



TOURISM RESEARCH ANNUAL REPORT 2018



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BACKGROUND

A summary of inbound tourism statistics, giving insights on the performance of the tourism sector during 2018 with instances of comparisons with earlier years

This publication represents the fourteenth Tourism Statistics Research Report published annually by the Eswatini Tourism Authority (ETA). It provides a summary of inbound tourism statistics, giving insights on the performance of the tourism sector during 2018 with instances of comparisons with earlier years. Specifically, 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 ETA 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 the United Nations World Tourism Organization (UNWTO), Eurostat and other relevant studies. The report is made available for use by ETA 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 ETA website <http://www.thekingdomofeswatini.com> under 'useful links' at the bottom of the homepage. ETA 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 ETA. For more information on Eswatini tourism statistics, please send an email to statistics@tourismauthority.org.sz or [data@tourismauthority.org.sz](mailto:statistics@tourismauthority.org.sz) or contact our offices (see back cover).



GLOBAL PERFORMANCE

International tourist arrivals up 6% in 2018

UNWTO estimates that worldwide international tourist arrivals (overnight visitors) increased by 6% to 1.4 billion in 2018, clearly above the 3.7% growth registered in the global economy.

In relative terms, the Middle East (+10%), Africa (+7%), Asia and the Pacific and Europe (both at +6%) led growth in 2018. Arrivals to the Americas were below the world average (+3%).

"The growth of tourism in recent years confirms that the sector is today one of the most powerful drivers of economic growth and development. It is our responsibility to manage it in a sustainable manner and translate this expansion into real benefits for all countries, and particularly, to all local communities, creating opportunities for jobs and entrepreneurship and leaving no one behind" said UNWTO Secretary-General Zurab Pololikashvili. "This is why UNWTO is focussing 2019 on education, skills and job creation.", he added.

UNWTO's long-term forecast published in 2010 predicted the 1.4 billion mark of international tourist arrivals for 2020. Yet stronger economic growth, more affordable air travel, technological changes, new businesses models and greater visa facilitation around the word have accelerated growth in recent years.

Results by region

International tourist arrivals in Europe reached 713 million in 2018, a notable 6% increase over an exceptionally strong 2017. Growth was driven by Southern and Mediterranean Europe (+7%), Central and Eastern Europe (+6%) and Western Europe (+6%). Results in Northern Europe were flat due to the weakness of arrivals to the United Kingdom.

Asia and the Pacific (+6%) recorded 343 million international tourist arrivals in 2018. Arrivals in South-East Asia grew 7%, followed by North-East Asia (+6%) and South Asia (+5%). Oceania showed more moderate growth at +3%.

The Americas (+3%) welcomed 217 million international arrivals in 2018, with mixed results across destinations.

Growth was led by North America (+4%), and followed by South America (+3%), while Central America and the Caribbean (both -2%) reached very mixed results, the latter reflecting the impact of the September 2017 hurricanes Irma and Maria.

Data from Africa points to a 7% increase in 2018 (North Africa at +10% and Sub-Saharan +6%), reaching an estimated 67 million arrivals.

The Middle East (+10%) showed solid results last year consolidating its 2017 recovery, with international tourist arrivals reaching 64 million.

Growth expected to return to historical trends in 2019

Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts international arrivals to grow from 3% to 4% next year, more in line with historic growth trends.

As a general backdrop, the stability of fuel prices tends to translate into affordable air travel while air connectivity continues to improve in many destinations, facilitating the diversification of source markets. Trends also show strong outbound travel from emerging markets, especially India and Russia, but also from smaller Asian and Arab source markets.

At the same time, the global economic slowdown, the uncertainty related to the Brexit, as well as geopolitical and trade tensions may prompt a "wait and see" attitude among investors and travellers.

Overall, 2019 is expected to see the consolidation among consumers of emerging trends such as the quest for 'travel to change and to show', 'the pursuit of healthy options' such as walking, wellness and sports tourism, 'multigenerational travel' as a result of demographic changes and more responsible travel.

"Digitalisation, new business models, more affordable travel and societal changes are expected to continue shaping our sector, so both destination and companies need to adapt if they want to remain competitive", added Pololikashvili.

Source: <http://www2.unwto.org/press-release/2019-01-21/international-tourist-arrivals-reach-14-billion-two-years-ahead-forecasts>



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Key Facts

Highlights

- ➡ International Arrivals
- ➡ Hotel statistics
- ➡ Arrivals by region
- ➡ Visitor Arrivals by Length of Stay

International Arrivals

International Arrivals	World Regions	2015	2016	2017	2018
	Africa	1,104,525	1,110,907	1,156,336	1,116,187
	Americas	23,416	24,210	25,636	22,809
	Australasia	20,384	25,846	25,790	22,172
	Europe	103,559	112,974	129,955	111,569
	Middle East	1,253	1,519	1,594	1,473
Main Purpose of Visit		2015	2016	2017	2018
	Holiday	540,500	602,253	632,424	556,733
	Business	210,297	181,456	190,546	179,583
	VFR	221,320	238,892	250,859	205,180
	Transit	248,265	215,797	226,608	285,130
	Other	35,519	40,190	42,204	50,627
Length of Stay		2015	2016	2017	2018
	Less than one night	382,557	332,019	422,450	495,574
	One night	267,077	309,224	358,912	289,936
	2-3 nights	399,264	427,995	402,179	371,681
	4-5 nights	104,669	93,427	83,809	60,031
	6+ nights	102,335	115,921	75,292	60,031
Border Posts		2015	2016	2017	2018
	Airport	370	328	495	331
	Bulembu	9,055	9,482	7,823	6,383
	KMIII	19,532	20,053	19,600	19,188
	Gege	11,406	12,035	10,433	9,334
	Lavumisa	220,143	223,360	238,526	208,910
	Lomahasha	39,445	68,929	83,627	84,201
	Lundzi	2,051	3,639	5,134	3,475
	Mahamba	106,790	110,520	113,225	113,983
	Mananga	88,085	81,214	88,901	103,665
	Matsamo	126,360	122,385	138,421	134,639
	Mhlumeni	127,486	131,462	129,814	114,977
	Ngwenya	407,733	399,035	423,918	394,787
	Nsalitje	20,675	17,284	16,524	15,093
	Sandlane	14,107	20,922	20,244	21,214
	Sicunusa	62,605	57,939	45,956	47,073

Hotel Statistics



Arrivals by region

Region/ Country	2013	2014	2015	2016	2017	2018
Total	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253
AFRICA	1,169,763	1,177,815	1,104,525	1,110,907	1,156,336	1,116,187
Botswana	4,293	5,913	5,833	5,969	5,837	5,450
Kenya	1,945	1,731	1,590	1,926	1,766	1,540
Lesotho	3,632	5,554	5,092	5,682	6,859	7,061
Malawi	3,689	4,760	5,493	5,055	5,257	4,800
Mozambique	213,827	219,555	181,271	202,042	213,920	195,644
Nigeria	3,567	3,537	3,668	3,734	3,483	3,371
RSA	875,632	856,492	810,249	814,220	850,221	832,276
Tanzania	6,493	5,718	6,311	5,659	5,694	5,483
Zambia	6,535	5,458	5,380	5,600	5,447	4,936
Zimbabwe	39,253	58,624	69,467	49,295	46,179	44,231
Other Africa	10,897	10,473	10,171	11,723	11,673	11,395
AMERICAS	20,784	22,685	23,416	24,210	25,636	22,809
Brazil	1,048	974	996	1,132	1,329	1,259
Canada	3,225	3,470	3,568	4,137	4,412	4,055
USA	15,816	17,359	17,988	18,014	18,595	16,243
Other America	694	883	864	928	1,300	1,252
AUSTRALASIA	21,060	22,688	23,147	28,978	29,119	25,215
China	2,184	2,046	2,221	2,732	2,650	2,293
India	4,613	5,031	5,145	6,867	7,580	6,070
Pakistan	4,125	4,242	5,216	7,450	7,517	6,166
Philippines	563	484	477	574	409	465
South Korea	1,616	2,158	2,315	2,300	1,904	2,032
Taiwan	1,093	1,268	1,105	1,240	1,248	1,331
Other Asia	3,336	3,680	3,905	4,681	4,481	3,814
Australia	3,529	3,779	2,763	3,132	3,329	3,043
EUROPE	85,905	100,308	103,559	112,974	129,955	111,569
Belgium	3,637	4,524	4,909	5,588	6,529	6,491
France	10,445	14,152	19,360	21,253	32,802	26,162
Germany	18,933	21,669	21,510	22,895	23,981	22,622
Italy	3,054	3,605	3,277	3,455	3,682	3,303
Netherlands	13,032	17,874	17,414	20,750	24,150	19,299
Norway	941	946	929	766	624	495
Portugal	6,641	6,720	6,047	6,610	5,657	4,264
Sweden	1,767	2,115	2,167	2,233	2,008	1,622
Switzerland	2,972	3,307	3,678	3,452	3,516	3,344
UK	16,428	15,813	14,646	15,503	16,069	13,885
Other Europe	8,055	9,583	9,622	10,469	10,938	10,083

MIDDLE EAST	1,233	1,126	1,253	1,519	1,594	1,473
Kuwait	31	42	69	67	40	59
Iran	57	87	53	68	84	68
Israel	970	833	913	1,164	1,089	1,011
Saudi Arabia	10	4	20	4	25	7
UAE	3	24	8	6	13	11
Other Middle East	162	137	189	208	342	317

Source: ETA 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 Eswatini at the entry points

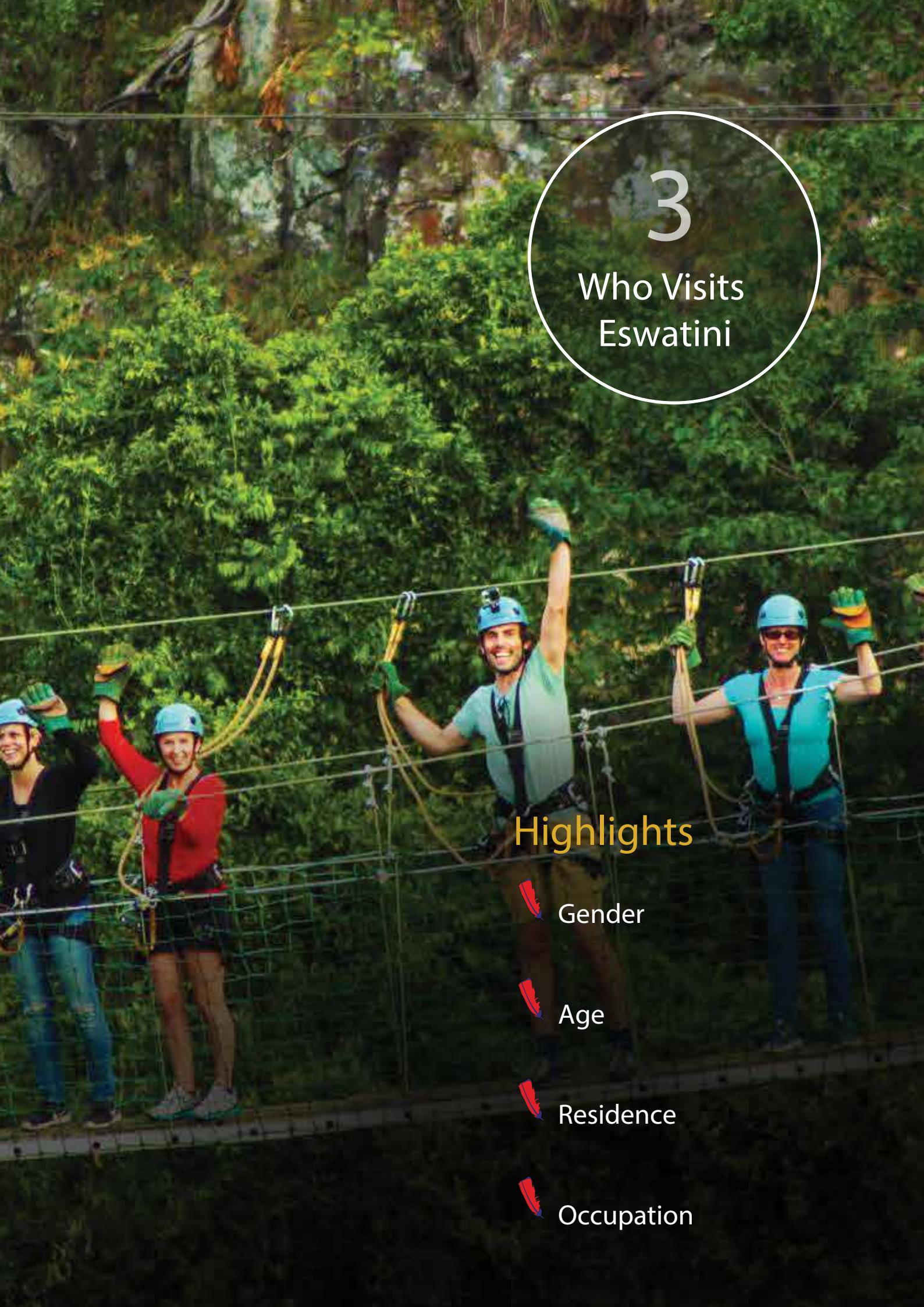
Data excludes arrivals of Swazis

Arrivals by length of stay

Length of Stay (Nights)	2013	2014	2015	2016	2017	2018
Total	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253
Less than 1	329,960	386,026	382,557	332,019	422,450	495,574
1	387,838	343,370	267,077	309,224	358,912	289,936
2	331,042	324,311	255,283	279,232	273,059	256,728
3	116,297	118,137	143,981	148,764	129,120	114,953
4	45,978	51,581	64,128	58,636	56,213	40,872
5	21,366	27,076	40,541	34,791	27,596	19,159
6	12,576	13,614	20,147	25,194	16,523	15,327
7	9,060	11,647	12,776	19,195	12,691	8,941
8-10	15,551	12,857	19,779	24,744	14,309	11,495
11-14	12,035	13,160	17,690	18,895	9,454	8,941
15-29	13,523	14,219	15,356	14,396	10,817	7,664
30-59	2,840	6,958	7,740	3,599	4,003	2,555
60 and over	677	1,664	8,846	9,898	7,495	5,109
Average Length of Stay (Nights)						
Formal and Private Accommodation	2.0	2.2	3.4	3.5	2.6	2.3
Formal Accommodation	0.9	0.9	0.9	0.9	1.1	0.9

Source: Exit Survey , Eswatini Tourism Authority

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



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Who Visits
Eswatini

Highlights

Gender

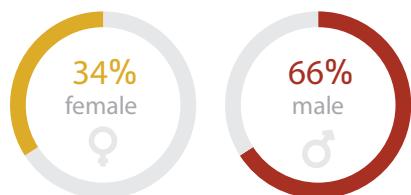
Age

Residence

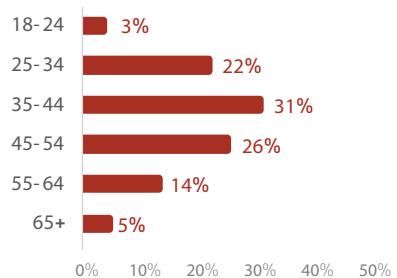
Occupation

WHO VISITS ESWATINI

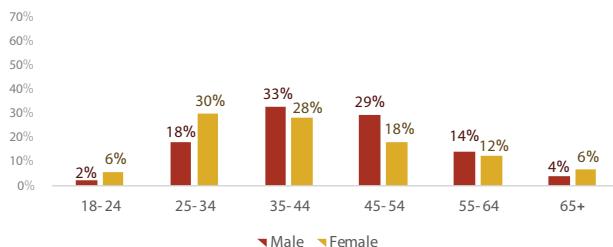
Sex of visitors



Visitors by Age

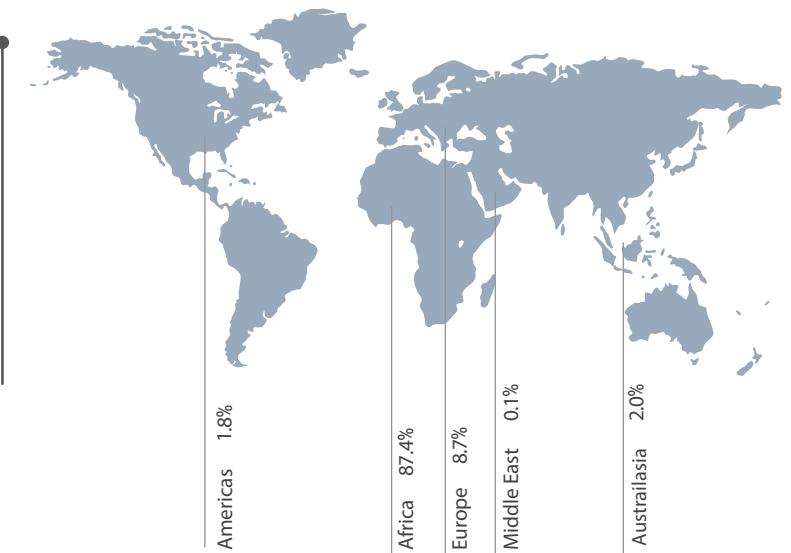


Visitors by Age and Sex

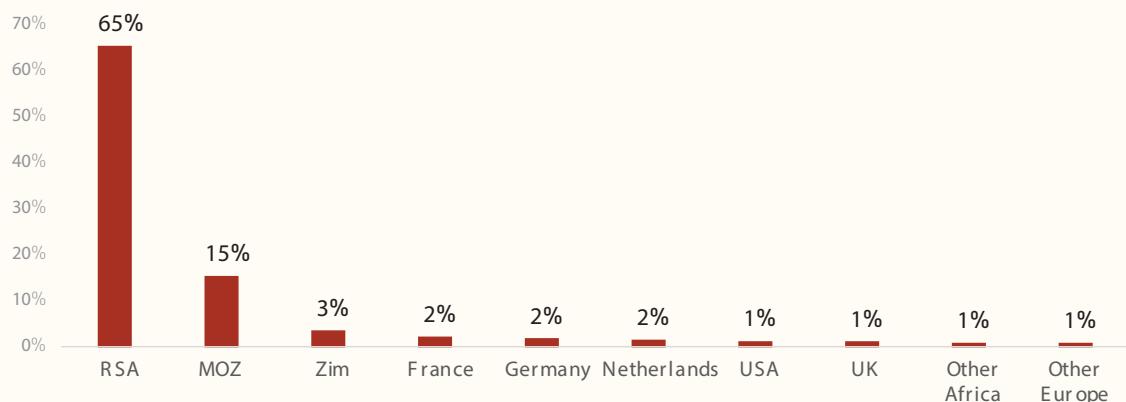


In 2018, 66% of visitors were male, whilst 34% were female. This reflects a 1% decline in males from the previous year and 2% increase in female visitors in the same period. For males, the largest age group was the 35-44 year olds (29%). Female visitors between the age of 25-34 (30%) and 35-44 (9.5%) formed the majority of this gender.

The year 2018 saw a general increase in visitors from Europe, Americas and Australasia compared to 2017. However, despite a 14% decrease in visitors from the previous year, Africa continued to be the biggest market for international visitors to Eswatini (87%) in 2018. While Europe continued to be the second largest market for international visitors to Eswatini (9%) in 2018, visitors from this market increased by 12.3% from the previous year, (22% in 2018 from 9.7% in 2017)



Top 10 Visitors by Country of residence

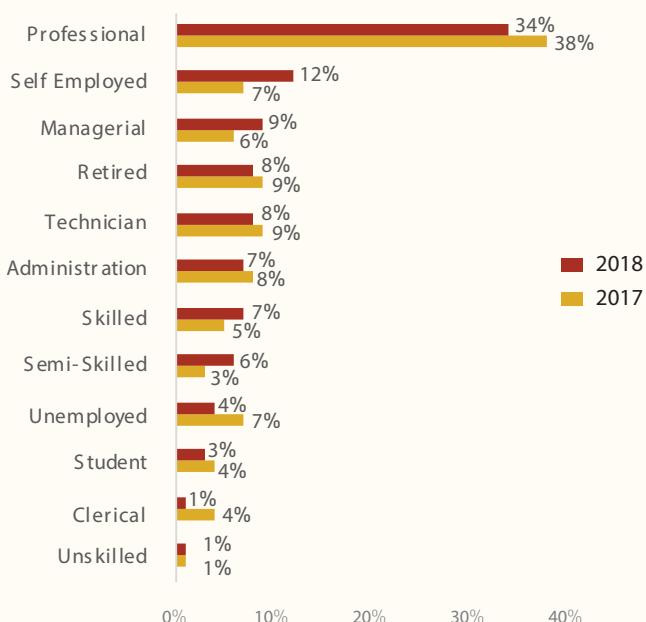


The majority of international visitors to Eswatini were South Africans (65%) with Mozambique (15%) accounting for the second largest visitor numbers. Germany, France and Netherlands also provided a significant portion of visitors, whilst United States of America, Switzerland and United Kingdom also featured in the 10 visitor generating markets. In 2018, visitors from South Africa increased by 2% (65% in 2018 from 63% in 2017) while visitors from Mozambique remained relatively the same at 16%. Visitors from France, Germany and Netherlands only changed marginally, with the numbers being somewhat at par with 2017.

65% 

The majority of international visitors to Eswatini continue to come from South Africa

Visitors by Profession



The majority of visitors to Eswatini were professionals (34%) while 12% were self-employed. About 8% are retired. 2018 saw a 4% decline in professionals who visited the country while there was a 5% increase in visitors who are self-employed.



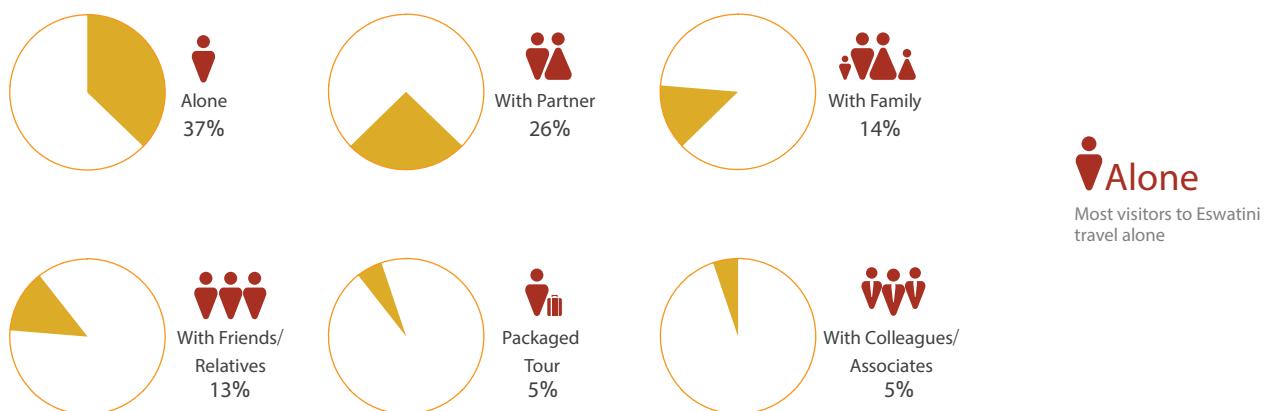
4
Holiday
Planning

Highlights

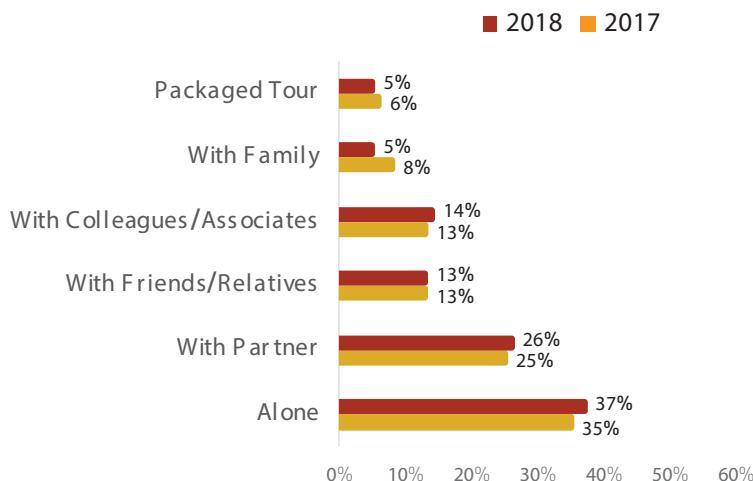
- Travel Partnership
- Visit frequency
- Source of information
- Port of Entry
- Reason for visit

HOLIDAY PLANNING

Travel partnership



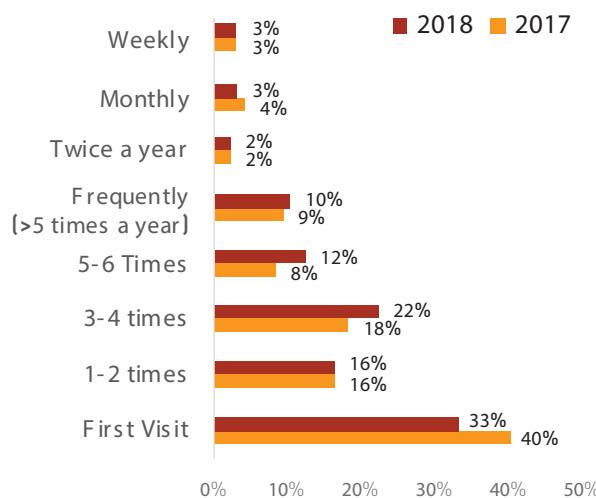
Travel partnership 2017 - 2018



Generally, most visitors to Eswatini travel alone, with the rest travelling with either a partner; with friends/relatives; with family or with colleagues. While the proportions of travel partnership for visitors remained somewhat the same between the years, 2017 and 2018, there was a 2% increase of visitors who travelled alone in 2018 (37% in 2018 from 35% in 2017). A 1% increase of visitors that travelled with a partner (26% in 2018 from 25% in 2017) and visitors who travelled with family (14% in 2018 from 13% in 2017) was observed in 2018. The proportion of those visiting with friends and relatives remained the same in 2018 as in 2017.

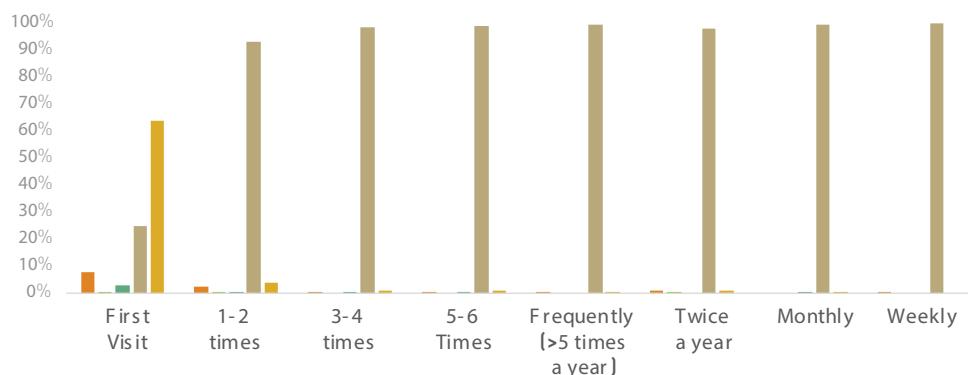
FREQUENCY OF VISIT

Frequency of visit



The year-on-year visitor trend shows that the majority of visitors to Eswatini tend to be time visitors compared to repeat visitors. However, in 2018 first time visitors declined by 7% (33% in 2018 from 40% in 2017). There was an increase in frequent return visitors. Travellers who frequent the country between 3-4 times or 5-6 times a year increased by 4%.

Frequency of visit by region



 64%

The European market provided the majority of first time visitors to Eswatini

 98%

The African market provides a significant portion of repeat visitors to Eswatini



Americas



Middle East



Australasia



Africa



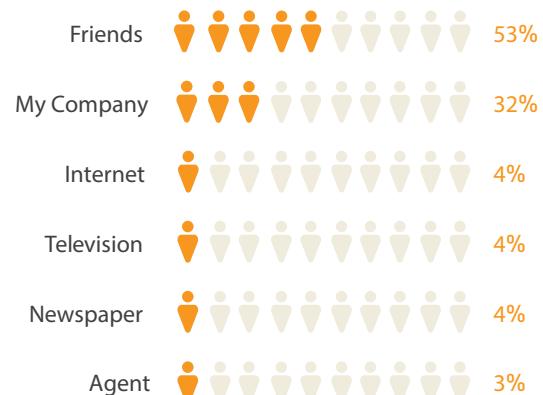
Europe

In 2018, the European market provided the majority of first time visitors to Eswatini (64%) compared to other regions. The African market provided the second largest number of first time visitors. However, the African market also provided a significant portion of repeat visitors to Eswatini and in 2018 it averaged 98% of frequent visits.

Source of information - first time visitors



Source of information - return visitors

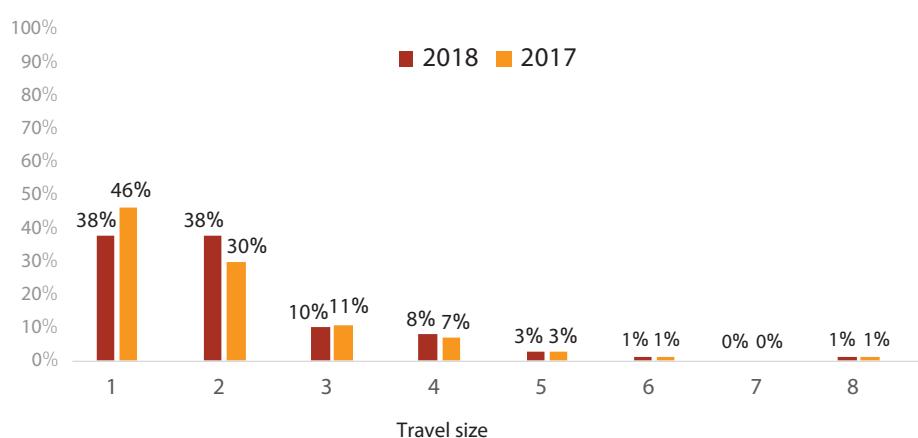


In 2018, the internet was the leading source of information about Eswatini for first-time visitors (29%), while the travel agent was the second leading source of information for 27% of time visitors. Friends were the third leading source of information about the country even though it was their first time visiting in 2018. For returning visitors, most of them (53%) heard about Eswatini from friends, with another significant portion first hearing about the country from their employer.



The internet was the leading source of information about Eswatini for most first-time visitors

Travel size

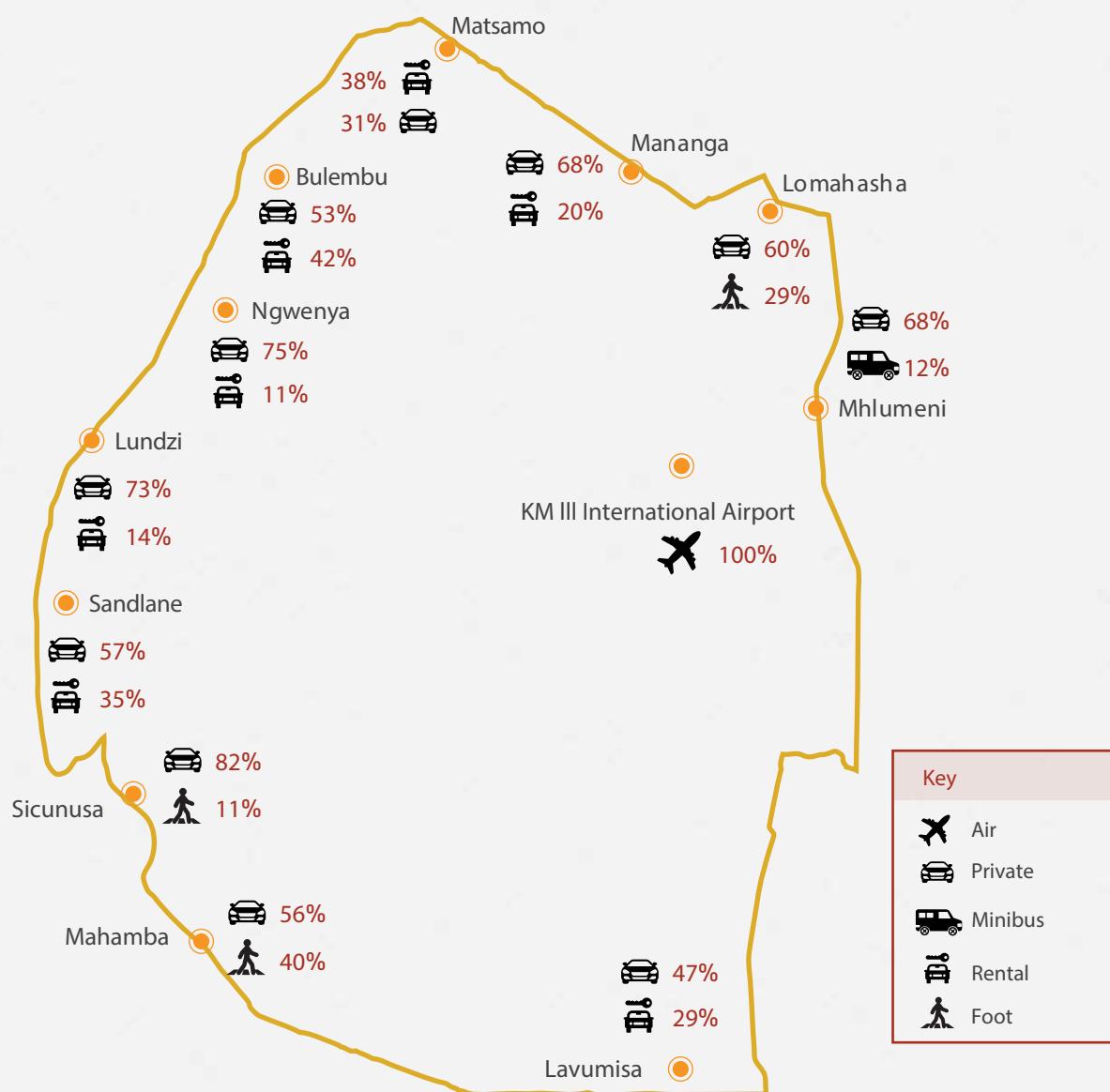


A majority of visitors travelling with a partner typically reported travelling with additional person(s). In 2018 there was an 8% increase (38% in 2018 from 30% in 2017) of visitors to Eswatini who reported to be travelling with two people. However, an 8% decline (38% in 2018 from 46% in 2017) was noted in the number of visitors to Eswatini that were travelling as a couple.

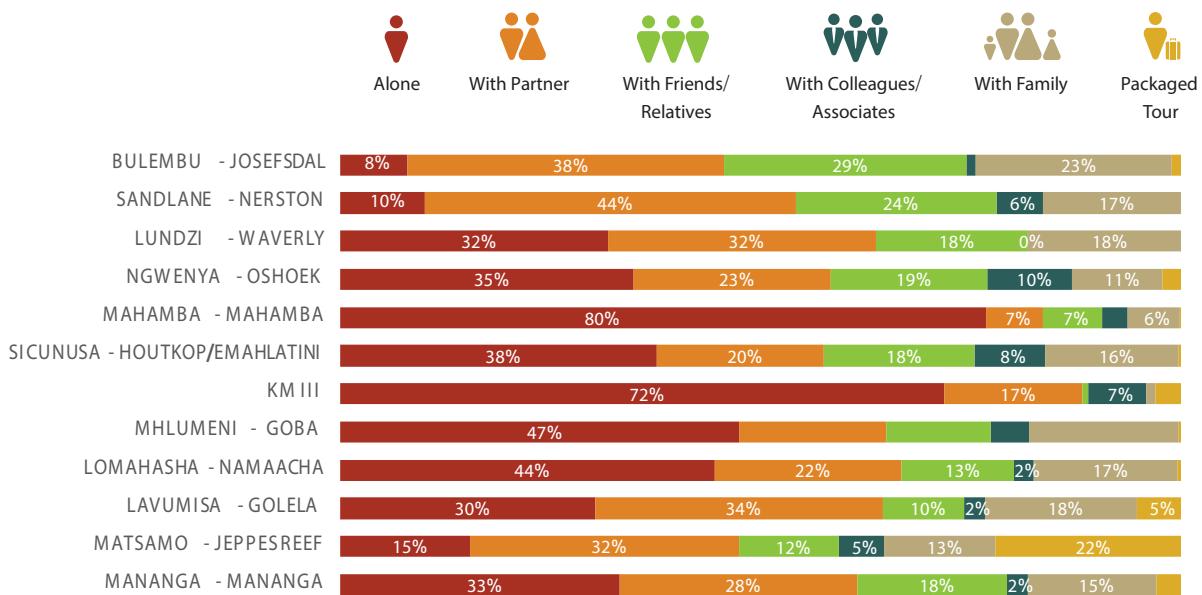
PORT OF ENTRY

The mode of transport used by visitors for travel through the country's ports of entry is predominantly private or rented vehicles. Matsamo Border Post registered the largest number of visitors traveling by scheduled coach, while travellers that used rental vehicles were highest through Ngwenya Border Post.

Port of entry by top 2 modes of transport

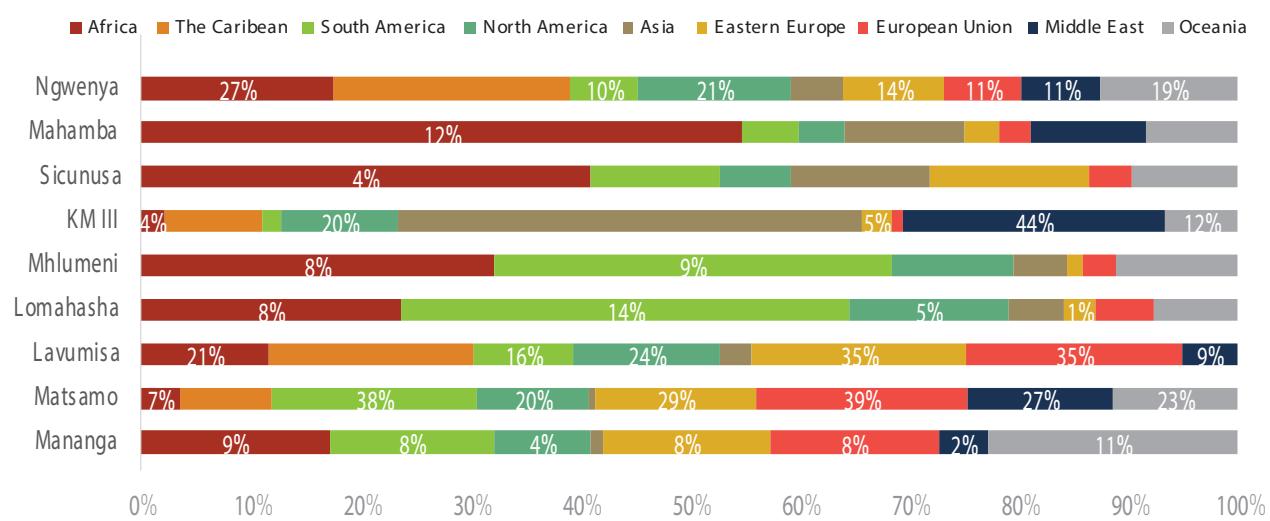


Port of entry by travel partnership



Most port of entry tend to get a somewhat even distribution of visitors who are either traveling alone; with a partner or are traveling with friends/relatives. In 2018, there was an exception at King Mswati III International Airport (72%), Mahamba (80), Mhlumeni (47%) and Lomahasha (44%) where there were significantly more visitors traveling alone compared to other travel partnerships. Of note is that Lavumisa (5%) and Matsamo (22%) border ports recorded the most visitors traveling on package tours compared to the rest of the borders.

Port of entry by region

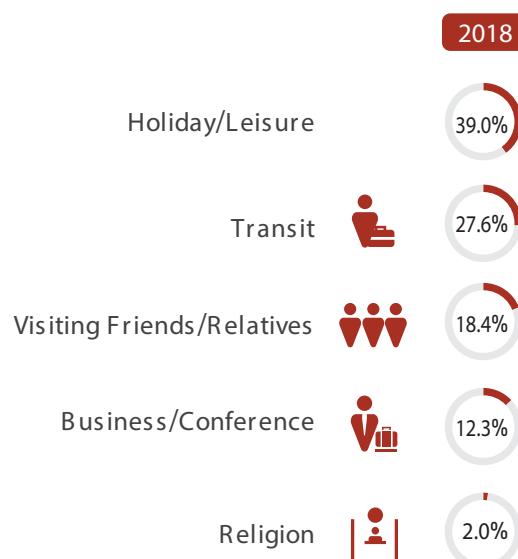


During 2018, more European visitors went through Lavumisa (35%) and Matsamo (39%) border post compared to other ports of entry. This could be attributed to the fact that most package tours pass through these border posts compared to the rest of the port of entry, and that are typically European visitors. Visitors from Asia/Australia (31%) and the Middle East (1%) mostly used the Airport to enter the country.



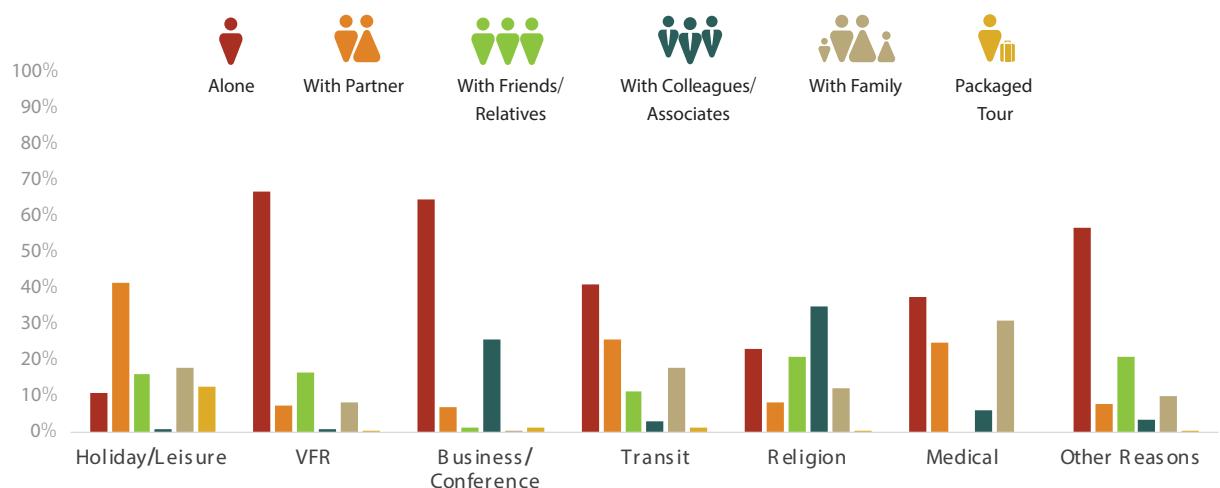
REASON FOR VISIT

Reason for Visit



A majority of visitors continue to come to Eswatini for holiday and leisure while the second highest purpose of visit is increasingly becoming transit. 2018 saw a 5% decline of holiday and leisure visitors to 39% while visitors transiting through the country increased by 6% in 2017 to record an overall 28%. Visitors who came to visit friends/relatives grew by 2% in 2018 (18% in 2018 from 16% in 2017) while visitors who came for business/conferences and for religious purposes declined by 2% and 1%, respectively.

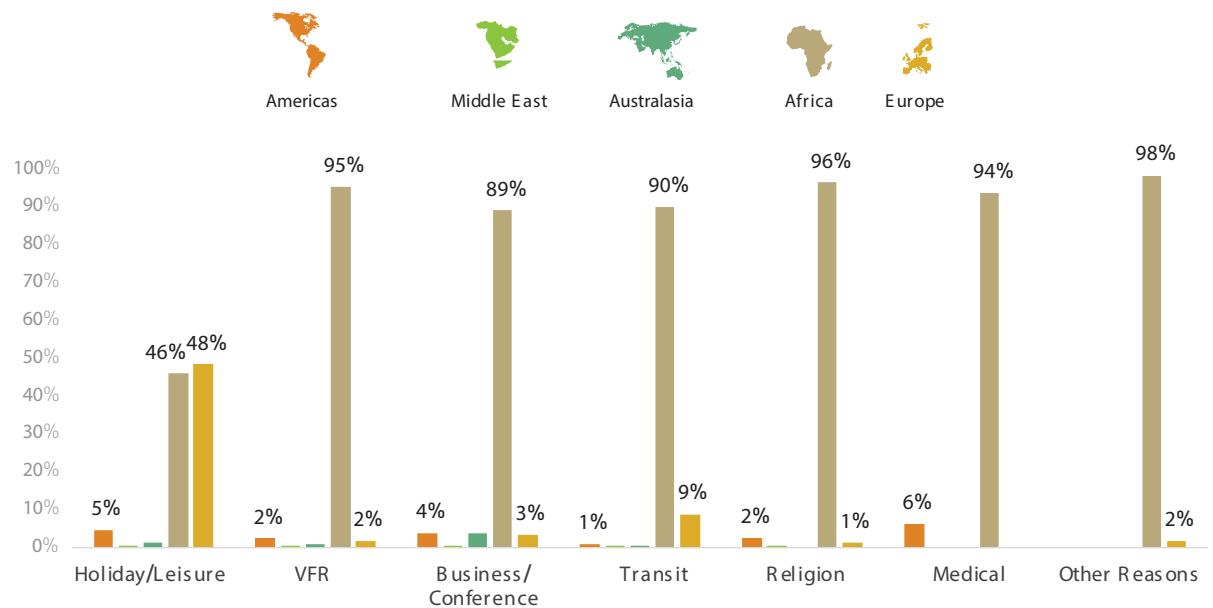
Reason for visit by travel partnership



Looking at the reason for visiting Eswatini by travel partnership, holiday/leisure visitors who travelled with a partner grew by 42% in 2018 of overall holiday/visitors. A significant number of visitors that visited friends/family or came for business typically travelled alone. Similarly, transiting visitors typically travelled alone.

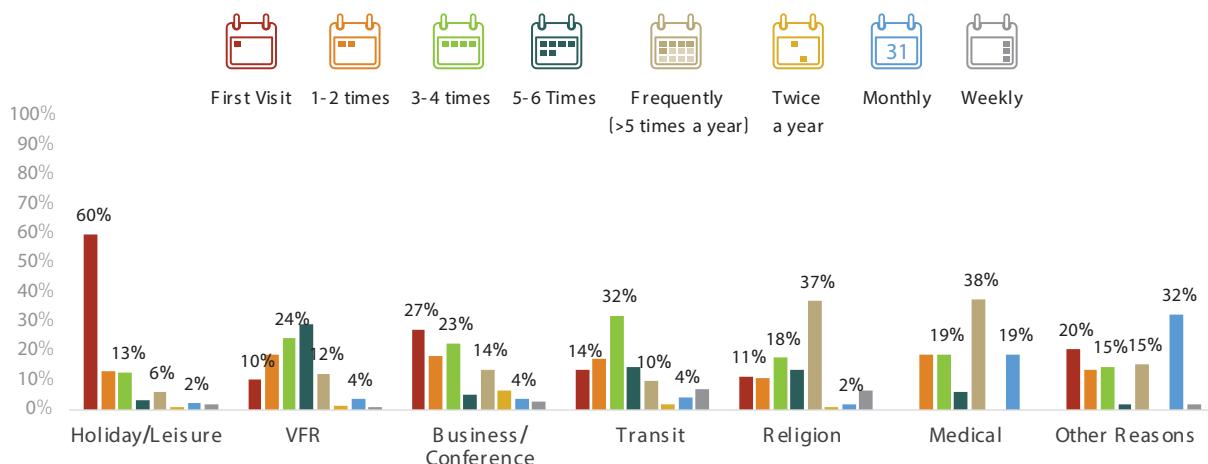
 42%
holiday/leisure visitors who travelled with a partner grew by 6% in 2018

Reason for visit by region



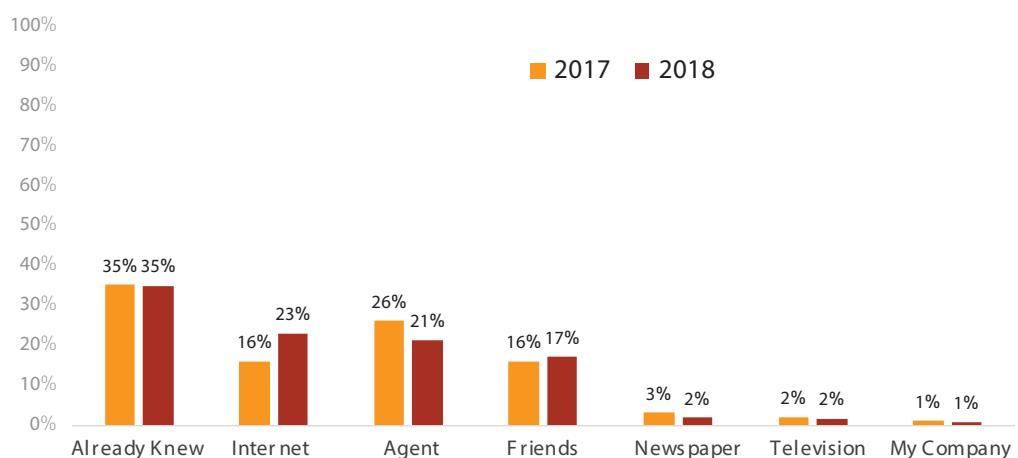
Each of the main reason for visit Eswatini tends to be characterised by a higher number of travellers from the Africa region compared to the other global regions. However, in terms of the percentage share per region, in 2018 European travellers registered the largest holiday/leisure visits (48%). Also, recording a significant share were Africa holiday/leisure visits (46%).

Reason for visit by frequency of visit



A majority of those who visited Eswatini for holiday/leisure were visiting the country for the first time (60%), while most of those who were transiting or were in the country for medical reasons tended to visit frequently. This trend suggests that visitors that have been to the country for holidays are not likely to return for a visit within the same year, particularly in the case of long-haul travellers.

Source of information - holiday/leisure visitors

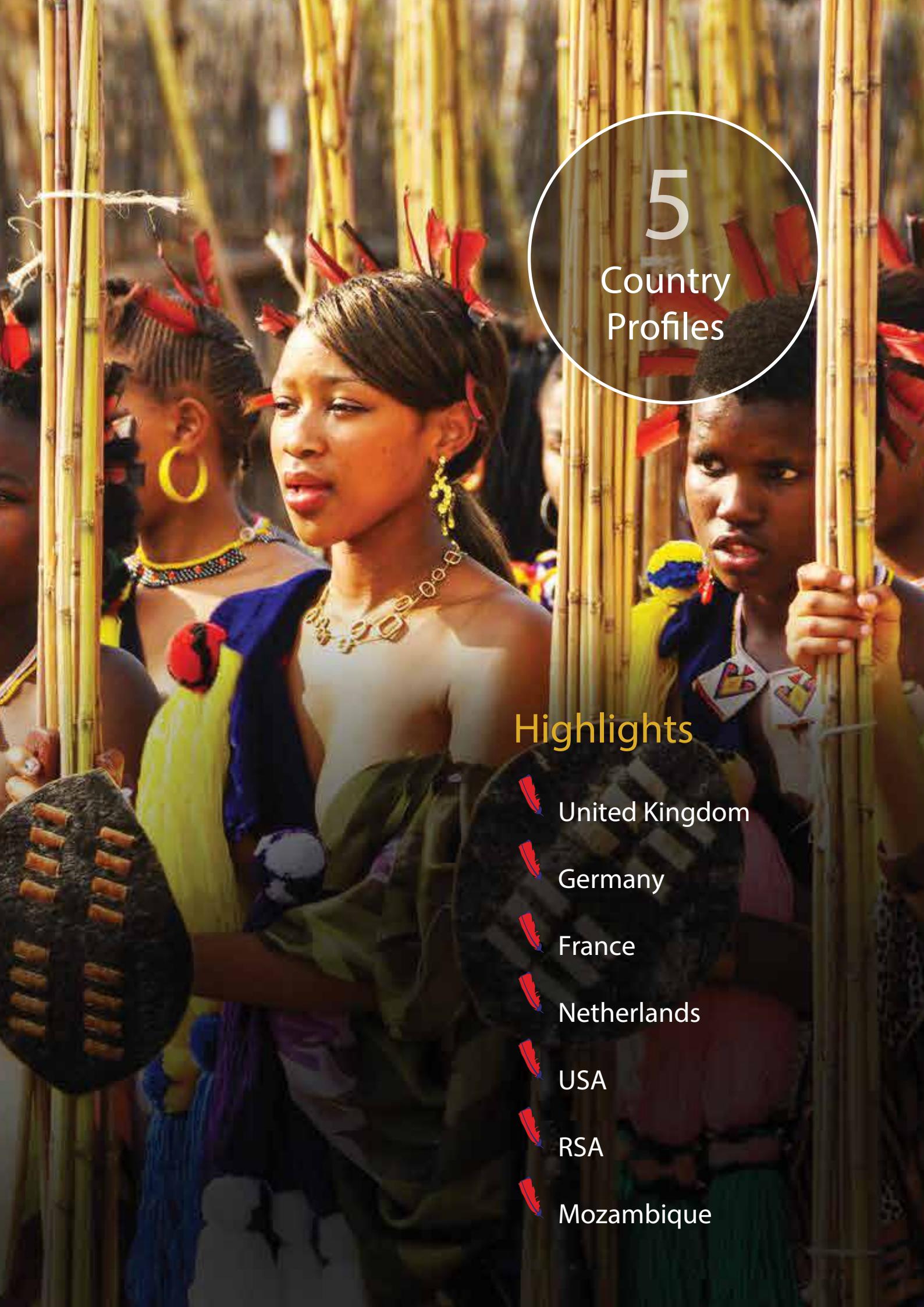


In 2018, the majority of holiday/leisure visitors (35%) already knew about Eswatini and this proportion remained the same as in 2017. However, more holiday/leisure visitors used the internet for information about the country in 2018 compared to 2017. Visitors who used the internet for information about Eswatini increased by 7% (23% in 2018 from 16% in 2017), while the number of holiday/leisure visitors who got information through their travel agent declined by 5% (21% in 2018 from 26% in 2017). The proportion of visitors whose source of information was friends and relatives remained the same between 2017 and 2018.



35%

The majority of holiday/leisure visitors already knew about Eswatini



5
Country
Profiles

Highlights

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

UNITED KINGDOM



Languages
English-British

 15,112,900
Pensioners

66,801,088
Total Population

 63,061,419
Internet Users

 44,000,000
Facebook Users

 \$45,642.76
GDP Per Capita (PPP)

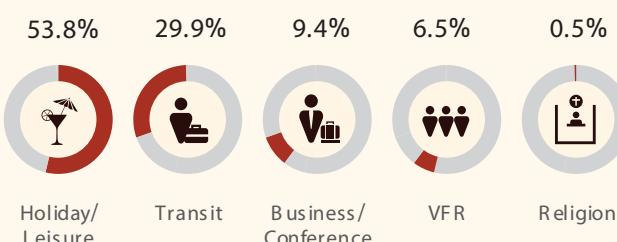
 GBP
Pound Sterling

 4.2%
Unemployment Rate

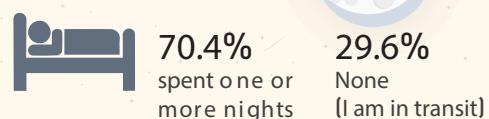
 28 days
Annual Leave Entitlement



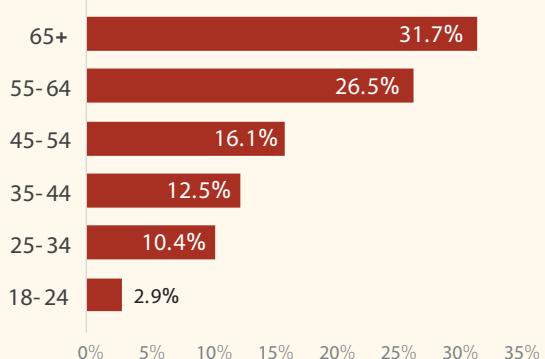
What was the reason for your visit?



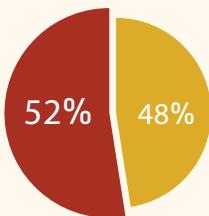
Nights Spent



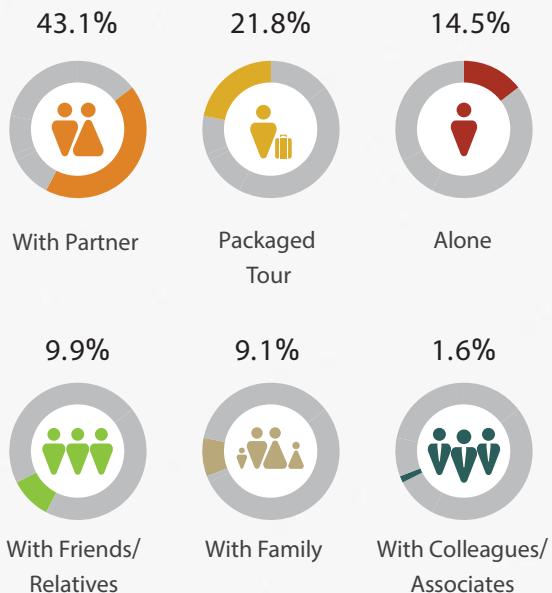
Age Groups



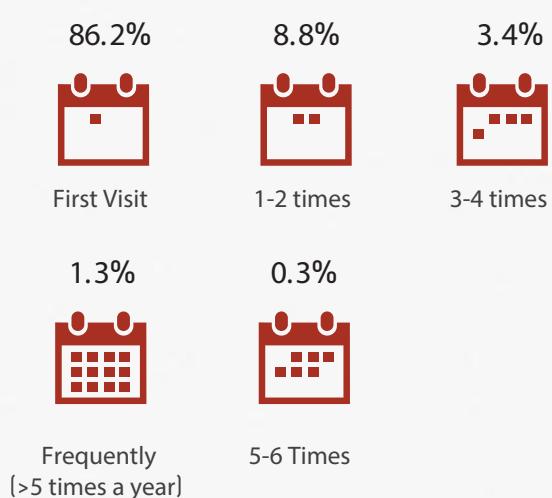
British Visitors



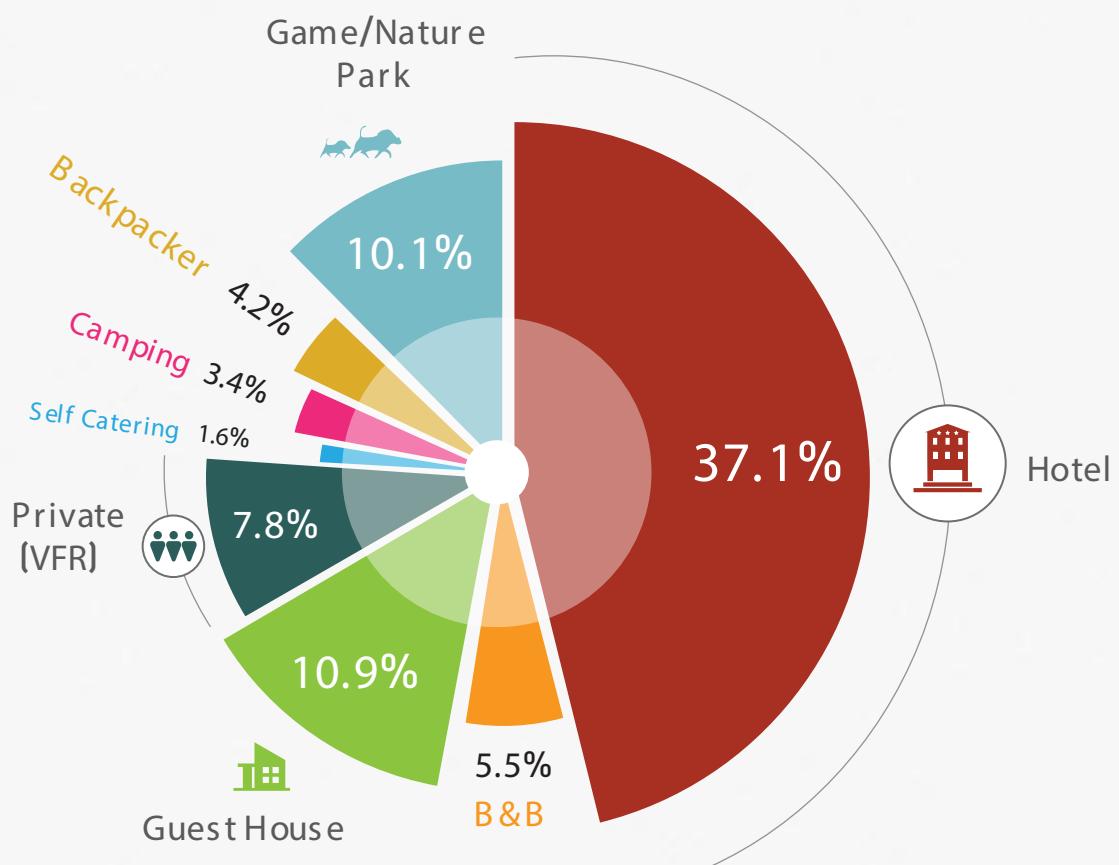
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?



GERMANY



Languages

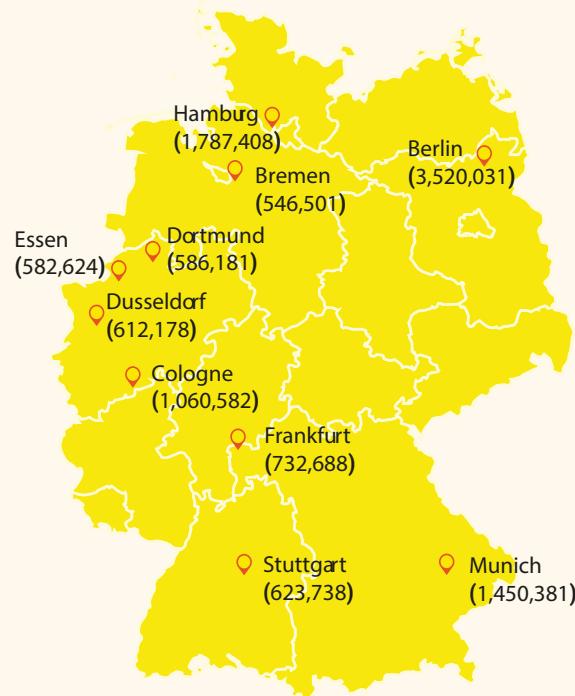
German

 **23,090,000**
Pensioners

82,790,000
Total Population

 **79,127,551**
Internet Users

 **31,000,000**
Facebook Users



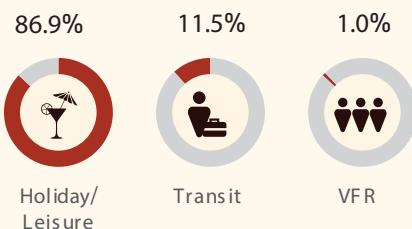
 **\$52,896.61**
GDP Per Capita (PPP)

 **EUR**
EUR-German Euro

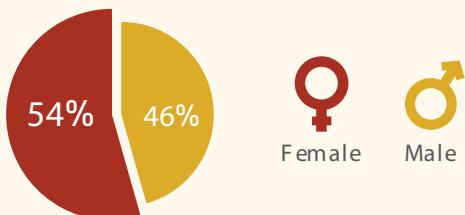
 **3.4%**
Unemployment Rate

 **28-32 days**
Annual Leave Entitlement

What was the reason for your visit ?



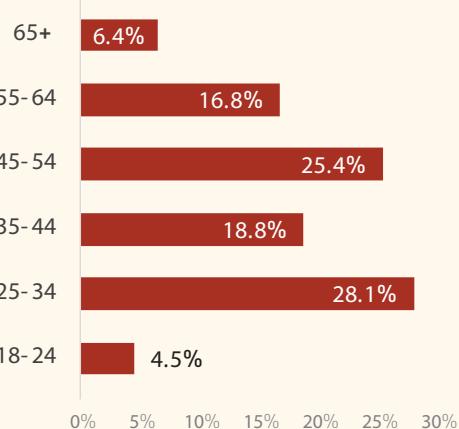
German Visitors



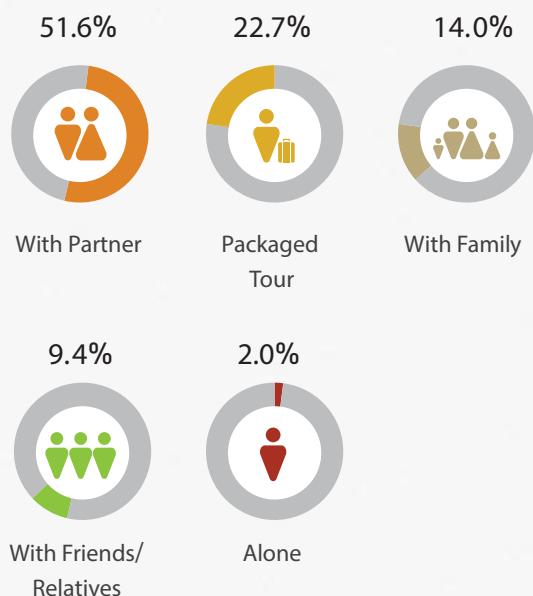
Nights Spent



Age Groups



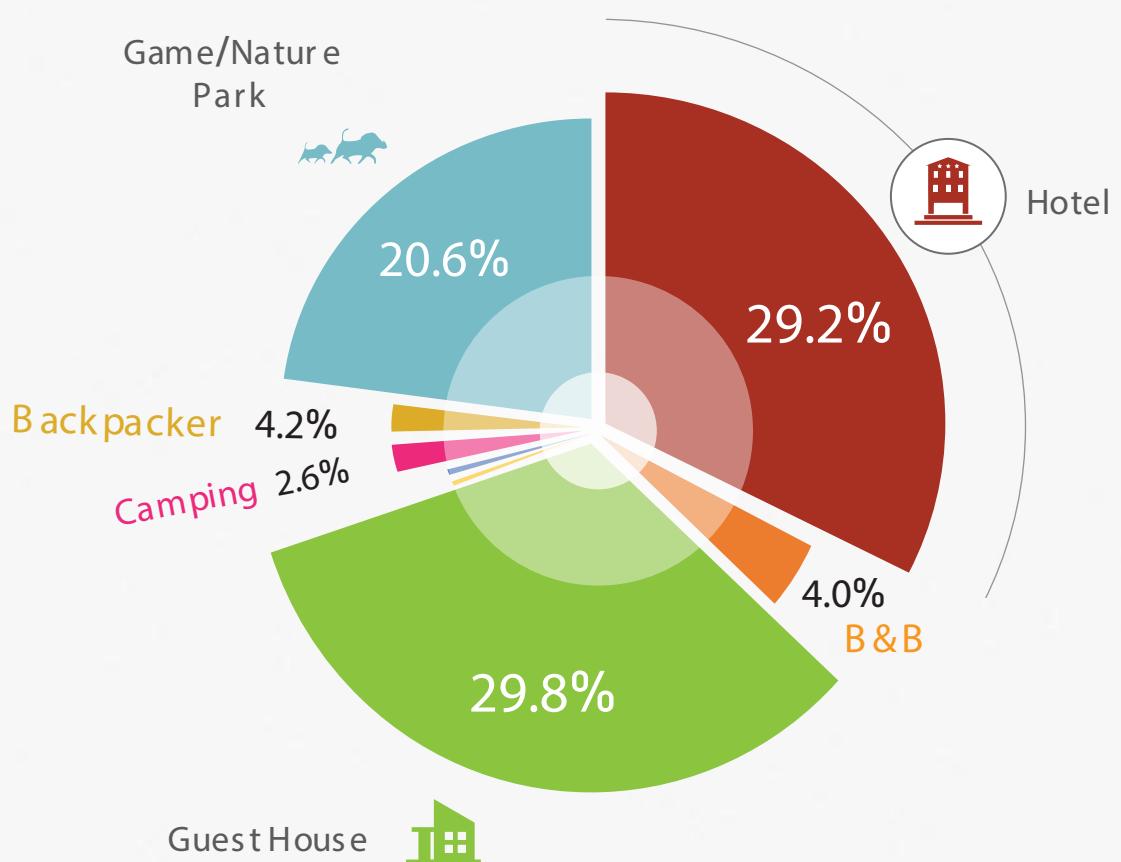
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?



FRANCE



Official language

French

 **15,841,085**
Pensioners

66,992,699
Total Population

 **60,421,689**
Internet Users

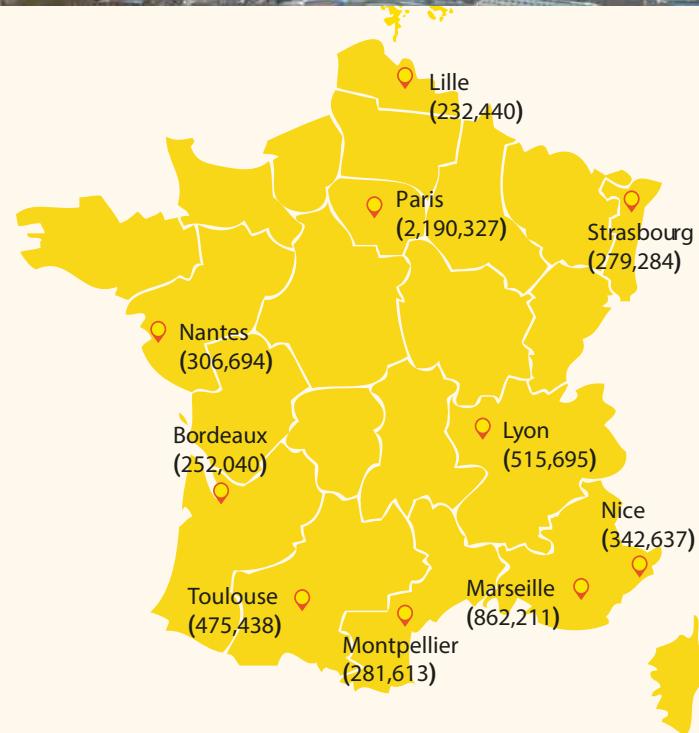
 **33,000,000**
Facebook Users

 **\$45,601.10**
GDP Per Capita (PPP)

 **EUR**
EUR-French (Euro)

 **8.5%**
Unemployment Rate

 **37 days**
Annual Leave Entitlement



What was the reason for your visit ?

90.7%



Holiday/
Leisure

7.9%



Transit

Nights Spent



91.1%
spent one or
more nights



7.4%
None
(I am in transit)

Age Groups

65+ 15.0%

20.9%

55-64 18.1%

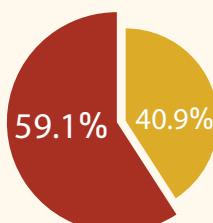
45-54 18.5%

22.9%

18-24 4.7%

0.0% 5.0% 10.0% 15.0% 20.0% 25.0%

French Visitors

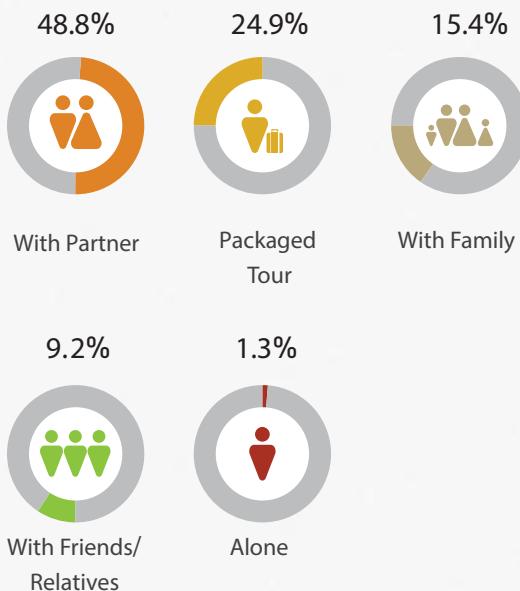


Female

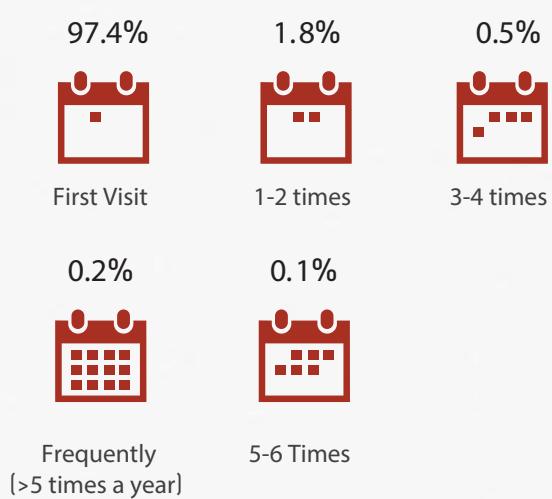


Male

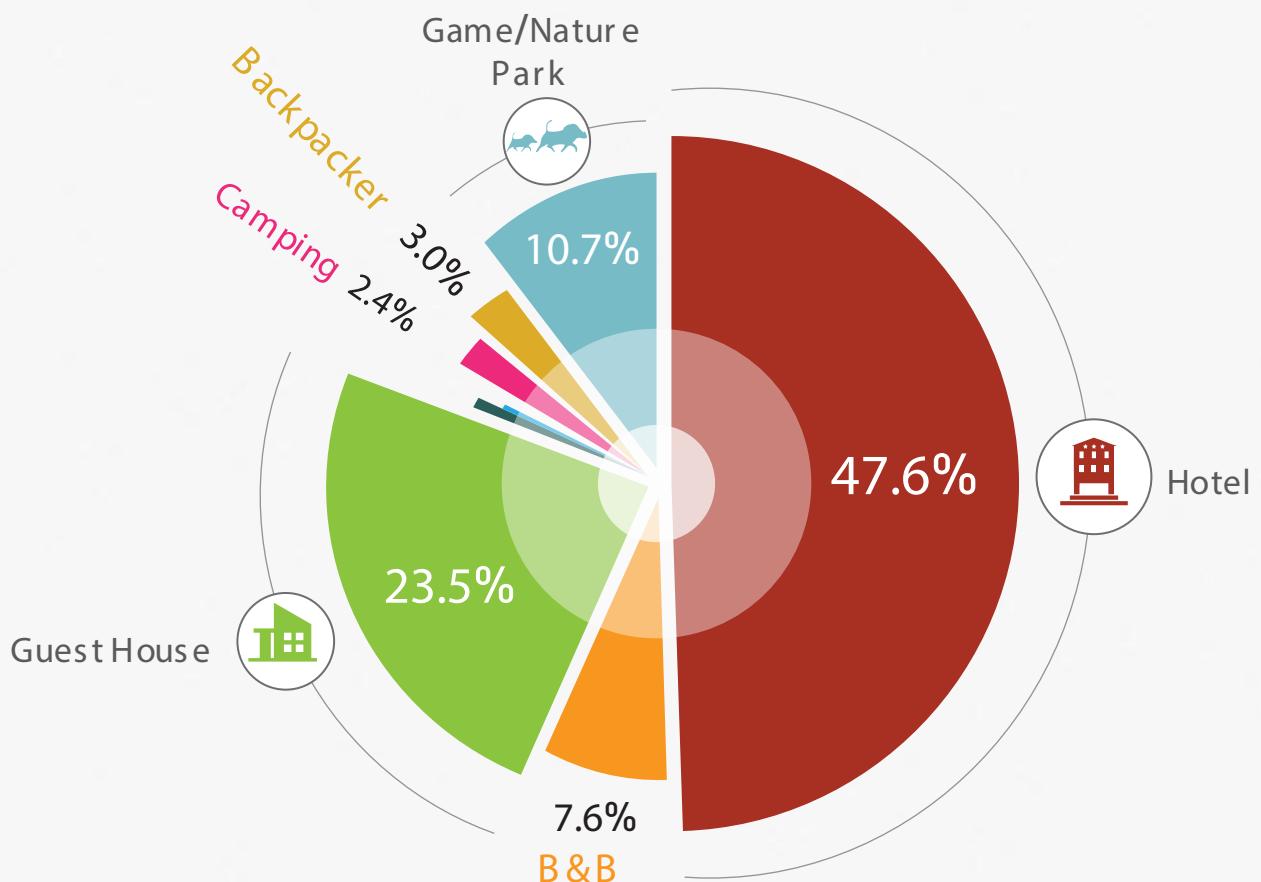
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?



NETHERLANDS



Official Languages
Dutch

 **3,239,116**
Pensioners

17,181,084
Total Population

 **16,383,879**
Internet Users

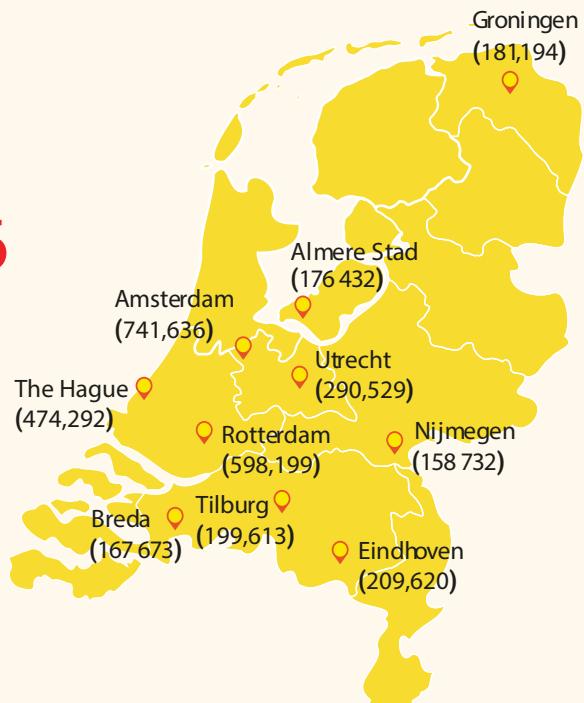
 **10,000,000**
Facebook Users

 **\$56,570.81**
GDP Per Capita (PPP)

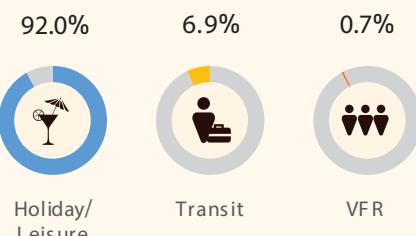
 **EUR**
EUR-Netherlands (Euro)

 **3.8%**
Unemployment Rate

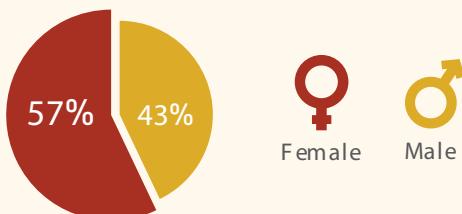
 **20-25 days**
Annual Leave Entitlement



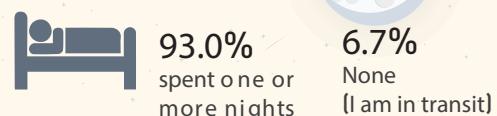
What was the reason for your visit?



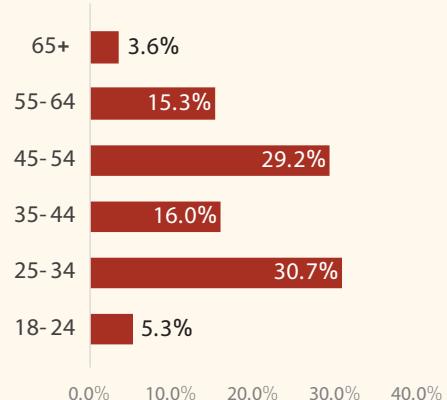
Dutch Visitors



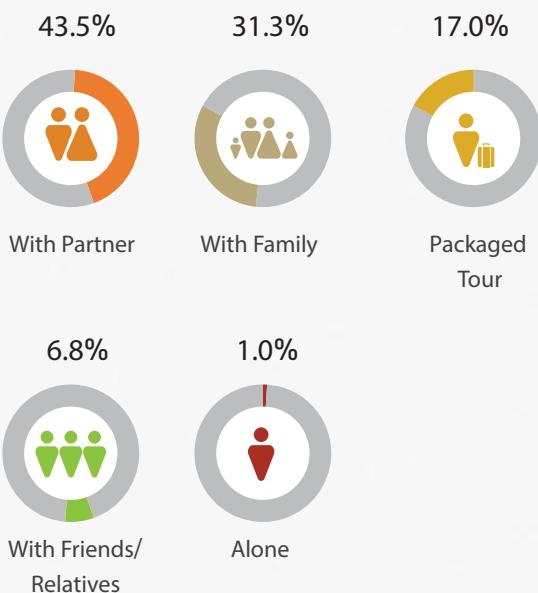
Nights Spent



Age Groups



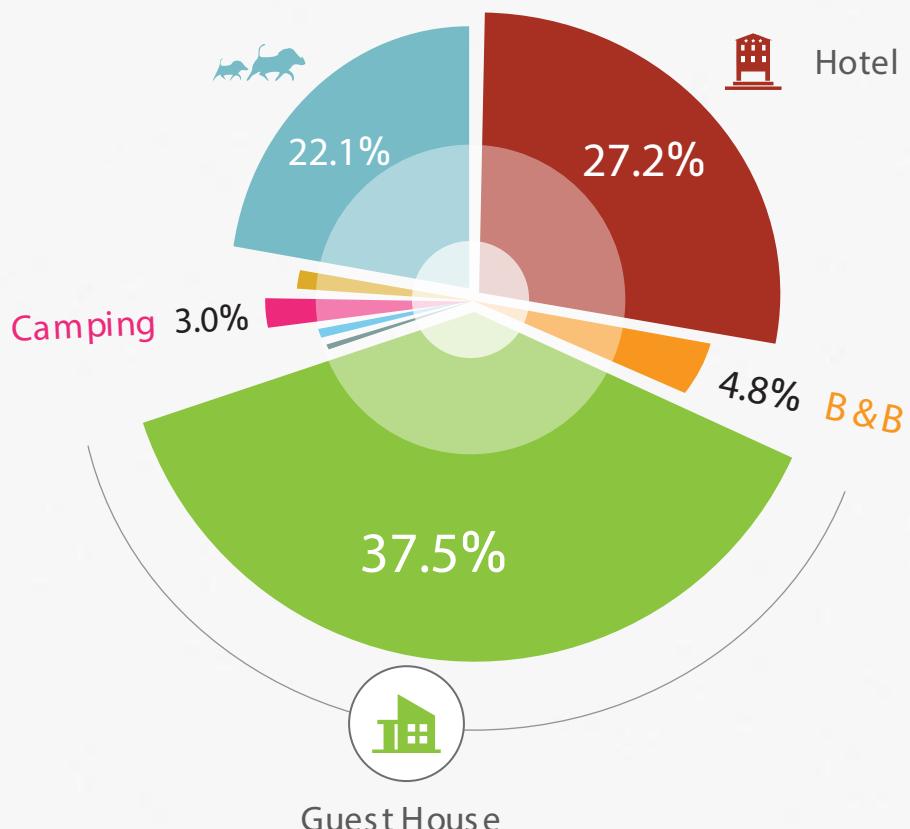
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?



USA



Languages

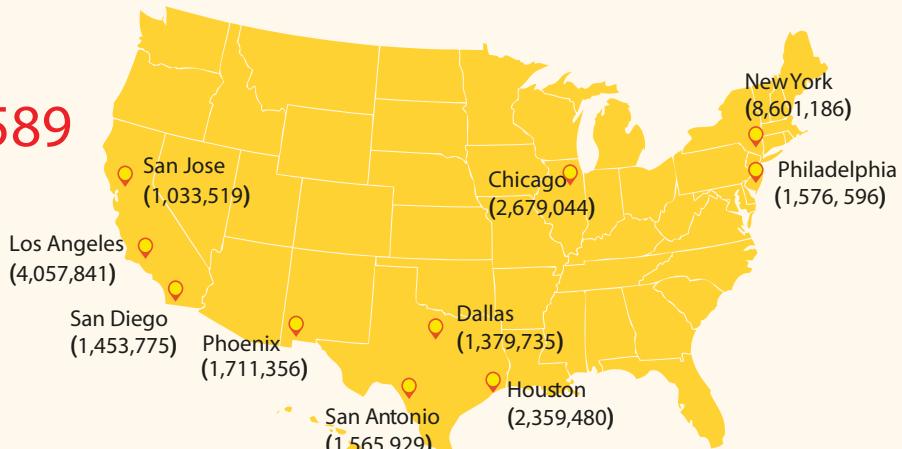
English-USA

 **51,202,589**
Pensioners

328,221,727
Total Population

 **286,942,362**
Internet Users

 **240,000,000**
Facebook Users



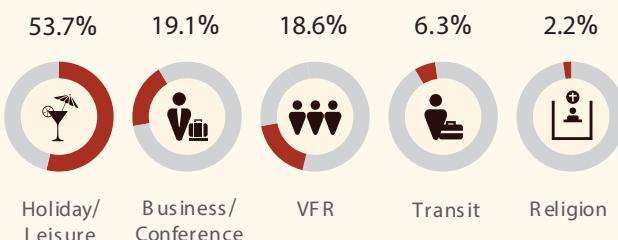
 **\$62,517.53**
GDP Per Capita (PPP)

 **US\$**
US Dollar

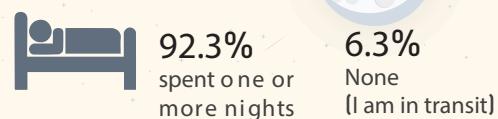
 **3.5%**
Unemployment Rate

 **30 days**
Annual Leave Entitlement

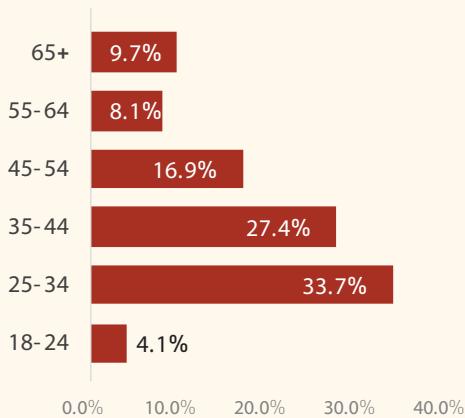
What was the reason for your visit ?



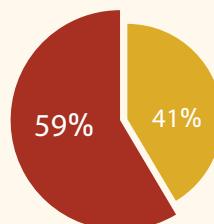
Nights Spent



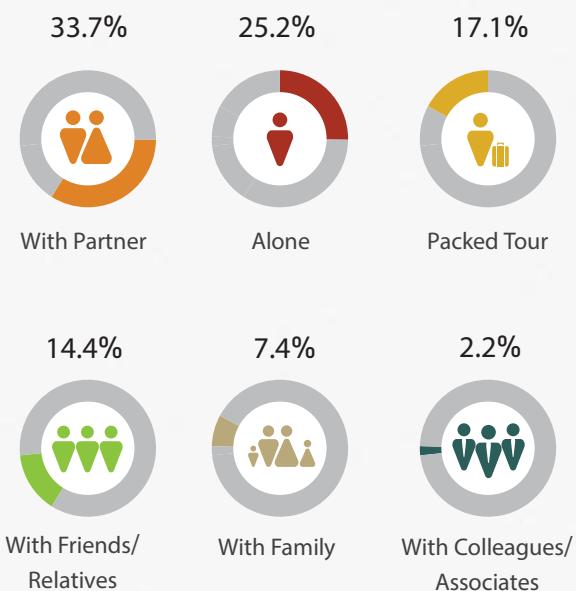
Age Groups



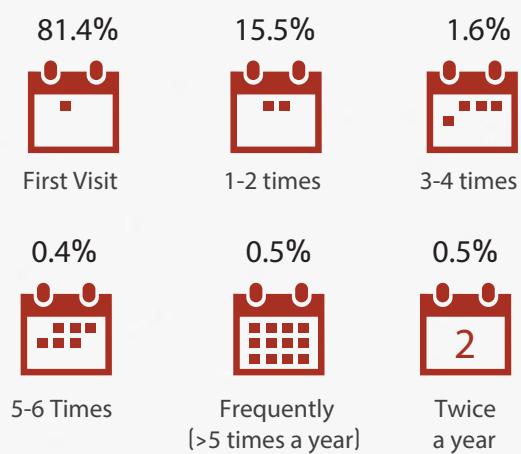
American Visitors



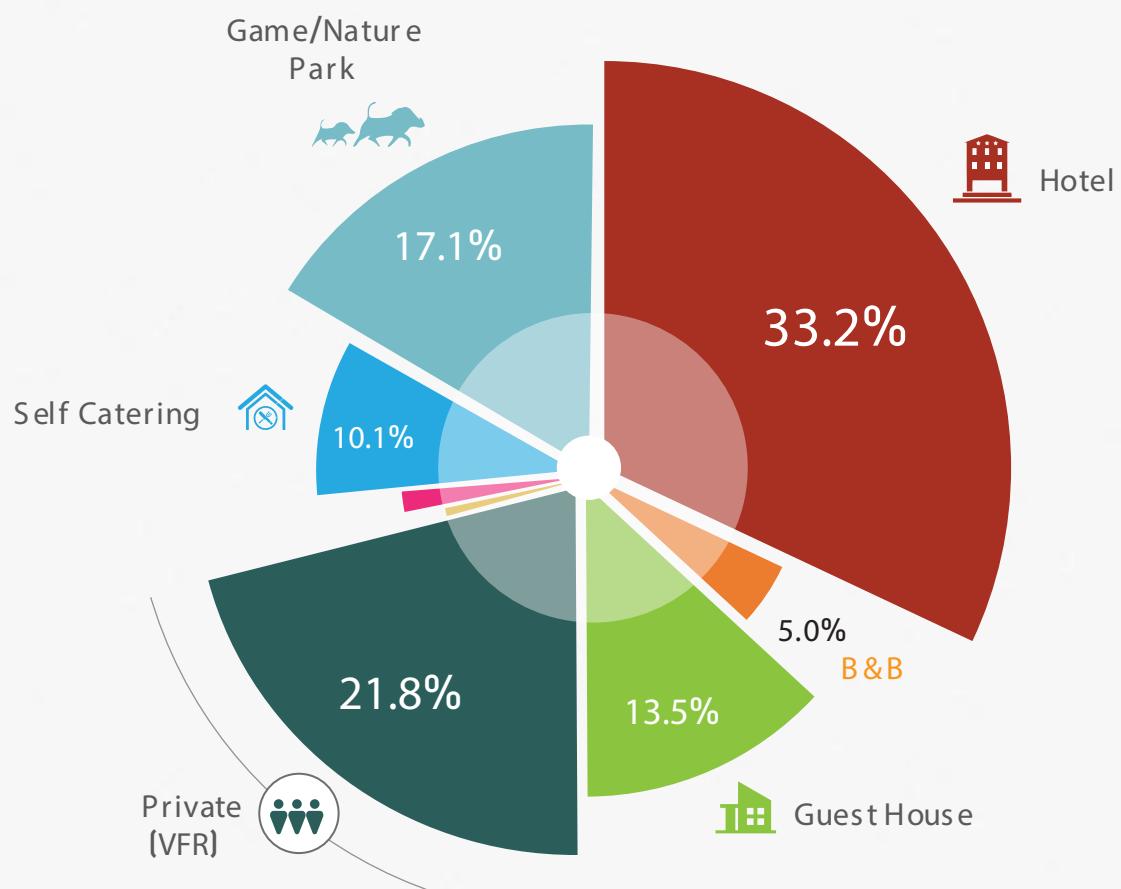
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?



SOUTH AFRICA



Languages

Afrikaans Xhosa Tsonga Tswana
English Zulu Venda Sepedi
Ndebele Swazi Sesotho

57,725,600

Total Population

30,815,634

Internet Users

16,000,000

Facebook Users

\$6,179.87

GDP Per Capita (PPP)



ZAR

ZAR-South African Rand



27.5%

Unemployment Rate



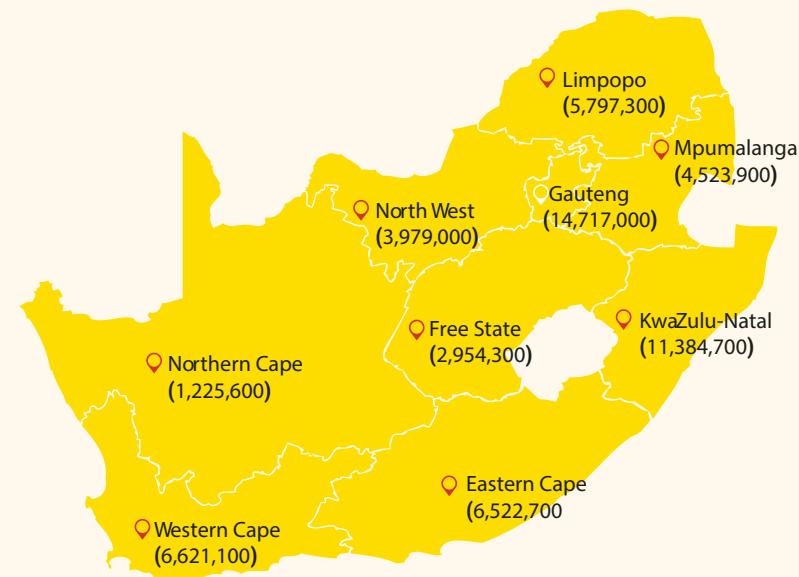
21 days

Annual Leave Entitlement

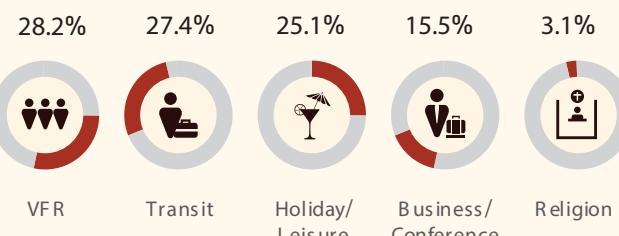


3,224,216

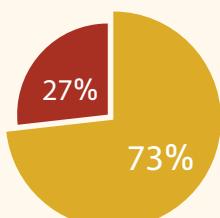
Pensioners



What was the reason for your visit?



South African Visitors



Female



Male

Nights Spent

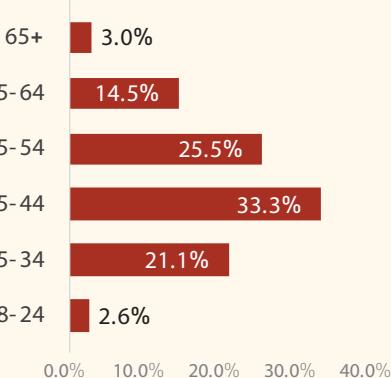


55.1%
spent one or
more nights

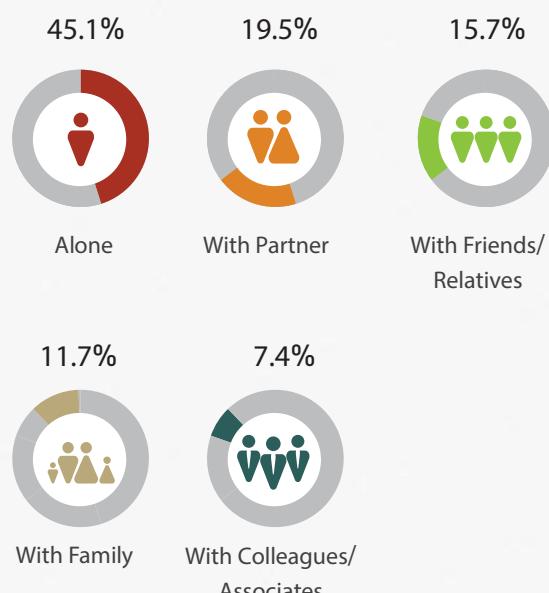
25.8%
None (I am
in transit)

19.1%
None (I was
visiting for a day)

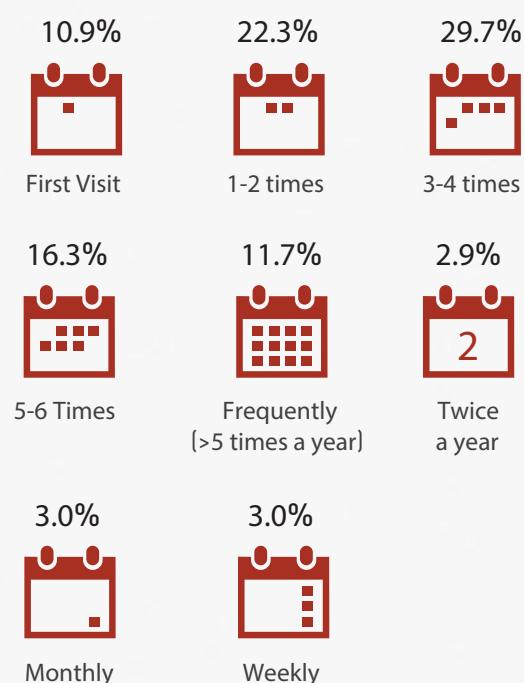
Age Groups



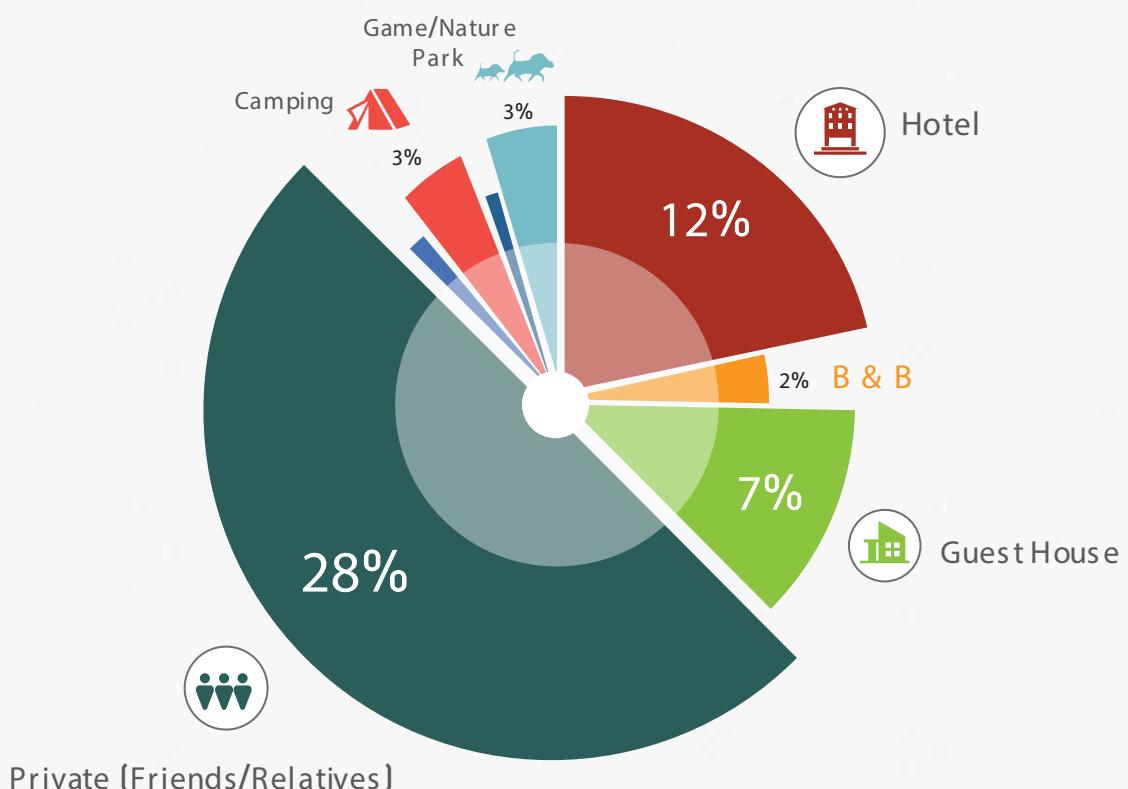
Who are you travelling with?



Frequency of visit



What type of accommodation did you use during your stay?





MOZAMBIQUE



Official Language
Portuguese

30,338,987

Total Population

5,279,135

Internet Users

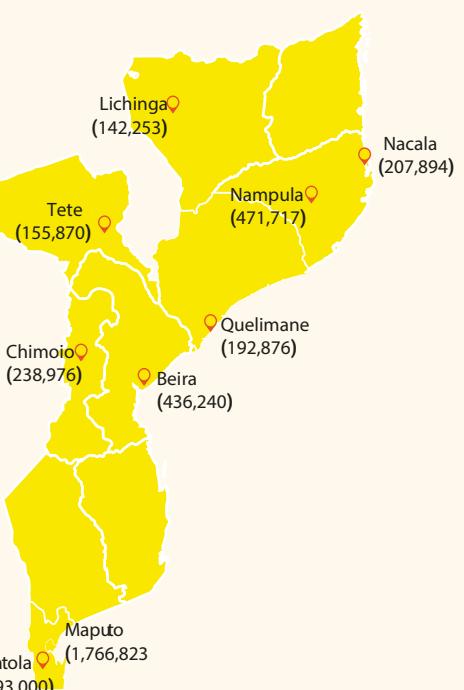
1,800,000

Facebook Users

\$472.00
GDP Per Capita (PPP)

MET
MZN-Mozambican Metical

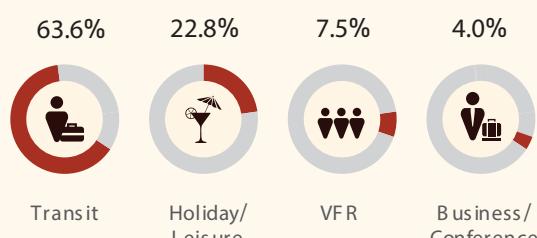
25.3%
Unemployment Rate



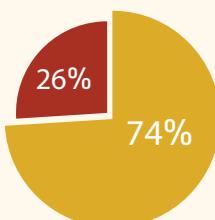
25 days
Annual Leave Entitlement

1,030,206
Pensioners

What was the reason for your visit ?



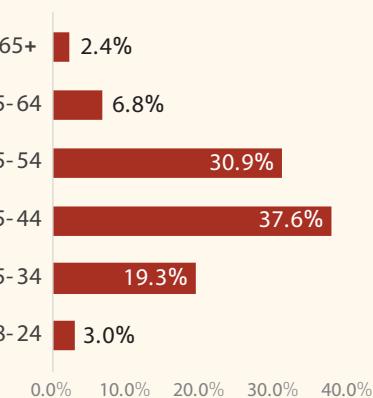
Mozambican Visitors



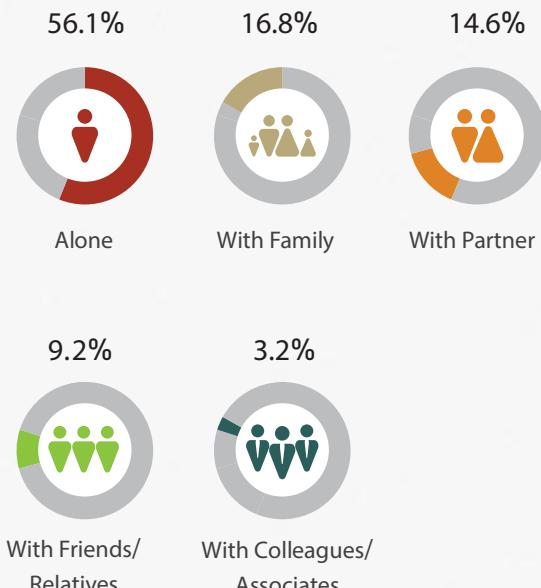
Nights Spent



Age Groups



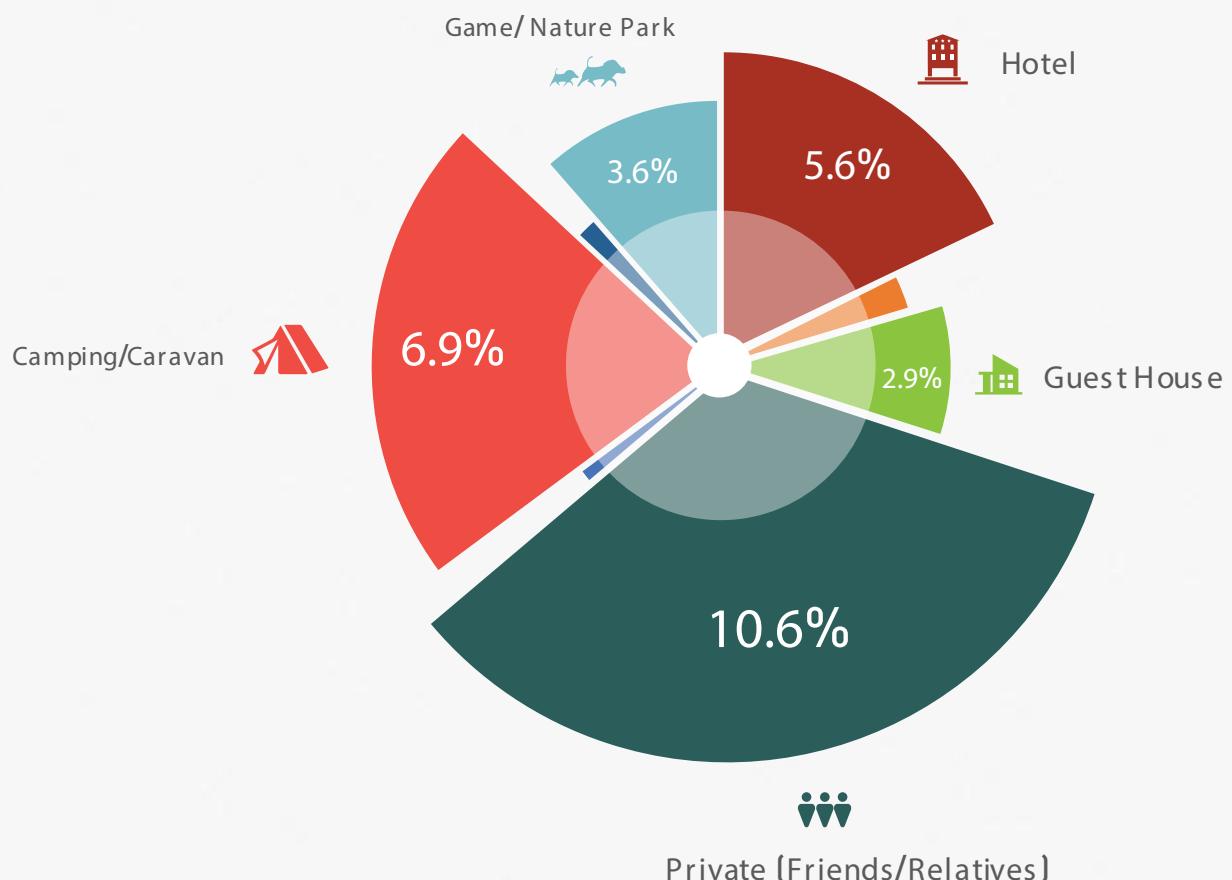
Who are you travelling with?

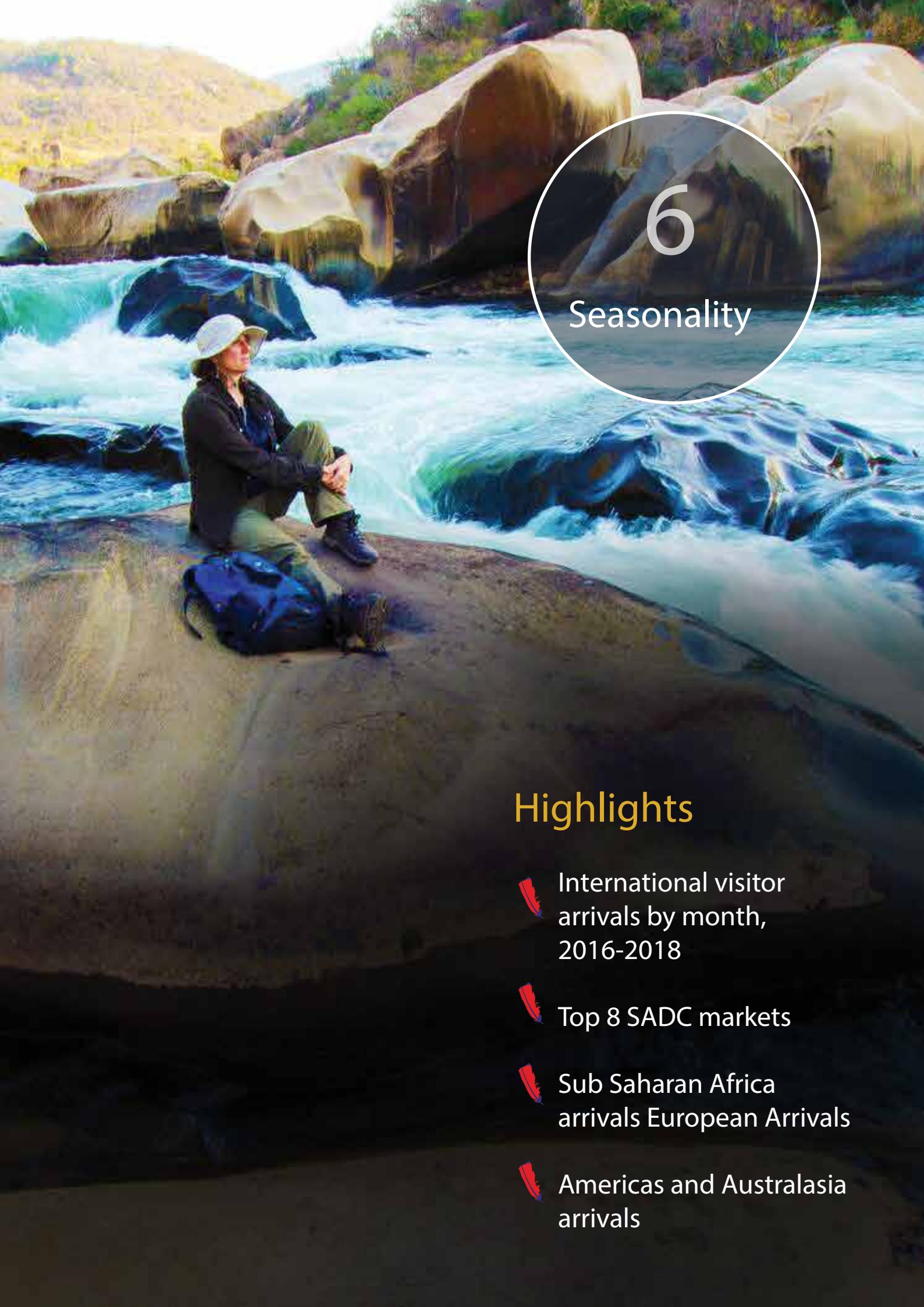


Frequency of visit



What type of accommodation did you use during your stay?





6

Seasonality

Highlights

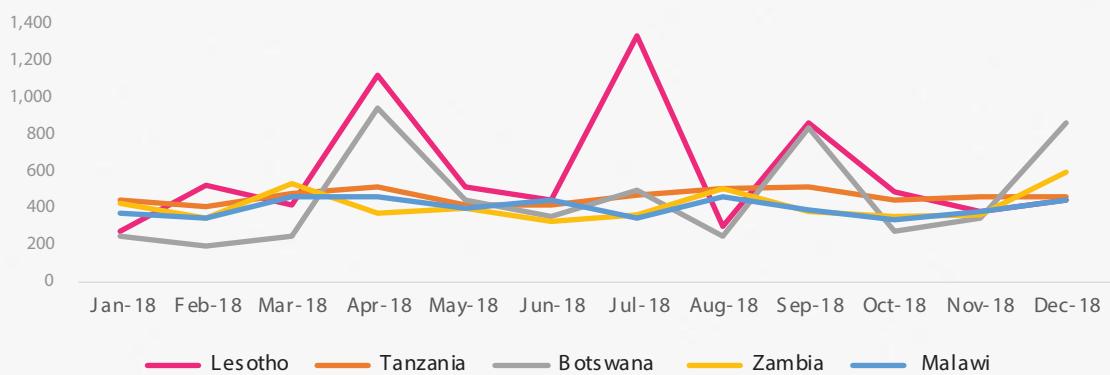
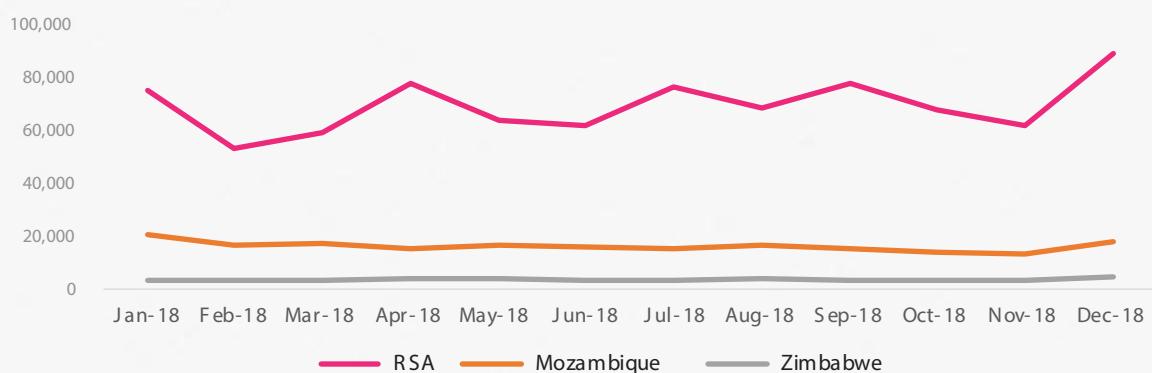
- International visitor arrivals by month, 2016-2018
- Top 8 SADC markets
- Sub Saharan Africa arrivals European Arrivals
- Americas and Australasia arrivals

SEASONALITY

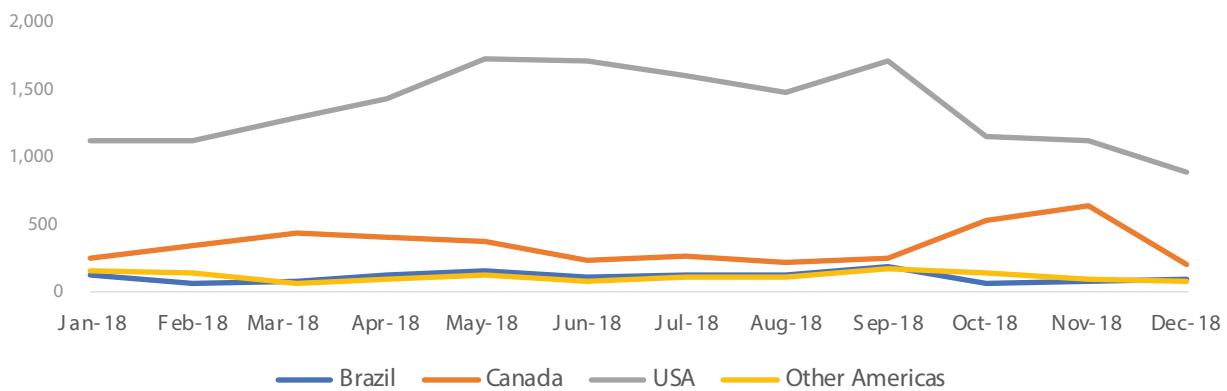
International visitor arrivals by month, 2016-2018



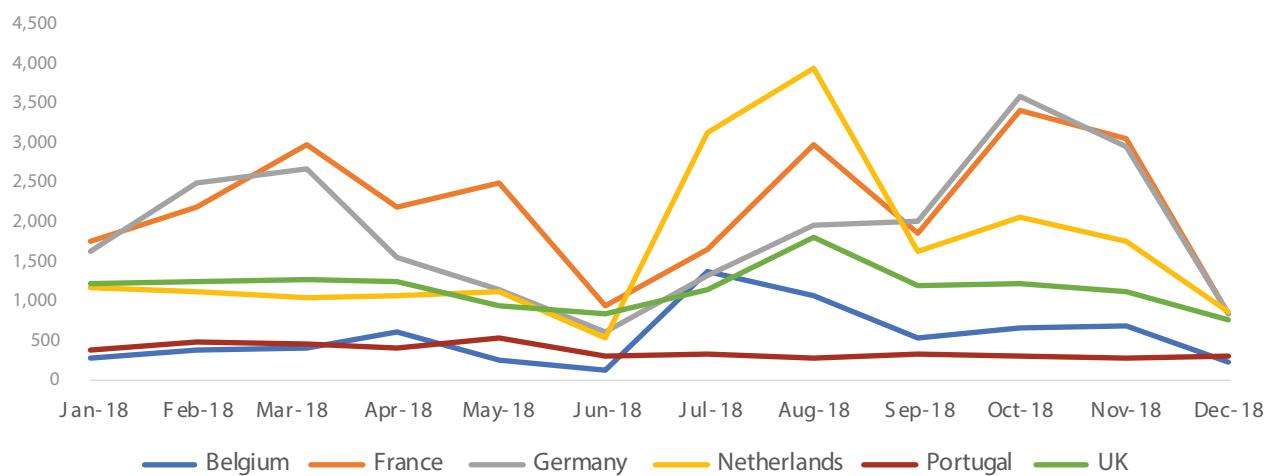
Top 8 SADC Markets



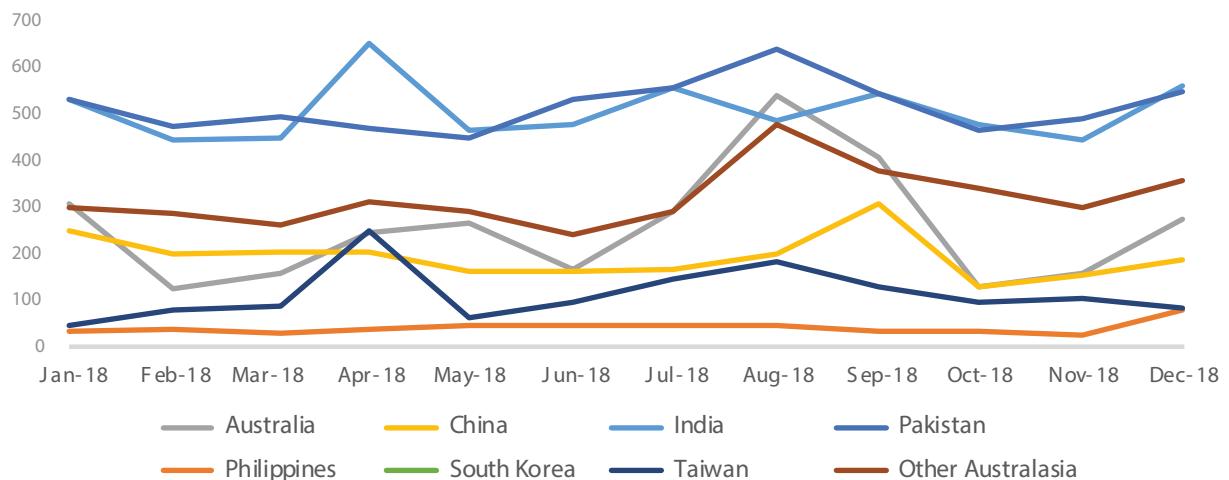
Americas arrivals

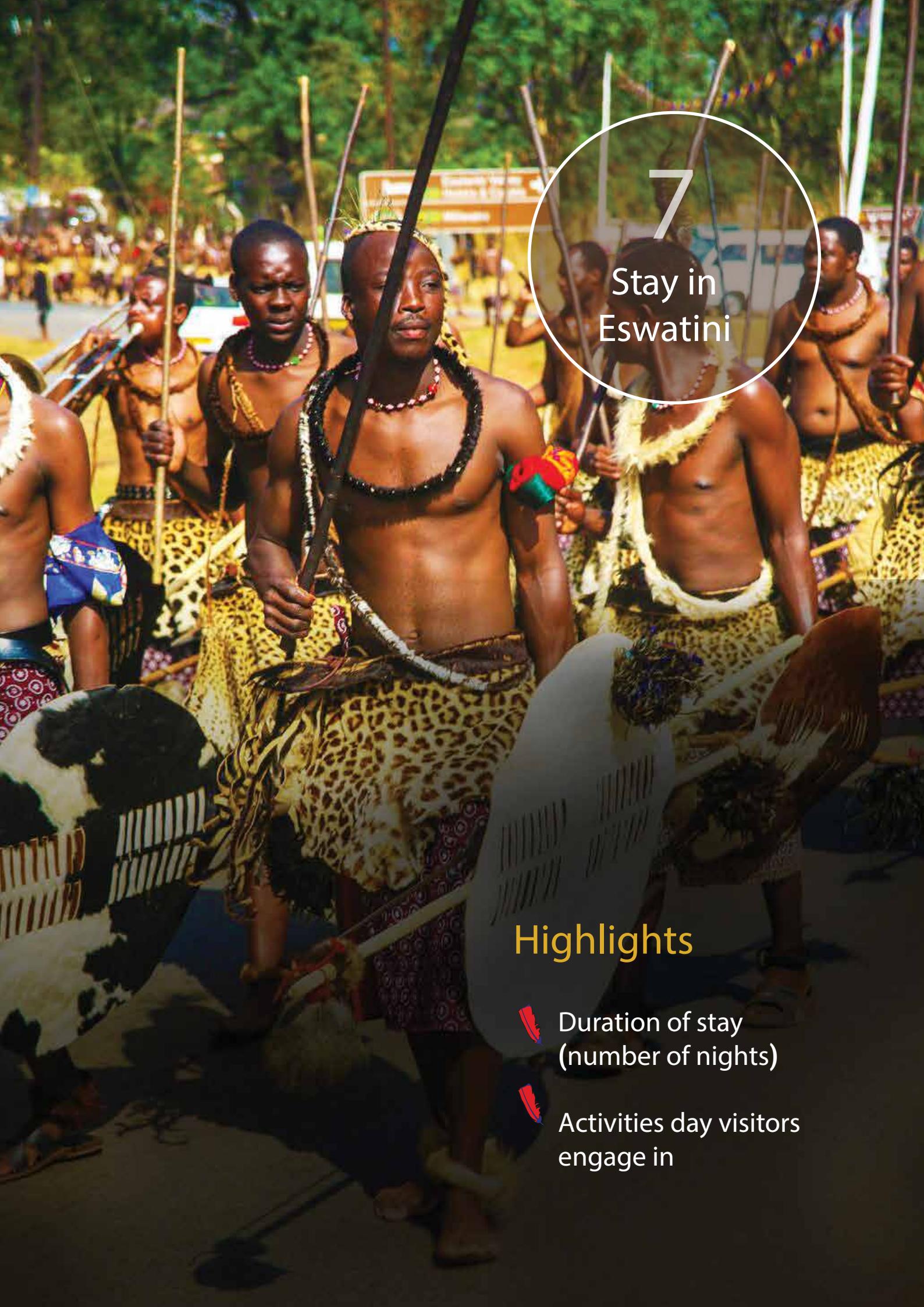


European arrivals



Australasia arrivals





7 Stay in Eswatini

Highlights



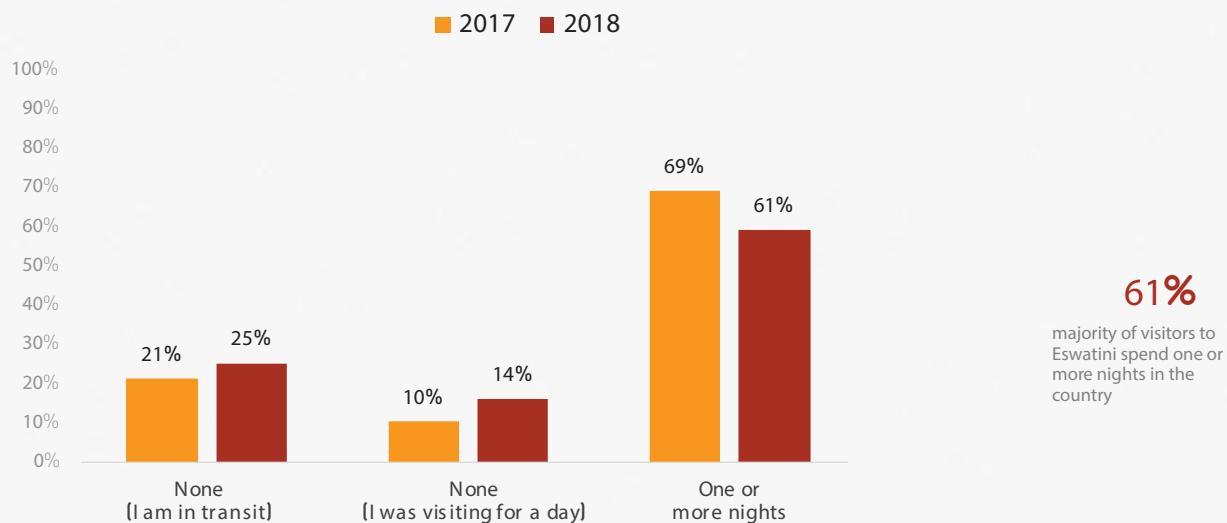
Duration of stay
(number of nights)



Activities day visitors
engage in

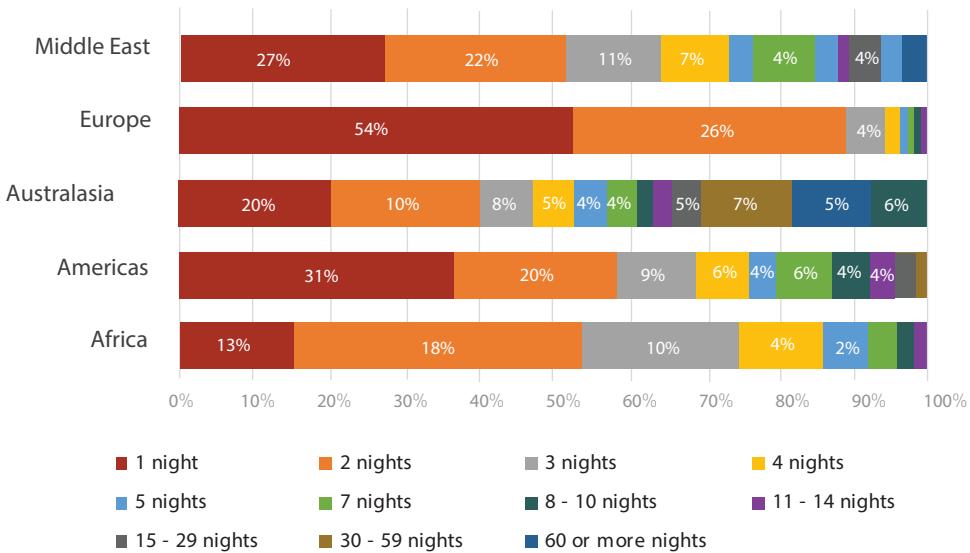
NIGHTS SPENT IN ESWATINI

Night spent while visiting



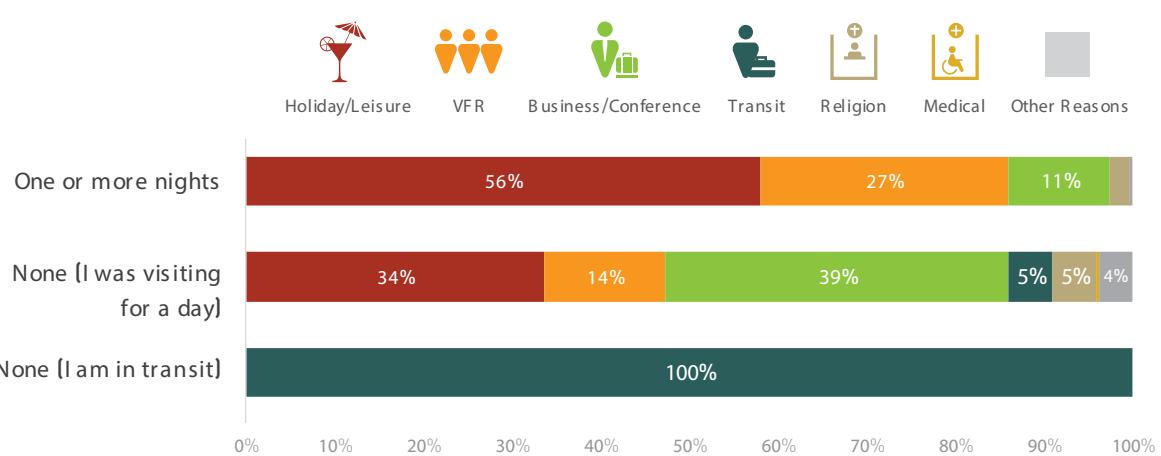
In 2018, 61% of visitors spent at least one night in the country, reflecting a 8% decline from the 69% recorded in 2017. During the same period, the day visitors increased by 4% to record an overall 14% with a majority of these traveling for business and conferences. Transiting visitors increased from 21% in 2017 to 25% in 2018, presenting ETA with an opportunity to convert into overnight visitors.

Region by number of nights stayed



In 2018, most visitors from Europe stayed in the country for one night (53%) and two nights (26%). Only 4% of these European travellers recorded to have spent 3 or more nights in Eswatini. Comparatively, a majority of visitors from the African region spent two nights (18%) followed by one night (13%). Travellers from the Americas, Middle East and Australasia typically stayed for one to two nights. However, in 2018 a striking number of visitors from Australasia were noted to have spent 60 and more nights in Eswatini.

Night spent by reason for visit



In 2018, the majority of day visitors were in the country for business/conferences (39%) while 34% were in the country for holiday/leisure. 14% indicated to be visiting friends/relatives while 5% were transiting and visiting for religious purposes.



DAY VISITORS

Summary of day visitors in 2018



Total Revenue
E 17,945,598.00



Number of domestic tourists -2018
E 5,642,620
Swazi 192,237

Number of international tourists -2018
E 12,302,978
International 93,661

Activities day visitors engaged in

42% Business

37% Shopping

8% Other activities

6% Adventure

2% Wildlife

2% Cultural/historiral/ heritage

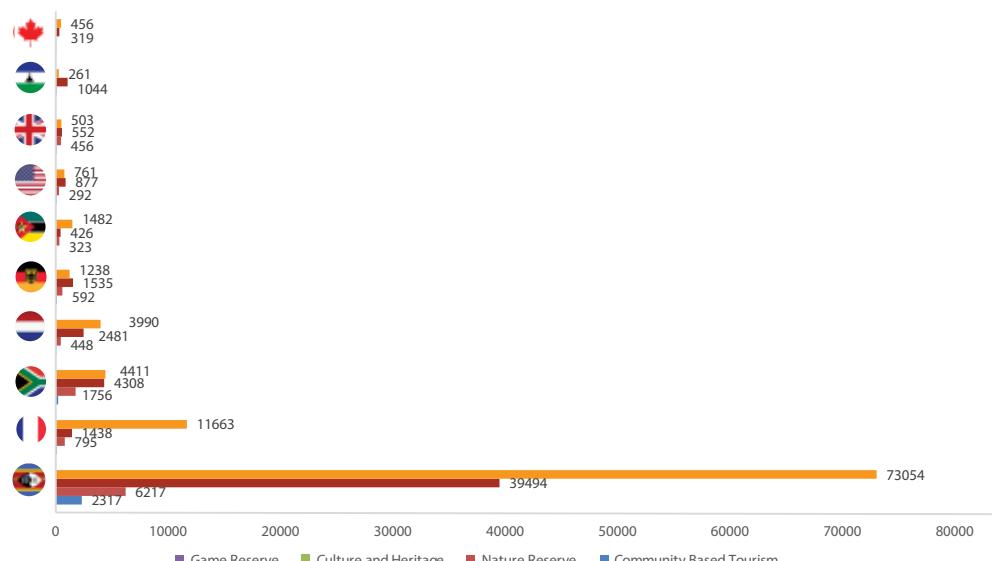
2% Nightlife

2% Hiking

1% Medical

Day visits by country

The highest number of day visitors came from Eswatini across all the establishment followed by France and RSA. Game Reserves relatively had the most number of visitors, especially from Eswatini, France, and Netherlands. South African day visitors mostly came to cultural and heritage sites as well as game reserves with about 4000 people, respectively. Community based site had the least number of day visits.





8

Places Visited & Activities

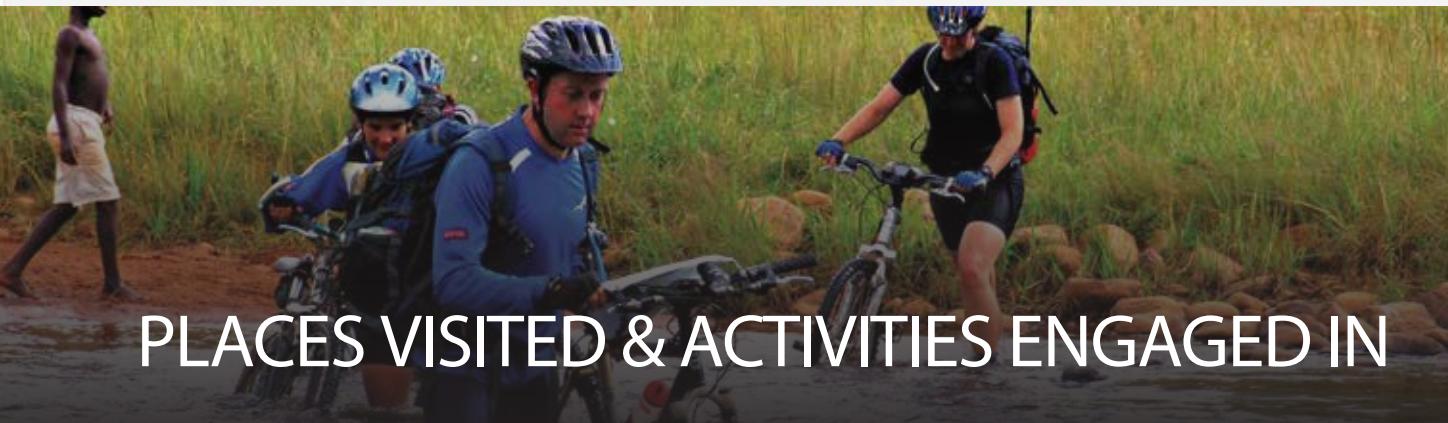
Highlights



Places Visited

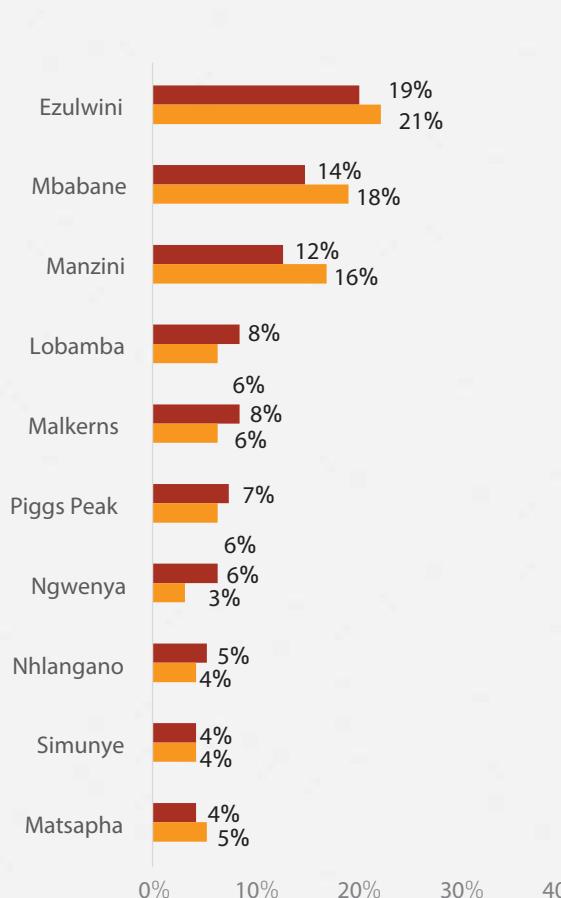


Activities engaged
in whilst in Eswatini



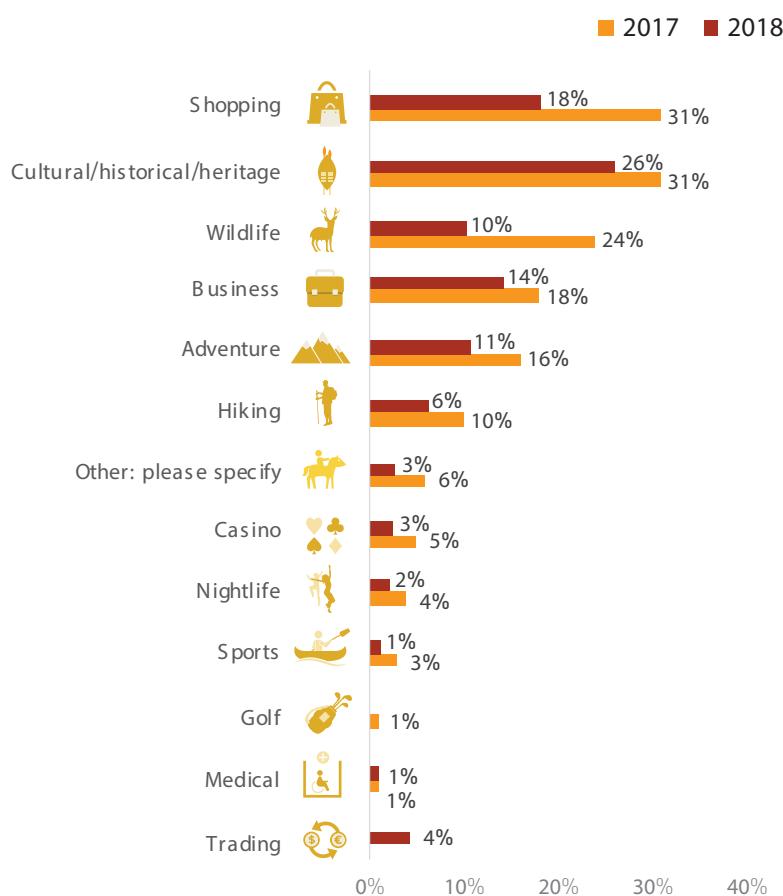
PLACES VISITED & ACTIVITIES ENGAGED IN

Locations visited



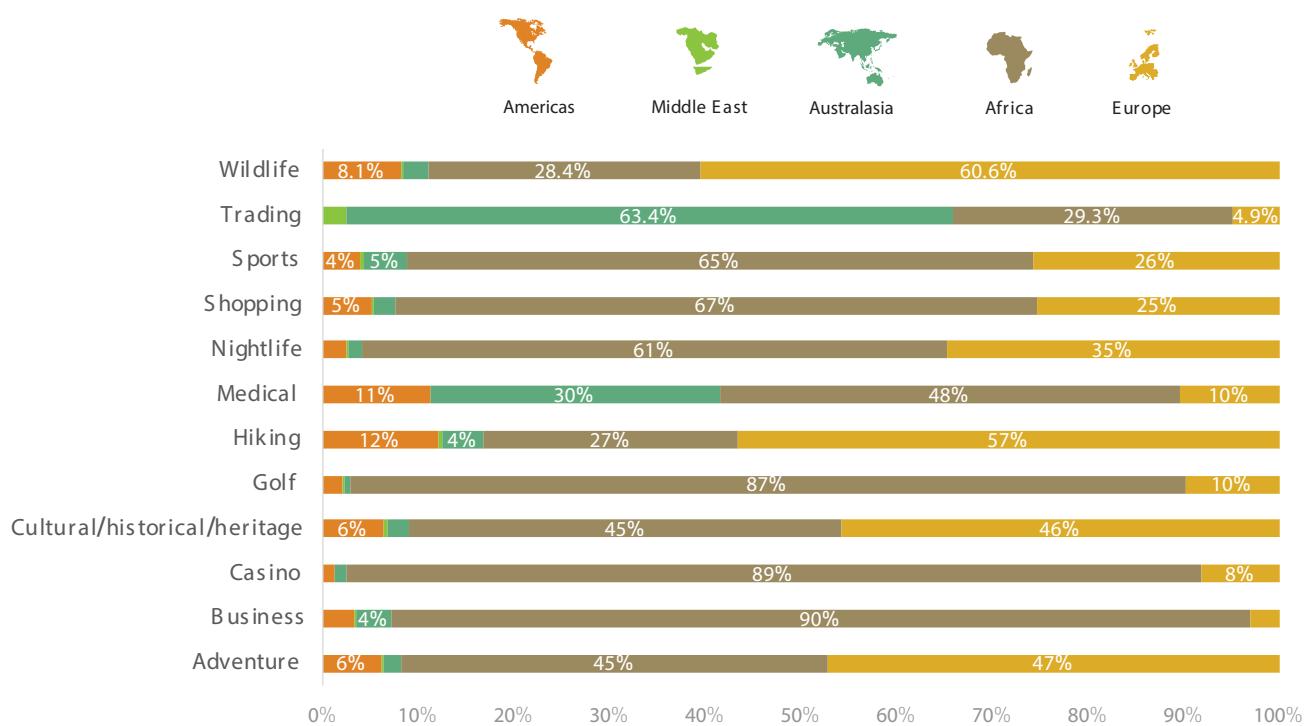
The share of visitors to three of the country's major cities and towns, namely; Mbabane, Ezulwini and Manzini registered lower visitations in 2018 compared to the previous year. The percentage of visitors to Mbabane and Manzini declined by 4% per city, while visits to Ezulwini fell by 2%. Lobamba, Malkerns, Piggs Peak, Ngwenya and Nhlangano also experienced marginal increases between 1% and 3%. The share of visits to the industrial town of Matsapha dropped by a negligible 1% from 2017.

Activities engaged in 2017 -2018



During 2018, the majority of visitors who came to Eswatini engaged in shopping activities (26%) and visited culture and historical sites (18%), while 14% were for wildlife activities and 11% engaged in business activities. European visitors mainly engaged on nature based activities which included wildlife (61%) and hiking (57%). Adventure (47%) and cultural/heritage (46%) also feature in the 5 activities.

Activities engaged in by region 2017 -2018

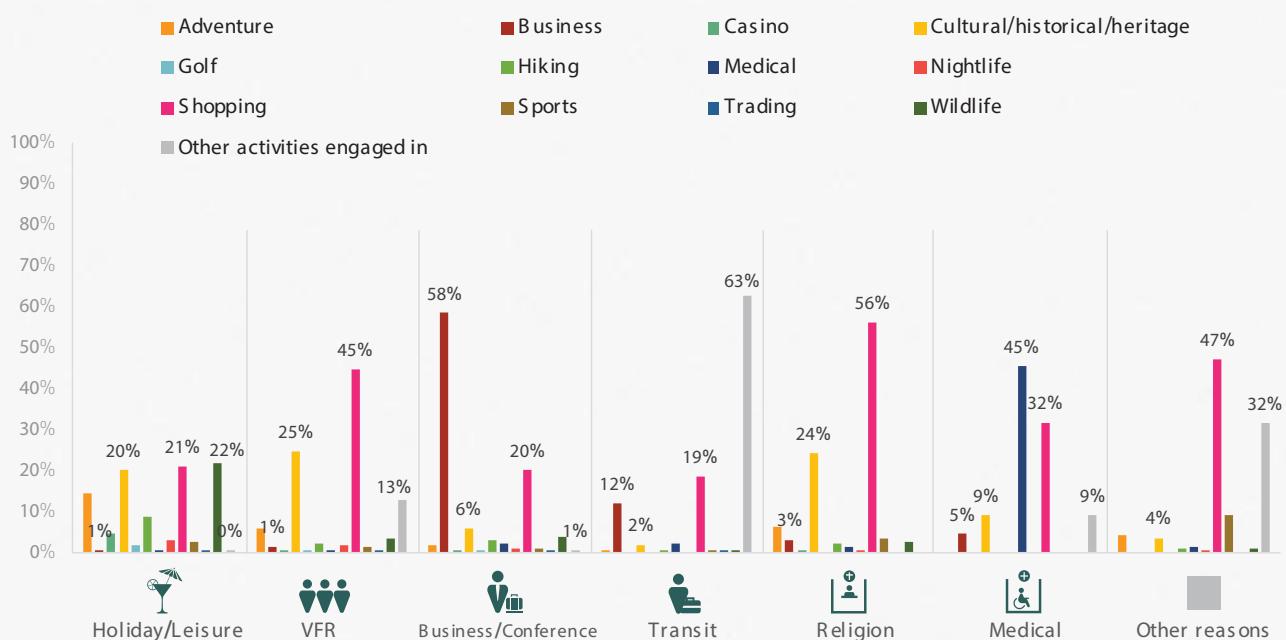


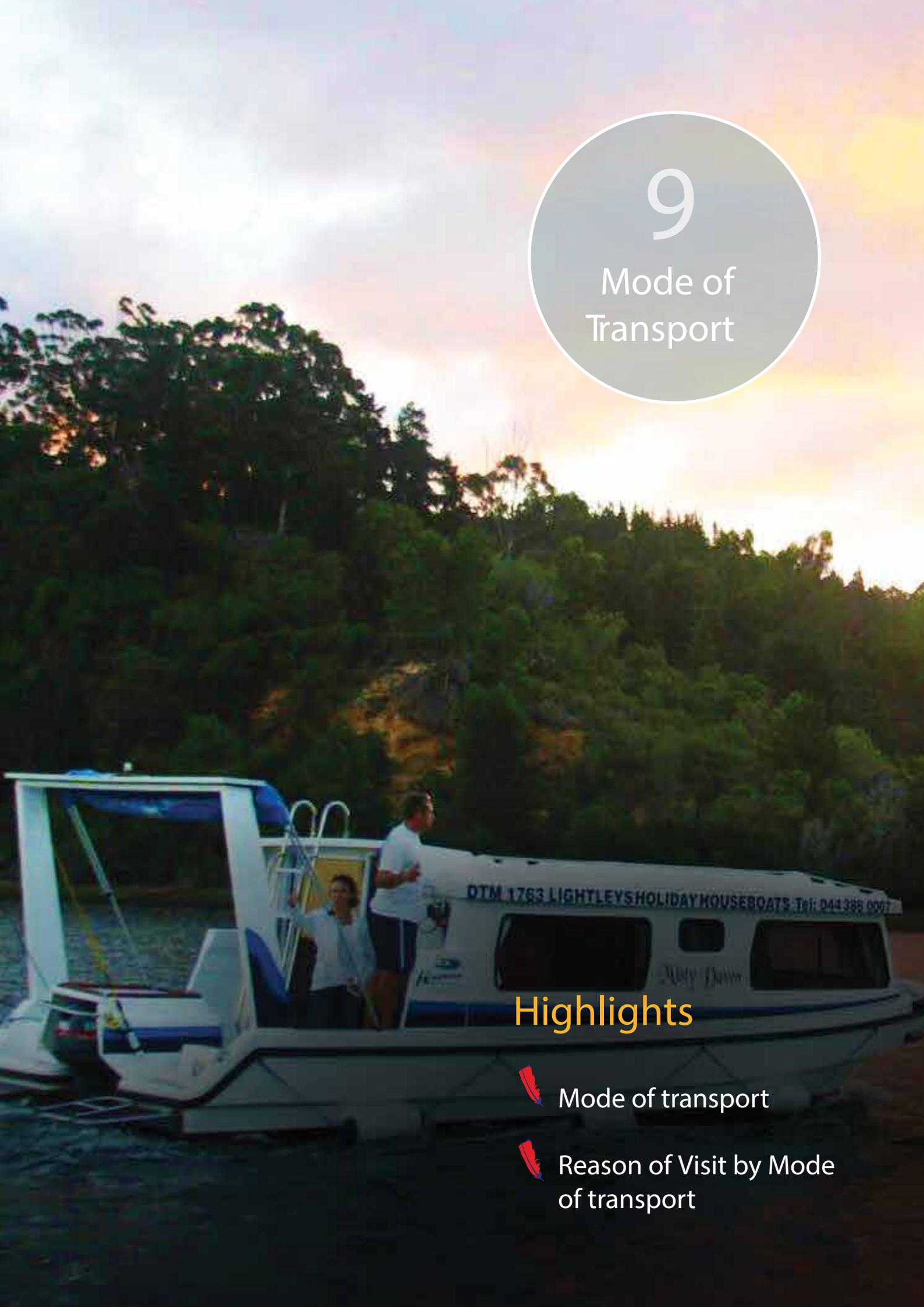
Activities engaged in by region

	Americas	Middle East	Australasia	Africa	Europe
Adventure	6%	0%	2%	45%	47%
Business	3%	0%	4%	90%	3%
Casino	1%	0%	1%	89%	8%
Cultural/historical/heritage	6%	0%	2%	45%	46%
Golf	2%	0%	1%	87%	10%
Hiking	12%	0%	4%	27%	57%
Medical	11%	0%	30%	48%	10%
Nightlife	3%	0%	1%	61%	35%
Shopping	5%	0%	2%	67%	25%
Sports	4%	0%	5%	65%	26%
Trading	0%	2%	63%	29%	5%
Wildlife	8%	0%	3%	28%	61%

The European visitors mainly come for adventure, wildlife, cultural/heritage and hiking contrary to the African visitors that come for casino, sports, shopping, nightlife and business.

Activities engaged in by reason for visit



A photograph of a white houseboat with blue trim on a river. A person is standing on the deck. The boat has a sign that reads "DTM 1763 LIGHTLEYSHOLIDAYHOUSEBOATS Tel: 044385 0077". The background is a dense forest of green trees under a sky with orange and yellow sunset hues.

9

Mode of
Transport

Highlights



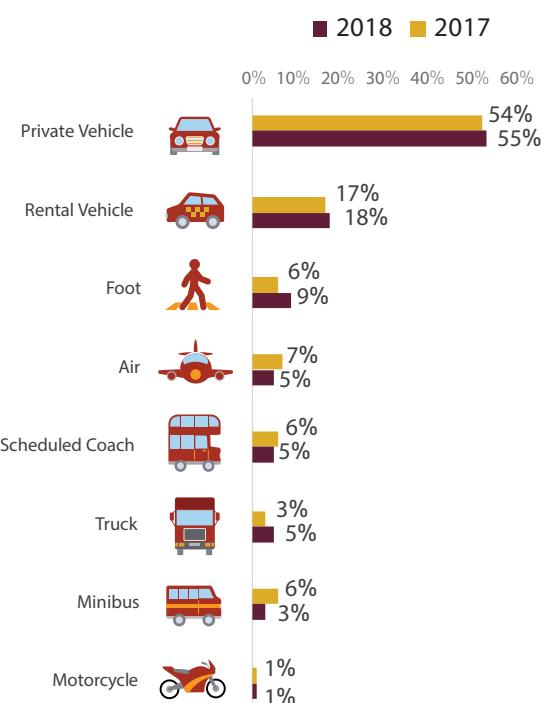
Mode of transport



Reason of Visit by Mode
of transport

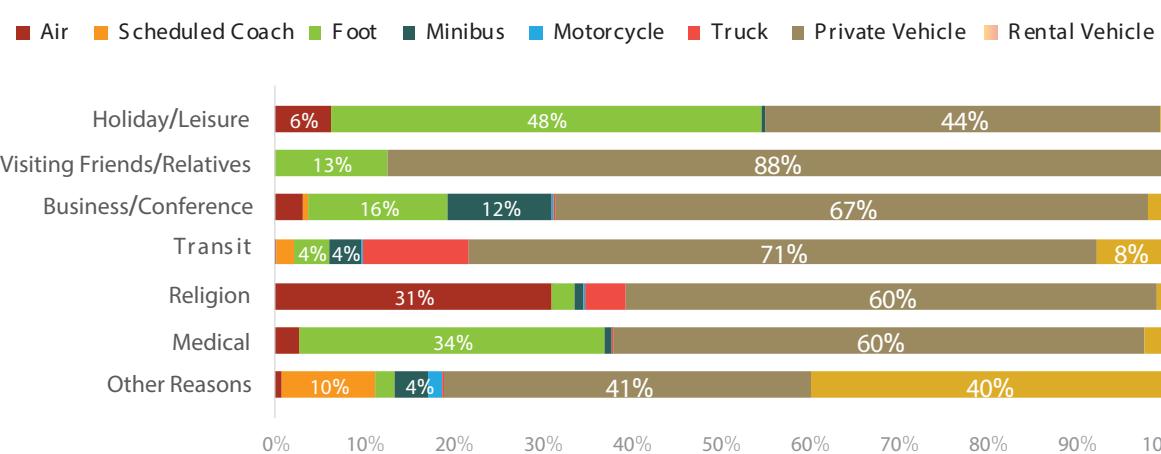
MODE OF TRANSPORT

Mode of transport



Most visitors to Eswatini used their private vehicles (55%) or rented vehicles (18%) to travel to Eswatini. In 2018 there was a marginal increase of visitors using these modes of transport (1%). Disaggregated by reason for visiting the country, most visitors used their private vehicle across all categories for the reason they are travelling. However, of note is that while the majority of holiday visitors tend to use private vehicles for travel (41%), 40% drove rental vehicle and 10% of holiday visitors travelled in scheduled coaches. Furthermore, a sizeable 31% of business/conference visitors travelled by air.

Reason for visit by mode of transport





10

Expenditure &
Accommodation

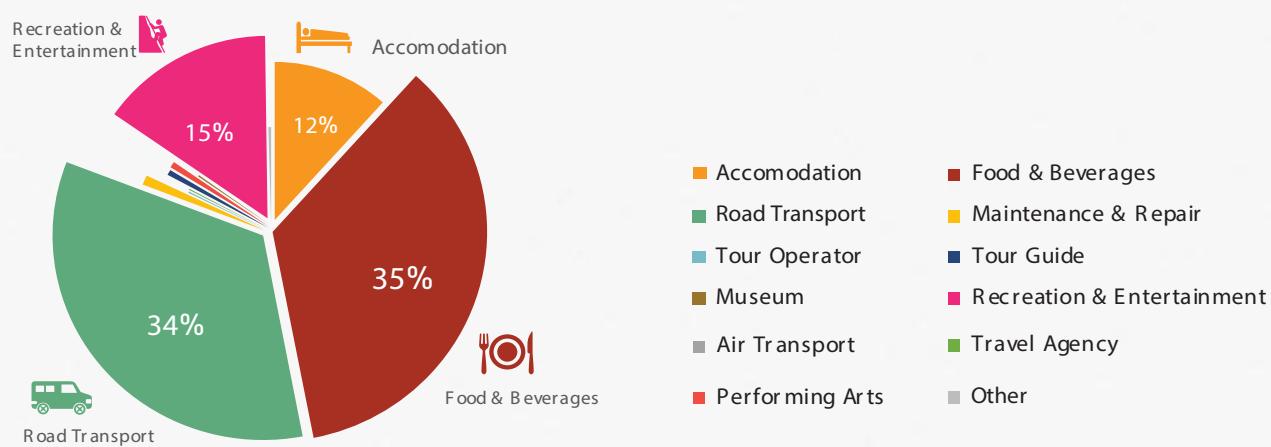
Highlights

 Expenditure

 Accommodation and Usage

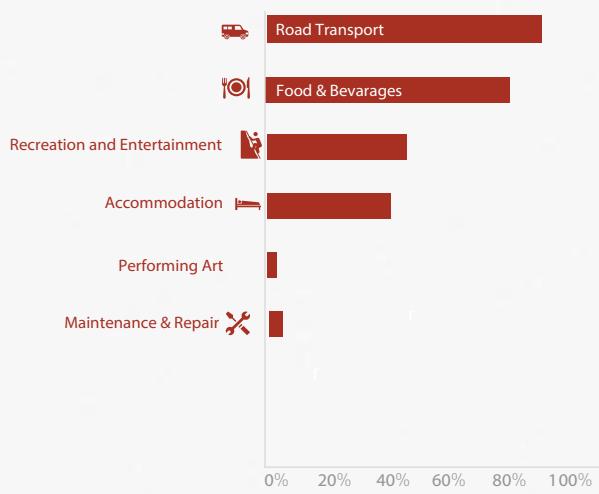
EXPENDITURE

Spend by sector



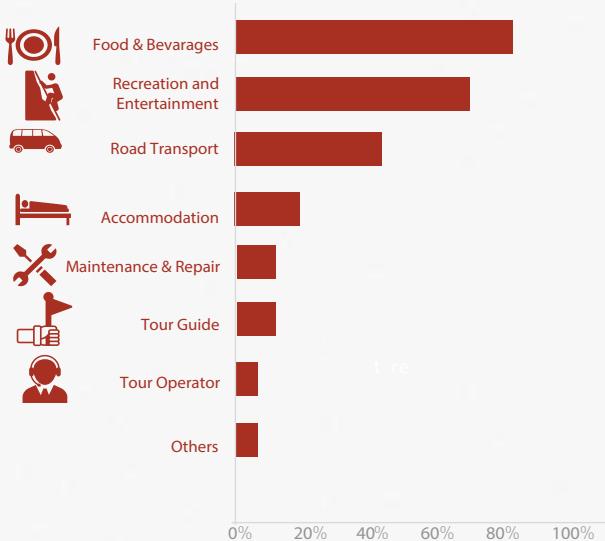
Generally, visitors spend money on a variety of things such as food, accommodation, transport and entertainment when travelling. During 2018, most visitors to Eswatini indicated having expended on food and beverages (35%), followed by road transport (34%). 15% of visitors spent on recreation and entertainment, while 12% expended on accommodation.

Expenditure by independent travellers



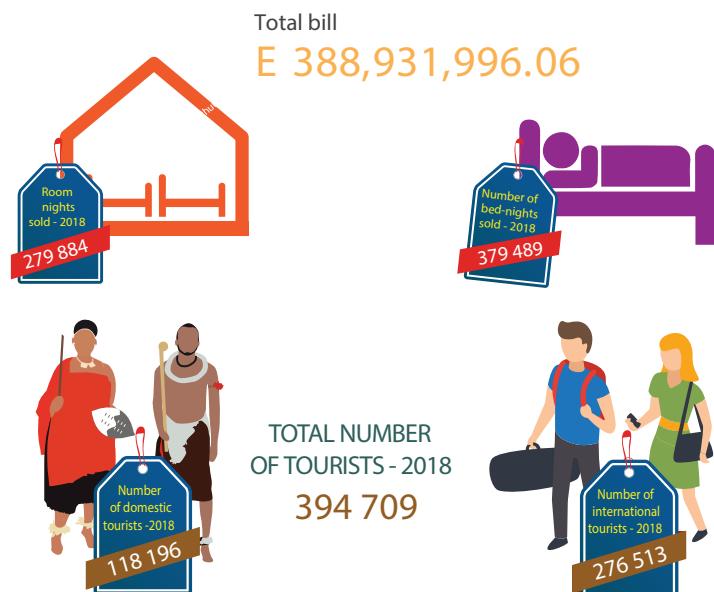
Most independent travellers (using private/rental cars) spent money on road transport (90%) followed by food and beverages (83%). Similarly those on package tours mostly spent on food and beverages (88%) as well as recreation and entertainment (69%).

Expenditure by packaged tours

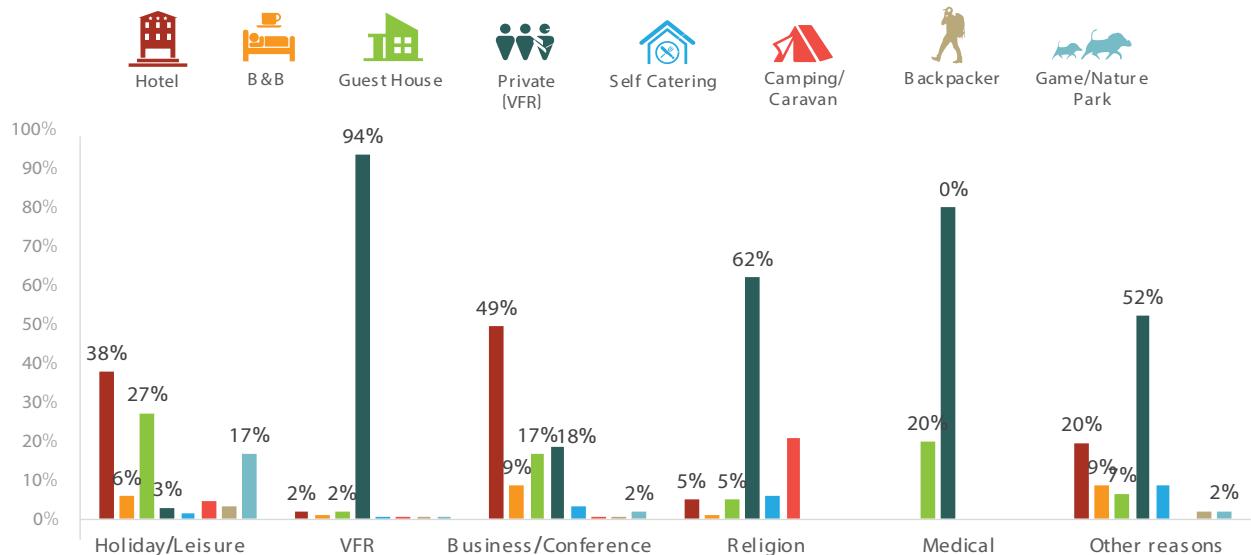


ACCOMMODATION

Summary of the formal accommodation sector 2018



Reason for visit by type of accommodation



Overall, the majority of visitors who come to visit friends and relatives (94%) were religious purposes (62%) and medical reasons (20%) typically stayed with friends or relatives. There was diversity in the type of accommodation used by business/conference visitors and holiday/leisure visitors. During 2018, the majority of holiday/leisure visitors stayed in hotels. However, the year was characterised by a higher number of overnights guest house compared to hotels for holiday/leisure visits.



1

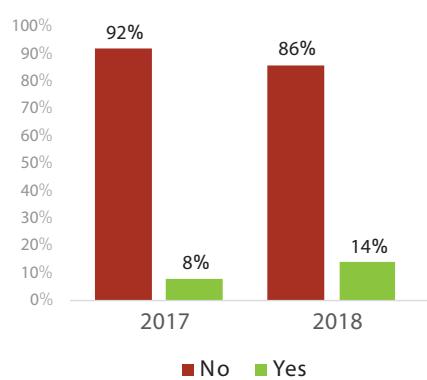
Packaged
Tour

Highlights

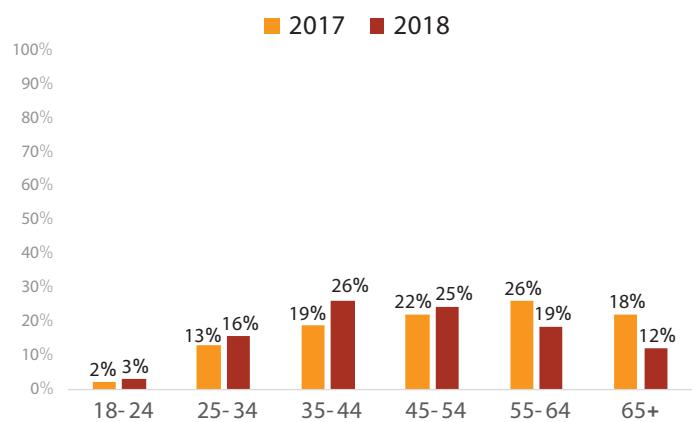
- ➡ Travelling on a package tour
- ➡ Package Tour Age
- ➡ Package tour Country of Residence/Region
- ➡ Source of Information
- ➡ Package Tour

PACKAGE TOUR

Travelling on Package tour

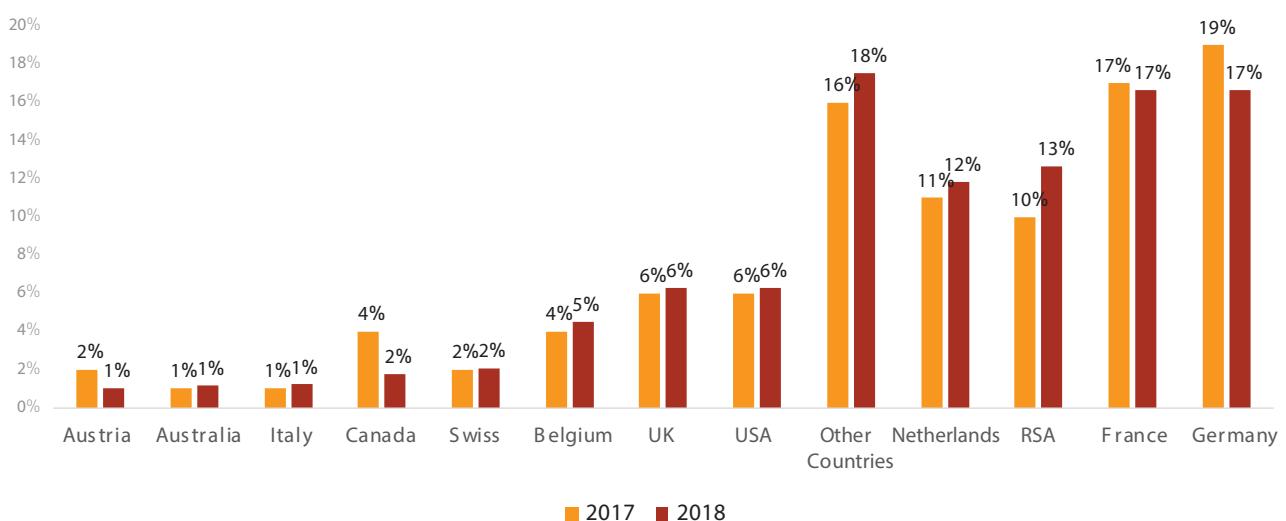


Package tour visitors by age



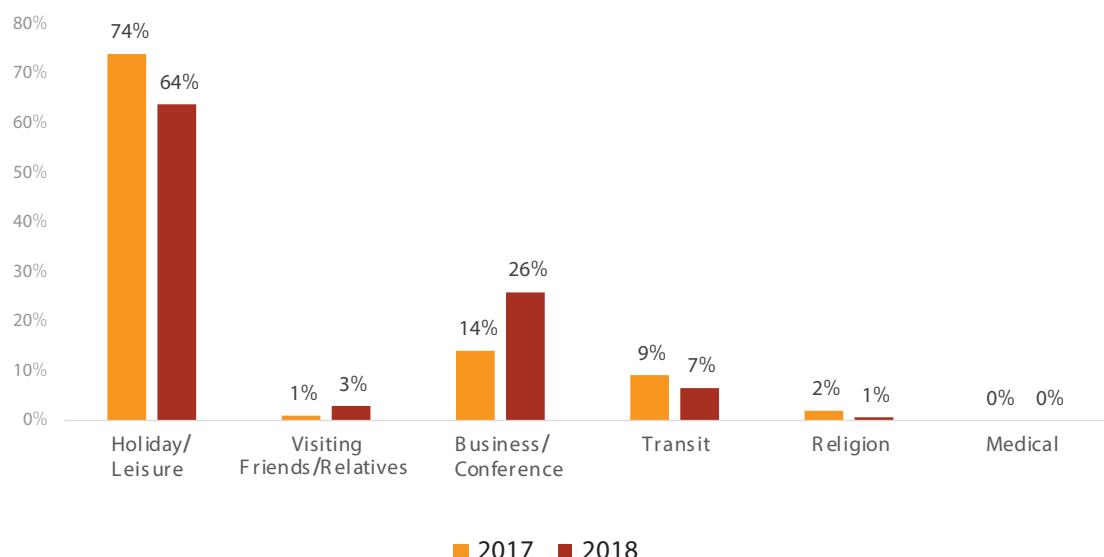
In 2018, visitors on package tour increased by 6% [14% in 2018 from 8% in 2017]. A majority of travellers within this segment were between the age groups of 35-64 years (70%). Packaged tour travellers to Eswatini were mainly from Germany (17%), France (17%), South Africa (13%) and Netherlands (12%).

Package tour by country



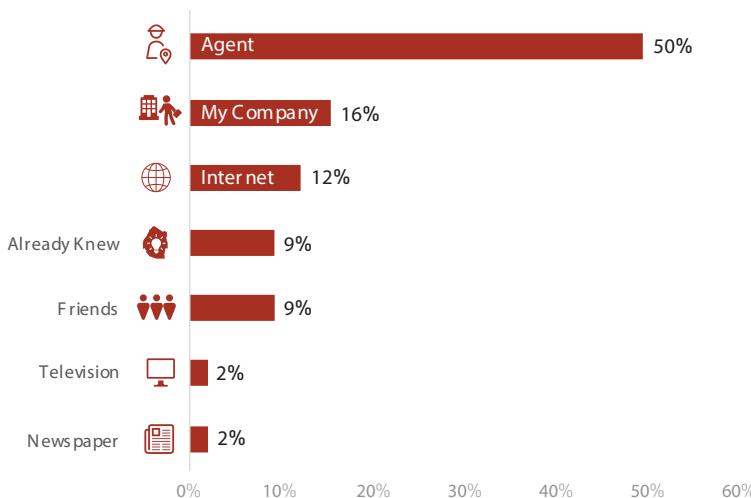
A year-on-year source market comparison shows that visitors from Germany declined by 2% (17% in 2018 from 19% in 2017) while visitors from France remained the same. Visitors from South Africa increased by 3% (13% in 2018 from 10% in 2017) and visitors from Netherlands increased by 1% (12% in 2018 from 11% in 2017).

Reason for visit



Most visitors on package tour typically come to Eswatini for holiday/leisure. However, in 2018 a 10% decline (64% in 2018 from 74% in 2017) was recorded for holiday/leisure visitors on package tour. Furthermore, a significant 7% transited the country only stopping for meals.

Source of information



In 2018, travel agent continued to be the leading source of information about Eswatini for half of visitors on package tours (50%), while company and colleagues was the source of information for 16% of visitors on package tours.

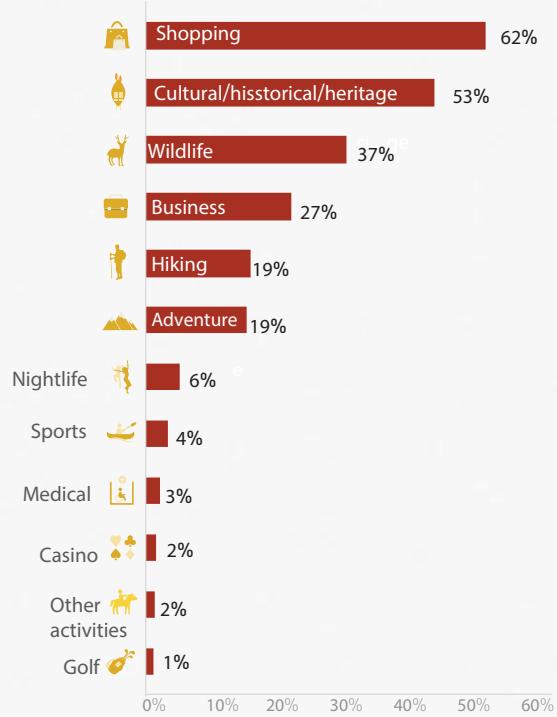
Spend by sector

Items included in package tours



Most packages covered accommodation, food and beverages, air and road transportation and travel agency cost amongst other cost. The main activities engaged in by this segment included shopping (62%), cultural/heritage activities (53%) and wildlife activities (37%).

Activities engaged in



A photograph of a man and a woman in a shop. The woman, in the foreground, wears a colorful, patterned shawl and sunglasses, looking towards the right. The man, behind her, wears glasses and a white t-shirt, looking towards the camera. They are surrounded by various fabrics and textiles hanging in the background.

12

Rating Stay
in Eswatini

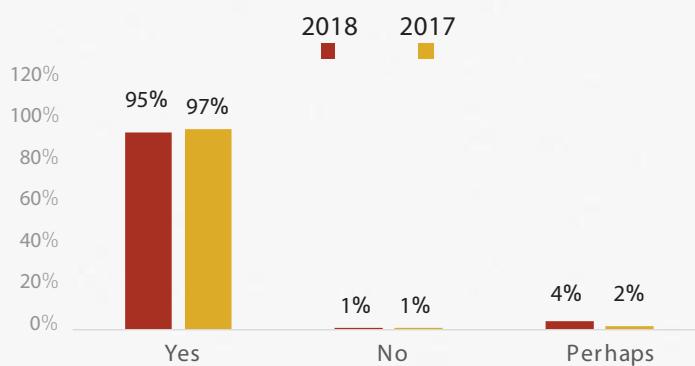
Highlights

- How would you rate your stay in Eswatini
- Perceptions
- Highlights
- Complaints
- Would you recommend Eswatini

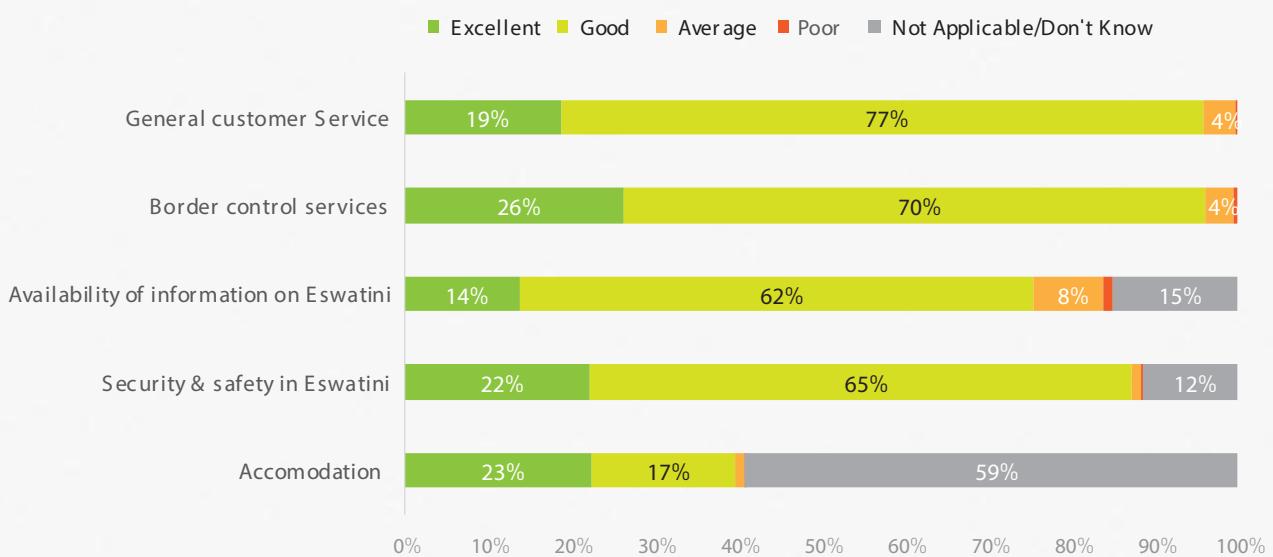
RATING STAY IN ESWATINI

An impressive number of international visitors rated their experience in Eswatini as excellent, with only 1% indicating availability of information on the country's tourism products as poor. Based on the overall positive experience, the majority of visitors indicated that they would recommend Eswatini to other visitors. However, this positive affirmation fell by 2% in 2018 (95% in 2018 from 97% in 2017).

Would you recommend Eswatini

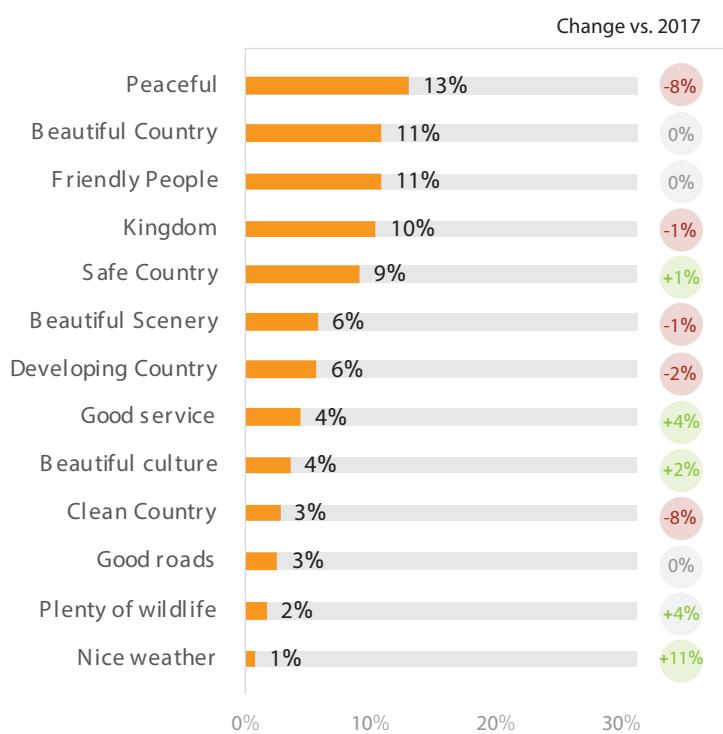


Rating of Service in Eswatini



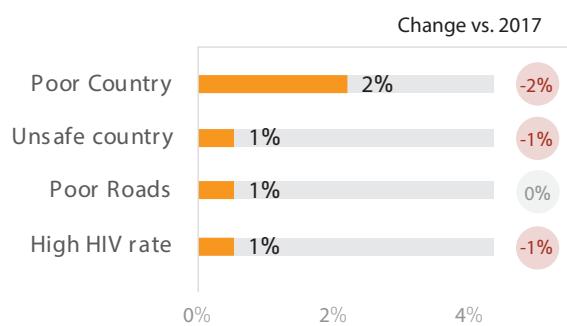
PERCEPTIONS ABOUT ESWATINI

Positive perceptions



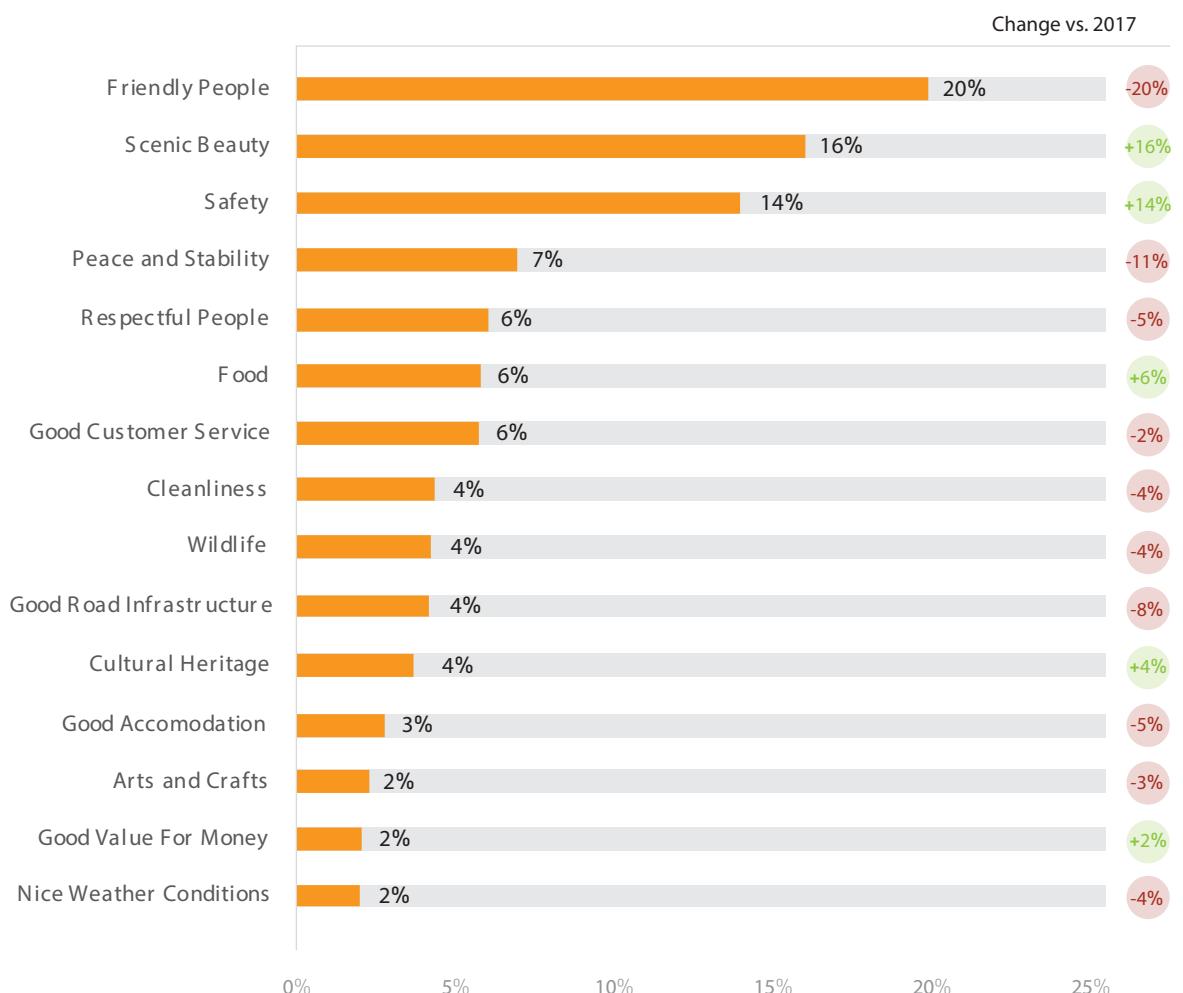
Prior to visiting the country, a majority of international visitors particularly long-haul perceived Eswatini as being a peaceful and beautiful with friendly people who live in a safe and small country. However, in 2018 visitors who understood Eswatini as being a peaceful country declined by 8% while perceptions of Eswatini as being a clean country fell by 8%.

Negative perceptions about Eswatini



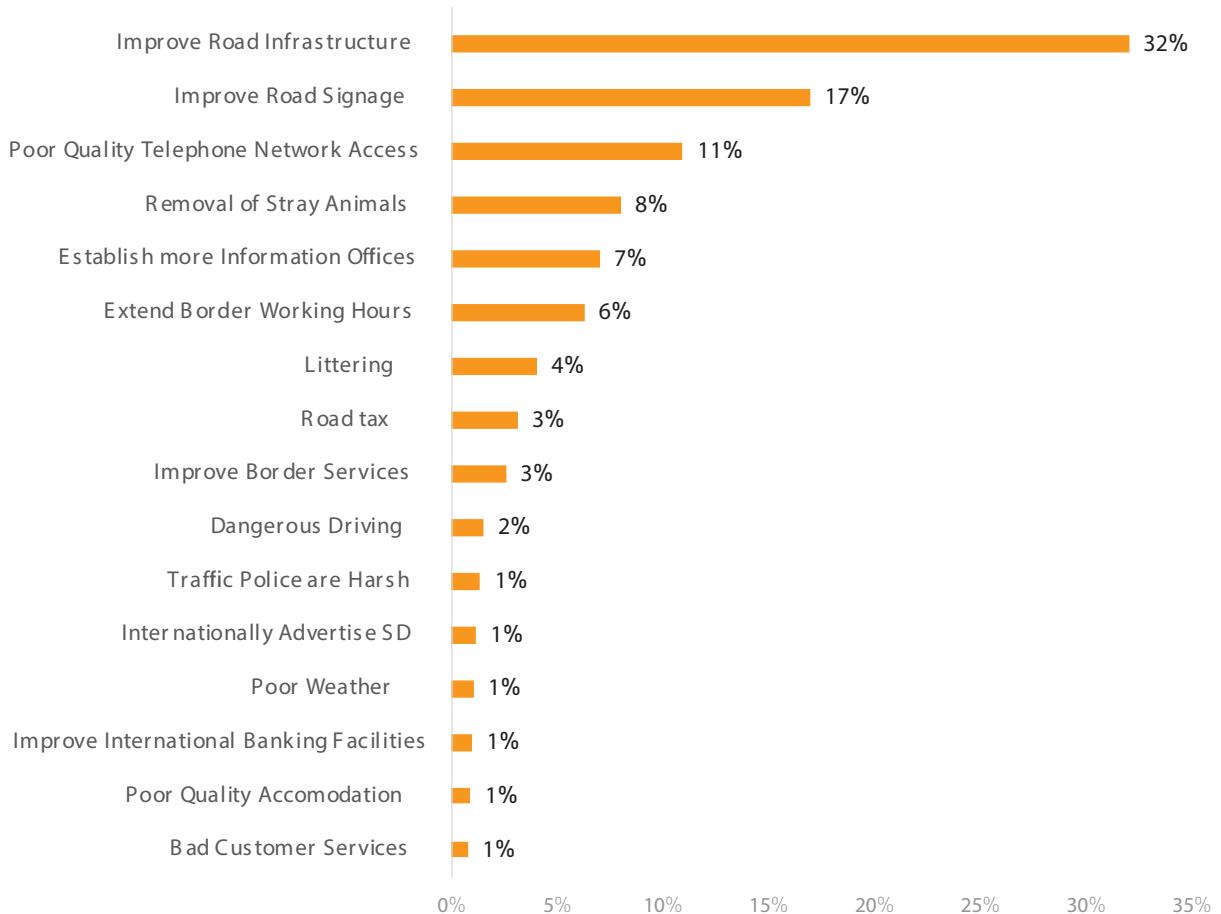
During 2018, there were 2% or less visitors that expressed negative perceptions about Eswatini prior to their travel. These related to the country as a poor road network and HIV prevalence. On a positive note, negative sentiments related to safety and poverty decline by 2% and 1%, respectively.

Highlights of visit to Eswatini



In 2018, 31% of total visitors indicated that road infrastructure was an issue when visiting the country. Road signage (17%) and poor quality telephone network (12%) were also highlighted as requiring improvements. Overall, the number of visitors citing these problems increased by 5% in 2018.

Complaints visitors had during their stay





13 ANNEX

Highlights

- ▶ Arrivals by country
- ▶ Visitor Arrivals
- ▶ Outbound Travel
- ▶ Visitor arrivals from selected markets
- ▶ Room Occupancy
- ▶ Accommodation
- ▶ Frequency of visit
- ▶ Travelling Companions
- ▶ Main purpose of visit

Arrivals by country

Inbound Tourism

Country of Residence	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
AFRICA	102,037	75,913	83,994	102,115	87,621	84,104	99,568	92,744	101,330	88,851	82,341	115,568	1,116,187
Botswana	246	190	248	941	439	354	493	246	827	273	338	854	5,450
Kenya	107	103	138	170	117	111	109	132	152	96	127	178	1,540
Lesotho	273	521	409	1,118	514	440	1,328	300	854	488	378	437	7,061
Malawi	370	339	454	461	398	440	345	455	383	334	380	439	4,800
Mozambique	20,556	16,858	17,502	15,308	16,433	15,746	15,276	16,554	15,455	14,314	13,615	18,026	195,644
Nigeria	239	240	300	291	252	294	249	297	294	290	290	335	3,371
RSA	75,080	52,948	59,390	77,878	63,986	61,572	76,430	68,465	77,687	67,954	62,046	88,837	832,276
Tanzania	442	403	477	510	410	413	465	501	508	436	462	454	5,483
Zambia	424	343	528	373	392	327	357	502	381	352	362	594	4,936
Zimbabwe	3,459	3,287	3,591	3,937	3,721	3,580	3,546	4,304	3,576	3,422	3,349	4,457	44,231
Other Africa	840	680	957	1,126	957	826	968	987	1,213	891	993	957	11,395
Americas	1,617	1,632	1,852	2,014	2,342	2,096	2,073	1,916	2,289	1,860	1,906	1,213	22,809
Brazil	114	55	77	115	151	101	122	125	187	62	70	79	1,259
Canada	239	336	435	398	365	225	255	212	234	529	636	191	4,055
USA	1,120	1,106	1,280	1,418	1,713	1,701	1,597	1,477	1,706	1,137	1,111	875	16,243
Other America	144	135	59	84	113	69	98	101	162	132	88	66	1,252
MIDDLE EAST	123	174	235	128	59	44	110	144	179	76	117	85	1,473
Kuwait	2	4	5	3	7	3	10	10	5	2	3	5	59
Iran	6	8	7	16	3	3	6	7	1	3	4	3	68
Israel	88	132	194	85	20	14	68	104	146	41	66	53	1,011
Saudi Arabia	0	0	3	2	0	0	0	0	0	2	0	7	
UAE	0	1	0	0	2	0	0	0	3	2	0	3	11
Other Mid East	27	29	26	21	27	24	26	23	24	27	41	20	317
AUSTRALASIA	2,143	1,764	1,905	2,315	1,874	1,857	2,263	2,812	2,490	1,792	1,780	2,221	25,215
Australia	306	123	155	242	265	164	288	539	405	128	154	273	3,043
China	247	199	200	201	159	161	165	197	304	127	151	183	2,293
India	529	444	449	651	465	474	552	484	543	475	443	560	6,070
Pakistan	530	471	492	466	447	528	555	638	542	462	487	547	6,166
Philippines	33	34	27	37	43	45	42	42	32	32	21	75	465
South Korea	156	129	238	162	145	153	228	258	160	133	123	147	2,032
Taiwan	42	79	85	247	58	93	142	181	127	95	102	81	1,331
Other Asia	298	285	260	308	290	240	289	474	376	339	299	354	3,814
EUROPE	8,181	9,721	10,365	8,432	7,499	3,946	10,224	14,763	8,710	12,868	11,922	4,938	111,569
Belgium	264	372	407	609	251	114	1,360	1,044	525	642	687	217	6,491
France	1,749	2,165	2,966	2,179	2,474	918	1,644	2,955	1,838	3,387	3,048	839	26,162
Germany	1,611	2,479	2,663	1,528	1,142	597	1,307	1,941	2,006	3,577	2,932	838	22,622
Italy	184	212	175	188	181	148	215	1,269	231	169	198	132	3,303
Netherlands	1,154	1,118	1,022	1,053	1,095	531	3,122	3,931	1,624	2,055	1,743	852	19,299
Norway	32	104	67	28	31	28	39	27	28	32	34	44	495
Portugal	371	475	457	398	517	285	310	279	320	293	274	287	4,264
Sweden	287	232	198	119	54	58	19	42	27	118	215	252	1,622
Switzerland	334	370	215	377	152	85	301	196	235	422	474	182	3,344
UK	1,198	1,246	1,256	1,241	935	827	1,130	1,787	1,182	1,220	1,102	759	13,885
Other Europe	997	948	940	713	665	355	776	1,293	694	953	1,214	535	10,083
GRAND TOTAL	114,101	89,204	98,351	115,004	99,395	92,048	114,238	112,379	114,998	105,446	98,065	124,023	1,277,253

Visitor Arrivals

ANNUAL VISITOR AND VISITOR NIGHTS, 2012 - 2018

YEAR	REGION OF RESIDENCE	ANNUAL VISITOR AND VISITOR NIGHTS					AVERAGE LENGTH OF STAY (NIGHTS)	VISITOR NIGHTS	
		AMERICAS	ASIA	EUROPE	AFRICA	TOTAL		Formal Accommodation*	Overall nights ¹
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
2018		22,809	25,215	111,569	1,116,187	1,277,253	2.27	279,884	2,899,364

Outbound Travel

ESWATINI OUTBOUND STATISTICS, 2012- 2018

YEAR/ MON	MODE OF DEPARTURE								
	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
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	8.0	-2.2	-2.1	0.5	99.5	100.0
2018	8,076	1,708,920	1,716,996	-2.3	-2.0	-2.0	0.5	99.5	100.0
January	371	145,263	145,634	-11.1	-3.5	-3.5	0.3	99.7	100.0
February	560	122,546	123,106	2.5	6.6	6.6	0.5	99.5	100.0
March	599	148,309	148,908	-16.5	14.2	14.1	0.4	99.6	100.0
April	720	146,146	146,866	23.3	-5.3	-5.2	0.5	99.5	100.0
May	759	137,968	138,727	5.4	-3.7	-3.7	0.5	99.5	100.0
June	757	138,615	139,372	15.5	3.7	3.8	0.5	99.5	100.0
July	620	142,057	142,677	-32.7	-4.9	-5.0	0.4	99.6	100.0
August	691	151,245	151,936	-22.7	-1.5	-1.6	0.5	99.5	100.0
September	925	146,215	147,140	2.3	-5.5	-5.4	0.6	99.4	100.0
October	771	134,712	135,483	-10.4	-8.1	-8.1	0.6	99.4	100.0
November	896	129,210	130,106	3.5	-8.4	-8.3	0.7	99.3	100.0
December	407	166,635	167,042	0.7	-6.7	-6.6	0.2	99.8	100.0

Arrivals from selected markets

ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2018

AFRICA

CHARACTERISTICS	Botswana			Kenya			AFRICA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5,450	100.0%	-7.1%	1,540	100.0%	-14.7%	7,061	100.0%	2.9%
Air	4,088	75.0%	30.0%	1,498	97.3%	-15.0%	2,888	40.9%	1.7%
Land	1,363	25.0%	-118.5%	42	2.7%	-1.9%	4,173	59.1%	3.7%
GENDER	5,450	100.0%	-7.1%	1,540	100.0%	-14.7%	7,061	100.0%	2.9%
Male	3,468	63.6%	8.3%	1,041	67.6%	-52.5%	2,888	40.9%	-8.1%
Female	1,982	36.4%	-34.0%	499	32.4%	71.2%	4,173	59.1%	10.4%
AGE GROUP	5,450	100.0%	-7.1%	1,540	100.0%	-14.7%	7,061	100.0%	2.9%
18-24	124	2.3%	100.0%	0	0.0%		0	0.0%	
25-34	619	11.4%	-122.4%	83	5.4%	-101.7%	1,928	27.3%	35.2%
35-44	3,220	59.1%	40.7%	999	64.9%	-13.6%	3,213	45.5%	-23.0%
45-54	1,363	25.0%	-87.2%	457	29.7%	26.6%	1,928	27.3%	24.6%
55-64	124	2.3%	100.0%	0	0.0%		0	0.0%	
65+	0	0.0%		0	0.0%		0	0.0%	
LENGTH OF DAYS	5,450	100.0%	-7.1%	1,540	100.0%	-14.7%	7,061	100.0%	2.9%
Under 1 day	0	0.0%		0	0.0%		960.3	13.6%	50.7%
1 Day	621	11.4%	-106.7%	0	0.0%		960.3	13.6%	-23.1%
2 Days	125	2.3%	-551.9%	166	10.8%	49.4%	1,602.8	22.7%	-32.8%
3 Days	1,608	29.5%	34.7%	249	16.2%	-18.0%	1,285.1	18.2%	63.2%
4 Days	741	13.6%	-10.3%	125	8.1%	-68.5%	960.3	13.6%	26.1%
5 Days	371	6.8%	-26.0%	333	21.6%	62.1%	642.6	9.1%	-10.4%
6 Days	867	15.9%	59.6%	291	18.9%	56.7%	317.7	4.5%	25.6%
7 Days	371	6.8%	100.0%	42	2.7%	-102.2%	0.0	0.0%	
8- 10 Days	371	6.8%	5.5%	0	0.0%		0.0	0.0%	
11 -14 Days	245	4.5%	52.4%	208	13.5%	79.6%	0.0	0.0%	
15 - 29 Days	0	0.0%		42	2.7%	100.0%	317.7	4.5%	100.0%
30- 59 Days	0	0.0%		0	0.0%		0.0	0.0%	
60 Days & Over	125	2.3%	100.0%	83	5.4%	-101.7%	0.0	0.0%	
Av. Length of Stay (Days)	5.59	30%	30.0	6.6	-17%	-171.0	3.27	-4.0%	-4.0
Visitor Nights	30,466	25%	24.5%	10,115	-21%	-212.0%	23,090	-0.4%	-0.4%

CHARACTERISTICS	AFRICA								
	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	4,800	100.0%	-9.5%	195,644	100.0%	-9.3%	3,371	100.0%	-3.3%
Air	4,320	90.0%	-0.5%	196	0.1%	-1540.1%	3,091	91.7%	4.2%
Land	480	10.0%	-90.6%	195,448	99.9%	-7.8%	280	8.3%	-86.7%
GENDER	4,800	100.0%	-9.5%	195,644	100.0%	-9.3%	3,371	100.0%	-3.3%
Male	3,720	77.5%	-22.9%	144,385	73.8%	-9.8%	2,528	75.0%	-3.3%
Female	1,080	22.5%	36.7%	51,259	26.2%	-8.1%	843	25.0%	-3.3%
AGE GROUP	4,800	100.0%	-9.5%	195,644	100.0%	-9.3%	3,371	100.0%	-3.3%
18-24	0	0.0%		5,869	3.0%	-42.1%	280	8.3%	100.0%
25-34	360	7.5%	-27.0%	37,759	19.3%	-25.8%	280	8.3%	-211.2%
35-44	3,360	70.0%	25.1%	73,562	37.6%	-16.9%	1,686	50.0%	-3.3%
45-54	1,080	22.5%	-90.3%	60,454	30.9%	16.1%	1,123	33.3%	35.5%
55-64	0	0.0%		13,304	6.8%	-17.4%	0	0.0%	
65+	0	0.0%		4,695	2.4%	-23.0%	0	0.0%	
LENGTH OF DAYS	4,800	100.0%	-9.5%	195,644	100.0%	-9.3%	3,371	100.0%	-3.3%
Under 1 day	120	2.5%	-281.1%	134,799	68.9%	6.2%	0	0.0%	
1 Day	0	0.0%		29,347	15.0%	-25.4%	280	8.3%	-24.5%
2 Days	120	2.5%	-469.5%	16,238	8.3%	-85.7%	280	8.3%	-24.5%
3 Days	480	10.0%	100.0%	5,674	2.9%	-69.7%	280	8.3%	100.0%
4 Days	240	5.0%	-90.6%	1,174	0.6%	-118.7%	563	16.7%	69.1%
5 Days	360	7.5%	37.2%	978	0.5%	-162.4%	0	0.0%	
6 Days	1,200	25.0%	43.0%	783	0.4%	-146.0%	0	0.0%	
7 Days	120	2.5%	100.0%	783	0.4%	45.3%	0	0.0%	
8-10 Days	480	10.0%	-283.3%	1,370	0.7%	-9.3%	0	0.0%	
11-14 Days	1,320	27.5%	48.2%	1,174	0.6%	-27.6%	843	25.0%	58.7%
15-29 Days	360	7.5%	100.0%	2,543	1.3%	100.0%	563	16.7%	100.0%
30-59 Days	0	0.0%		587	0.3%	63.6%	0	0.0%	
60 Days & Over	0	0.0%		0	0.0%		563	16.7%	38.1%
	8.6	7.9%	7.9	1.05	-4.8%	-4.8	53.92	59.9%	59.9
Visitor Nights	41,185	-0.4%	-0.5%	205,426	-12.28%	-12.3%	181,777	58.7%	58.7%

CHARACTERISTICS	AFRICA											
	RSA			Tanzania			Zambia			Zimbabwe		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	832,276	100.0%	-2.2%	5,483	100.0%	-3.9%	4,936	100.0%	-10.3%	44,231	100.0%	-4.4%
Air	19,142	2.3%	-37.7%	3,893	71.0%	-30.0%	4,590	93.0%	9.8%	25,035	56.6%	-9.9%
Land	813,134	97.7%	-1.3%	1,590	29.0%	60.3%	346	7.0%	-278.4%	19,196	43.4%	2.8%
GENDER	832,276	100.0%	-2.2%	5,483	100.0%	-3.9%	4,936	100.0%	-10.3%	44,231	100.0%	-4.4%
Male	609,226	73.2%	-1.6%	4,244	77.4%	32.9%	3,445	69.8%	-20.9%	29,148	65.9%	-2.2%
Female	223,050	26.8%	-3.7%	1,239	22.6%	-129.8%	1,491	30.2%	14.1%	15,083	34.1%	-8.7%
AGE GROUP	832,276	100.0%	-2.2%	5,483	100.0%	-3.9%	4,936	100.0%	-10.3%	44,231	100.0%	-4.4%
18-24	21,639	2.6%	-80.7%	0	0.0%		0	0.0%		708	1.6%	41.3%
25-34	175,610	21.1%	5.6%	883	16.1%	100.0%	114	2.3%	-351.0%	7,873	17.8%	-12.0%
35-44	277,148	33.3%	-6.5%	3,005	54.8%	14.7%	2,754	55.8%	-4.4%	25,035	56.6%	21.2%
45-54	212,230	25.5%	-1.4%	1,590	29.0%	-97.0%	2,068	41.9%	10.5%	9,952	22.5%	-30.9%
55-64	120,680	14.5%	15.5%	0	0.0%		0	0.0%		708	1.6%	-258.9%
65+	24,968	3.0%	-32.8%	0	0.0%		0	0.0%		0	0.0%	
LENGTH OF DAYS	832,276	100.0%	-2.2%	5,483	100.0%	-3.9%	4,936	100.0%	-10.3%	44,231	100.0%	-4.4%
Under 1 day	373,692	44.9%	15.8%	532	9.7%	40.0%	114	2.3%	-87.1%	11,677	26.4%	23.3%
1 Day	109,028	13.1%	-24.8%	356	6.5%	-77.4%	346	7.0%	-23.0%	1,725	3.9%	-47.2%
2 Days	178,107	21.4%	-8.8%	532	9.7%	100.0%	346	7.0%	-54.5%	4,467	10.1%	-23.0%
3 Days	102,370	12.3%	-7.1%	175	3.2%	-799.0%	805	16.3%	-19.1%	7,210	16.3%	0.1%
4 Days	33,291	4.0%	-30.2%	707	12.9%	-34.5%	805	16.3%	-46.9%	5,838	13.2%	5.9%
5 Days	13,316	1.6%	-40.5%	356	6.5%	-77.4%	573	11.6%	25.8%	3,096	7.0%	4.5%
6 Days	7,490	0.9%	-36.2%	883	16.1%	28.4%	346	7.0%	-54.5%	3,760	8.5%	21.4%
7 Days	4,994	0.6%	-36.2%	175	3.2%	-81.8%	232	4.7%	-83.1%	1,725	3.9%	-71.3%
8- 10 Days	5,826	0.7%	-75.1%	532	9.7%	-18.8%	346	7.0%	-54.5%	1,017	2.3%	-190.5%
11 -14 Days	2,497	0.3%	-70.3%	883	16.1%	100.0%	573	11.6%	81.0%	2,388	5.4%	-23.7%
15 - 29 Days	1,665	0.2%	100.0%	175	3.2%	100.0%	114	2.3%	100.0%	354	0.8%	100.0%
30- 59 Days	0	0.0%		0	0.0%		114	2.3%	100.0%	0	0.0%	
60 Days & Over	0	0.0%		175	3.2%	100.0%	232	4.7%	53.0%	1,017	2.3%	-27.1%
	1.49	-20.8%	-20.8	7.9	46.8%	46.8	11.2	43.8%	43.8	6.51	-36.7%	-36.7
Visitor Nights	1,240,091	-24.8%	-24.8%	43,312	44.5%	44.5%	55,338	37.85%	37.9%	287,941	-42.7%	-42.7%

AMERICAS

CHARACTERISTICS	AMERICAS								
	Brazil			Canada			USA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,259	100.0%	-5.5%	4,055	100.0%	-8.8%	16,243	100.0%	-14.5%
Air	26	2.1%	-25.6%	231	5.7%	-43.2%	3,655	22.5%	-11.4%
Land	1,233	97.9%	-5.1%	3,824	94.3%	-6.7%	12,588	77.5%	-15.4%
GENDER	1,259	100.0%	-5.5%	4,055	100.0%	-8.8%	16,243	100.0%	-14.5%
Male	858	68.1%	-12.0%	1,496	36.9%	-43.3%	6,725	41.4%	-49.6%
Female	402	31.9%	8.4%	2,559	63.1%	11.4%	9,518	58.6%	10.3%
AGE GROUP	1,259	100.0%	-5.5%	4,055	100.0%	-8.8%	16,243	100.0%	-14.5%
18-24	0	0.0%		133.8	3.3%	76.9%	666	4.1%	-45.2%
25-34	777	61.7%	5.4%	766.4	18.9%	19.4%	5,474	33.7%	-6.0%
35-44	402	31.9%	22.6%	831.3	20.5%	53.3%	4,451	27.4%	25.2%
45-54	26	2.1%	-543.3%	798.8	19.7%	-17.6%	2,745	16.9%	-28.7%
55-64	54	4.3%	-57.1%	665.0	16.4%	-168.0%	1,316	8.1%	-131.8%
65+	0	0.0%		863.7	21.3%	24.4%	1,576	9.7%	-21.6%
LENGTH OF DAY	1,259	100.0%	-5.5%	4,055	100.0%	-8.8%	16,243	100.0%	-14.5%
Under 1 day	428	34.0%	25.8%	231	5.7%	-54.6%	1,251	7.7%	13.8%
1 Day	375	29.8%	-60.1%	2,591	63.9%	-12.9%	3,606	22.2%	-75.3%
2 Days	268	21.3%	-17.9%	564	13.9%	2.2%	3,508	21.6%	6.2%
3 Days	81	6.4%	-17.1%	166	4.1%	41.6%	1,608	9.9%	-4.1%
4 Days	26	2.1%	100.0%	166	4.1%	81.4%	1,023	6.3%	-45.4%
5 Days	26	2.1%	100.0%	65	1.6%	-97.2%	812	5.0%	-28.2%
6 Days	0	0.0%		32	0.8%	100.0%	1,381	8.5%	38.0%
7 Days	26	2.1%	100.0%	32	0.8%	-294.4%	942	5.8%	28.9%
8- 10 Days	0	0.0%		32	0.8%	-199.2%	666	4.1%	-95.5%
11-14 Days	0	0.0%		0	0.0%		617	3.8%	27.7%
15- 29 Days	0	0.0%		65	1.6%	100.0%	406	2.5%	95.4%
30- 59 Days	26	2.1%	100.0%	0	0.0%		179	1.1%	27.1%
60 Days & Over	0	0.0%		101	2.5%	100.0%	227	1.4%	-22.7%
	2.3		52.2	5.32		60.5	6.69		-11.8
Visitor Nights	2,896		47.6%	21,575		57.6%	108,664		-2.3%

MIDDLE EAST

CHARACTERISTICS	Israel			Saudi Arabia			UAE		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,011	100.0%	-7.7%	7			11	100.0%	-17.2%
Air	88	8.7%	-23.8%				11	100.0%	40.9%
Land	923	91.3%	-6.2%				0	0.0%	
GENDER	1,011	100.0%	-7.7%	7			11	100.0%	-17.2%
Male	616	60.9%	-36.7%				10	90.0%	-31.3%
Female	395	39.1%	37.5%				1	10.0%	100.0%
AGE GROUP	1,011	100.0%	-7.7%	7			11	100.0%	-17.2%
18-24	88	8.7%	-12.7%				0	0.0%	
25-34	264	26.1%	-50.2%				1	10.0%	-490.9%
35-44	131	13.0%	-50.8%				10	90.0%	100.0%
45-54	131	13.0%	-126.2%				0	0.0%	
55-64	176	17.4%	72.1%				0	0.0%	
65+	219	21.7%	77.7%				0	0.0%	
LENGTH OF DAYS	1,011	100.0%	-7.7%	7			11	100.0%	-17.2%
Under 1 day	176	17.4%	41.2%				0	0.0%	
1 Day	307	30.4%	-18.0%				2	20.0%	100.0%
2 Days	307	30.4%	66.3%				0	0.0%	
3 Days	43	4.3%	-618.9%				3	30.0%	100.0%
4 Days	88	8.7%	-135.2%				0	0.0%	
5 Days	0	0.0%					0	0.0%	
6 Days	0	0.0%					0	0.0%	
7 Days	43	4.3%	100.0%				1	10.0%	100.0%
8- 10 Days	0	0.0%					1	10.0%	100.0%
11 -14 Days	43	4.3%	100.0%				1	10.0%	100.0%
15 - 29 Days	0	0.0%					1	10.0%	100.0%
30- 59 Days	0	0.0%					0	0.0%	
60 Days & Over	0	0.0%					1	10.0%	100.0%
	2.17		3.2				14.1		78.7
Visitor Nights	2,195		-6.3%				156		75.1%

AUSTRALASIA

CHARACTERISTICS	AUSTRALASIA								
	Australia			China			India		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	3,043	100.0%	-9.4%	2,293	100.0%	-15.6%	6,070	100.0%	-24.9%
Air	365	12.0%	-56.8%	1,686	73.5%	21.4%	4,977	82.0%	-27.6%
Land	2,678	88.0%	-2.9%	608	26.5%	-118.0%	1,093	18.0%	-12.4%
GENDER	3,043	100.0%	-9.4%	2,293	100.0%	-15.6%	6,070	100.0%	-24.9%
Male	1,217	40.0%	-36.7%	1,686	73.5%	-29.5%	5,505	90.7%	-19.5%
Female	1,826	60.0%	8.8%	608	26.5%	23.3%	564	9.3%	-77.2%
AGE GROUP	3,043	100.0%	-9.4%	2,293	100.0%	-15.6%	6,070	100.0%	-24.9%
18-24	122	4.0%	-102.4%	0	0.0%		0	0.0%	
25-34	1,035	34.0%	5.4%	810	35.3%	-73.2%	564	9.3%	-288.1%
35-44	517	17.0%	-13.3%	1,213	52.9%	48.7%	3,951	65.1%	14.3%
45-54	517	17.0%	-22.9%	271	11.8%	-15.6%	1,129	18.6%	-23.5%
55-64	456	15.0%	-7.2%	0	0.0%		425	7.0%	-42.7%
65+	396	13.0%	0.7%	0	0.0%		0	0.0%	
LENGTH OF DAYS	3,043	100.0%	-9.4%	2,293	100.0%	-15.6%	6,070	100.0%	-24.9%
Under 1 day	578	19.0%	42.4%	67	2.9%	-151.0%	140	2.3%	-46.6%
1 Day	1,156	38.0%	-60.1%	135	5.9%	100.0%	285	4.7%	-43.5%
2 Days	487	16.0%	-7.3%	135	5.9%	-268.2%	140	2.3%	-339.8%
3 Days	304	10.0%	68.3%	202	8.8%	-64.1%	850	14.0%	3.7%
4 Days	91	3.0%	100.0%	67	2.9%	-641.1%	140	2.3%	-339.8%
5 Days	122	4.0%	61.7%	0	0.0%		285	4.7%	-115.2%
6 Days	91	3.0%	100.0%	0	0.0%		140	2.3%	-46.6%
7 Days	30	1.0%	-840.8%	67	2.9%	100.0%	285	4.7%	100.0%
8- 10 Days	0	0.0%		135	5.9%	-23.4%	425	7.0%	-189.0%
11 -14 Days	152	5.0%	36.6%	271	11.8%	-22.4%	0	0.0%	
15 - 29 Days	30	1.0%	100.0%	404	17.6%	100.0%	1,129	18.6%	100.0%
30- 59 Days	0	0.0%		202	8.8%	100.0%	850	14.0%	100.0%
60 Days & Over	0	0.0%		608	26.5%	45.5%	1,414	23.3%	-88.7%
	2.4	0%	0.0	57.97	66.7%	66.7	50.3	-11.5%	-11.5
Visitor Nights	7,304	-11.3%	-11.3%	132,946	61.50%	61.5%	305,314	-39.3%	-39.30%

CHARACTERISTICS	AUSTRALASIA				South Korea				
	Pakistan		Phillippines						
NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	
MODE OF TRAVEL	6,166	100.0%	-21.9%	465	100.0%	12.0%	2,032	100.0%	6.3%
Air	6,166	100.0%	12.0%	310	66.7%	-31.9%	1,778	87.5%	-7.1%
Land	0	0.0%		155	33.3%	100.0%	254	12.5%	100.0%
GENDER	6,166	100.0%	-21.9%	465	100.0%	12.0%	2,032	100.0%	6.3%
Male	6,166	100.0%	-21.9%	310	66.7%	73.6%	1,016	50.0%	-56.1%
Female	0	0.0%		155	33.3%	-111.3%	1,016	50.0%	68.7%
AGE GROUP	6,166	100.0%	-21.9%	465	100.0%	12.0%	2,032	100.0%	6.3%
18-24	0	0.0%		0	0.0%		0	0.0%	
25-34	327	5.3%	-155.3%	0	0.0%		508	25.0%	-149.6%
35-44	5,192	84.2%	11.5%	155	33.3%	-5.7%	762	37.5%	58.3%
45-54	647	10.5%	-222.8%	155	33.3%	-5.7%	762	37.5%	58.3%
55-64	0	0.0%		155	33.3%	100.0%	0	0.0%	
65+	0	0.0%		0	0.0%		0	0.0%	
LENGTH OF DAYS	6,166	100.0%	-21.9%	465	100.0%	12.0%	2,032	100.0%	6.3%
Under 1 day	0	0.0%		0	0.0%		0	0.0%	
1 Day	0	0.0%		0	0.0%		254	12.5%	100.0%
2 Days	0	0.0%		155	33.3%	100.0%	0	0.0%	
3 Days	0	0.0%		0	0.0%		0	0.0%	
4 Days	0	0.0%		0	0.0%		254	12.5%	100.0%
5 Days	0	0.0%		0	0.0%		0	0.0%	
6 Days	0	0.0%		155	33.3%	47.2%	254	12.5%	-25.2%
7 Days	327	5.3%	100.0%	0	0.0%		0	0.0%	
8- 10 Days	647	10.5%	-156.6%	0	0.0%		254	12.5%	-25.2%
11 -14 Days	647	10.5%	100.0%	0	0.0%		0	0.0%	
15 - 29 Days	647	10.5%	100.0%	0	0.0%		508	25.0%	100.0%
30- 59 Days	0	0.0%		0	0.0%		254	12.5%	100.0%
60 Days & Over	3,897	63.2%	25.0%	155	33.3%	-111.3%	254	12.5%	-274.8%
	135.4	51.8%	51.8	44.7	-245%	-244.8%	80.7	-9.9%	-9.9%
Visitor Nights	835,007	41.2%	41.2%	20,757	-203.4%	-203.4%	164,015	-2.93%	-2.9%

CHARACTERISTICS	AUSTRALASIA / EUROPE					
	Taiwan		Belgium			
	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,331	100.0%	6.2%	6,491	100.0%	-0.6%
Air	1,225	92.0%	-1.9%	97	1.5%	-14.0%
Land	106	8.0%	100.0%	6,394	98.5%	-0.4%
GENDER	1,331	100.0%	6.2%	6,491	100.0%	-0.6%
Male	532	40.0%	-39.0%	2,837	43.7%	-27.1%
Female	799	60.0%	36.4%	3,654	56.3%	20.0%
AGE GROUP	1,331	0.0%	6.2%	6,491	100.0%	-0.6%
18-24	0	0.0%		409	6.3%	-104.4%
25-34	213	16.0%	-116.8%	2,097	32.3%	25.0%
35-44	586	44.0%	44.8%	1,383	21.3%	30.1%
45-54	532	40.0%	47.7%	1,441	22.2%	-13.7%
55-64	0	0.0%		766	11.8%	-46.6%
65+	0	0.0%		396	6.1%	2.7%
LENGTH OF DAYS	1,331	100.0%	6.2%	6,491	100.0%	-0.6%
Under 1 day	0	0.0%		370	5.7%	-35.9%
1 Day	0	0.0%		3,875	59.7%	-3.3%
2 Days	53	4.0%	13.3%	1,804	27.8%	22.9%
3 Days	53	4.0%	13.3%	195	3.0%	-27.4%
4 Days	106	8.0%	-30.1%	110	1.7%	-30.2%
5 Days	53	4.0%	100.0%	26	0.4%	-176.6%
6 Days	106	8.0%	56.6%	0	0.0%	
7 Days	0	0.0%		26	0.4%	-25.7%
8- 10 Days	106	8.0%	-30.1%	52	0.8%	37.1%
11-14 Days	53	4.0%	-160.2%	13	0.2%	-151.5%
15 - 29 Days	426	32.0%	100.0%	0	0.0%	
30- 59 Days	106	8.0%	13.3%	13	0.2%	100.0%
60 Days & Over	266	20.0%	-56.6%	0	0.0%	
	53	-20%	-20.4	1.54	-3.9%	-3.9
Visitor Nights	70,532	-13.06%	-13.0%	9,996	-1.0%	-1.0%

EUROPE

CHARACTERISTICS	France				EUROPE				Italy			
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	26,162	100.0%	-25.4%	22,622	100.0%	-6.0%	3,303	100.0%	-11.5%			
Air	157	0.6%	-88.1%	271	1.2%	20.5%	182	5.5%	-118.9%			
Land	26,005	99.4%	-25.0%	22,351	98.8%	-6.3%	3,121	94.5%	-5.2%			
GENDER	26,162	100.0%	-25.4%	22,622	100.0%	-6.0%	3,303	100.0%	-11.5%			
Male	10,700	40.9%	-64.0%	10,542	46.6%	-20.3%	1,625	49.2%	-33.7%			
Female	15,462	59.1%	1.4%	12,080	53.4%	6.5%	1,678	50.8%	10.0%			
AGE GROUP	26,162	100.0%	-25.4%	22,622	100.0%	-6.0%	3,303	100.0%	-11.5%			
18-24	1,230	4.7%	-73.4%	679	3.0%	-108.5%	155	4.7%	-25.7%			
25-34	5,991	22.9%	-32.5%	6,560	29.0%	12.6%	879	26.6%	-7.7%			
35-44	4,840	18.5%	-26.1%	4,615	20.4%	4.9%	1,136	34.4%	-6.3%			
45-54	4,735	18.1%	-42.7%	5,769	25.5%	3.6%	981	29.7%	3.5%			
55-64	5,468	20.9%	-3.2%	3,733	16.5%	-30.4%	102	3.1%	-194.9%			
65+	3,924	15.0%	-7.8%	1,267	5.6%	-59.0%	53	1.6%	-60.2%			
LENGTH OF DAY	26,162		-25.4%	22,622	100.0%	-6.0%	3,303	100.0%	-11.5%			
Under 1 day	2,328	8.9%	-43.7%	0	0.0%		439	13.3%	-8.1%			
1 Day	16,377	62.6%	-44.4%	9,366	41.4%	-51.3%	1,678	50.8%	-19.2%			
2 Days	6,253	23.9%	33.9%	10,383	45.9%	60.7%	902	27.3%	36.7%			
3 Days	706	2.7%	-44.0%	1,742	7.7%	42.2%	129	3.9%	25.7%			
4 Days	131	0.5%	-175.8%	566	2.5%	61.8%	0	0.0%				
5 Days	131	0.5%	-0.3%	158	0.7%	54.6%	0	0.0%				
6 Days	78	0.3%	100.0%	68	0.3%	29.3%	26	0.8%	-136.9%			
7 Days	52	0.2%	37.3%	181	0.8%	47.0%	53	1.6%	37.3%			
8- 10 Days	26	0.1%	-276.1%	113	0.5%	-48.4%	26	0.8%	-262.3%			
11 -14 Days	26	0.1%	-25.4%	23	0.1%	-218.0%	0	0.0%				
15 - 29 Days	26	0.1%	100.0%	0	0.0%		53	1.6%	100.0%			
30- 59 Days	0	0.0%		0	0.0%		0	0.0%				
60 Days & Over	26	0.1%	100.0%	23	0.1%	-6.0%	0	0.0%				
	1.42	15.5%	15.5	2.0	18.4%	18.4	1.6	-199%	-198.8			
Visitor Nights	37,150	-6.4%	-6.4%	44,338	14.4%	14.4%	5,417	-235.77%	-235.8%			

CHARACTERISTICS	EUROPE								
	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	19,299	100.0%	-25.1%	495	100.0%	-26.0%	4,264	100.0%	-32.7%
Air	39	0.2%	-713.4%	114	23.1%	-118.3%	115	2.7%	-794.3%
Land	19,260	99.8%	-23.8%	381	76.9%	1.6%	4,149	97.3%	-11.5%
GENDER	19,299	100.0%	-25.1%	495	100.0%	-26.0%	4,264	100.0%	-32.7%
Male	8,279	42.9%	-62.2%	343	69.2%	-15.9%	3,113	73.0%	5.1%
Female	11,020	57.1%	2.7%	152	30.8%	-49.0%	1,151	27.0%	-134.9%
AGE GROUP	19,299	100.0%	-25.1%	495	100.0%	-26.0%	4,264	100.0%	-32.7%
18-24	1,023	5.3%	-13.3%	57	11.5%	100.0%	0	0.0%	
25-34	5,925	30.7%	-3.9%	38	7.7%	-49.0%	1,036	24.3%	100.0%
35-44	3,088	16.0%	-32.2%	95	19.2%	-139.0%	1,266	29.7%	-127.0%
45-54	5,635	29.2%	7.9%	171	34.6%	66.8%	1,727	40.5%	-16.4%
55-64	2,953	15.3%	-77.5%	133	26.9%	-27.9%	230	5.4%	-276.1%
65+	695	3.6%	-233.7%	0	0.0%		0	0.0%	
LENGTH OF DAY	19,299	100.0%	-25.1%	495	100.0%	-26.0%	4,264	100.0%	-32.7%
Under 1 day	1,351	7.0%	-19.8%	95	19.2%	40.3%	1,727	40.5%	-56.9%
1 Day	8,993	46.6%	-42.3%	76	15.4%	-197.1%	1,036	24.3%	-42.5%
2 Days	7,430	38.5%	-9.5%	76	15.4%	-49.0%	1,036	24.3%	52.5%
3 Days	926	4.8%	-9.5%	76	15.4%	-49.0%	230	5.4%	-5.6%
4 Days	309	1.6%	21.8%	38	7.7%	-49.0%	0	0.0%	
5 Days	96	0.5%	-0.1%	38	7.7%	100.0%	0	0.0%	
6 Days	77	0.4%	6.1%	38	7.7%	100.0%	0	0.0%	
7 Days	77	0.4%	-25.1%	0	0.0%		0	0.0%	
8- 10 Days	0	0.0%		19	3.8%	-201.9%	0	0.0%	
11 - 14 Days	19	0.1%	100.0%	0	0.0%		115	2.7%	-111.3%
15 - 29 Days	0	0.0%		0	0.0%		115	2.7%	100.0%
30- 59 Days	19	0.1%	100.0%	0	0.0%		0	0.0%	
60 Days & Over	19	0.1%	100.0%	38	7.7%	100.0%	0	0.0%	
	1.7	11.2%	11.2	18.4	84.8%	84.8	2.0	-395%	-394.9
Visitor Nights	32,616	-8.24%	-8.2%	9,110	80.7%	80.7%	8,358	-556%	-556.3%

CHARACTERISTICS	Sweden			EUROPE			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,622	100.0%	-23.8%	3,344	100.0%	-5.2%	13,885	100.0%	-15.7%
Air	162	10.0%	-51.0%	110	3.3%	-37.0%	1,513	10.9%	-46.5%
Land	1,460	90.0%	-20.8%	3,234	96.7%	-4.1%	12,372	89.1%	-12.0%
GENDER	1,622	100.0%	-23.8%	3,344	100.0%	-5.2%	13,885	100.0%	-15.7%
Male	649	40.0%	-88.8%	1,435	42.9%	-31.4%	6,595	47.5%	-34.2%
Female	973	60.0%	19.5%	1,909	57.1%	14.6%	7,290	52.5%	1.0%
AGE GROUP	1,622	100.0%	-23.8%	3,344	100.0%	-5.2%	13,885	100.0%	-15.7%
18-24	41	2.5%	-137.7%	164	4.9%	42.1%	403	2.9%	-31.7%
25-34	324	20.0%	-20.7%	1,037	31.0%	9.1%	1,444	10.4%	-71.4%
35-44	365	22.5%	-21.0%	709	21.2%	-20.0%	1,736	12.5%	-27.8%
45-54	203	12.5%	-141.7%	696	20.8%	-32.4%	2,235	16.1%	-38.7%
55-64	487	30.0%	69.9%	505	15.1%	-7.2%	3,680	26.5%	-12.2%
65+	203	12.5%	-117.9%	231	6.9%	28.4%	4,402	31.7%	17.9%
LENGTH OF DAYS	1,622	100.0%	-23.8%	3,344	100.0%	-5.2%	13,885	100.0%	-15.7%
Under 1 day	365	22.5%	46.1%	288	8.6%	-19.8%	4,110	29.6%	35.1%
1 Day	446	27.5%	-76.0%	1,802	53.9%	-20.9%	3,680	26.5%	-52.4%
2 Days	406	25.0%	-32.7%	873	26.1%	21.0%	2,124	15.3%	-20.3%
3 Days	162	10.0%	9.6%	164	4.9%	1.3%	944	6.8%	-48.1%
4 Days	41	2.5%	-18.8%	124	3.7%	63.1%	722	5.2%	-31.3%
5 Days	41	2.5%	-261.5%	0	0.0%		472	3.4%	-77.0%
6 Days	41	2.5%	100.0%	27	0.8%	100.0%	361	2.6%	-6.8%
7 Days	0	0.0%		13	0.4%	-84.0%	361	2.6%	37.7%
8- 10 Days	41	2.5%	-142.6%	27	0.8%	-162.9%	361	2.6%	-100.3%
11 -14 Days	41	2.5%	100.0%	13	0.4%	100.0%	319	2.3%	-40.9%
15 - 29 Days	0	0.0%		0	0.0%		319	2.3%	100.0%
30- 59 Days	0	0.0%		0	0.0%		69	0.5%	-62.0%
60 Days & Over	41	2.5%	-18.8%	13	0.4%	100.0%	42	0.3%	-285.8%
	7.5	46.9%	46.9	1.9	23%	22.7	3.22	-35.6%	-36.6
Visitor Nights	12,211	34.6%	34.6%	6,487	19.57%	19.6%	44,709	-59.9%	-59.9%

Average hotel occupancy

ANNUAL AND STANDARD AVERAGE OCCUPANCY RATE OF GAZETTED HOTELS (%) 2012-2018

MONTH	YEAR						
	2012	2013	2014	2015	2016	2017	2018
Overall	54.27	46.77	44.69	43.41	48.92	51.25	40.52
January	43.41	35.86	37.44	37.11	40.41	41.32	32.05
February	50.63	43.16	42	38.63	49.17	56.12	38.95
March	53.44	49.48	43.39	40.64	53.82	60.01	42.86
April	52.77	48	42.15	40.24	45.59	47.26	38.79
May	55.94	41.56	46.68	42.05	49.87	50.87	39.10
June	55.46	43.38	41.27	40.00	42.15	42.84	35.13
July	52.05	49.99	49.03	49.37	48.83	52.42	39.90
August	60.84	51.84	45.88	42.83	53.86	53.36	42.10
September	52.78	48.65	46.07	47.23	53.76	52.70	45.01
October	56.58	50.45	47.47	48.37	49.29	53.15	43.44
November	60.95	51.18	48.83	49.02	51.16	56.91	49.48
December	55.99	47.27	45.85	45.22	49.1	48.49	39.56

Accommodation

ACCOMMODATION	AFRICA										
	Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe	
Hotel	56	81	45	55	18	17	22	63	61	43	
VFR	6	3	30	0	34	50	50	19	16	24	
Other	38	16	25	45	47	33	29	19	23	33	

ACCOMMODATION	MIDDLE EAST						AUSTRALASIA				
	Israel	Saudi Arabia	UAE	Australia	China	India	Pakistan	Phillippines	South Korea	Taiwan	
Hotel	40		45	40	16	16	7	50	40	26	
VFR	5		27	2	44	41	63	50	40	29	
Other	55		27	57	40	43	30	0	20	45	

ACCOMMODATION	EUROPE										AMERICA		
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	Brazil	Canada	USA
Hotel	32	49	32	34	28	26	31	33	43	46	15	50	32
VFR	0	1	1	3	1	17	13	6	1	10	0	2	21
Other	67	50	67	64	71	57	56	61	56	44	85	48	47

Main Purpose of visit

MAIN PURPOSE	AFRICA									
	Botswana	Kenya	Lesotho	Malawi	MOZ	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	25	0	27	3	23	17	25	10	0	5
VFR	7	3	14	3	7	33	28	6	7	17
Business	68	92	41	93	4	50	16	71	86	50
Transit	0	0	18	3	64	0	27	10	0	7
Other	0	5	0	0	2	0	4	3	7	21

MAIN PURPOSE	AMERICA				MIDDLE EAST				Australasia				
	Brazil	Canada	USA	Israel	Saudi Arabia	UAE	Australia	China	India	Pakistan	Phillippines	South Korea	Taiwan
Holiday	62	83	54	87		20	71	15	2	0	33	0	12
VFR	0	3	19	9		10	2	26	14	32	0	0	16
Business	4	8	19	0		60	10	59	84	68	67	88	72
Transit	34	6	6	4		0	17	0	0	0	0	13	0
Other	0	0	2	0		10	0	0	0	0	0	0	0

MAIN PURPOSE	EUROPE									
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
Holiday	93	91	87	85	92	58	51	68	87	54
VFR	1	1	1	1	1	4	8	8	1	6
Business	1	1	0	4	0	19	5	8	3	9
Transit	5	8	12	10	7	12	35	18	9	30
Other	0	0	0	0	0	8	0	0	0	1

ROOMS AVAILABLE - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	17,825	16,100	17,825	17,490	18,476	17,940	18,445	17,980	17,970	17,825	17,250	17,825	212,951
Total Manzini	17,432	15,746	17,432	17,182	17,794	17,182	17,770	18,814	16,162	17,708	17,146	17,708	208,076
Total Mbabane	2,573	2,324	2,573	2,493	2,564	2,545	2,573	2,573	2,484	2,573	2,484	2,573	30,332
Total Rest of Eswa ni	20,554	18,396	20,398	19,508	20,095	19,494	20,098	20,119	19,446	20,615	19,950	20,615	289,318
Grand Total	58,414	52,566	58,228	56,673	58,929	57,161	58,886	59,486	56,062	58,721	56,830	58,721	690,677

ROOM NIGHTS SOLD - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	10,058	10,253	13,029	11,668	11,963	10,330	11,614	13,038	13,247	13,734	13,622	11,897	144,483
Total Manzini	2,242	2,742	3,456	2,598	3,251	2,629	2,578	2,495	2,998	2,774	1,926	32,676	32,676
Total Mbabane	949	999	1,149	1,588	1,558	1,346	997	1,377	1,088	1,351	1,377	780	14,559
Total Rest of Eswa ni	5,440	6,483	7,320	6,132	6,269	5,778	8,305	8,133	7,989	7,697	10,085	8,625	88,166
Grand Total	18,719	20,477	24,954	21,586	23,041	20,083	23,494	25,043	25,232	25,506	28,121	23,228	279,884

NUMBER OF BEDS AVAILABLE - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	38,099	34,412	38,099	36,270	38,285	37,170	38,254	37,386	37,230	38,099	36,870	38,099	448,273
Total Manzini	31,201	28,183	31,201	30,916	31,992	30,916	31,968	33,792	29,116	31,627	30,610	31,627	373,149
Total Mbabane	3,813	3,444	3,813	3,693	3,649	3,620	3,658	3,558	3,534	3,731	3,611	3,731	43,955
Total Rest of Eswa ni	45,446	41,048	45,446	43,713	45,068	43,743	45,167	43,628	45,229	43,770	45,229	532,560	532,560
Grand Total	118,559	107,087	118,559	114,592	118,994	115,953	118,953	120,003	113,508	118,686	114,861	118,686	1,397,937

NUMBER OF BED-NIGHTS SOLD - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	15,450	14,460	18,718	17,545	15,900	14,443	16,567	18,797	18,944	20,804	20,697	19,574	211,899
Total Manzini	2,695	4,083	5,130	3,149	4,220	3,422	3,318	2,946	3,867	3,933	4,550	2,990	44,303
Total Mbabane	897	998	1,013	1,584	1,555	1,340	1,036	1,299	1,088	1,354	1,383	785	14,332
Total Rest of Eswa ni	7,191	7,851	8,593	6,668	6,773	6,396	9,661	10,254	9,633	11,621	13,151	11,163	108,955
Grand Total	26,233	27,392	33,454	28,946	28,448	25,601	30,582	33,296	33,532	37,712	39,781	34,512	379,489

NUMBER OF DOMESTIC TOURISTS - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	4,578	5,515	5,466	4,809	5,110	4,700	3,826	4,335	4,513	4,046	6,201	58,039	58,039
Total Manzini	900	1,203	1,193	1,425	1,213	1,125	1,033	1,349	1,112	737	678	1,002	12,970
Total Mbabane	44	52	65	71	76	102	48	56	16	17	27	23	597
Total Rest of Eswa ni	2,525	3,273	3,785	2,927	3,696	3,575	3,939	3,379	3,990	5,519	4,551	5,431	46,590
Grand Total	8,409	9,106	10,558	9,889	9,794	9,912	9,720	8,610	9,453	10,786	9,302	12,657	118,196

NUMBER OF INTERNATIONAL TOURISTS - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	11,742	10,744	14,254	12,741	12,275	10,159	12,905	15,960	15,218	17,025	16,668	15,419	165,110
Total Manzini	1,394	1,533	2,593	1,588	2,094	1,238	1,138	1,463	1,729	2,580	2,974	1,662	21,986
Total Mbabane	1,122	1,322	1,545	1,244	2,063	1,479	1,285	1,415	1,205	1,048	1,293	1,091	16,112
Total Rest of Eswa ni	4,765	4,879	6,216	6,068	5,188	4,226	7,879	8,830	6,674	6,901	5,816	5,863	73,305
Grand Total	19,023	18,478	24,608	21,641	21,620	17,102	23,207	27,668	24,826	27,554	26,751	24,035	276,513

TOTAL NUMBER OF TOURISTS - 2018													
Hotel Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Ezulwini	16,682	15,322	19,769	18,207	17,084	15,269	17,605	19,786	19,553	21,538	20,714	21,620	223,149
Total Manzini	2,294	2,736	3,786	3,013	3,307	2,363	2,171	2,812	2,841	3,317	3,652	2,664	34,956
Total Mbabane	1,166	1,374	1,610	1,315	2,139	1,581	1,333	1,471	1,221	1,065	1,320	1,114	16,709
Total Rest of Eswa ni	7,290	8,152	10,001	8,995	8,884	7,801	11,818	12,209	10,664	12,420	10,367	11,294	119,895
Grand Total	27,432	27,584	35,166	31,530	31,414	27,014	32,927	36,278	34,279	38,340	36,053	36,692	394,709



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