



ESWATINI TOURISM RESEARCH

Annual Report
2019



www.thekingdomofeswatini.com

Overview 2019

Arrivals



Length of stay



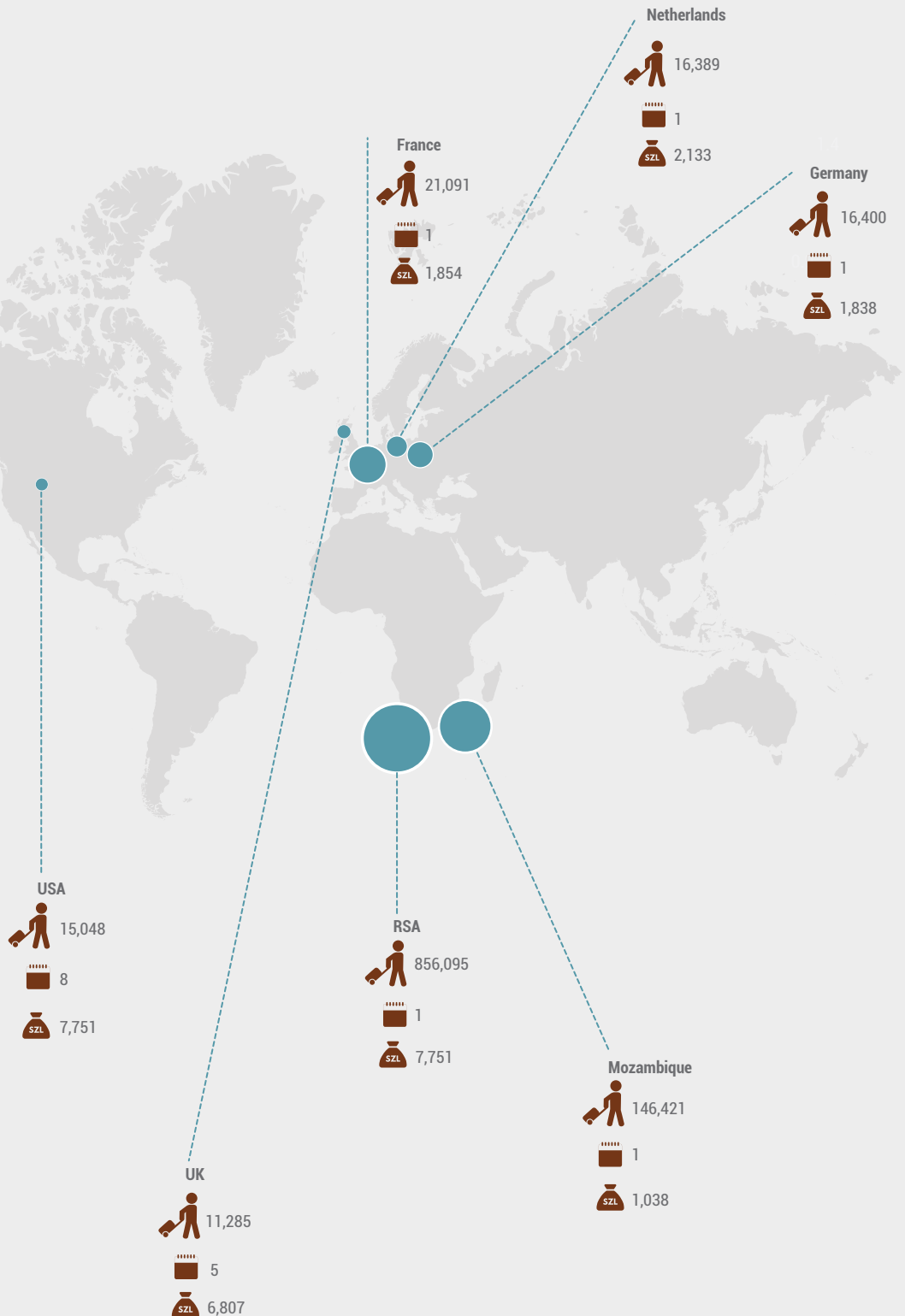
Visitor spend



Room occupancy



Outbound travel



Size of circle represents relative size of visitor arrivals in Eswatini at year end December 2019.



Arrivals



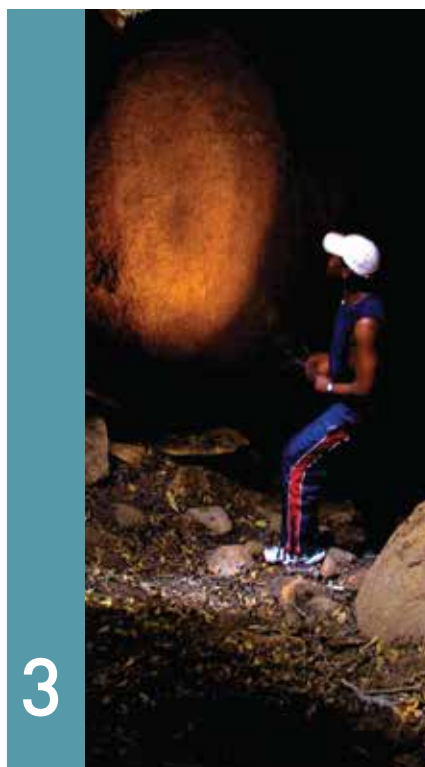
Length of stay



Visitor spend

Source: ETA in collaboration with the Department of Immigration

CONTENTS



Background	1
Gobal Performance	2
key facts	5
Who Visits Eswatini	10
Travel Behaviour	14
Country Profiles	23
Seasonality	45
Stay in Eswatini	48

Day Visits Eswatini	52
Places Visited & Activities	55
Mode of Transport	59
Packaged Tour	62
Ratin Stay in Eswatini	66
Outlook	70
Annex	73



BACKGROUND

This publication provides a summary of inbound tourism statistics, relating how tourism sector performed in 2019 with instances of comparisons with earlier years. In its thirteenth edition, this report includes information on global tourism performance, an analysis of the character, behavior and experiences of international visitors, placing emphasis on the country's top visitor-generating markets.

Information in this edition is based on studies carried out by ETA Research Department which includes data on the Exit Survey, Day Visitor Survey and periodic visitor surveys. Further key national statistics on the performance of the accommodation sector are provided by the Central Statistical Office and arrival/ departure data from the Department of Immigration. Global tourism data is sourced from international tourism and statistics organizations which include United Nations World Tourism Organization (UNWTO), Eurostat and other relevant regional tourism studies.

Timely and useful data are an integral to successful planning and investment decisions. The report is designed to provide policymakers, tourism industry, investors, researchers and the general public with market insights, and to

ensure that supply of tourism characteristic produce and service are aligned with market demand. Consequently, the report provides the following information:

- inbound arrivals, focusing on Eswatini's main international markets
- purpose of travel for inbound arrivals
- visitor nights and expenditure for international and domestic travellers
- international and domestic visitor nights
- outbound travel by Eswatini residents.

The Tourism Annual Statistics Report and previous annual reports including monthly visitor arrival statistics are accessible on the ETA website <http://www.thekingdomofeswatini.com> under 'useful links' – 'ETA Resources' on the homepage. ETA welcomes your input and suggestions for 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/](mailto:statistics@tourismauthority.org.sz) [data@tourismauthority.org.sz/](mailto:data@tourismauthority.org.sz) resources@tourismauthority.org.sz or contact our offices (see back cover).



GLOBAL PERFORMANCE

International tourist arrivals (overnight visitors) worldwide grew by 4% in 2019 to reach 1.5 billion, based on data reported by destinations around the world. 2019 was another year of strong growth, although slower compared to the exceptional rates of 2017 (+7%) and 2018 (+6%). Demand was slower mainly in advanced economies and particularly in Europe.

Uncertainty surrounding Brexit, geopolitical and trade tensions, and the global economic slowdown, weighed on growth. 2019 was also the year of major shifts in the sector with the collapse of Thomas Cook and of several low-cost airlines in Europe. All regions enjoyed an increase in arrivals. The Middle East (+8%) led growth, followed by Asia and the Pacific (+5%). International arrivals in Europe and Africa (both +4%) increased in line with the world average, while the Americas saw growth of 2%.

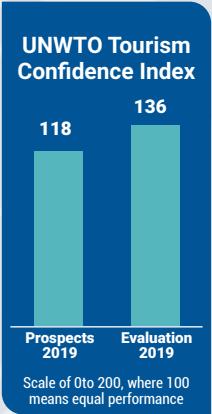
Regional insights Europe



Southern Mediterranean destinations led growth

International arrivals in Europe, the world's most visited destination, grew 4% in 2019, a slower pace compared to the remarkable 6% increase in the year 2018 and 9% in 2017. The region welcomed 742 million international arrivals, 51% of the world's total arrivals.

Northern, Western and Central Eastern Europe saw growth slowing down as compared to the high rates of previous years while in Northern Europe results were weak for the second consecutive year.



Asia and the Pacific



Chinese outbound travel continued to fuel results in many destinations.

Asia and the Pacific (+5%) welcomed 364 million international arrivals in 2019, 25% of the world's total arrivals.

Growth was slower compared to the 7% increase recorded in 2018 as the region's performance weakened during the second half of 2019, particularly in North East Asia.

Overall, results were led by South-East Asia and South Asia (both +8%). Arrivals in Oceania grew 3% while North-East Asia showed 2% increase.

International tourist arrivals 2019

+5%



Source: UNWTO

UNWTO Tourism Confidence Index

134

108

Prospects 2019 Evaluation 2019
Scale of 0 to 200, where 100 means equal performance

GDP growth

+4.6%

2019



Source: UNWTO based on IMF

Air bookings

+8%

International departures from Asia and the Pacific to otherworld regions in 2019



Source: ForwardKeys

Air passenger traffic

+5%

International revenue passenger kilometers (RPK)
Through November 2019



Source: IATA

Hotel Performance

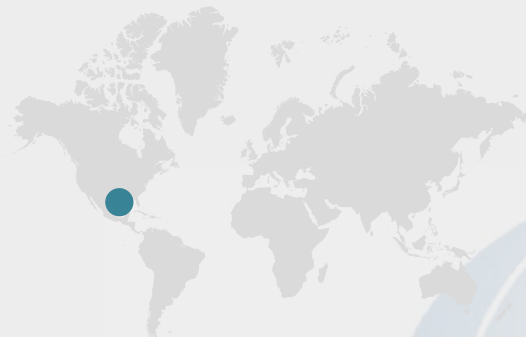
Through November 2019

-1%p Occupancy
-2% ADR
-3% RevPAR



Source: STR

The Americans



Mixed picture across destinations

The Americas showed a 2% increase to reach 220 million international tourist arrivals, with a mixed picture across destinations.

The Caribbean (+5%) enjoyed the highest growth as many island destinations consolidated recovery from the 2017 hurricanes. North America grew 3% in arrivals while Central America (+2%) was in line with the region's average. Arrivals in South America were down 3% partly due to a decline in outbound travel from Argentina amid social and political turmoil in the sub region. Strong US outbound travel continues to fuel arrivals in many countries across the region.

International tourist arrivals 2019

+2%



Source: UNWTO

UNWTO Tourism Confidence Index

118

108

Prospects 2019 Evaluation 2019
Scale of 0 to 200, where 100 means equal performance

GDP growth

+1.9%

2019



Source: UNWTO based on IMF

Air bookings

+5%

International departures from Americas to other world regions in 2019



Source: ForwardKeys

Air passenger traffic

+4%

North America

+3%

Latin America

International revenue passenger kilometers (RPK)
Through November 2019



Source: IATA

Hotel Performance

Through November 2019

+0%p Occupancy
+0% ADR
+0% RevPAR



Source: STR



Africa



70 million tourist arrivals mark hit for the first time

International arrivals in Africa reached 71 million, growing an estimated 4%.

North Africa showed 9% strong growth for the second year in a row while arrivals in Sub-Saharan Africa grew +1%.

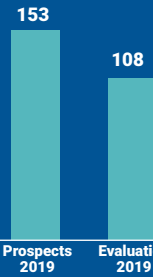
International tourist arrivals 2019

+4%



Source: UNWTO

UNWTO Tourism Confidence Index



GDP growth

+2.9%

2019



Source: UNWTO based on IMF

Air bookings

+3%

International departures from Africa to other world regions in 2019



Source: ForwardKeys

Air passenger traffic

+5%

International revenue passenger kilometers (RPK)

Through November 2019



Source: IATA

Hotel Performance

Through November 2019

+0%p Occupancy
+1% ADR
+1% RevPAR



Source: STR

Middle East



Fasted growth rate among world regions

The Middle East achieved the fastest growth rate (+8%) among world regions in 2019 and welcomed 64 million international tourist arrivals.

The region saw four strong quarters, with positive results across all destinations reporting data.

A strong winter season, as well as an increase in demand during Eid al-Fitr and the Hajj, contributed to the region's performance.

International tourist arrivals 2019

+8%



Source: UNWTO

UNWTO Tourism Confidence Index



GDP growth

+2.0%

2019



Source: UNWTO based on IMF

Air bookings

+3%

International departures from Americas to other world regions in 2019



Source: ForwardKeys

Air passenger traffic

+2%

International revenue passenger kilometers (RPK)

Through November 2019



Source: IATA

Hotel Performance

Through November 2019

+2%p Occupancy
-7% ADR
-5% RevPAR

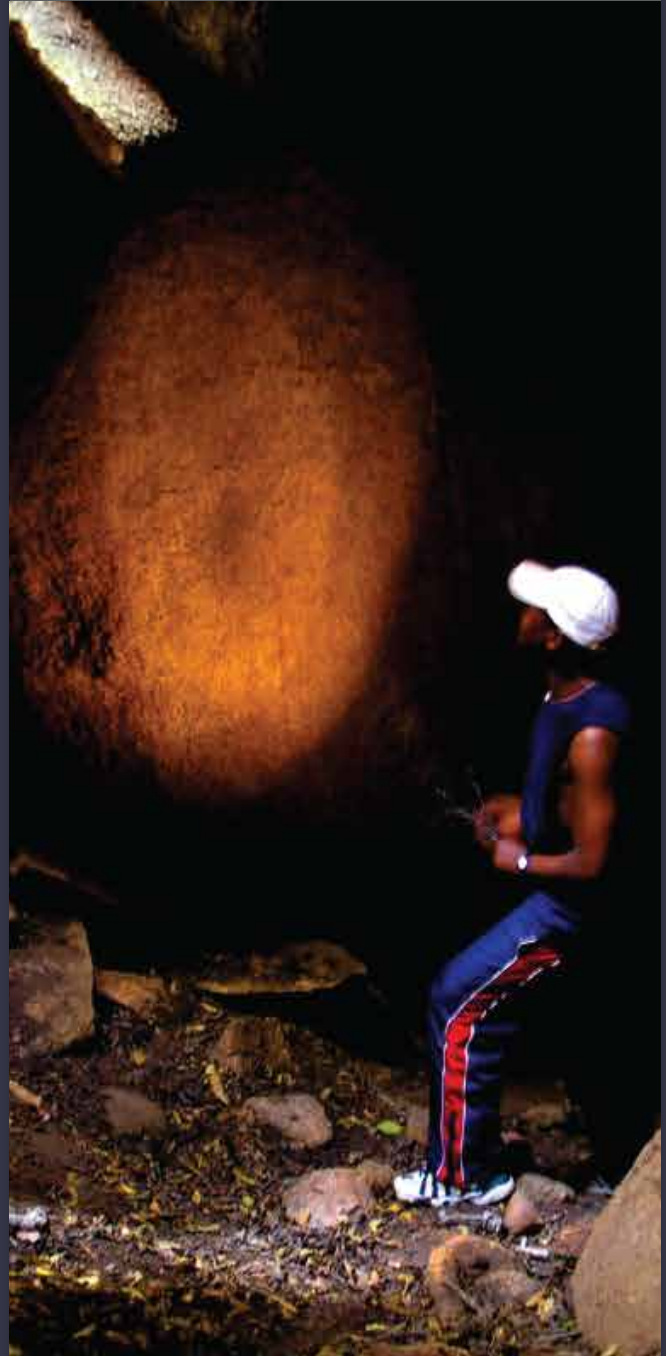


Source: STR



KEY FACTS

3



Highlights

Arrivals by Country

Arrivals by Region

Arrivals by Length of Stay

Hotel Statistics

Hotel Outbound Travel

Arrivals by Country

Region/ Country	2013	2014	2015	2016	2017	2018	2019
AFRICA	1,169,763	1,177,815	1,104,525	1,110,907	1,156,336	1,116,187	1,087,705
Botswana	4,293	5,913	5,833	5,969	5,837	5,450	5,428
Kenya	1,945	1,731	1,590	1,926	1,766	1,540	1,682
Lesotho	3,632	5,554	5,092	5,682	6,859	7,061	5,662
Malawi	3,689	4,760	5,493	5,055	5,257	4,800	5,336
Mozambique	213,827	219,555	181,271	202,042	213,920	195,644	146,421
Nigeria	3,567	3,537	3,668	3,734	3,483	3,371	2,987
RSA	875,632	856,492	810,249	814,220	850,221	832,276	856,095
Tanzania	6,493	5,718	6,311	5,659	5,694	5,483	6,039
Zambia	6,535	5,458	5,380	5,600	5,447	4,936	4,437
Zimbabwe	39,253	58,624	69,467	49,295	46,179	44,231	42,956
Other Africa	10,897	10,473	10,171	11,723	11,673	11,395	10,660
NORTH & SOUTH AMERICA	20,784	22,685	23,416	24,210	25,636	22,809	21,093
Brazil	1,048	974	996	1,132	1,329	1,259	840
Canada	3,225	3,470	3,568	4,137	4,412	4,055	3,815
USA	15,816	17,359	17,988	18,014	18,595	16,243	15,048
Other America	694	883	864	928	1,300	1,252	1,389
ASIA	17,531	18,909	20,384	25,846	25,790	22,172	22,376
China	2,184	2,046	2,221	2,732	2,650	2,293	2,260
India	4,613	5,031	5,145	6,867	7,580	6,070	6,364
Pakistan	4,125	4,242	5,216	7,450	7,517	6,166	5,892
Philippines	563	484	477	574	409	465	486
South Korea	1,616	2,158	2,315	2,300	1,904	2,032	1,922
Taiwan	1,093	1,268	1,105	1,240	1,248	1,331	1,688
Other Asia	3,336	3,680	3,905	4,681	4,481	3,814	3,765
EUROPE	85,905	100,308	103,559	112,974	129,955	111,569	90,460
Belgium	3,637	4,524	4,909	5,588	6,529	6,491	5,646
France	10,445	14,152	19,360	21,253	32,802	26,162	21,091
Germany	18,933	21,669	21,510	22,895	23,981	22,622	16,400
Italy	3,054	3,605	3,277	3,455	3,682	3,303	2,976
Netherlands	13,032	17,874	17,414	20,750	24,150	19,299	16,389
Norway	941	946	929	766	624	495	498
Portugal	6,641	6,720	6,047	6,610	5,657	4,264	3,142
Sweden	1,767	2,115	2,167	2,233	2,008	1,622	1,164
Switzerland	2,972	3,307	3,678	3,452	3,516	3,344	2,735
UK	16,428	15,813	14,646	15,503	16,069	13,885	11,285
Other Europe	8,055	9,583	9,622	10,469	10,938	10,083	9,134
OCEANIA	3,529	3,779	2,763	3,132	3,329	3,043	2,501
Australia	3,529	3,779	2,763	3,132	3,329	3,043	2,501
MIDDLE EAST	1,233	1,126	1,253	1,519	1,594	1,473	1,386
Kuwait	31	42	69	67	40	59	24
Iran	57	87	53	68	84	68	52
Israel	970	833	913	1,164	1,089	1,011	1,029
Saudi Arabia	10	4	20	4	25	7	5
UAE	3	24	8	6	13	11	10
Other Mid East	162	137	189	208	342	317	265
Total	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253	1,225,520

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

Note: Visitor data is compiled from Entry/Exit Forms completed by all visitors arriving in Eswatini through entry points

Data excludes arrivals of Swazis



Arrivals by Region

Annual Visitor and Visitor Nights, 2013 - 2019

YEAR	AMERICA	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (NIGHTS)	FORMAL ACCOMMODATION*	OVERALL NIGHTS ¹
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	2,895,584
2019	21,093	24,877	90,460	1,087,705	1,225,520	1.80	372,563	2,778,302

* indicates formal accommodation only

¹ indicates private and formal accommodation

Arrivals by Border Post

MONTHS									
Border post	2013	2014	2015	2016	2017	2018	2019	YTD (Z)	%
Airport	9,000	6,737	599	357	685	306	354	18,038	0.2%
Bulembu	2,227	2,860	2,987	3,543	3,097	1,819	1,774	18,306	0.2%
KMIII	-	1,855	8,311	7,293	7,576	7,770	7,797	40,602	0.3%
Gege	12,703	13,740	15,939	18,041	15,511	15,001	16,858	107,793	0.9%
Lavumisa	126,885	147,350	144,836	155,870	154,796	159,246	166,123	1,055,106	8.9%
Lomahasha	36,727	38,166	36,607	58,628	70,390	70,324	60,330	371,172	3.1%
Lundzi	4,161	4,435	5,339	7,326	11,381	8,187	7,180	48,009	0.4%
Mahamba	158,379	184,014	193,157	206,074	199,075	201,872	207,310	1,349,881	11.3%
Mananga	177,888	168,432	165,085	158,664	156,467	164,879	172,442	1,163,857	9.8%
Matsamo	197,246	192,223	191,040	195,404	196,961	169,815	194,867	1,337,556	11.2%
Mhlumeni	52,230	49,293	48,353	59,677	81,549	87,119	77,972	456,193	3.8%
Ngwenya	609,039	639,516	669,999	675,136	658,630	617,949	601,933	4,472,202	37.5%
Nsalitje	63,444	84,248	82,881	84,078	77,183	83,294	70,095	545,224	4.6%
Sandlane	17,368	15,577	18,900	24,657	24,879	33,686	35,464	170,531	1.4%
Sicunusa	105,735	108,858	129,288	134,557	92,657	95,729	100,164	766,988	6.4%
	1,573,032	1,657,304	1,713,321	1,789,305	1,750,837	1,716,996	1,720,663	11,921,458	100.0%
								11,921,458	

*The figures have been adjusted

Source: ETA in collaboration with the Department of Immigration (Entry/Departure cards)



Arrivals by Length of Stay

Length of Stay (Nights)	2013	2014	2015	2016	2017	2018	2019
Less than 1	329,960	386,026	382,557	332,019	422,450	495,574	546,162
1	387,838	343,370	267,077	309,224	358,912	289,936	187,361
2	331,042	324,311	255,283	279,232	273,059	256,728	237,187
3	116,297	118,137	143,981	148,764	129,120	114,953	128,358
4	45,978	51,581	64,128	58,636	56,213	40,872	43,494
5	21,366	27,076	40,541	34,791	27,596	19,159	19,553
6	12,576	13,614	20,147	25,194	16,523	15,327	14,280
7	9,060	11,647	12,776	19,195	12,691	8,941	9,435
8-10	15,551	12,857	19,779	24,744	14,309	11,495	8,679
11-14	12,035	13,160	17,690	18,895	9,454	8,941	11,750
15-29	13,523	14,219	15,356	14,396	10,817	7,664	8,390
30-59	2,840	6,958	7,740	3,599	4,003	2,555	4,175
60 and over	677	1,664	8,846	9,898	7,495	5,109	6,621
Total	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253	1,225,520
Average Length of Stay (Nights)							
Formal & Private Accommodation	2	2.21	3.42	3.5	2.64	2.27	1.84
Formal Accommodation	0.91	0.92	0.88	0.94	1.07	0.96	1.09

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.

Arrivals by Profession and Age Group

Profession	2013	2014	2015	2016	2017	2018	2019
Professional	542,875	626,546	529,990	498,649	453,813	434,266	485,112
Technical	118,186	137,761	97,960	101,008	134,264	106,012	79,662
Administration	122,082	99,347	71,586	79,272	98,013	89,408	88,437
Managerial	128,576	165,578	123,078	127,859	118,152	112,398	117,287
Clerical	28,572	13,246	8,791	6,393	20,140	15,327	26,521
Skilled	55,846	98,022	82,889	88,223	92,642	84,299	85,413
Semi-skilled	7,792	9,272	12,559	25,572	42,965	74,081	92,948
Unskilled	7,792	5,298	13,815	6,393	12,084	16,604	14,277
Retired	109,094	15,895	108,007	145,759	127,551	104,735	71,582
Unemployed	7,792	n/a	57,771	49,865	57,734	53,645	32,866
Self-employed	81,821	1,325	80,378	99,730	136,949	151,993	107,026
Student	61,041	9,272	67,819	48,586	46,992	34,486	24,389
Other	27,274	143,059	1,256	1,279	1,343		
Age Group (Years)							
18-24	70,132	46,362	71,008	53,701	93,985	39,595	26,150
25-34	219,488	223,861	294,104	274,896	308,807	282,273	275,068
35-44	437,676	482,162	361,303	375,905	295,381	397,226	462,459
45-54	370,142	335,129	300,984	322,204	402,792	325,700	326,747
55-64	164,940	162,928	153,440	171,331	174,543	173,706	111,391
65+	36,365	74,179	75,062	80,551	67,132	58,754	23,628
Total	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253	1,225,520

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



Hotel Statistics

Accommodation facilities	2013	2014	2015	2016	2017	2018	2019
Number of facilities	138	137	140	138	157	157	164
Room Available	592,102	628,607	628,611	573,575	601,343	690,677	714,293
Room Nights Sold	276,903	280,956	272,911	280,569	308,203	279,884	265,345
Domestic Tourists	108,359	110,099	115,359	138,562	113,651	118,196	128,190
International Tourists	302,900	307,114	296,537	308,046	323,195	276,513	244,373
Total Tourists	411,259	417,213	411,896	446,608	436,846	394,709	372,563
Average Nights Spent	1	1	1	1	1	0.96	1.09
Room Occupancy Rate	47	45	43	49	51	41	37
Total Bill	273,106,622	276,031,386	271,889,626	365,622,358	380,583,555	387,490,043	431,194,167
Total arrivals	1,298,743	1,324,621	1,255,901	1,278,587	1,342,641	1,277,253	1,225,520

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

Outbound Travel

Eswatini Outbound Statistics, 2013- 2019						Percentage Change
Year/ Month	Number Of Departures					
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
2013	9,000	1,564,032	1,573,032	1.3	12.2	12.2
2014	8,592	1,648,712	1,657,304	-4.7	5.1	5.4
2015	8,910	1,704,411	1,713,321	3.7	3.4	3.4
2016	7,650	1,781,655	1,789,305	-14.1	25.5	-25.4
2017	8,261	1,742,576	1,750,837	8.0	-2.2	-2.1
2018	8,076	1,708,920	1,716,997	-2.3	-2.0	-2.0
2019	8,151	1,712,512	1,720,663	0.9	0.0	0.0
January	325	129,292	129,617	-14.2	-12.4	-12.4
February	531	104,736	105,267	-5.5	-12.6	-12.6
March	774	142,657	143,431	22.6	-4.0	-3.8
April	599	158,895	159,494	-20.2	8.0	7.9
May	606	139,722	140,328	-25.2	1.3	1.1
June	708	133,961	134,669	-6.9	-3.5	-3.5
July	699	146,161	146,860	11.3	2.8	2.8
August	700	161,873	162,573	1.3	6.6	6.5
September	903	147,277	148,180	-2.4	0.7	0.7
October	1,064	139,638	140,702	27.5	3.5	3.7
November	804	134,518	135,322	-11.4	3.9	3.9
December	438	169,702	170,140	7.1	1.8	1.8

Source: ETA in collaboration with the Department of Immigration (Entry/Departure cards)



WHO VISITS ESWATINI

4



Highlights

Our Markets

World Regions

Profession

Age and Sex



Visitor Profile

Eswatini attracted 1.2 million international visitors in the year ending 2019, reflecting a decrease of 4.1% compared to 2018 inbound arrivals. While an overall decline was registered, growth was also noted in visits from a range of markets across Africa with short-haul markets growing at a faster rate than long-haul. SADC region countries continued to dominate inbound tourism to Eswatini. Markets within this region accounted for 7 of top-15 markets and 1,072 million visitors in 2019. Europe, which constitutes Eswatini's second largest regional source markets for inbound travel also recorded a double-digit drop of 18.9%. Overall, arrivals from all world regions recorded sharp declines with African arrivals falling by 2.5%, the Americas down by 7.5% and the 'Rest of the World' registering a decline of 15.6%.

OUR MARKETS

Primary Markets



RSA
Total Arrivals
2019: 856,095
↑ 2.9%



Mozambique
Total Arrivals
2019: 146,421
↓ 25.2%



Germany
Total Arrivals
2019: 16,400
↓ 27.5%



United Kingdom
Total Arrivals
2019: 11,285
↓ 18.7%



Netherlands
Total Arrivals
2019: 16,389
↓ 15.1%

Emerging Markets



France
Total Arrivals
2019: 21,091
↓ 19.4%



USA
Total Arrivals
2019: 15,048
↓ 7.4%



Tanzania
Total Arrivals
2019: 6,039
↑ 10.2%



Botswana
Total Arrivals
2019: 5,428
↓ 0.4%

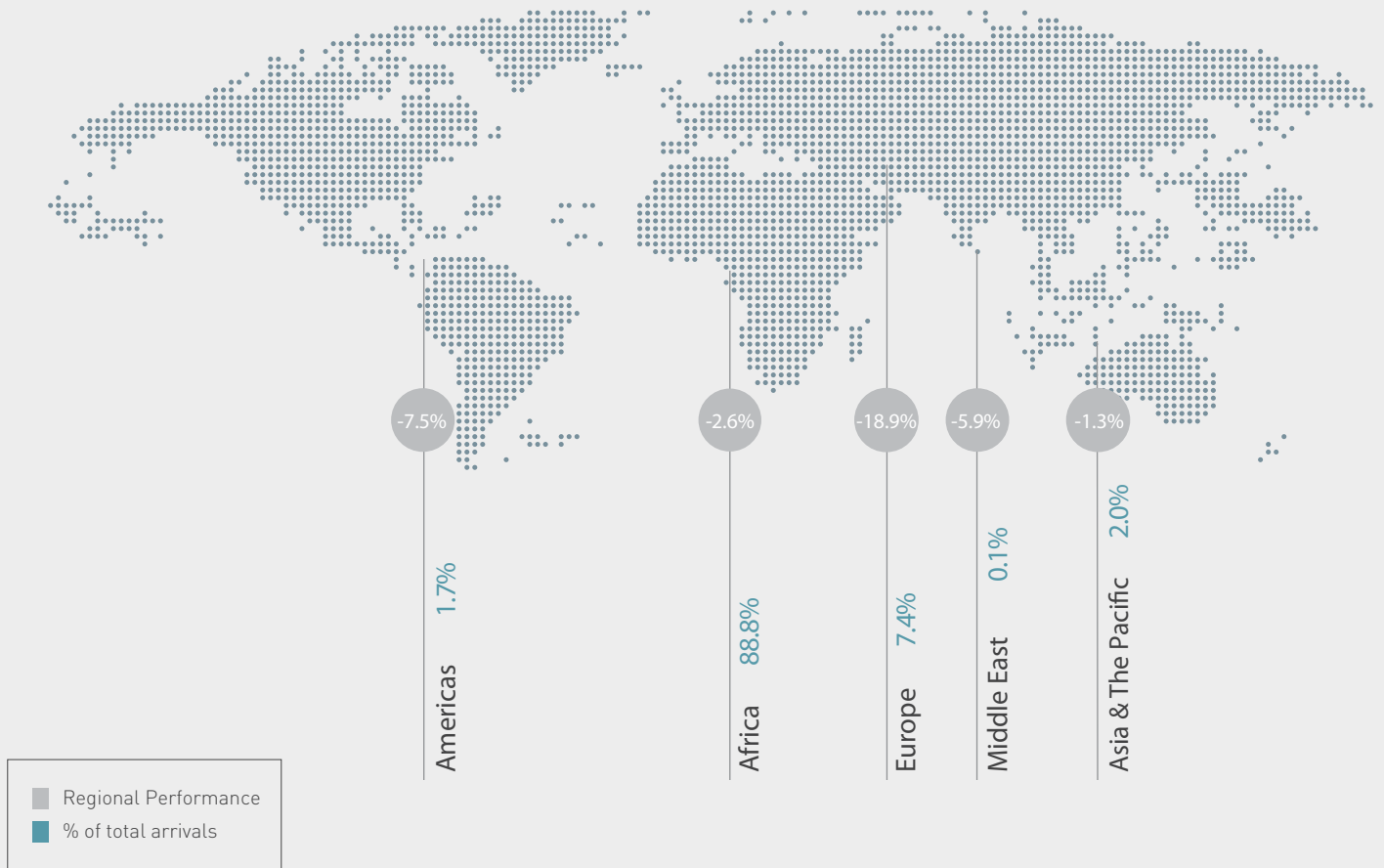
VISITORS BY COUNTRY OF RESIDENCE

South Africa, which remains Eswatini's main visitor-generating market registered over 856 000 arrivals reflecting a growth of 2.9% year-on-year. An incremental trend in educational tourism has been noted in the past 3 years with a significant proportion of visitors from the East African market travelling for this purpose. Specifically, Kenya (+9.2%), Tanzania (+10.1%) and Malawi (+11.2%) increased visits to the Kingdom for educational related purposes. On the adverse, all key European markets recorded double-digit declines in visitations to the Southern Africa region including Eswatini. A closer look at Eswatini's main overseas visitor-generating markets revealed that these markets were faced with challenging economic conditions. Consequently, the sector experienced a dampened propensity for long-haul travel with consumers opting for closer-to-home recreational activities:

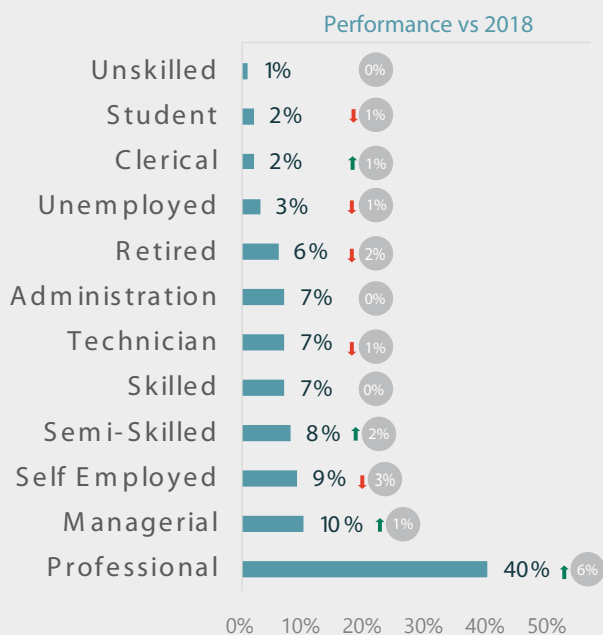
- Netherlands: visits were down by 15.1% to record 16,389 visits
- Germany: set a 10-year low 16,400 in 2019, with visits down by 27.5%
- United Kingdom: after a tough 2018, visits continued to decline with less than 12,000 visitors recorded in 2019
- Other overseas markets that registered substantial visitor declines during the review period comprised of France, United States of America, Belgium, Portugal and Canada.



VISITORS BY WORLD REGION



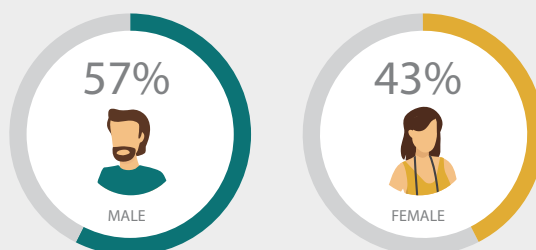
VISITORS BY PROFESSION



Professionals followed by managerial remained the leading visitor profession in 2019, recording 6% and 1% increments respectively. Expectedly, most of the professionals came alone for business. Semiskilled and clerical visitors also slight growth. Noticeably, there was a 3% decline in the self-employed as well as a 2% decline in the retired.

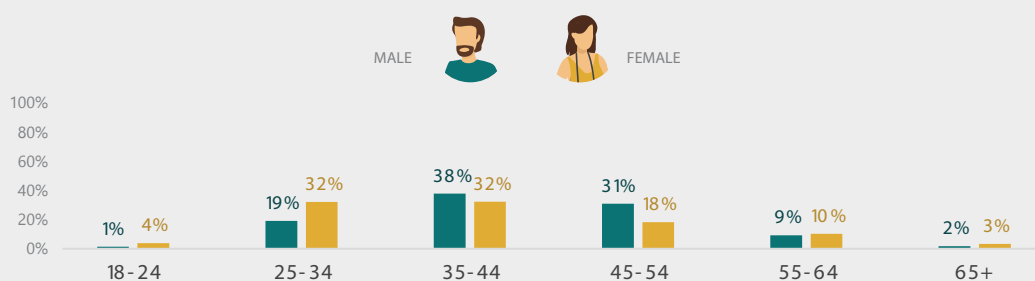


SEX OF VISITORS



Noticeably, the male visitors were 14% higher than their female counterparts, regardless of the 9% decline compared to the previous year. The females dominated the 18 – 34 year old group whilst all the other age groups were led by males.

VISITORS BY AGE AND SEX



TRAVEL BEHAVIOUR

5



Highlights

Reason for Traveling

Travel Partnership

Frequency of Visit

Source of Information

Port of Entry

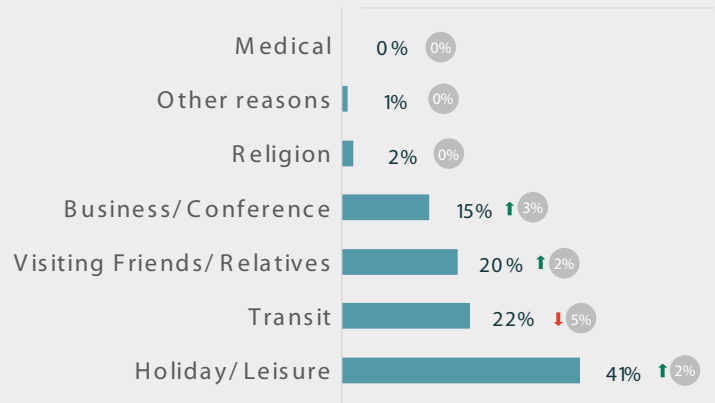


Reason for Traveling

Holiday visits accounted for 41% of total visitors with 51% of these being travelers from overseas markets. Business travel registered a 3% growth year-on-year with relatively high repeat visits to participate in meetings, seminars, exploration of investment opportunities and procurement of goods and services. Those who undertook trips to 'visit friends and relatives' accounted for 241,427 visits and spent an average of 3 nights per visit. The transit category – which presents an opportunity for conversion to leisure travel – registered a considerable proportion of overall travel in 2019, with 22% travelling for this purpose.

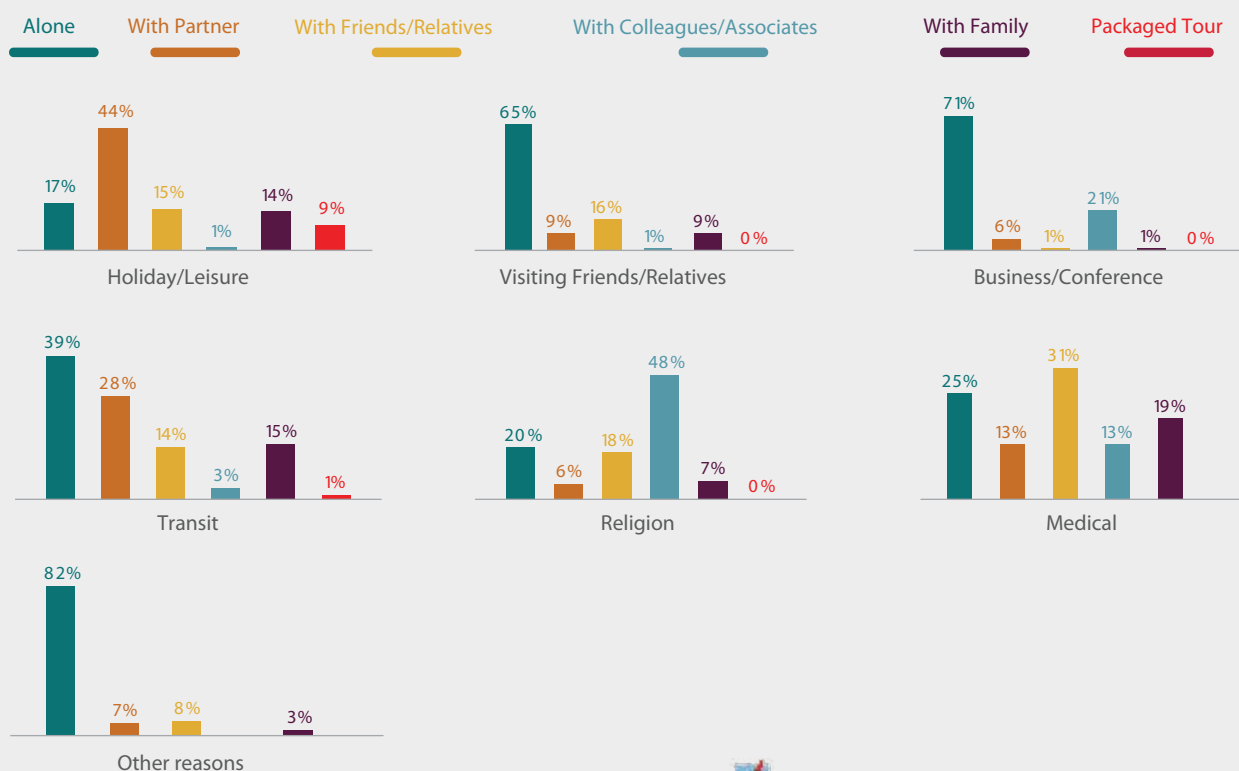
REASON FOR VISIT

Performance vs 2018



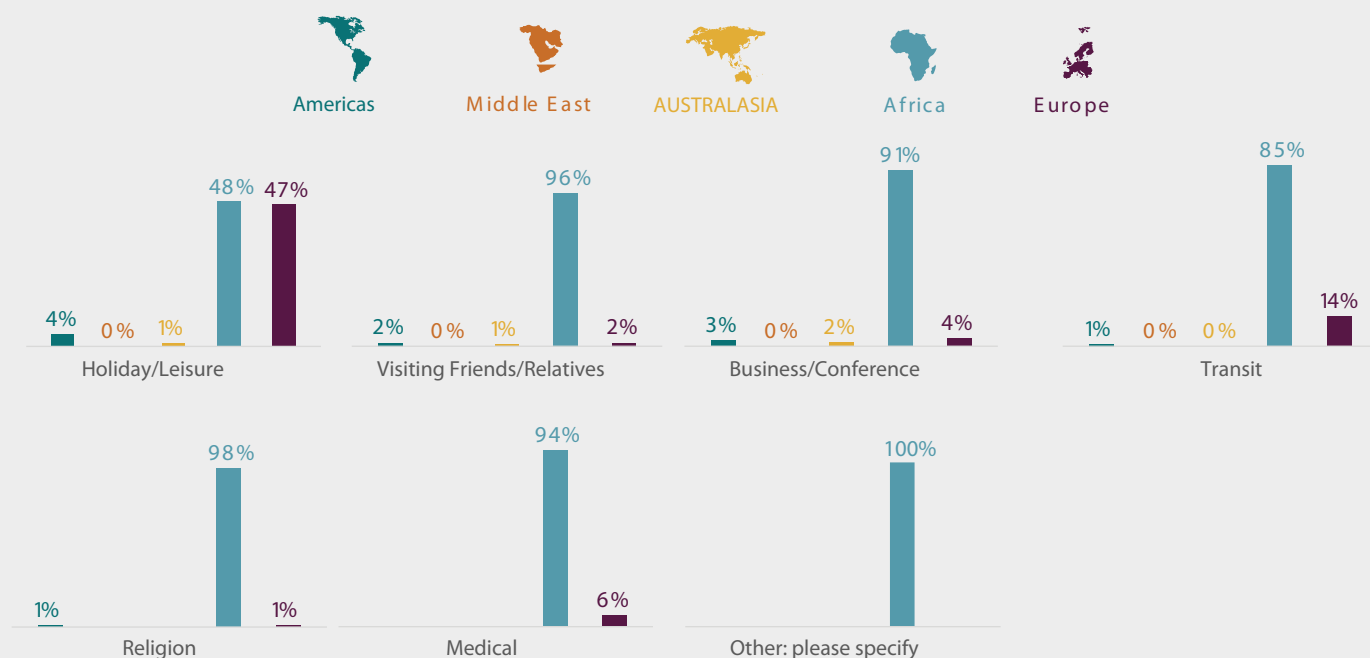
The travel pattern of these categories suggests that a majority of travelers that visited Eswatini for holiday purposes typically travelled with a partner (44%). Expectedly, most travelers that came for business either travelled alone (71%) or with colleagues/ associates (21%). The categories for 'medical' and 'religious' purposes, while lesser in terms of volumes, were largely undertaken as groups with the former travelling mainly with friends and relatives (31%) and the latter with associates (35%).

REASON FOR VISIT BY TRAVEL PARTNERSHIP



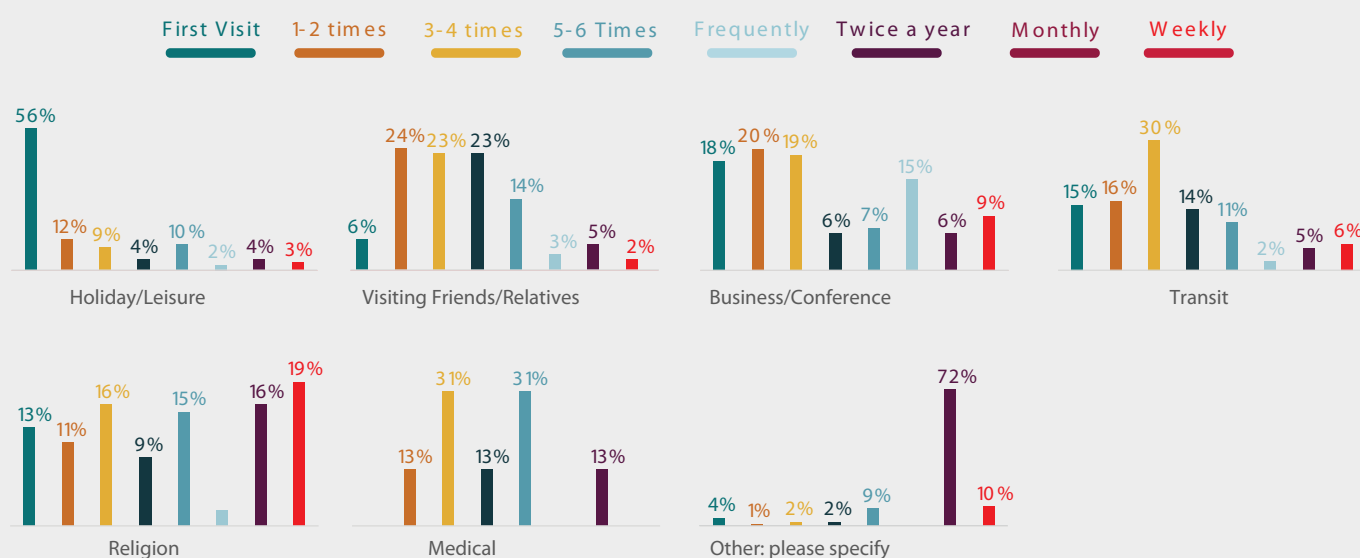
An analysis of visits from a world region perspective typically showed more visitors from the African region compared to any other region within each of the 'main reason for visit' categories. However, a marginal difference was noted for 'holiday' category, where the proportion of European holiday visitors accounted for 47% compared to those that came from Africa (48%), suggestive that Europeans largely view Eswatini as a vacation destination.

REASON FOR VISIT BY REGION



2019 saw a large volume of international travelers visiting Eswatini for the first time, with a high proportion of these being long-haul holiday visitors who normally visit the Southern Africa region once every 10 years. Business travelers undertook an average 3 visits during the year and these mainly originating from the Southern Africa region. A noteworthy 'first time' visits (18%) was also noted from travelers within the region.

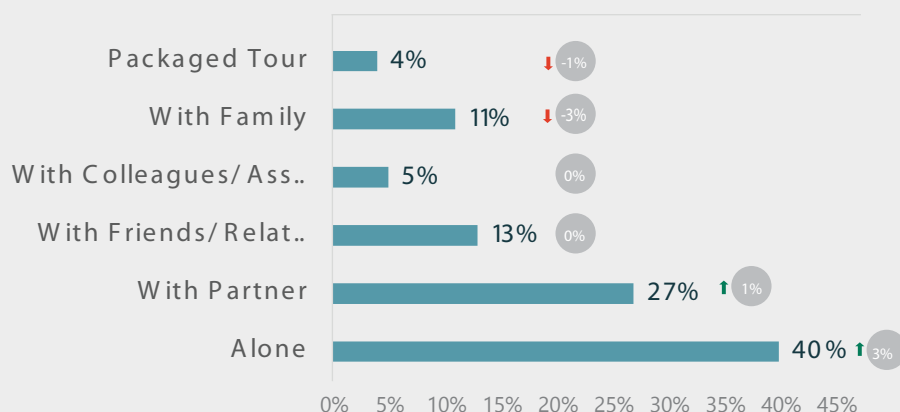
REASON FOR VISIT BY VISIT FREQUENCY



Travel Partnership

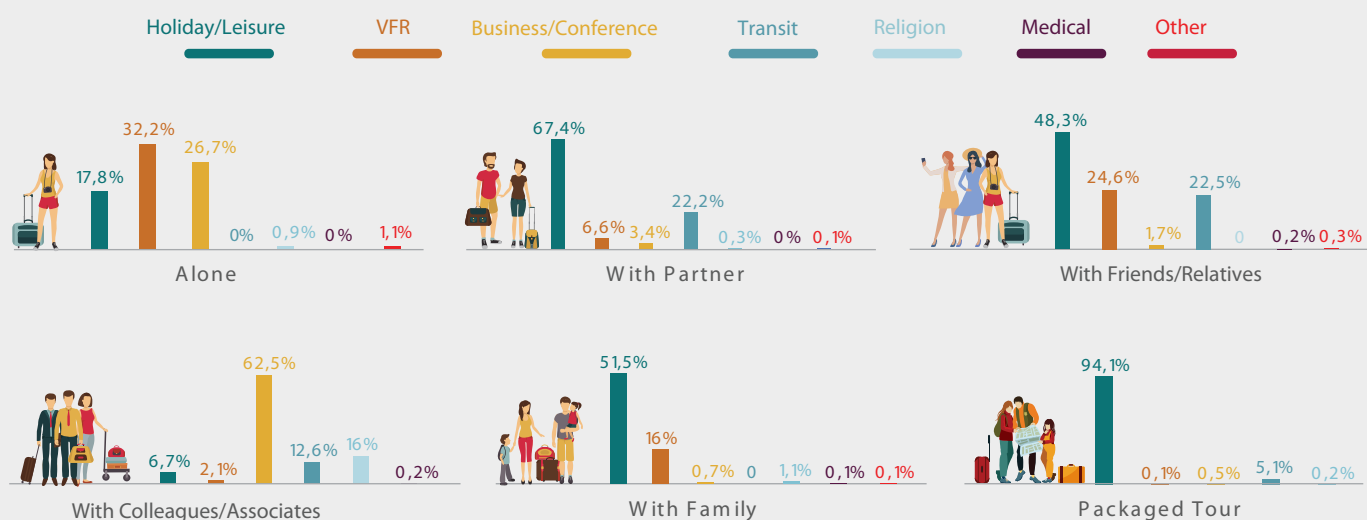
VISITOR TRAVEL PARTNERSHIP

Performance vs 2018



The composition of the 'couple' and 'alone' travel partnerships showed positive growth in the review year, with the former registering an increment of 3% and the latter with 1%, respectively. During this period, a majority of visitors to Eswatini typically traveled alone (40%), these mainly aged between 34-44 years. Travel as couples accounted for 27% with these travelers being on average middle-aged (25-44 years). By comparison over the same period, a 1.6 percent decline was noted in packaged tours as a result of significant declines in overseas arrivals in 2019.

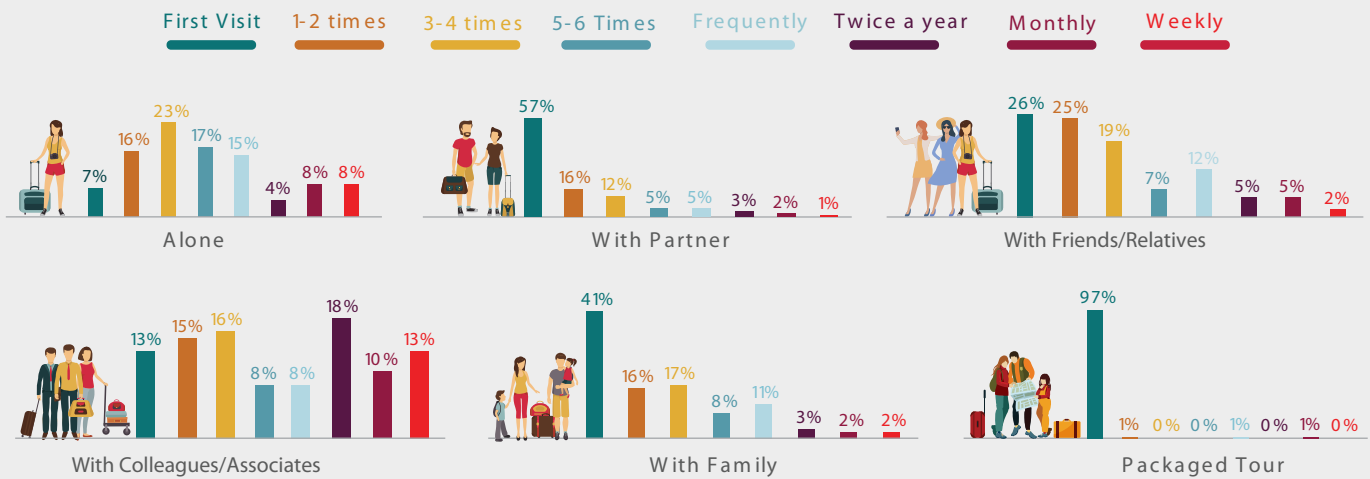
TRAVEL PARTNERSHIP BY REASON FOR VISIT



2019 saw a growth in the proportion of the volume and visit frequency of individual travelers, most of which came from South Africa and Mozambique to visit friends and relatives (32%) or for business and conferences (27%). Most of the couples were first time visitors coming for holiday and leisure. Package tour visitors, who mainly comprised of French and German visitors, were mostly first time visitors with 94% travelling for holiday and leisure purposes. Similarly, European travelers from the Netherlands, France and Germany reflected considerable volumes of family vacationing.



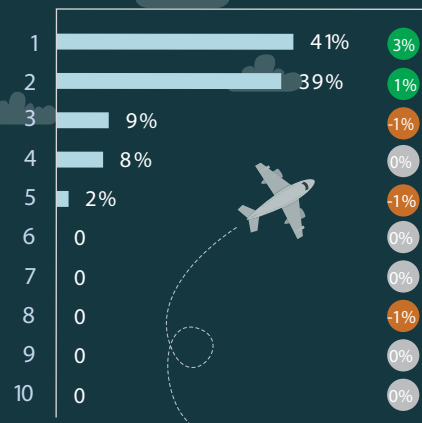
TRAVEL PARTNERSHIP BY VISIT FREQUENCY



At least 80% of international visitors traveled in smaller groups, either alone (41%) or as a couple (39%) during the review year. An increase of 3% from 37% in 2018 was noted for individual travelers while a 3% rise from 26% in 2018 was recorded for those travelling in groups of twos. Air travelers mainly travelled alone with 30% of these being on business trips.

NUMBER OF PEOPLE TRAVELING WITH YOU

Performance vs 2018



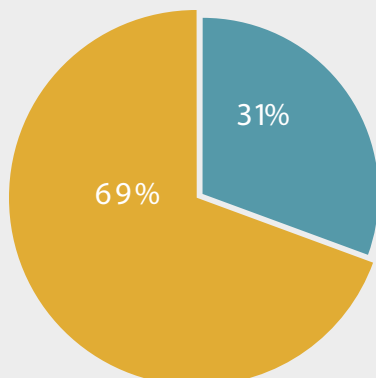
Frequency of visit

Over two thirds of travelers to the country were on a repeat visit, these mainly comprising of regional travelers from South Africa (92%), Mozambique (98%), Botswana (42%) and Malawi (48%). The remaining 31% were first time visitors from overseas markets. A year-on-year visitor trend shows that in 2019, a 4% decline was recorded in travelers visiting 3-4 times a year, whilst an increase in the weekly, monthly and bi-annual visitations was noted particularly from South Africa and Mozambique for business related purposes.

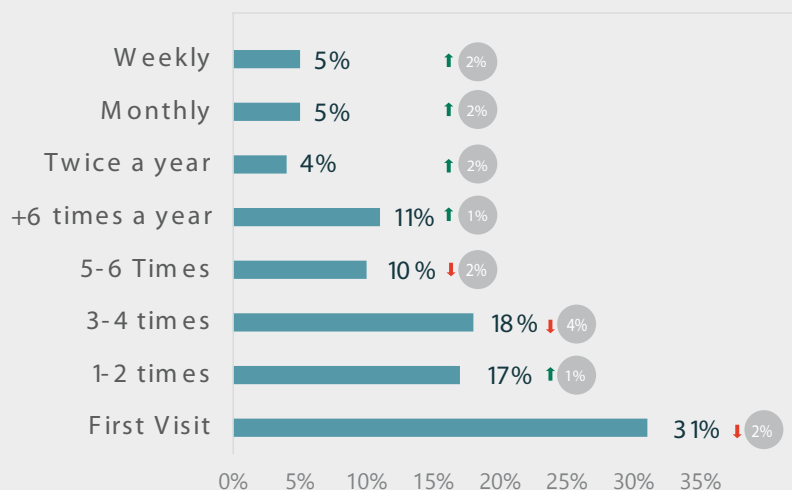
VISIT FREQUENCY

Return visits

First Visit



FREQUENCY OF VISIT Performance vs 2018



VISIT FREQUENCY BY WORLD REGION



Americas



Middle East



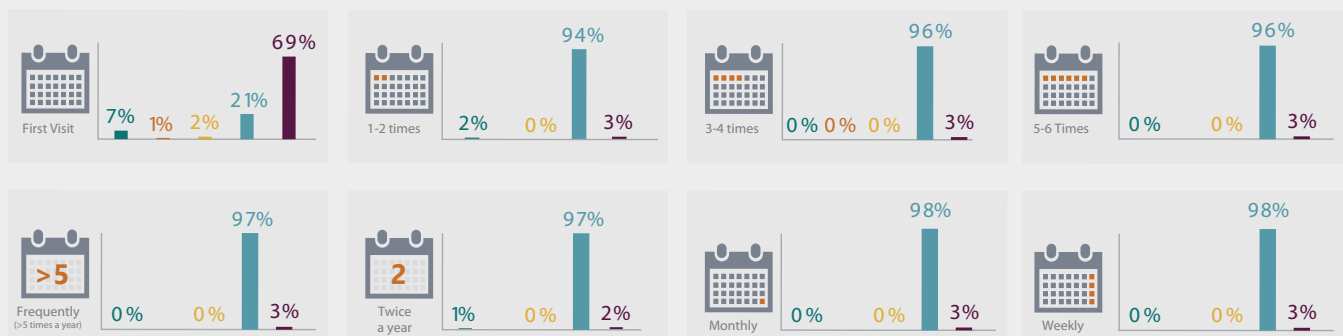
AUSTRALASIA



Africa



Europe



During the review period, the European market provided the majority of first-time visitors to Eswatini (69%) compared to other regions. While the African market generally accounts for the highest size of repeat visitors, in 2019, the East-African markets ranked second highest in first time visitors. In terms of proportions, 76% of first-time visits were for holiday purposes and about 10% were transiting through the country. On average, one in four visitors tend to return for holidays, while over half (52%) of visitors who come back to the country twice a year do so for business. A significant 44% of visitors who made at least 5 return visits in 2019 were visiting friends and family.

VISIT FREQUENCY BY REASON FOR VISIT

Holiday/Leisure

VFR

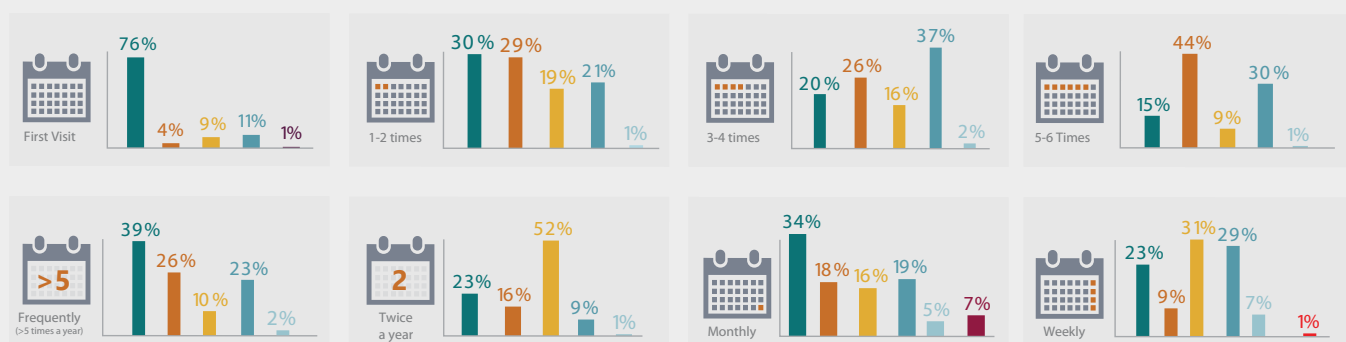
Business/Conference

Transit

Religion

Medical

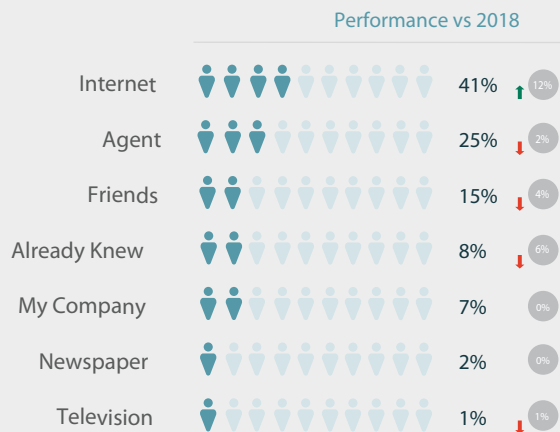
Other



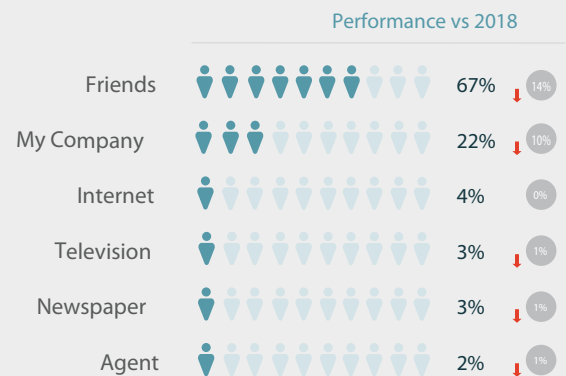
Source of Information

The internet remained the leading source of information about Eswatini for most first-time visitors, which saw the users increase by 11% to 182 602 in 2019. Most internet users came for holiday (83.5%) with the remaining 13.2% constituting transit travelers. During this period, the majority of internet users were noted to be couples (65.8%). Tour operators and travel agents (25%) formed another key source of travel information to Eswatini, with 91% of holiday visitors having engaged a travel agent, and 37% of packaged tours attributed to tour operator itineraries. The use of digital and print media declined marginally and this was mainly noted for European and Australasian markets. Similarly, referrals from friends and relatives recorded a decline.

SOURCE OF INFORMATION FIRST VISIT

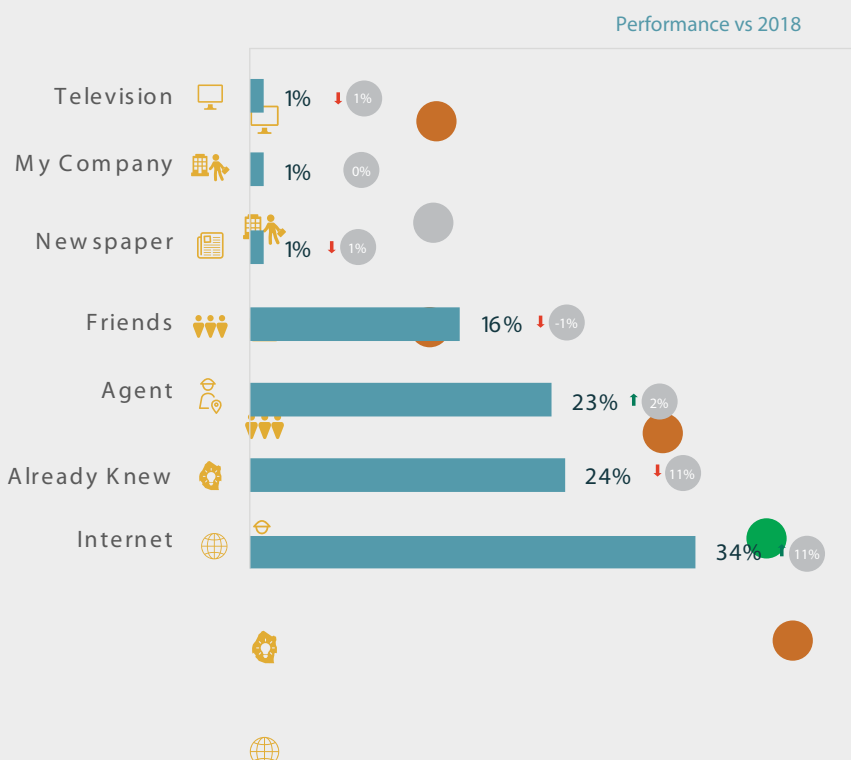


SOURCE OF INFORMATION RETURN VISITORS

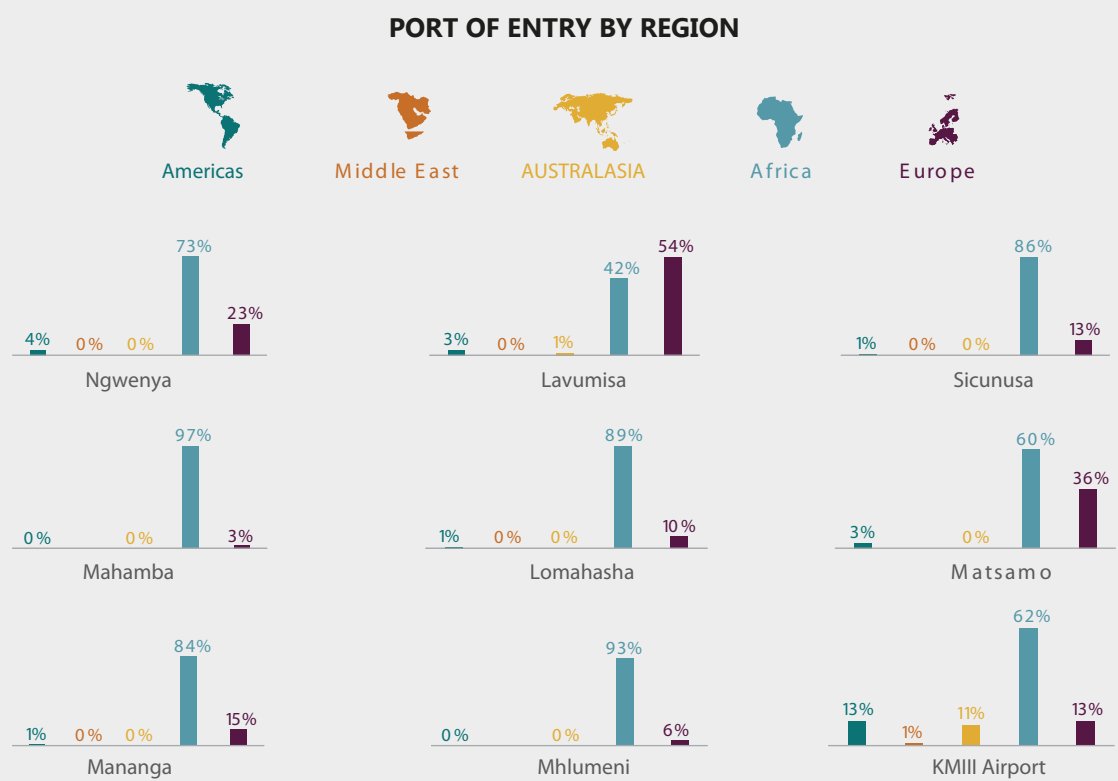


Holiday travelers opted for online resources to gather information on travel and plan their trip. Over 15% of travelers utilized the internet for travel planning, reflecting an increase of 2% when compared to 2018. The use of travel agents and tour operators also increased by 2% during this period. The proportion of visitors whose source information about the country from their friends declined by 1% between 2018 and 2019.

SOURCE OF INFORMATION FOR HOLIDAY VISITORS



Most Europeans used the Lavumisa border as the composition of international arrivals at this port was led by Germans attributing 19% total arrivals and 15% were from the Netherlands. Mhlumeni (67%) and Lomahasha (73.6%) understandably had more Mozambique natives coming through that border.



Port of Entry

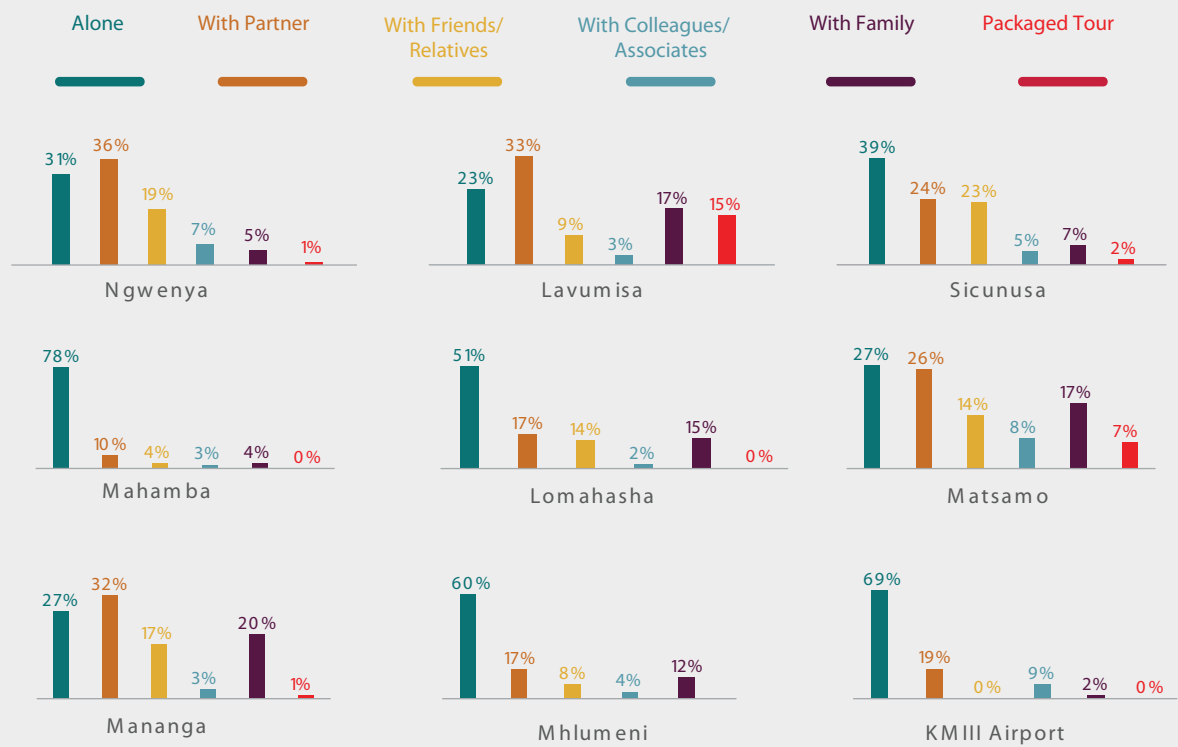
PORT OF ENTRY BY MODE OF TRANSPORT



Visitors to Eswatini mainly travelled by road, with preference for use of private or rental cars. Most scheduled coaches came through the South African borders, specifically, Matsamo Border Post (15%) and Lavumisa Border Post (4%). There was a noticeable increase of 7% in the volume of private vehicles entering through the Lundzi Border Post.

The distribution of visitors by travel partnership categories of 'individual', 'with partner' and 'with friends and relatives' tends to be evenly distributed amongst the ports of entry. Lavumisa Border Post (15%) and Matsamo Border Post (7%) registered a significant volume of packaged tour travelers with most of these visitors combining their visit to Eswatini with Kruger National Park and the KwaZulu-Natal Wetlands. Ngwenya border post remained the main gateway for African arrivals with 27% of this market having utilized this port in 2019.

PORT OF ENTRY BY TRAVEL PARTNERSHIP



COUNTRY PROFILES

6



Highlights

RSA
Mozambique
Germany
France
United Kingdom
Netherlands
USA



Languages

Afrikaans
English
Ndebele
Tsonga
Venda
Sesotho

Xhosa
Zulu
Swati
Tswana
Sepedi



23,090,000

Pensioners

57,725,600

Total Population



32,615,165

Internet
Users



ZAR

South African Rand
(ZAR)



\$6 190

GDP Per Capita
(PPP)



16,000,000

Facebook
Users



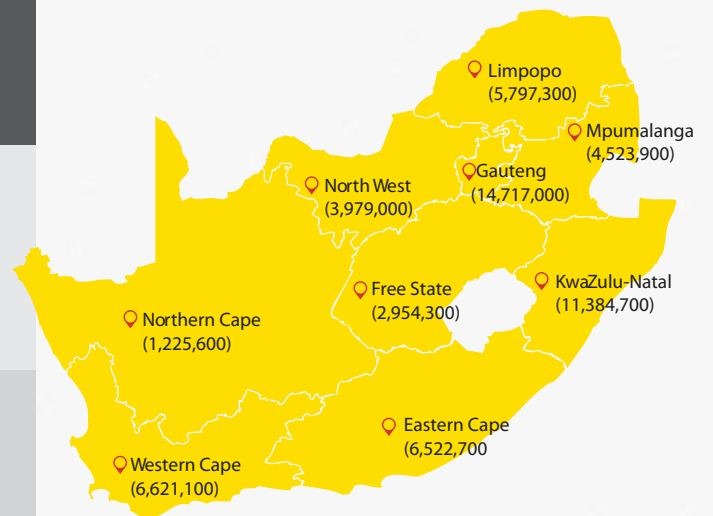
27.5%

Unemployment
Rate



21 days

Annual Leave
Entitlement



Arrivals



856 095

+2.9%

Length of stay



1 night

0%

Av. Expenditure



SZL

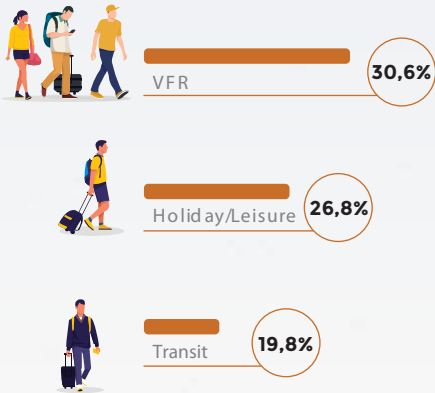
1 623

-8.4%

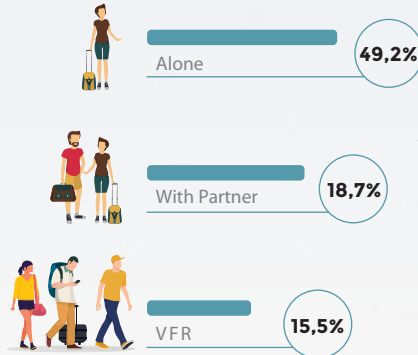




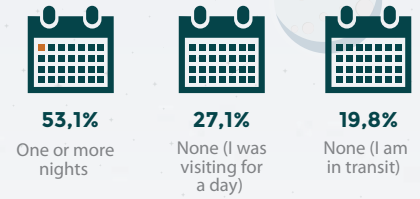
What was the reason for your visit?



Who are you travelling with?



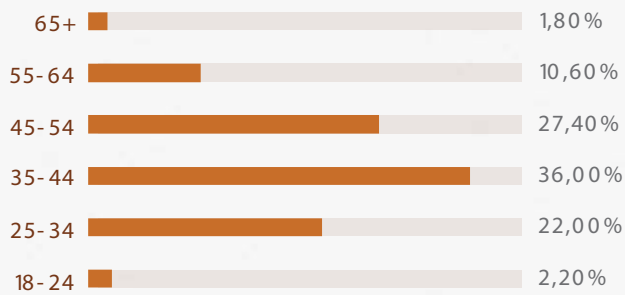
Number of nights



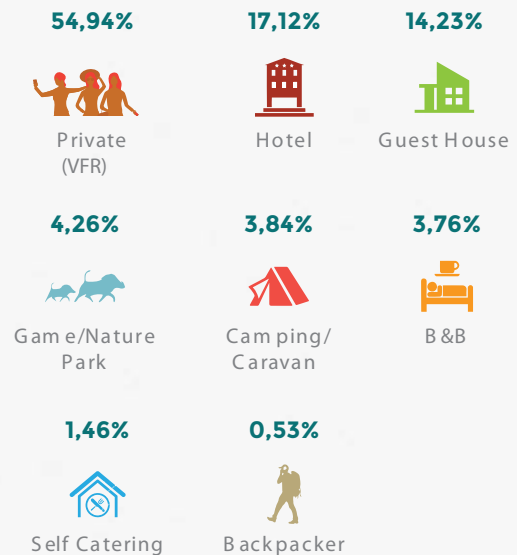
South African Visitors



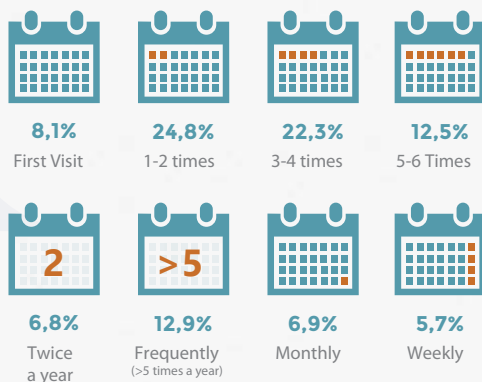
AGE GROUPS



ACCOMMODATION



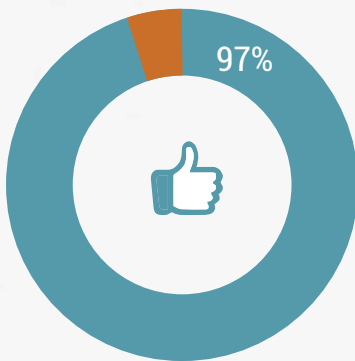
FREQUENCY OF VISIT





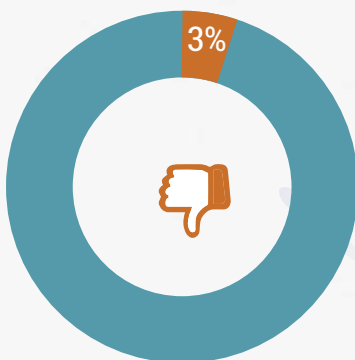
PERCEPTIONS

Culture Beautiful
Good Roads Country
Peaceful Kingdom
Small Country Good Service Weather
Developing Already Knew Clean
Safe Friendly People
Scenery



Highlights

- Friendly & Respectful People
- Safe
- Beautiful Scenery
- Peaceful & Stable
- Good Customer Service



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Improve Data Network
- Extend Border Hours
- Minimise Littering





Languages
Portuguese



880,568
Pensioners

30,338,987
Total Population



6,523,613
Internet
Users



MZN
Mozambican Metical
(MZN)



\$521.83
GDP Per Capita
(PPP)



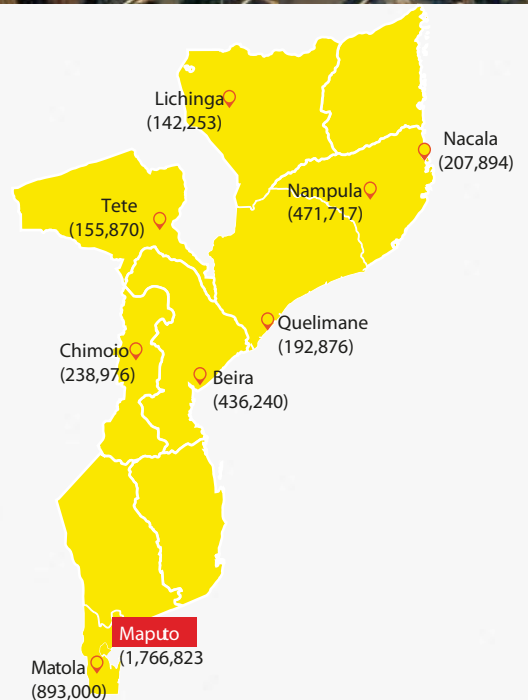
1,800,000
Facebook
Users



25.3%
Unemployment
Rate



25 days
Annual Leave
Entitlement



Arrivals



146 421

-25.2%

Length of stay



1 night

0%

Av. Expenditure

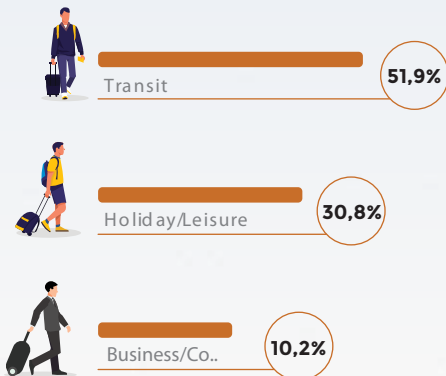


1 038

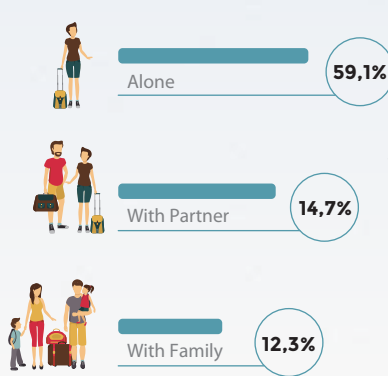
-4.6%



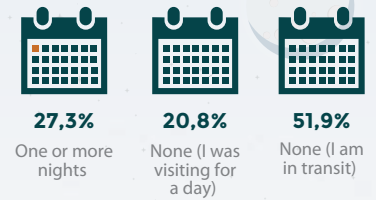
What was the reason for your visit?



Who are you travelling with?



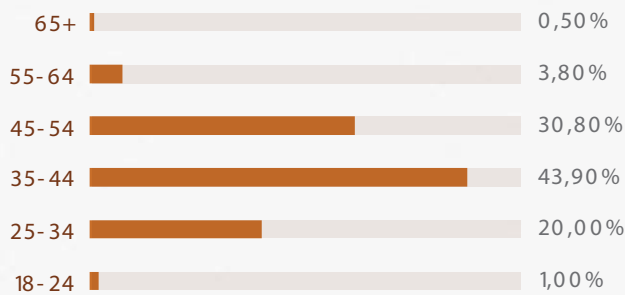
Number of nights



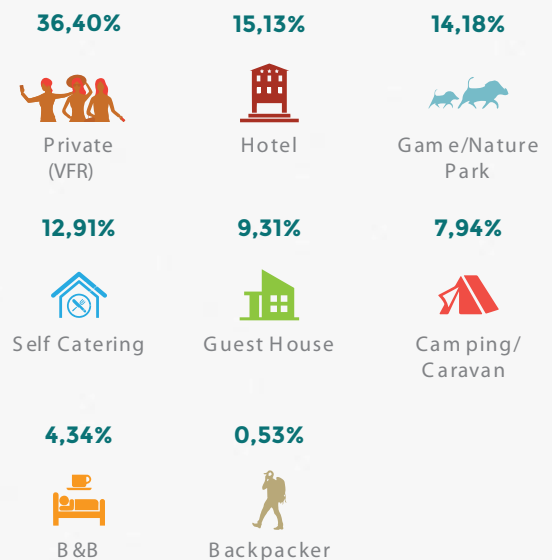
Mozambican Visitors



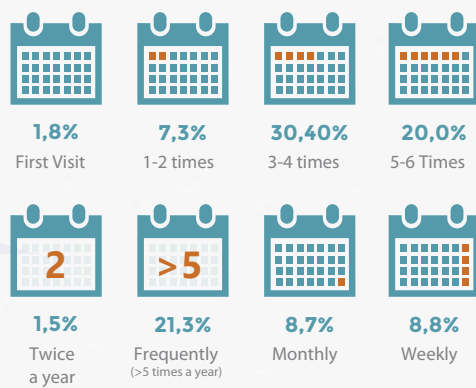
AGE GROUPS



ACCOMODATION

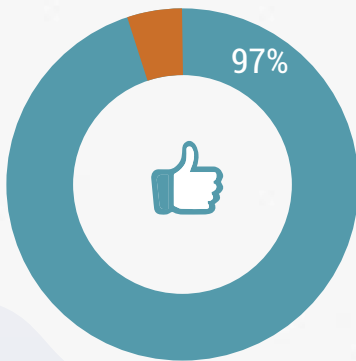


FREQUENCY OF VISIT





PERCEPTIONS



Highlights

- Friendly & Respectful People
- Safe
- Beautiful Scenery
- Good Food
- Clean



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Road Tax
- Remove Stray Animals
- Traffic Police are Harsh



Languages
German



23,090,000
Pensioners

82,790,000
Total Population



79,127,551
Internet
Users



EUR
EUR-German
(Euro)



\$47,990.
GDP Per Capita
(PPP)



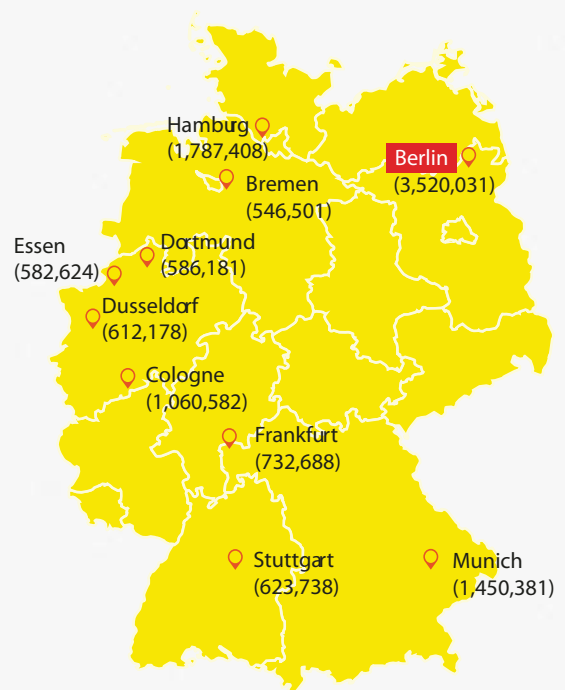
31,000,000
Facebook
Users



3.2%
Unemployment
Rate



28-32 days
Annual Leave
Entitlement



Arrivals



16 400

-27.5%

Length of stay



1 night

0%

Av. Expenditure



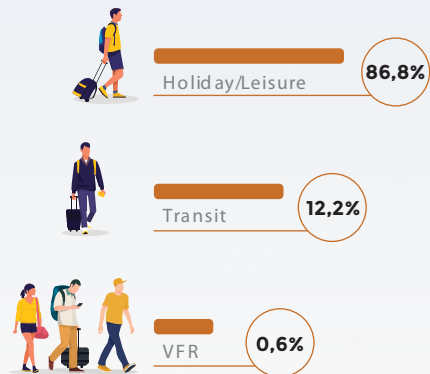
SZL

1 838

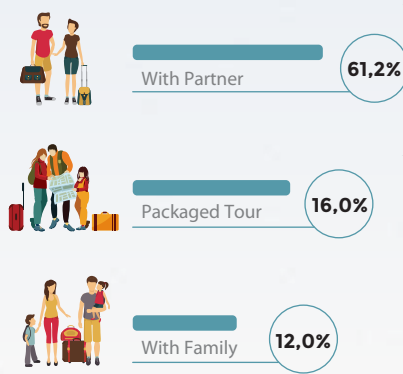
-10.4%



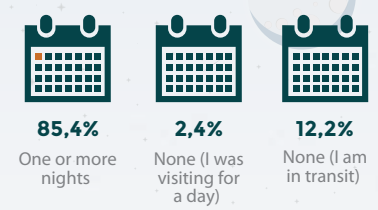
What was the reason for your visit?



Who are you travelling with?



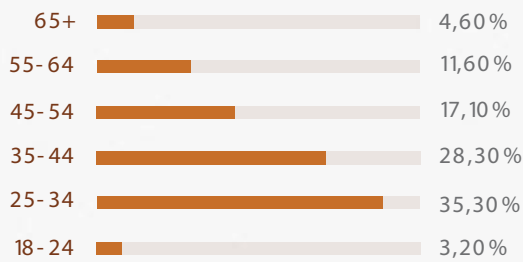
Number of nights



German Visitors



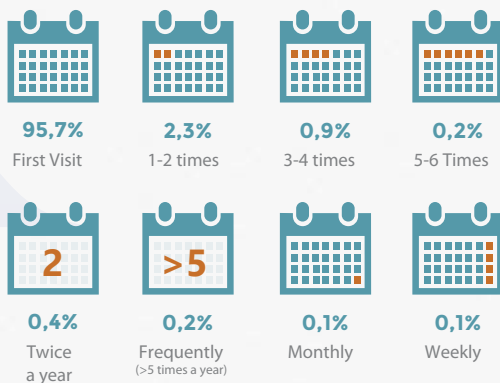
AGE GROUPS



ACCOMMODATION

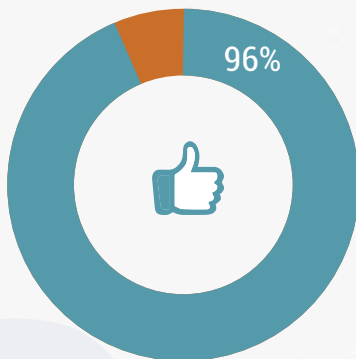


FREQUENCY OF VISIT



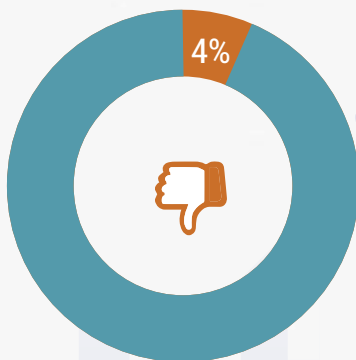


PERCEPTIONS



Highlights

- Beautiful Scenery
- Friendly & Respectful People
- Safe
- Wildlife
- Cultural Heritage



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Remove Stray Animals
- Few Information Offices
- Improve Data Network





Languages
French



13,884,547
Pensioners

66,992,699
Total Population



60,421,689
Internet
Users



CFP
Franc
(CFP)



\$42 640
GDP Per Capita
(PPP)



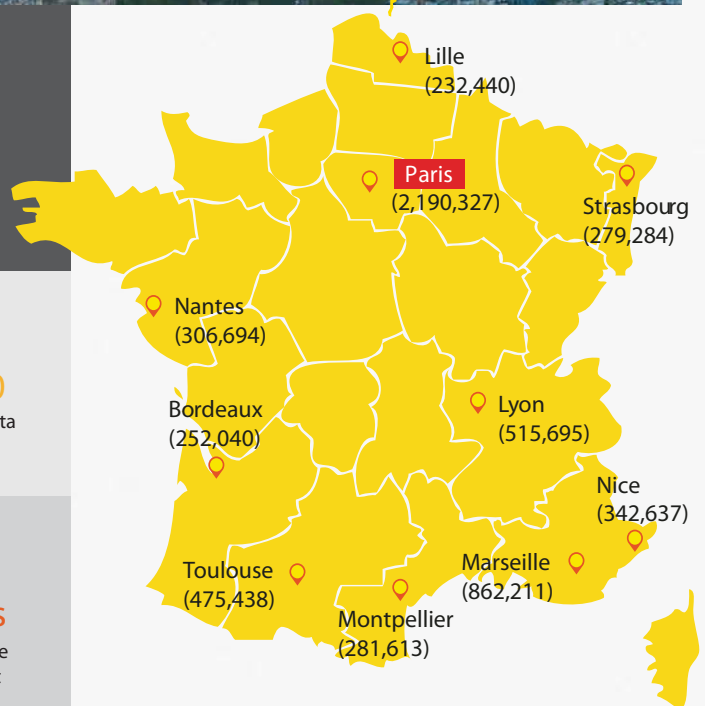
33,000,000
Facebook
Users



8,5%
Unemployment
Rate



37 days
Annual Leave
Entitlement



Arrivals



21 091

-19.4%

Length of stay



1 night

0%

Av. Expenditure



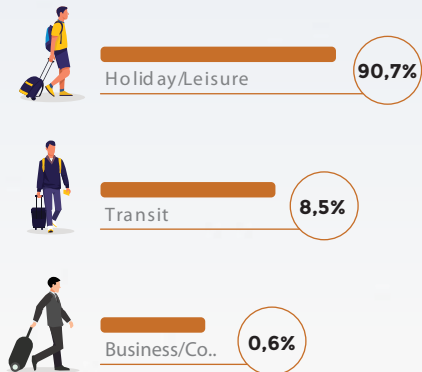
1 854

-28.5%

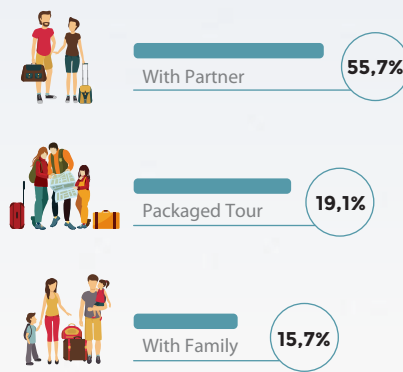


COUNTRY PROFILES | FRANCE

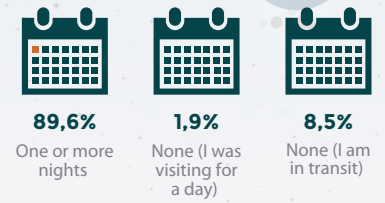
What was the reason for your visit?



Who are you travelling with?



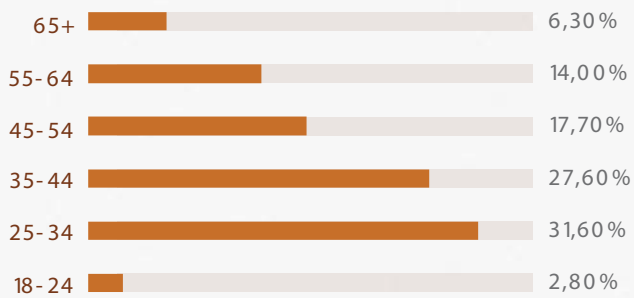
Number of nights



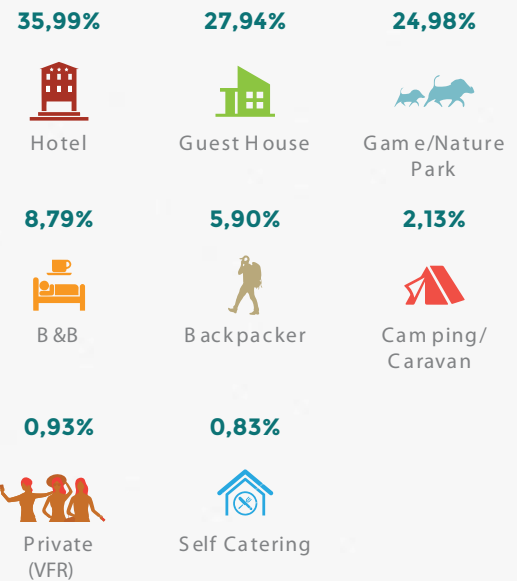
French Visitors



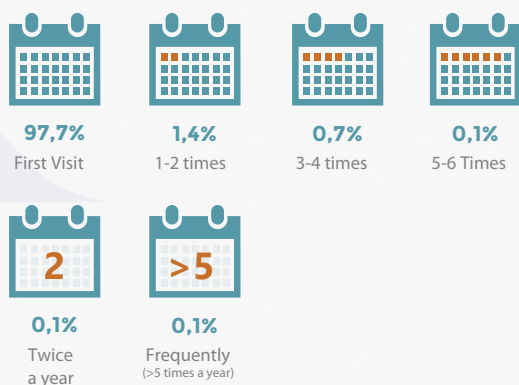
AGE GROUPS



ACCOMMODATION

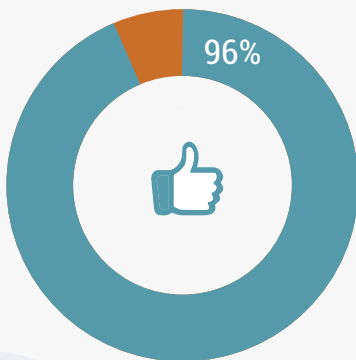


FREQUENCY OF VISIT



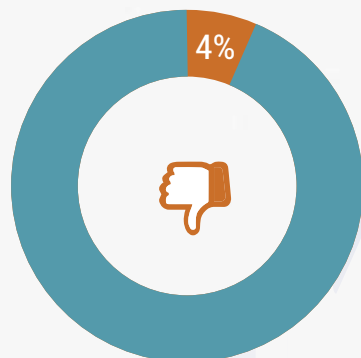


PERCEPTIONS



Highlights

- Beautiful Scenery
- Friendly & Respectful People
- Wildlife
- Safe
- Cultural Heritage



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Remove Stray Animals
- Few Information Offices
- Dangerous Driving





Languages
English-British



12,151,427

Pensioners

66,801,088

Total Population



63,544,106

Internet
Users



GBP

Pound Sterling



\$40,390.00

GDP Per Capita
(PPP)



4,000,000

Facebook
Users



3.8%

Unemployment
Rate



28 days

Annual Leave
Entitlement



Arrivals



11 285

-18.7%

Length of stay



5 nights

+66.7%

Av. Expenditure



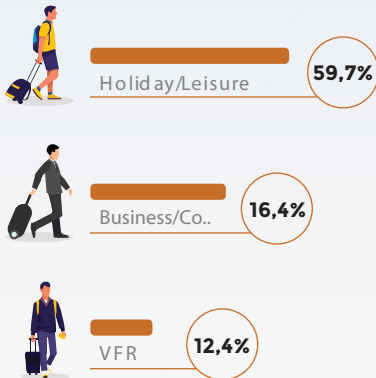
£

6 807

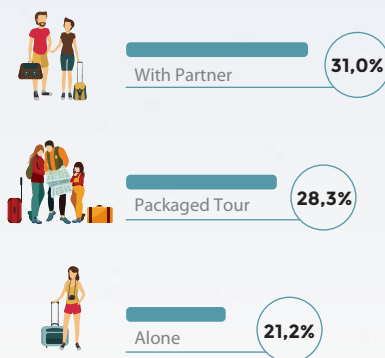
+64.2%



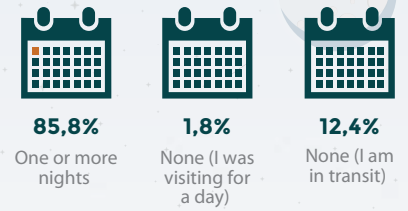
What was the reason for your visit?



Who are you travelling with?



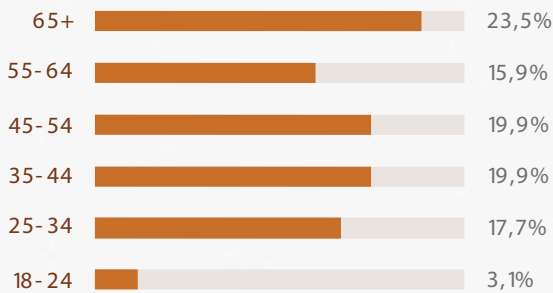
Number of nights



English Visitors



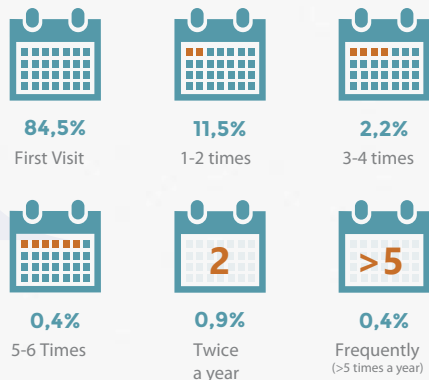
AGE GROUPS



ACCOMODATION

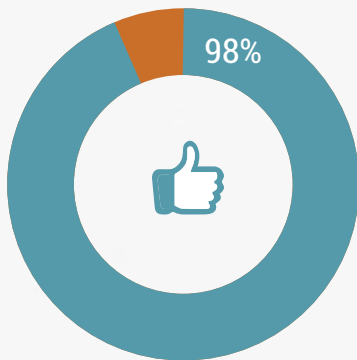


FREQUENCY OF VISIT



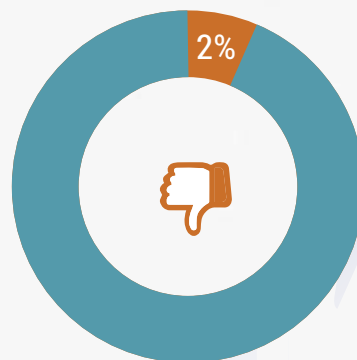


PERCEPTIONS



Highlights

- Beautiful Scenery
- Friendly & Respectful People
- Food
- Safe
- Wildlife



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Improve Data Network
- Remove Stray Animals
- Few Information Offices



Languages
Dutch



3,424,621

Pensioners

17,181,084

Total Population



16,383,879

Internet
Users



EUR

Euro



\$53 870

GDP Per Capita
(PPP)



9,800,000

Facebook
Users



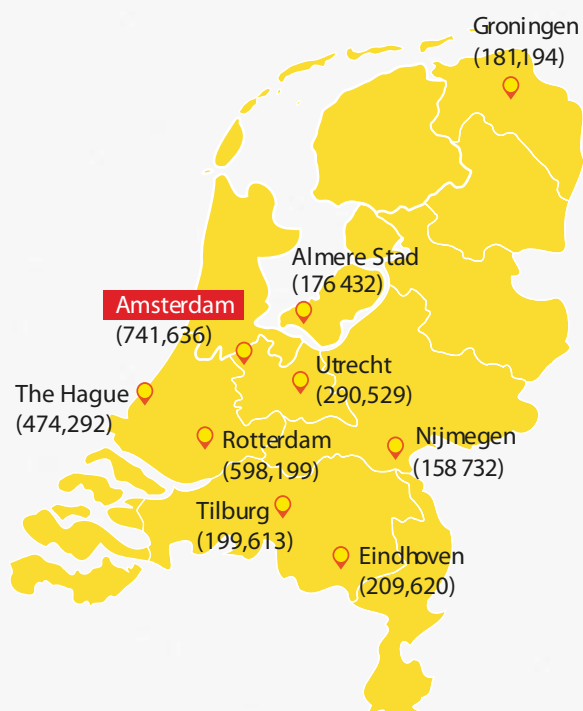
3.8%

Unemployment
Rate



20-25 days

Annual Leave
Entitlement



Arrivals



16 389

-15.1%

Length of stay



1 night

-50%

Av. Expenditure



SZL

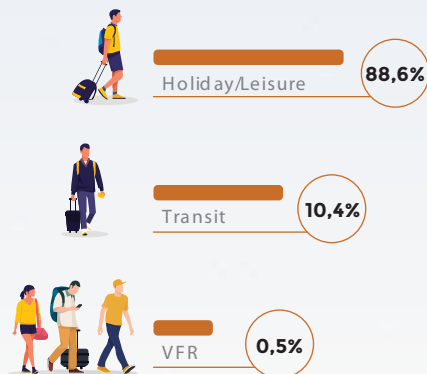
2 133

-22.5%

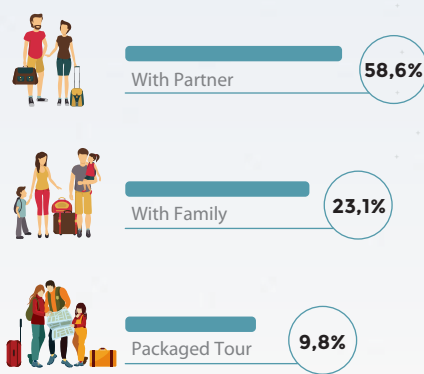


COUNTRY PROFILES | NETHERLANDS

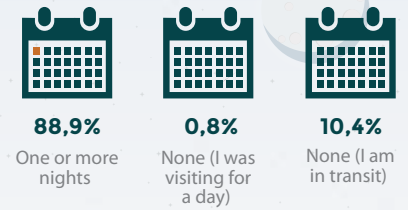
What was the reason for your visit?



Who are you travelling with?



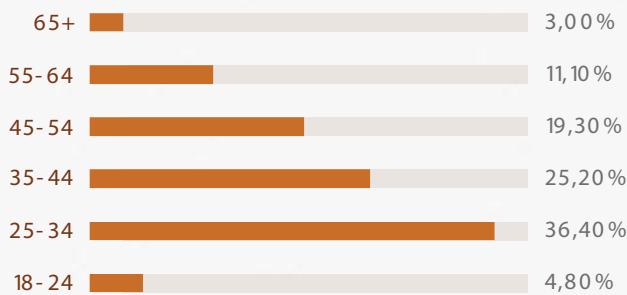
Number of nights



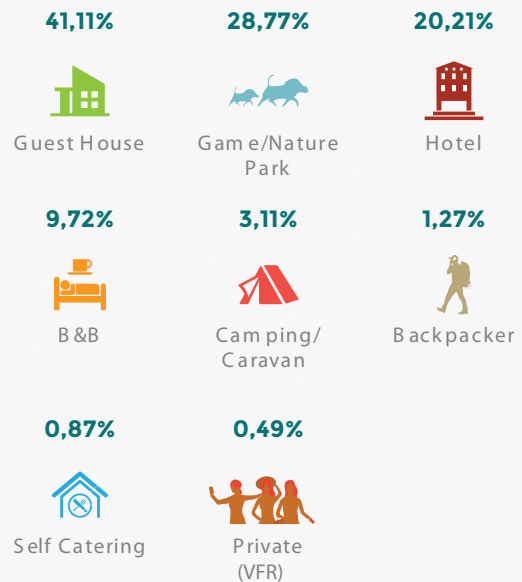
Dutch Visitors



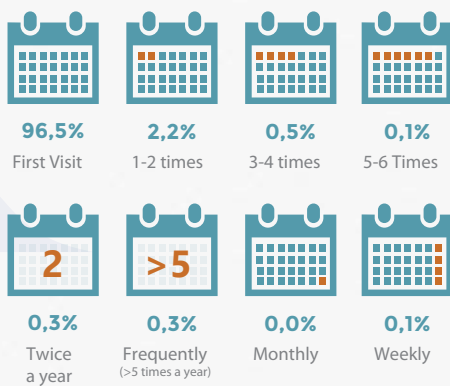
AGE GROUPS



ACCOMMODATION

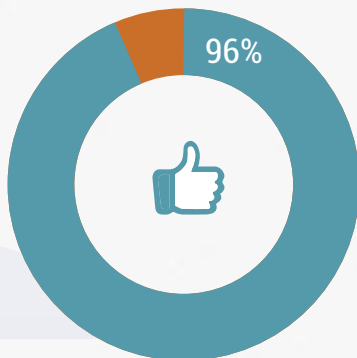


FREQUENCY OF VISIT



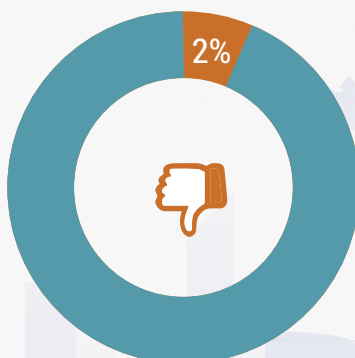


PERCEPTIONS



Highlights

- Beautiful Scenery
- Friendly & Respectful People
- Wildlife
- Safe
- Cultural Heritage



Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Remove Stray Animals
- Improve Data Network
- Few Information Offices





Languages
English-USA



56,051,566
Pensioners

328,221,727
Total Population



292,892,868

Internet
Users



US\$

US Dollar



\$67 430
GDP Per Capita
(PPP)



240,000,000

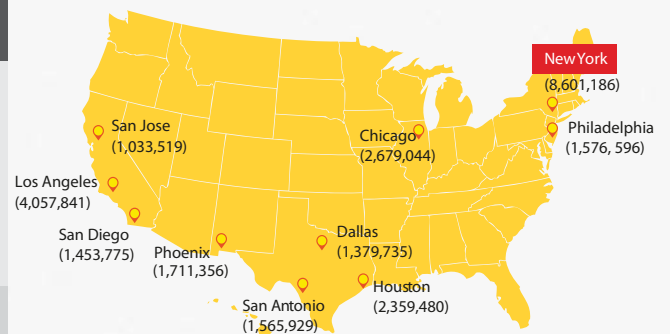
Facebook
Users



3.5%
Unemployment
Rate



30 days
Annual Leave
Entitlement



Arrivals



15 048

-7.4%

Length of stay



8 nights

+14.3%

Av. Expenditure



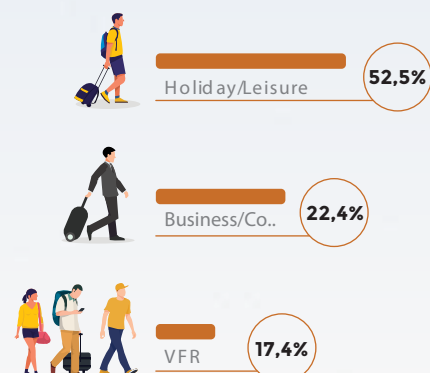
7 751

+59.5%

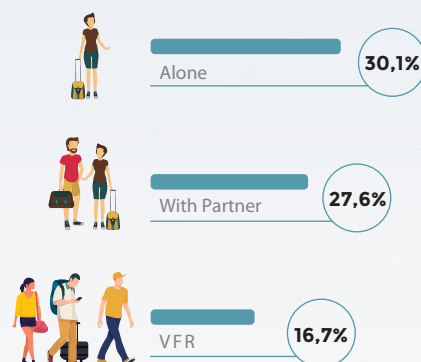


COUNTRY PROFILES | USA

What was the reason for your visit?



Who are you travelling with?



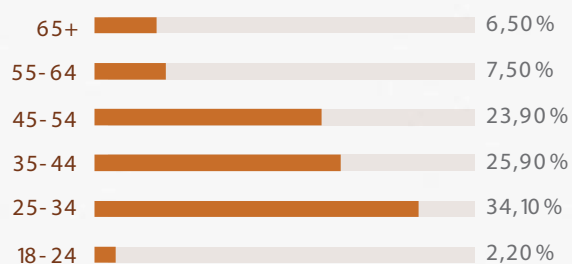
Number of nights



American Visitors



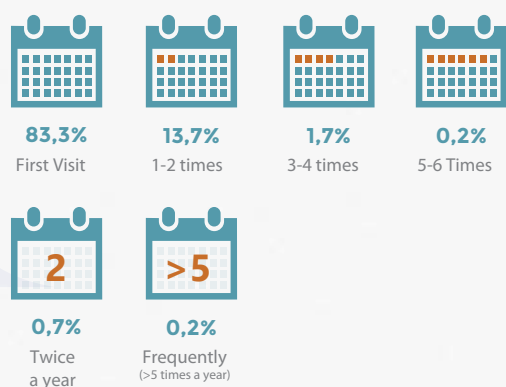
AGE GROUPS



ACCOMMODATION

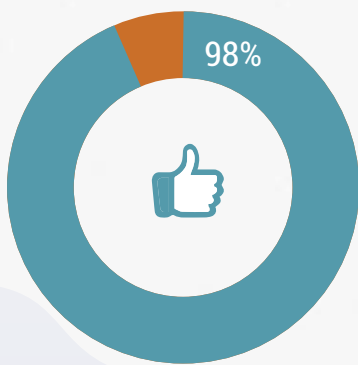


FREQUENCY OF VISIT



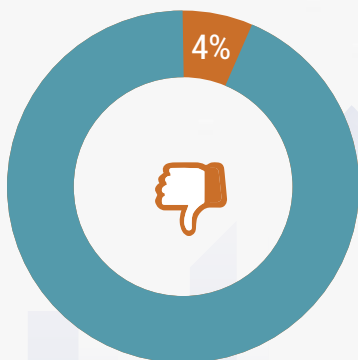


PERCEPTIONS



Highlights

- Beautiful Scenery
- Friendly & Respectful People
- Safe
- Wildlife
- Cultural Heritage



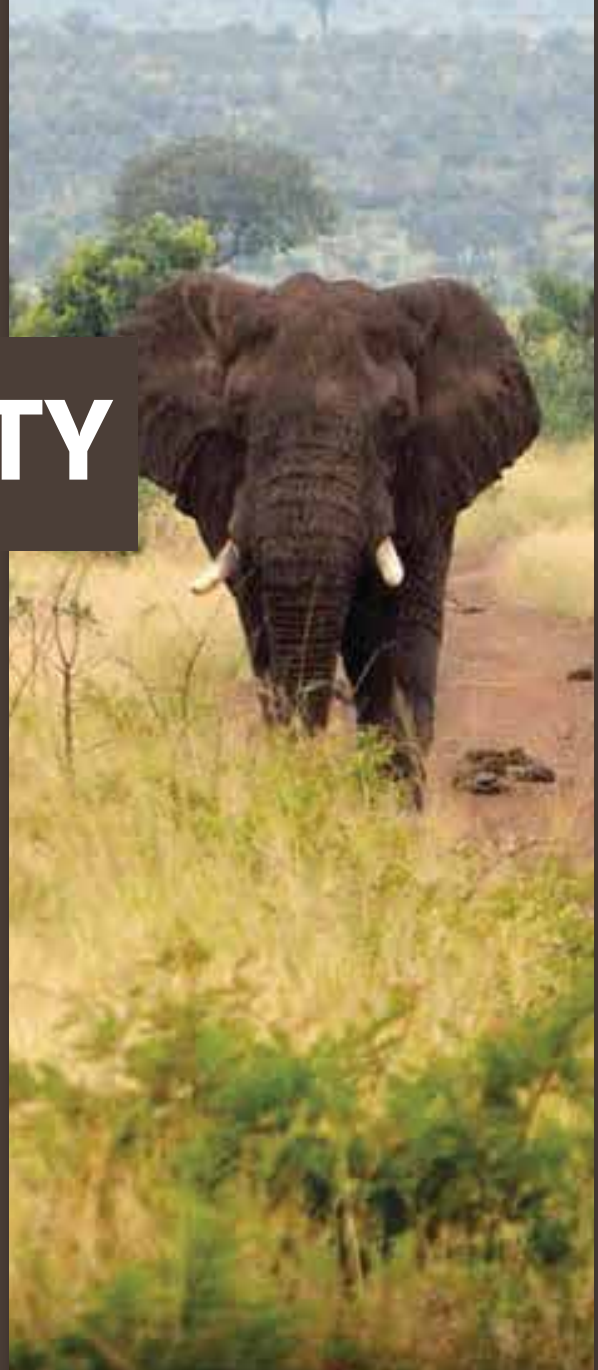
Complaints

- Improve Road Infrastructure
- Improve Road Signage
- Improve Data Network
- Dangerous Driving
- Remove Stray Animals



SEASONALITY

7



Highlights

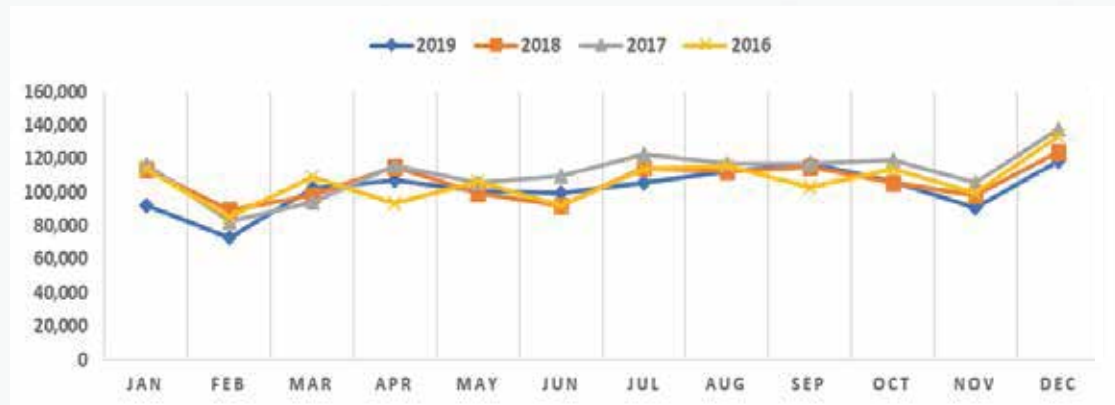
International visitor
arrivals by month, 2016-2018

Top 8 SADC markets

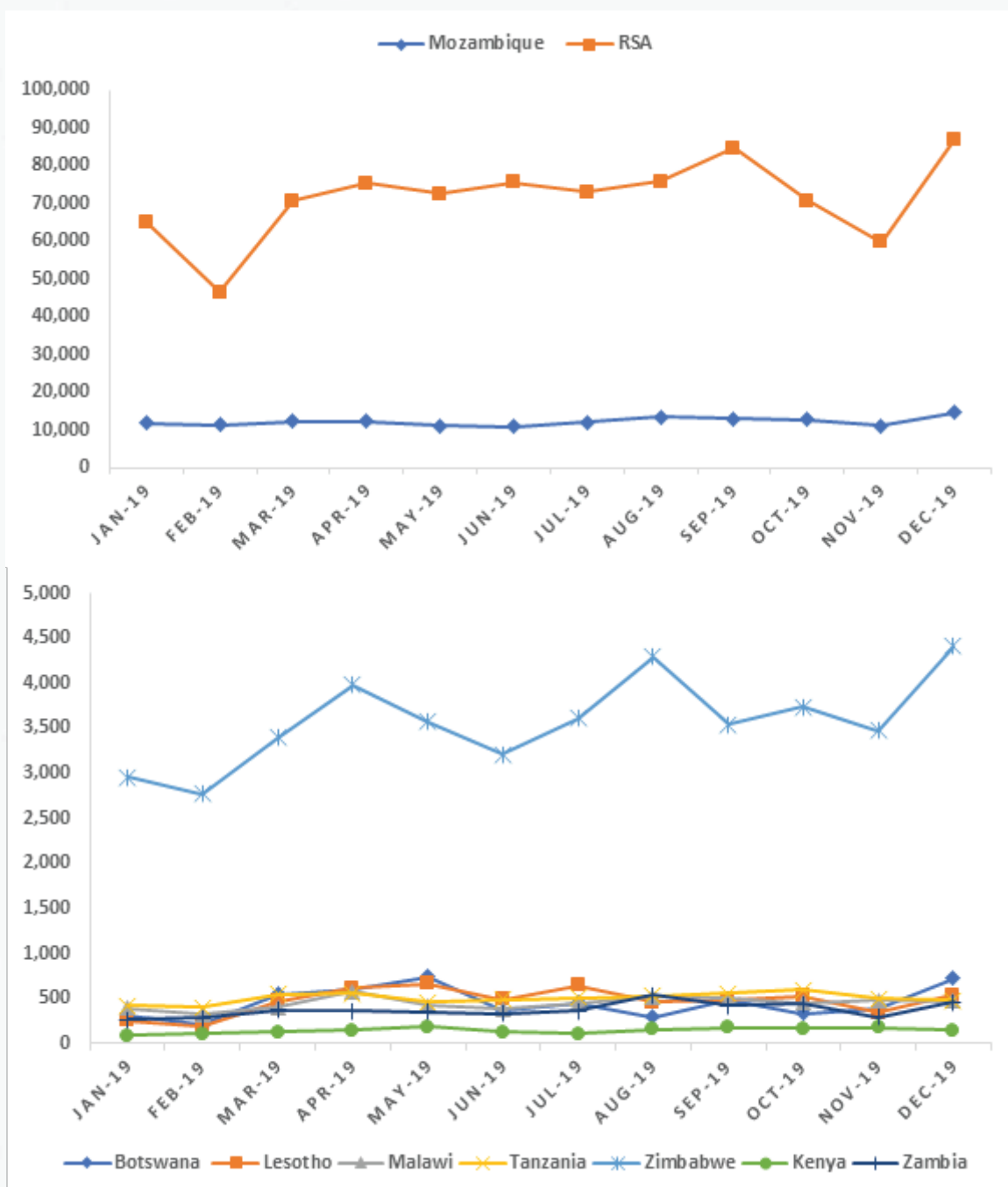
Sub Saharan Africa
arrivals European Arrivals

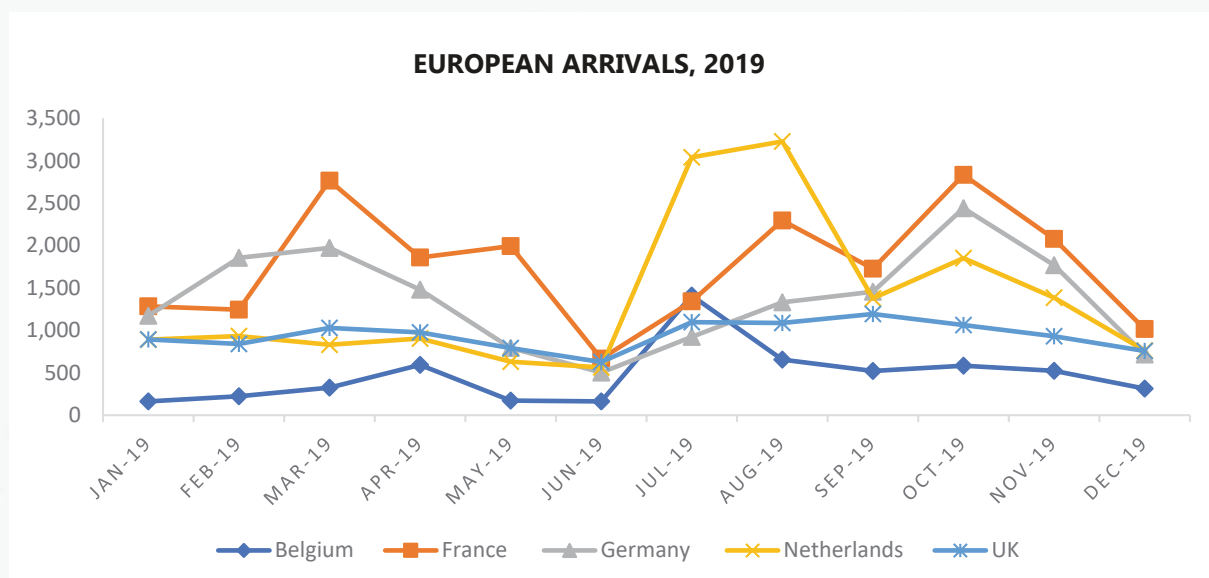
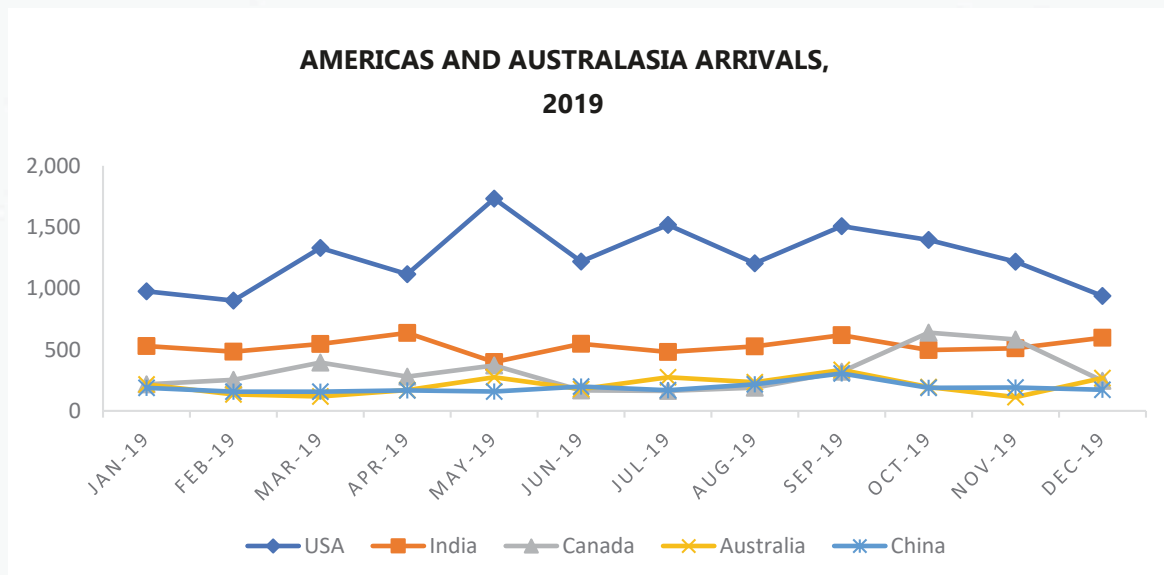
Americas and Australasia
arrivals

INTERNATIONAL VISITOR ARRIVALS TO ESWATINI BY MONTH, 2016-2019



TOP 7 SADC MARKETS, 2019





SUMMARY

- The aggregate performance of international visitor to the Kingdom exhibited the typical seasonal pattern wherein the months of February and November had the lowest number of visitations.
- For the SADC region, arrivals tended to peak during months with key national events like the Easter holidays in April, the Reed Dance ceremony during August-September and the Incwala ceremony in December.
- The month of May proved to be the peak period for arrivals from the Americas and Australasia with the USA and Australia best exemplifying this trend for their respective regions.
- European arrivals to the country were generally challenged as demand from this region remained weak throughout the year. While the months of March, July and October saw visitations from this region peak, these peaks were at levels lower than the previous year.

STAY IN ESWATINI

8



Highlights

Accommodation Performance

Average Length of Stay

Accommodation Spend

Nights Spent



Accommodation Performance

ACCOMMODATION INVENTORY

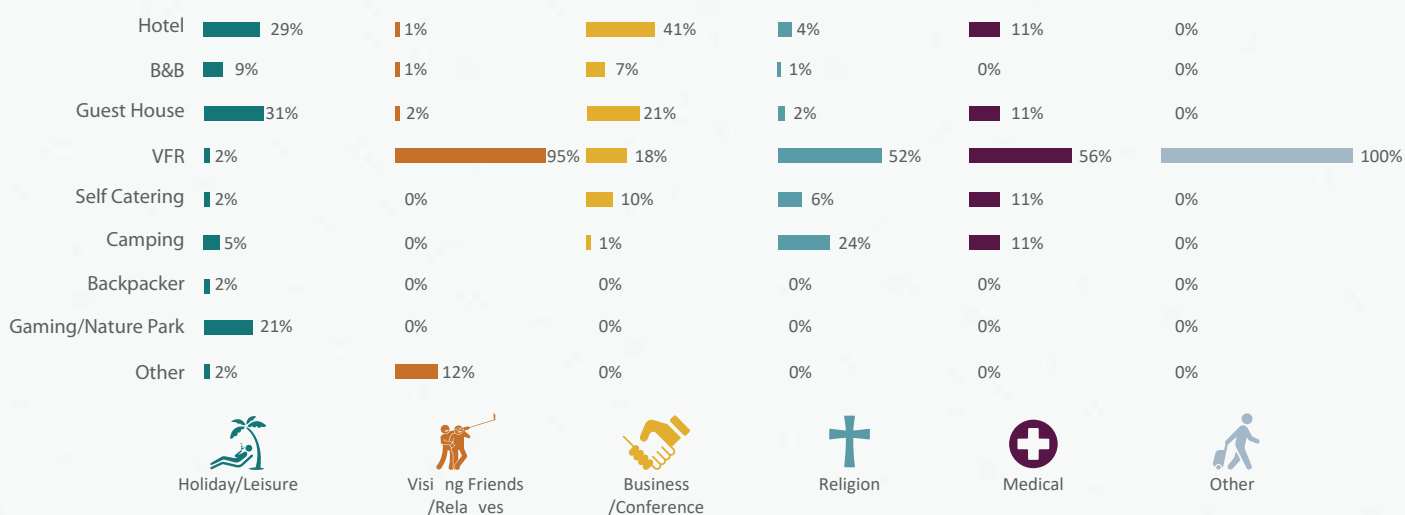
In 2019, the stock of accommodation establishments in Eswatini stood at 164, which is representative of an increase of 8% compared to 2018. Total rooms available increased from 3075 in 2018 to 3293 in 2019 while the total number of beds increased by 4% to reach 6644 in 2019. Bed and Breakfast (27%), Guest houses (24%) and hotels (19%) were the main types of accommodation facilities available during the year .



NUMBER OF GUESTS

The number of accommodation arrivals maintained its 30% composition of total international arrivals in 2019 as in 2018, regardless of the 6% decline in the accommodation arrivals from 394709 to 372563. The domestic tourists visiting the accommodation facilities increased by 8% in 2019, whilst the international tourists declined by 12% from 276513 to 244373.

REASON FOR VISIT BY ACCOMMODATION



LENGTH OF STAY

A year-on-year comparison shows an overall decline in the average length of stay by international arrivals from 2.27 nights to 1.8 nights. However, for formal accommodation, the average length of stay grew from 0.96 to 1.09 nights. All the regions averaged longer lengths of stay in 2019, with accommodation facilities in the Manzini region recording the longest stay of 1.39 nights. Mbabane showed to have had the most improvement in terms of increasing the length of stay from 0.86 to 1.02 nights. Room occupancy declined by 4% in 2019 compared to 2018. Mbabane accommodation facilities recorded almost 20% decline in room occupancy from 48% to 29%, whilst Ezulwini facilities' room occupancy rate fell by 9%.

Total Bill

E 431,194,166.67



ACCOMMODATION BILL

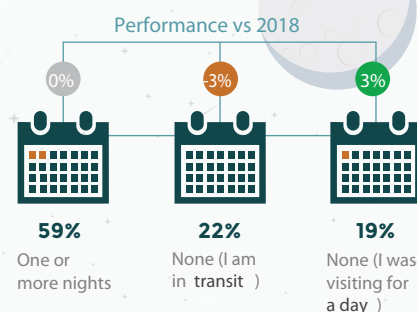
During the year under review, the formal accommodation bill increased by 11 % to reach E431 million. Restaurants and accommodation were the leading revenue generators contributing E208 million and E198 million, respectively. The remainder sourced from entertainment (E26 million) and transport services (E139,596). The foregoing underscores the value of having a dining and entertainment facilities supporting the core function of accommodation.

Consideration of the geospatial distribution of the accommodation bill revealed that Ezulwini contributed about the 63% of the total bill while Manzini and Mbabane contributed 12% and 3%, respectively. The relatively high concentration of accommodation establishments in the Ezulwini valley make the area primed to generate more revenue compared to other parts of the country.

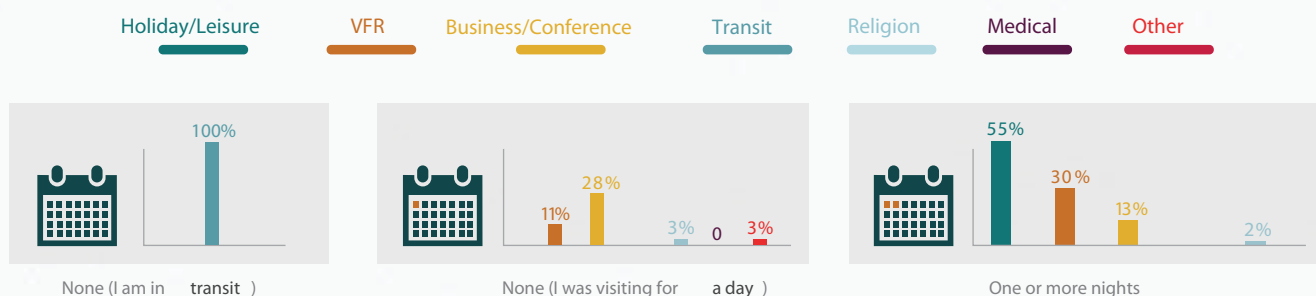
Nights Spent in Eswatini

Generally, the majority of visitors to Eswatini (59%) spend one or more nights in the country, with 55% of these being holiday travelers and about a third visiting friends and relatives. Business travelers that spent at least one night accounted for a sizeable 13%. Worth noting is that the number of those visiting for the day increased by 3% in 2019 reflecting an overall figure of 235,300 day visitors. On the other hand, the proportion of those in-transit declined from 24% in 2018 to 22% in 2019.

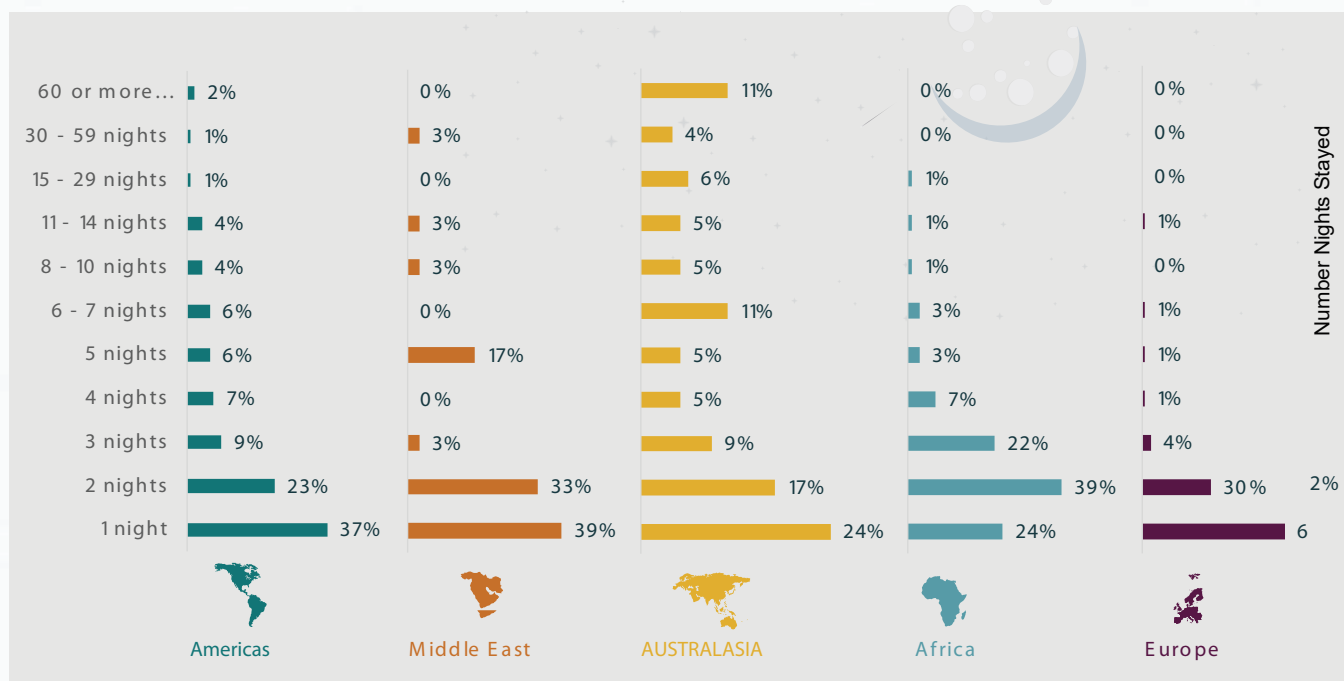
NIGHTS SPENT WHILE VISITING ESWATINI



NIGHT SPENT BY REASON FOR VISIT



REGION BY NUMBER OF NIGHTS STAYED



DAY VISITS IN ESWATINI

9



Highlights

Annual Visitors

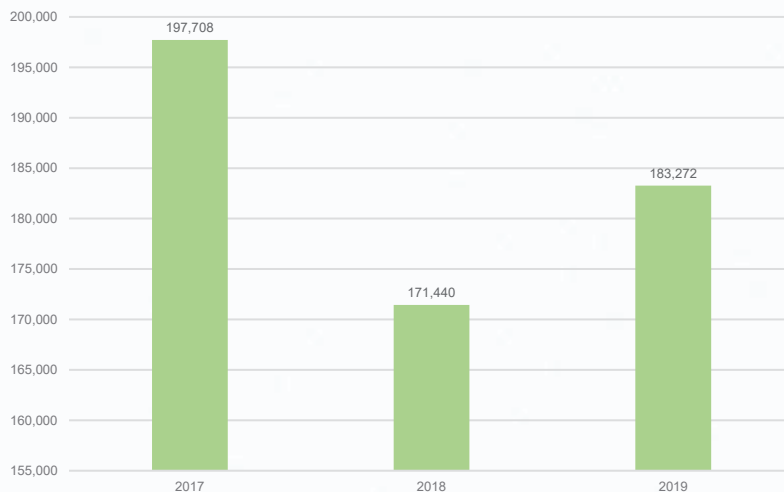
Visitors by Country

Activities Angaged In

Visitor Spend



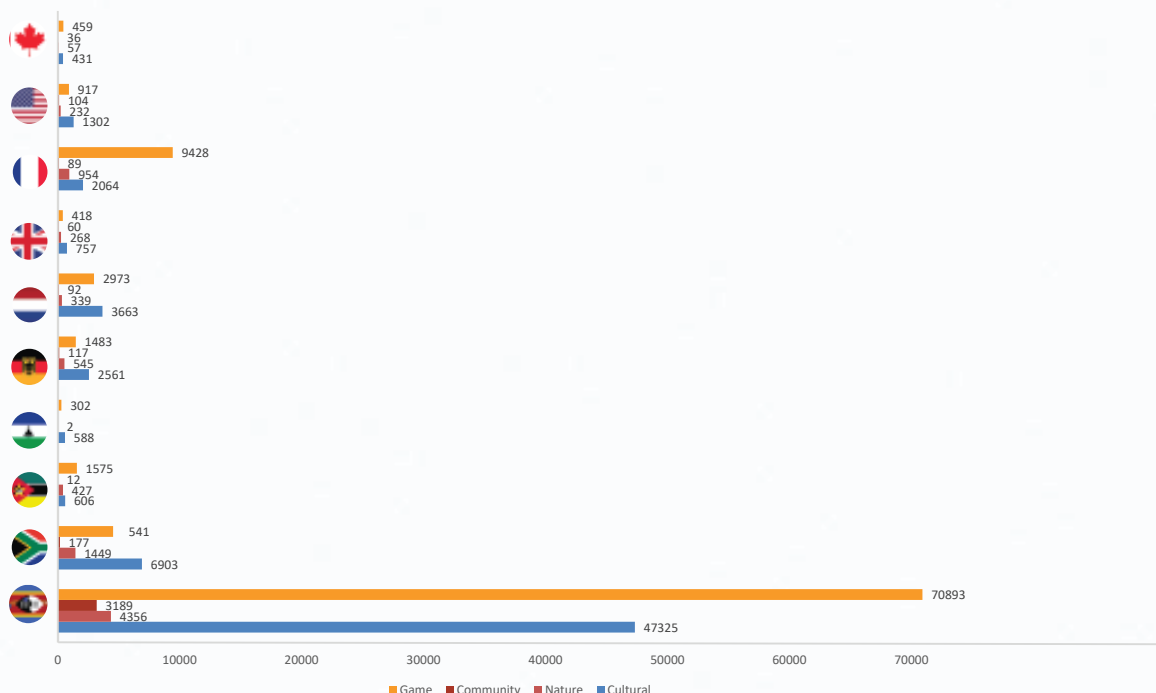
ANNUAL DAY VISITORS



The volume of day visits taken in 2019 grew by 6.9% compared to 2018, with a total of 183 272 visits registered from 171 440 visits in 2018. The highest number of visits were undertaken by the domestic market with a growth of 5.4% recorded year-on-year, with the majority travelling an average distance of 30-50km from the usual place of residence. International visitors undertook a total of 57 509 visits to attraction sites equating to a growth of 10.2% in comparison to the previous year.

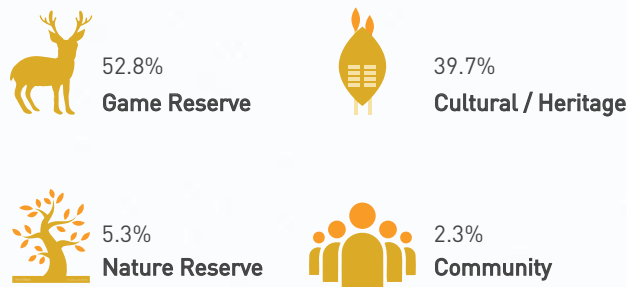
The domestic and regional markets represent a significant source for visitations to attraction sites. In 2019 more than 125 000 of Eswatini visited day visiting facilities, with 45% engaging in nature and cultural based activities. Domestic school trips (39.3%) were another important demographic. Regional visits grew by 16.7% with South Africa, Mozambique, Lesotho and Botswana accounting for the highest trips. While the overall number of overseas visitors to attraction sites grew by 6.8% – resultant from the growth in annual inbound visits – French nationals accounted for the highest 6.8% of total visits to day visiting facilities in 2019.

DAY VISITORS BY COUNTRY

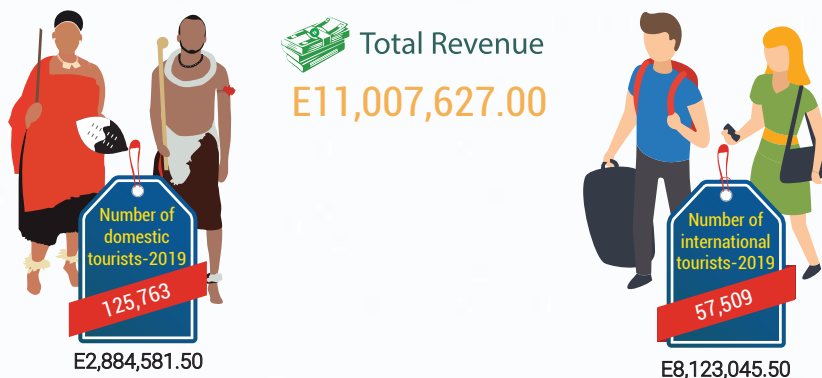


ACTIVITIES ENGAGED IN

The number of paid-for attraction sites remained at 12 in 2019, with these comprising of nature, wildlife, culture and heritage and community-based tourism activities. Game viewing (52.8%) and cultural/heritage sites (39.7%) accounted for the highest number of visits during this period with 3 out of 4 travelers engaging in these activities. The trend in terms of visitor volumes varied across the year, with some months recording significantly higher visits. The summer months of August and July registered higher numbers of trips, while August saw a decline in trip volume compared to 2018. Domestic visits were highest in the months of August while international travelers peaked in December and October.



DAY VISITORS SPEND



PLACES VISITED & ACTIVITIES

10



Highlights

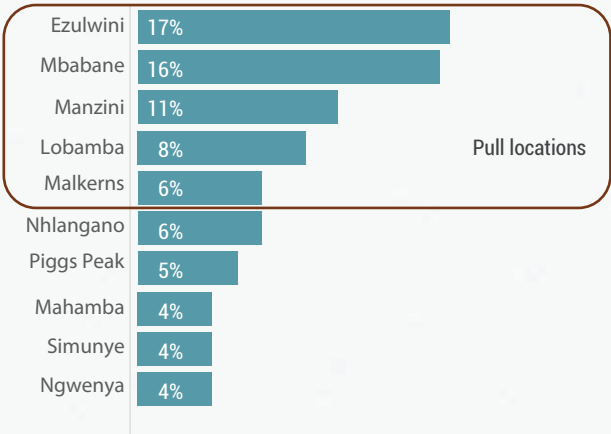
Places Visited &
Activities Engaged in



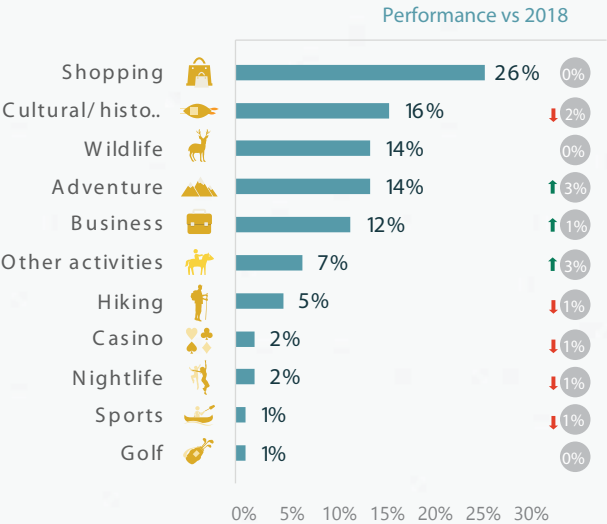
Places Visited & Activities Engaged In

Traditionally, travellers to Eswatini visit the urban centres and peripheries of Ezulwini, Mbabane, Malkerns and Manzini with 50.2% of all travelers having visited these locations for recreation and curio shopping. The areas of Lobamba and Simunye registered a 7.8% decline in international visitation, whilst Mbabane and Nhlangano only grew marginally comparative to 2018. Furthermore, the towns of Ngwenya (-2.2%), Manzini (-0.4%) and Ezulwini (-1.2%) all recorded decreases in international visitations.

PLACES VISITED



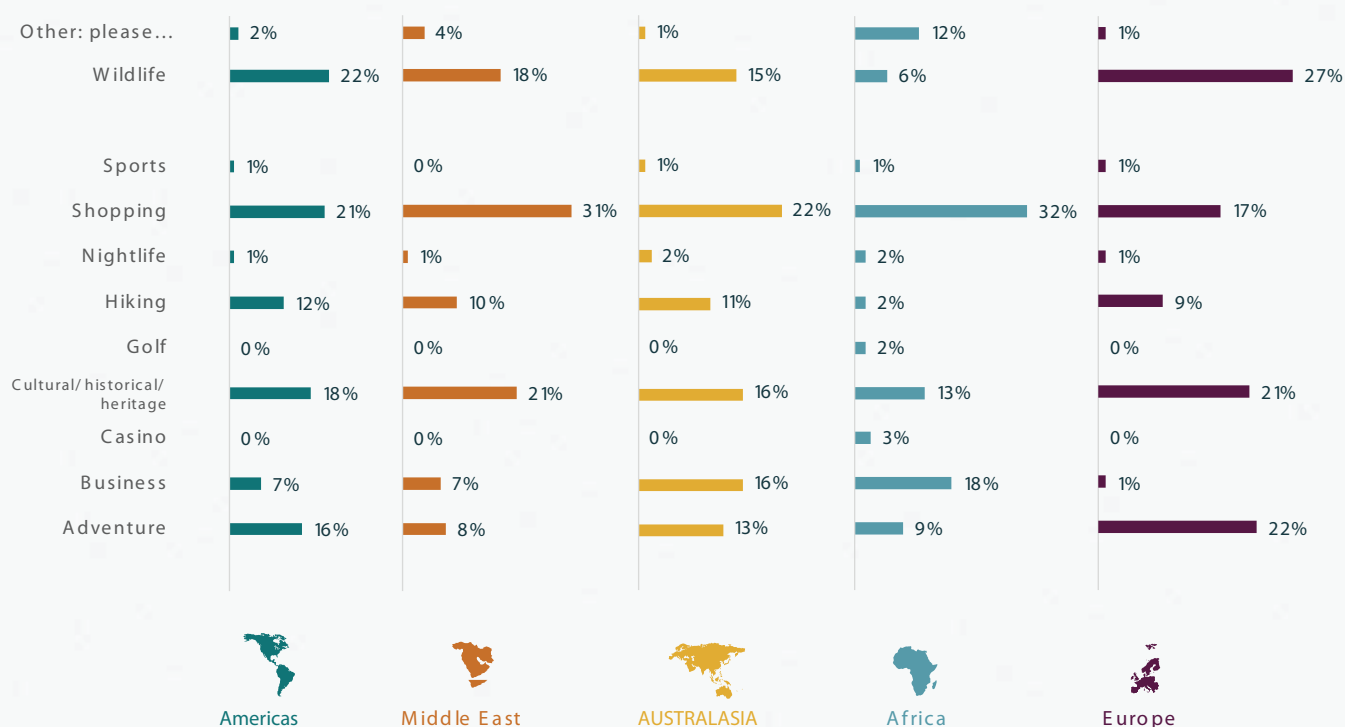
ACTIVITIES ENGAGED IN



Almost one in every three international visitors engaged in recreational shopping, with French and German nationals accounting for largest proportions. Another third of the visitors engaged in more explorative activities, which comprised of hiking (5.0%), adventure (13.8%), game viewing (14.1%), cultural and historical activities (20.6%).

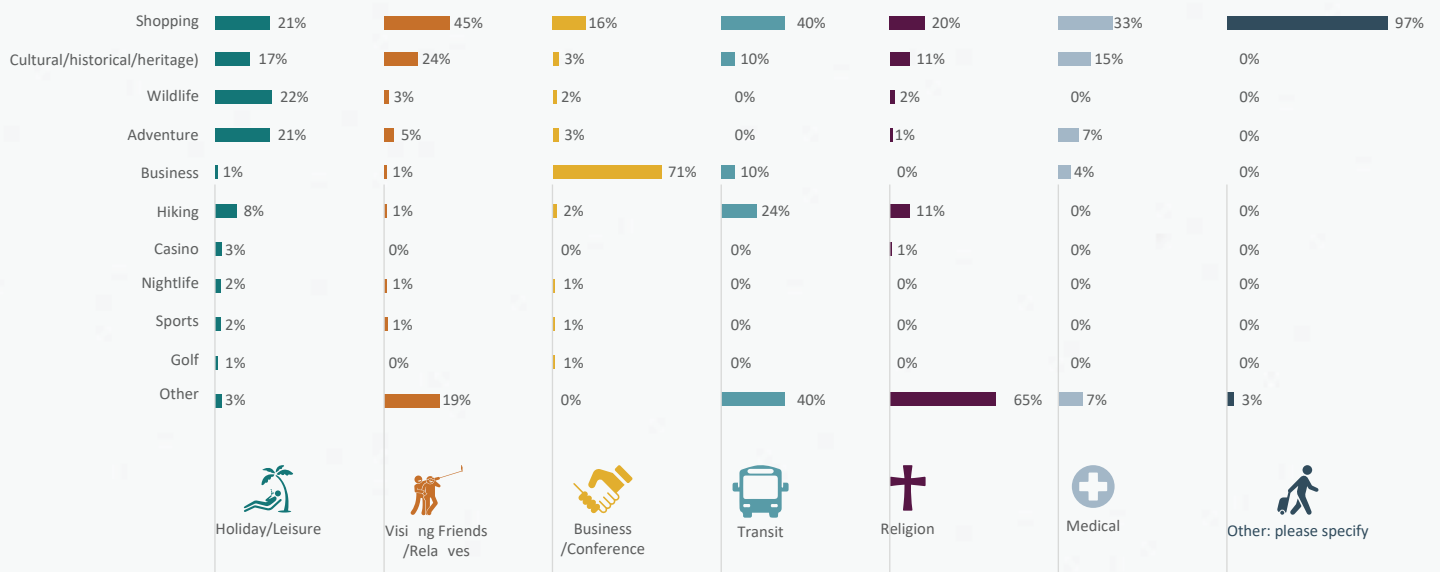
Ranking by “most activity visitors interested” to “least activity visitors interested” by region, for 2019, most visitors from Europe, were interested in wildlife (27.3%), adventure (22.0%), culture and heritage (20.9%) and shopping (17%), while comparatively, most visitors from the African region were interested in shopping (31.8%), business (18.3%), culture and heritage (12.9%) and other miscellaneous activities. Expectedly, African travelers accounted for the highest number of business travelers whilst such activity was minute from European visitors.

ACTIVITIES ENGAGED IN BY REGION



Visitors who came to Eswatini for recreational purposes tended to engage in a wider range of activities compared to those who travelled for any ‘other reason’. Most holiday travelers engaged in experiential activities such as viewing wildlife (22.2%), cultural/historical/heritage sites (16.5%) and adventure (20.5%), as well as shopping (21.1%). The majority of VFRs (44.6%) undertook shopping and participated in cultural/heritage activities (23.7%). The business/conference segment engaged in less activities outside the core of the visit with 15.7% undertaking curio shopping. This presents an opportunity for organized delegate recreational itineraries that will encourage regional spread of visitations, increased spend and enticement for repeat visits. Interestingly, in 2019, almost half of the visitors who were transiting through the country did adventure activities – this shows potential to convert these into night visitors. A considerable 10.8% of those visiting for religious purposes visited cultural/ historical sites as part of their stay.

ACTIVITIES ENGAGED IN BY REASON FOR VISIT



MODE OF TRANSPORT

11



Highlights

Mode of Transport

Reason of Visit by Mode
of Transport

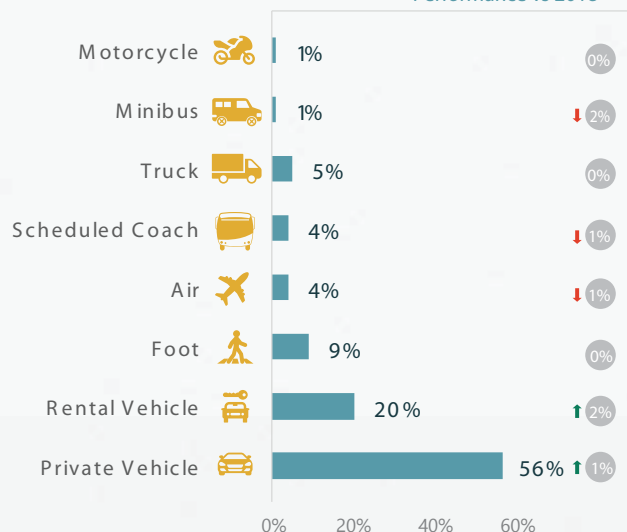


Mode of Transport

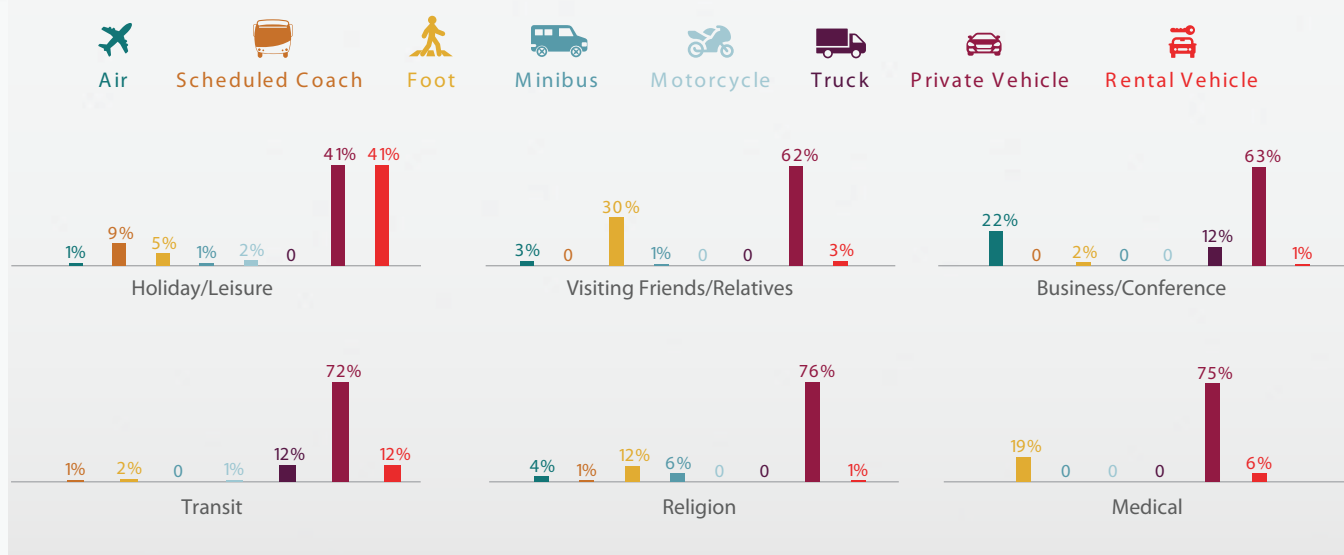
Over half of visitors who came to Eswatini in 2019 were self-drives with 56% utilizing private vehicles while 20% opted for rental vehicles. This is particularly the case for those traveling for holiday, medical, religious or in-transit. Both these transport modes demonstrated marginal increment relative to all the other modes, with 1% and 2% respectively. While 63% of business travelers were of private vehicles, 22% travelled by air.

MODE OF TRANSPORT

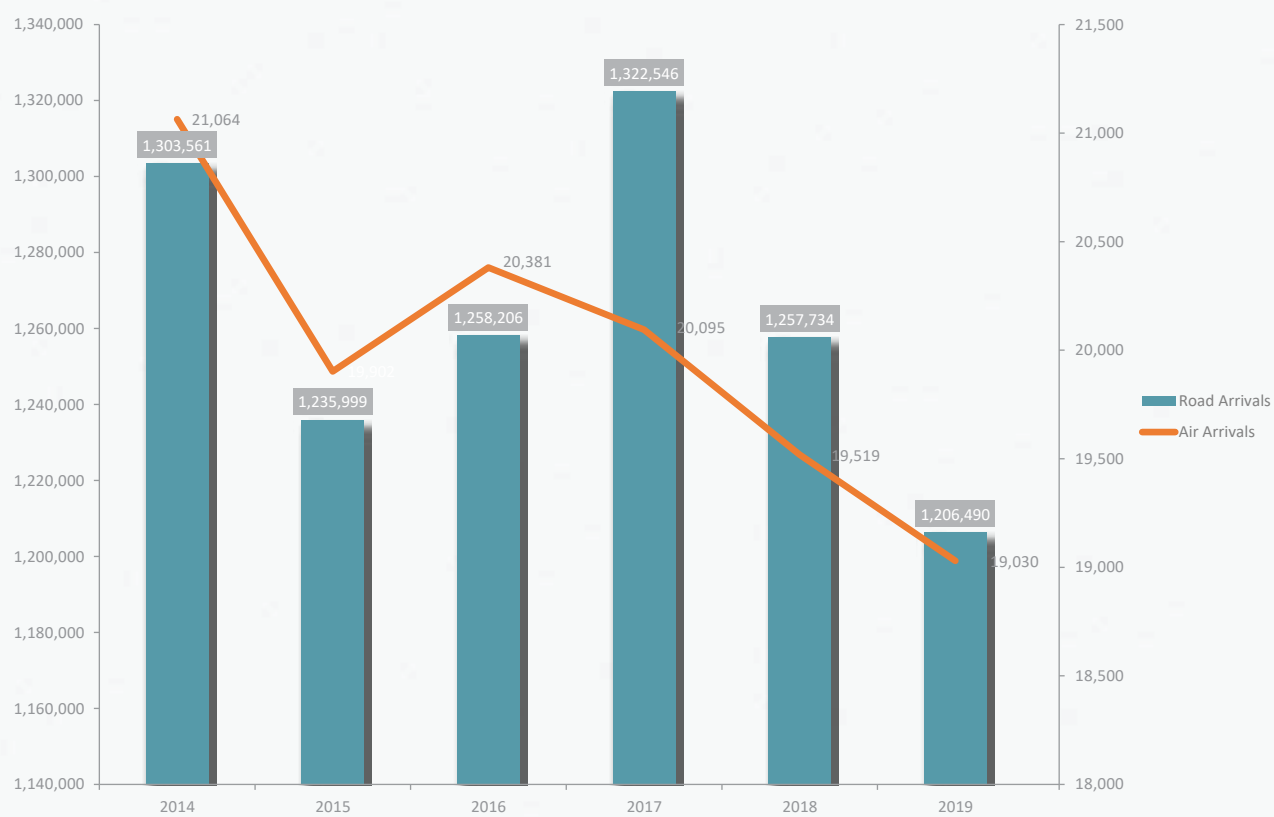
Performance vs 2018



REASON FOR VISIT BY MODE OF TRANSPORT



MODE OF TRANSPORT



PACKAGED TOUR

12



Highlights

Package Tour by Age

Package Tour Country

Reason for Visit

Source of Information

Spend by Category



Package Tour

Visitors on package tours declined by 5.2% in 2019 when compared to the 14% recorded in 2018. The leading age group was 25-34 years which also showed growth of 16.6%. Declines were observed for the pensioners (65+) and 45-54 years age groups, wherein the 65+ age group declined by 6.1% while the arrivals from the latter dropped 6.0%.

TRAVELLING ON A PACKAGE TOUR



Yes 9%

No 91%

PACKAGE TOUR BY COUNTRY



26%
Germany



19%
France



19%
Netherlands



7%
Belgium



5%
RSA



4%
UK



4%
USA



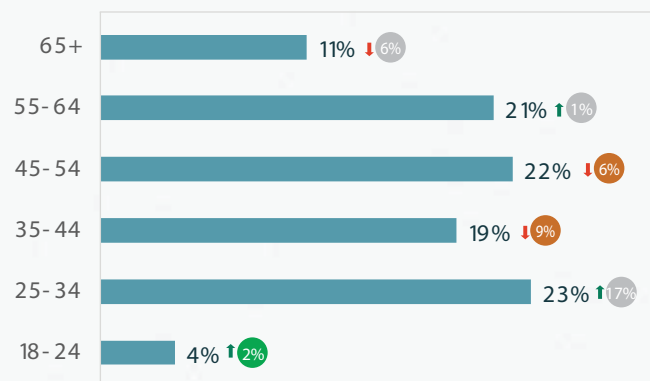
4%
Switzerland



13%
Other countries

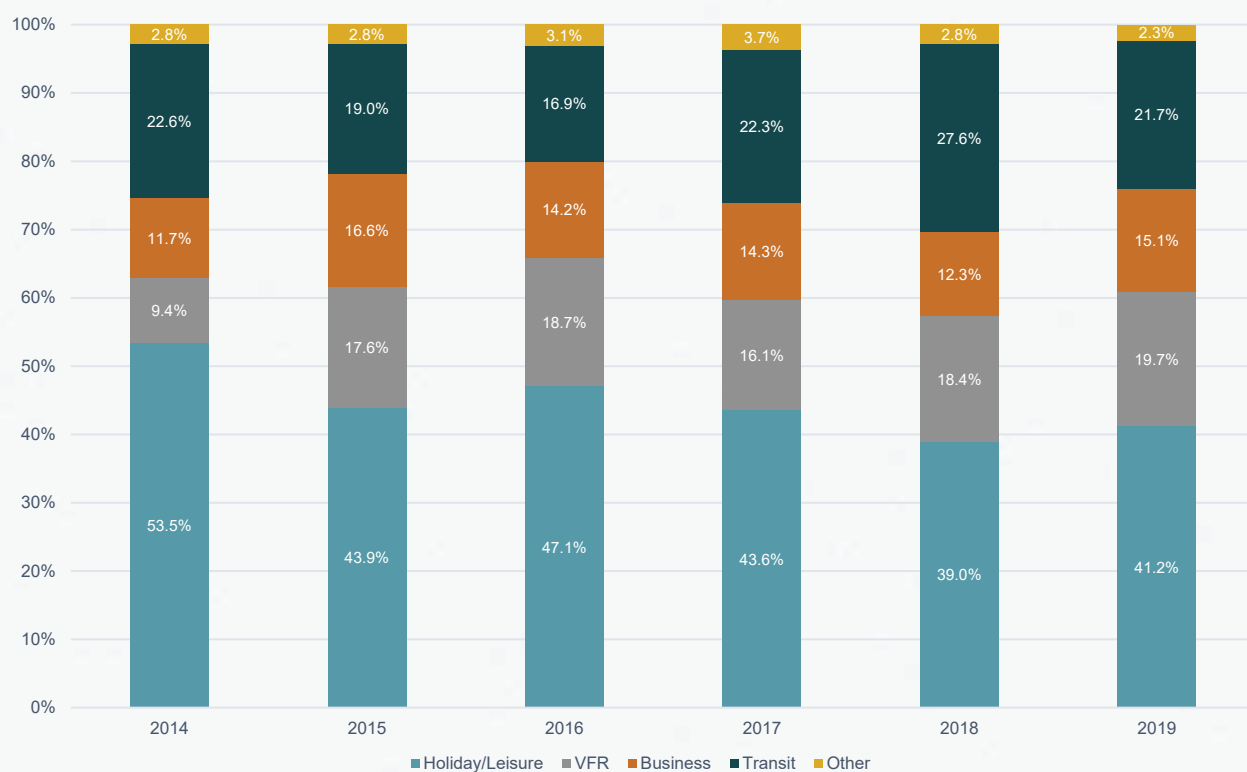
PACKAGE TOUR VISITORS BY AGE

Performance vs 2018

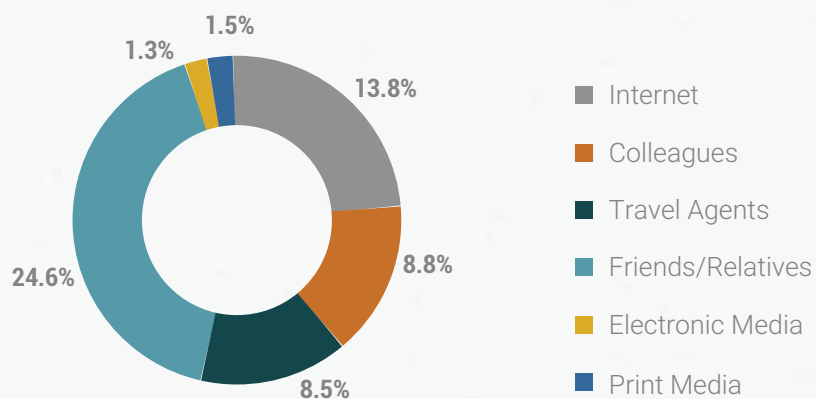


As in previous years, the majority of package tour visitors were of Europe descent with 18% of overall packaged tour travelers being from this region. Germany (+9%) and France (+8%) visitors registered an increase compared to 2018. Visitations from the USA and UK each accounted for 4% of the packaged tour segment. Declines were however, noted from both markets with South Africa also recording a decline of 8% for this category in 2019.

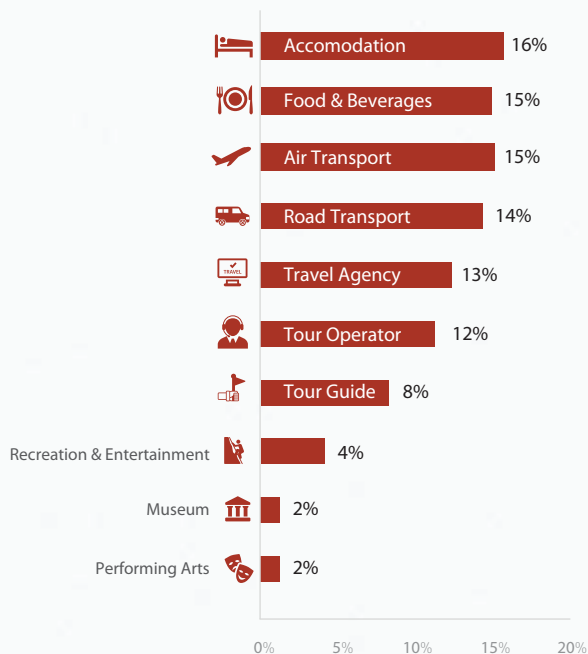
MAIN PURPOSE OF VISIT



SOURCE OF INFORMATION

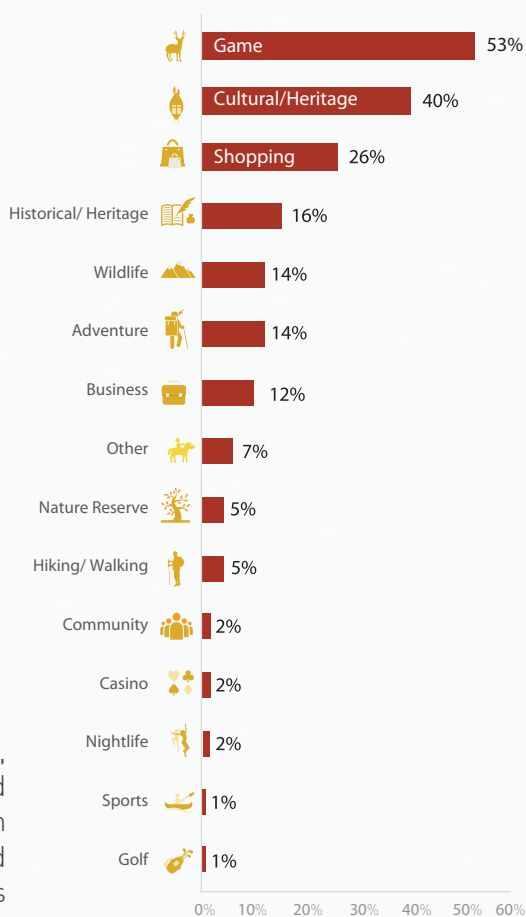


ITEMS INCLUDED IN PACKAGE TOURS

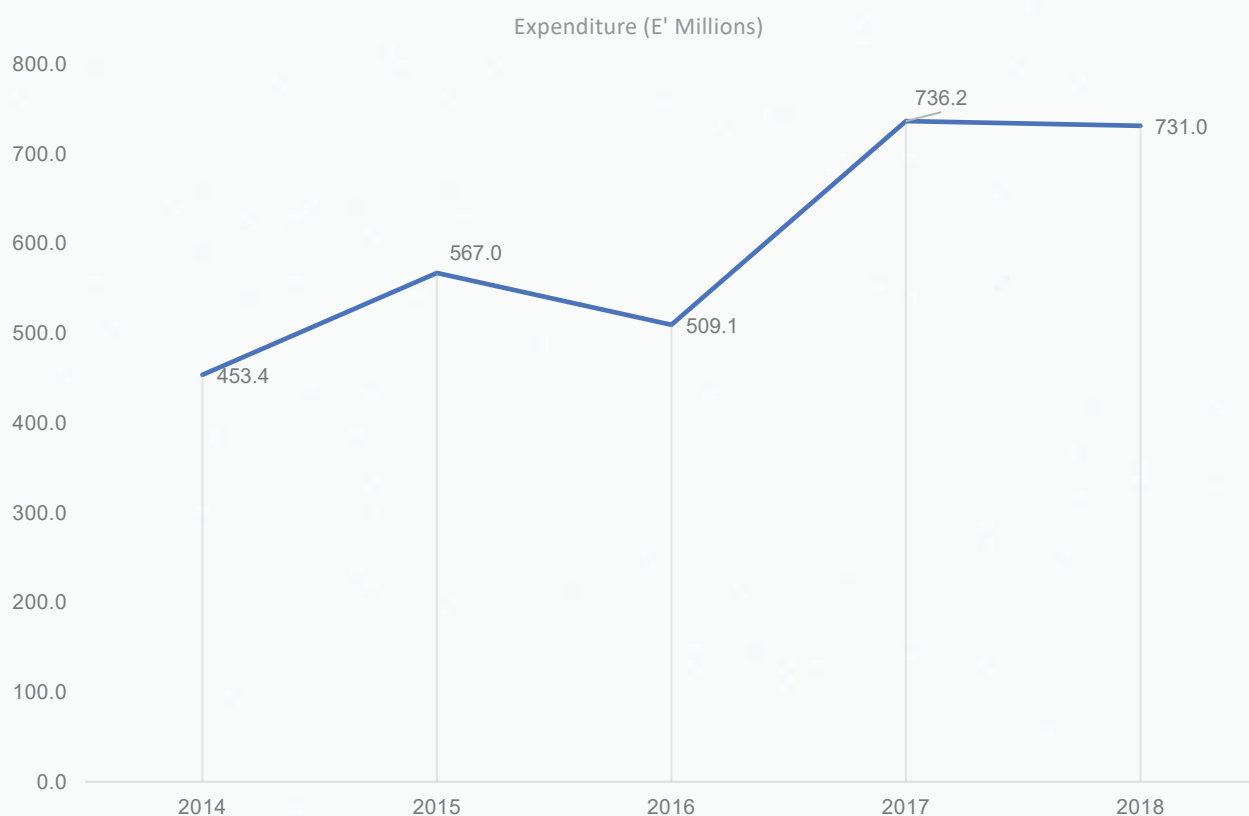


Most packages covered accommodation, food, and beverages, air and road transportation and travel agency cost amongst other costs. The main activities engaged in by this segment included shopping (48.3%), cultural/heritage activities (65.4%) and wildlife activities (46.9%)

ACTIVITIES ENGAGED IN

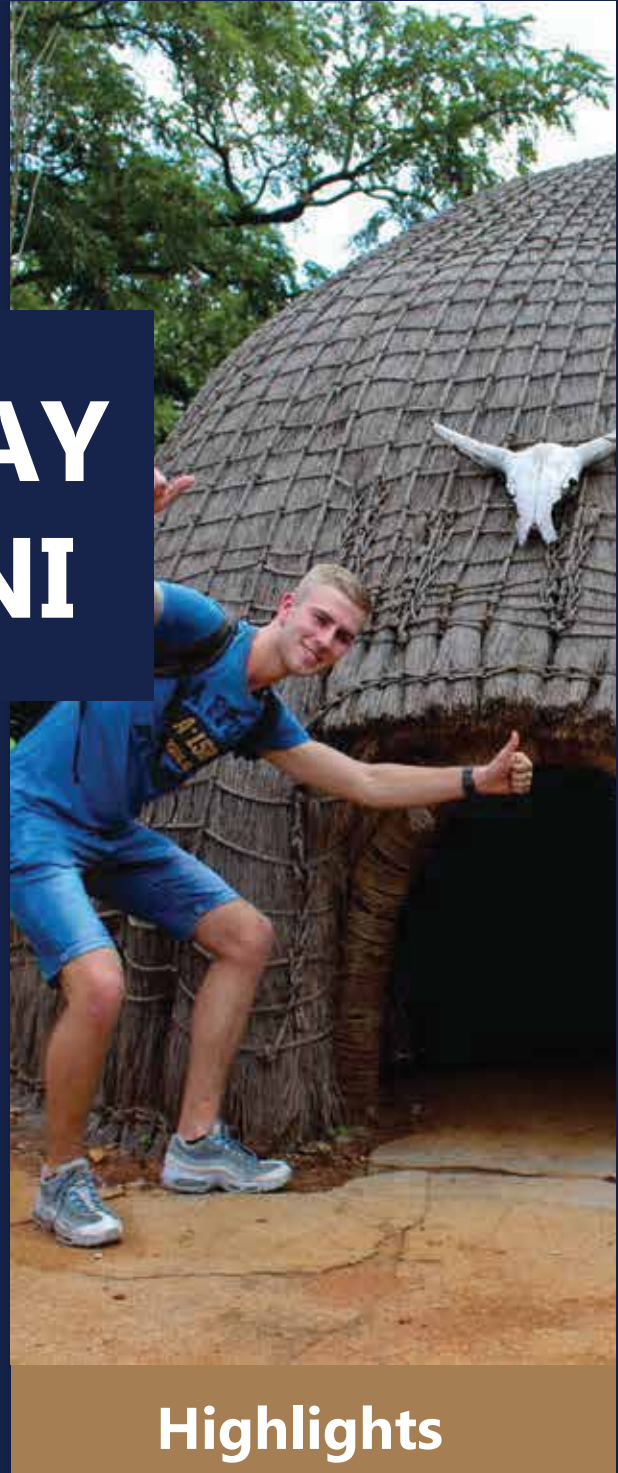


EXPENDITURE IN ESWATINI



RATING STAY IN ESWATINI

13



Highlights

Visitor Ratings

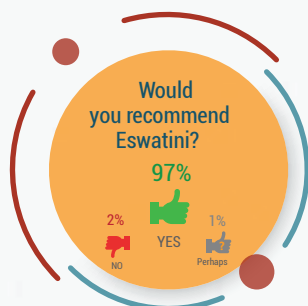
Perceptions

Experiences



Visitor Ratings

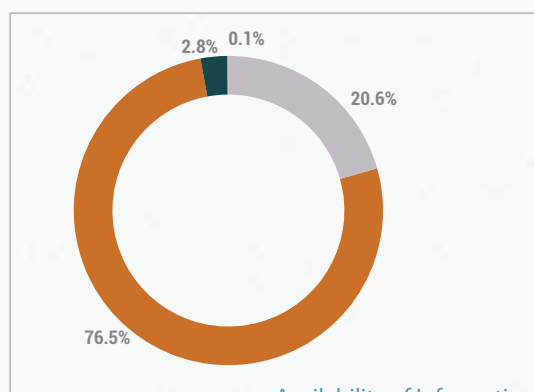
RECOMMENDED VISIT



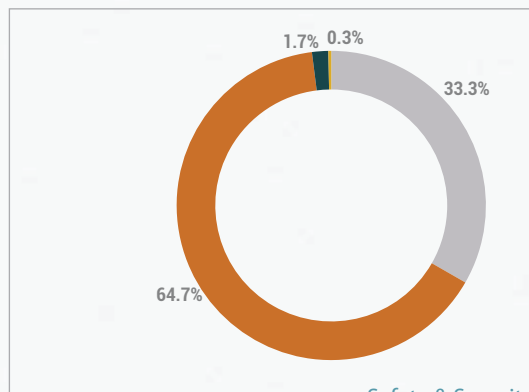
- Most visitors to Eswatini found that the accommodation they used; safety and security; availability of information; border control services and customer service in general was either excellent or good
- 96.9% would recommend Swaziland for a holiday visit
- Majority of visitors had positive perceptions of Eswatini prior to arrival

VISITOR RATINGS

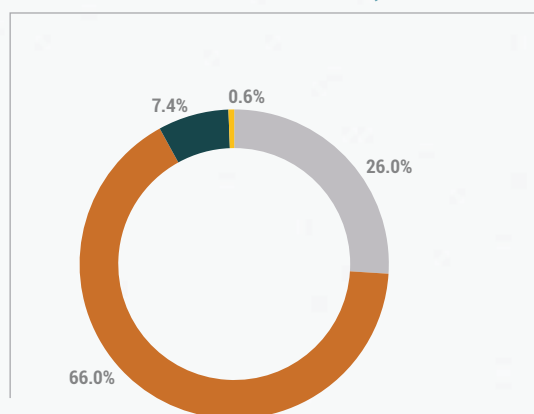
Customer Service



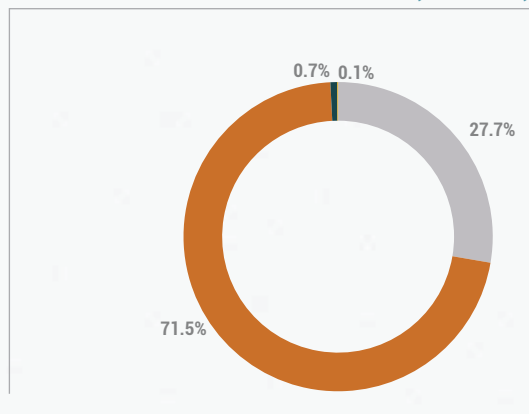
Border Control Services



Availability of Information

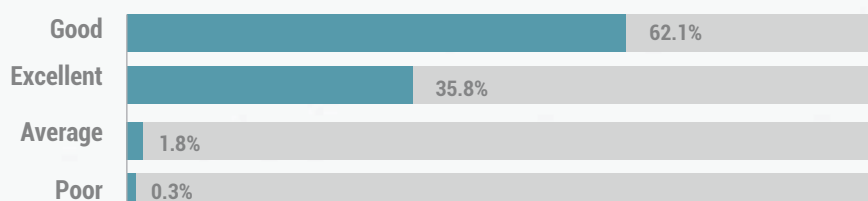


Safety & Security



■ Average
■ Excellent
■ Poor
■ Good

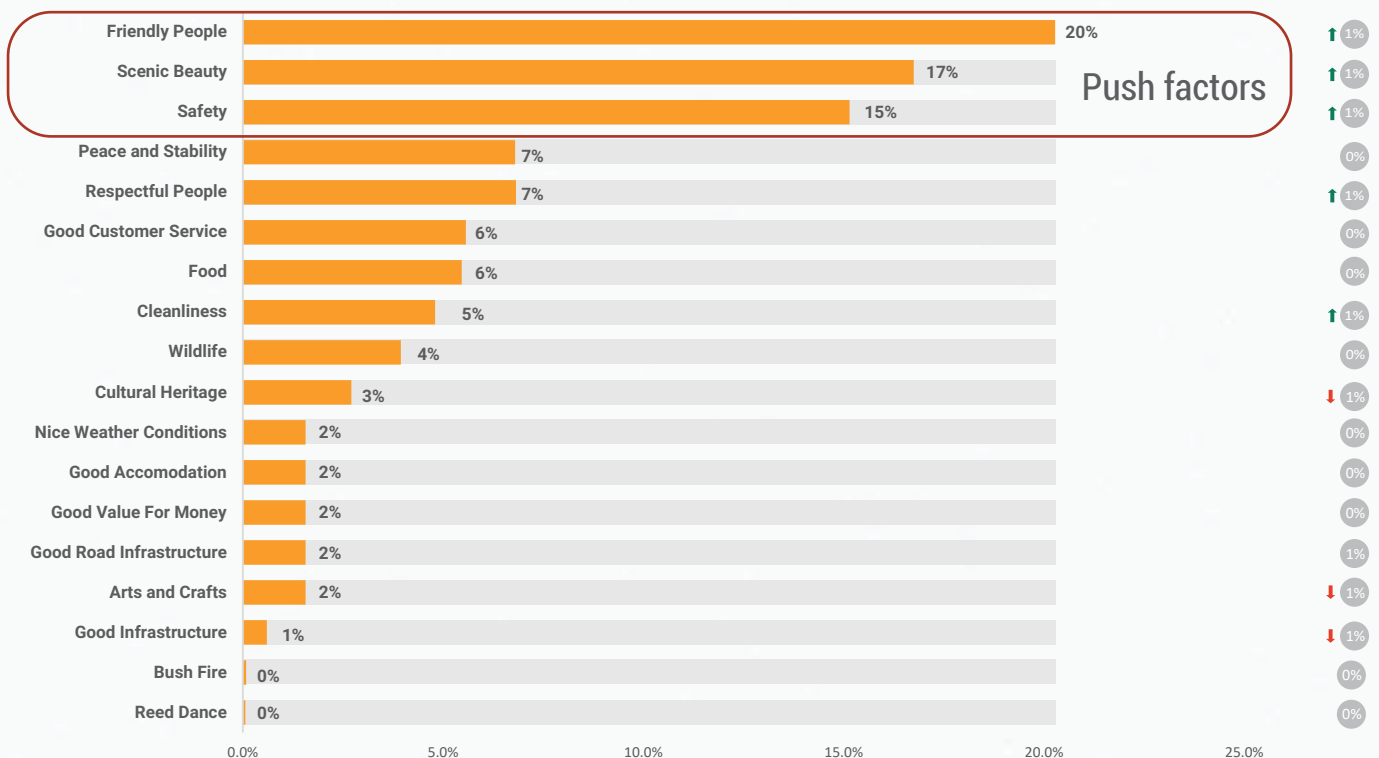
ACCOMMODATION & PRICING



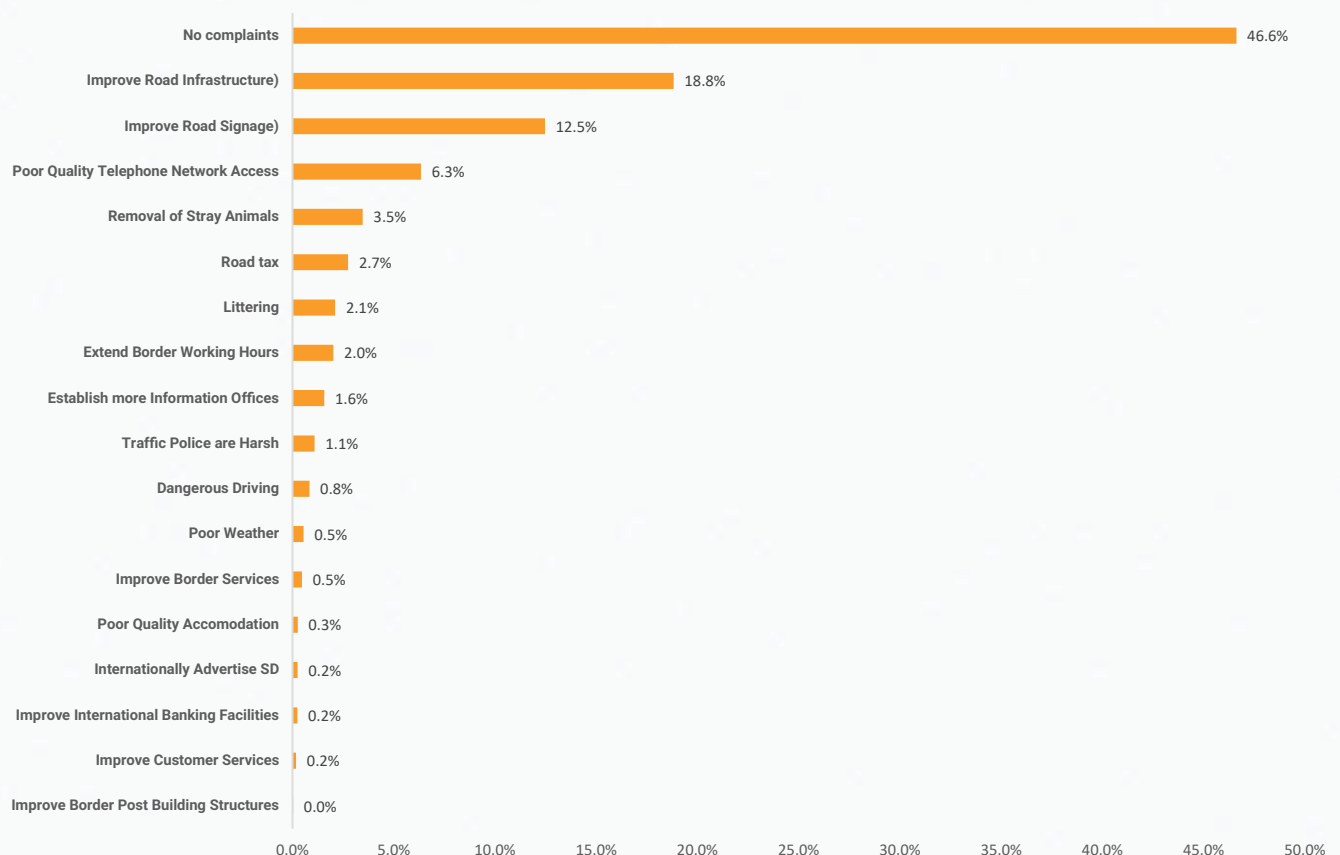
Visitor Experiences

VISITOR HIGHLIGHTS

Change vs 2018



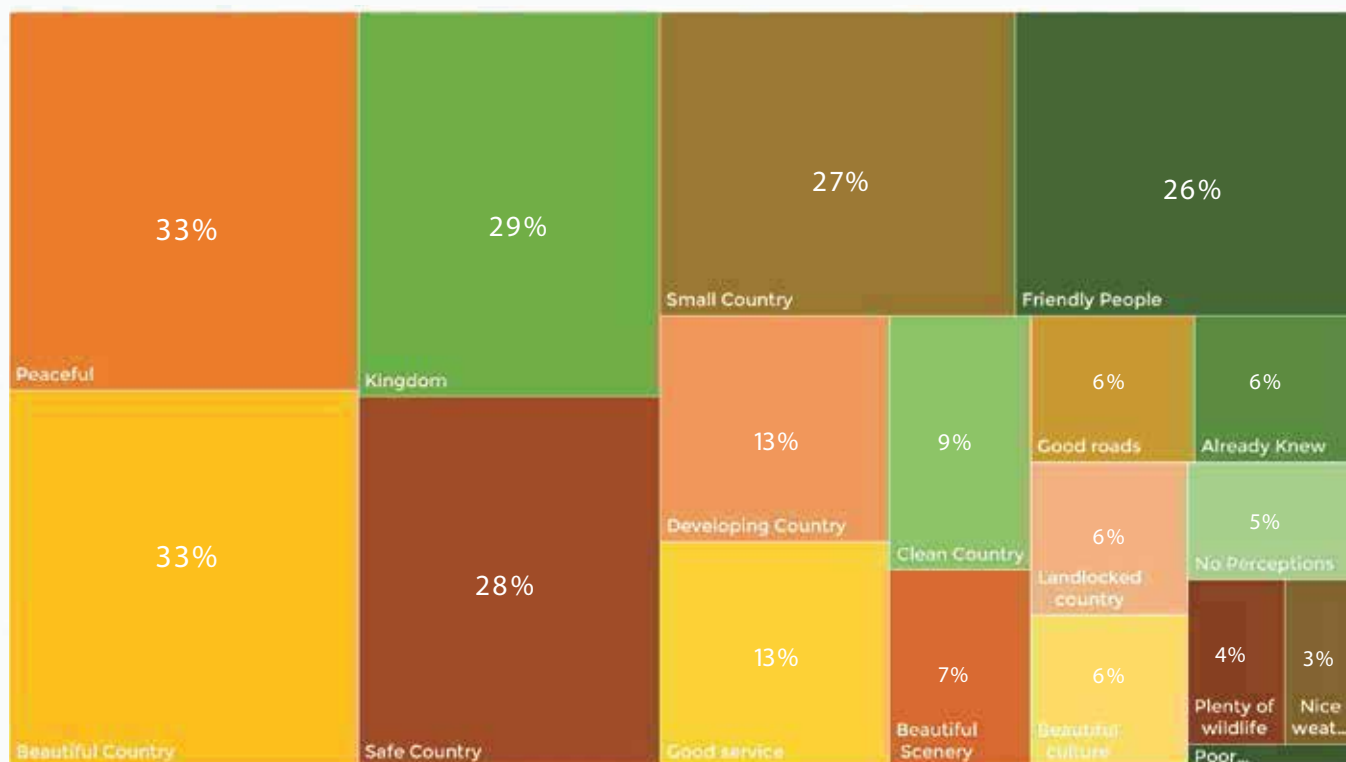
VISITOR COMPLAINTS



Perceptions About Eswatini

Visitor perceptions prior to visiting Eswatini were generally positive with the peaceful, scenic and friendly nature of the country being the foremost impression visitors had about the country. In 2019, the proportion of visitors with the aforementioned sentiments more than doubled compared to 2018.

POSITIVE PERCEPTIONS ABOUT ESWATINI



NEGATIVE PERCEPTIONS ABOUT ESWATINI



- 4% Poor Country
- 1% Unsafe
- 1% Poor Road Infrastructure
- 1% High HIV Prevalence
- 1% Poor Internet Services

OUTLOOK

14



Highlights

Tourism Outlook 2020



Tourism Outlook 2020

GLOBAL OUTLOOK

The outbreak of the coronavirus has compelled UNWTO to revise its 2020 prospects for international tourist arrivals to a negative growth of 1% to 3%, translating into an estimated loss of US\$ 50 billion in international tourism receipts. Prior to the COVID-19 outbreak, UNWTO predicted a positive growth of 3% to 4% for this year, with MICE and major events positively impacting the sector. Initial assessments of the situation indicate that Asia and The Pacific will be the worst affected region, with an anticipated fall in arrivals of 9% to 12%. Estimates for other world regions are currently premature in view of the rapidly evolving situation. The effect of the outbreak on major sporting events, including the Tokyo Olympics and cultural events such as the Expo 2020 Dubai will be a function of how quickly countries are able to contain the spread of the virus.

ON THE DOMESTIC FRONT

How tourism in Eswatini will respond to this challenge is yet indeterminate but the expectation is that visitor arrival numbers will decline, and this will also be true for tourism receipts and jobs. The threat brought on by the extraordinary and unprecedented measures taken to curb the virus – for a sector heavily rested on interaction amongst people, is suggestive of testing times ahead.

Tourism characteristic products and services in Eswatini are largely constituted of small and medium-sized enterprises, with 83% of these falling within the SME segment. This figure precludes jobs resulting from backward linkages particularly within the informal economy. The disruption of the outbreak denotes a setback to the sustenance and viability of both large and smaller scaled businesses and massive job losses thereof. The consequences on livelihoods, whilst difficult to estimate, are expected to be enormous as the virus weighs on the tourism sector.

The disconnect in the global value chains has brought about unfavorable effects on both supply and demand for tourism. The performance of the domestic sector is estimated to record considerable cancellations in bookings and previously secured packaged tour contracts, losses in visitations, hotel occupancy and seats, and consequently tourism revenue and jobs. The current projections are that the prohibitive measures on travel will be intensified in the the second quarter of the year, with a gradual relaxation of these restrictions in the third quarter of 2020 as supported by the domestic policies aimed at minimizing the effects of COVID-19. Demand for tourism and travel is therefore anticipated to be at its lowest in the first half of 2020. The connotation of this scenario is that while travel will rebound, initially this will be from the domestic front as individuals and households approach the recreational terrain with caution. Inbound leisure travel will be at its lowest if not unforeseeable in 2020, and in particular for long-haul travel.

PREPARING FOR RECOVERY

Tourism is driven by 'experiences' and therefore the threats of imported infections and their consequential burdens of ill health are skewing this image. The unprecedented societal changes brought on by the pandemic are expected to dramatically affect tourism. While it may be early to know the full nature and impact of these changes, it is clear that they will be transformative for all destinations, and Eswatini will need to recreate its tourism from the ground up.

The impact of the COVID-19 outbreak is anticipated to be felt across the whole tourism value chain. UNWTO Secretary-General Zurab Pololikashvili has emphasized that "small and medium sized enterprises make up around 80% of the tourism sector and are particularly exposed with millions of livelihoods across the world, including within vulnerable communities relying on tourism". Past disruptions have proven the strong and high resilient nature of tourism, and as stressed by Mr. Pololikashvili, political and financial commitment will be key to ensuring that tourism can lead wider economic and social recovery.

ANNEX

15



Highlights

Arrivals 2019

Arrivals from Selected Markets

Main purpose of visit

Arrivals 2019

Eswatini Tourism Statistics 2019 - Arrivals by country # Inbound Tourism													
COUNTRY OF RESIDENCE	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
AFRICA	82,523	62,829	89,719	95,484	91,184	92,823	92,359	97,246	105,046	90,865	77,808	109,819	1,087,705
Botswana	304	200	543	607	742	362	445	296	490	336	377	725	5,428
Kenya	91	102	127	142	181	123	108	153	171	162	173	150	1,682
Lesotho	254	196	467	614	660	489	647	456	481	525	340	534	5,662
Malawi	391	323	401	579	415	379	446	512	497	446	479	469	5,336
Mozambique	11,730	11,234	12,190	12,312	11,067	10,943	12,080	13,368	12,958	12,811	11,155	14,574	146,421
Nigeria	181	171	288	308	233	265	237	306	215	247	305	232	2,987
RSA	65,128	46,513	70,598	75,194	72,497	75,439	73,057	75,805	84,708	70,671	59,701	86,784	856,095
Tanzania	420	400	544	556	462	490	511	529	560	592	496	479	6,039
Zambia	260	278	374	357	348	330	358	532	415	437	291	459	4,437
Zimbabwe	2,954	2,770	3,396	3,985	3,572	3,214	3,609	4,291	3,539	3,740	3,471	4,414	42,956
Other Africa	809	642	791	829	1,008	789	860	999	1,013	899	1,022	999	10,660
NORTH & SOUTH AMERICA	1,621	1,310	1,898	1,598	2,296	1,533	1,834	1,563	2,012	2,146	1,949	1,332	21,093
Brazil	83	74	57	79	93	59	71	80	75	42	47	80	840
Canada	216	253	395	280	371	166	162	188	319	638	582	245	3,815
USA	975	899	1,330	1,115	1,732	1,218	1,518	1,203	1,507	1,395	1,218	938	15,048
Other America	347	83	116	125	100	89	83	92	111	70	102	70	1,389
MIDDLE EAST	88	128	117	110	70	37	124	121	91	278	131	90	1,386
Kuwait	4	0	4	4	1	0	3	2	0	4	2	0	24
Iran	10	3	16	4	3	0	5	2	2	1	5	1	52
Israel	51	105	65	74	29	29	101	90	68	254	97	67	1,029
Saudi Arabia	0	1	1	3	0	0	0	0	0	0	0	0	5
UAE	0	0	1	0	0	1	1	3	2	1	0	1	10
Other Mid East	23	19	30	25	37	7	14	24	19	18	27	20	265
ASIA & AUSTRALIA	1,866	1,816	1,869	2,150	1,844	1,955	2,217	2,160	2,467	2,001	2,012	2,519	24,877
Australia	215	134	117	170	274	177	273	233	333	194	112	267	2,501
China	188	156	156	166	158	197	167	217	305	187	190	172	2,260
India	529	482	546	636	398	547	480	526	617	496	510	597	6,364
Pakistan	500	468	415	449	459	458	578	475	471	475	538	606	5,892
Philippines	20	28	31	75	33	37	30	57	41	32	27	72	486
South Korea	195	0	154	217	153	159	210	186	159	145	160	185	1,922
Taiwan	92	109	151	103	70	77	181	175	234	179	162	155	1,688
Other Asia	126	438	298	335	299	302	298	291	307	292	314	464	3,765
EUROPE	5,833	6,851	8,369	7,340	5,722	3,193	9,254	11,351	7,860	10,821	8,992	4,873	90,460
Belgium	164	224	326	592	172	162	1,410	656	521	583	523	313	5,646
France	1,284	1,244	2,762	1,859	1,992	667	1,341	2,293	1,726	2,831	2,076	1,016	21,091
Germany	1,172	1,853	1,972	1,478	792	503	923	1,329	1,455	2,439	1,767	715	16,400
Italy	150	142	122	182	151	127	202	1,148	218	187	166	182	2,976
Netherlands	890	932	831	903	630	563	3,038	3,226	1,377	1,851	1,385	762	16,389
Norway	33	55	32	62	29	14	34	22	75	20	62	59	498
Portugal	252	272	276	289	360	194	180	268	244	238	279	292	3,142
Sweden	206	170	100	84	82	22	35	20	50	117	151	125	1,164
Switzerland	180	269	219	298	143	66	280	139	163	484	341	153	2,735
UK	893	840	1,029	976	791	627	1,096	1,088	1,193	1,063	931	757	11,285
Other Europe	609	850	699	619	581	246	714	1,162	837	1,007	1,311	499	9,134
GRAND TOTAL	91,932	72,934	101,973	106,682	101,117	99,541	105,788	112,441	117,476	106,110	90,892	118,633	1,225,520
Outbound Tourism													
COUNTRY OF RESIDENCE	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	JUL 19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
Eswatini	129,617	109,348	143,431	159,494	140,328	134,669	146,860	162,573	148,180	140,702	135,322	170,140	1,720,663
Source: ETA in collaboration with the Department of Immigration (Entry/ Departure Cards)													



Arrivals From Selected Markets

AFRICA												
CHARACTERISTICS	RSA			Tanzania			Zambia			Zimbabwe		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	856,095		2.8%	6,039		9.2%	4,437		-11.3%	42,956		-3.0%
Air	17,202	2.0%	-11.3%	5,284	87.5%	26.3%	3,776	85.1%	-21.6%	10,675	24.9%	-134.5%
Land	838,893	98.0%	3.1%	755	12.5%	-110.6%	661	14.9%	47.7%	32,280	75.1%	40.5%
GENDER	856,095		2.8%	6,039		9.2%	4,437		-11.3%	42,956		-3.0%
Male	555,300	64.9%	-9.7%	3,397	56.3%	-24.9%	2,454	55.3%	-40.4%	30,247	70.4%	3.6%
Female	300,795	35.1%	25.8%	2,642	43.8%	53.1%	1,982	44.7%	24.8%	12,709	29.6%	-18.7%
AGE GROUP	856,095		2.8%	6,039		9.2%	4,437		-11.3%	42,956		-3.0%
18-24	18,516	2.2%	-16.9%	0	0.0%	-	0	0.0%	-	1,779	4.1%	60.2%
25-34	188,624	22.0%	6.9%	0	0.0%	-	755	17.0%	85.0%	9,405	21.9%	16.3%
35-44	308,440	36.0%	10.1%	3,397	56.3%	11.6%	2,360	53.2%	-16.7%	24,655	57.4%	-1.5%
45-54	234,556	27.4%	9.5%	2,642	43.8%	39.8%	1,322	29.8%	-56.5%	6,354	14.8%	-56.6%
55-64	90,967	10.6%	-32.7%	0	0.0%	-	0	0.0%	-	763	1.8%	7.2%
65+	14,992	1.8%	-66.5%	0	0.0%	-	0	0.0%	-	0	0.0%	-
LENGTH OF DAYS	856,095		2.8%	6,039		9.2%	4,437		-11.3%	42,956		-3.0%
Under 1 day	401,438	46.9%	6.9%	0	0.0%	-	378	8.5%	69.9%	20,334	47.3%	42.6%
1 Day	102,077	11.9%	-6.8%	755	12.5%	52.8%	94	2.1%	-266.1%	7,625	17.8%	77.4%
2 Days	188,027	22.0%	5.3%	377	6.3%	-40.9%	189	4.3%	-83.0%	2,033	4.7%	-119.7%
3 Days	106,019	12.4%	3.4%	755	12.5%	76.8%	850	19.1%	5.3%	4,829	11.2%	-49.3%
4 Days	32,373	3.8%	-2.8%	377	6.3%	-87.4%	566	12.8%	-42.1%	2,288	5.3%	-155.2%
5 Days	9,616	1.1%	-38.5%	377	6.3%	5.6%	661	14.9%	13.3%	1,271	3.0%	-143.6%
6 Days	5,137	0.6%	-45.8%	1,132	18.8%	22.1%	566	12.8%	39.0%	2,033	4.7%	-84.9%
7 Days	4,002	0.5%	-24.8%	377	6.3%	53.5%	283	6.4%	18.1%	508	1.2%	-239.3%
8- 10 Days	3,225	0.4%	-80.6%	377	6.3%	-40.9%	94	2.1%	-266.1%	763	1.8%	-33.4%
11 -14 Days	2,509	0.3%	0.5%	755	12.5%	-16.9%	189	4.3%	-203.3%	508	1.2%	-369.8%
15 - 29 Days	1,254	0.1%	-32.7%	377	6.3%	53.5%	189	4.3%	39.9%	508	1.2%	30.4%
30- 59 Days	418	0.0%	100.0%	377	6.3%	100.0%	189	4.3%	39.9%	254	0.6%	100.0%
60 Days & Over	0	0.0%	-	0	0.0%	-	189	4.3%	-22.9%	0	0.0%	-
Av. Length of Stay (Days)	2.49		0.4	9.06		0.1	17.44		0.4	3.97		-0.6
Visitor Nights	1,130,729		-9.7%	54,732		20.9%	70,798		21.8%	89,724		-220.9%

Arrivals From Selected Markets

AMERICA									
CHARACTERISTICS	Brazil			Canada			USA		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	840		-49.8%	3,815		-6.3%	15,048		-7.9%
Air	15 1.8%	-76.2%	814	21.3%	71.6%	4,080	27.1%	10.4%	
Land	825	98.2%	-49.4%	3,001	78.7%	-27.4%	10,968	72.9%	-14.8%
GENDER	840		-49.8%	3,815		-6.3%	15,048		-7.9%
Male	420	50.0%	-104.1%	900	23.6%	-66.2%	5,578	37.1%	-20.6%
Female	420	50.0%	4.4%	2,915	76.4%	12.2%	9,471	62.9%	-0.5%
AGE GROUP	840		-49.8%	3,815		-6.3%	15,048		-7.9%
18-24	0	0.0%	-	42.9	1.1%	-212.2%	337	2.2%	-97.7%
25-34	540	64.3%	-43.8%	771.6	20.2%	0.7%	5,128	34.1%	-6.7%
35-44	225	26.8%	-78.4%	771.6	20.2%	-7.7%	3,893	25.9%	-14.3%
45-54	45 5.4%	41.3%	857.3	22.5%	6.8%	3,594	23.9%	23.6%	
55-64	30 3.6%	-80.4%	814.5	21.3%	18.4%	1,123	7.5%	-17.2%	
65+	0 0.0%	-	557.3	14.6%	-55.0%	973	6.5%	-61.9%	
LENGTH OF DAYS	840		-49.8%	3,815		-6.3%	15,048		-7.9%
Under 1 day	225	26.8%	-90.2%	171	4.5%	-34.8%	1,086	7.2%	-15.2%
1 Day	435	51.8%	13.8%	1,972	51.7%	-31.4%	3,856	25.6%	6.5%
2 Days	150	17.9%	-78.7%	772	20.2%	27.0%	3,032	20.1%	-15.7%
3 Days	15	1.8%	-437.0%	171	4.5%	3.0%	1,460	9.7%	-10.1%
4 Days	0	0.0%	-	129	3.4%	-29.3%	1,160	7.7%	11.8%
5 Days	0	0.0%	-	86	2.2%	24.3%	1,160	7.7%	30.0%
6 Days	0	0.0%	-	0	0.0%	-	636	4.2%	-117.0%
7 Days	0	0.0%	-	86	2.2%	62.2%	561	3.7%	-67.8%
8- 10 Days	15	1.8%	100.0%	43	1.1%	24.3%	711	4.7%	6.4%
11 -14 Days	0	0.0%	-	214	5.6%	100.0%	674	4.5%	8.4%
15 - 29 Days	0	0.0%	-	43	1.1%	-51.4%	225	1.5%	-80.8%
30- 59 Days	0	0.0%	-	43	1.1%	100.0%	150	1.0%	-19.3%
60 Days & Over	0	0.0%	-	86	2.2%	-18.2%	337	2.2%	32.5%
Av. Length of Stay (Days)	1.49		1.0	4.86		-0.1	8.44		0.2
Visitor Nights	916		-216.4%	17,704		-21.9%	117,877		7.8%



Arrivals From Selected Markets

AFRICA									
CHARACTERISTICS	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5,428		-0.4%	1,682		8.5%	5,662		-24.7%
Air	2,505	46.2%	-63.2%	1,611	95.8%	7.0%	1,982	35.0%	-45.7%
Land	2,923	53.8%	53.4%	71	4.2%	41.4%	3,681	65.0%	-13.4%
GENDER	5,428	-0.4%	1,682		8.5%	5,662		-24.7%	
Male	3,236	59.6%	-7.2%	1,227	72.9%	15.1%	3,681	65.0%	21.5%
Female	2,192	40.4%	9.6%	456	27.1%	-9.5%	1,982	35.0%	-110.6%
AGE GROUP	5,428		-0.4%	1,682		8.5%	5,662		-24.7%
18-24	0	0.0%	-	0	0.0%	-	0	0.0%	-
25-34	939	17.3%	34.1%	35	2.1%	-137.3%	1,982	35.0%	2.7%
35-44	2,296	42.3%	-40.2%	981	58.3%	-1.8%	2,548	45.0%	-26.1%
45-54	1,983	36.5%	31.3%	631	37.5%	27.5%	1,132	20.0%	-70.2%
55-64	209	3.8%	40.7%	35	2.1%	100.0%	0	0.0%	-
65+	0	0.0%	-	0	0.0%	-	0	0.0%	-
LENGTH OF DAYS	5,428		-0.4%	1,682		8.5%	5,662		-24.7%
Under 1 day	522	9.6%	100.0%	0	0.0%	-	566	10.0%	-69.6%
1 Day	209	3.8%	-197.6%	0	0.0%	-	283	5.0%	-239.2%
2 Days	1,670	30.8%	92.5%	175	10.4%	5.1%	1,699	30.0%	5.6%
3 Days	1,148	21.2%	-40.0%	140	8.3%	-78.0%	566	10.0%	-127.0%
4 Days	418	7.7%	-77.5%	105	6.3%	-18.6%	1,132	20.0%	15.2%
5 Days	418	7.7%	11.2%	350	20.8%	5.1%	566	10.0%	-13.5%
6 Days	418	7.7%	-107.6%	175	10.4%	-66.1%	283	5.0%	-12.2%
7 Days	209	3.8%	-77.5%	105	6.3%	60.5%	0	0.0%	-
8- 10 Days	0	0.0%	-	70	4.2%	100.0%	0	0.0%	-
11 -14 Days	313	5.8%	21.7%	350	20.8%	40.7%	566	10.0%	100.0%
15 - 29 Days	0	0.0%	-	105	6.3%	60.5%	0	0.0%	-
30- 59 Days	0	0.0%	-	70	4.2%	100.0%	0	0.0%	-
60 Days & Over	104	1.9%	-20.1%	35	2.1%	-137.3%	0	0.0%	-
Av. Length of Stay (Days)	6.79		0.2	15.48		0.6	4.17		0.2
Visitor Nights	33,296		8.5%	26,041		61.2%	21,234		-8.7%

Arrivals From Selected Markets

AFRICA									
CHARACTERISTICS	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	5,336		10.0%	146,421		-33.6%	2,987		-12.9%
Air	2,974	55.7%	-45.2%	212	0.1%	7.6%	2,539	85.0%	-21.8%
Land	2,362	44.3%	79.7%	146,210	99.9%	-33.7%	448	15.0%	37.6%
GENDER	5,336		10.0%	146,421		-33.6%	2,987		-12.9%
Male	4,024	75.4%	7.6%	99,604	68.0%	-45.0%	2,240	75.0%	-12.9%
Female	1,312	24.6%	17.7%	46,818	32.0%	-9.5%	747	25.0%	-12.9%
AGE GROUP	5,336		10.0%	146,421		-33.6%	2,987		-12.9%
18-24	0	0.0%	-	1,524	1.0%	-285.2%	0	0.0%	-
25-34	350	6.6%	-2.9%	29,250	20.0%	-29.1%	149	5.0%	-87.3%
35-44	3,587	67.2%	6.3%	64,342	43.9%	-14.3%	1,493	50.0%	-12.9%
45-54	1,400	26.2%	22.8%	45,082	30.8%	-34.1%	1,344	45.0%	16.5%
55-64	0	0.0%	-	5,503	3.8%	-141.8%	0	0.0%	-
65+	0	0.0%	-	720	0.5%	-552.5%	0	0.0%	-
LENGTH OF DAYS	5,336		10.0%	146,421		-33.6%	2,987		-12.9%
Under 1 day	1,925	36.1%	93.8%	106,419	72.7%	-26.7%	0	0.0%	-
1 Day	262	4.9%	100.0%	18,244	12.5%	-60.9%	149	5.0%	-87.4%
2 Days	87	1.6%	-37.2%	11,641	8.0%	-39.5%	299	10.0%	6.3%
3 Days	612	11.5%	21.6%	4,572	3.1%	-24.1%	299	10.0%	6.3%
4 Days	175	3.3%	-37.2%	635	0.4%	-84.9%	149	5.0%	-277.0%
5 Days	262	4.9%	-37.2%	550	0.4%	-77.8%	597	20.0%	100.0%
6 Days	700	13.1%	-71.5%	720	0.5%	-8.7%	448	15.0%	100.0%
7 Days	175	3.3%	31.4%	254	0.2%	-208.1%	0	0.0%	-
8- 10 Days	87	1.6%	-448.7%	677	0.5%	-102.2%	0	0.0%	-
11 -14 Days	787	14.8%	-67.7%	720	0.5%	-63.1%	149	5.0%	-464.3%
15 - 29 Days	262	4.9%	-37.2%	1,905	1.3%	-33.5%	299	10.0%	-88.5%
30- 59 Days	0	0.0%	-	42	0.0%	-1286.5%	149	5.0%	100.0%
60 Days & Over	0	0.0%	-	42	0.0%	100.0%	448	15.0%	-25.7%
Av. Length of Stay (Days)	7.49		-0.1	3.25		0.7	18.70		-1.9
Visitor Nights	25,545		-61.2%	130,039		-58.0%	55,856		-225.4%



Arrivals From Selected Markets

MIDDLE EAST						
CHARACTERISTICS	Israel			UAE		
	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,029		1.7%	10		-10.1%
Air	143	13.9%	38.5%	10	100.0%	-9.2%
Land	886	86.1%	-4.2%	0	0.0%	-
GENDER	1,029		1.7%	10		-10.1%
Male	515	50.0%	-19.7%	7	66.7%	-47.4%
Female	515	50.0%	23.2%	3	33.3%	67.2%
AGE GROUP	1,029		1.7%	10		-10.1%
18-24	29	2.8%	-207.7	0	0.0%	-
25-34	429	41.7%	38.5%	0	0.0%	-
35-44	429	41.7%	69.3%	7	66.7%	-47.4%
45-54	57	5.6%	-129.9%	3	33.3%	100.0%
55-64	86	8.3%	-105.1%	0	0.0%	-
65+	0	0.0%	-	0	0.0%	-
LENGTH OF DAYS	1,029		1.7%	10		-10.1%
Under 1 day	343	33.3%	48.7%	3	33.3%	100.0%
1 Day	0	0.0%	-	0	0.0%	-
2 Days	0	0.0%	-	0	0.0%	-
3 Days	0	0.0%	-	0	0.0%	-
4 Days	0	0.0%	-	0	0.0%	-
5 Days	686	66.7%	100.0%	7	66.7%	100.0%
6 Days	0	0.0%	-	0	0.0%	-
7 Days	0	0.0%	-	0	0.0%	-
8- 10 Days	0	0.0%	-	0	0.0%	-
11 -14 Days	0	0.0%	-	0	0.0%	-
15 - 29 Days	0	0.0%	-	0	0.0%	-
30- 59 Days	0	0.0%	-	0	0.0%	-
60 Days & Over	0	0.0%	-	0	0.0%	-
Av. Length of Stay (Days)	2.48		0.1	5.0		-1.8
Visitor Nights	2,344		6.4%	34		-365.9%

Arrivals From Selected Markets

ASIA & AUSTRALIA									
CHARACTERISTICS	Australia			China			India		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	2,501		-21.7%	2,260		-1.5%	6,364		4.6%
Air	289	11.5%	-26.6%	1,318	58.3%	-27.9%	5,568	87.5%	10.6%
Land	2,212	88.5%	-21.1%	942	41.7%	35.5%	795	12.5%	-37.3%
GENDER	2,501		-21.7%	2,260		-1.5%	6,364		4.6%
Male	737	29.5%	-65.1%	1,318	58.3%	-27.9%	5,767	90.6%	4.5%
Female	1,763	70.5%	-3.5%	942	41.7%	35.5%	597	9.4%	5.4%
AGE GROUP	2,501		-21.7%	2,260		-1.5%	6,364		4.6%
18-24	160	6.4%	24.1%	0	0.0%	-	199	3.1%	100.0%
25-34	705	28.2%	-46.7%	753	33.3%	-7.5%	994	15.6%	43.2%
35-44	737	29.5%	29.8%	942	41.7%	-28.8%	3,182	50.0%	-24.2%
45-54	321	12.8%	-61.4%	377	16.7%	28.2%	1,790	28.1%	36.9%
55-64	385	15.4%	-18.6%	188	8.3%	100.0%	199	3.1%	-113.7%
65+	192	7.7%	-105.7%	0	0.0%	-	0	0.0%	-
LENGTH OF DAYS	2,501		-21.7%	2,260		-1.5%	6,364		4.6%
Under 1 day	224	9.0%	-157.6%	0	0.0%	-	0	0.0%	-
1 Day	1,026	41.0%	-12.7%	0	0.0%	-	597	9.4%	52.2%
2 Days	705	28.2%	31.0%	753	33.3%	82.0%	398	6.3%	64.9%
3 Days	128	5.1%	-137.3%	188	8.3%	-7.2%	795	12.5%	-6.8%
4 Days	64	2.6%	-42.4%	188	8.3%	64.7%	199	3.1%	29.8%
5 Days	32	1.3%	-279.7%	188	8.3%	100.0%	199	3.1%	-43.5%
6 Days	0	0.0%	-	0	0.0%	-	199	3.1%	29.8%
7 Days	96	3.8%	68.4%	0	0.0%	-	398	6.3%	28.3%
8- 10 Days	32	1.3%	100.0%	0	0.0%	-	795	12.5%	46.6%
11 -14 Days	32	1.3%	-374.6%	188	8.3%	-43.7%	597	9.4%	100.0%
15 - 29 Days	128	5.1%	76.3%	0	0.0%	-	994	15.6%	-13.5%
30- 59 Days	32	1.3%	100.0%	0	0.0%	-	597	9.4%	-42.4%
60 Days & Over	0	0.0%	-	753	33.3%	19.3%	597	9.4%	-137.1%
Av. Length of Stay (Days)	3.61		0.3	62.00		0.1	20.63		-1.4
Visitor Nights	8,207		11.0%	140,119		5.1%	131,255		-132.61%



Arrivals From Selected Markets

ASIA & AUSTRALIA									
CHARACTERISTICS	Pakistan			Phillippines			South Korea		
	NO.	%	%CHG	NO.		%CHG	NO.	%	%CHG
MODE OF TRAVEL	5,892		-4.7%	486		4.3%	1,922		-5.8%
Air	4,713	80.0%	-30.8%	243	50.0%	-27.8%	1,441	75.0%	-23.4%
Land	1,178	20.0%	100.0%	243	50.0%	36.2%	480	25.0%	47.1%
GENDER	5,892		-4.7%	486		4.3%	1,922		-5.8%
Male	5,303	90.0%	-16.3%	486	100.0%	36.1%	1,441	75.0%	29.5%
Female	589	10.0%	100.0%	0	0.0%	-	480	25.0%	-111.5%
AGE GROUP	5,892		-4.7%	486		4.3%	1,922		-5.8%
18-24	0	0.0%	-	0	0.0%	-	240	12.5%	100.0%
25-34	1,178	20.0%	72.3%	121	25.0%	100.0%	721	37.5%	29.5%
35-44	4,124	70.0%	-25.9%	243	50.0%	36.2%	240	12.5%	-217.2%
45-54	589	10.0%	-9.9%	121	25.0%	-27.6%	721	37.5%	-5.7%
55-64	0	0.0%	-	0	0.0%	-	0	0.0%	-
65+	0	0.0%	-	0	0.0%	-	0	0.0%	-
LENGTH OF DAYS	5,892		-4.7%	486		4.3%	1,922		-5.8%
Under 1 day	589	10.0%	100.0%	0	0.0%	-	0	0.0%	-
1 Day	589	10.0%	100.0%	0	0.0%	-	0	0.0%	-
2 Days	0	0.0%	-	0	0.0%	-	240	12.5%	100.0%
3 Days	0	0.0%	-	121	25.0%	100.0%	480	25.0%	100.0%
4 Days	0	0.0%	-	0	0.0%	-	240	12.5%	-5.7%
5 Days	0	0.0%	-	0	0.0%	-	480	25.0%	100.0%
6 Days	0	0.0%	-	0	0.0%	-	0	0.0%	-
7 Days	589	10.0%	44.5%	121	25.0%	100.0%	240	12.5%	100.0%
8- 10 Days	0	0.0%	-	0	0.0%	-	240	12.5%	-5.7%
11 -14 Days	589	10.0%	-9.9%	0	0.0%	-	0	0.0%	-
15 - 29 Days	0	0.0%	-	0	0.0%	-	0	0.0%	-
30- 59 Days	1,178	20.0%	100.0%	121	25.0%	100.0%	0	0.0%	-
60 Days & Over	2,357	40.0%	-65.4%	121	25.0%	-27.6%	0	0.0%	-
Av. Length of Stay (Days)	87.67		-0.5	74.25		0.4	4.75		-16.0
Visitor Nights	464,853		-79.6%	36,050		42.4%	9,129		-1696.7%

Arrivals From Selected Markets

ASIA & AUSTRALIA / EUROPE						
CHARACTERISTICS	Taiwan			Belgium		
	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	1,688		21.1%	5,646		-15.0%
Air	1,644	97.4%	25.5%	64		-52.1%
Land	43	2.6%	-146.0%	5,582		-14.5%
GENDER	1,688		21.1%	5,646		-15.0%
Male	995	59.0%	46.5%	1,447	25.6%	-96.1%
Female	692	41.0%	-15.3%	4,199	74.4%	13.0%
AGE GROUP	1,688		21.1%	5,646		-15.0%
18-24	43	2.6%	100.0%	346	6.1%	-18.3%
25-34	433	25.6%	50.8%	2,522	44.7%	16.9%
35-44	779	46.2%	24.8%	1,267	22.4%	-9.1%
45-54	389	23.1%	-36.7%	781	13.8%	-84.5%
55-64	43	2.6%	100.0%	525	9.3%	-45.9%
65+	0	0.0%	-	205	3.6%	-93.3%
LENGTH OF DAYS	1,688		21.1%	5,646		-15.0%
Under 1 day	0	0.0%	-	704	12.5%	47.5%
1 Day	0	0.0%	-	3,124	55.3%	-24.1%
2 Days	43	2.6%	-23.0%	1,472	26.1%	-22.6%
3 Days	130	7.7%	59.0%	243	4.3%	19.9%
4 Days	130	7.7%	18.0%	38	0.7%	-187.3%
5 Days	43	2.6%	-23.0%	26	0.5%	-1.4%
6 Days	216	12.8%	50.8%	13	0.2%	100.0%
7 Days	216	12.8%	100.0%	0	0.0%	-
8- 10 Days	260	15.4%	59.0%	0	0.0%	-
11 -14 Days	130	7.7%	59.0%	13	0.2%	-1.4%
15 - 29 Days	173	10.3%	-146.0%	13	0.2%	100.0%
30- 59 Days	43	2.6%	-146.0%	0	0.0%	-
60 Days & Over	303	17.9%	12.1%	0	0.0%	-
Av. Length of Stay (Days)	44.56		-0.2	1.52		0.0
Visitor Nights	75,214		6.2%	7,515		-33.0%



Arrivals From Selected Markets

EUROPE									
CHARACTERISTICS	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	21,091		-24.0%	16,400		-37.9%	2,976		-11.0%
Air	140	0.7%	-12.2%	69	0.4%	-293.2%	118	4.0%	-53.8%
Land	20,951	99.3%	-24.1%	16,331	99.6%	-36.9%	2,858	96.0%	-9.2%
GENDER	21,091		-24.0%	16,400		-37.9%	2,976		-11.0%
Male	7,083	33.6%	-51.1%	5,345	32.6%	-97.2%	1,110	37.3%	-46.4%
Female	14,008	66.4%	-10.4%	11,055	67.4%	-9.3%	1,866	62.7%	10.1%
AGE GROUP	21,091		-24.0%	16,400		-37.9%	2,976		-11.0%
18-24	595	2.8%	-106.8%	523	3.2%	-29.8%	71	2.4%	-119.1%
25-34	6,663	31.6%	10.1%	5,789	35.3%	-13.3%	1,181	39.7%	25.6%
35-44	5,824	27.6%	16.9%	4,635	28.3%	0.4%	921	31.0%	-23.4%
45-54	3,725	17.7%	-27.1%	2,801	17.1%	-106.0%	590	19.8%	-66.2%
55-64	2,956	14.0%	-85.0%	1,903	11.6%	-96.1%	213	7.1%	51.8%
65+	1,329	6.3%	-195.3%	750	4.6%	-69.0%	0	0.0%	-
LENGTH OF DAYS	21,091		-24.0%	16,400		-37.9%	2,976		-11.0%
Under 1 day	2,186	10.4%	-6.5%	2,396	14.6%	100.0%	331	11.1%	-32.9%
1 Day	13,116	62.2%	-24.9%	9,369	57.1%	0.0%	1,606	54.0%	-4.5%
2 Days	5,002	23.7%	-25.0%	3,748	22.9%	-177.1%	827	27.8%	-9.1%
3 Days	560	2.7%	-26.2%	602	3.7%	-189.6%	47	1.6%	-172.7%
4 Days	87	0.4%	-49.6%	108	0.7%	-421.3%	94	3.2%	100.0%
5 Days	17	0.1%	-648.0%	59	0.4%	-167.6%	0	0.0%	-
6 Days	17	0.1%	-348.8%	20	0.1%	-244.1%	0	0.0%	-
7 Days	35	0.2%	-49.6%	10	0.1%	-1735.1%	0	0.0%	-
8- 10 Days	35	0.2%	25.2%	39	0.2%	-186.7%	24	0.8%	-11.9%
11 -14 Days	17	0.1%	-49.6%	30	0.2%	23.5%	47	1.6%	100.0%
15 - 29 Days	0	0.0%	-	20	0.1%	100.0%	0	0.0%	-
30- 59 Days	17	0.1%	100.0%	0	0.0%	-	0	0.0%	-
60 Days & Over	0	0.0%	-	0	0.0%	-	0	0.0%	-
Av. Length of Stay (Days)	1.42			1.48			1.72		
Visitor Nights	26,862		-38.3%	20,769		-113.5%	4,558		-18.8%

Arrivals From Selected Markets

EUROPE									
CHARACTERISTICS	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
MODE OF TRAVEL	16,389		-17.8%	498		0.5%	3,142		-35.7%
Air	99	0.6%	61.0%	138	27.8%	17.3%	57	1.8%	-101.5%
Land	16,290	99.4%	-18.2%	360	72.2%	-5.9%	3,085	98.2%	-34.5%
GENDER	16,389		-17.8%	498		0.5%	3,142		-35.7%
Male	4,458	27.2%	-85.7%	304	61.1%	-12.6%	1,485	47.3%	-109.6%
Female	11,931	72.8%	7.6%	194	38.9%	21.2%	1,657	52.7%	30.5%
AGE GROUP	16,389		-17.8%	498		0.5%	3,142		-35.7%
18-24	793	4.8%	-29.1%	28	5.6%	-105.8%	0	0.0%	-
25-34	5,972	36.4%	0.8%	55	11.1%	31.1%	1,142	36.4%	9.3%
35-44	4,133	25.2%	25.3%	221	44.4%	57.0%	1,428	45.5%	11.3%
45-54	3,170	19.3%	-77.8%	138	27.8%	-23.9%	400	12.7%	-331.9%
55-64	1,826	11.1%	-61.7%	28	5.6%	-381.5%	0	0.0%	-
65+	495	3.0%	-40.3%	28	5.6%	100.0%	171	5.5%	100.0%
LENGTH OF DAYS	16,389		-17.8%	498		0.5%	3,142		-35.7%
Under 1 day	1,826	11.1%	26.0%	0	0.0%	-	743	23.6%	-132.5%
1 Day	8,010	48.9%	-12.3%	221	44.4%	65.5%	1,314	41.8%	21.1%
2 Days	5,576	34.0%	-33.2%	138	27.8%	44.9%	743	23.6%	-39.5%
3 Days	651	4.0%	-42.3%	0	0.0%	-	114	3.6%	-101.5%
4 Days	170	1.0%	-81.8%	55	11.1%	31.1%	57	1.8%	100.0%
5 Days	71	0.4%	-36.4%	0	0.0%	-	0	0.0%	-
6 Days	42	0.3%	-81.8%	0	0.0%	-	57	1.8%	100.0%
7 Days	14	0.1%	-445.4%	0	0.0%	-	0	0.0%	-
8- 10 Days	14	0.1%	100.0%	28	5.6%	32.0%	0	0.0%	-
11 -14 Days	14	0.1%	-36.4%	55	11.1%	100.0%	0	0.0%	-
15 - 29 Days	0	0.0%	-	0	0.0%	-	57	1.8%	-101.5%
30- 59 Days	0	0.0%	-	0	0.0%	-	57	1.8%	100.0%
60 Days & Over	0	0.0%	-	0	0.0%	-	0	0.0%	-
Av. Length of Stay (Days)	1.57			3.28			3.07		
Visitor Nights	22,814		-43.0%	1,632		-458.3%	7,369		-13.4%



Arrivals From Selected Markets

EUROPE								
CHARACTERISTICS	Sweden			Switzerland			UK	
	NO.	%	%CHG	NO.	%	%CHG	NO.	%
MODE OF TRAVEL	1,164		-39.3%	2,735		-22.3%	11,285	-23.0%
Air	101	8.7%	-60.2%	65	2.4%	-68.8%	2,397	21.2%
Land	1,063	91.3%	-37.3%	2,670	97.6%	-21.1%	8,888	78.8%
GENDER	1,164		-39.3%	2,735		-22.3%	11,285	-23.0%
Male	608	52.2%	-6.8%	904	33.1%	-58.6%	4,843	42.9%
Female	557	47.8%	-74.8%	1,831	66.9%	-4.3%	6,441	57.1%
AGE GROUP	1,164		-39.3%	2,735		-22.3%	11,285	-23.0%
18-24	0	0.0%	-	76	2.8%	-114.8%	350	3.1%
25-34	456	39.1%	28.8%	806	29.5%	-28.6%	1,997	17.7%
35-44	253	21.7%	-44.2%	883	32.3%	19.7%	2,247	19.9%
45-54	278	23.9%	27.2%	534	19.5%	-30.3%	2,247	19.9%
55-64	152	13.0%	-220.4%	305	11.2%	-65.5%	1,798	15.9%
65+	25	2.2%	-701.0%	131	4.8%	-76.5%	2,646	23.5%
LENGTH OF DAYS	1,164		-39.3%	2,735		-22.3%	11,285	-23.0%
Under 1 day	101	8.7%	-260.4%	294	10.8%	2.2%	1,598	14.2%
1 Day	582	50.0%	23.4%	1,449	53.0%	-24.4%	3,445	30.5%
2 Days	354	30.4%	-14.4%	774	28.3%	-12.8%	2,047	18.1%
3 Days	0	0.0%	-	98	3.6%	-67.1%	1,049	9.3%
4 Days	0	0.0%	-	54	2.0%	-127.1%	599	5.3%
5 Days	0	0.0%	-	11	0.4%	100.0%	399	3.5%
6 Days	0	0.0%	-	11	0.4%	-145.5%	399	3.5%
7 Days	51	4.3%	100.0%	11	0.4%	-22.8%	399	3.5%
8- 10 Days	25	2.2%	-60.2%	0	0.0%	-	300	2.7%
11 -14 Days	25	2.2%	-60.2%	11	0.4%	-22.8%	399	3.5%
15 - 29 Days	25	2.2%	100.0%	11	0.4%	100.0%	499	4.4%
30- 59 Days	0	0.0%	-	0	0.0%	-	50	0.4%
60 Days & Over	0	0.0%	-	11	0.4%	-22.8%	100	0.9%
Av. Length of Stay (Days)	2.79			2.18			5.39	
Visitor Nights	2,962		-312.3%	5,328		-21.7%	52,229	14.4%

Main Purpose of Visit (%)

AFRICA										
MAIN PURPOSE	Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	37	0	45	5	31	5	27	6	13	23
VFR	17	4	10	2	7	25	31	31	9	20
Business	37	96	35	57	10	70	19	63	70	31
Transit	10	0	10	34	52	0	20	0	4	22
Other	0	0	0	2	0	0	4	0	4	4

ASIA & AUSTRALIA						
MAIN PURPOSE	Australia	China	India	Pakistan	Phillippines	South Korea
Holiday	77	25	3	20	25	13
VFR	12	25	16	40	25	0
Business	4	50	81	40	50	88
Transit	8	0	0	0	0	0
Other	0	0	0	0	0	0

AMERICA			
MAIN PURPOSE	Brazil	Canada	USA
Holiday	73	78	52
VFR	0	6	17
Business	2	12	22
Transit	25	4	6
Other	0	0	1

MIDDLE EAST			
MAIN PURPOSE	Israel	Saudi Arabia	UAE
Holiday	75	0	67
VFR	6	100	0
Business	11	0	33
Transit	8	0	0
Other	0	0	0

EUROPE										
MAIN PURPOSE	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
Holiday	86	91	87	83	89	72	73	83	87	60
VFR	0	0	1	2	1	11	4	2	1	11
Business	1	1	0	4	1	17	2	4	2	16
Transit	12	8	12	10	10	0	22	9	10	12
Other	0	0	0	1	0	0	0	2	0	0

Source: Exit Survey, Eswatini Tourism Authority

Accommodation Statistics 2019

ROOMS AVAILABLE - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	19,716	17,808	19,716	19,500	20,243	19,560	20,012	19,634	19,434	20,012	19,634	234,785
Manzini	17,763	16,044	17,763	17,758	17,758	17,195	17,763	17,190	17,763	17,763	17,190	209,150
Mbabane	2,573	2,324	2,573	2,542	2,417	2,542	2,573	2,386	2,573	2,573	2,386	30,035
Rest of ESWATINI	20,739	19,628	20,646	19,746	19,680	19,588	19,954	19,168	21,026	19,954	19,156	240,323
Grand Total	60,791	55,804	60,698	58,983	60,098	58,885	60,302	58,378	60,796	60,302	58,366	714,293
ROOM NIGHTS SOLD - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	9,431	10,040	12,065	10,814	11,825	9,796	10,584	12,697	13,085	13,073	13,587	139,297
Manzini	2,008	3,021	2,963	2,686	3,001	2,471	2,271	3,344	2,546	2,844	3,445	32,946
Mbabane	456	771	872	884	774	496	936	705	701	1,244	544	8,832
Rest of ESWATINI	6,067	6,457	6,843	6,537	6,535	5,962	6,962	8,631	7,639	8,186	7,827	84,270
Grand Total	17,962	20,289	22,743	20,921	22,135	18,725	20,753	25,377	23,971	25,347	25,403	265,345
NUMBER OF BEDS AVAILABLE - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	41,695	37,660	41,695	40,650	42,129	40,770	36,378	36,376	41,132	36,378	36,376	472,444
Manzini	35,898	32,424	35,898	34,333	35,451	34,333	35,464	34,320	35,464	35,464	34,320	418,833
Mbabane	3,565	3,220	3,565	3,532	3,319	3,532	3,565	3,286	3,565	3,565	3,286	41,565
Rest of ESWATINI	47,461	41,440	47,399	44,817	44,744	44,604	44,840	43,195	44,630	44,840	43,161	535,795
Grand Total	128,619	114,744	128,557	123,332	125,643	123,239	120,247	117,177	124,791	120,247	117,143	1,468,637
NUMBER OF BEDNIGHTS SOLD - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	14,712	14,436	17,732	15,838	16,549	14,507	15,730	18,612	20,163	19,757	19,493	207,489
Manzini	2,414	3,989	4,499	3,538	4,388	3,679	2,970	4,416	3,499	4,358	4,782	45,956
Mbabane	534	900	1,176	1,213	844	547	1,128	981	1,041	1,279	804	10,936
Rest of ESWATINI	9,743	9,933	10,164	10,496	11,130	10,362	12,359	16,614	13,644	11,739	14,727	142,931
Grand Total	27,403	29,258	33,571	31,085	32,911	29,095	32,187	40,623	38,347	37,133	39,806	407,312
NUMBER OF DOMESTIC TOURISTS - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	4,857	4,275	5,603	5,571	4,371	4,851	5,354	5,339	5,033	5,146	5,673	63,818
Manzini	995	1,687	883	1,500	805	945	971	1,829	1,009	753	1,783	14,051
Mbabane	9	35	14	18	27	23	24	56	55	30	60	378
Rest of ESWATINI	3,567	4,041	3,712	3,654	3,652	3,030	3,297	5,086	5,435	4,265	5,076	49,943
Grand Total	9,428	10,038	10,212	10,743	8,855	8,849	9,646	12,310	11,532	10,194	12,592	128,190
NUMBER OF INTERNATIONAL TOURISTS - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	10,349	10,398	12,382	10,926	12,502	10,186	10,925	14,009	14,750	14,223	13,425	147,138
Manzini	1,166	1,310	2,487	1,375	1,875	998	1,133	1,511	1,492	2,266	2,194	19,049
Mbabane	344	634	959	973	1,040	332	1,857	774	892	1,180	835	10,380
Rest of ESWATINI	4,326	4,099	4,497	5,209	6,042	3,647	6,866	7,994	5,906	7,450	6,290	67,806
Grand Total	16,185	16,441	20,325	18,483	21,459	15,163	20,781	24,288	23,040	25,119	22,744	244,373
TOTAL NUMBER OF TOURISTS - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	15,206	14,673	17,985	16,497	16,873	15,037	16,279	19,348	19,783	19,369	19,098	210,956
Manzini	2,161	2,997	3,370	2,875	2,680	1,943	2,104	3,340	2,501	3,019	3,977	33,100
Mbabane	353	669	973	991	1,067	355	1,881	830	947	1,210	895	10,758
Rest of ESWATINI	7,893	8,140	8,209	8,863	9,694	6,677	10,163	13,080	11,341	11,715	11,366	117,749
Grand Total	25,613	26,479	30,537	29,226	30,314	24,012	30,427	36,598	34,572	35,313	35,336	372,563
TOTAL BILL - JAN - DEC 2019												
Hotel Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Ezulwini	31,438,374.27	36,373,998.59	19,325,918.76	18,582,526.18	21,621,317.38	16,155,459.08	16,005,142.51	21,557,015.22	23,823,152.08	22,688,523.61	21,577,899.17	270,035,022.95
Manzini	2,961,603.28	4,416,466.19	4,573,624.78	3,865,579.86	5,082,261.27	4,213,265.23	3,614,104.85	4,808,754.67	3,956,954.03	4,297,959.54	4,840,300.43	50,370,637.09
Mbabane	862,044.70	1,259,710.71	1,361,544.15	773,421.17	1,248,405.61	174,906	2,349,842.00	600,197.99	1,066,426.00	1,428,240.57	1,130,464.10	12,902,857.56
Rest of ESWATINI	7,038,513.73	7,056,150.71	8,002,757.78	7,462,771.83	6,037,933.65	5,815,927.94	8,475,402.74	10,104,878.78	9,359,810.28	8,999,585.81	9,567,297.24	97,885,649.07
Grand Total	42,320,536	49,106,326	33,263,845	30,684,299	33,989,918	26,359,558	30,444,492	37,070,847	38,206,342	37,414,310	37,513,282	431,194,166.67

Tourism Statistics (Rates)

1. Expenditure per Person per Night = (Total Bill/ No. of Bed-Nights Sold)

Ezulwini	=	1301.44
Manzini	=	1096.06
Mbabane	=	1179.85
Rest of SD	=	684.85
Total	=	1058.63

2. Average Length of Stay = (No. of Bed Nights Sold/ No. of Tourists)

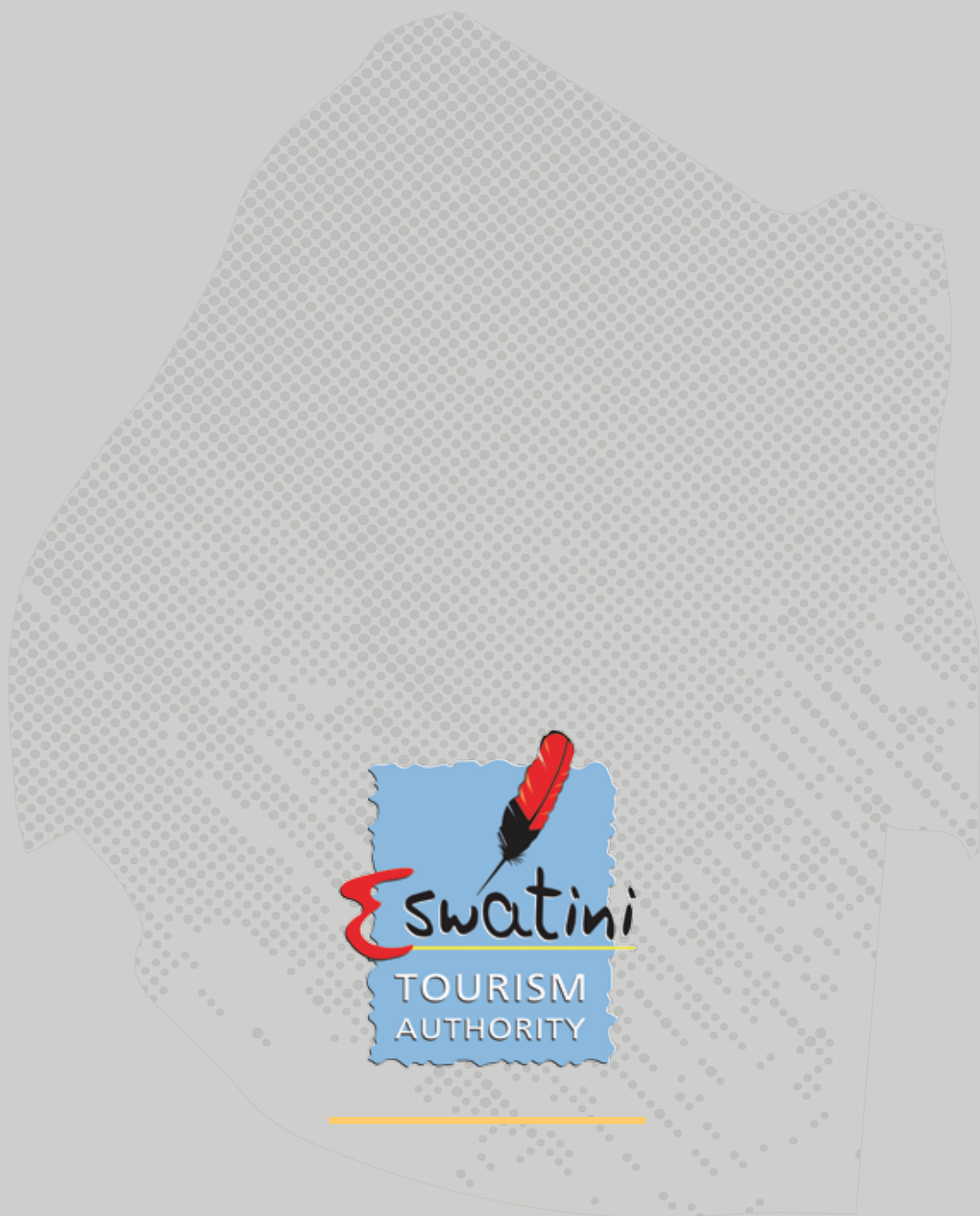
Ezulwini	=	0.9836
Manzini	=	1.3884
Mbabane	=	1.0165
Rest of SD	=	1.2139
Total	=	1.0933

3. Bed Occupancy Rates = [(No. of Bed Nights Sold/ No. of Beds Available)*100%]

Ezulwini	=	0.43918221	=	43.92
Manzini	=	0.109723923	=	10.97
Mbabane	=	0.263105979	=	26.31
Rest of SD	=	0.266764341	=	26.68
Total	=	0.277340146	=	27.73

4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available)*100%]

Ezulwini	=	0.593295994	=	59.33
Manzini	=	0.157523309	=	15.75
Mbabane	=	0.294056934	=	29.41
Rest of SD	=	0.350653079	=	35.07
Total	=	0.371479211	=	37.15



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