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**Annual Report on
TOURISM STATISTICS
2007**



STA International Visitor Survey

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i. Executive Summary

Visitor arrivals in 2007 registered a total of 1,230,092, representing a 2.5% growth when compared to 1,199,858 recorded in 2006. This impressive performance was attributed to the steady growth in key markets. Although Swaziland second major source market Mozambique (-4.7%) failed to perform as expected, it failed to dampen the exciting arrivals trend. The notable performance was also recorded in formal accommodation establishments as the number of overnight guests increased by 21.7% from 316,082 in 2006 to 384,782 in 2007.

The average party size consisted of 2 individuals, remaining unchanged since 2006. Of interest, the number of visits by families declined slightly in 2007, while travel couples were up over the comparable measure from 2006. Perhaps reflecting an aging profile of population, visitors skewed slightly older in 2007 than they did in 2006, with the most visitors in 2007 being between 35 – 54 years of age.

The length of stay in the country (formal and private lodging) averaged 2.2 nights in 2007, remaining unchanged from 2006. While European and South Africans visitors averaged 2 nights, American residents took trips of considerable longer length (5 nights). However, this enthusiasm was not reflected in formal accommodation as the average length of stay remained at 1 night.

Among visitors travelling to Swaziland from outside the African continent, results from 2007 indicate a decrease in the overall number of visits for leisure, as opposed to visiting friends and relatives, or business trips. Close to 48 percent of visitors indicated they visited for leisure or recreation, with the key reason for choosing Swaziland being its scenery or sightseeing. In contrast, the number travelling for business increased in 2007, with 16 percent for this purpose.

For the majority of visitors in 2007, this was their first time in Swaziland, and this was especially true for overseas visitors. The top two activities visitors engaged in were cultural activities and visiting craft shops, with over one-third of visitors participating in these activities. Of interest, visitors enjoyed the general scenery, sightseeing and cultural opportunities offered the most. In terms of improvements, visitors were most critical of the country's roads particularly in cities/ towns and lack of road signage.

Awareness of the country's tourism advertising experienced little change in terms of key channels since 2006, with two in ten visitors reporting someone in their party had heard or seen advertising promoting Swaziland prior to their trip. Among those who recalled such advertising, magazines were cited as the primary source and this was particularly the case for South African travellers. Most overseas visitors cited travel agents and the internet as key sources of information.

Overall, the 2007 results reveals a pattern that is relatively stable with that of 2006 in terms of visitor satisfaction, with an overwhelming majority displaying excitement about their stay and desire to visit Swaziland again.

ii. Introduction

The 'Tourism Research Annual Report 2007' gives an in-depth analysis of the present scenario of the performance of tourism in the country. It focuses on different parameters of Swaziland's tourism industry including inbound tourism, the character and patterns of inbound tourists and accommodation usage by inbound tourists. To arrive at the production of this report an analysis a total of 12,260 interviews were conducted with all international travellers from January – December 2007. Interviews were conducted face-to-face at 6 land border posts (Ngwenya, Matsamo, Lomahasha, Lavumisa, Mahamba, Sandlane) and Matsapha International Airport.

The Exit Survey has two primary objectives:

- To update key tourism statistics used to calculate industry activity. For example, the survey measured both party size and length of stay, which are key indicators associated with Swaziland's tourism industry; and
- To produce trip and visitor profile information. For example, the survey collected data related to visitors' trip purpose, activities visitors participated in while in the country, and identification of positive and negative aspects of visitors' experience in the country.

Also featured in this report is information pertaining to accommodation usage in the country as compiled and processed by the Central Statistics Office. The survey is administered using a Monthly Accommodation Survey questionnaire form and covers the total mainstream/ formal accommodation sector in the country these including hotels, motels, lodges, self-catering, B&B and backpackers hostels.

The following appendices are included at the end of the report.

Appendix I-VIII	Exit Survey Data Tables
Appendix IX	Accommodation Data

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1. Global Performance

“World Tourism Exceeds Expectations in 2007 - Arrivals Grow From 800 Million to 900 Million in Two Years”¹

1.1 Prospects for 2008 overall positive

The year 2007 exceeded the expectations for international tourism with arrivals reaching new record figures close to 900 million. The results confirm both the sustained growth path of the past years and the resilience of the sector regarding external factors. This development has been supported by a strong world economy, which has experienced its longest period of sustained growth for more than two decades. According to the latest UNWTO World Tourism Barometer, international tourism arrivals expanded by 6% in 2007, to 898 million international tourist arrivals, as compared to 2006.

“Economic and tourism growth are driven by emerging markets and developing economies. While mature markets remain the leading destinations in the world, the faster growth rate of new markets confirms UNWTO’s main message of tourism’s potential for the developing world”, said UNWTO’s Secretary-General, Francesco Frangialli. Of the additional 52 million worldwide arrivals, Europe received some 19 million and Asia and the Pacific 17 million. The Americas was up by around six million, Africa by three million and the Middle East by five million. All the different regions registered increases above their long-term average, with the Middle East leading the regional growth ranking (+13%), followed by Asia and the Pacific (+10%), Africa (+8%), the Americas (+5%) and Europe (+4%).

1.2 Inside the regions

The **Middle East** totalled 46 million international tourist arrivals and continues to be one of the tourism success stories of the decade so far, despite ongoing tensions and threats. The region is emerging as a strong destination with visitor numbers climbing much faster than the world total, with Saudi Arabia and Egypt among the leading destinations in growth in 2007.

Against the background of a strong growth of above 7% per year since 2000, **Asia and the Pacific** is also pushing international tourism and attracted 185 million visitors. While Japan (+14%) has taken off as a destination, Malaysia (+20%) Cambodia (+19%), Vietnam (+16%), Indonesia (+15%), India (+13%) and China (+10%) keep improving their growth rates.

With an estimated total of 44 million international travellers, **Africa** confirmed its good momentum, sustaining the growth of 2006 and is now averaging a 7% growth a year since 2000. In 2007, North Africa (+8%) appears to have done slightly better than Sub-Saharan Africa (+7%), primarily due to Morocco’s 14% rise. While in Sub-Saharan Africa a number of countries have turned in good results, awareness of South Africa has continued to grow in the build-up to the country’s hosting of the FIFA Soccer World Cup in 2010. The **Americas** region regained vigour and more than doubled its growth rate after the 2% growth of 2006. Backed by the rebound of the US inbound

¹ Source: News Release “World Tourism Exceeds Expectations in 2007”, 29 January 2008.

market (+10%) and the strong performance of Central and South American destinations which were favoured by the strong euro and a steady tourism flows from the USA.

The world's largest destination region with a share of over 50% of all international tourist arrivals, **Europe** is growing above average and totalled 480 million tourists in 2007. Destinations like Turkey (+18%), Greece (+12%) and Portugal (+10%) or Italy and Switzerland (both at +7%) are proof of the positive impact of the continued economic pick-up of the region in 2007.

2. Swaziland Overview

The tourism industry made an impressive record in 2007 with over 1.2 million international visitor arrivals, up 2.5% year-on-year. This performance signaled a growth of 1% when compared to increase of 1.5% recorded between 2006 over 2005. Although the festive months November and December recorded stagnant growth, performance in the earlier months managed to maintain momentum recording a monthly average of 102,508 visitor arrivals.

Visitor arrivals in Swaziland are predominantly from Southern African states. An important feature of inbound tourism in Swaziland is the fact that over 85% of all tourist arrivals are from other African countries, most notably neighbouring countries. In actuality, RSA, Mozambique, Lesotho and Zimbabwe, combined, account for more than half of total visitor arrivals in Swaziland. However, although these visitors spend considerable amounts of money during visits, it is usually mainly for shopping. Furthermore, they tend to visit friends and relatives and their propensity to stay in formal accommodation is considerably lower than for overseas visitors.

Most of Swaziland's key long haul markets such as Germany, UK and Italy recorded steady growth with some performing exceptionally, these including Switzerland (+40.2%), Netherlands (+18.6%) and Portugal (+10.3%). Since the monitoring of visitor arrivals in 2005, the number of travellers visiting Swaziland from overseas has increased by an annual average of less than 1.0%. With the Kingdom's enhanced position in terms of awareness as a destination due to South Africa hosting the Soccer World Cup in 2010, arrivals from overseas markets was anticipated to be exciting. This unenthusiastic trend was also noted in other countries within the region. Possible causes for the displacement of demand have been the emergence of markets in Asia in the past two years which offer attractive prices and have become more accessible since accession to the European Union due to the low-cost airline network; and the continuous hike of fuel prices which directly affect travel thereby redirecting the consumers travel budget. This trend reflects the presence of a high degree of volatility with regard to the arrivals of foreign visitor arrivals.

The pessimistic trend displayed by Mozambican visitor arrivals to Swaziland is of immense significance as Swaziland's tourism growth heavily relies on its neighboring markets. During the most significant holiday months (November and December) Swaziland experienced in decline in terms of arrivals when compared to the same periods in 2006. This decline was led by Mozambique. Such performance signals a shift in travel choices by traveling consumers in this market. In recent years Mozambique have been identified as a key source market by regionally including RSA, and consequently these destinations have made serious tourism marketing commitment within the country. This has presented Swaziland with a serious challenge of aiming to remain a top-of-mind tourism destination for Mozambican traveling consumers. The absence of sustained marketing presence with this market has ultimately resulted in a loss of market share.

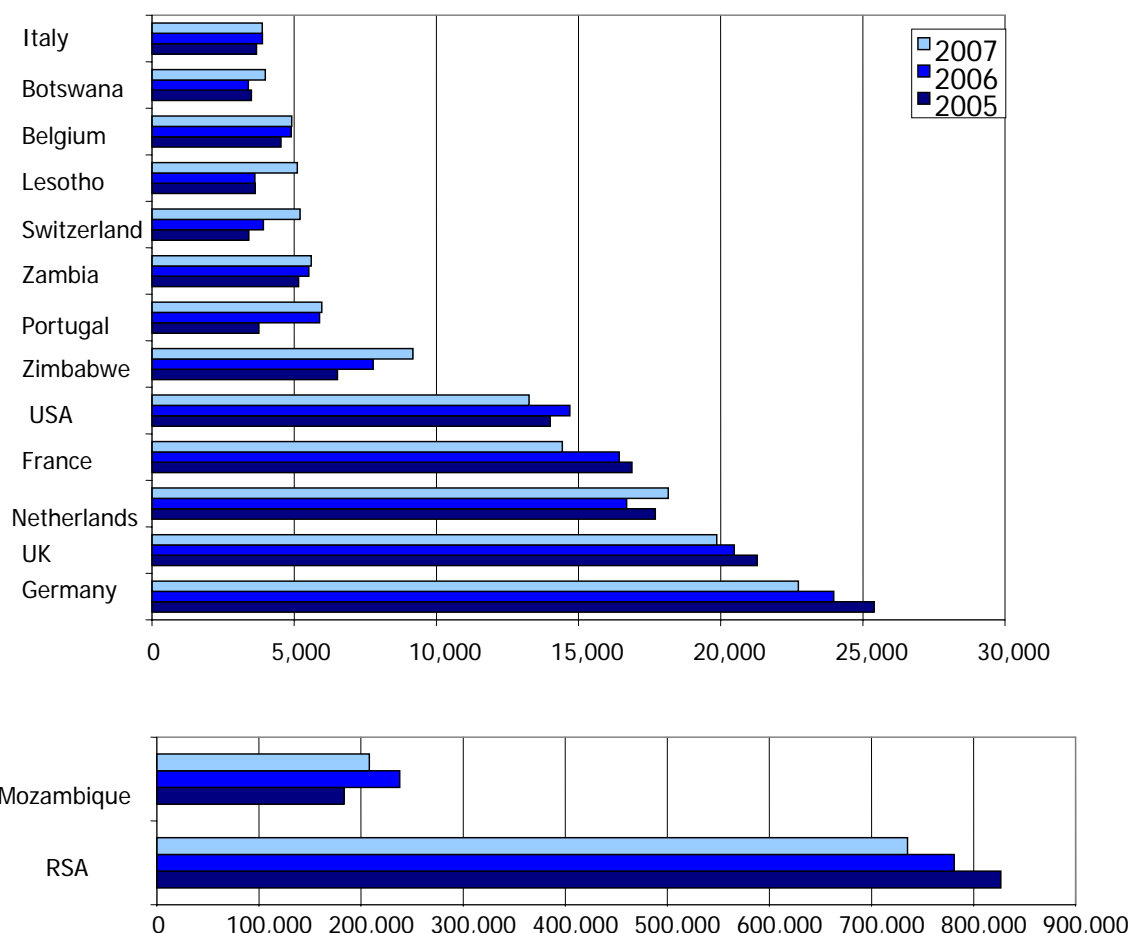
Profile Table

	2007	2006	Difference %
International Visitor			
Arrivals	1,230,092	1,199,858	2.5
Tourists (overnight visitor)	869,675	873,497	-0.4
Same Day Visitor	205,425	172,780	18.9
In Transit/ Passing Through	154,992	153,581	0.9

3. International Tourism Arrivals to Swaziland

South Africa (65.0%) and Mozambique (18.4%) continued to make up the largest group of visitors to Swaziland in 2007, while visitation from the other market regions was substantially less. Most of Swaziland's key overseas source markets recorded a decline in terms of volume these including Germany (-5.2%), UK (-3.0%), France (-12.1%) and USA (-9.7%).

Top 15 Source Markets



Source: STA in collaboration with Dep. Of Immigration

On a positive note the Netherlands (8.8%), Portugal (1.3%), and Switzerland (32.7) recorded impressive growth. The rest of the visitor arrivals results were largely consistent with those from 2006.

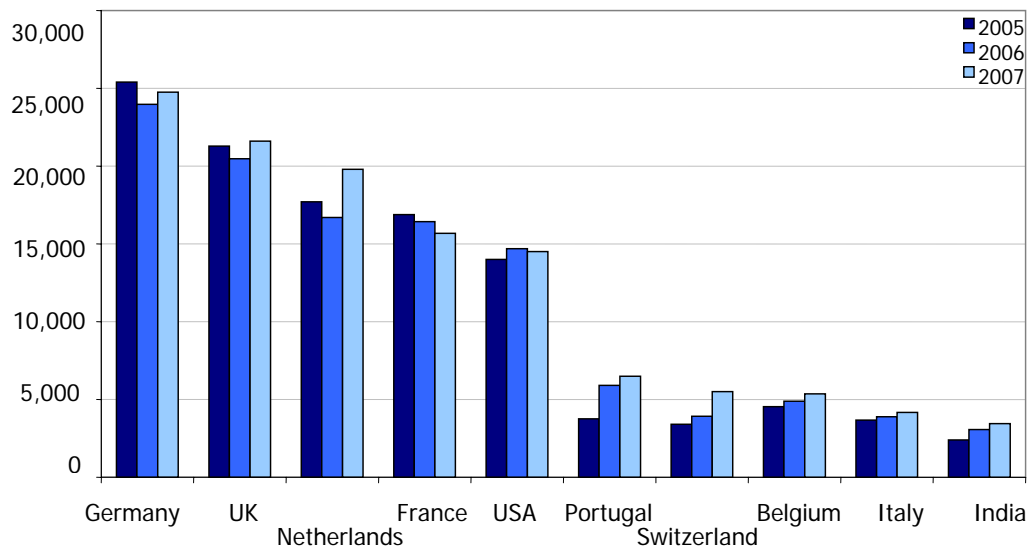
Growth- Top 5

	2006	2007	Growth (%)
Lesotho	3,618	5,659	54.4
Switzerland	3,922	5,499	40.2
Netherlands	16,696	19,795	18.6
Portugal	5,899	6,504	10.3
Belgium	3,071	5,362	9.5

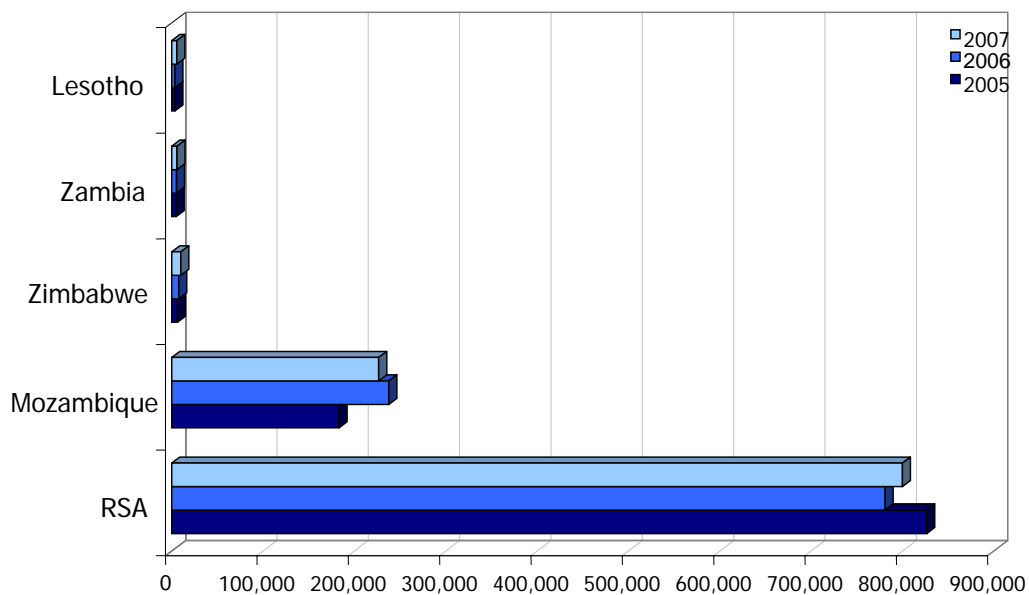
Decline

	2006	2007	Decline (%)
Norway	1508	1306	13.4
Mozambique	237,939	226,823	4.7
France	16,428	15,680	4.6
USA	14,699	14,508	1.3

Top 10 Overseas Source Markets

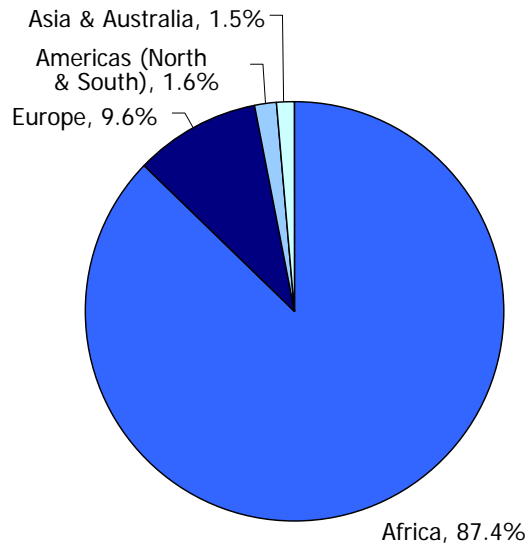


Top 5 African Source Markets



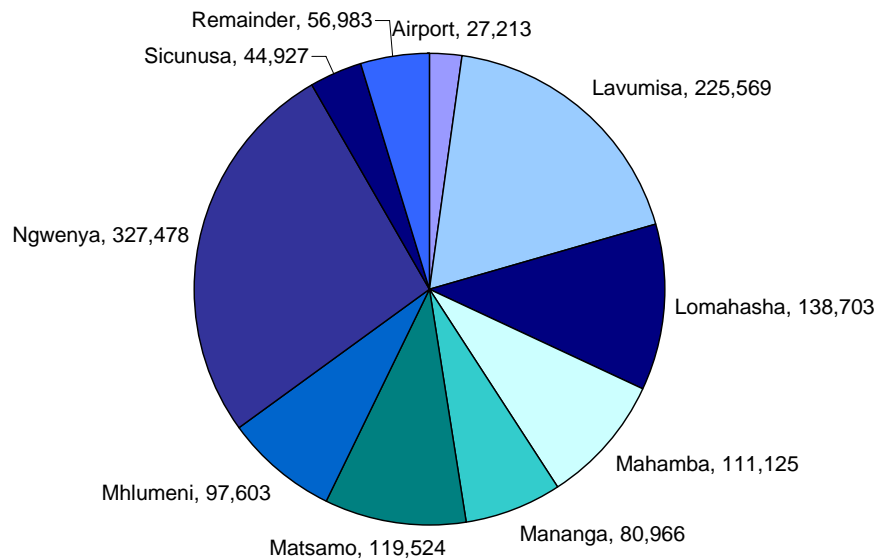
Source: STA in collaboration with Dep. Of Immigration

Arrivals by Region



Ngwenya remained the most heavily used entry point to Swaziland, while the Matsapha International Airport was also utilized by a higher percentage of international travellers from 1.9% in 2006 to 2.4% in 2007.

Visitor Arrivals by Border Post



4. Country Profiles

4.1 RSA: Visitor arrivals **800,113**

**Number of overnight visitors
(in formal accommodation) 146,605²**

	Variable	Percentage
Reason for Visit	Holiday	34.6
	Business	15.5
	VFR	26.6
	Other	6.6
Age Group	18-24	9.0
	25-34	28.3
	35-44	35.6
	45-54	19.1
	55-64	5.9
	65+	2.1
Number of Nights Spent	0	29.2
	1	15.9
	2	28.1
	3	13.9
	4+	12.8
Travel Partnership	Alone	30.0
	With partner	22.3
	With friends/ relatives	10.0
	with colleagues	12.3
	With children	2.7
	With family	19.8
Visit Frequency	First	19.3
	Yearly	10.5
	Bi-yearly	17.2
	3-4 times a year	19.3
	>=5 times a year	19.8
Type of Accommodation	Hotel	37.5
	B&B	6.8
	Guest house	3.8
	Private (Friends/ relatives)	44.7
	Self catering	1.3
	Caravan/ camping	1.6
	Backpacker	0.9
	Nature/ Game reserve	2.7
	Other	0.7

² Data based on figures published by the Central Statistics – Accommodation Survey 2007

4.2 Mozambique: Visitor arrivals

226,823

Number of overnight visitors
(in formal accommodation)

8,413³

	Variable	Percentage
Reason for Visit	Holiday	9.5
	Business	26.3
	VFR	20.9
	Other	28.2
Age Group	18-24	11.1
	25-34	44.2
	35-44	33.9
	45-54	9.1
	55-64	1.4
	65+	0.3
Number of Nights Spent	0	60.3
	1	10.3
	2	7.4
	3	4.3
	4+	17.7
Travel Partnership	Alone	53.6
	With partner	10.6
	With friends/ relatives	5.8
	with colleagues	14.4
	With children	2.7
	With family	12.4
Visit Frequency	First	1.2
	Yearly	1.0
	Bi-yearly	5.6
	3-4 times a year	14.8
	>=5 times a year	29.1
Type of Accommodation	Hotel	6.5
	B&B	3.5
	Guest house	2.5
	Private (Friends/ relatives)	79.3
	Self catering	5.3
	Caravan/ camping	0.0
	Backpacker	0.5
	Nature/ Game reserve	2.4
	Other	0.1

³ Data based on figures published by the Central Statistics – Accommodation Survey 2007

4.3 Germany: Visitor arrivals

24,749

**Number of overnight visitors
(in formal accommodation)**

19,770⁴

	Variable	Percentage
Reason for Visit	Holiday	91.2
	Business	0.9
	VFR	0.4
	Other	0.0
Age Group	18-24	4.8
	25-34	24.0
	35-44	38.4
	45-54	13.4
	55-64	8.8
	65+	10.6
Number of Nights Spent	0	17.6
	1	60.6
	2	15.6
	3	2.8
	4+	3.4
Travel Partnership	Alone	6.1
	With partner	32.8
	With friends/ relatives	6.2
	with colleagues	3.6
	With children	0.0
	With family	8.0
Visit Frequency	First	94.8
	Yearly	2.5
	Bi-yearly	1.2
	3-4 times a year	1.0
	>=5 times a year	0.4
Type of Accommodation	Hotel	63.8
	B&B	10.6
	Guest house	3.3
	Private (Friends/ relatives)	1.5
	Self catering	0.1
	Caravan/ camping	1.3
	Backpacker	6.3
	Nature/ Game reserve	13.1
	Other	0.0

⁴ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

4.4 UK: Visitor arrivals**21,608****Number of overnight visitors
(in formal accommodation)****11,643⁵**

	Variable	Percentage
Reason for Visit	Holiday	81.7
	Business	4.5
	VFR	6.0
	Other	1.3
Age Group	18-24	9.5
	25-34	26.7
	35-44	27.5
	45-54	11.9
	55-64	12.7
	65+	11.6
Number of Nights Spent	0	17.1
	1	37.0
	2	18.4
	3	9.1
	4+	18.4
Travel Partnership	Alone	14.7
	With partner	31.2
	With friends/ relatives with colleagues	19.2
	With children	0.5
	With family	11.8
Visit Frequency	First	83.9
	Yearly	7.1
	Bi-yearly	5.0
	3-4 times a year	2.4
	>=5 times a year	1.6
Type of Accommodation	Hotel	39.7
	B&B	8.8
	Guest house	5.9
	Private (Friends/ relatives)	10.0
	Self catering	1.6
	Caravan/ camping	1.6
	Backpacker	16.3
	Nature/ Game reserve	15.6
	Other	0.6

⁵ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

4.5 Netherlands: Visitor arrivals**19,795****Number of overnight visitors
(in formal accommodation)****18,202⁶**

	Variable	Percentage
Reason for Visit	Holiday	97.7
	Business	0.3
	VFR	0.2
	Other	0.1
Age Group	18-24	11.4
	25-34	24.9
	35-44	33.5
	45-54	11.9
	55-64	8.5
	65+	9.8
Number of Nights Spent	0	3.8
	1	61.0
	2	27.1
	3	5.2
	4+	2.9
Travel Partnership	Alone	9.1
	With partner	31.6
	With friends/ relatives with colleagues	6.4
	With children	4.4
	With family	0.0
Visit Frequency	First	95.4
	Yearly	1.7
	Bi-yearly	2.0
	3-4 times a year	0.4
	>=5 times a year	0.4
Type of Accommodation	Hotel	45.8
	B&B	12.2
	Guest house	3.4
	Private (Friends/ relatives)	0.7
	Self catering	0.3
	Caravan/ camping	2.2
	Backpacker	7.2
	Nature/ Game reserve	28.2
Other	0.0	

⁶ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

4.6 France: Visitor arrivals

15,680

Number of overnight visitors (in formal accommodation)

11,643⁷

	Variable	Percentage
Reason for Visit	Holiday	95.4
	Business	0.4
	VFR	0.6
	Other	0.2
Age Group	18-24	3.5
	25-34	25.9
	35-44	32.4
	45-54	14.8
	55-64	11.1
	65+	12.4
Number of Nights Spent	0	4.6
	1	78.0
	2	12.2
	3	2.9
	4+	2.3
Travel Partnership	Alone	5.7
	With partner	29.5
	With friends/ relatives	4.8
	with colleagues	3.8
	With children	1.1
	With family	12.2
Visit Frequency	First	92.9
	Yearly	3.7
	Bi-yearly	1.7
	3-4 times a year	1.1
	>=5 times a year	0.4
Type of Accommodation	Hotel	60.7
	B&B	17.1
	Guest house	3.5
	Private (Friends/ relatives)	0.2
	Self catering	0.0
	Caravan/ camping	1.5
	Backpacker	5.3
	Nature/ Game reserve	11.6
	Other	0.0

⁷ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

4.7 USA: Visitor arrivals**14,508****Number of overnight visitors
(in formal accommodation)****6,720⁸**

	Variable	Percentage
Reason for Visit	Holiday	72.5
	Business	7.3
	VFR	5.8
	Other	6.7
Age Group	18-24	19.1
	25-34	30.4
	35-44	25.4
	45-54	10.7
	55-64	9.0
	65+	5.4
Number of Nights Spent	0	13.9
	1	33.5
	2	19.6
	3	5.4
	4+	27.5
Travel Partnership	Alone	15.3
	With partner	24.5
	With friends/ relatives with colleagues	11.5
	With children	19.1
	With family	0.3
		14.0
Visit Frequency	First	83.9
	Yearly	7.2
	Bi-yearly	3.6
	3-4 times a year	3.3
	>=5 times a year	1.3
Type of Accommodation	Hotel	41.9
	B&B	7.9
	Guest house	6.4
	Private (Friends/ relatives)	9.7
	Self catering	1.5
	Caravan/ camping	0.4
	Backpacker	11.6
	Nature/ Game reserve	16.5
	Other	4.1

⁸ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

4.8 Switzerland: Visitor arrivals

5,499

Number of overnight visitors (in formal accommodation)

2,830⁹

	Variable	Percentage
Reason for Visit	Holiday	92.4
	Business	1.7
	VFR	0.8
	Other	0.0
Age Group	18-24	5.3
	25-34	26.5
	35-44	42.5
	45-54	10.6
	55-64	8.0
	65+	7.1
Number of Nights Spent	0	10.9
	1	52.1
	2	23.5
	3	7.6
	4+	5.9
Travel Partnership	Alone	5.9
	With partner	39.8
	With friends/ relatives	11.9
	with colleagues	6.8
	With children	0.8
	With family	18.6
Visit Frequency	First	91.3
	Yearly	4.3
	Bi-yearly	3.5
	3-4 times a year	0.9
	>=5 times a year	0.0
Type of Accommodation	Hotel	50.0
	B&B	10.6
	Guest house	6.7
	Private (Friends/ relatives)	1.9
	Self catering	1.0
	Caravan/ camping	2.9
	Backpacker	8.7
	Nature/ Game reserve	18.3
	Other	0.0

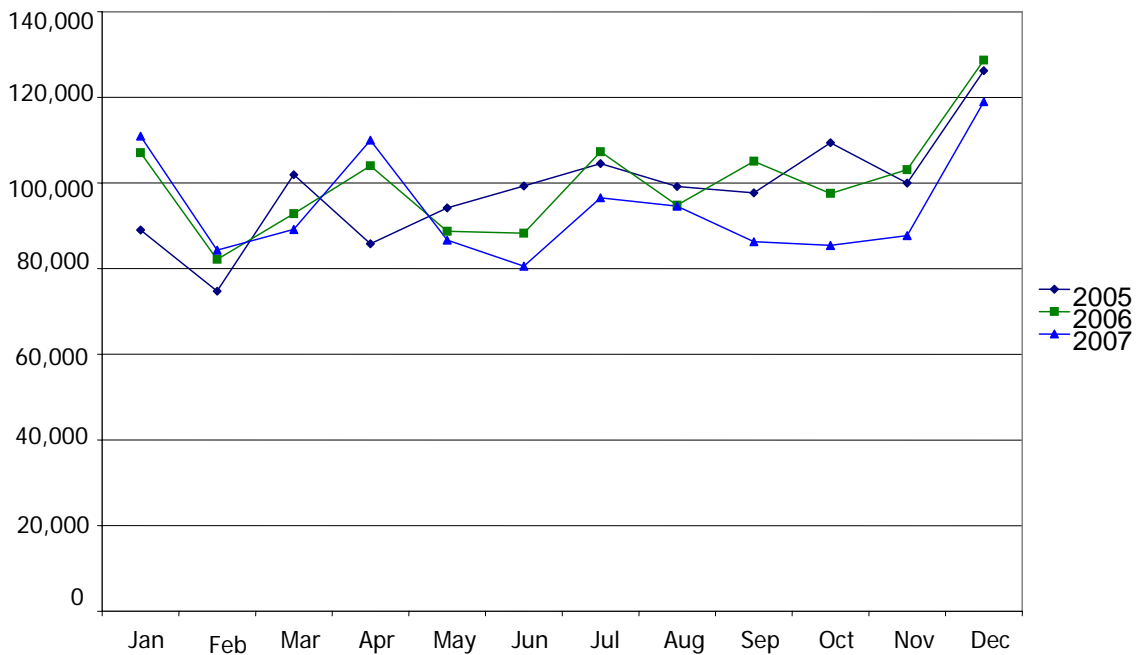
⁹ Data based on figures published by the Central Statistics – Accommodation Survey 2007.

5. Seasonality

Similar to the previous year, in 2007 the peak month for all arrivals was on December, which recorded 118,973 visitors or 10.5% of the total, followed by April which reached 110,001 or 9.7% of the total. Meanwhile June had been the lowest month of arrival which shared only 7.1%.

Worth noting is that the peaks were recorded during the South African holiday seasons (Easter holidays in April and Christmas holidays in December).

Visitor Arrivals by Seasonality

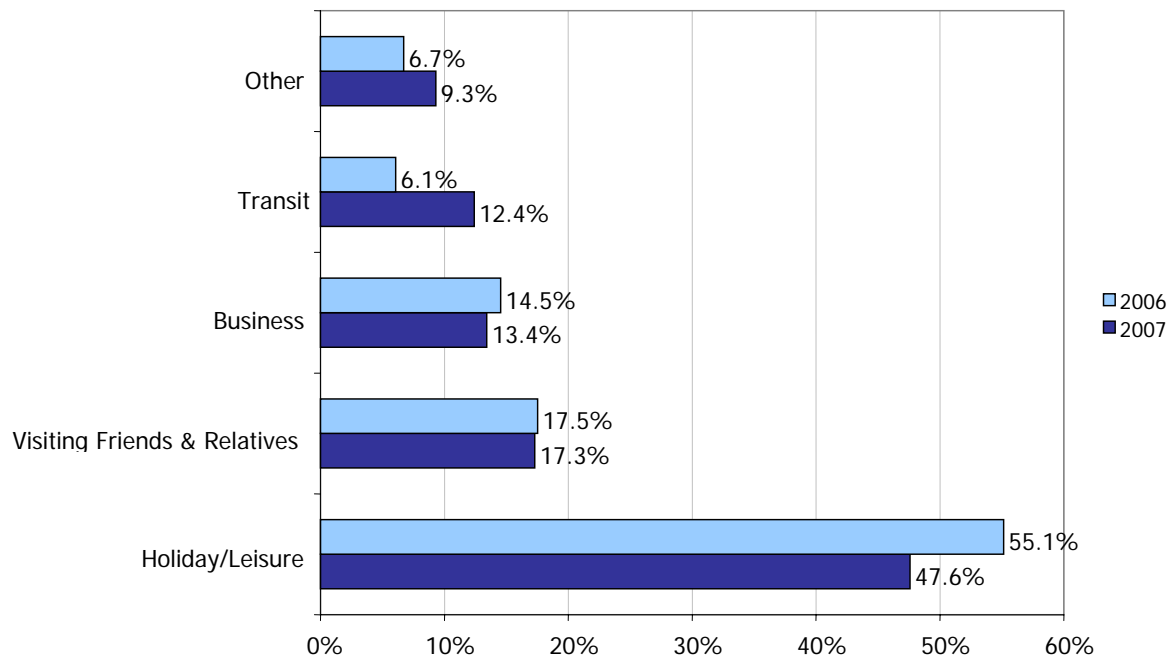


Source: STA in collaboration with Dep. Of Immigration

6. Reason for Visit

In 2007, visitors to Swaziland from outside of the African continent mainly travelled to the country for recreational or leisure purposes. However, of concern is that the number who visited for this reason appears to be on the decline. While a considerable proportion of 2007 visitors from neighbouring states also came to visit family or friends, results indicated fewer visiting for this reason compared to 2006.

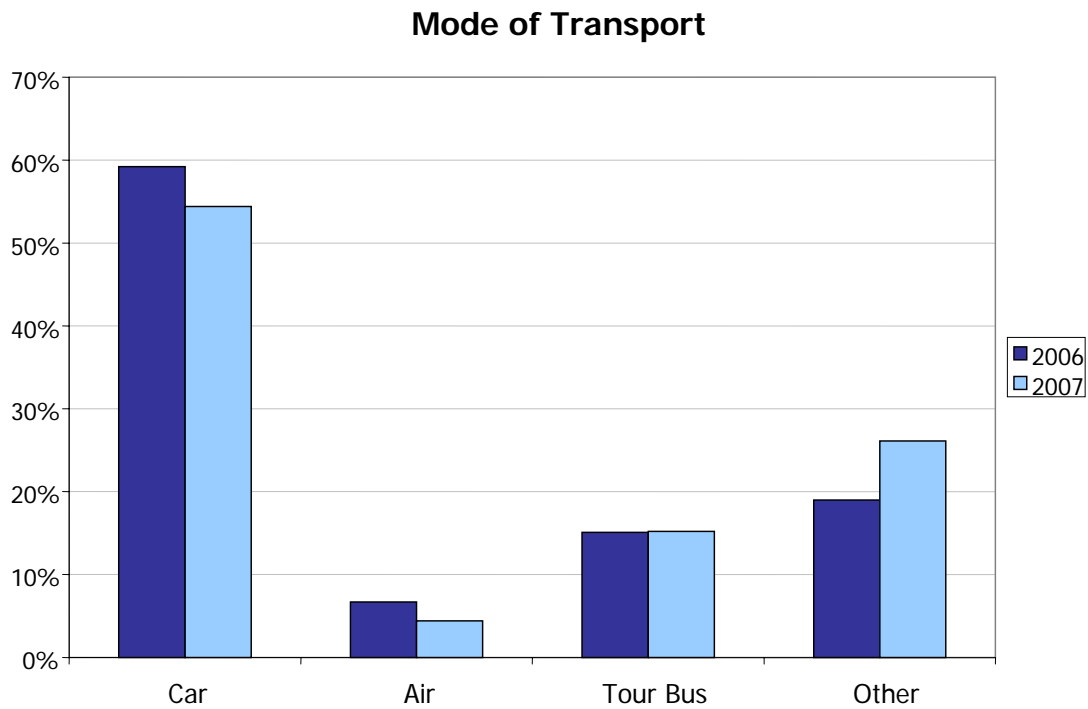
Main Reason for Visit



Source: Exit survey 2007, STA

7. Mode of Transport

Overall, the results by mode of travel were consistent with 2006 figures; parties visiting the country by road tended to be larger than those arriving via air. Given that the greatest proportion of visitors comprises of South Africans and Mozambicans and considering the close proximity of Swaziland to South Africa's main international airport (Oliver Tambo International Airport), it is not surprising that air arrivals continue to be considerably lower than most of the land border posts arrivals, at individual level.



Source: Exit survey 2007, STA

8. Length of Stay

Overall results indicated visitors to the country did not increase the number of nights they spent in Swaziland. Travellers from overseas (average = 2.3 nights) spent the most, while road travellers mainly from neighbouring countries spent less time in the country. Overall visitors from overseas led in number of nights spent with visitors from USA spending the most nights (5 nights) overall. Again, while there were marginal differences, length of stay was relatively consistent with results recorded in 2006.

Table 1

Average Length of Stay by Country of Residence

Country of residence	Average length of stay (nights)
Belgium	2
France	1
Germany	1
Mozambique	2
Netherlands	2
Portugal	1
Portugal	1
RSA	2
UK	3
USA	5

Source: Exit Survey 2007, STA

9. Accommodation Usage

Visitors mostly stayed in hotels, while those who stayed in B&B and guest houses registered 12.4%. Other accommodation enjoyed included game/nature reserve lodges and backpacker lodges. Self catering and camping/caravan accommodation were relatively small, with only 2.9% to the total.

In 2007, the number of accommodation establishments remained unchanged with a few closing down whilst the same number started operations. Despite the number of establishments remaining the same, the accommodation capacity (available rooms or 'stay units') increased steadily from 456,253 in 2006 to 582,602 in 2007. This was an increase of 126,349 stay units or 27.7 % over the one year period.

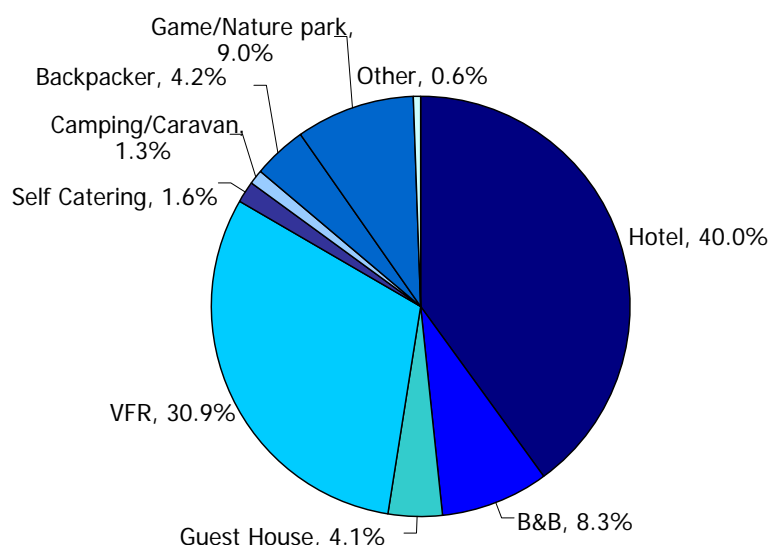
The total number of tourists/ overnight guests registered in accommodation establishments increased by 21.7% from 316,082 in 2006 to 384,782 in 2007. However, this enthusiasm was not reflected in the total bill received as more guests opted for more affordable lodging places using B&Bs and guest houses.

Accommodation Profile Table

Year	Number of Guests	Rooms Sold	Occupancy Rate	Av. Length of Stay	Total Bill
2007	384,782	253,896	43.6%	0.76%	91,933,553
2006	316,082	227,411	49.8%	0.98%	119,906,632
2005	351,041	212,125	46.7%	1.08%	132,735,760
2004	353,492	219,262	45.9%	0.86%	109,394,244
2003	354,499	245,733	51.3%	0.84%	109,822,861

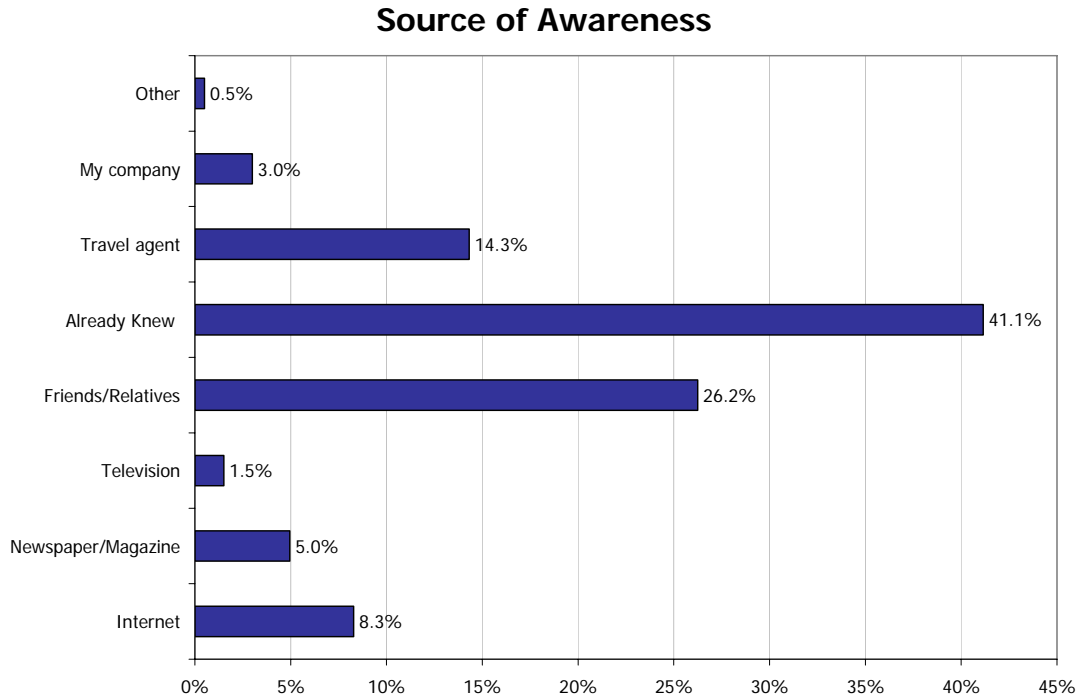
Source: Tourism Unit, CSO

Accommodation Usage



10. Source of Advertising/ Information

Overall, magazines and newspapers were by far the most named source of awareness of Swaziland advertising among visitors who recall seeing or hearing Swaziland tourism advertising while; television was mentioned by substantially fewer. Overseas visitors mostly attributed their awareness to travel agents (14.3%) and the internet (8.3%). Worth noting is that friends and relatives (26.2%) have continued to remain the main source of information on Swaziland as a destination.



Source: Exit survey 2007, STA

11. Perceptions of Visitors to Swaziland

Among all parties visiting Swaziland, 44 percent indicated they were travelling for general pleasure or recreation. Those travelling for general leisure or recreation offered four primary reasons for choosing Swaziland as their destination: general scenery/sightseeing, an opportunity to visit friends or relatives, or because they had never been to Swaziland before or they wanted to experience the culture.

The following table illustrates what visitors liked most about their trip. The column on the left contains visitors' first mentions, while the second column contains additional elements visitors indicated they liked. Generally speaking, results on this topic did not differ remarkably from results in 2006.

Visitors from South Africa were more likely than overseas visitors to list visiting friends or relatives as the most liked aspect of their visit, which is not unexpected given South Africa visitors were generally more likely to be coming to Swaziland for that purpose. Overseas visitors more than other visitors identified sightseeing as the element they liked the most. Visitors from Europe also mostly identified the friendliness of the people as something they really liked about their visit to Swaziland.

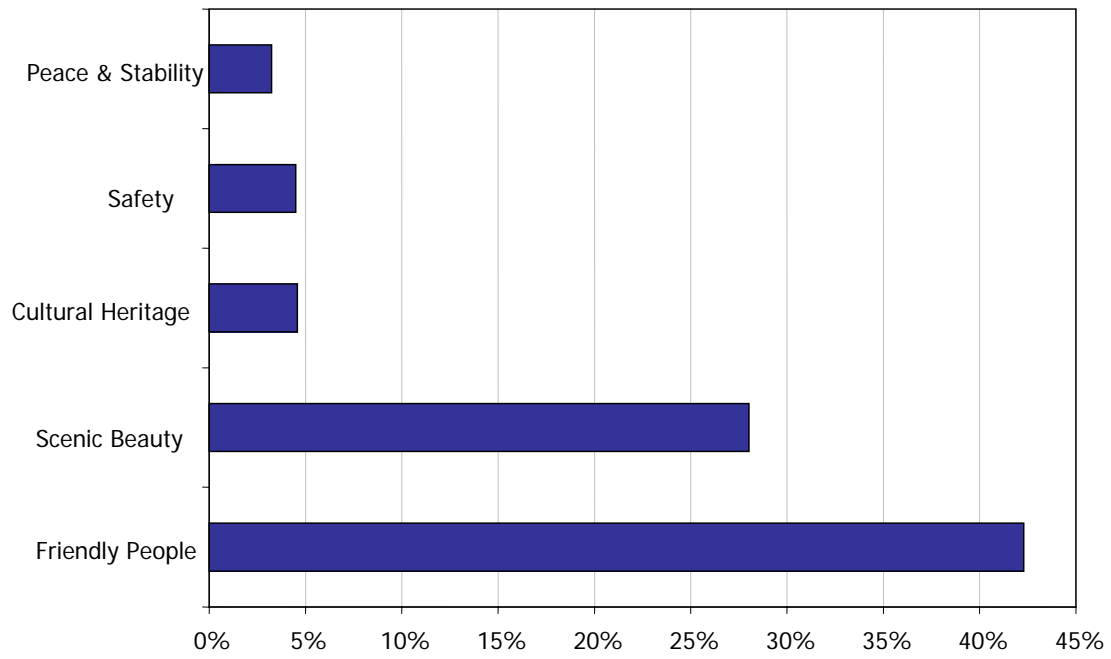
The following table illustrates visitors' satisfaction with regards to products and services offered.

Visitor Satisfaction (percentage)

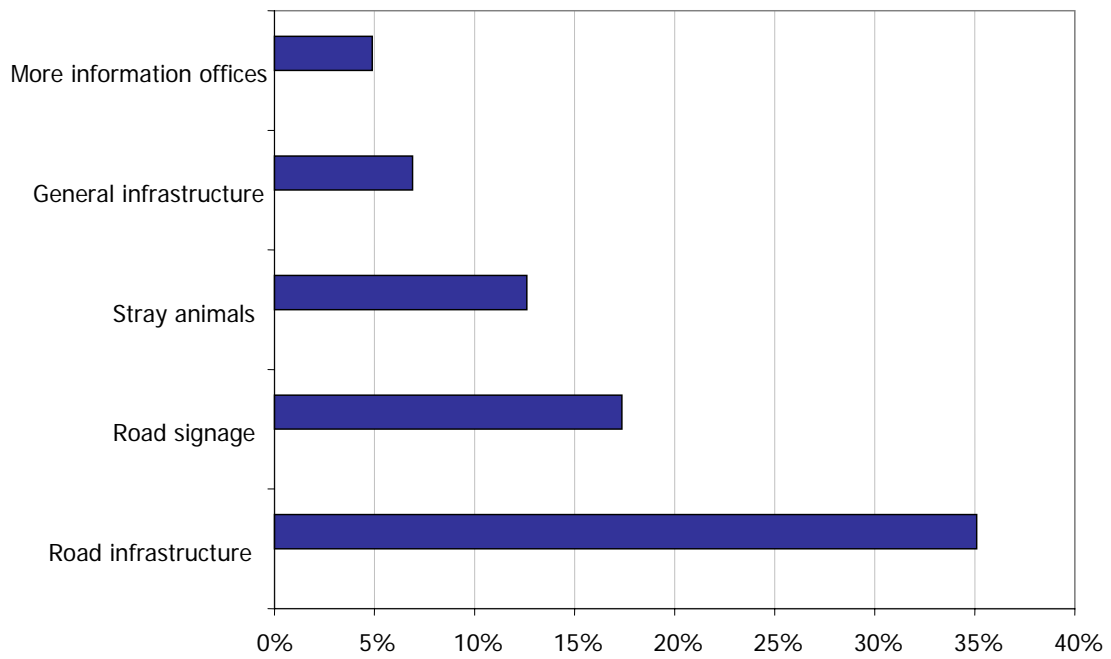
	Excellent	Good	Average	Poor
Availability of Information	13.4	58.7	5.8	3.8
Customer Service	20.2	59.5	2	0.4
Quality Products and Services	13	63.5	3.8	0.3
Safety/ Security	19.1	62.5	1.4	0.1
Value for Money	11.3	64.6	2.9	0.2

Source: Exit survey 2007, STA

Visitor Highlights



Problems Encountered by Visitors



Source: Exit survey 2007, STA

12. List of Acronyms

CSO.....Central Statistics Office

STA.....Swaziland Tourism Authority

TSA.....Tourism Satellite Account

VFR.....Visiting Friends and Relatives

UNWTO..... United Nations World Tourism Organisation

13. Annexes

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Annex I: International Visitor Arrivals

Table 1: 2007													
International visitor arrivals													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
AFRICA	97,311	77,011	86,751	106,653	87,476	85,982	96,667	83,960	82,267	78,424	78,858	113,646	1,075,005
Botswana	233	277	704	646	272	286	262	225	351	282	356	464	4,357
Kenya	117	108	133	164	147	154	142	193	209	180	234	224	2,006
Lesotho	141	164	1,086	763	358	363	1,160	198	324	441	366	293	5,659
Malawi	206	183	258	266	271	283	239	272	219	241	288	270	2,996
Mozambique	20,785	21,116	23,256	18,260	18,935	19,804	19,036	17,770	12,688	16,126	18,010	21,036	226,823
Nigeria	227	213	258	249	247	250	266	223	317	298	336	353	3,238
RSA	73,581	53,059	58,837	83,633	65,007	62,498	73,027	62,505	65,571	58,384	56,346	87,665	800,113
Tanzania	250	278	386	274	260	309	388	338	334	359	473	331	3,980
Zambia	441	352	405	566	477	459	508	502	588	488	509	803	6,097
Zimbabwe	711	650	692	951	744	816	789	872	755	844	1,005	1,168	9,998
Other Africa	618	610	735	880	757	760	849	863	911	780	936	1,039	9,738
NORTH & SOUTH AMERICA	1,399	1,259	1,762	1,435	1,674	1,373	2,378	1,638	1,199	1,695	1,895	1,477	19,184
Brazil	45	23	46	48	49	51	76	33	43	70	98	46	628
Canada	233	300	474	286	238	209	285	286	222	290	308	262	3,393
USA	1,079	901	1,210	1,064	1,357	1,092	1,949	1,232	873	1,261	1,399	1,090	14,508
Other America	41	35	32	37	29	21	68	87	61	73	90	80	655
ASIA & AUSTRALIA	1,347	1,391	1,461	1,608	1,334	1,404	1,626	1,779	1,584	1,560	1,582	1,522	18,197
Australia	292	176	222	260	271	242	348	291	367	326	297	224	3,315
China	188	196	140	165	182	200	205	271	204	259	267	280	2,557
India	216	251	285	350	212	223	337	356	262	267	340	349	3,449
Israel	77	116	64	58	40	41	52	77	135	43	71	55	830
Pakistan	132	134	192	134	172	181	164	178	155	169	157	141	1,910
Philippines	46	48	35	63	40	56	46	65	78	62	71	101	712
South Korea	115	139	170	105	103	124	96	120	62	72	84	35	1,226
Taiwan	134	219	164	261	144	142	179	180	109	88	107	122	1,848
Other Asia	145	112	188	212	170	196	197	241	211	274	191	215	2,351
EUROPE	10,886	10,802	10,576	9,062	6,843	4,830	8,840	10,095	8,778	13,315	14,348	9,331	117,705
Belgium	226	359	333	485	144	121	549	391	502	822	994	436	5,362
France	1,474	1,086	2,103	1,726	1,238	400	1,438	1,806	562	1,162	1,760	924	15,680
Germany	1,601	2,340	2,191	1,922	1,561	917	1,063	1,343	2,608	2,969	3,653	2,580	24,749
Italy	301	196	271	487	216	250	298	1,129	290	234	233	264	4,168
Netherlands	1,406	1,702	1,085	796	895	541	2,302	1,667	1,647	3,599	2,813	1,342	19,795
Norway	59	179	183	117	55	53	81	27	61	149	218	125	1,306
Portugal	588	539	627	524	528	539	454	628	467	523	548	540	6,504
Sweden	307	408	266	158	42	63	84	45	72	304	670	341	2,759
Switzerland	2,456	308	351	240	171	143	220	175	233	368	482	354	5,499
UK	1,608	2,615	2,232	1,889	1,335	1,223	1,527	1,859	1,625	2,034	1,924	1,738	21,608
Other Europe	859	1,071	934	720	660	581	826	1,024	710	1,152	1,053	687	10,276
GRAND TOTAL	110,943	90,464	100,549	118,757	97,327	93,589	109,511	97,472	93,828	94,994	96,683	125,975	1,230,092

Annex II: Reason for Visit

Table 2: 2007						
COUNTRY / REASON FOR VISIT						
	Holiday	VFR	Business	Other	Transit	TOTAL
Africa						
Lesotho	53.6%	17.9%	14.3%	5.4%	8.9%	100.0%
Mozambique	9.5%	20.9%	26.3%	28.2%	15.1%	100.0%
RSA	34.6%	26.6%	15.5%	6.6%	16.7%	100.0%
Zimbabwe	16.4%	56.4%	16.4%	7.3%	3.6%	100.0%
America						
Canada	85.8%	2.2%	1.5%	3.7%	6.7%	100.0%
USA	72.5%	5.8%	7.3%	6.7%	7.7%	100.0%
Asia & Australia						
Australia	82.4%	3.9%	2.0%	0.0%	11.8%	100.0%
Europe						
Belgium	92.0%		0.6%	0.0%	7.4%	100.0%
France	95.4%	0.6%	0.4%	0.2%	3.4%	100.0%
Germany	91.2%	0.4%	0.9%	0.0%	7.5%	100.0%
Italy	91.0%	0.6%	3.6%	1.2%	3.6%	100.0%
Netherlands	97.7%	0.2%	0.3%	0.1%	1.6%	100.0%
Norway	91.4%	0.0%	2.9%	2.9%	2.9%	100.0%
Portugal	65.5%	10.3%	0.0%	3.4%	20.7%	100.0%
Sweden	90.8%	1.5%	0.0%	1.5%	6.2%	100.0%
Switzerland	92.4%	0.8%	1.7%	0.0%	5.1%	100.0%
UK	81.7%	6.0%	4.5%	1.3%	6.5%	100.0%

Annex III: Mode of Travel

Table 3: 2007					
COUNTRY / MODE OF TRAVEL					
	Car	Air	Tour Bus	Other	TOTAL
Africa					
Lesotho	37.5%	10.7%	16.1%	35.7%	100.0%
Mozambique	38.4%	0.2%	0.5%	60.9%	100.0%
RSA	68.9%	4.6%	2.6%	23.9%	100.0%
Zimbabwe	30.9%	20.0%	3.6%	45.4%	99.9%
America					
Canada	33.6%	5.2%	38.1%	23.1%	100.0%
USA	52.2%	17.0%	19.6%	11.2%	100.0%
Asia & Australia					
Australia	53.5%	3.0%	25.7%	17.8%	100.0%
Europe					
Belgium	55.6%	0.6%	38.9%	4.9%	100.0%
France	41.9%	0.2%	52.6%	5.3%	100.0%
Germany	41.7%	0.7%	52.1%	5.5%	100.0%
Italy	81.9%	6.0%	9.6%	2.4%	100.0%
Netherlands	41.1%	0.8%	52.6%	5.5%	100.0%
Norway	48.6%	0.0%	37.1%	14.3%	100.0%
Portugal	82.1%	0.0%	0.0%	17.9%	100.0%
Sweden	62.5%	1.6%	31.3%	4.7%	100.0%
Switzerland	73.7%	2.6%	18.4%	5.4%	100.1%
UK	53.3%	9.1%	27.9%	9.7%	100.0%

Annex IV: Accommodation Usage

Table 4: 2007										
COUNTRY / ACCOMMODATION USAGE										
	Hotel	B&B	Guest House	VFR	Self Catering	Camping/ Caravan	Backpacker	Game/ Nature park	Other	TOTAL
Africa										
Lesotho	37.5%	25.0%	10.4%	20.8%	4.2%	0.0%	0.0%	2.1%	0.0%	100.0%
Mozambique	6.5%	3.5%	2.5%	79.3%	5.3%	0.0%	0.5%	2.4%	0.1%	100.0%
RSA	37.5%	6.8%	3.8%	44.7%	1.3%	1.6%	0.9%	2.7%	0.7%	100.0%
Zimbabwe	14.6%	2.1%	2.1%	68.8%	2.1%	0.0%	0.0%	8.3%	2.1%	100.0%
America										
Canada	47.9%	10.7%	4.1%	5.0%	0.0%	0.8%	14.0%	15.7%	1.7%	100.0%
USA	41.9%	7.9%	6.4%	9.7%	1.5%	0.4%	11.6%	16.5%	4.1%	100.0%
Asia & Australia										
Australia	41.8%	10.1%	1.3%	6.3%	2.5%	2.5%	25.3%	10.1%	0.0%	100.0%
Europe										
Belgium	59.4%	12.5%	5.5%	0.0%	0.0%	0.0%	6.3%	16.4%	0.0%	100.0%
France	60.7%	17.1%	3.5%	0.2%	0.0%	1.5%	5.3%	11.6%	0.0%	100.0%
Germany	63.8%	10.6%	3.3%	1.5%	0.1%	1.3%	6.3%	13.1%	0.0%	100.0%
Italy	61.7%	8.4%	9.1%	0.6%	0.0%	0.0%	3.9%	16.2%	0.0%	100.0%
Netherlands	45.8%	12.3%	3.4%	0.7%	0.3%	2.2%	7.2%	28.2%	0.0%	100.0%
Norway	46.9%	6.3%	3.1%	0.0%	0.0%	0.0%	21.9%	21.9%	0.0%	100.0%
Portugal	40.0%	6.7%	13.3%	13.3%	0.0%	6.7%	6.7%	13.3%	0.0%	100.0%
Sweden	63.3%	6.7%	5.0%	1.7%	0.0%	0.0%	6.7%	15.0%	1.7%	100.0%
Switzerland	50.0%	10.6%	6.7%	1.9%	1.0%	2.9%	8.7%	18.3%	0.0%	100.0%
UK	39.7%	8.8%	5.9%	10.0%	1.6%	1.6%	16.3%	15.6%	0.6%	100.0%

Annex V: Age Group

Table 5: 2007							
COUNTRY/ AGE GROUP							
Country	18-24	25-34	35-44	45-54	55-64	65+	TOTAL
Africa							
Lesotho	16.1%	25.0%	41.1%	12.5%	5.4%	0.0%	100.0%
Mozambique	11.1%	44.2%	33.9%	9.1%	1.4%	0.3%	100.0%
RSA	9.0%	28.3%	35.6%	19.1%	5.9%	2.1%	100.0%
Zimbabwe	2.0%	42.0%	38.0%	14.0%	4.0%	0.0%	100.0%
America							
Canada	15.0%	28.3%	23.6%	18.1%	8.7%	6.3%	100.0%
USA	19.1%	30.4%	25.4%	10.7%	9.0%	5.4%	100.0%
Asia & Australia							
Australia	9.7%	40.9%	22.6%	10.8%	7.5%	8.6%	100.0%
Europe							
Belgium	6.6%	25.7%	39.5%	14.5%	7.9%	5.9%	100.0%
France	3.5%	25.9%	32.4%	14.8%	11.1%	12.4%	100.0%
Germany	4.8%	24.0%	38.4%	13.4%	8.8%	10.6%	100.0%
Italy	1.8%	38.2%	35.8%	11.5%	8.5%	4.2%	100.0%
Netherlands	11.4%	24.9%	33.5%	11.9%	8.5%	9.8%	100.0%
Norway	22.6%	29.0%	25.8%	16.1%	3.2%	3.2%	100.0%
Portugal	3.6%	46.4%	21.4%	17.9%	10.7%		100.0%
Sweden	3.3%	27.9%	41.0%	11.5%	3.3%	13.1%	100.0%
Switzerland	5.3%	26.5%	42.5%	10.6%	8.0%	7.1%	100.0%
UK	9.5%	26.7%	27.5%	11.9%	12.7%	11.6%	100.0%

Annex VI: Travel Partnership

**Table 6: 2007
COUNTRY/ TRAVEL PARTNERSHIP**

	Alone	With spouse/ partner	With friends/ relatives	With colleagues	With children under 18yrs	With family	Packaged tour	Total
Africa								
Lesotho	25.0%	12.5%	14.3%	39.3%	1.8%	7.1%	0.0%	100.0%
Mozambique	53.6%	10.6%	5.8%	14.4%	2.7%	12.4%	0.5%	100.0%
RSA	30.0%	22.3%	10.0%	12.3%	2.7%	20.9%	1.8%	100.0%
Zimbabwe	67.3%	7.3%	3.6%	16.4%	1.8%	1.8%	1.8%	100.0%
America								
Canada	18.7%	17.2%	9.7%	9.0%	0.0%	9.7%	35.8%	100.0%
USA	15.3%	24.5%	11.5%	19.1%	0.3%	14.0%	15.3%	100.0%
Asia & Australia								
Australia	12.4%	32.0%	13.4%	8.2%	0.0%	15.5%	18.6%	100.0%
Europe								
Belgium	1.9%	29.6%	8.6%	8.0%	0.0%	17.3%	34.6%	100.0%
France	5.7%	29.3%	4.9%	3.8%	1.1%	12.2%	43.0%	100.0%
Germany	6.1%	32.8%	6.2%	3.7%	0.0%	8.0%	43.2%	100.0%
Italy	5.5%	57.0%	12.1%	4.8%	0.0%	15.2%	5.5%	100.0%
Netherlands	9.1%	31.4%	6.4%	4.4%	0.0%	11.8%	37.0%	100.0%
Norway	11.8%	20.6%	14.7%	5.9%	0.0%	8.8%	38.2%	100.0%
Portugal	11.5%	34.6%	15.4%	19.2%	0.0%	19.2%	0.0%	100.0%
Sweden	3.1%	26.6%	4.7%	12.5%	0.0%	25.0%	28.1%	100.0%
Switzerland	5.9%	39.8%	11.9%	6.8%	0.8%	18.6%	16.1%	100.0%
UK	14.7%	31.2%	9.2%	11.5%	0.5%	11.8%	21.0%	100.0%

Annex VII: Activities Engaged In

Table 7: 2007											
COUNTRY / ACTIVITIES											
	Wildlife	Adventure	Hiking	Nightlife	Casino	Cultural	Shopping	Handicraft Shopping	Historical/Heritage	Other	TOTAL
Africa											
Lesotho	5.7%	14.9%	4.6%	10.3%	1.1%	12.6%	32.2%	10.3%	4.6%	3.4%	100.0%
Mozambique	1.7%	0.4%	0.2%	6.7%	1.8%	2.4%	80.9%	4.0%	0.6%	1.2%	100.0%
RSA	5.8%	6.8%	2.0%	9.3%	11.3%	9.7%	26.4%	13.8%	5.1%	9.7%	100.0%
Zimbabwe	9.9%	1.2%	3.7%	14.8%	3.7%	4.9%	50.6%	8.6%	2.5%	0.0%	100.0%
America											
Canada	14.1%	4.9%	4.9%	2.4%	1.5%	20.8%	18.0%	26.0%	7.0%	0.3%	100.0%
USA	15.8%	4.6%	6.0%	5.2%	2.6%	15.6%	21.2%	21.1%	6.7%	1.2%	100.0%
Asia & Australia											
Australia	11.9%	3.7%	5.7%	2.9%	3.7%	16.4%	18.9%	23.0%	13.5%	0.4%	100.0%
Europe											
Belgium	13.0%	2.1%	1.8%	2.1%	1.5%	18.8%	21.5%	31.5%	7.6%	0.0%	100.0%
France	11.1%	3.5%	3.1%	0.7%	1.1%	19.6%	19.4%	32.1%	9.2%	0.1%	100.0%
Germany	9.8%	3.8%	3.7%	1.6%	1.1%	18.6%	20.8%	32.3%	8.3%	0.1%	100.0%
Italy	14.3%	1.9%	2.2%	1.6%	3.0%	15.4%	25.0%	23.1%	13.5%	0.0%	100.0%
Netherlands	14.1%	3.9%	5.0%	1.4%	1.2%	17.0%	19.2%	28.8%	9.2%	0.2%	100.0%
Norway	9.9%	8.6%	3.7%	3.7%	1.2%	24.7%	21.0%	22.2%	4.9%	0.0%	100.0%
Portugal	6.0%	4.0%	0.0%	6.0%	4.0%	18.0%	32.0%	22.0%	6.0%	2.0%	100.0%
Sweden	9.9%	2.8%	3.5%	1.4%	2.1%	19.9%	21.3%	29.8%	9.2%	0.0%	100.0%
Switzerland	13.0%	3.4%	4.2%	1.5%	1.9%	18.7%	19.1%	27.9%	9.9%	0.4%	100.0%
UK	17.4%	5.1%	4.0%	3.9%	2.2%	18.2%	17.1%	23.6%	8.1%	0.3%	100.0%

Annex VIII: Visit Frequency

**Table 8: 2007
COUNTRY/ VISIT FREQUENCY**

	First visit	Once a year	Twice a year	3-4 times a year	Frequently (≥5 times a year)	Weekly	Monthly	TOTAL
Africa								
Lesotho	39.3%	25.0%	8.9%	19.6%	1.8%	0.0%	5.4%	100.0%
Mozambique	1.2%	1.0%	5.6%	14.8%	29.1%	18.0%	30.3%	100.0%
RSA	19.3%	10.5%	17.2%	19.3%	19.8%	2.8%	11.0%	100.0%
Zimbabwe	29.4%	29.4%	17.6%	9.8%	11.8%	0.0%	2.0%	100.0%
America								
Canada	90.7%	6.2%	0.8%	2.3%	0.0%	0.0%	0.0%	100.0%
USA	83.9%	7.2%	3.6%	3.3%	1.3%	0.0%	0.7%	100.0%
Asia & Australia								
Australia	93.9%	4.0%	1.0%	0.0%	1.0%	0.0%	0.0%	100.0%
Europe								
Belgium	92.5%	2.5%	2.5%	1.3%	1.3%	0.0%	0.0%	100.0%
France	92.9%	3.7%	1.7%	1.1%	0.4%	0.0%	0.2%	100.0%
Germany	94.8%	2.5%	1.2%	1.0%	0.4%	0.0%	0.1%	100.0%
Italy	92.6%	3.1%	1.9%	1.2%	1.2%	0.0%	0.0%	100.0%
Netherlands	95.4%	1.7%	2.0%	0.4%	0.4%	0.0%	0.0%	100.0%
Norway	94.3%	2.9%	0.0%	2.9%	0.0%	0.0%	0.0%	100.0%
Portugal	62.1%	6.9%	10.3%	3.4%	3.4%	3.4%	10.3%	100.0%
Sweden	92.3%	6.2%	0.0%	0.0%	1.5%	0.0%	0.0%	100.0%
Switzerland	91.3%	4.3%	3.5%	0.9%	0.0%	0.0%	0.0%	100.0%
UK	83.9%	7.1%	5.0%	2.4%	1.6%	0.0%	0.0%	100.0%

Annex IX: Accommodation Data

Table 9: 2007													
ACCOMMODATION STATISTICS													
ROOMS AVAILABLE													
Hotel Location	January	February	March	April	May	June	July	August	September	October	November	December	Total
<i>Mbabane</i>	3,007	2,716	2,955	2,910	3,007	2,910	3,007	3,007	2,910	3,007	2,910	3,007	35,353
<i>Ezulwini</i>	21,614	19,460	21,519	20,790	21,793	21,060	21,793	21,793	21,060	21,793	21,060	21,793	255,528
<i>Manzini</i>	8,680	7,840	7,750	10,200	10,540	10,200	10,540	10,540	10,200	10,540	10,200	10,540	117,770
<i>Rest of Swaziland</i>	14,260	13,104	14,497	13,752	14,218	14,592	15,086	15,086	14,592	15,086	14,592	15,086	173,951
Grand Total	47,561	43,120	46,721	47,652	49,558	48,762	50,426	50,426	48,762	50,426	48,762	50,426	582,602
ROOM NIGHTS SOLD													
<i>Mbabane</i>	1,529	1,551	1,648	1,620	1,636	1,772	1,421	1,908	1,393	1,428	1,339	498	17,743
<i>Ezulwini</i>	9,070	9,158	10,525	11,182	10,193	10,141	11,391	14,376	12,333	11,883	14,376	14,745	139,373
<i>Manzini</i>	1,602	1,873	2,053	1,991	3,236	2,629	2,288	2,084	2,586	2,256	2,208	2,401	27,207
<i>Rest of Swaziland</i>	5,172	5,371	5,104	5,569	5,117	6,230	5,414	6,310	6,184	6,420	6,666	6,016	69,573
Grand Total	17,373	17,953	19,330	20,362	20,182	20,772	20,514	24,678	22,496	21,987	24,589	23,660	253,896
TOTAL BILL													
<i>Mbabane</i>	662,258	553,658	570,204	609,842	595,245	638,760	567,306	689,518	608,382	582,843	592,685	171,014	6,841,715
<i>Ezulwini</i>	2,835,898	3,090,946	4,153,008	3,904,247	3,579,316	3,277,980	4,448,938	4,321,088	5,019,398	4,483,490	5,832,694	6,504,303	51,451,306
<i>Manzini</i>	527,407	595,966	580,975	601,943	1,027,934	768,464	690,277	641,815	557,422	766,269	1,241,826	1,061,132	9,061,430
<i>Rest of Swaziland</i>	1,986,926	2,271,879	1,875,606	1,945,565	2,306,092	2,544,057	1,509,113	1,742,809	1,588,607	2,206,350	2,515,450	2,086,648	24,579,102
Grand Total	6,012,489	6,512,449	7,179,793	7,061,597	7,508,587	7,229,261	7,215,634	7,395,230	7,773,809	8,038,952	10,182,655	9,823,097	91,933,553
NUMBER OF BEDS AVAILABLE													
<i>Mbabane</i>	6,076	5,432	6,076	5,880	6,076	5,880	6,076	6,076	5,880	6,076	5,880	6,076	71,484
<i>Ezulwini</i>	50,635	46,108	50,995	49,350	52,080	50,400	52,080	52,080	60,400	52,080	50,400	52,080	618,688
<i>Manzini</i>	12,493	11,284	12,493	12,090	12,493	12,090	12,493	12,493	12,090	12,493	12,090	12,493	147,095
<i>Rest of Swaziland</i>	31,155	28,296	30,380	28,616	29,520	30,556	31,558	31,558	30,556	31,558	30,556	31,568	365,877
Grand Total	100,359	91,120	99,944	95,936	100,169	98,926	102,207	102,207	108,926	102,207	98,926	102,217	1,203,144
NUMBER OF BED-NIGHTS SOLD													
<i>Mbabane</i>	1,775	2,171	2,251	2,590	2,376	2,780	2,156	2,712	1,875	2,027	1,914	2,050	26,677
<i>Ezulwini</i>	8,599	8,255	9,208	10,560	9,961	8,958	16,771	21,214	18,192	14,982	15,489	15,305	157,494
<i>Manzini</i>	789	1,025	1,055	1,317	3,352	1,739	1,486	1,183	1,698	1,474	1,191	1,847	18,156
<i>Rest of Swaziland</i>	5,612	5,312	5,495	6,520	5,881	8,074	8,544	8,771	9,384	9,671	9,735	9,255	92,254
Grand Total	16,775	16,763	18,009	20,987	21,570	21,551	28,957	33,880	31,149	28,154	28,329	28,457	294,581
TOTAL NUMBER OF TOURISTS													
<i>Mbabane</i>	2,301	1,856	2,582	2,850	2,407	2,655	2,146	2,756	1,884	2,039	1,932	2,058	27,466
<i>Ezulwini</i>	13,942	12,900	15,799	17,194	15,634	14,738	18,142	21,504	18,172	18,757	20,221	21,526	208,529
<i>Manzini</i>	3,018	3,796	5,242	4,634	7,323	3,351	2,260	2,132	2,976	2,860	2,034	2,706	42,332
<i>Rest of Swaziland</i>	6,981	6,967	6,557	7,674	6,133	8,778	8,975	10,444	10,152	11,558	11,255	10,981	106,455
Grand Total	26,242	25,519	30,180	32,352	31,497	29,522	31,523	36,836	33,184	35,214	35,442	37,271	384,782

TOURISM STATISTICS (RATES) - 2007

1. Expenditure per Person per Night = (Total Bill/ No. of Bed-Nights Sold)			1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
<i>Mbabane</i>	256.465	= 256.46	288.22	238.04	276.61	224.76
<i>Ezulwini</i>	326.687	= 326.69	386.76	365.06	245.46	367.45
<i>Manzini</i>	526.735	= 526.74	594.06	374.27	432.68	680.24
<i>Rest of S.D</i>	266.619	= 266.62	373.62	331.90	181.30	237.55
<i>Total</i>	312.082	= 312.08	382.27	340.04	238.17	330.17
2. Average Length of Stay = (No. of Bed Nights Sold/ No. of Tourists)			1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
<i>Mbabane</i>	0.971	= 1	0.92	0.98	0.99	0.99
<i>Ezulwini</i>	0.755	= 1		0.62	0.97	0.76
<i>Manzini</i>	0.514	= 1	0.24	0.42	0.71	0.59
<i>Rest of S.D</i>	0.865	= 1	0.80	0.91	0.90	0.85
<i>Total</i>	0.766	= 1	0.63	0.69	0.93	0.79
3. Bed Occupancy Rates = [(No. of Bed Nights Sold/ No. of Beds Available) x100%]			1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
<i>Mbabane</i>	0.373	= 37.32	0.35	0.43	0.37	0.33
<i>Ezulwini</i>	0.255	= 25.46	0.18	0.19	0.34	0.30
<i>Manzini</i>	0.117	= 11.70	0.08	0.17	0.12	0.12
<i>Rest of S.D</i>	0.252	= 25.20	0.18	0.23	0.29	0.31
<i>Total</i>	0.245	= 24.48	0.18	0.22	0.30	0.28
4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available) x100%]			1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
<i>Mbabane</i>	0.473	= 47.31	0.54	0.57	0.53	0.51
<i>Ezulwini</i>	0.539	= 53.86	0.46	0.50	0.59	0.63
<i>Manzini</i>	0.231	= 23.10	0.23	0.25	0.22	0.22
<i>Rest of S.D</i>	0.400	= 40.04	0.37	0.40	0.40	0.43
<i>Total</i>	0.436	= 43.58	0.40	0.42	0.45	0.47

Source: Tourism Unit, CSO