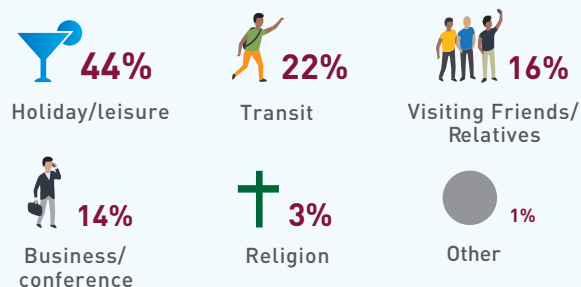
7

| Holiday planning |

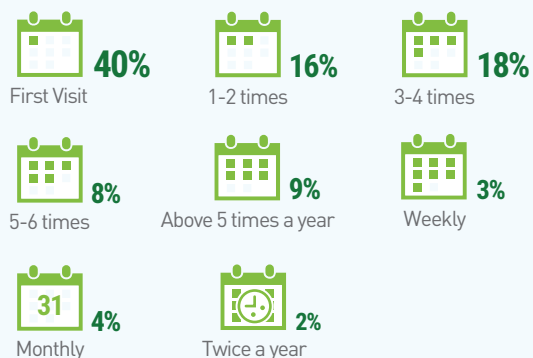
-  Reason for visit
-  Number of Visits
-  Source of information
-  Travel Partnership
-  Port of Entry



Reasons for visiting Swaziland



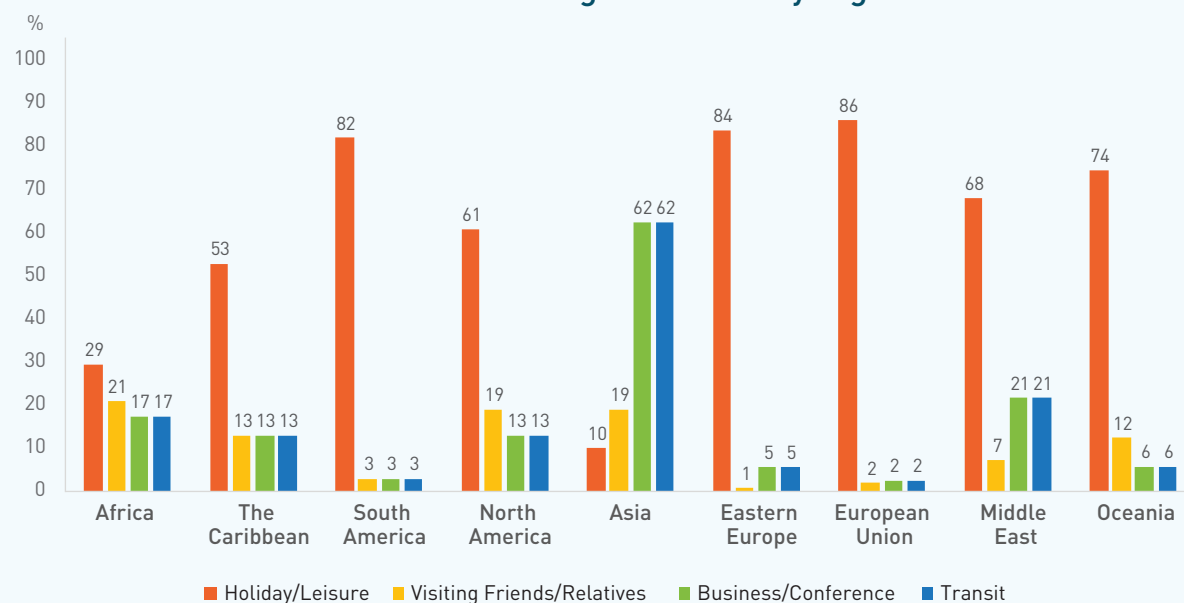
Frequency of visits



Reasons for visiting by travel partnership



Reasons for visiting Swaziland by region



Summary: Reasons for visiting Swaziland

- Majority of visitors continue to come to Swaziland for holiday and leisure (44%) while (22%) were transiting through Swaziland. 16% of visitors in 2017 came to visit friends and relatives while 14% came to Swaziland for business or conferences.
- Majority of those who visit Swaziland for holiday or leisure travel with a partner (36%) while 16% travel alone or with family or on a package tour respectively.
- Majority of visitors in 2017 were first time visitors (40%) and most of these visitors (70%) come for holiday and leisure while 11% come for business and the same proportion transit through the country.
- Most first-time visitors are from South Africa (21%), Germany (97%); France (99%) and the Netherlands (95%)
- Majority of non African visitors come to Swaziland for holiday/leisure. Majority of visitors from Asia (34%) come to Swaziland for business or conferences.
- In 2017 most repeat visitors tended to be people who are transiting through the country or were visiting family and friends or were in the country for business.
- The bulk of repeat visitors are from South Africa (79%) and Mozambique (94%).
- Visitors who come to Swaziland for business or conferences tend to spend more nights on average (8 nights) followed by people who come to Swaziland to visit family or friends (4 nights). Visitors who come for holiday or leisure spend 2 nights.

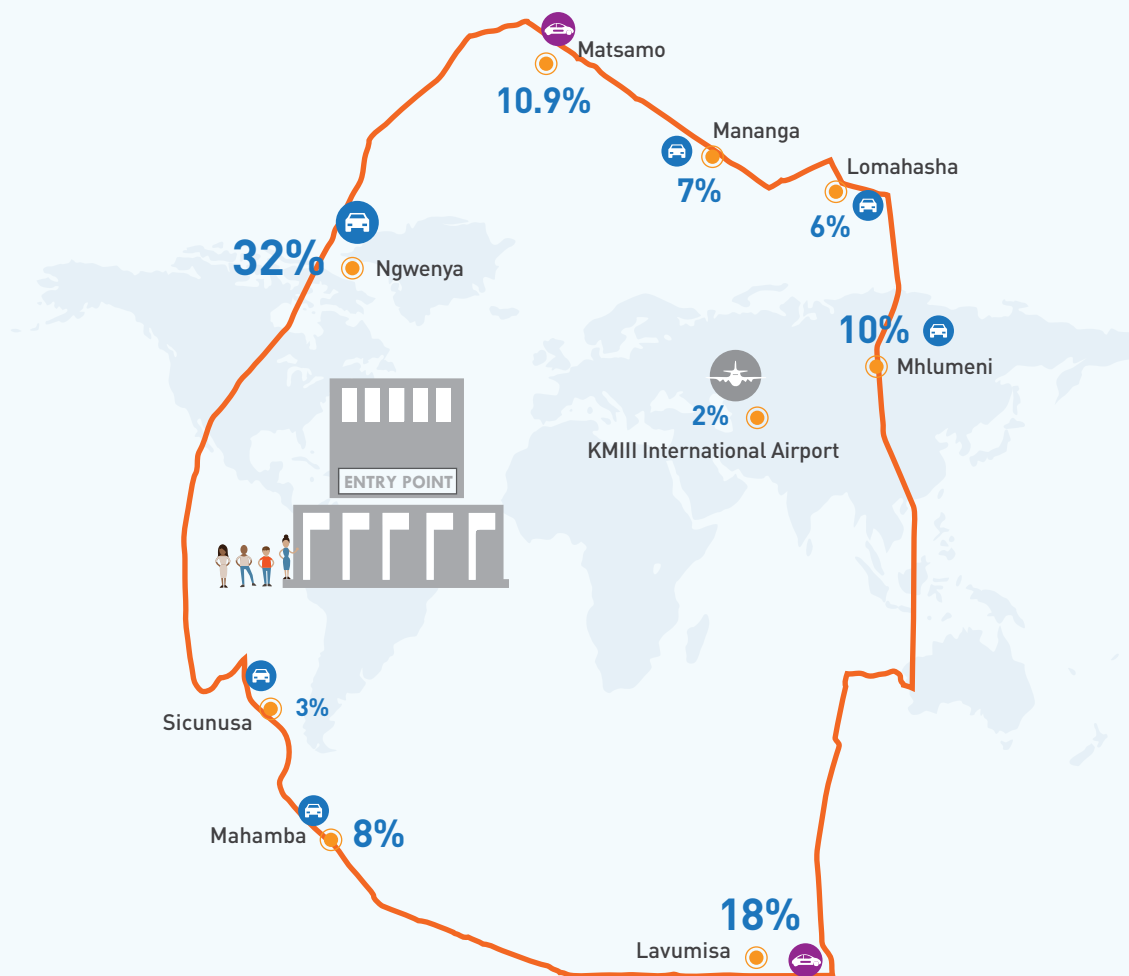
How visitors heard of Swaziland (Holiday/Leisure Visitors Only)



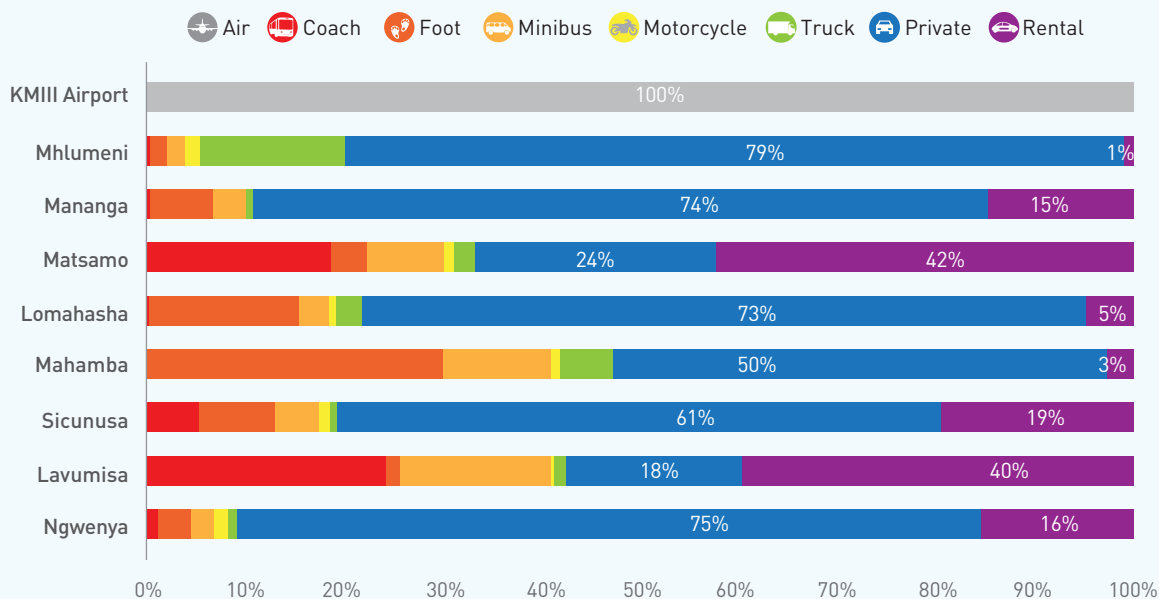
Summary: Source of information about Swaziland

- Majority of visitors knew about Swaziland internet (16%) while 35% already knew about Swaziland. 16% heard about Swaziland from friends while for 26% agents were the source of information about Swaziland.
- Most visitors from outside Africa typically hear about Swaziland either through the internet or their agent or through their friends, compared to most visitors from Africa who typically already know about Swaziland by the time they visit.

Visitors by port of entry



Port of entry by mode of transport



Port of entry by travel partnership

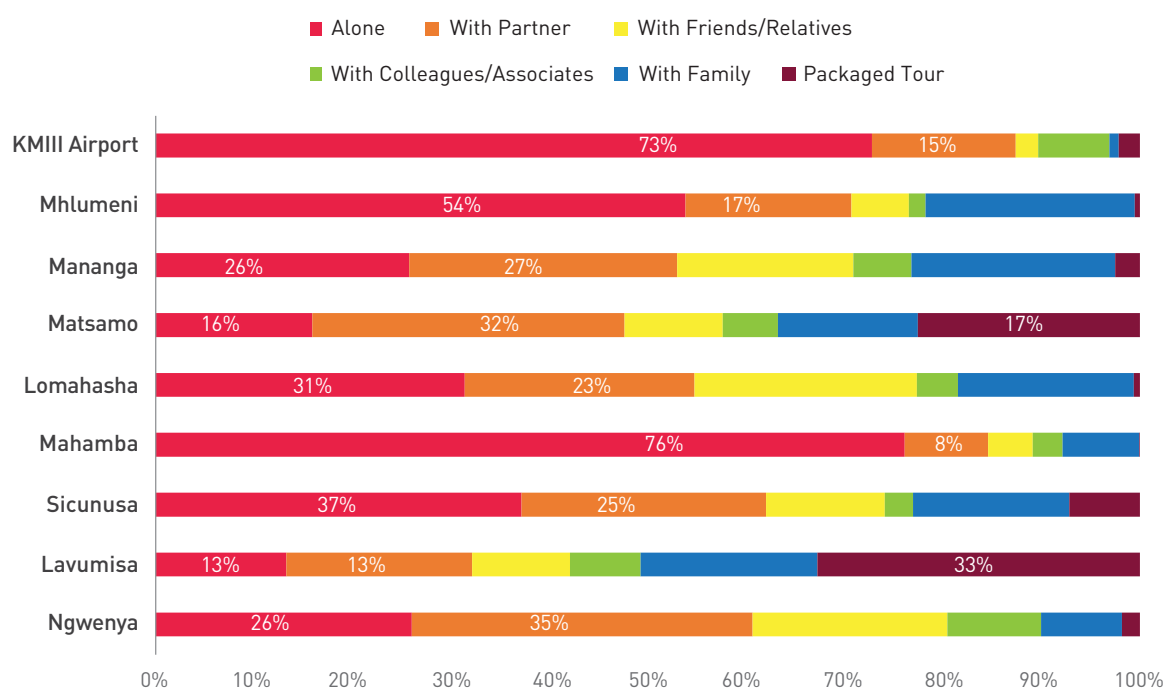


Table 2: Visitors by port of entry and region

Border Name	Region								
	Africa	European Union	North America	Eastern Europe	Asia	Oceania	South America	The Caribbean	Middle East
	%	%	%	%	%	%	%	%	%
Ngwenya	36	21	32	16	3	27	40	2	29
Lavumisa	6	42	15	43	4	27	8	6	32
Sicunusa	5	5	2	3	2	2	14	0	11
Mahamba	13	2	2	2	7	2	1	4	0
Lomahasha	9	2	2	2	5	4	10	0	0
Matsamo	5	20	26	21	2	13	14	46	4
Mananga	9	5	3	3	1	6	0	0	0
Mhlumeni	13	0	1	3	3	4	8	35	0
KMIII Airport	6	3	17	8	74	14	4	9	25

Summary: Holiday Planning

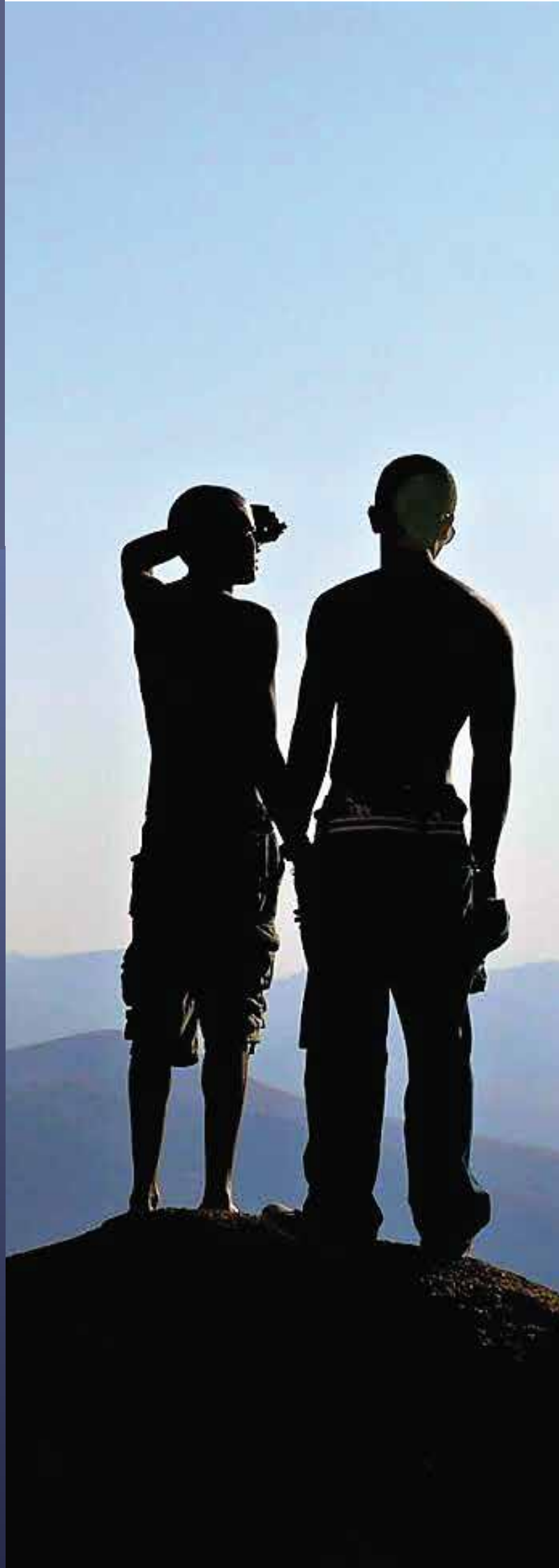
- A majority of visitors used Ngwenya border post (32%) followed by Lavumisa border post (18%). Only 2% of all visitors came by air, that is, through KMII airport. Sicunusa was the least used border post (3%).
- A majority of visitors from Africa (36%) and Americas (32%) used Ngwenya border post. Visitors from Europe (42%) and Middle East (29%) mostly used Lavumisa border post. Asia had 56% of its residents using the KMIII Airport for entry, followed by the Middle East where 29% of its residents used the airport. Africa had only 6% of its residents using KMIII airport for entry into Swaziland. Only America (25%) and Europe (21%) had a high number of its residents using Matsamo border post.
- Majority of visitors using the Airport, Mahamba and Mhlumeni ports of entry typically travel alone. While Lavumisa and Matsamo borders see the most package tour visitors compared to the rest of the borders in the country.
- Majority of visitors who come through Mhlumeni and managa border posts transit through Swaziland, while the majority of visitors (80%) who come through the airport are in Swaziland for business or conferences

8

| Stay in Swaziland |



Duration of stay
(number of nights)



Number of nights spent in Swaziland



One or more nights



None (I am in transit)



None (I was visiting for a day)

Average number of nights by Region



Asia



North America



The Caribbean



South America



Middle East



Oceania



Africa



Europe

9

| Places visited |



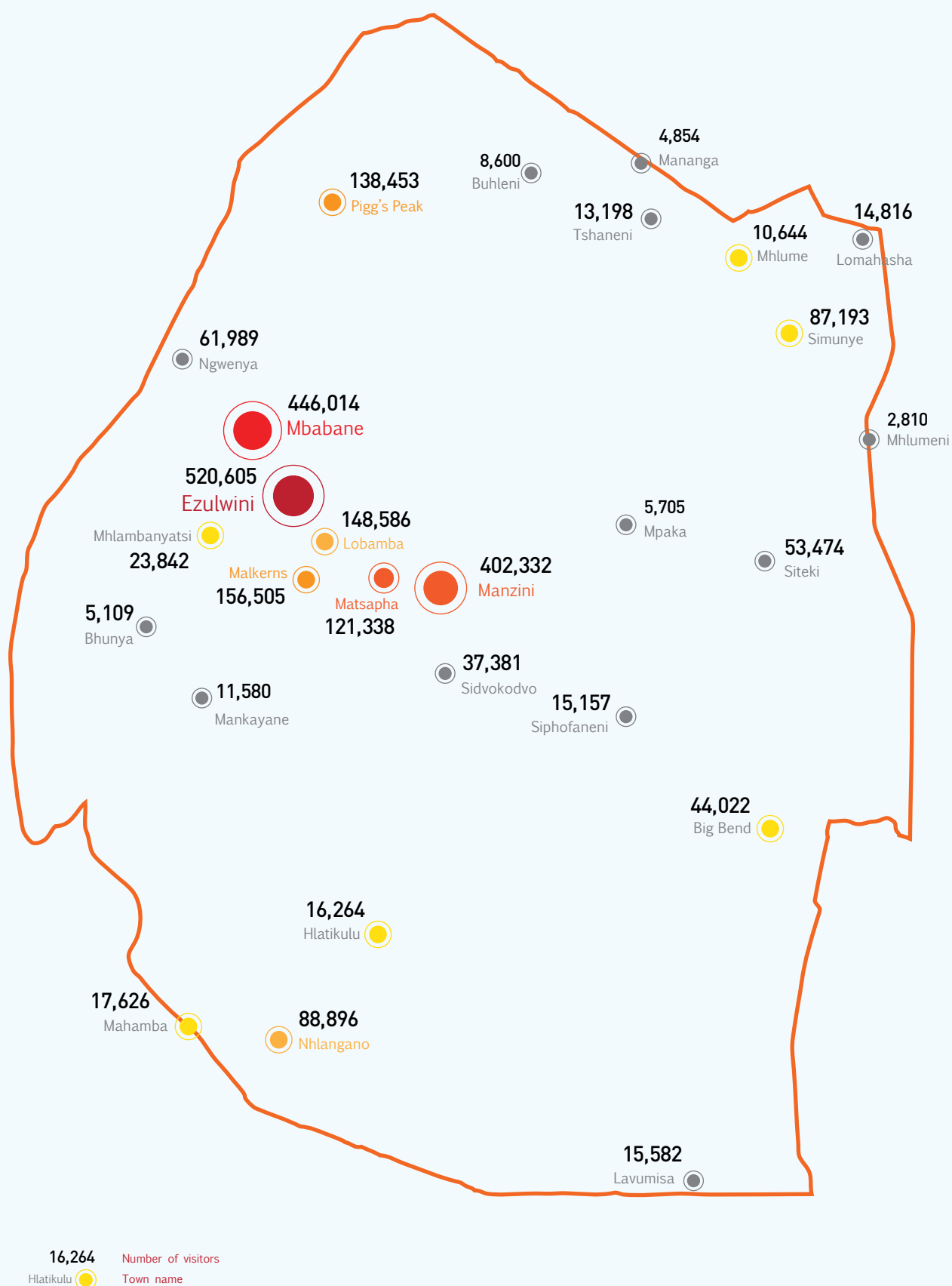
Places Visited



Activities engaged
in whilst in Swaziland



Geographical spread by number of visits



Summary: Places visited

- During the year most tourists visited Ezulwini (21%), Mbabane (18%), Manzini (16%) and Malkerns (6%). 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.
- First time visitors to Swaziland typically visit the same places.

Activities engaged in while in Swaziland



Activities by holiday/leisure visitors



Table 3: Activities visitors engage in by region

	Africa	The Caribbean	South America	North America	Asia	Eastern Europe	European Union	Middle East	Oceania
	%	%	%	%	%	%	%	%	%
Adventure	17	42	46	48	53	46	39	18	38
Business	19	22	1	14	76	6	3	25	10
Casino	7	0	4	2	4	1	1	0	3
Cultural/historical/heritage	21	27	57	61	57	44	53	68	57
Golf	4	2	1	2	1	1	1	0	0
Hiking	5	4	19	27	19	20	20	32	20
Medical	1	2	1	3	32	1	1	4	1
Nightlife	4	2	7	4	4	6	6	4	6
Shopping	28	22	35	49	76	33	36	61	47
Sports	4	6	4	4	11	1	2	0	3
Trading	1	4	1	3	34	0	1	11	3
Wildlife	9	24	38	49	35	39	42	29	40

Summary: Activities engaged in while in Swaziland

- Majority of visitors engage in shopping activities while visiting in Swaziland, followed by cultural and adventure and wildlife activities. 14% of visitors engage in business activities while in Swaziland.
- Majority of holiday visitors typically engage in cultural/heritage activities (45%) or adventure activities (44%) or wildlife activities (37%)
- Most non-African visitors tend to engage in cultural and adventure and wildlife activities compared to visitors from Africa, the majority of whom tend to engage in shopping activities.

10

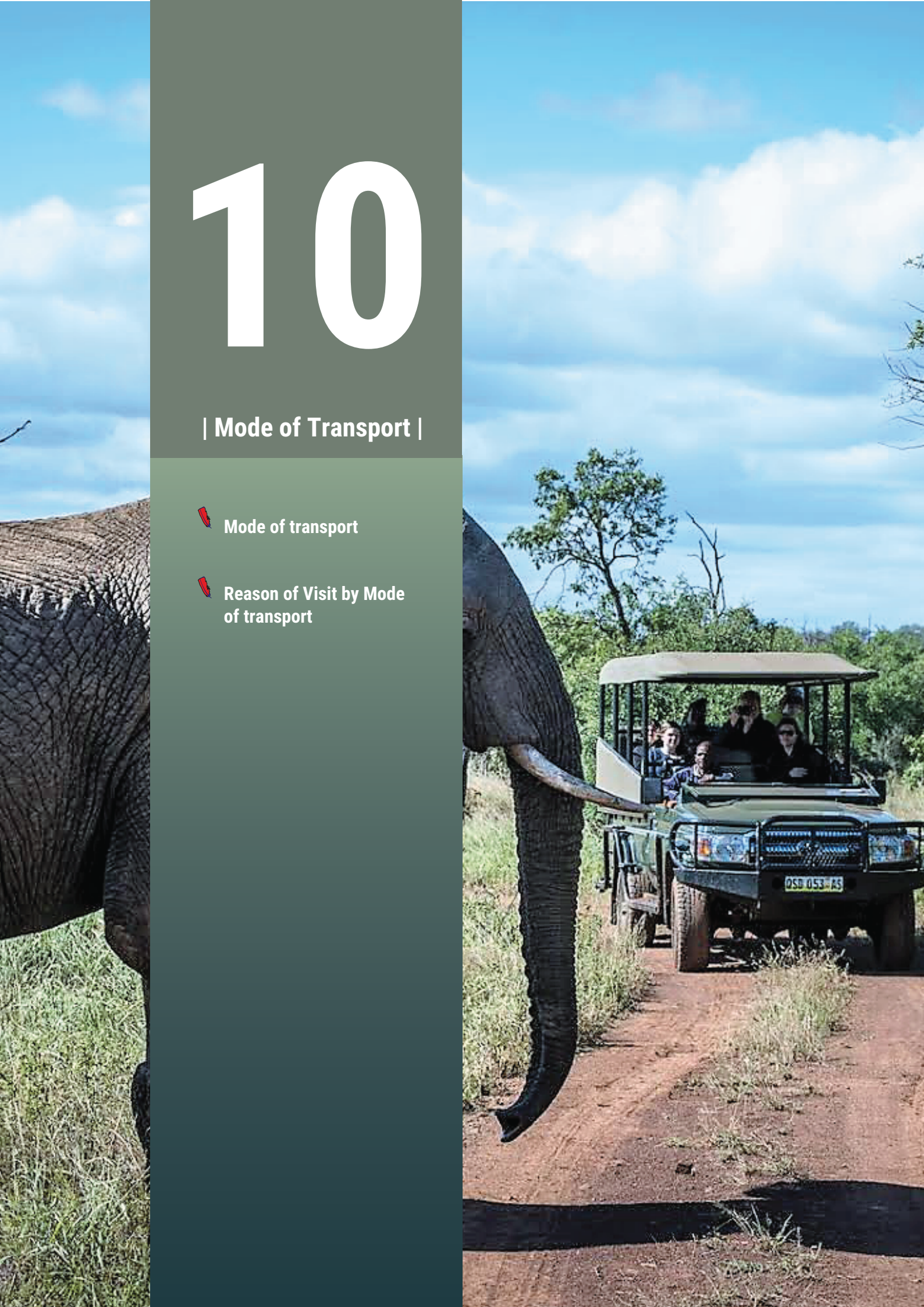
| Mode of Transport |



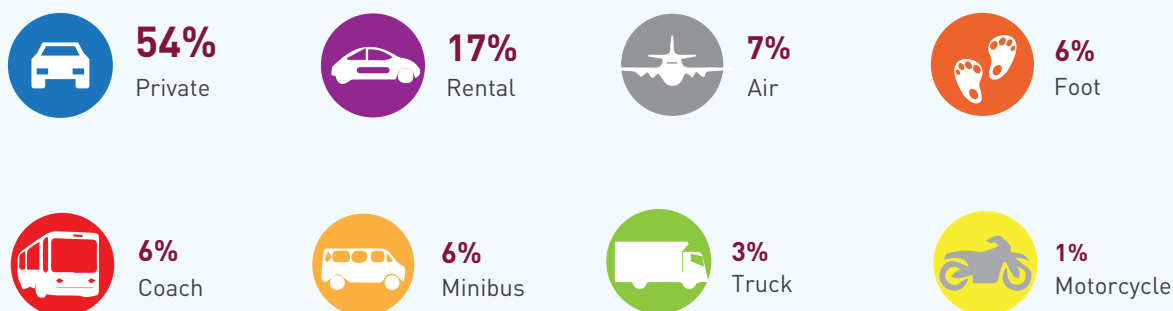
Mode of transport



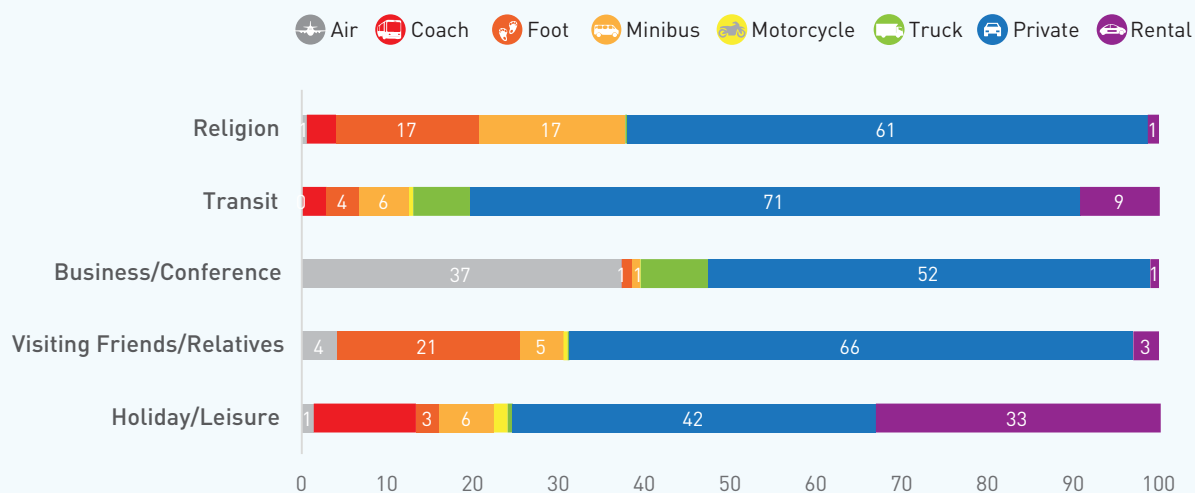
Reason of Visit by Mode
of transport



Mode of transport



Reason of visit by mode of transport



Summary: Mode of transport

- Most visitors to Swaziland (54%) prefer using private transportation of car rentals (17%) when visiting.
- Only 6% use coaches, while an equal proportion either use minibuses or are on foot.
- 7% of visitor use air transport to Swaziland

11

| Accomodation |



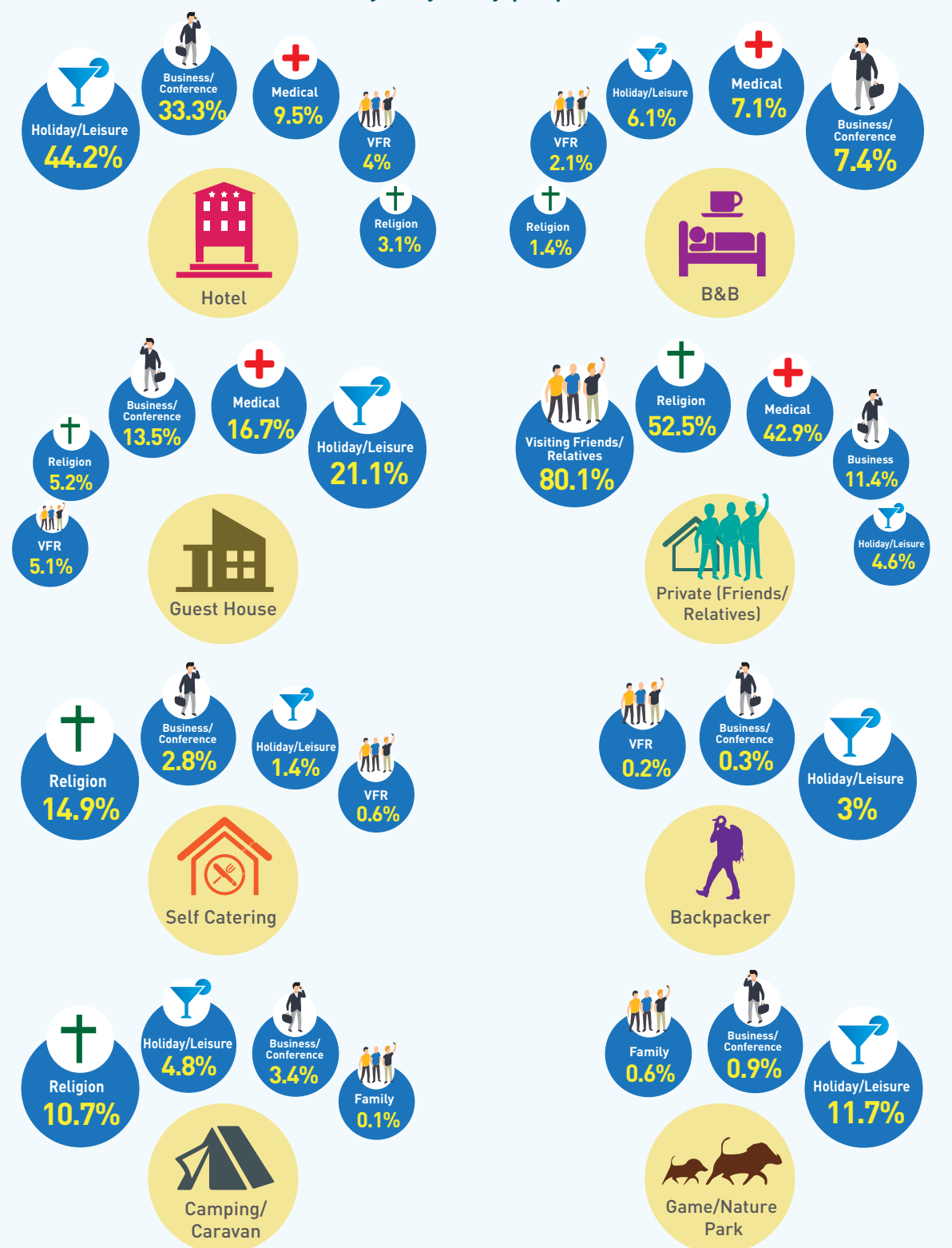
PURPOSE OF VISIT



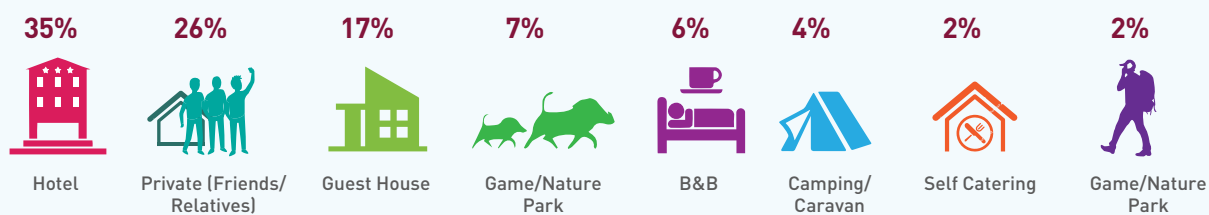
Where they stayed by
purpose of visit



Where they stayed by purpose of visit



Accommodation



Summary of the formal accommodation sector 2017

Total bill

E 380 583 554.69



12

| Package Tour |



Travelling on a package tour



Package tour Country
of Residence/Region



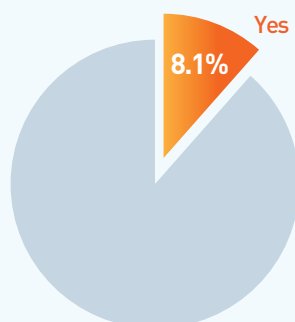
Package Tour Age



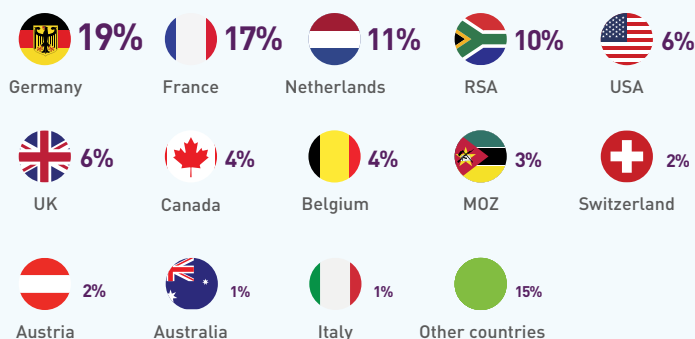
Package Tour
Source of Information



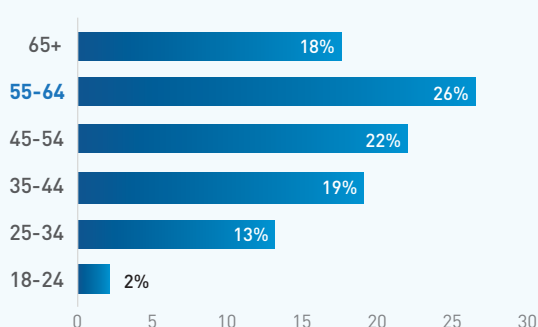
Are you travelling on a package tour?



Package tour visitors by country of residence



Package tour visitors by age



Reasons package tour users visit Swaziland



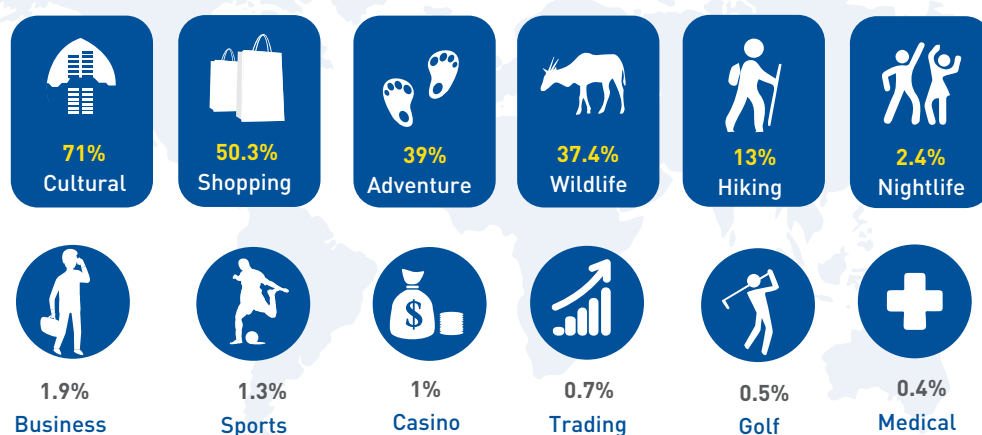
Sources of information package tour users heard about Swaziland



Items included in package tours



Activities package tour visitors do in Swaziland



Summary: Package tour

- Majority of visitors (89%) do not travel on a package tour when visiting Swaziland.
- The top 7 market sources for package tour visitors are Germany, France, Netherlands, South Africa, United states of America, United Kingdom and Canada.
- Package tour demographic tends to be adults between the ages 35 to 64, with the majority being pensioners in the 55-64 age group (26%)
- Most package tour visitors come to Swaziland for holiday or leisure (74%), with 14% coming for business or conferences and (9%) of visitors on package tours transit through the country.
- Most package tour visitors typically hear about Swaziland from the tour agents (73%), while 13% get information from the internet.
- When in Swaziland, tour package visitors typically engage in cultural, shopping, adventure and wildlife activities.

13

| Rating Stay in SD |



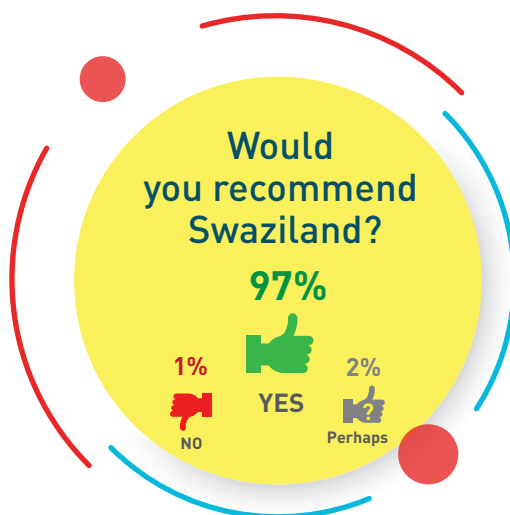
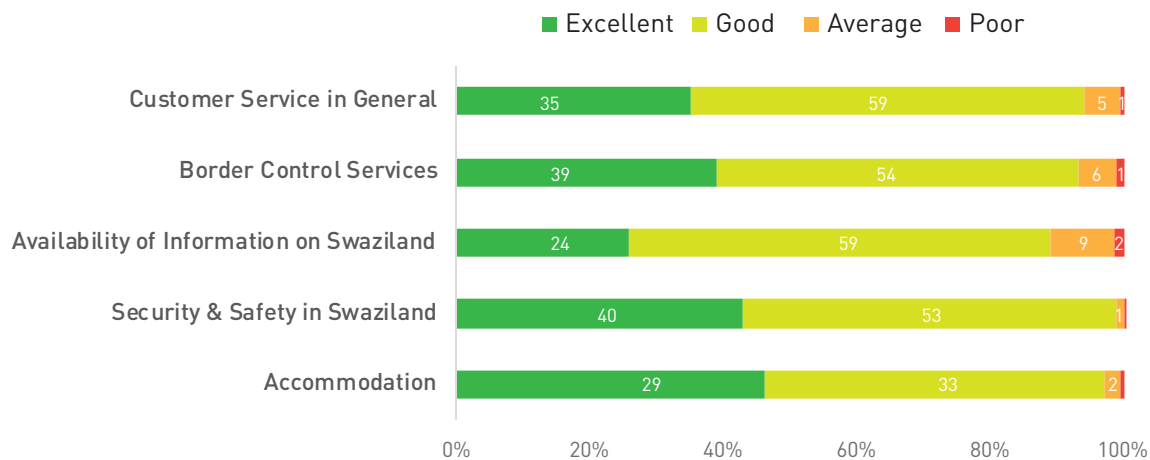
Would you recommend
Swaziland



How would you rate
your stay in Swaziland



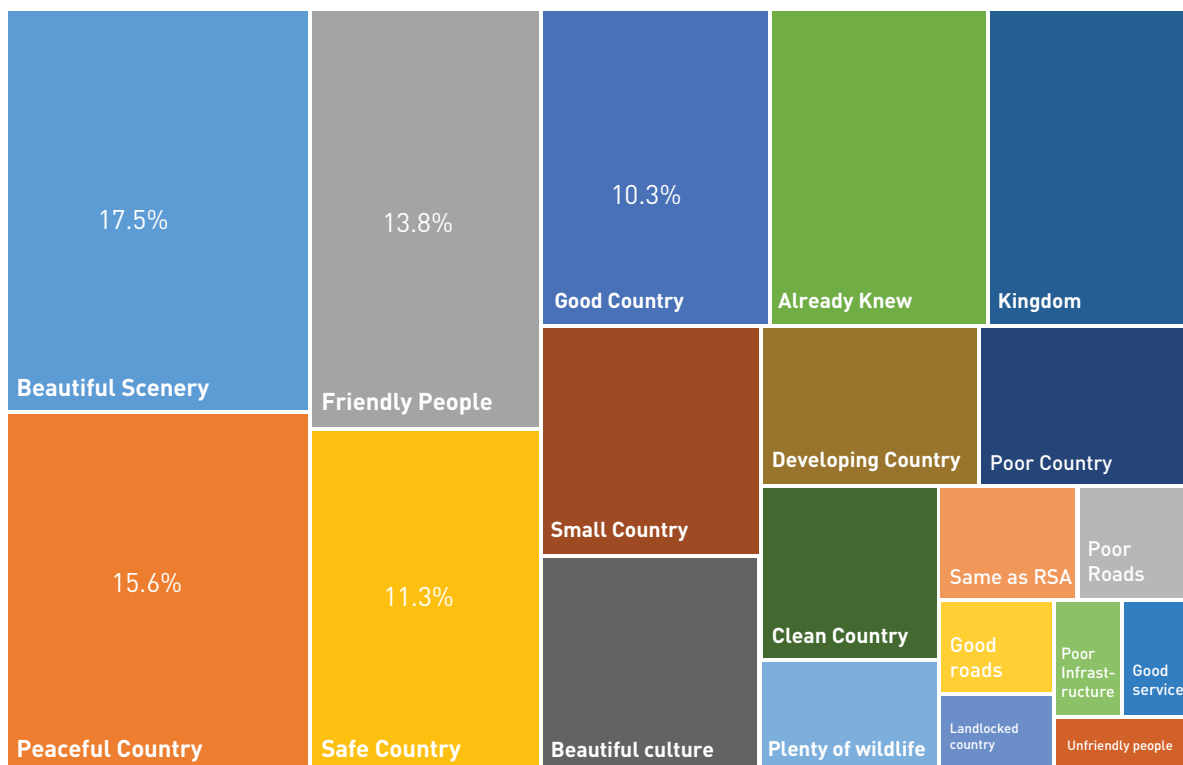
General ratings



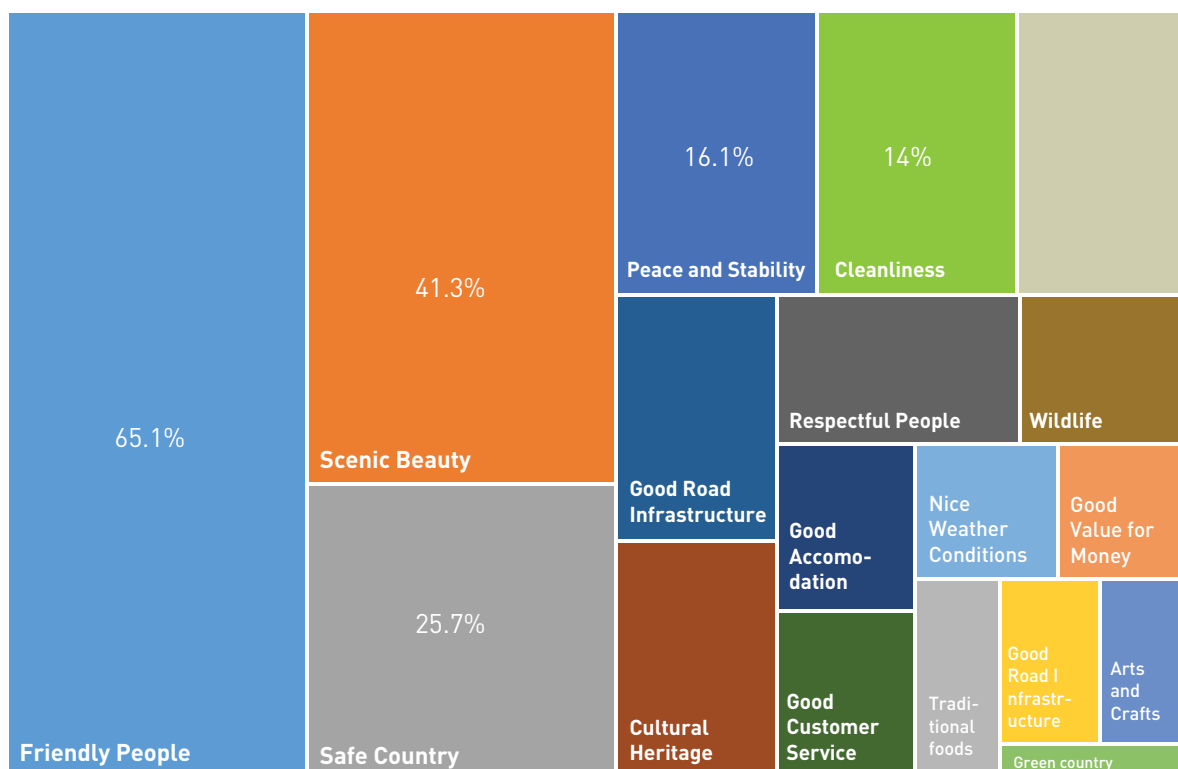
Summary: Experience with stay in Swaziland

- Most visitors to Swaziland found that the accommodation they used; safety and security; availability of information; border control services and customer service in general was either excellent or good
- 96.3% would recommend Swaziland for a holiday visit
- Majority of visitors had positive perceptions of Swaziland prior to arrival

Swaziland visitor perceptions prior to arrival



Swaziland visitor experiences



14

| Annex |



Arrivals by country



Visitor Arrivals



Outbound Travel



**Visitor Arrivals From
Selected Markets**



Hotel



Accommodation



Frequency of Visit



Travelling Companions

Swaziland Tourism Statistics 2017 - Arrivals by country

COUNTRY OF RESIDENCE	JAN 17	FEB 17	MAR 17	APR 17	MAY 17	JUN 17	JUL 17	AUG 17	SEP 17	OCT 17	NOV 17	DEC 17	TOTAL
AFRICA	103 417	67 876	78 499	101 562	92 846	100 919	105 995	96 726	100 030	97 716	84 654	126 095	1 156 336
Botswana	462	404	294	682	860	476	368	308	293	501	280	909	5 837
Kenya	149	110	172	163	158	148	160	133	149	109	160	156	1 766
Lesotho	337	282	1 277	682	601	536	860	511	366	472	357	577	6 859
Malawi	432	374	473	468	444	444	441	456	434	394	395	501	5 257
Mozambique	18 004	13 672	14 135	15 702	17 399	17 222	18 468	18 573	19 698	18 336	18 127	24 584	213 920
Nigeria	238	228	242	259	304	271	287	334	312	287	344	377	3 483
RSA	78 727	48 362	56 243	77 383	67 231	75 800	79 680	70 251	72 784	72 144	59 614	92 003	850 221
Tanzania	382	384	598	476	495	465	482	495	474	486	505	453	5 694
Zambia	402	346	442	464	417	462	488	478	524	381	414	629	5 447
Zimbabwe	3 549	2 998	3 449	4 049	3 986	4 024	3 800	4 186	3 965	3 800	3 575	4 797	46 179
Other Africa	735	714	1 175	1 235	953	1 070	960	1 003	1 031	806	882	1 109	11 673
NORTH & SOUTH AMERICA	1 906	1 732	2 244	1 959	2 592	2 106	2 500	1 834	2 459	2 684	2 000	1 621	25 636
Brazil	149	111	181	62	121	104	145	73	116	94	66	108	1 329
Canada	285	413	523	334	349	182	216	224	334	714	609	230	4 412
USA	1 257	1 090	1 448	1 427	2 012	1 774	2 021	1 439	1 895	1 771	1 237	1 226	18 595
Other America	215	117	92	135	109	47	119	99	115	104	89	57	1 300
MIDDLE EAST	80	161	216	152	90	66	101	218	146	125	120	119	1 594
Kuwait	1	1	5	3	4	0	0	12	4	2	6	2	40
Iran	7	4	9	5	8	2	1	6	5	9	20	8	84
Israel	61	117	152	112	42	40	71	160	100	95	57	82	1 089
Saudi Arabia	0	0	4	4	0	0	3	3	2	2	7	0	25
UAE	0	0	1	0	1	0	0	6	4	0	1	0	13
Other Mid East	11	39	45	27	35	24	26	30	31	17	28	27	342
ASIA & AUSTRALIA	2 518	2 122	2 141	2 457	2 576	2 147	2 662	2 835	2 931	2 099	1 972	2 660	29 119
Australia	287	210	168	177	395	247	364	348	414	202	130	387	3 329
China	193	159	185	211	190	236	255	224	439	184	178	197	2 650
India	761	494	594	745	654	549	714	651	696	491	545	686	7 580
Pakistan	571	560	580	671	745	546	658	744	610	586	570	676	7 517
Philippines	24	26	11	38	31	31	33	30	43	21	41	79	409
South Korea	243	228	107	184	122	133	177	247	171	161	127	5	1 904
Taiwan	97	141	96	106	70	77	133	176	140	71	53	87	1 248
Other Asia	342	304	400	325	367	328	329	416	417	383	327	543	4 481
EUROPE	8 640	10 297	10 714	9 853	7 207	4 275	11 456	15 269	11 651	16 484	17 155	6 954	129 955
Belgium	327	294	422	546	232	140	1 323	901	532	739	758	314	6 529
France	2 248	2 816	3 526	2 700	1 987	848	2 053	3 134	2 666	4 766	4 676	1 380	32 802
Germany	1 178	2 169	2 261	1 914	1 124	580	1 042	1 890	2 545	3 850	4 212	1 216	23 981
Italy	289	185	190	212	173	155	225	1 294	241	245	291	182	3 682
Netherlands	1 417	1 233	1 297	1 418	982	622	3 830	4 480	2 245	2 889	2 597	1 141	24 150
Norway	55	66	43	58	36	28	49	55	23	66	90	54	624
Portugal	412	501	434	564	666	433	381	484	571	338	408	464	5 657
Sweden	277	382	170	108	78	52	63	47	29	199	334	269	2 008
Switzerland	320	315	212	340	147	79	267	186	293	474	653	230	3 516
UK	1 202	1 436	1 225	1 336	1 156	909	1 468	1 506	1 585	1 658	1 590	998	16 069
Other Europe	915	900	934	657	625	428	754	1 292	921	1 261	1 545	705	10 938
GRAND TOTAL	116 561	82 188	93 814	115 982	105 311	109 513	122 715	116 881	117 217	119 108	105 902	137 448	1 342 641

Visitor Arrivals

1. ANNUAL VISITOR AND VISITOR NIGHTS, 2011 - 2017									
YEAR	REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (NIGHTS)	Formal Accommodation*	Overall nights ¹
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
2017		25 636	29 119	129 955	1 156 336	1 342 641	2,64	308 203	3 550 197
Percentage Growth 2011 - 2017		36,2%	57,9%	97,3%	-5,6%	1,1%	1,1%	19,5%	54,7%

* indicates formal accommodation only private and formal accommodation

Outbound travel

SWAZILAND OUTBOUND STATISTICS, 2011- 2017										
YEAR/ MONTH	MODE OF DEPARTURE	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
		AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
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
2016		7 650	1 781 655	1 789 305	-14,1	25,5	-25,4	0,6	99,4	100,0
2017		8 261	1 742 576	1 750 837	8	-2,2	-2,1	0,5	99,5	100,0
January		412	150 289	150 701	0,0	3,9	3,9	0,3	99,7	100,0
February		546	114 489	115 035	1,3	-7,3	-7,2	0,5	99,5	100,0
March		698	127 206	127 904	32,7	-15,0	-14,9	0,5	99,5	100,0
April		552	153 882	154 434	-2,5	4,1	4,1	0,4	99,6	100,0
May		718	143 125	143 843	-14,7	-6,6	-6,6	0,5	99,5	100,0
June		640	133 472	134 112	4,7	-0,9	-0,9	0,5	99,5	100,0
July		823	148 965	149 788	9,4	-6,9	-6,8	0,5	99,5	100,0
August		848	153 575	154 423	16,3	-1,8	-1,7	0,5	99,5	100,0
September		904	154 198	155 102	19,6	4,5	4,6	0,5	99,5	100,0
October		851	145 619	146 470	5,3	-5,0	-5,0	0,6	99,5	100,0
November		865	140 038	140 903	17,8	-0,9	-0,8	0,6	99,5	100,0
December		404	177 719	178 123	7,7	4,8	4,8	0,2	99,8	100,0

Annual summary of characteristics of visitor arrivals from selected markets, 2017

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5 837	100,0%	-2,2%	1 766	100,0%	-8,3%	6 859	100,0%	20,7%
Air	2 860	49,0%	29,2%	1 724	97,6%	-4,7%	2 840	41,4%	171,6%
Land	2 977	51,0%	-20,7%	42	2,4%	-63,9%	4 019	58,6%	-13,3%
GENDER	5 837	100,0%	-2,2%	1 766	100,0%	-8,3%	6 859	100,0%	20,7%
Male	3 181	54,5%	-21,3%	1 587	73,8%	0,0%	3 121	45,5%	-30,4%
Female	2 656	45,5%	37,8%	144	26,2%	0,0%	3 738	54,5%	211,8%
AGE GROUP	5 837	100,0%	-2,2%	1 766	100,0%	-8,3%	6 859	100,0%	20,7%
18-24	0	0,0%	-	42	2,4%	-26,6%	0	0,0%	-100,0%
25-34	1 378	23,6%	-16,1%	168	9,5%	-58,9%	1 248	18,2%	-24,0%
35-44	1 909	32,7%	-17,4%	1 136	64,3%	14,3%	3 951	57,6%	31,9%
45-54	2 551	43,7%	47,4%	336	19,0%	-28,0%	1 454	21,2%	143,7%
55-64	0	0,0%	-100,0%	85	4,8%	-	206	3,0%	-
65+	0	0,0%	-	0	0,0%	-	0	0,0%	-100,0%
LENGTH OF DAYS	5 837	100,0%	-2,2%	1 766	100,0%	-8,3%	6 859	100,0%	20,7%
Under 1 day	467	8,0%	-19,3%	84	4,8%	-	473	6,9%	57,1%
1 Day	1 284	22,0%	10,9%	84	4,8%	-	1 183	17,2%	163,5%
2 Days	817	14,0%	41,1%	84	4,8%	-28,4%	2 129	31,0%	9,9%
3 Days	1 051	18,0%	-31,8%	294	16,7%	-36,6%	473	6,9%	-36,9%
4 Days	817	14,0%	-5,6%	210	11,9%	-40,0%	710	10,3%	-21,0%
5 Days	467	8,0%	-3,4%	126	7,1%	118,3%	710	10,3%	58,1%
6 Days	350	6,0%	83,4%	126	7,1%	-56,9%	237	3,4%	-21,5%
7 Days	0	0,0%	-100,0%	84	4,8%	-28,4%	237	3,4%	-21,5%
8- 10 Days	350	6,0%	83,4%	378	21,4%	115,6%	706	10,3%	378,2%
11 -14 Days	117	2,0%	-38,9%	42	2,4%	-75,8%	0	0,0%	-100,0%
15 - 29 Days	0	0,0%	-	0	0,0%	-100,0%	0	0,0%	-
30- 59 Days	117	2,0%	-	85	4,8%	-	0	0,0%	-
60 Days & Over	0	0,0%	-100,0%	168	9,5%	-	0	0,0%	-
Av. Length of Stay (Days)	3,9		-48,0	17,8		161,8	3,4		0,0
Visitor Nights	22 998		4,6%	31 545		106,3%	23 179		28,7%

AFRICA									
CHARACTERISTICS	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5 257	100,0%	4,0%	213 920	100,0%	5,9%	3 483	100,0%	-6,7%
Air	4 342	82,6%	85,9%	3 209	1,5%	-	2 961	85,0%	-6,3%
Land	915	17,4%	-66,4%	210 711	98,5%	4,3%	522	15,0%	-9,1%
GENDER	5 257	100,0%	4,0%	213 920	100,0%	5,9%	3 483	100,0%	-6,7%
Male	4 574	87,0%	30,7%	158 515	74,1%	23,0%	2 612	75,0%	1,1%
Female	683	13,0%	-56,1%	55 405	25,9%	-24,2%	871	25,0%	-24,3%
AGE GROUP	5 257	100,0%	4,0%	213 920	100,0%	5,9%	3 483	100,0%	-6,7%
18-24	0	0,0%	#DIV/0!	8 343	3,9%	37,6%	0	0,0%	-
25-34	457	8,7%	17,5%	47 490	22,2%	-5,6%	871	25,0%	202,9%
35-44	2 518	47,9%	-19,0%	85 996	40,2%	1,3%	1 742	50,0%	-13,3%
45-54	2 055	39,1%	32,0%	50 699	23,7%	9,1%	724	20,8%	-49,6%
55-64	226	4,3%	-	15 616	7,3%	38,0%	146	4,2%	-
65+	0	0,0%	-	5 776	2,7%	78,7%	0	0,0%	-
LENGTH OF DAYS	5 257	100,0%	4,0%	213 920	100,0%	5,9%	3 483	100,0%	-6,7%
Under 1 day	457	8,7%	17,5%	126 427	59,1%	4,3%	174	5,0%	-
1 Day	226	4,3%	-	36 794	17,2%	44,5%	348	10,0%	-
2 Days	683	13,0%	-12,2%	30 163	14,1%	-22,2%	348	10,0%	21,1%
3 Days	0	0,0%	-100,0%	9 626	4,5%	-8,4%	0	0,0%	-100,0%
4 Days	457	8,7%	17,5%	2 567	1,2%	58,8%	174	5,0%	-79,7%
5 Days	226	4,3%	-41,9%	2 567	1,2%	-15,3%	348	10,0%	-
6 Days	683	13,0%	-	1 925	0,9%	217,6%	0	0,0%	-100,0%
7 Days	0	0,0%	-100,0%	428	0,2%	-	697	20,0%	-
8- 10 Days	1 840	35,0%	372,7%	1 497	0,7%	270,6%	174	5,0%	-39,4%
11 -14 Days	683	13,0%	-41,2%	1 497	0,7%	-	348	10,0%	-
15 - 29 Days	0	0,0%	-100,0%	0	0,0%	-	0	0,0%	-100,0%
30- 59 Days	0	0,0%	-	214	0,1%	-	522	15,0%	-
60 Days & Over	0	0,0%	-	214	0,1%	-47,1%	348	10,0%	21,1%
	7,9		-1,3	1,1		-21,4	21,6		78,5
Visitor Nights	41 370		-17,5%	230 656		48,9%	75 059		185,3%

CHARACTERISTICS	AFRICA											
	NO.	RSA %	%CHG	NO.	Tanzania %	%CHG	NO.	Zambia %	%CHG	NO.	Zimbabwe %	%CHG
MODE OF TRAVEL	850 221	100,0%	4,4%	5 694	100,0%	0,6%	5 447	100,0%	-2,7%	46 179	100,0%	-6,3%
Air	26 357	3,1%	11,6%	5 062	88,9%	30,0%	4 140	76,0%	24,5%	27 523	59,6%	14,9%
Land	823 864	96,9%	4,2%	632	11,1%	-64,2%	1 307	24,0%	-42,5%	18 656	40,4%	-26,4%
GENDER	850 221	100,0%	4,4%	5 694	100,0%	0,6%	5 447	100,0%	-2,7%	46 179	100,0%	-6,3%
Male	618 961	72,8%	5,6%	2 847	50,0%	0,6%	4 167	76,5%	-0,8%	29 785	64,5%	-6,9%
Female	231 260	27,2%	1,4%	2 847	50,0%	0,6%	1 280	23,5%	-8,6%	16 394	35,5%	-5,3%
AGE GROUP	850 221	100,0%	4,4%	5 694	100,0%	0,6%	5 447	100,0%	-2,7%	46 179	100,0%	-6,3%
18-24	39 110	4,6%	11,7%	0	0,0%	-	0	0,0%	-	416	0,9%	-68,8%
25-34	165 793	19,5%	2,8%	0	0,0%	-100,0%	512	9,4%	-63,4%	8 820	19,1%	-39,8%
35-44	295 027	34,7%	18,0%	2 562	45,0%	140,8%	2 876	52,8%	26,5%	19 718	42,7%	-4,5%
45-54	215 106	25,3%	-6,6%	3 132	55,0%	-11,3%	1 852	34,0%	17,7%	13 022	28,2%	39,8%
55-64	102 027	12,0%	-1,3%	0	0,0%	-100,0%	207	3,8%	-41,3%	2 540	5,5%	-4,6%
65+	33 159	3,9%	-3,0%	0	0,0%	-	0	0,0%	-	1 662	3,6%	140,9%
LENGTH OF DAYS	850 221	100,0%	4,4%	5 694	100,0%	0,6%	5 447	100,0%	-2,7%	46 179	100,0%	-6,3%
Under 1 day	314 582	37,0%	17,1%	319	5,6%	-	212	3,9%	-	8 959	19,4%	573,1%
1 Day	136 035	16,0%	11,4%	632	11,1%	-	425	7,8%	144,7%	2 540	5,5%	25,7%
2 Days	193 850	22,8%	-0,8%	0	0,0%	-100,0%	534	9,8%	207,5%	5 495	11,9%	37,6%
3 Days	109 679	12,9%	-8,4%	1 577	27,7%	-	959	17,6%	9,7%	7 204	15,6%	-1,9%
4 Days	43 361	5,1%	10,9%	951	16,7%	166,7%	1 182	21,7%	35,3%	5 495	11,9%	-17,4%
5 Days	18 705	2,2%	-4,3%	632	11,1%	-40,6%	425	7,8%	20,4%	2 955	6,4%	-62,8%
6 Days	10 203	1,2%	-10,5%	632	11,1%	-	534	9,8%	1,4%	2 955	6,4%	-44,5%
7 Days	6 802	0,8%	-16,5%	319	5,6%	-77,3%	425	7,8%	-51,4%	2 955	6,4%	11,0%
8- 10 Days	10 203	1,2%	-26,3%	632	11,1%	-10,7%	534	9,8%	-38,9%	2 955	6,4%	-50,9%
11 -14 Days	4 251	0,5%	-47,8%	0	0,0%	-100,0%	109	2,0%	-69,1%	2 955	6,4%	11,0%
15 - 29 Days	0	0,0%	-100,0%	0	0,0%	-	0	0,0%	-100,0%	0	0,0%	-100,0%
30- 59 Days	1 700	0,2%	108,8%	0	0,0%	-	0	0,0%	-	416	0,9%	-
60 Days & Over	850	0,1%	4,4%	0	0,0%	-100,0%	109	2,0%	-69,1%	1 293	2,8%	-2,9%
	1,8		-14,3	4,2		-84,0	6,3		-71,1	8,9		3,5
Visitor Nights	1 548 132		2,7%	24 041		-50,3%	34 391		-22,3%	410 951		27,1%

CHARACTERISTICS	AMERICA								
	NO.	Brazil %	%CHG	NO.	Canada %	%CHG	NO.	USA %	%CHG
MODE OF TRAVEL	1 329	100,0%	17,4%	4 412	100,0%	6,6%	18 595	100,0%	7,1%
Air	33	2,5%	-80,9%	331	7,5%	-57,5%	4 072	21,9%	8,1%
Land	1 296	97,5%	35,3%	4 081	92,5%	21,5%	14 523	78,1%	6,8%
GENDER	1 329	100,0%	17,4%	4 412	100,0%	6,6%	18 595	100,0%	7,1%
Male	961	72,3%	57,8%	2 144	48,6%	-14,9%	10 060	54,1%	11,7%
Female	368	27,7%	-29,6%	2 268	51,4%	40,2%	8 535	45,9%	2,2%
AGE GROUP	1 329	100,0%	17,4%	4 412	100,0%	6,6%	18 595	100,0%	7,1%
18-24	28	2,1%	-84,0%	31	0,7%	-87,1%	967	5,2%	-23,7%
25-34	735	55,3%	111,5%	618	14,0%	-6,1%	5 802	31,2%	53,3%
35-44	311	23,4%	18,9%	388	8,8%	-53,8%	3 329	17,9%	-41,2%
45-54	170	12,8%	95,2%	940	21,3%	42,9%	3 533	19,0%	10,6%
55-64	85	6,4%	-51,2%	1 782	40,4%	74,4%	3 050	16,4%	91,0%
65+	0	0,0%	-100,0%	653	14,8%	-9,3%	1 915	10,3%	2,2%
LENGTH OF DAYS	1 329	100,0%	17,4%	4 412	100,0%	6,6%	18 595	100,0%	7,1%
Under 1 day	318	23,9%	82,2%	357	8,1%	100,9%	1 079	5,8%	-14,9%
1 Day	601	45,2%	15,1%	2 925	66,3%	52,1%	6 322	34,0%	64,1%
2 Days	316	23,8%	21,0%	552	12,5%	-34,3%	3 291	17,7%	-32,8%
3 Days	94	7,1%	-45,9%	97	2,2%	-59,5%	1 674	9,0%	-21,6%
4 Days	0	0,0%	-	31	0,7%	-74,3%	1 488	8,0%	-3,7%
5 Days	0	0,0%	-	128	2,9%	-	1 041	5,6%	46,3%
6 Days	0	0,0%	-	0	0,0%	-100,0%	855	4,6%	29,7%
7 Days	0	0,0%	-	128	2,9%	-46,7%	669	3,6%	141,0%
8- 10 Days	0	0,0%	-	97	2,2%	-	1 302	7,0%	199,9%
11 -14 Days	0	0,0%	-	66	1,5%	-62,8%	446	2,4%	2,8%
15 - 29 Days	0	0,0%	-	0	0,0%	-100,0%	19	0,1%	-98,1%
30- 59 Days	0	0,0%	-	31	0,7%	-	130	0,7%	25,0%
60 Days & Over	0	0,0%	-	0	0,0%	-100,0%	279	1,5%	435,6%
	1,1		-21,4	2,1		-70,4	5,9		-28,9
Visitor Nights	1 519		-41,5%	9 148		-28,1%	111 164		32,3%

CHARACTERISTICS	MIDDLE EAST								
	Israel			Saudi Arabia			UAE		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1 089	100,0%	-6,4%	25	100,0%	100,0%	13	100,0%	100,0%
Air	109	10,0%	-25,2%	25	100,0%	100,0%	7	50,0%	100,0%
Land	980	90,0%	-3,8%	0	0,0%	0,0%	7	50,0%	100,0%
GENDER	1 089	100,0%	-6,4%	25	100,0%	100,0%	13	100,0%	
Male	842	77,3%	-3,6%	25	100,0%	100,0%	13	100,0%	100,0%
Female	247	22,7%	-15,1%	0	0,0%	0,0%	0	0,0%	0,0%
AGE GROUP	1 089	100,0%	-6,4%	25	100,0%	100,0%	13	100,0%	100,0%
18-24	99	9,1%	-31,9%	0	0,0%	0,0%	0	0,0%	0,0%
25-34	396	36,4%	172,4%	0	0,0%	0,0%	7	50,0%	100,0%
35-44	198	18,2%	-54,5%	25	100,0%	100,0%	0	0,0%	0,0%
45-54	297	27,3%	2,2%	0	0,0%	0,0%	0	0,0%	0,0%
55-64	49	4,5%	-33,2%	0	0,0%	0,0%	7	50,0%	100,0%
65+	49	4,5%	-33,2%	0	0,0%	0,0%	0	0,0%	0,0%
LENGTH OF DAYS	1 089	100,0%	-6,4%	25	100,0%	100,0%	13	100,0%	100,0%
Under 1 day	103	9,5%	-64,4%	0	0,0%	0,0%	0	0,0%	0,0%
1 Day	363	33,3%	-0,1%	0	0,0%	0,0%	0	0,0%	0,0%
2 Days	103	9,5%	-71,5%	0	0,0%	0,0%	7	50,0%	100,0%
3 Days	313	28,7%	326,2%	0	0,0%	0,0%	0	0,0%	0,0%
4 Days	207	19,0%	182,2%	0	0,0%	0,0%	7	50,0%	100,0%
5 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
6 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
7 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
8- 10 Days	0	0,0%	-	25	100,0%	100,0%	0	0,0%	0,0%
11 -14 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
15 - 29 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
30- 59 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
60 Days & Over	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
	2,1		50,0	9,0		100,0	3,0		100,0
Visitor Nights	2 334		-41,0%	225		100,0%	39		100,0%

ASIA & AUSTRALIA									
CHARACTERISTICS	Australia			China			India		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	3 329	100,0%	6,3%	2 650	100,0%	29,5%	7 580	100,0%	10,4%
Air	573	17,2%	77,5%	1 325	50,0%	94,5%	6 352	83,8%	63,7%
Land	2 756	82,8%	-1,9%	1 325	50,0%	-2,9%	1 228	16,2%	-58,9%
GENDER	3 329	100,0%	6,3%	2 650	100,0%	29,5%	7 580	100,0%	10,4%
Male	1 665	50,0%	-24,7%	2 184	82,4%	92,0%	6 579	86,8%	4,9%
Female	1 665	50,0%	80,8%	466	17,6%	-48,7%	1 001	13,2%	67,5%
AGE GROUP	3 329	100,0%	6,3%	2 650	100,0%	29,5%	7 580	100,0%	10,4%
18-24	246	7,4%	78,8%	0	0,0%	-100,0%	0	0,0%	#DIV/0!
25-34	979	29,4%	25,0%	1 402	52,9%	37,0%	2 191	28,9%	4,9%
35-44	586	17,6%	41,7%	623	23,5%	9,5%	3 388	44,7%	-5,5%
45-54	636	19,1%	38,1%	313	11,8%	37,7%	1 395	18,4%	133,5%
55-64	489	14,7%	-24,2%	156	5,9%	36,5%	606	8,0%	1,5%
65+	393	11,8%	-43,2%	156	5,9%	-	0	0,0%	-
LENGTH OF DAYS	3 329	100,0%	6,3%	2 650	100,0%	29,5%	7 580	100,0%	10,4%
Under 1 day	333	10,0%	3,2%	167	6,3%	-	205	2,7%	-
1 Day	1 851	55,6%	61,0%	0	0,0%	-100,0%	409	5,4%	-
2 Days	523	15,7%	-5,2%	498	18,8%	-37,4%	614	8,1%	-31,7%
3 Days	97	2,9%	-65,0%	331	12,5%	-27,1%	819	10,8%	-9,0%
4 Days	0	0,0%	-100,0%	493	18,6%	330,2%	614	8,1%	2,8%
5 Days	47	1,4%	-0,8%	331	12,5%	189,1%	614	8,1%	2,8%
6 Days	0	0,0%	-100,0%	0	0,0%	-100,0%	205	2,7%	-65,7%
7 Days	286	8,6%	-	0	0,0%	-	0	0,0%	-100,0%
8- 10 Days	97	2,9%	-29,9%	167	6,3%	-	1 228	16,2%	105,5%
11 -14 Days	97	2,9%	105,5%	331	12,5%	-	205	2,7%	-30,7%
15 - 29 Days	0	0,0%	-100,0%	0	0,0%	-100,0%	0	0,0%	-100,0%
30- 59 Days	0	0,0%	-	0	0,0%	-	0	0,0%	-
60 Days & Over	0	0,0%	-	331	12,5%	-	2 668	35,2%	79,1%
	2,4		-29,4	19,3		-68,9	56,1		44,7
Visitor Nights	8 132		-2,8%	51 178		638,1%	425 299		635,10%

ASIA & AUSTRALIA									
CHARACTERISTICS	Pakistan			Phillippines			South Korea		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	7 517	100,0%	0,9%	409	100,0%	100,0%	1 904	100,0%	100,0%
Air	5 427	72,2%	-2,9%	409	100,0%	100,0%	1 904	100,0%	100,0%
Land	2 090	27,8%	12,2%	0	0,0%	0,0%	0	0,0%	0,0%
GENDER	7 517	100,0%	0,9%	409	100,0%	100,0%	1 904	100,0%	100,0%
Male	7 517	100,0%	0,9%	82	20,0%	100,0%	1 586	83,3%	100,0%
Female	0	0,0%	-	327	80,0%	100,0%	318	16,7%	100,0%
AGE GROUP	7 517	100,0%	0,9%	409	100,0%	100,0%	1 904	100,0%	100,0%
18-24	0	0,0%	-	82	20,0%	100,0%	0	0,0%	0,0%
25-34	834	11,1%	-	0	0,0%	0,0%	1 268	66,6%	100,0%
35-44	4 593	61,1%	-17,8%	164	40,0%	100,0%	318	16,7%	100,0%
45-54	2 090	27,8%	12,2%	164	40,0%	100,0%	318	16,7%	100,0%
55-64	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
65+	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
LENGTH OF DAYS	7 517	100,0%	0,9%	409	100,0%	100,0%	1 904	100,0%	100,0%
Under 1 day	834	11,1%	-	0	0,0%	0,0%	0	0,0%	0,0%
1 Day	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
2 Days	421	5,6%	-	0	0,0%	0,0%	0	0,0%	0,0%
3 Days	421	5,6%	-	0	0,0%	0,0%	0	0,0%	0,0%
4 Days	834	11,1%	-55,2%	0	0,0%	0,0%	0	0,0%	0,0%
5 Days	0	0,0%	-100,0%	0	0,0%	0,0%	0	0,0%	0,0%
6 Days	421	5,6%	-	82	20,0%	100,0%	318	16,7%	100,0%
7 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
8- 10 Days	1 661	22,1%	-	0	0,0%	0,0%	318	16,7%	100,0%
11 -14 Days	0	0,0%	-100,0%	0	0,0%	0,0%	316	16,6%	100,0%
15 - 29 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
30- 59 Days	0	0,0%	-	0	0,0%	0,0%	0	0,0%	0,0%
60 Days & Over	2 924	38,9%	57,0%	327	80,0%	100,0%	952	50,0%	100,0%
	65,3		-15,7	154,0		100,0%	88,7		100,0%
Visitor Nights	491 111		806,1%	62 986		100,0%	168 821		100,0%

ASIA & AUSTRALIA / EUROPE						
CHARACTERISTICS	NO.	Taiwan %	%CHG	NO.	Belgium %	%CHG
MODE OF TRAVEL	1 248	100,0%	0,6%	6 529	100,0%	16,8%
Air	1 248	100,0%	55,6%	111	1,7%	-20,5%
Land	0	0,0%	-100,0%	6 418	98,3%	17,8%
GENDER	1 248	100,0%	0,6%	6 529	100,0%	16,8%
Male	740	59,3%	-22,0%	3 604	55,2%	-8,5%
Female	508	40,7%	74,3%	2 925	44,8%	77,4%
AGE GROUP	1 248	100,0%	0,6%	6 529	100,0%	16,8%
18-24	92	7,4%	-	836	12,8%	162,4%
25-34	462	37,0%	-9,6%	1 573	24,1%	-12,0%
35-44	323	25,9%	-11,3%	966	14,8%	0,5%
45-54	278	22,3%	-23,7%	1 639	25,1%	23,2%
55-64	46	3,7%	-	1 123	17,2%	53,4%
65+	46	3,7%	-	385	5,9%	-15,9%
LENGTH OF DAYS	1 248	100,0%	0,6%	6 529	100,0%	16,8%
Under 1 day	0	0,0%	-100,0%	503	7,7%	119,4%
1 Day	0	0,0%	-	4 002	61,3%	48,0%
2 Days	46	3,7%	-36,9%	1 391	21,3%	-10,8%
3 Days	46	3,7%	-68,4%	248	3,8%	-54,7%
4 Days	139	11,1%	-	144	2,2%	2,8%
5 Days	0	0,0%	-	72	1,1%	-61,1%
6 Days	46	3,7%	-84,2%	72	1,1%	-
7 Days	185	14,8%	152,5%	33	0,5%	-27,0%
8- 10 Days	139	11,1%	-5,3%	33	0,5%	-27,0%
11 -14 Days	139	11,1%	-	33	0,5%	-63,5%
15 - 29 Days	0	0,0%	-	0	0,0%	-
30- 59 Days	92	7,4%	26,2%	0	0,0%	-
60 Days & Over	417	33,4%	14,7%	0	0,0%	-100,0%
	63,8		20,8	1,6		-40,7
Visitor Nights	79 733		2086,9%	10 097		17,3%

CHARACTERISTICS	EUROPE								
	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	32 802	100,0%	54,3%	23 981	100,0%	12,8%	3 682	100,0%	2,1%
Air	295	0,9%	-0,8%	216	0,9%	-51,6%	398	10,8%	182,8%
Land	32 507	99,1%	55,1%	23 765	99,1%	14,2%	3 284	89,2%	-5,2%
GENDER	32 802	100,0%	54,3%	23 981	100,0%	12,8%	3 682	100,0%	2,1%
Male	17 549	53,5%	38,5%	12 686	52,9%	-0,4%	2 172	59,0%	4,1%
Female	15 253	46,5%	77,6%	11 295	47,1%	32,5%	1 510	41,0%	-0,5%
AGE GROUP	32 802	100,0%	54,3%	23 981	100,0%	12,8%	3 682	100,0%	2,1%
18-24	2 132	6,5%	195,1%	1 415	5,9%	66,4%	195	5,3%	108,2%
25-34	7 938	24,2%	78,7%	5 731	23,9%	20,4%	946	25,7%	122,4%
35-44	6 101	18,6%	29,9%	4 389	18,3%	1,2%	1 208	32,8%	-22,8%
45-54	6 757	20,6%	48,6%	5 564	23,2%	27,1%	946	25,7%	-26,1%
55-64	5 642	17,2%	45,1%	4 868	20,3%	6,0%	302	8,2%	58,0%
65+	4 231	12,9%	43,2%	2 014	8,4%	-13,8%	85	2,3%	67,8%
LENGTH OF DAYS	32 802	100,0%	54,3%	23 981	100,0%	12,8%	3 682	100,0%	2,1%
Under 1 day	3 346	10,2%	67,5%	3 549	14,8%	21,0%	475	12,9%	-16,6%
1 Day	23 650	72,1%	78,6%	14 173	59,1%	17,2%	1 999	54,3%	56,2%
2 Days	4 133	12,6%	5,1%	4 077	17,0%	4,8%	571	15,5%	-19,6%
3 Days	1 017	3,1%	4,0%	1 007	4,2%	-19,7%	96	2,6%	-81,7%
4 Days	361	1,1%	-45,2%	216	0,9%	-46,6%	96	2,6%	-71,1%
5 Days	131	0,4%	23,5%	72	0,3%	-66,1%	0	0,0%	-
6 Days	0	0,0%	-100,0%	48	0,2%	-54,9%	63	1,7%	-
7 Days	33	0,1%	-69,1%	96	0,4%	-9,7%	33	0,9%	-29,3%
8- 10 Days	98	0,3%	-	168	0,7%	294,9%	96	2,6%	89,7%
11 -14 Days	33	0,1%	-	72	0,3%	-32,3%	158	4,3%	237,8%
15 - 29 Days	0	0,0%	-	0	0,0%	-100,0%	0	0,0%	-
30- 59 Days	0	0,0%	-100,0%	48	0,2%	-	63	1,7%	33,6%
60 Days & Over	0	0,0%	-100,0%	24	0,1%	-43,6%	33	0,9%	-
	1,2		-40,0	1,6		0,0	4,9		44,1
Visitor Nights	39 532		76,7%	37 958		-2,5%	18 188		114,2%

CHARACTERISTICS	EUROPE								
	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	24 150	100,0%	16,4%	624	100,0%	-18,5%	5 657	100,0%	-14,4%
Air	314	1,3%	-15,9%	250	40,0%	46,8%	1 030	18,2%	-26,2%
Land	23 836	98,7%	17,0%	374	60,0%	-37,2%	4 627	81,8%	-11,3%
GENDER	24 150	100,0%	16,4%	624	100,0%	-18,5%	5 657	100,0%	-14,4%
Male	13 427	55,6%	17,4%	397	63,6%	-22,3%	2 953	52,2%	-39,4%
Female	10 723	44,4%	15,1%	227	36,4%	-11,0%	2 704	47,8%	55,5%
AGE GROUP	24 150	100,0%	16,4%	624	100,0%	-18,5%	6 610	100,0%	0,0%
18-24	1 159	4,8%	18,9%	0	0,0%	-100,0%	859	13,0%	145,3%
25-34	6 158	25,5%	33,1%	57	9,1%	-33,2%	0	0,0%	-100,0%
35-44	4 081	16,9%	19,9%	227	36,4%	33,6%	2 875	43,5%	3,6%
45-54	5 192	21,5%	6,9%	57	9,1%	-77,8%	2 009	30,4%	15,6%
55-64	5 241	21,7%	34,3%	170	27,3%	0,2%	866	13,1%	147,2%
65+	2 318	9,6%	-22,4%	113	18,1%	-	0	0,0%	-100,0%
LENGTH OF DAYS	24 150	100,0%	16,4%	624	100,0%	-18,5%	5 657	100,0%	-14,4%
Under 1 day	1 618	6,7%	-8,3%	57	9,1%	-33,2%	2 710	47,9%	11,4%
1 Day	12 800	53,0%	26,9%	227	36,3%	33,2%	1 476	26,1%	41,4%
2 Days	8 139	33,7%	24,9%	114	18,2%	-33,5%	492	8,7%	-52,9%
3 Days	1 014	4,2%	-24,8%	114	18,2%	-	243	4,3%	-30,6%
4 Days	242	1,0%	-3,0%	57	9,1%	-33,2%	0	0,0%	-
5 Days	97	0,4%	-70,9%	0	0,0%	-	0	0,0%	-100,0%
6 Days	72	0,3%	-56,4%	0	0,0%	-100,0%	0	0,0%	-100,0%
7 Days	97	0,4%	-22,4%	0	0,0%	-100,0%	0	0,0%	-
8- 10 Days	72	0,3%	-	57	9,1%	-33,2%	0	0,0%	-
11 -14 Days	0	0,0%	-100,0%	0	0,0%	-	243	4,3%	-
15 - 29 Days	0	0,0%	-100,0%	0	0,0%	-	0	0,0%	-
30- 59 Days	0	0,0%	-	0	0,0%	-	0	0,0%	-
60 Days & Over	0	0,0%	-	0	0,0%	-	492	8,7%	-29,1%
	1,5		-11,8	2,8		-24,3	9,7		-48,4
Visitor Nights	35 304		-24,5%	1 759		-59,5%	54 848		444,1%

CHARACTERISTICS	EUROPE								
	Sweden			Switzerland			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	2 008	100,0%	-10,1%	3 516	100,0%	1,9%	16 069	100,0%	3,7%
Air	245	12,2%	59,0%	151	4,3%	15,3%	2 218	13,8%	78,8%
Land	1 763	87,8%	-15,2%	3 365	95,7%	1,3%	13 851	86,2%	-2,9%
GENDER	2 008	100,0%	-10,1%	3 516	100,0%	1,9%	16 069	100,0%	3,7%
Male	1 225	61,0%	-0,6%	1 885	53,6%	-8,2%	8 854	55,1%	-10,8%
Female	783	39,0%	-21,7%	1 631	46,4%	16,7%	7 215	44,9%	29,3%
AGE GROUP	2 008	100,0%	-10,1%	3 516	100,0%	1,9%	16 069	100,0%	3,7%
18-24	96	4,8%	-	95	2,7%	10,0%	530	3,3%	-37,8%
25-34	392	19,5%	70,2%	942	26,8%	-10,2%	2 475	15,4%	-6,1%
35-44	442	22,0%	-28,3%	851	24,2%	-7,3%	2 218	13,8%	-7,7%
45-54	490	24,4%	-29,4%	921	26,2%	50,8%	3 101	19,3%	5,3%
55-64	147	7,3%	-68,3%	541	15,4%	23,5%	4 130	25,7%	18,4%
65+	442	22,0%	92,1%	165	4,7%	-52,6%	3 616	22,5%	13,8%
LENGTH OF DAYS	2 008	100,0%	-10,1%	3 516	100,0%	1,9%	16 069	100,0%	3,7%
Under 1 day	197	9,8%	-	345	9,8%	-1,2%	2 667	16,6%	49,6%
1 Day	785	39,1%	-7,5%	2 180	62,0%	1,9%	5 608	34,9%	6,4%
2 Days	538	26,8%	-36,6%	689	19,6%	57,2%	2 555	15,9%	13,7%
3 Days	147	7,3%	-4,9%	162	4,6%	-38,4%	1 398	8,7%	-5,1%
4 Days	48	2,4%	-36,5%	46	1,3%	-47,0%	948	5,9%	-12,6%
5 Days	147	7,3%	-	0	0,0%	-	836	5,2%	79,7%
6 Days	0	0,0%	-	0	0,0%	-	386	2,4%	-61,7%
7 Days	0	0,0%	-100,0%	25	0,7%	-	225	1,4%	-3,3%
8- 10 Days	98	4,9%	-	70	2,0%	56,7%	723	4,5%	16,6%
11 -14 Days	0	0,0%	-100,0%	0	0,0%	-100,0%	450	2,8%	-42,0%
15 - 29 Days	0	0,0%	-	0	0,0%	-100,0%	0	0,0%	-100,0%
30- 59 Days	0	0,0%	-	0	0,0%	-	112	0,7%	-
60 Days & Over	48	2,4%	-36,5%	0	0,0%	-	161	1,0%	3,7%
	4,0		-24,5	1,5		-21,1	4,4		0,0
Visitor Nights	7 983		32,4%	5 217		25,1%	71 504		38,2%

Average hotel occupancy 2011-2017

ANNUAL AND STANDARD AVERAGE OCCUPANCY RATE OF GAZETTED HOTELS (%) 2011-2017							
YEAR	2011	2012	2013	2014	2015	2016	2017
MONTH							
Overall	45,34	54,27	46,77	44,69	43,41	48,92	51,25
January	38,32	43,41	35,86	37,44	37,11	40,41	41,32
February	42,18	50,63	43,16	42	38,63	49,17	56,12
March	47,58	53,44	49,48	43,39	40,64	53,82	60,01
April	46,42	52,77	48	42,15	40,24	45,59	47,26
May	43,26	55,94	41,56	46,68	42,05	49,87	50,87
June	41,19	55,46	43,38	41,27	40,00	42,15	42,84
July	46,95	52,05	49,99	49,03	49,37	48,83	52,42
August	54,5	60,84	51,84	45,88	42,83	53,86	53,36
September	43,87	52,78	48,65	46,07	47,23	53,76	52,70
October	45,27	56,58	50,45	47,47	48,37	49,29	53,15
November	46,16	60,95	51,18	48,83	49,02	51,16	56,91
December	47,62	55,99	47,27	45,85	45,22	49,1	48,49

Accommodation 2017

TOTAL		AFRICA										AMERICA		
ACCOMMODATION		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Hotel	35	63	52	36	33	17	32	27	71	49	47	30	71	43
VFR	25	9	20	18	5	22	40	42	18	20	10	0	2	25
Other	40	28	28	46	62	61	28	31	11	31	43	70	27	32
		MIDDLE EAST					ASIA & AUSTRALIA							
	Israel	Saudi Arabia	UAE	Australia	China	India	Pakistan	Philippine	South Kore	Taiwan				
Hotel	48	0	100	42	33	32	7	18	26	22				
VFR	0	100	0	8	61	32	48	36	26	38				
Other	52	0	0	50	6	36	45	46	48	40				
		EUROPE												
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK				
Hotel	45	65	50	41	40	60	33	41	57	48				
VFR	2	0	1	6	1	0	27	5	1	12				
Other	53	35	49	0	59	40	40	54	42	40				

Formal accommodation

ROOMS AVAILABLE - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 449	2 222	2 449	2 470	2 542	2 460	2 542	2 542	2 460	2 542	2 460	2 542	29 680
Ezulwini	19 561	17 690	19 561	18 960	19 585	18 967	19 602	19 623	19 027	19 647	19 027	19 654	230 904
Manzini	13 032	12 205	13 054	12 913	12 570	12 949	13 046	12 621	12 896	13 071	12 453	13 075	153 885
Rest of SWD	16 434	15 156	16 401	15 985	15 675	15 278	15 303	15 439	15 175	15 425	14 987	15 616	186 874
Total	51 476	47 273	51 465	50 328	50 372	49 654	50 493	50 225	49 558	50 685	48 927	50 887	601 343
ROOMS NIGHTS SOLD - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	892	1 683	1 362	2 010	1 939	1 155	987	1 005	1 048	1 326	896	705	15 008
Ezulwini	12 736	13 711	17 690	12 802	12 939	11 945	13 830	14 113	13 537	15 426	15 404	14 185	168 318
Manzini	2 846	3 368	4 339	3 075	3 357	3 449	3 248	3 346	3 700	3 965	3 786	3 373	41 852
Rest of SWD	4 794	7 769	7 495	5 896	7 390	4 721	8 401	8 334	7 831	6 223	7 757	6 414	83 025
Total	21 268	26 531	30 886	23 783	25 625	21 270	26 466	26 798	26 116	26 940	27 843	24 677	308 203
NUMBER OF BEDS AVAILABLE -2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	3 286	2 983	3 286	3 282	3 379	3 270	3 379	3 379	3 270	3 379	3 270	3 379	39 542
Ezulwini	35 309	32 878	35 309	34 484	36 385	35 290	36 615	36 735	36 400	36 509	36 340	36 549	428 803
Manzini	21 273	19 905	21 309	21 070	20 545	21 122	21 307	20 641	21 038	21 341	20 345	21 352	251 248
Rest of SWD	31 699	29 124	31 672	31 026	31 081	30 246	30 687	30 907	30 803	30 819	29 847	31 023	368 934
Total	91 567	84 890	91 576	89 862	91 390	89 928	91 988	91 662	91 511	92 048	89 802	92 303	1 088 527
NUMBER OF BED-NIGHTS SOLD -2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	741	882	678	825	788	673	1 495	1 639	1 633	1 662	1 507	1 106	13 629
Ezulwini	18 827	18 414	21 629	18 739	18 249	16 458	20 934	20 251	20 041	22 723	22 404	23 284	241 953
Manzini	5 419	7 373	8 277	6 151	7 525	7 394	5 888	6 878	7 143	7 579	7 677	6 512	83 816
Rest of SWD	7 198	8 712	11 814	8 384	8 139	7 280	11 403	28 368	10 332	8 652	9 166	9 887	129 335
Total	32 185	35 381	42 398	34 099	34 701	31 805	39 720	57 136	39 149	40 616	40 754	40 789	468 733
NUMBER OF DOMESTIC TOURISTS - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	23	20	28	31	45	43	39	48	51	19	28	22	397
Ezulwini	2 616	2 553	2 974	4 370	3 442	4 710	4 281	4 102	4 226	3 956	4 177	5 213	46 620
Manzini	2 505	3 058	3 028	950	868	1 048	1 140	1 109	838	981	805	908	17 238
Rest of SWD	3 407	4 959	5 534	3 348	4 068	3 229	5 219	4 924	3 808	2 894	3 751	4 255	49 396
Total	8 551	10 590	11 564	8 699	8 423	9 030	10 679	10 183	8 923	7 850	8 761	10 398	113 651
NUMBER OF INTERNATIONAL TOURISTS - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	861	1 609	1 359	1 837	1 747	1 169	1 201	1 286	1 253	1 492	1 219	794	15 827
Ezulwini	10 585	10 690	15 228	15 494	15 593	12 202	16 756	17 681	16 824	19 181	18 542	19 354	188 130
Manzini	2 261	3 167	3 958	3 841	4 901	4 458	3 501	4 590	5 403	5 678	6 344	4 700	22 788
Rest of SWD	3 592	3 795	4 693	4 497	3 952	4 083	5 196	7 039	5 067	7 385	8 544	8 593	66 436
Total	17 299	19 261	25 238	25 669	26 193	21 912	26 654	30 596	28 547	33 736	34 649	33 441	323 195
TOTAL NUMBER OF TOURISTS - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	884	1 629	1 387	1 868	1 792	1 212	1 240	1 334	1 304	1 511	1 247	816	16 224
Ezulwini	13 201	13 243	18 202	19 864	19 035	16 912	21 037	21 783	21 050	23 137	22 719	24 567	234 750
Manzini	4 766	6 225	6 986	4 791	5 769	5 506	4 641	5 699	6 241	6 659	7 149	5 608	70 040
Rest of SWD	6 999	8 754	10 227	7 845	8 020	7 312	10 415	11 963	8 875	10 279	12 295	12 848	115 832
Total	25 850	29 851	36 802	34 368	34 616	30 942	37 333	40 779	37 470	41 586	43 410	43 839	436 846
TOTAL BILL - 2017													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	679411,35	1114478,25	794424,91	1379483,9	1216490,2	891906,84	838526,17	838749,75	973390,32	1073481,29	1047755,5	1341425,7	12 189 524,15
Ezulwini	13551889	18911812,2	23699013,8	19609968,8	20548753	19879072	20973942	20546192,6	19445216	24166018,1	22760038	21187913	245 279 827,82
Manzini	2865785,7	4288490,19	5288832,06	3894138,6	3708627,3	4151066,8	4223735,1	3893933,84	4292549,68	4942432,1	4661952,1	4246014,5	50 457 558,07
Rest of SWD	5743268,1	6706693,14	7671417,37	5581824,89	6331015,8	5317570,7	6314458,3	7043342,21	5359601,4	4803890,25	5903000	5880562,5	72 656 644,65
Total	22840354	31021473,8	37453688,1	30465416,2	31804886	30239616	32454828	32494160,9	30119707,9	35069427,2	34474500	32855093	380 583 554,69

Frequency of visit (%)

		TOTAL				AFRICA								
FREQUENCY OF VISIT				Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	
First Visit		40		50	71	38	65	6	85	21	67	53	49	
Repeat Visit		60		50	29	62	35	94	15	79	33	47	51	
		AMERICA				MIDDLE EAST				ASIA & AUSTRALIA				
		Brazil	Canada	USA	Israel	Saudi Arabia	UAE	Australia	China	India	Pakistan	Phillippine	South Kore	Taiwan
First Visit		83	96	76	91	100	50	87	63	62	44	40	83	74
Repeat Visit		17	4	24	9	0	50	13	37	38	56			26
		EUROPE												
		Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK			
First Visit		94	99	97	94	95	64	74	88	95	83			
Repeat Visit		6	1	3	6	5	36	26	12	5	17			

Travelling with companions (%)

TOTAL		AFRICA										AMERICA		
TRAVELLING COMPANIONS		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Alone	35	36	88	45	57	46	55	39	61	65	68	9	11	33
With Spouse/ Partner	25	10	5	17	17	16	15	24	11	14	15	55	19	22
With Friends/ Relatives	13	12	0	28	4	12	5	15	0	6	5	24	7	14
With Colleagues/ Association	6	16	0	7	17	8	5	8	22	13	6	0	2	4
With Family	13	8	0	3	0	17	15	13	0	2	6	5	10	6
Packaged Tour	8	18	7	0	5	1	5	1	6	0	0	7	51	21
MIDDLE EAST														
ASIA & AUSTRALIA														
	Israel	Saudi Arabia			UAE	Australia	China	India	Pakistan	Phillippine	South Kore	Taiwan		
Alone	19	100			0	23	56	67	61	80	17	70		
With Spouse/ Partner	43	0			100	23	19	19	16	20	17	19		
With Friends/ Relatives	5	0			0	10	13	3	11	0	0	0		
With Colleagues/ Association	0	0			0	1	6	3	6	0	50	4		
With Family	33	0			0	10	0	5	6	0	0	0		
Packaged Tour	0	0			0	33	6	3	0	0	16	7		
EUROPE														
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK				
Alone	11	8	14	20	14	46	26	17	20	17				
With Spouse/ Partner	36	33	34	42	37	27	17	32	43	25				
With Friends/ Relatives	8	6	11	17	9	9	22	20	13	11				
With Colleagues/ Association	1	1	1	0	0	0	9	0	1	3				
With Family	20	13	12	11	20	9	17	15	12	10				
Packaged Tour	24	39	28	10	20	9	9	16	11	34				

Main purpose of visit (%) 2017

MAIN PURPOSE	TOTAL	AFRICA										AMERICA		
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	Brazil	Canada	USA
Holiday	44	26	5	35	4	27	20	31	11	10	13	79	82	54
VFR	16	6	7	10	4	7	20	24	6	6	20	5	4	24
Business	14	46	86	41	83	14	50	16	83	78	53	0	8	15
Transit	22	16	2	7	4	50	5	24	0	4	10	8	6	5
Other	4	6	0	7	5	2	5	5	0	2	4	8	0	2
		MIDDLE EAST					ASIA & AUSTRALIA							
	Israel	Saudi Arabia		UAE	Australia		China	India	Pakistan	Phillippine	South Kore	Taiwan		
Holiday	86	0		0	76		13	8	6	0	0	0		
VFR	0	0		50	13		31	8	39	0	0	26		
Business	9	100		50	3		56	81	55	100	100	63		
Transit	5	0		0	8		0	3	0	0	0	0		
Other	0	0		0	0		0	0	0	0	0	11		
EUROPE														
	Belgium	France	Germany	Italy	Netherlands		Norway	Portugal	Sweden	Switzerland		UK		
Holiday	89	90	86	75	92		64	35	83	88		73		
VFR	2	0	1	2	1		0	13	0	1		10		
Business	2	1	0	10	1		36	17	10	3		10		
Transit	7	9	13	12	6		0	35	7	8		7		
Other	0	0	0	1	0		0	0	0	0		0		



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
- 🌐 www.thekingdomofswaziland.com