

Annual Report  
**TOURISM STATISTICS**  
2011



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## Part I Tourism Performance Overview

### Executive Summary

International tourist arrivals reached a total of 980 billion in 2011, up from 939 billion in 2010, in a year characterised by a stalled global economic recovery, major political changes in the Middle East and North Africa and natural disasters in Japan. Contrary to previous years, growth was higher in advanced economies (+5.0 percent) than in emerging ones (+3.8 percent), due largely to strong results in Europe, and the setbacks in the Middle East and North Africa. As destinations worldwide look to stimulate travel demand under pressing economic conditions, UNWTO is urging governments to consider advancing travel facilitation. UNWTO advises countries to make most of information and communication technologies in improving visa application and processing formalities, as well as the time taken to issue visas. Travel facilitation has been closely interlinked with tourism development and can be key in boosting demand. This area is of particular relevance at a time when governments are looking to stimulate economic growth but cannot make major use of fiscal incentives or public investments.

Within the region, South Africa performed slightly more favourably as foreign tourist arrivals to the country grew by 3.3 percent (265,802) in 2011 to reach 8,339,354 million tourists. However, overseas tourist arrivals declined by 1.8 percent in the same period. Tourist arrivals from Europe declined by 3.5 percent (-45,945 arrivals) in 2011 due largely to the on-going impact of the global economic crisis in Europe. There were declines recorded for the UK, down 7.2 percent, France, down 8.6 percent and the Netherlands, down 8.3 percent while Germany grew by 9.3 percent. Similarly, Tourist arrivals from the Americas decreased by 5.5 percent as a result of a decrease in “other Americas” markets in the region. Growth was noted from Africa land markets remained strong in 2011 with a 6.8 percent (372,827) while African air markets also demonstrated good. Lesotho and Swaziland were the best performing markets in this region and grew by 19.7 percent (250,759) and 10.7 percent (67,627) respectively. Asia and Australasia saw an 8.4% increase in tourist arrivals due to increases from India (26.2 percent), China (including Hong Kong) (24.3 percent), while both Australia and Japan recorded declines.

2011 was also a challenging year for tourism demand in Swaziland as international visitor arrivals fell by 1.1 percent from 1,342,533 in 2010 to 1,328,366 in 2011. Of this figure, a total of 879,378 were translated into tourists spending at least one night in country. Swaziland experienced some growth in visitor arrivals from African markets with the country gaining popularity in fairly new markets such as Malawi (+5.5 percent) and Tanzania (+18.1 percent). However, most overseas markets recorded declines in visitor arrivals during the year 2011. Following the worsening of unemployment in United States of America and more European economies falling into recession (including Italy, Netherlands, Portugal, France), declines in consumer confidence became more evident from most overseas markets. Further impacting negatively is the proximity of Southern Africa including Swaziland to these markets, who term the region as longer haul and therefore a ‘more costly’ destination.

Matsapha International Airport, as the only point of air access to Swaziland handled 5.3 percent of total international visitor arrivals during the reference year. Land border

accounted for the remaining 94.7 percent, with Ngwenya Border Post 27.5 percent, Lavumisa Border Post 16.9 percent and Mhlumeni Border Post 11.3 percent, contributing the most traffic.

Of the total visitor in 2011, 62.0 percent were male and the balance 38.0 percent female. The majority of visitors were between 35-44 years, accounting for 27.8 percent of the total volume. Compared to the previous year age groups 25-34 years and 35-44 years showed decreases while 45-54 years and 55-64 years demonstrates increases in their brackets.

Approximately 141 establishments were in operation in the accommodation sector, providing 2571 rooms and 5364 beds in 2011. Together, the sector generated a turnover of around E98,958,391million, a decrease of 17.1percent in comparison to 2010. More than 47 percent of these lodging facilities fall under the categories of 'bed & breakfast' and 'guesthouses' (providing not more than 10 rooms), an indication of the significance of "micro-enterprises" in the sector.

The total number of overseas visitors who spent at least one night in the country reached a figure of 1,292,170 nights while African nights accounted for 2,190,880 nights. On the contrary, domestic tourists decreased during the year with residents taking 95,133 overnight trips and 84,982 day trips to formal attraction sites. The average length of stay fell by a 0.5 nights to record 2.6 nights in 2011.

Visitors rated safety and security (4.5 percent) and culture (4.2 percent) experiences in Swaziland as highlights, with warm people (48.9 percent) and nature (14.6 percent) at the top of their highlights. Ease of access and movement (visas and clear signage) and road infrastructure within cities were rated poorly. Scores on ease of movement were much lower in 2011 than the previous year. Overall, 52.0 percent of respondents rated their experience whilst in Swaziland as above average, with an encouraging 47.3 percent rating it as exceptional. With only 0.5 percent of visitors rating their experience in Swaziland as poor, 9 of 10 visitors indicated they would recommend a visit to Swaziland.

## Chapter 1 Introduction

This report is the fifth in a series of annual tourism statistical reports published by the Swaziland Tourism Authority (STA). It provides a summary of inbound tourism statistics, relating to how Swaziland performed during 2011. The report includes information on international visitors to Swaziland i.e. trips (day and overnight), a profile of the country's top seven visitor-generating markets and accommodation occupancy rates. The relevant data was collated from three main visitor surveys; the Exit Survey, Day Visitor Survey and Monthly Accommodation Survey. Other tools used for the production of the report were desk-top research and referenced reports.

The Exit Survey analyses trends relating to international visitors examining their character and experience in the Kingdom. The detail includes analysis by their socio-demographic profiles, travel patterns and opinions and perspectives.

The Monthly Accommodation Survey conducted by the Central Statistical Office analyses trends relating to the lodging sector. The study looks specifically at the demand and supply of accommodation, including performance by room and bed occupancy rates, average room rates, and other factors relating to lodging trends.

The report provides a continuing review of the trends and performance of the Swaziland tourism sector, and is made available for use by the tourism sector players, Swaziland government, researchers and the general public.

The Research Report may be accessed on the STA website <http://www.thekingdomofswaziland> under 'research' at the bottom of the sites homepage. STA welcomes your input and suggestions for changes and additions in future issues of this publication, and is pleased to grant permission to use excerpts from this material when credit is given to STA.

## Chapter 2 Global Performance 2011

### International Tourism – International tourism to reach one billion in 2012

**International tourist arrivals grew by over 4% in 2011 to 980 million, according to the latest UNWTO World Tourism Barometer. With growth expected to continue in 2012, at a somewhat slower rate, international tourist arrivals are on track to reach the milestone one billion mark later this year.**

International tourist arrivals grew by 4.4% in 2011 to a total 980 million, up from 939 million in 2010, in a year characterised by a stalled global economic recovery, major political changes in the Middle East and North Africa and natural disasters in Japan. By region, Europe (+6%) was the best performer, while by subregion South-America (+10%) topped the ranking. Contrary to previous years, growth was higher in advanced economies (+5.0%) than in emerging ones (+3.8%), due largely to the strong results in Europe, and the setbacks in the Middle East and North Africa.

“International tourism hit new records in 2011 despite the challenging conditions,” said UNWTO Secretary-General, Taleb Rifai. “For a sector directly responsible for 5% of the world’s GDP, 6% of total exports and employing one out of every 12 people in advanced and emerging economies alike these results are encouraging, coming as they do at a time in which we urgently need levers to stimulate growth and job creation,” he added.

### Regional Panorama

- Despite persistent economic uncertainty, tourist arrivals to **Europe** reached 503 million in 2011, accounting for 28 million of the 41 million additional international arrivals recorded worldwide. Central and Eastern Europe and Southern Mediterranean destinations (+8 percent each) experienced the best results. Although part of the growth in Southern Mediterranean Europe resulted from a shift in traffic away from the Middle East and North Africa, destinations in the Mediterranean also profited from improved outbound flows from markets such as Scandinavia, Germany and the Russian Federation.
- **Asia and the Pacific** (+6 percent) was up 11 million arrivals in 2011, reaching a total of 216 million international tourists. South Asia and South-East Asia (both +9 percent) benefited from strong intraregional demand, while growth was comparatively weaker in North-East Asia (+4 percent) and the Oceania (+0.3 percent), partly due to the temporary decline in the Japanese outbound market.
- The **Americas** (+4 percent) saw an increase of 6 million arrivals, reaching 156 million in total. South America, up by 10 percent for the second consecutive year, continued to lead growth. Central America and the Caribbean (both +4 percent) maintained the growth rates of 2010. North America, with a 3 percent increase, hit the 100 million arrivals mark in 2011.
- **Africa** maintained international arrivals at 50 million, as the gain of two million arrivals or Sub-Saharan destinations (+7 percent) was offset by the losses in North Africa (-12 percent).

- The **Middle East** (-8 percent) lost an estimated 5 million international tourists, totalling 55 million. Nevertheless, some destinations such Saudi Arabia, Oman and the United Arab Emirates sustained steady growth.

### **Prospects for 2012**

UNWTO forecasts international tourism to continue growing in 2012 although at a slower rate. Arrivals are expected to increase by 3% to 4%, reaching the historic one billion mark by the end of the year. Emerging economies will regain the lead with stronger growth in Asia and the Pacific and Africa (4% to 6%), followed by the Americas and Europe (2% to 4%). The Middle East (0% to +5%) is forecast to start to recover part of its losses from 2011.

These prospects are confirmed by the UNWTO Confidence Index. The 400 UNWTO Panel of Experts from around the globe, expects the tourism sector to perform positively in 2012, though somewhat weaker than last year.

### **Governments urged to facilitate travel**

As destinations worldwide look to stimulate travel demand under pressing economic conditions, UNWTO is urging governments to consider advancing travel facilitation, an area in which in spite of the great strides made so far there is still much room for progress. UNWTO advises countries to make the most of information and communication technologies in improving visa application and processing formalities, as well as the timings of visa issuance, and to analyze the possible impact of travel facilitation in increasing their tourism economies.

“Travel facilitation is closely interlinked with tourism development and can be key in boosting demand. This area is of particular relevance in a moment in which governments are looking to stimulate economic growth but cannot make major use of fiscal incentives or public investment,” said Mr. Rifai.

## Chapter 3 Swaziland Overview

### Visitor Arrivals

- Trips taken by international visitors during 2011 fell by 1.1 percent when compared with 2010.
  - Strong growth (+18.1 percent) was noted for visitors from Tanzania, while RSA (+1.5 percent) and Malawi (+5.5 percent) recorded notable growth.
  - Overseas visits showed less resilience to the continued global economic recession, suffering large visitor declines (17.1 percent).
  - Overseas holiday trips suffered most (-50.8 percent) given the uncertain economic environment mainly in European markets, and the overall figure for visiting friends and relatives (VFR) sector also struggled (-9.5 percent).
  - Visitors coming through by air declined by 12.9 percent to record 21,938 visitors while those arriving by road declined by 0.8 percent.

### Length of Stay

- A substantial decrease of the average length of stay for tourists (formal and private accommodation) recorded a fall from 3.1 nights in 2010 to 2.6 nights in 2011.
  - 67.5 percent of tourists stayed between 1-2 nights, 18.8 percent stayed between 3-4 nights, 7.2 percent spent 5-7 nights while 6.5 percent stayed for more than a week.
  - Total number of nights spent by the 879,378 tourists who visited the country in 2011 amounted to 3,483,050 nights. This figure reflected an increase of 13.6 percent in comparison to the 3,067,117 nights recorded in the previous year.
  - A significant decline was witnessed in the average length of stay for Mozambique (-3 nights) while RSA (-0.3 nights) also registered a fall.
  - On a positive, the European average length of nights spent registered growth of 0.5 nights from an average of 2.8 nights in 2010 to that of 3.3 nights in 2011.

### Accommodation

- The total number of formal accommodation facilities remained the same as in the previous year, although room capacity increased from 2563 rooms in 2010 to 2571 rooms in 2011.
  - Distribution of room capacity by regions: Mbabane 5.8 percent; Ezulwini 47.0 percent; Manzini 18.2 percent; and rest of Swaziland 29.1 percent.
  - The overall room occupancy rate fell by 9.83 percent to 45.34 percent in 2011.
  - Average length of stay in formal accommodation (paid for) fell from to 1.27 nights in 2010 to 0.90 in 2011.

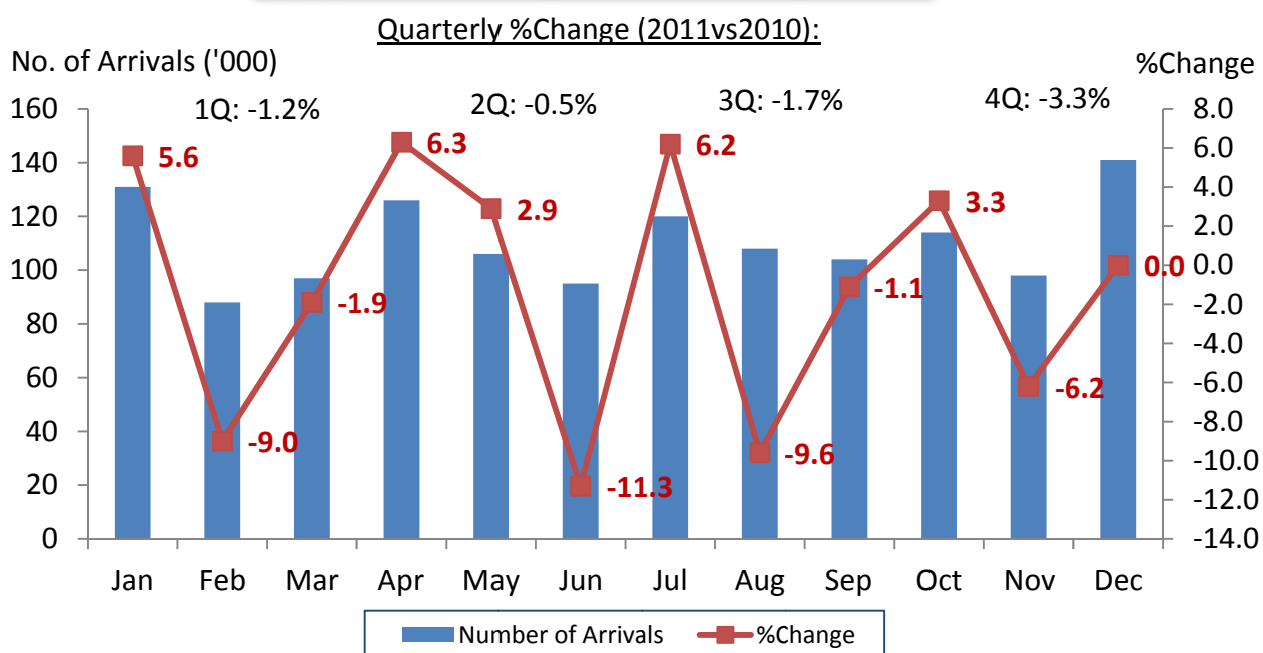


## Chapter 4 International Visitor Arrivals

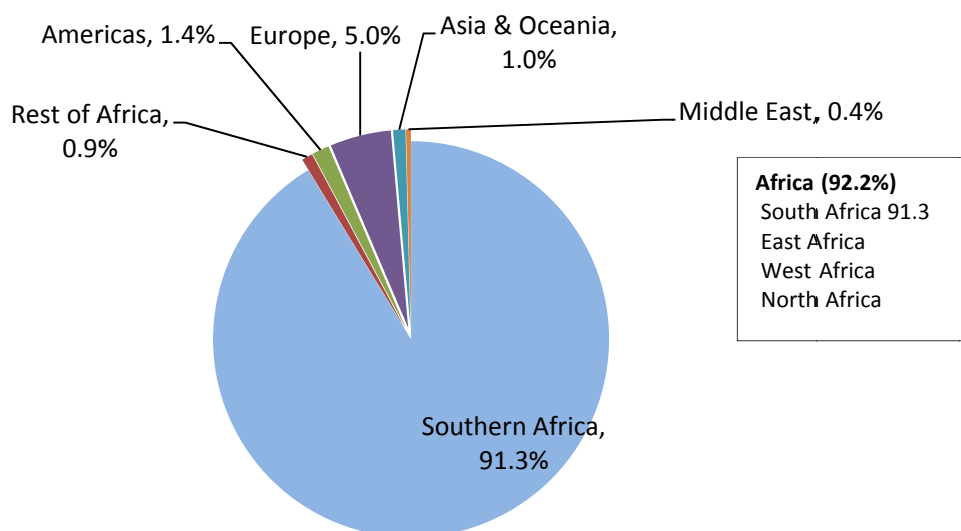
### 4.1 Visitor Arrivals

In the midst of continued slow global economic activities and poor travel sentiments, visitor international arrivals to Swaziland declined by 1.1 percent in 2011. The most significant drop was observed in the last quarter of the year, registering a dip of -3.3 percent when compared to the same period in 2010.

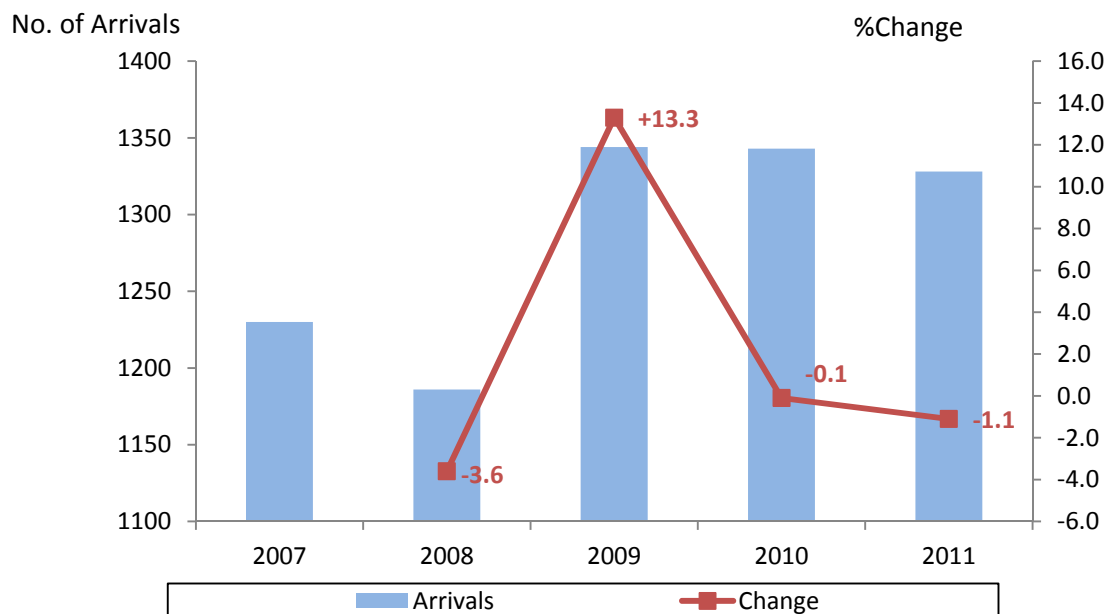
**Chart 1: Monthly Visitor Arrivals, 2011**



**Chart 2: Visitor Arrivals by Region, 2011**



**Chart 3: Visitor Arrivals, 2007-2011**



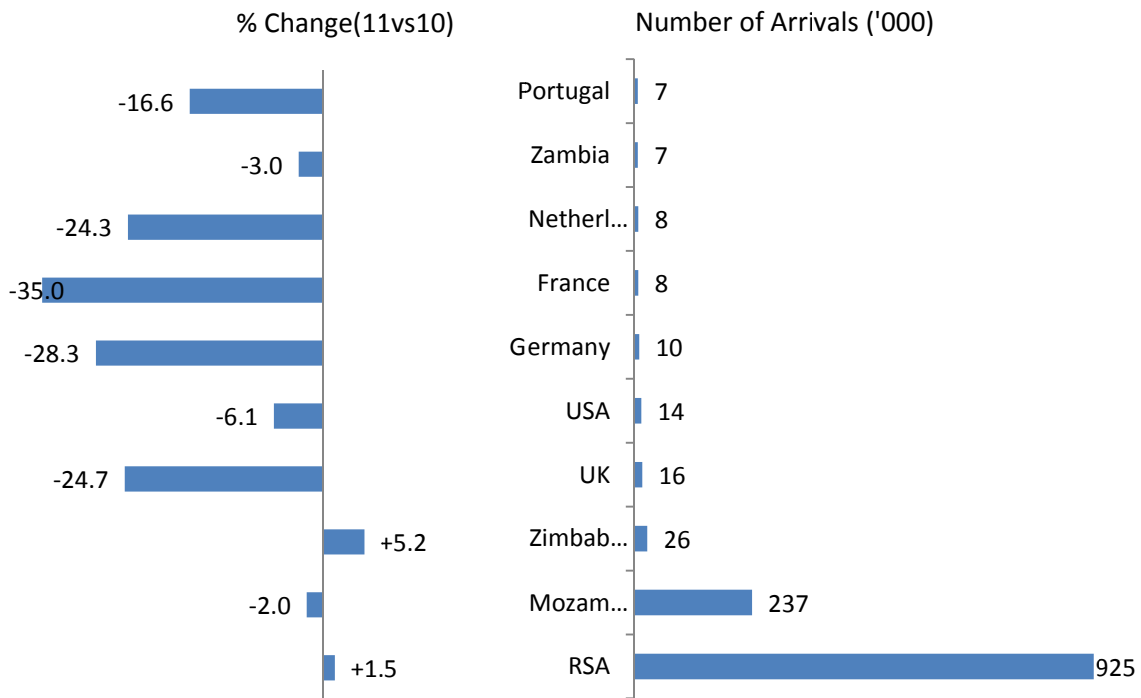
#### 4.2 Visitor Arrivals by Major Markets

In 2011, the top 5 source markets retained their ranks while Germany replaced France as the top 6 source market and France moved one rank down to the 7th spot. Within the top ten markets, South Africa was the only market to register growth while most European source markets such as United Kingdom (-24.7 percent), Germany (-28.3 percent) and Netherlands (-24.3 percent) saw double-digit declines.

Almost three quarters of visitor arrivals in 2011 originated from the Southern Africa region, with Europe being the second visitor-generating world region. The Americas accounted for 1.4 percent while Asia and the Pacific, and the Middle East all registered a share of 1.0 percent and 0.3 percent, respectively.

Key markets within Africa remained RSA, Mozambique, Zimbabwe and Zambia, with the four countries generating almost 90 percent of total visitor arrivals to the country in 2011. Within the Euro zone key source markets were United Kingdom, Germany, Netherlands, France and Portugal. Chart 4 highlights Swaziland’s heavy dependence on the European and North American consumers (although currently with a dampened volume). India and Australia were the only markets of significance within Asia and the Pacific.

**Chart 4: Visitor Arrivals, Top 10 Markets - 2011**



**Table 1: Top 10 Source Markets, 2007-2011**

2007	2008	2009	2010	2011
RSA	RSA	RSA	RSA	RSA
Mozambique	Mozambique	Mozambique	Mozambique	Mozambique
Germany	United Kingdom	United Kingdom	Zimbabwe	Zimbabwe
United Kingdom	Germany	Zimbabwe	United Kingdom	United Kingdom
Netherlands	Netherlands	Netherlands	USA	USA
France	France	France	France	Germany
USA	USA	Germany	Germany	France
Zimbabwe	Zimbabwe	USA	Netherlands	Netherlands
Portugal	Portugal	Portugal	Portugal	Zambia
Zambia	Zambia	Belgium	Zambia	Portugal

## Chapter 5 Country Profiles

### 5.1 RSA Market Profile

RSA		
Total Population	50,586,757	
	Province	
	➤ Eastern Cape	6,829,958 (13.50%)
	➤ Free State	2,759,644 (5.46%)
	➤ Gauteng	11,328,203 (22.39%)
	➤ KwaZulu-Natal	10,819,130 (21.39%)
	➤ Limpopo	5,554,657 (10.98%)
	➤ Mpumalanga	3,657,181 (7.23%)
	➤ Northern Cape	1,096,731 (2.17%)
	➤ North West	3,253,390 (6.43%)
	➤ Western Cape	5,287,863 (10.45%)
GDP Per Capita (PPP)	\$11,000 (2011 est.)	
Internet Users	6,800,000 (13.4% of total population)	
Facebook Users	4,954,280 (July 2012 est.)	
Language/s	<ul style="list-style-type: none"> <li>➤ Xhosa</li> <li>➤ Zulu</li> <li>➤ SiSwati</li> <li>➤ Afrikaans</li> <li>➤ English</li> <li>➤ Ndebele</li> <li>➤ Tsonga</li> <li>➤ Venda</li> <li>➤ Southern Sotho</li> <li>➤ Setswana</li> <li>➤ Sepedi</li> </ul>	
Currency	Rands (ZAR)	
Annual Leave Entitlement	21 days	

#### 5.1.1 Market Overview

In 2011:

- RSA was Swaziland's leading inbound market for visitor arrivals with 924,566 visitor arrivals, a 1.5 percent increase compared to 2010.
- Over 55 percent of South Africans spent at least one night in the country, with most South Africans spending 1-2 nights (35.9 percent).
- The average length of stay for South African visitors was 1.6 nights, compared to the national average of 2.6 nights.
- RSA ranked second in terms of repeat visits, with just over 80 percent visiting Swaziland at least twice in 2011.
- The age groups 25-34 years and 35-44 years accounted for the greatest shares of 23.3 percent and 29.0 percent, respectively.

### 5.1.2 Main purpose of visit

- Holiday accounted for the largest purpose of visit segment with 36.5 percent of visiting South Africans stating it as their main reason for visiting Swaziland. South African travellers on transit remained high at 33.3 percent while 'business' and 'visiting friends and relatives' represented 12.2 percent and 11.7 percent of RSA visitors.
- The leading purpose of visit 'holiday' registered an increase of 2.7 percent in 2011, while a decline was noted for the other main two segments, business (-1.5 percent) and visiting friends and relative (1.4 percent).

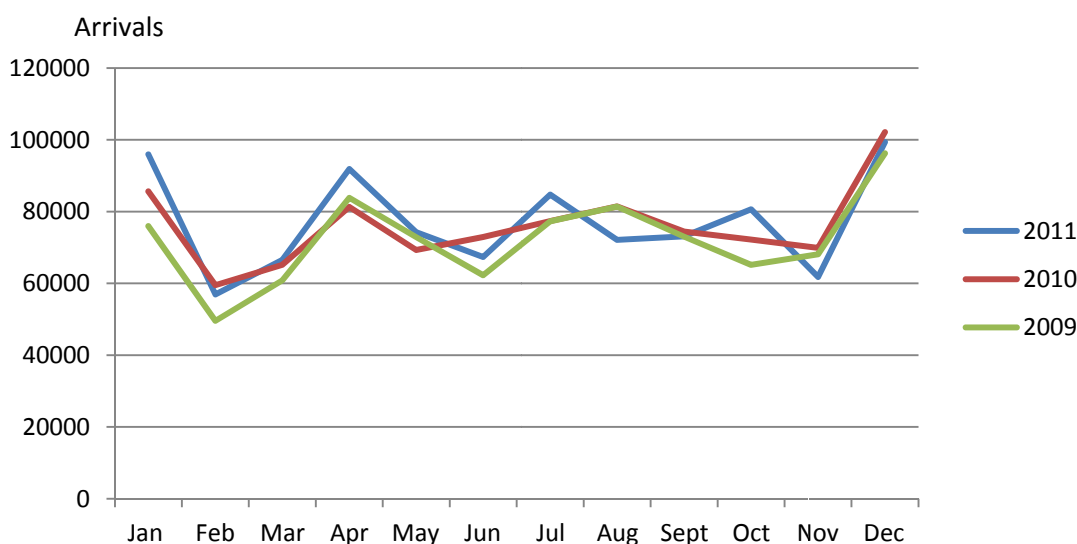
**Table 2: RSA Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	2.5	278,655
Visiting Friends & Friends	2.8	89,322
Business	2.2	93,140
Transit	Not applicable	254,225
Other	2.2	48,097

### 5.1.3 Seasonality

- December to January and April (Easter holidays) were the peak season with the highest monthly arrivals. February and November were the lower periods.

**Chart 5: RSA Purpose of Visit by Average Nights Spent, 2011**



### 5.1.4 Distribution

- Word-of mouth (82.2 percent) continued to be the most powerful source of information. Corporations/ colleagues (4.5 percent) and online channels (3.4 percent) were the next sources of travel information for South African consumers.

- Travel bookings were mainly direct with a travellers relying on friends and relatives in the country for travel logistic arrangements.

## 5.2 Mozambique Market Profile

Mozambique		
Total Population	23,700,695	
Major cities (ranked by population)	City <ul style="list-style-type: none"> <li>➤ Niassa</li> <li>➤ Cabo Delgado</li> <li>➤ Nampula</li> <li>➤ Zambezia</li> <li>➤ Tete</li> <li>➤ Manica</li> <li>➤ Sofala</li> <li>➤ Inhambane</li> <li>➤ Gaza</li> <li>➤ Maputo</li> <li>➤ City of Maputo</li> </ul>	Population <ul style="list-style-type: none"> <li>1,472,387</li> <li>1,797,335</li> <li>4,647,841</li> <li>4,444,204</li> <li>2,228,527</li> <li>1,735,351</li> <li>1,903,728</li> <li>1,426,684</li> <li>1,344,095</li> <li>1,506,422</li> <li>1,194,121</li> </ul>
GDP – Per Capita (PPP)	\$1,100 (2011 est.)	
Internet Users	975,395 (4.3% of total population)	
Facebook Users	191,080 (July 2012 est.)	
Language/s	Portuguese (official) 10.7%, Emkhuwini 25.3%, Xichangana 10.3%, Cisena 7.5%, Elomwe 7.0%, Echuwabo 5.1%, other Mozambique 30.1%, other 4.0%	
Currency	Metical	
Annual Leave Entitlement	25 days	

### 5.2.1 Market Overview

In 2011:

- Mozambique was Swaziland's second largest inbound market for visitor arrivals recording 236,507 visitor arrivals, a decline of 2.0 percent increase compared to 2010.
- Slightly more than half of the 236,507 Mozambicans spent at least a night in the country. 18.0 percent spent 1 night, 18.2 percent spent 2 nights while 9.8 percent spent 3-4 nights in 2011.
- The average length of stay of 2.6 nights matched the national average nights.
- Mozambique ranked highest in terms of repeater rate, with close to nine of ten (87.3 percent) Mozambican visitors traveling to Swaziland more than once in 2011.
- The most common age demographic of Mozambicans were 25-34 years and 35-44 years.

### 5.2.2 Main purpose of visit

- Holiday accounted for satisfactory 41.7 percent, while business (9.5 percent) and visiting friends and relatives (13.7 percent) recorded lower shares. Replicating South Africa's high transit trend, Mozambicans entering Swaziland for transit purposes accounted for a proportion of 28.7 percent.
- Holiday visitors recorded a double-digit growth of 10.4 percent in 2011 to register 31.3 percent. On the other hand, the segments of visiting friends and relatives and

business visitors fell by 8.4 percent and 1.9 percent, respectively in 2011 when compared to 2010.

- Mozambican tourists visiting friends and relatives accounted for the highest number of nights (7.5 nights). Business tourists also ranked high with 5.9 nights while holiday tourists were at a lower 1.7 nights.

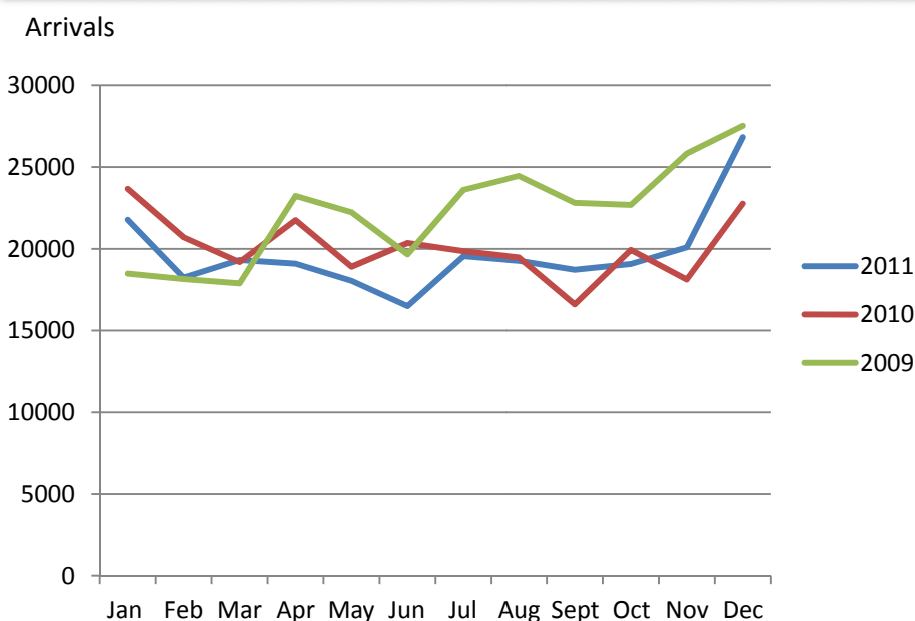
**Table 3: Mozambique Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	1.7	79,058
Visiting Friends & Friends	7.5	25,974
Business	5.9	18,011
Transit	Not applicable	54,412
Other	4.1	12,134

### 5.2.3 Seasonality

- November to January and July were high seasons with the cooler months of May and June being the low periods of the year.

**Chart 6: Mozambique - Purpose of Visit by Average Nights Spent, 2011**



### 5.2.4 Distribution

- Word-of-mouth was also the most influential source of information, with 83.0 percent relying on this source. The next popular sources were small screen news broadcasts and the internet (4.3 percent).
- Similarly travel bookings were made directly with product and service providers. A portion of Mozambican travellers relied on travel agents for trip logistics.



## 5.3 United Kingdom Market Profile

United Kingdom		
Total Population	62,698,362	
Major cities (ranked by population)	City	Population
	➤ London	3,433,441
	➤ Birmingham	3,120,282
	➤ Leeds	2,026,469
	➤ Glasgow	1,619,438
	➤ Sheffield	
	➤ Bradford	
	➤ Edinburgh	
	➤ Liverpool	
	➤ Manchester	
GDP Per Capita (PPP)	\$35,900 (2011 est.)	
Internet Users	52,731,209 (84.1% of total population)	
Facebook Users	30,470,400 (July 2012 est.)	
Number of Pensioners	2,786,406	
Language/s	➤ English-British	
Currency	British Pound (£)	
Annual Leave Entitlement	28 days	

### 5.3.1 Market Overview

In 2011:

- United Kingdom retained its spot as Swaziland's fourth visitor-generating market recording 16,359 visitor arrivals (-24.7 percent).
- A majority of British travellers spent at least one night, with 30.2 percent staying for a night, 19.4 percent lodging for 2 nights and 17.7 percent spending 3-5 nights in the country.
- The average length of stay for Britons was at 3.9 nights, 1.3 nights higher than the national average.
- The repeater rate for British visits was fairly higher than would be expected from a long-haul market, with close to three of ten visitors being repeat visitors in their lifetime.
- Popular ages demographic of visitors were 25-34 years (25.5 percent), 35-44 years (27.8 percent) and 45-54 years (19.6 percent).

### 5.3.2 Main purpose of visit

- Holiday accounted for a pleasant 78.7 percent, while business accounted for 3.8 percent and visiting friends and relatives registered 7.0 percent. Although lower than the neighbouring markets, transit visits were notable at 7.6 percent.
- All segments recorded growth in 2011 with holiday (2.5 percent) accounting for the most increase, while visiting friends and relatives registered 1.7 percent increase and business up by 0.7 percent. When compared to the previous year transiting visits fell by 6.0 percent in 2011.
- Accounting for the most nights were business tourists (11.4 nights), followed by visiting friends and relatives (7.3 nights) and holiday tourists (3.3 nights).

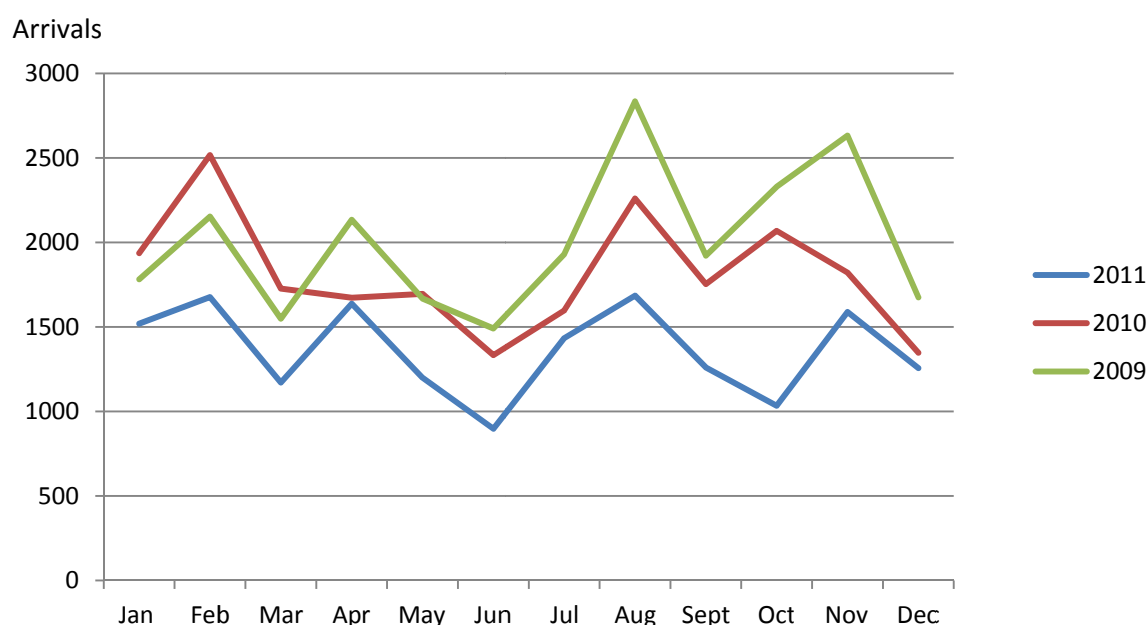
**Table 4: UK Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	3.3	10,636
Visiting Friends & Friends	7.3	946
Business	11.4	514
Transit	Not applicable	1027
Other	11.7	392

### 5.3.3 Seasonality

- August and February were accounted for the highest monthly arrivals and June and October were the lower periods.

**Chart 7: UK-Purpose of Visit by Average Nights Spent, 2011**



### 5.3.4 Distribution

- Travel agents (25.2 percent) and word-of-mouth were the key sources of information on travel to Swaziland for most British visitors.
- A significant proportion of British travellers visiting in 2011 searched the internet (18.3 percent) for travel information, with mobile phones playing an important tool in information download. News broadcast also had a significant role as a tool for information on Swaziland.

## 5.4 Germany Market Profile

Germany		
Total Population	81,471,834	
Major cities (ranked by population)	City	Population
	➤ Berlin	3,438,000
	➤ Hamburg	1,786,000
	➤ Munich	1,349,000
	➤ Cologne	1,001,000
GDP Per Capita (PPP)	\$37,900 (2011 est.)	
Internet Users	67,364,989 (82.7% of total population)	
Facebook Users	22,123,660	
Number of Pensioners	2,786,406	
Language/s	➤ Standard German	
Currency	Euro (€)	
Annual Leave Entitlement	24 days	

### 5.4.1 Market Overview

In 2011:

- A total of 10,406 visits to Swaziland were made by Germans, representing a decline of 7.9 percent when compared to 2010.
- Germany was Swaziland's fourth largest inbound market in terms of visitor nights, with a total of 229,881 nights spent in the country.
- An average of 3.0 nights was recorded by German overnight guests, slightly higher than the national average of 2.6 nights.
- Repeat visits accounted for 15 percent of total visits made by the over 10,000 visitors from Germany.
- Of all the visitors from RSA, the largest age demographic of visitors was 25 to 34 years.
- The 45-54 years and the 55-64 years segments recorded significant growth, increasing over 4 percent and 8 percent, respectively compared to 2010.

### 5.4.2 Main purpose of visit

- Holiday visits were at a high 84.6 percent, while business accounted for 1.4 percent and visiting friends and relatives registered 1.1 percent. German transit visitors mimicked Britons at a noteworthy 12.2 percent.
- The holiday (2.5 percent) and visiting friends and relatives (2.2 percent) registered an increase, while business visitors recorded a negligible 0.1 percent decline.
- Accounting for the most nights were business tourists (5.1 nights), followed by holiday tourists (1.6 nights) and then visiting friends and relatives (1.2 nights).

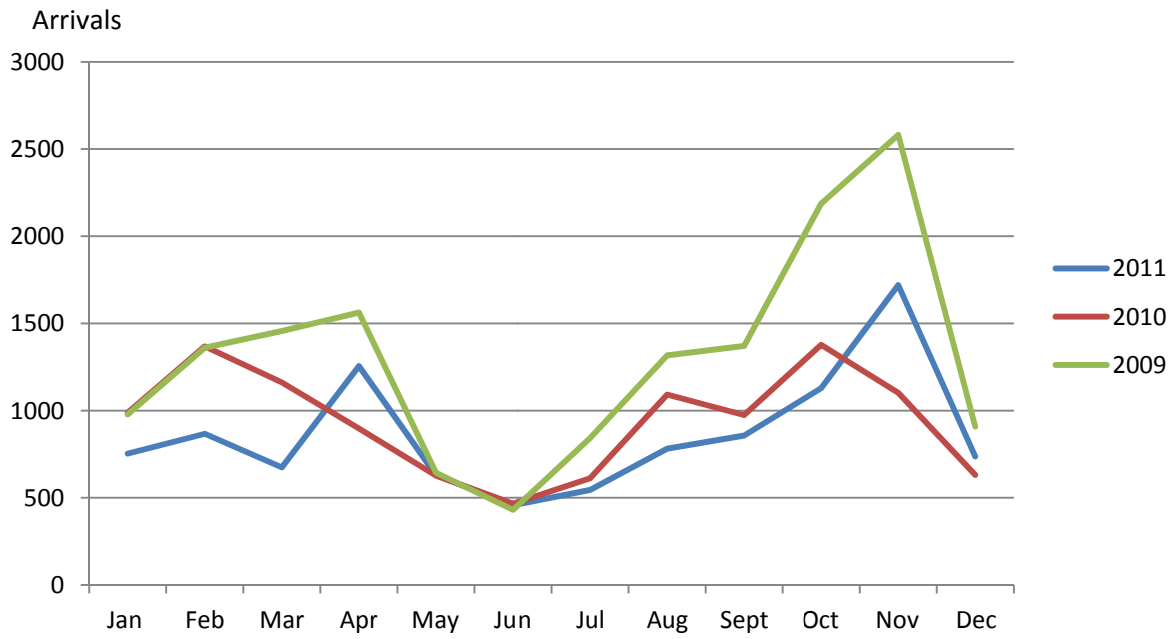
**Table 5: Germany Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	1.6	6,884
Visiting Friends & Friends	1.2	262
Business	5.1	103
Transit	Not applicable	541
Other	30.9	159

### 5.4.3 Seasonality

- April and November tend to be the traditional peak season while the low season is usually registered in May - June.

**Chart 8: Germany-Purpose of Visit by Average Nights Spent, 2011**



### 5.4.4 Distribution

- Travel agents were the main source of information and organisation of travel for German visitors to Swaziland, accounting for 41.7 percent of total German arrivals.
- Other significant sources were the internet (23.5 percent) and friends and relatives (18.3 percent).

## 5.5 Netherlands Market Profile

Netherlands		
Total Population	16,847,007	
Major cities (ranked by population)	City	Population
	➤ Amsterdam	975,061
	➤ Rotterdam	794,392
	➤ Gravenhage	719,806
	➤ Utrecht	266,066
GDP Per Capita (PPP)	\$42,300 (2011 est.)	
Internet Users	15,071,191 (89.5% of total population)	
Facebook Users	5,759,840	
Number of Pensioners	2,786,406	
Language/s	<ul style="list-style-type: none"> <li>➤ Dutch (Official)</li> <li>➤ Achterhoeks</li> <li>➤ Drents</li> <li>➤ Western Frisian</li> <li>➤ Gronings</li> <li>➤ Limburgisch</li> <li>➤ Sinte Romani</li> <li>➤ Vlax Roamani</li> <li>➤ Other</li> </ul>	
Currency	Euro (€)	
Annual Leave Entitlement	20 days	

### 5.5.1 Market Overview

In 2011:

- The Netherlands was the eighth visitor-generating market with 8,161 arrivals, accounting for a fall of 24.3 percent in comparison to 2010.
- Netherlands came in at the sixth rank in terms of total nights, with 181,782 nights spent in the country.
- The average length of stay paralleled the national average of 2.6 nights.
- Repeat visits were at an expected long-haul range of 12.7 percent, with just over a thousand Dutch visiting Swaziland more than once in their lifetime.
- Of all the visitors from Dutch, the largest age demographic of visitors was 55-64 years accounting for 42.9 percent of Dutch arrivals.

### 5.5.2 Main purpose of visit

- Holiday visits were highest at 92.8 percent, while business accounted for 0.6 percent and visiting friends and relatives registered 1.0 percent. Transit visitors were at a low 4.2 percent.
- A decline was noted from the holiday segment (-0.4 percent), while visiting friends and relatives (0.3 percent) business visitors (0.4 percent) registered a slight increase.
- Those visiting friends and relatives (4.4 nights) and business tourists (4.0 percent) spent the most nights while holiday overnights spent an average of 2 nights.

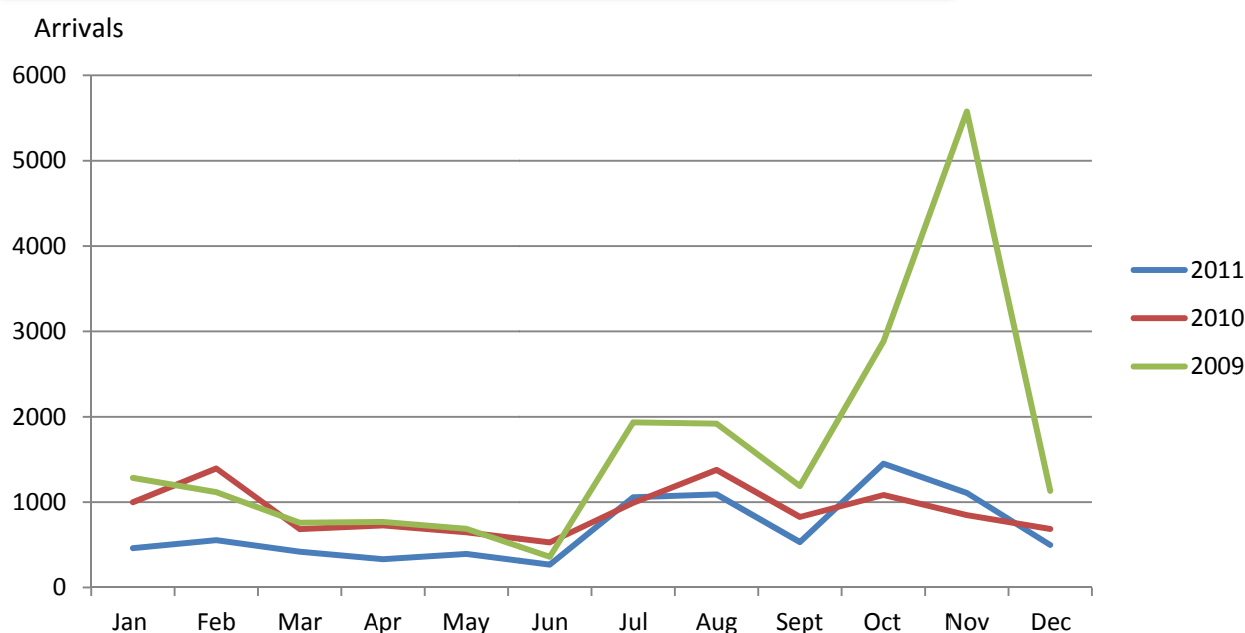
**Table 6: Netherlands-Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	2.0	6,083
Visiting Friends & Friends	4.4	66
Business	4.0	40
Transit	Not applicable	276
Other	44.4	86

### 5.5.3 Seasonality

- October-November and August tend to be the traditional peak season with the highest number of Dutch arrivals to Swaziland recorded during these months. May and June are traditionally the lower periods.

**Chart 9: Netherlands-Purpose of Visit by Average Nights Spent, 2011**



### 5.5.4 Distribution

- Travel agents (44.0 percent) and the internet (31.1 percent) were key source for distribution of information on travel to Swaziland.
- Word-of-mouth was also another powerful instrument of information on the destination, with 18.1 percent using friends and relatives as sources of information.
- The electronic and print media were used less with television accounting for 0.7 percent and newspapers 9.3 percent, respectively.

## 5.6 France Market Profile

France		
Total Population	65,102,719	
Major cities (ranked by population)	City	Population
	➤ Paris	11,174,743
	➤ Lyon	1,648,216
	➤ Marseille	1,516,640
	➤ Lille	1,143,125
	➤ Toulouse	964,797
GDP Per Capita (PPP)	\$35, 000 (2011 est.)	
Internet Users	50,290,226 (77.2% of total population)	
Facebook Users	23,544,460	
Number of Pensioners	2,786,406	
Language/s	➤ French	
Currency	Euro	
Annual Leave Entitlement	30 days	

### 5.6.1 Market Overview

In 2011:

- A total of 8,273 visitors from France were recorded (-35.0 percent), making France Swaziland's fourth overseas major source market.
- France was Swaziland's seventh largest market in terms of visitor nights, with 60,694 nights spent in the country.
- France's average length of stay was similar to that of South Africans at 1.6 nights, a figure less by 1 night to the national average.
- The visitor repeat rate was at a 7.7 percent, the lowest amongst key overseas source markets.
- Of all the visitors from France, the largest age demographics of visitors were 25-44 years and 25-34 years.

### 5.6.2 Main purpose of visit

- Holiday visits were at a high 89.5 percent, while business accounted for 2.5 percent and visiting friends and relatives registered 1.4 percent. Transit visitors were at a low 6.3 percent.
- A decline was noted from the holiday segment (-2.1 percent), while visiting friends and relatives (0.5 percent) business visitors (1.8 percent) registered an increase.
- Business overnight visitors (5.1 nights) spent the most nights while holiday overnights (1.6 percent) and visiting friends and relatives tourists (1.2 percent) spent lesser nights.

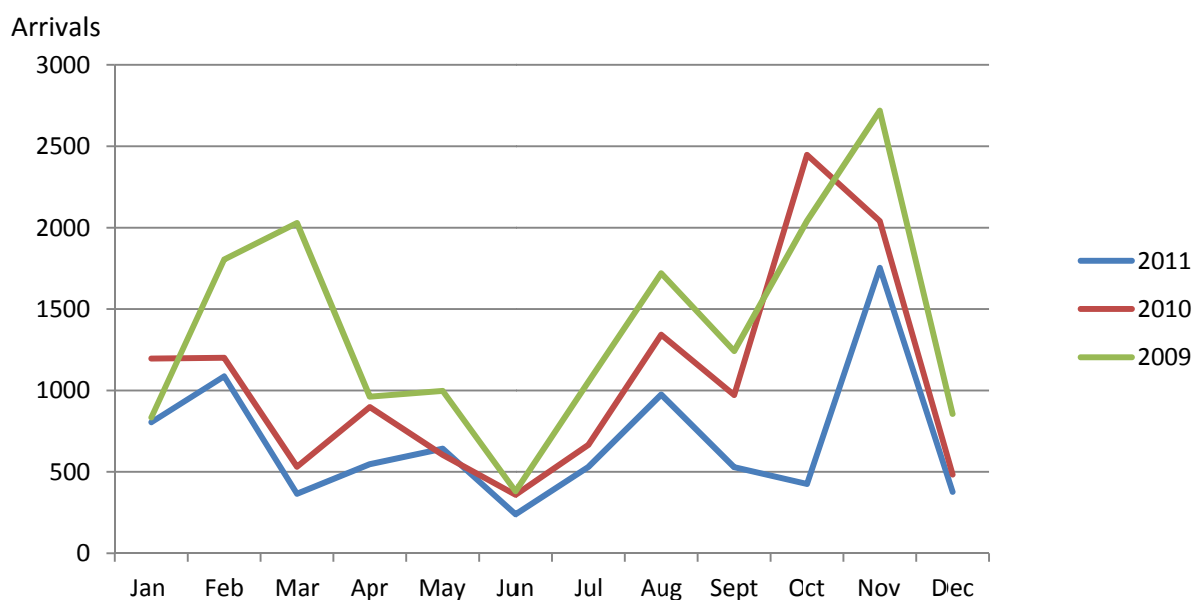
**Table 7: France-Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	1.6	5,498
Visiting Friends & Friends	1.2	86
Business	5.1	154
Transit	Not applicable	387
Other	2.0	18

### 5.6.3 Seasonality

- October-November and August are normally the peak periods for French travellers to the Kingdom, while the lowest volumes are in March and June.

**Chart 10: France-Purpose of Visit by Average Nights Spent, 2011**



### 5.6.4 Distribution

- Both travel agents (44.4 percent) and the internet (20.6 percent) were the most highlights source of information on Swaziland.
- Friends and relatives (8.1 percent) and newspapers (12.5 percent) were the third and fourth common sources for travel information on Swaziland.



## 5.7 USA Market Profile

USA		
Total Population	50,586,757	
Major cities (ranked by population)	City <ul style="list-style-type: none"> <li>➤ New York</li> <li>➤ Los Angeles</li> <li>➤ Chicago</li> <li>➤ Houston</li> <li>➤ Philadelphia</li> <li>➤ Phoenix</li> <li>➤ San Antonio</li> <li>➤ Dan Diego</li> <li>➤ Dallas</li> <li>➤ San Jose</li> </ul>	Population <ul style="list-style-type: none"> <li>18,897,109</li> <li>12,828,837</li> <li>9,461,105</li> <li>5,946,800</li> <li>5,965,343</li> <li>4,192,887</li> <li>2,142,508</li> <li>3,095,313</li> <li>6,371,773</li> <li>1,836,911</li> </ul>
Internet Users	6,800,000	
Number of Pensioners	2,786,406	
Language/s	➤ English-USA	
Currency	American Dollar (\$)	
Annual Leave Entitlement	21 days	

### 5.7.1 Market Overview

In 2011:

- USA moved from the fifth spot to become Swaziland's second highest overseas visitor-generating market with 14,218. However, a decline of 6.1 percent was noted when compared to 2010.
- The USA ranked fifth in terms of highest visitor nights, with 205,579 nights spent in the country.
- A high average stay of 5.2 nights was spent by American tourists, doubling the national average nights.
- Just over 20 percent of Americans were repeating their visit to Swaziland over the past ten years.
- Of all the visitors from USA, the most significant age group of visitors in terms of volume was 25-34 years accounting for 52.4 percent.

### 5.7.2 Main purpose of visit

- Holiday visits recorded a high 81.8 percent, while business accounted for 5.8 percent and visiting friends and relatives registered 2.9 percent. Transit visitors were at a low 6.1 percent.
- A huge decline was noted from the holiday segment (-14.3 percent), while visiting friends and relatives (3.3 percent) business visitors (4.5 percent) registered an increase.
- Impressively high were the visiting friends and relatives (12.1 nights) and business tourists (10.1 nights), while nights spent by holiday guests was at a satisfactory 3 nights.

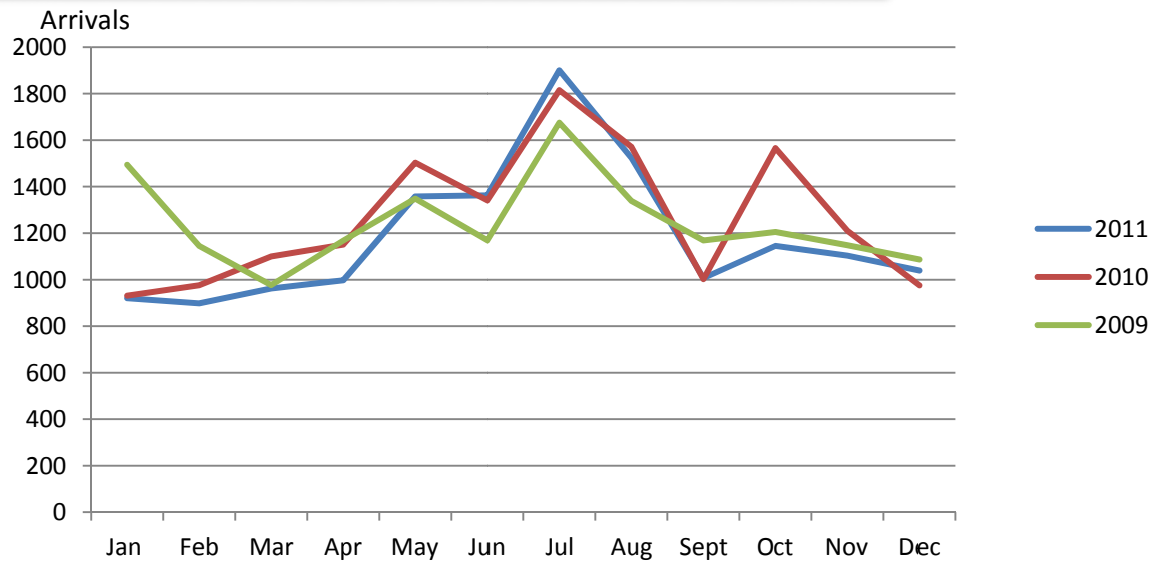
**Table 8: USA Purpose of Visit by Average Nights Spent, 2011**

Main Reason	Average Nights	Total Tourists
Holiday	3.1	8,151
Visiting Friends & Friends	12.1	749
Business	10.1	1,244
Transit	Not applicable	411
Other	10.9	1,522

**5.7.3 Seasonality**

- May to July have remained the peak months in the last three years while March-April and September are the lower periods in terms of monthly American visitor arrivals.

**Chart 11: USA-Purpose of Visit by Average Nights Spent, 2011**

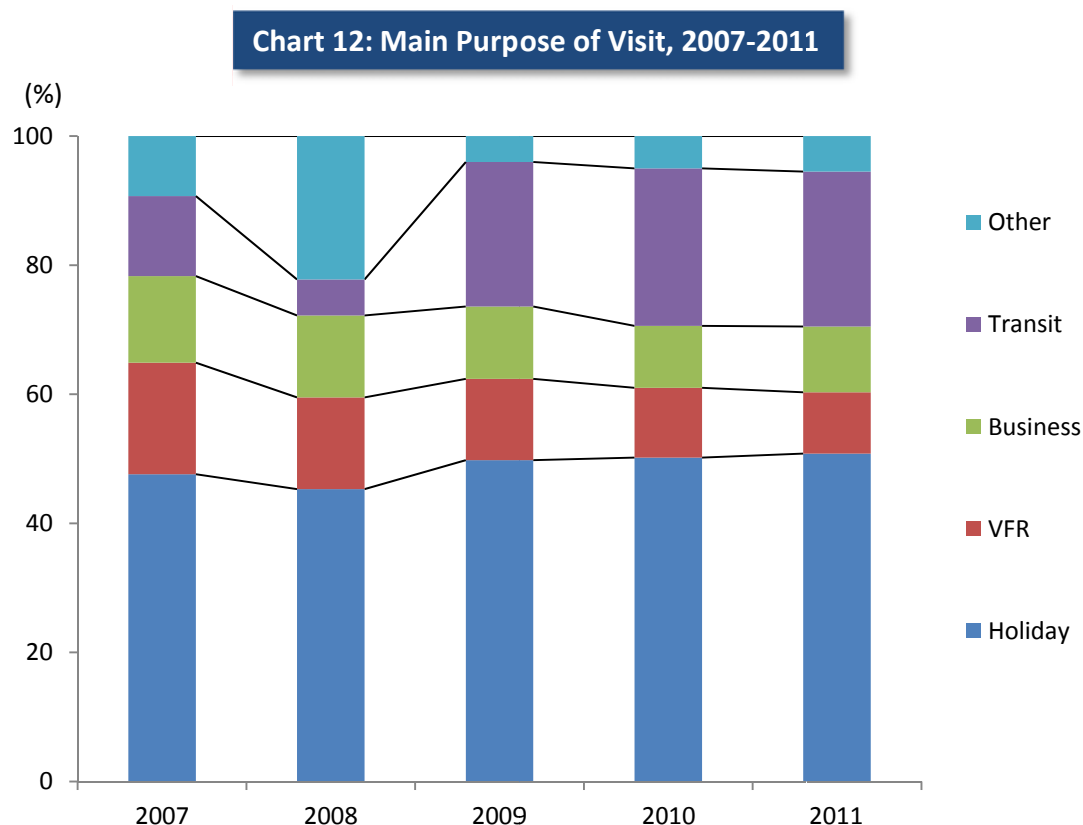


**5.7.4 Distribution**

- Word-of-mouth (28.0 percent), travel agents (21.4 percent) and the internet (18.3 percent) were the top three sources of travel information on Swaziland.
- The 18.3 percent relying on the net for information further made their outbound trip to Swaziland online.

## Chapter 6 Purpose of Visit

A majority of visitors cited 'holiday' as the main purpose of visiting Swaziland, while the proportion of 'business' and 'visiting friends and relatives' accounted for 10.2 percent and 9.5 percent, respectively.



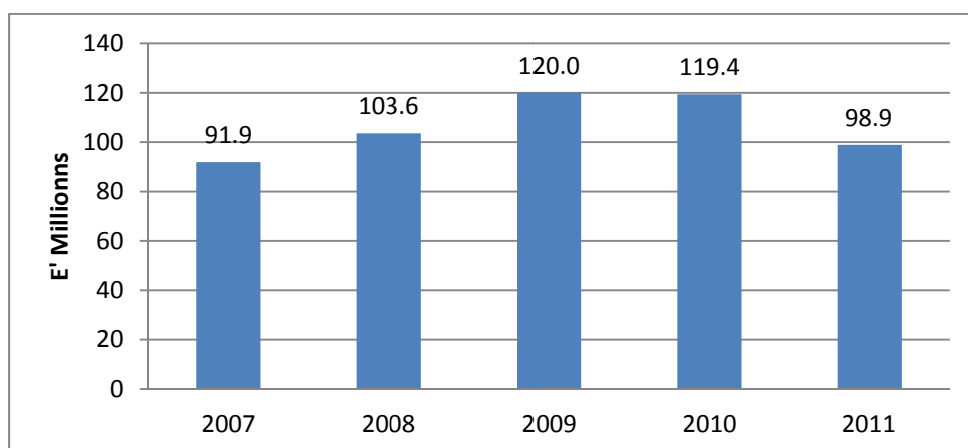
The proportion of 'holiday' visitors grew by a minimal 0.6 percent compared to the previous year. There was a fall in the number of those visiting friends and relatives from 10.8 percent in 2010 to 9.5 percent in 2011. It should be noted the majority of holiday travellers were from Africa (51.1 percent). Europe (41.1 percent) and the Americas (5.5 percent) also accounted for significant proportions. Holiday arrivals from Europe were mainly from Western Europe markets contributing 91.5 percent of holiday arrivals from the region. The largest proportion of business travellers came from South Africa (62.8 percent) while (Mozambique) took second place with 8.9 percent.

## Chapter 7 Accommodation Performance

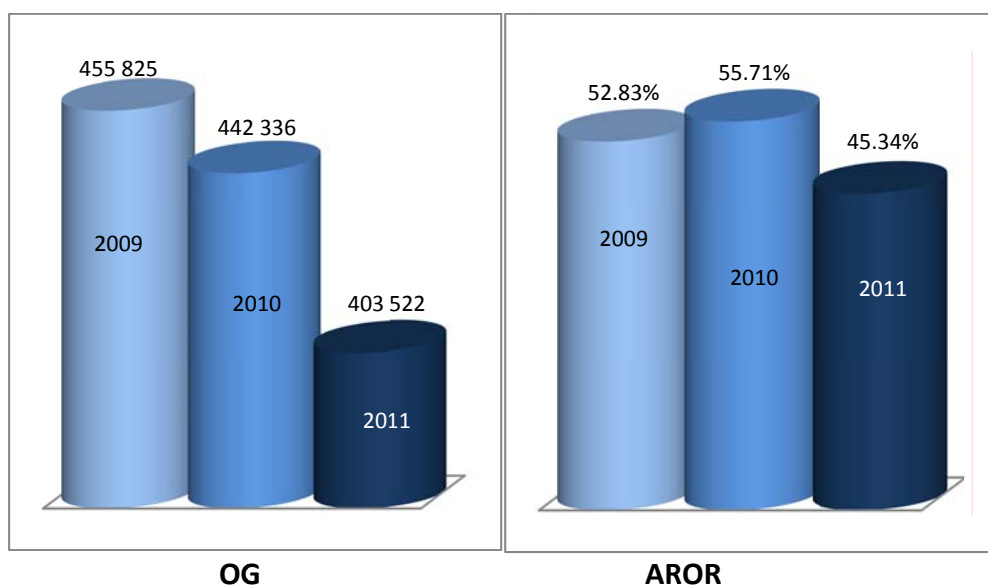
As at December 2011, there were 140 formally registered accommodation facilities with a supply of 2571 rooms. The number of tourists staying in formal accommodation increased in 2011, with 403,522 overnight guests recorded representing a fall of 8.8 percent over 2010. Domestic overnight guests declined by 8.8 percent to record 92,133 while international overnight guests also fell from 338,033 in 2010 to 308,389 in 2011.

In the period of 2011, the room occupancy rate fell by 9.83 percent compared to the previous year to 45.34 percent. Accommodation facilities with Mbabane and Ezulwini percent the highest in terms of room occupancy registering 59.20 percent and 52.67 percent, respectively. However, the expenditure per person per night declined from E286.29 in 2010 to E272.74 in 2011.

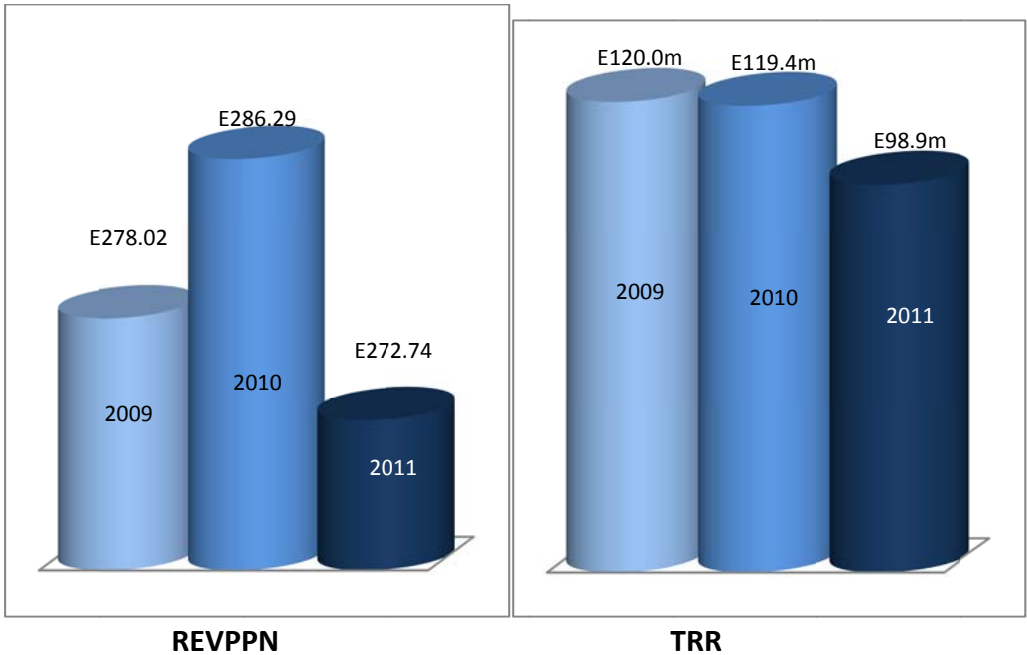
**Chart 13: Total Revenue of Formal Accommodation, 2007-2011**



**Chart 14: Overnight Guests/Average Room Occupancy Rate , 2009-2011**



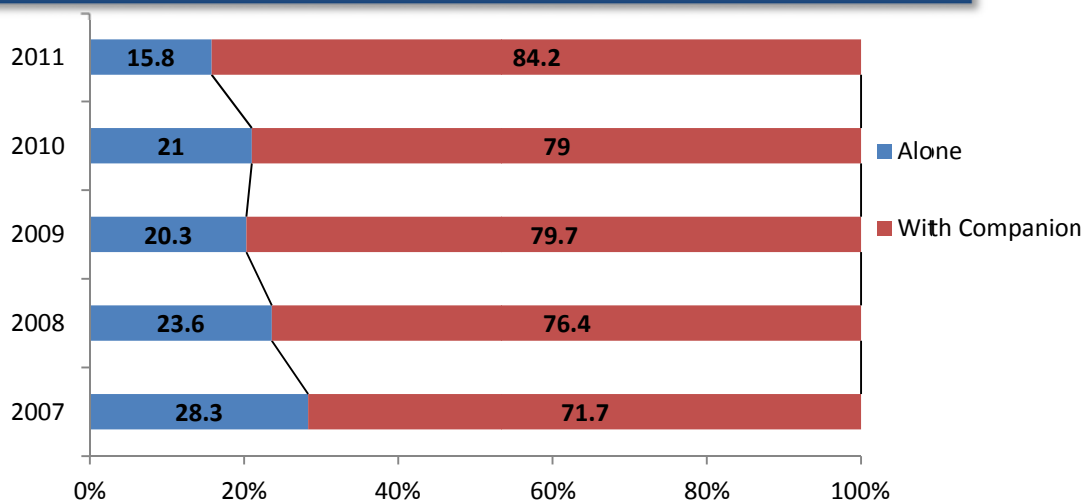
**Chart 15: Revenue Per Person Per Night/ Total Room Revenue , 2009-2011**



## Chapter 8 Travel Partnership

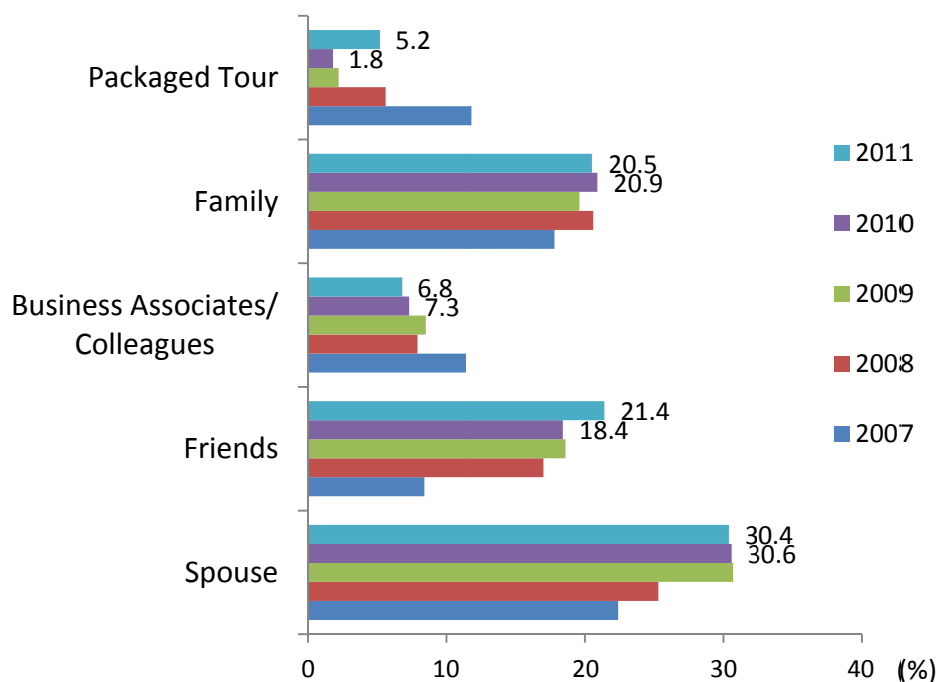
In 2011, the number of visitors who travelled alone fell from 21.0 percent in 2010 to 15.8 percent in 2011. On the other hand, the figure of those travelling with friends increased by 3.0 percent in 2010 to 21.4 percent in 2011. This was also the case for packaged tour travellers as the volume increased from 1.8 percent in 2010 to 5.2 percent in 2011, indicating somewhat improvement in the traffic of overseas visitors to Swaziland since 2009.

**Chart 16: Travel Partnership-Alone and With Companion, 2007-2011**



**Chart 17: Travel Partnership, 2007-2011**

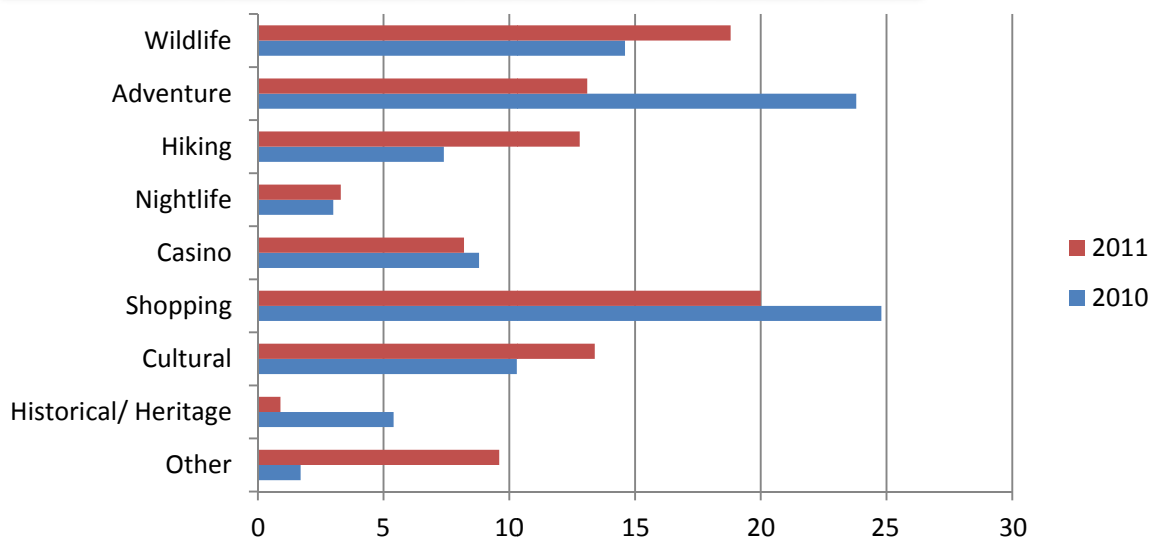
**Travel With Companions (Amongst those who did not travel alone)**



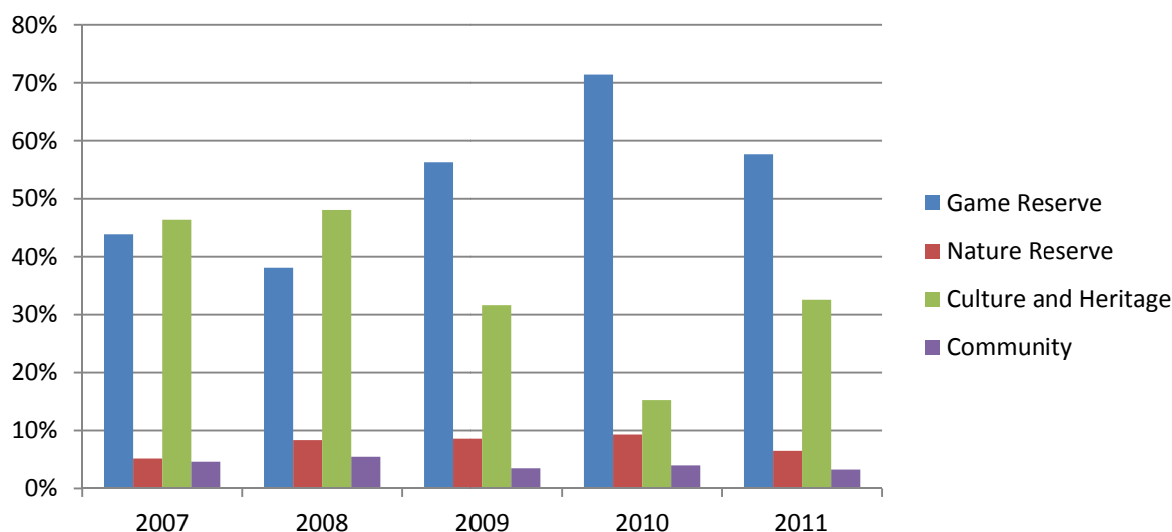
## Chapter 9 Activities Engaged In

Shopping and wildlife accounted for the largest share of activities engaged in by international visitors. Approximately 250, 000 travellers viewed game and flora and fauna. Other popular activities included cultural activities (13.4 percent), adventure (13.1 percent) and hiking (12.8 percent). Historical/ heritage based activities were the least activities engaged in by international visitors in 2011.

**Chart 18: Activities Engaged In, 2010-2011**



**Chart 19: Visited Attraction Sites, 2007-2011**

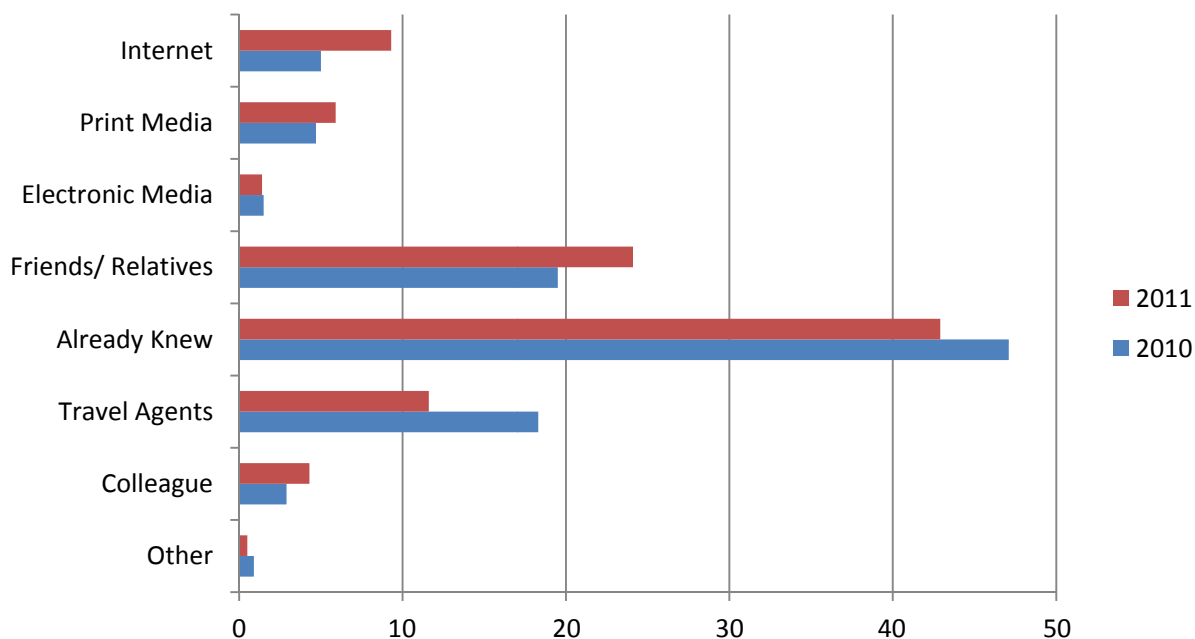


Game reserves ranked highest with more than half of day visitors (both international and domestic) visiting these facilities. Community tourism based attractions were less visited in 2011 accounting for 3.3 percent when compared to the 4.0 percent recorded in 2010.

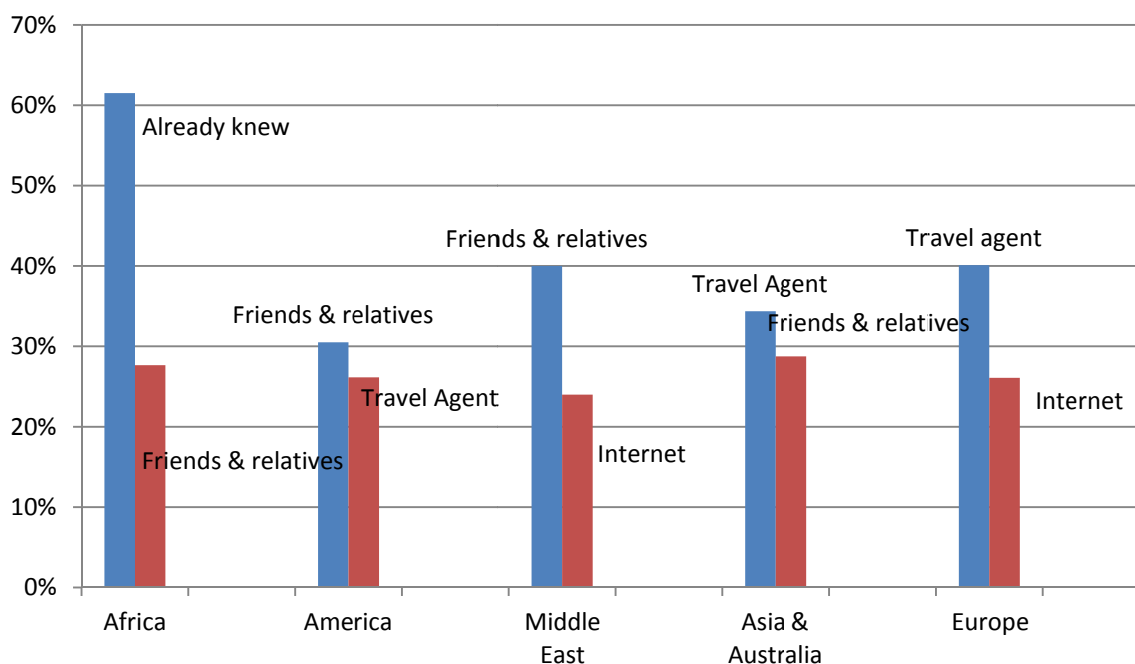
## Chapter 10 Channels of Information

Word-of-mouth (24.1 percent) proved to be paramount in promoting and selling Swaziland tourism, with travel agents (11.6 percent) and the internet (9.3 percent) playing an increasingly important role, although internet was mostly for information and planning rather than for transacting.

**Chart 20: Main Source of Information, 2010-2011**



**Chart 22: World Region by Top 2 Sources of Information, 2011**



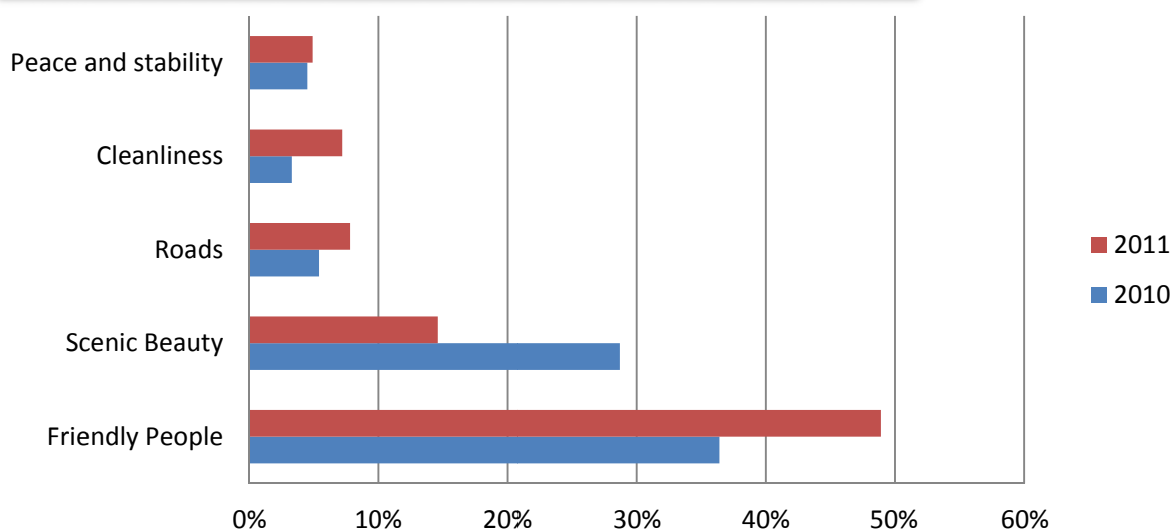


## Chapter 11 Opinions and Perspectives

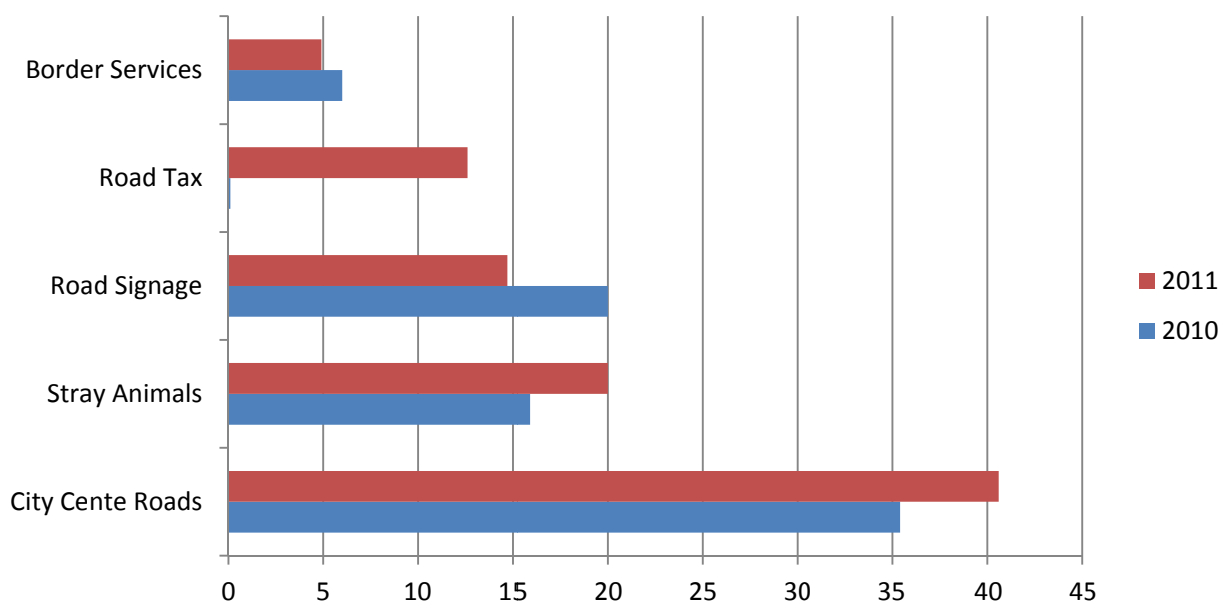
In 2011, most international visitors to Swaziland were satisfied with their visit to Swaziland with over 96 percent stating they would recommend a visit to friends and relatives. At the top of their highlights were warm Swazis (48.9 percent), with beautiful scenery (14.6 percent) and clean country (7.2 percent) also being rated favourably.

The leading dissatisfaction raised by travellers was ease of access and movement within the country and in particular road infrastructure within city centres and frustrating border services. Another factor mentioned also relating to the ease of movement in the country was lack of road signage and obstructed signage due to overgrown vegetation.

**Chart 21: Visitor Highlights, 2010-2011**



**Chart 23: Problems Encountered, 2010-2011**



## Part II

## Sources of Tourism Statistics

### 1. International Visitor Arrivals

Visitors arriving in Swaziland are required to provide their personal details relating to the travel or complete the Entry/ Exit Cards, which serve as the source of statistics on visitor arrivals. The accuracy of figures pertaining to the characteristics of visitors is subject to the accuracy with which the information has been provided. Fields such as (1) Country of Residence (2) Purpose of Visit (3) Place of visit (3) Mode of transport (4) Number of Days to be Spent, etc are required.

- All visitors are classified by country of residence unless otherwise stated. Total visitor arrivals include all visitors arriving by air and by land.
- Visitor arrivals reflect the number of visits made into Swaziland during the reference period.

### 2. Exit Survey

The Exit Survey is an on-going study aimed at giving a better understanding on the motivation of visitors to Swaziland; what they do during their stay; their consumption habits, and; what feelings and opinions they develop as a result of the visit. The survey is conducted in 9 of 14 exit points (8 land border posts and the airport). The target population are visitors departing by land or air who are 18 years of age or older. Data is collected on the following topics which are cross-classified by country of residence and other selected variables:

- age, gender, occupation and main reason for visit;
- travel arrangements (inclusive or group tour);
- size and composition of group;
- type of information sources;
- next destination after Swaziland;
- duration of stay;
- type of accommodation used;
- activities undertaken;
- places of interest visited;
- expenditure;
- problems encountered and highlights.

A set of screening questions allow the interviewer to identify the correct respondent. The sample size is distributed across the 9 points of exit according to the proportion of total arrivals for each border.

There are three points at which respondent interviews at border posts are done. At each of these points the interviewers intercept every 5<sup>th</sup> person. Only one person in a group (people traveling together as a family or friends) is recruited. At the point of arrival the respondent's intention to participate is elicited and the survey details introduced. The on-queue sampling consists of both a pre-screening phase and a confirmation phase. The actual interviewing takes place thereafter. If no confirmation is being submitted by the respondent to the interviewer the next respondent is intercepted. The sampling procedure used at the airport

is based on pre-designating certain starting points within the lounging areas (including VIP lounge). The designated seats are rotated by one in a clockwise direction at the beginning of each week. The first respondent in a shift is selected by simply sampling the person sitting on the first designated seat. Personal interviewers positioned next to the Immigration counters fill the forms while the respondent's Immigration exit card is being processed.

The data is weighted by the country of residence for the month in which the data was collected. The arrivals data for a period is aggregated at a country level. The survey data is also aggregated at a country level. The actual arrivals for a country are then be divided by the number of respondents from the same country to derive the weight for that country.

### **3. Day Visitor Survey**

The study enables STA to accurately identify the size of the market for specific products; to determine visitor spend by product and; to confirm the travel pattern and interests of both domestic and international travellers. The study covers all formal attraction sites through the country. Variables forming part of the questionnaire include:

- country of residence
- reason for visit
- visitor(s) group/ party size
- age group
- gender
- mode of travel
- selected package (where applicable such as in game parks)
- cost of admission, etc.

The form allows for daily capture of information on visitors with a monthly summary submitted by the facilities at the end of each month.

### **4. Accommodation Survey**

The Monthly Accommodation Survey is conducted by the Central Statistical Office in all formally licensed lodging facilities in the country. Data is captured on a daily basis through the use of a register book located within the facilities. Key variables within the register book include number of guests by country of residence, rooms and beds sold, nights spent and expenditure.

### **5. Length of Stay**

Presently, data on the length of stay is gathered from the Exit Survey. Once all points of entry/ exit points are computerized, data on length of stay will reflect the actual length of stay in Singapore. The date of arrival will be matched against the date of departure to compute the actual length of stay for each visitor. At present, 8 of 14 borders (including Matsapha International Airport) use computers for data capture.

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# STATISTICAL TABLE

## ANNUAL REPORT ON TOURISM STATISTICS 2011

### ANNUAL SUMMARY OF CHARACTERISTICS OF VISITOR ARRIVALS FROM SELECTED MARKETS, 2011

CHARACTERISTICS	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>3 710</b>	<b>100.0%</b>	<b>-8.4%</b>	<b>2 069</b>	<b>100.0%</b>	<b>-23.6%</b>	<b>3 348</b>	<b>100.0%</b>	<b>-31.8%</b>
Air	909	24.5%	-58.3%	1 207	58.3%	-42.7%	452	13.5%	-73.6%
Land	2 801	75.5%	49.6%	862	41.7%	43.3%	2 896	86.5%	-9.2%
<b>GENDER</b>	<b>3 710</b>	<b>100.0%</b>	<b>-8.4%</b>	<b>2 069</b>	<b>100.0%</b>	<b>-23.6%</b>	<b>3 348</b>	<b>100.0%</b>	<b>-31.8%</b>
Male	1737	46.8%	-14.3%	1 278	61.8%	-29.2%	2 203	65.8%	-14.7%
Female	1973	53.2%	-2.6%	791	38.2%	-12.4%	1 145	34.2%	-50.7%
<b>AGE GROUP</b>	<b>3 710</b>	<b>100.0%</b>	<b>-8.4%</b>	<b>2 069</b>	<b>100.0%</b>	<b>-23.6%</b>	<b>3 348</b>	<b>100.0%</b>	<b>-31.8%</b>
18-24	464	12.5%	-0.8%	194	9.4%	194.0%	264	7.9%	-74.4%
25-34	1 237	33.3%	-33.9%	1 228	59.4%	-9.3%	793	23.7%	-56.1%
35-44	1 237	33.3%	-0.8%	453	21.9%	-64.0%	1 234	36.8%	-40.3%
45-54	618	16.7%	32.2%	129	6.3%	33.7%	529	15.8%	529.0%
55-64	155	4.2%	155.0%	65	3.1%	65.0%	529	15.8%	529.0%
65+	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>LENGTH OF DAYS</b>	<b>3 710</b>	<b>100.0%</b>	<b>-56.9%</b>	<b>2 069</b>	<b>100.1%</b>	<b>22.4%</b>	<b>3 348</b>	<b>100.1%</b>	<b>56.2%</b>
Under 1 day	594	16.0%	100.0%	116	5.6%	10.6%	429	12.8%	100.0%
1 Day	594	16.0%	68.8%	116	5.6%	-44.7%	515	15.4%	135.5%
2 Days	741	20.0%	5.3%	287	13.9%	176.0%	773	23.1%	-25.2%
3 Days	965	26.0%	448.3%	172	8.3%	65.4%	858	25.6%	232.6%
4 Days	371	10.0%	5.4%	230	11.1%	121.2%	343	10.3%	-33.5%
5 Days	0	0.0%	-100.0%	575	27.8%	100.0%	258	7.7%	100.0%
6 Days	0	0.0%	-100.0%	57	2.8%	-48.9%	0	0.0%	0.0%
7 Days	0	0.0%	-100.0%	172	8.3%	-72.5%	0	0.0%	-100.0%
8- 10 Days	0	0.0%	-100.0%	172	8.3%	-86.2%	0	0.0%	-100.0%
11 -14 Days	0	0.0%	-100.0%	0	0.0%	0.0%	86	2.6%	-83.3%
15 - 29 Days	297	8.0%	68.8%	0	0.0%	-104.0%	0	0.0%	0.0%
30- 59 Days	74	2.0%	74.1%	115	5.6%	100.0%	0	0.0%	0.0%
60 Days & Over	74	2.0%	-58.0%	57	2.8%	100.0%	86	2.6%	100.0%
<b>Av. Length of Stay (Days)</b>	<b>5.36</b>		<b>52.9</b>	<b>11.53</b>		<b>60.3</b>	<b>10.72</b>		<b>128.8</b>
<b>Visitor Days</b>	<b>19 886</b>	<b>0.6</b>	<b>-56.92%</b>	<b>23856</b>	<b>0.7</b>	<b>22.50%</b>	<b>35891</b>	<b>1.0</b>	<b>56.32%</b>

CHARACTERISTICS									
	Malawi			Mozambique			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>3 183</b>	<b>100.0%</b>	<b>5.5%</b>	<b>236 507</b>	<b>100.0%</b>	<b>-2.0%</b>	<b>2 768</b>	<b>100.0%</b>	<b>0.9%</b>
Air	1 685	52.9%	78.5%	2 067	0.9%	328.3%	2 373	85.7%	85.1%
Land	1 498	47.1%	-27.7%	234 440	99.1%	-2.7%	395	14.3%	-73.0%
<b>GENDER</b>	<b>3 183</b>	<b>100.0%</b>	<b>5.5%</b>	<b>236 507</b>	<b>100.0%</b>	<b>-2.0%</b>	<b>2 768</b>	<b>100.0%</b>	<b>1.5%</b>
Male	1 791	56.3%	-26.9%	153 104	64.7%	-5.1%	2 129	76.9%	24.1%
Female	1 393	43.8%	146.2%	83 402	35.3%	4.2%	639	23.1%	-37.9%
<b>AGE GROUP</b>	<b>3 183</b>	<b>100.0%</b>	<b>5.5%</b>	<b>236 507</b>	<b>100.0%</b>	<b>-2.0%</b>	<b>2 768</b>	<b>100.0%</b>	<b>1.5%</b>
18-24	0	0.0%	-100.0%	22 836	9.7%	7.5%	231	8.3%	34.5%
25-34	1 194	37.5%	124.2%	78 245	33.1%	-9.1%	923	33.3%	-23.2%
35-44	1 393	43.8%	-21.5%	73 466	31.1%	-11.5%	1 153	41.7%	34.5%
45-54	398	12.5%	-25.3%	40 362	17.1%	2.0%	461	16.7%	-10.3%
55-64	199	6.3%	199.0%	15 755	6.7%	75.8%	0	0.0%	0.0%
65+	0	0.0%	0.0%	5 842	2.5%	135.3%	0	0.0%	0.0%
<b>LENGTH OF DAYS</b>	<b>3 183</b>	<b>100.0%</b>	<b>-56.9%</b>	<b>236 507</b>	<b>100.0%</b>	<b>-69.1%</b>	<b>2 768</b>	<b>100.0%</b>	<b>323.9%</b>
Under 1 day	750	23.5%	100.0%	108 584	45.9%	41.8%	213	7.7%	100.0%
1 Day	563	17.6%	-19.3%	42 585	18.0%	-15.2%	213	7.7%	-49.5%
2 Days	374	11.7%	61.2%	43 263	18.2%	-4.9%	213	7.7%	1.0%
3 Days	187	5.9%	100.0%	16 966	7.2%	18.5%	0	0.0%	-100.0%
4 Days	0	0.0%	-100.0%	6 277	2.6%	-15.6%	426	15.4%	101.9%
5 Days	374	11.8%	-61.2%	2 545	1.1%	-14.5%	426	15.4%	101.9%
6 Days	0	0.0%	0.0%	1 527	0.6%	-58.9%	426	15.4%	101.9%
7 Days	374	11.8%	100.0%	2 375	1.0%	-39.2%	213	7.7%	100.0%
8- 10 Days	0	0.0%	-100.0%	2 545	1.1%	-66.6%	0	0.0%	-100.0%
11 -14 Days	0	0.0%	-100.0%	2 036	0.9%	-68.7%	213	7.7%	1.0%
15 - 29 Days	374	11.8%	61.2%	5 090	2.2%	-56.5%	0	0.0%	0.0%
30- 59 Days	187	5.9%	-19.4%	1 357	0.6%	-69.6%	0	0.0%	0.0%
60 Days & Over	0	0.0%	-100.0%	1 357	0.6%	-79.2%	425	15.3%	100.0%
<b>Av. Length of Stay (Days)</b>	<b>8.24</b>		<b>-59.1</b>	<b>2.6</b>		<b>-68.5</b>	<b>23.9</b>		<b>320.3</b>
<b>Visitor Days</b>	<b>26228</b>	<b>0.8</b>	<b>-56.85%</b>	<b>614918</b>	<b>17.9</b>	<b>-69.38%</b>	<b>66155</b>	<b>1.9</b>	<b>323.63%</b>

CHARACTERISTICS									
	RSA			Tanzania			Zambia		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>924 566</b>	<b>100.0%</b>	<b>1.5%</b>	<b>5 521</b>	<b>100.0%</b>	<b>18.1%</b>	<b>6 915</b>	<b>100.0%</b>	<b>-3.0%</b>
Air	36 732	4.0%	0.8%	4 852	87.9%	40.0%	4 787	69.2%	11.9%
Land	887 834	96.0%	1.5%	669	12.1%	-44.7%	2 128	30.8%	-25.4%
<b>GENDER</b>	<b>924 566</b>	<b>100.0%</b>	<b>1.5%</b>	<b>5 521</b>	<b>100.0%</b>	<b>18.1%</b>	<b>6 915</b>	<b>100.0%</b>	<b>-3.0%</b>
Male	604 025	65.3%	-0.9%	4 141	75.0%	40.6%	4 979	72.0%	18.7%
Female	320 541	34.7%	6.3%	1 380	25.0%	-20.3%	1 936	28.0%	-34.0%
<b>AGE GROUP</b>	<b>924 566</b>	<b>100.0%</b>	<b>1.5%</b>	<b>5 522</b>	<b>100.0%</b>	<b>18.1%</b>	<b>6 915</b>	<b>100.0%</b>	<b>-3.0%</b>
18-24	70 263	7.6%	10.6%	368	6.7%	96.8%	301	4.3%	-26.2%
25-34	215 497	23.3%	-12.6%	1 472	26.7%	-28.5%	2 105	30.4%	-39.2%
35-44	267 915	29.0%	-21.1%	1 841	33.3%	-1.6%	3 007	43.5%	13.6%
45-54	192 571	20.8%	6.3%	1 657	30.0%	195.1%	1 503	21.7%	269.0%
55-64	109 917	11.9%	89.9%	184	3.3%	184.0%	0	0.0%	-100.0%
65+	68 404	7.4%	205.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>LENGTH OF DAYS</b>	<b>924 566</b>	<b>100.0%</b>	<b>-6.7%</b>	<b>5 522</b>	<b>100.0%</b>	<b>52.8%</b>	<b>6 915</b>	<b>100.0%</b>	<b>2.5%</b>
Under 1 day	407676	44.1%	59.7%	0	0.0%	0.0%	798	11.6%	280.0%
1 Day	148081	16.0%	-43.0%	335	6.1%	86.1%	532	7.7%	-57.7%
2 Days	183920	19.9%	-5.9%	167	3.0%	-7.2%	798	11.6%	-4.9%
3 Days	87299	9.4%	-4.7%	335	6.1%	86.1%	798	11.6%	280.0%
4 Days	33539	3.6%	-23.9%	167	3.0%	-7.2%	1329	19.2%	533.3%
5 Days	29059	3.1%	-5.1%	335	6.1%	100.0%	798	11.6%	280.0%
6 Days	7870	0.9%	-20.7%	837	15.2%	55.0%	532	7.7%	27.0%
7 Days	8960	1.0%	-1.6%	335	6.1%	-53.5%	0	0.0%	-100.0%
8- 10 Days	6902	0.7%	-20.6%	335	6.1%	-76.7%	266	3.8%	-74.6%
11 -14 Days	4238	0.5%	13.8%	1003	18.1%	457.8%	266	3.8%	-57.7%
15 - 29 Days	4722	0.5%	90.3%	1171	21.1%	116.9%	266	3.8%	-36.5%
30- 59 Days	1695	0.2%	100.0%	335	6.1%	-6.9%	266	3.8%	-36.5%
60 Days & Over	605	0.1%	46.1%	167	3.0%	-7.2%	266	3.8%	26.7%
<b>Av. Length of Stay (Days)</b>	<b>1.6</b>		<b>-8.1</b>	<b>18.36</b>		<b>29.4</b>	<b>17.65</b>		<b>5.7</b>
<b>Visitor Days</b>	<b>1479306</b>	<b>43.8</b>	<b>-9.30%</b>	<b>101384</b>	<b>2.9</b>	<b>52.76%</b>	<b>122050</b>	<b>3.5</b>	<b>2.46%</b>

CHARACTERISTICS									
	Zimbabwe			Brazil			Canada		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>26 241</b>	<b>100.0%</b>	<b>5.2%</b>	<b>1 041</b>	<b>100.0%</b>	<b>-4.1%</b>	<b>2 696</b>	<b>100.0%</b>	<b>-15.5%</b>
Air	12 853	49.0%	1415.6%	0	0.0%	0.0%	167	6.2%	-47.8%
Land	13 388	51.0%	-44.4%	1 041	100.0%	-4.1%	2 529	93.8%	-12.0%
<b>GENDER</b>	<b>26 241</b>	<b>100.0%</b>	<b>5.2%</b>	<b>1 041</b>	<b>100.0%</b>	<b>-4.1%</b>	<b>2 696</b>	<b>100.0%</b>	<b>-15.5%</b>
Male	15 633	59.6%	-9.3%	545	52.4%	-40.6%	1 432	53.1%	-23.6%
Female	10 608	40.4%	37.6%	495	47.6%	196.8%	1 264	46.9%	-4.1%
<b>AGE GROUP</b>	<b>26 241</b>	<b>100.0%</b>	<b>5.2%</b>	<b>1 041</b>	<b>100.0%</b>	<b>-4.1%</b>	<b>2 696</b>	<b>100.0%</b>	<b>-15.5%</b>
18-24	3 827	14.6%	344.9%	0	0.0%	-100.0%	618	22.9%	46.2%
25-34	13 121	50.0%	60.6%	545	52.4%	50.7%	421	15.6%	-59.2%
35-44	6 014	22.9%	-41.7%	396	38.1%	-1.4%	505	18.8%	-53.2%
45-54	3 280	12.5%	-30.7%	99	9.5%	-38.4%	477	17.7%	45.3%
55-64	0	0.0%	-100.0%	0	0.0%	0.0%	477	17.7%	45.3%
65+	0	0.0%	0.0%	0	0.0%	-100.0%	197	7.3%	197.0%
<b>LENGTH OF DAYS</b>	<b>26 241</b>	<b>100.0%</b>	<b>97.8%</b>	<b>1 041</b>	<b>100.0%</b>	<b>59.4%</b>	<b>2 696</b>	<b>100.0%</b>	<b>12.6%</b>
Under 1 day	4284	16.3%	-28.2%	248	23.8%	818.5%	108	4.0%	-25.5%
1 Day	4284	16.3%	-50.6%	297	28.6%	-47.9%	889	33.0%	-52.8%
2 Days	6962	26.5%	42.7%	346	33.2%	42.2%	727	27.0%	25.5%
3 Days	1071	4.1%	-50.6%	50	4.8%	-38.3%	216	8.0%	-50.3%
4 Days	536	2.0%	-50.6%	0	0.0%	-100.0%	135	5.0%	100.0%
5 Days	1071	4.1%	97.6%	50	4.8%	85.2%	54	2.0%	100.0%
6 Days	0	0.0%	0.0%	0	0.0%	0.0%	81	3.0%	100.0%
7 Days	2142	8.2%	100.0%	0	0.0%	-100.0%	27	1.0%	100.0%
8- 10 Days	536	2.0%	100.0%	0	0.0%	0.0%	108	4.0%	-25.5%
11 -14 Days	1071	4.1%	97.6%	0	0.0%	-100.0%	189	7.0%	100.0%
15 - 29 Days	1071	4.1%	97.6%	0	0.0%	0.0%	135	5.0%	100.0%
30- 59 Days	2142	8.2%	100.0%	50	4.8%	100.0%	27	1.0%	100.0%
60 Days & Over	1071	4.1%	97.6%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>17.82</b>		<b>88.0</b>	<b>3.57</b>		<b>66.1</b>	<b>4.51</b>		<b>161.1</b>
<b>Visitor Days</b>	<b>467615</b>	<b>13.5</b>	<b>97.76%</b>	<b>3716</b>	<b>0.1</b>	<b>59.29%</b>	<b>12159</b>	<b>0.4</b>	<b>120.19%</b>



CHARACTERISTICS	USA			Israel			Pakistan		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
	<b>MODE OF TRAVEL</b>	<b>14 218</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>1 058</b>	<b>100.1%</b>	<b>48.4%</b>	<b>3 300</b>	<b>100.0%</b>
Air	2 005	14.1%	72.0%	66	6.3%	66.0%	413	12.5%	413.0%
Land	12 213	85.9%	-12.6%	992	93.8%	39.1%	2 887	87.5%	-17.3%
<b>GENDER</b>	<b>14 218</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>1 058</b>	<b>100.0%</b>	<b>48.4%</b>	<b>3 300</b>	<b>100.0%</b>	<b>-5.5%</b>
Male	7 566	53.2%	-17.9%	622	58.8%	-3.0%	2 888	87.5%	24.0%
Female	6 652	46.8%	12.3%	436	41.2%	510.9%	413	12.5%	-64.6%
<b>AGE GROUP</b>	<b>14 218</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>1 058</b>	<b>100.0%</b>	<b>48.4%</b>	<b>3 300</b>	<b>100.0%</b>	<b>-5.5%</b>
18-24	2 090	14.7%	19.1%	176	16.7%	-38.2%	856	25.9%	47.0%
25-34	3 620	25.5%	-30.2%	529	50.0%	85.5%	856	25.9%	-26.5%
35-44	2 463	17.3%	-41.4%	353	33.3%	394.6%	611	18.5%	-47.5%
45-54	1 903	13.4%	-4.8%	0	0.0%	-100.0%	733	22.2%	26.0%
55-64	2 202	15.5%	107.5%	0	0.0%	0.0%	244	7.4%	244.0%
65+	1 940	13.6%	106.7%	0	0.0%	0.0%	0	0.0%	0.0%
<b>LENGTH OF DAYS</b>	<b>14 218</b>	<b>100.0%</b>	<b>-28.4%</b>	<b>1 058</b>	<b>100.0%</b>	<b>-35.4%</b>	<b>3 300</b>	<b>100.0%</b>	<b>188.9%</b>
Under 1 day	1 230	8.7%	-266.9%	0	0.0%	0.0%	1236	37.5%	254.7%
1 Day	3 328	23.4%	-48.7%	434	41.2%	-8.2%	825	25.0%	-52.8%
2 Days	3 437	24.1%	-4.7%	311	29.4%	100.0%	413	12.5%	-60.6%
3 Days	1 194	8.4%	-29.0%	187	17.6%	100.0%	413	12.5%	100.0%
4 Days	977	6.9%	1.7%	64	5.9%	100.0%	0	0.0%	0.0%
5 Days	615	4.3%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
6 Days	398	2.8%	65.8%	0	0.0%	0.0%	0	0.0%	0.0%
7 Days	217	1.5%	-9.6%	62	5.9%	100.0%	0	0.0%	0.0%
8- 10 Days	1 049	7.4%	45.5%	0	0.0%	0.0%	0	0.0%	-100.0%
11 -14 Days	651	4.6%	100.0%	0	0.0%	-100.0%	0	0.0%	0.0%
15 - 29 Days	760	5.3%	216.7%	0	0.0%	0.0%	0	0.0%	0.0%
30- 59 Days	326	2.3%	100.0%	0	0.0%	0.0%	413	12.5%	100.0%
60 Days & Over	36	0.3%	-85.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>5.23</b>		<b>-23.7</b>	<b>2.18</b>		<b>-56.5</b>	<b>5.75</b>		<b>202.6</b>
<b>Visitor Days</b>	<b>74360</b>	<b>2.1</b>	<b>-28.41%</b>	<b>2306</b>	<b>0.1</b>	<b>-35.32%</b>	<b>18975</b>	<b>0.5</b>	<b>185.89%</b>

CHARACTERISITCS									
	Australia			China			India		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>2 191</b>	<b>100.0%</b>	<b>-23.8%</b>	<b>2 344</b>	<b>100.0%</b>	<b>18.4%</b>	<b>4 103</b>	<b>100.0%</b>	<b>3.3%</b>
Air	138	6.3%	109.1%	469	20.0%	253.3%	912	22.2%	60.4%
Land	2 053	93.7%	-26.9%	1 875	80.0%	1.5%	3 191	77.8%	-6.2%
<b>GENDER</b>	<b>2 191</b>	<b>100.0%</b>	<b>-23.8%</b>	<b>2 344</b>	<b>100.0%</b>	<b>18.4%</b>	<b>4 103</b>	<b>100.0%</b>	<b>3.3%</b>
Male	1 016	46.4%	-38.9%	1 406	60.0%	26.2%	4 103	100.0%	37.8%
Female	1 175	53.6%	-3.0%	938	40.0%	8.2%	0	0.0%	-100.0%
<b>AGE GROUP</b>	<b>2 191</b>	<b>100.0%</b>	<b>-23.8%</b>	<b>2 344</b>	<b>100.0%</b>	<b>18.4%</b>	<b>4 103</b>	<b>100.0%</b>	<b>3.3%</b>
18-24	0	0.0%	-100.0%	586	25.0%	343.8%	2 052	50.0%	2052.0%
25-34	877	40.0%	-23.8%	879	37.5%	232.9%	0	0.0%	-100.0%
35-44	877	40.0%	3.7%	586	25.0%	-55.6%	2 052	50.0%	3.3%
45-54	438	20.0%	-19.0%	0	0.0%	-100.0%	0	0.0%	0.0%
55-64	0	0.0%	-100.0%	293	12.5%	293.0%	0	0.0%	0.0%
65+	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>LENGTH OF DAYS</b>	<b>2 191</b>	<b>100.0%</b>	<b>-20.8%</b>	<b>2 344</b>	<b>100.0%</b>	<b>563.1%</b>	<b>4 103</b>	<b>100.0%</b>	<b>67.3%</b>
Under 1 day	333	15.2%	-22.7%	0	0.0%	-100.0%	456	11.1%	72.1%
1 Day	761	34.7%	-11.5%	1173	50.0%	26.0%	456	11.1%	-65.5%
2 Days	509	23.2%	-29.2%	234	10.0%	-55.4%	1823	44.5%	-56.5%
3 Days	196	8.9%	-54.5%	0	0.0%	-100.0%	0	0.0%	-100.0%
4 Days	117	5.4%	100.0%	469	20.0%	294.1%	0	0.0%	-100.0%
5 Days	39	1.8%	100.0%	0	0.0%	0.0%	456	11.1%	100.0%
6 Days	59	2.7%	-59.0%	0	0.0%	-100.0%	0	0.0%	0.0%
7 Days	0	0.0%	0.0%	0	0.0%	-100.0%	0	0.0%	-100.0%
8- 10 Days	78	3.6%	-45.8%	0	0.0%	-100.0%	456	11.1%	100.0%
11 -14 Days	20	0.9%	100.0%	0	0.0%	-100.0%	456	11.1%	100.0%
15 - 29 Days	59	2.7%	-59.0%	0	0.0%	-100.0%	0	0.0%	0.0%
30- 59 Days	20	0.9%	100.0%	234	10.0%	100.0%	0	0.0%	0.0%
60 Days & Over	0	0.0%	0.0%	234	10.0%	100.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>2.91</b>		<b>4.0</b>	<b>13.7</b>		<b>460.1</b>	<b>3.78</b>		<b>61.9</b>
<b>Visitor Days</b>	<b>6376</b>	<b>0.2</b>	<b>-20.77%</b>	<b>32113</b>	<b>0.9</b>	<b>561.83%</b>	<b>15509</b>	<b>0.4</b>	<b>67.66%</b>

CHARACTERISITCS	South Korea			Taiwan			Belgium		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
	<b>MODE OF TRAVEL</b>	<b>1 260</b>	<b>100.0%</b>	<b>10.9%</b>	<b>1 070</b>	<b>100.0%</b>	<b>-9.5%</b>	<b>3 015</b>	<b>100.0%</b>
Air	0	0.0%	0.0%	583	54.5%	583.0%	20	0.7%	-37.7%
Land	1 260	100.0%	10.9%	487	45.5%	-58.9%	2 995	99.3%	-5.6%
<b>GENDER</b>	<b>1 260</b>	<b>100.0%</b>	<b>10.9%</b>	<b>1 070</b>	<b>100.0%</b>	<b>-9.5%</b>	<b>3 015</b>	<b>100.0%</b>	<b>-5.9%</b>
Male	1 260	100.0%	66.3%	681	63.6%	-42.4%	1 846	61.2%	-21.0%
Female	0	0.0%	-100.0%	389	36.4%	389.0%	1 169	38.8%	34.7%
<b>AGE GROUP</b>	<b>1 260</b>	<b>100.0%</b>	<b>10.9%</b>	<b>1 070</b>	<b>100.0%</b>	<b>-9.5%</b>	<b>3 015</b>	<b>100.0%</b>	<b>-5.9%</b>
18-24	0	0.0%	0.0%	73	6.8%	73.0%	173	5.8%	32.6%
25-34	420	33.3%	121.7%	321	30.0%	-45.6%	900	29.9%	-27.6%
35-44	700	55.6%	84.8%	313	29.3%	-47.0%	752	24.9%	-11.6%
45-54	140	11.1%	-75.4%	207	19.4%	207.0%	578	19.2%	-1.8%
55-64	0	0.0%	0.0%	94	8.7%	94.0%	454	15.1%	54.3%
65+	0	0.0%	0.0%	61	5.7%	61.0%	157	5.2%	59.9%
<b>LENGTH OF DAYS</b>	<b>1 260</b>	<b>100.0%</b>	<b>27.1%</b>	<b>1 070</b>	<b>100.1%</b>	<b>50.5%</b>	<b>3 015</b>	<b>100.0%</b>	<b>-34.1%</b>
Under 1 day	0	0.0%	-100.0%	0	0.0%	-100.0%	298	9.9%	36.1%
1 Day	630	50.0%	231.6%	292	27.3%	48.2%	1664	55.2%	-1.3%
2 Days	0	0.0%	-100.0%	292	27.3%	100.0%	754	25.0%	-3.2%
3 Days	0	0.0%	0.0%	0	0.0%	0.0%	179	5.9%	-27.2%
4 Days	0	0.0%	0.0%	0	0.0%	-100.0%	40	1.3%	-58.3%
5 Days	0	0.0%	0.0%	0	0.0%	-100.0%	40	1.3%	48.2%
6 Days	0	0.0%	0.0%	0	0.0%	-100.0%	20	0.7%	185.7%
7 Days	0	0.0%	0.0%	292	27.3%	100.0%	0	0.0%	-100.0%
8- 10 Days	0	0.0%	0.0%	0	0.0%	0.0%	20	0.7%	-41.2%
11 -14 Days	630	50.0%	-100.0%	97	9.1%	100.0%	0	0.0%	-100.0%
15 - 29 Days	0	0.0%	0.0%	97	9.1%	100.0%	0	0.0%	-100.0%
30- 59 Days	0	0.0%	-100.0%	0	0.0%	0.0%	0	0.0%	-100.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>6.5</b>		<b>14.7</b>	<b>5.82</b>		<b>66.2</b>	<b>1.45</b>		<b>-29.9</b>
<b>Visitor Days</b>	<b>8190</b>	<b>0.2</b>	<b>27.05%</b>	<b>6227</b>	<b>0.2</b>	<b>50.56%</b>	<b>4372</b>	<b>0.1</b>	<b>-34.11%</b>

CHARACTERISTICS									
	France			Germany			Italy		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>8 273</b>	<b>100.0%</b>	<b>-35.0%</b>	<b>10 406</b>	<b>100.0%</b>	<b>-7.9%</b>	<b>2 225</b>	<b>100.0%</b>	<b>-28.3%</b>
Air	91	1.1%	-49.2%	192	1.8%	54.9%	45	2.0%	-65.6%
Land	8 182	98.9%	-34.8%	10 214	98.2%	-8.3%	2 180	98.0%	-26.7%
<b>GENDER</b>	<b>8 273</b>	<b>100.0%</b>	<b>-35.0%</b>	<b>10 406</b>	<b>100.0%</b>	<b>-7.9%</b>	<b>2 225</b>	<b>100.0%</b>	<b>-28.3%</b>
Male	4 216	51.0%	-48.2%	5 485	52.7%	-29.7%	1 238	55.6%	-36.2%
Female	4 057	49.0%	-11.6%	4 921	47.3%	41.1%	987	44.4%	-15.2%
<b>AGE GROUP</b>	<b>8 273</b>	<b>100.0%</b>	<b>-35.0%</b>	<b>10 406</b>	<b>100.0%</b>	<b>-7.9%</b>	<b>2 225</b>	<b>100.0%</b>	<b>-28.3%</b>
18-24	570	6.9%	-20.9%	482	4.6%	-39.4%	230	10.3%	43.0%
25-34	2 137	25.8%	-39.5%	3 722	35.8%	16.2%	608	27.3%	-41.7%
35-44	2 148	26.0%	-55.1%	2 963	28.5%	-32.1%	527	23.7%	-49.5%
45-54	1 830	22.1%	-9.5%	1 999	19.2%	26.7%	417	18.8%	-29.1%
55-64	1 052	12.7%	-13.0%	965	9.3%	2.7%	317	14.2%	69.2%
65+	537	6.5%	15.5%	276	2.6%	-33.4%	126	5.7%	57.2%
<b>LENGTH OF DAYS</b>	<b>8 273</b>	<b>100.0%</b>	<b>-24.8%</b>	<b>10 406</b>	<b>100.0%</b>	<b>80.2%</b>	<b>2 225</b>	<b>100.0%</b>	<b>-7.2%</b>
Under 1 day	717	8.7%	40.9%	1236	11.9%	204.4%	247	11.1%	-170.3%
1 Day	4820	58.3%	-38.0%	5488	52.6%	-25.5%	1192	53.5%	-33.6%
2 Days	1771	21.4%	-48.5%	2187	21.0%	-7.7%	480	21.6%	-21.6%
3 Days	538	6.5%	-15.5%	571	5.5%	6.9%	116	5.2%	-44.2%
4 Days	157	1.9%	-58.9%	272	2.6%	-15.0%	58	2.6%	-20.6%
5 Days	68	0.8%	100.0%	177	1.7%	3.5%	58	2.6%	114.8%
6 Days	45	0.5%	100.0%	54	0.5%	157.1%	0	0.0%	-100.0%
7 Days	22	0.3%	100.0%	68	0.7%	58.1%	0	0.0%	-100.0%
8- 10 Days	22	0.3%	100.0%	82	0.8%	290.5%	15	0.7%	-44.4%
11 -14 Days	45	0.5%	100.0%	68	0.7%	100.0%	29	1.3%	480.0%
15 - 29 Days	68	0.8%	100.0%	122	1.2%	-225.6%	15	0.7%	-16.7%
30- 59 Days	0	0.0%	0.0%	27	0.3%	100.0%	15	0.7%	100.0%
60 Days & Over	0	0.0%	0.0%	54	0.5%	100.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>1.64</b>		<b>15.8</b>	<b>3.00</b>		<b>95.5</b>	<b>2.04</b>		<b>29.5</b>
<b>Visitor Days</b>	<b>13568</b>	<b>0.4</b>	<b>-24.98%</b>	<b>31218</b>	<b>0.9</b>	<b>80.66%</b>	<b>4539</b>	<b>0.1</b>	<b>-7.44%</b>

CHARACTERISITCS									
	Netherlands			Norway			Portugal		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>8 161</b>	<b>100.0%</b>	<b>-24.3%</b>	<b>725</b>	<b>100.0%</b>	<b>-18.6%</b>	<b>6915</b>	<b>100.0%</b>	<b>-16.6%</b>
Air	166	2.0%	-24.1%	69	9.5%	69.0%	0	0.0%	-100.0%
Land	7 995	98.0%	-24.4%	656	90.5%	-26.4%	6 915	100.0%	-14.1%
<b>GENDER</b>	<b>8 161</b>	<b>100.0%</b>	<b>-24.3%</b>	<b>725</b>	<b>100.0%</b>	<b>-18.6%</b>	<b>6915</b>	<b>100.0%</b>	<b>-16.6%</b>
Male	4 418	54.1%	-31.1%	345	47.6%	-32.2%	4 650	67.2%	-28.5%
Female	3 743	45.9%	-14.4%	380	52.4%	-0.6%	2 265	32.8%	26.6%
<b>AGE GROUP</b>	<b>8 161</b>	<b>100.0%</b>	<b>-24.3%</b>	<b>725</b>	<b>100.0%</b>	<b>-18.6%</b>	<b>6915</b>	<b>100.0%</b>	<b>-16.6%</b>
18-24	777	9.5%	5.9%	62	8.6%	-70.5%	1 778	25.7%	341.6%
25-34	1 166	14.3%	-50.7%	225	31.0%	6.1%	1 185	17.1%	-52.5%
35-44	1 555	19.0%	-57.4%	200	27.6%	-32.7%	988	14.3%	-65.9%
45-54	389	4.8%	-78.8%	150	20.7%	17.8%	1 581	22.9%	-1.9%
55-64	3 498	42.9%	141.6%	25	3.4%	25.0%	593	8.6%	-26.4%
65+	777	9.5%	3.0%	62	8.6%	47.3%	790	11.4%	881.4%
<b>LENGTH OF DAYS</b>	<b>8 161</b>	<b>100.0%</b>	<b>-10.6%</b>	<b>725</b>	<b>100.0%</b>	<b>142.2%</b>	<b>6915</b>	<b>100.0%</b>	<b>-70.6%</b>
Under 1 day	704	8.6%	-82.0%	35	4.8%	25.0%	2 462	35.6%	523.0%
1 Day	3881	47.5%	-84.3%	240	33.3%	-53.3%	1 875	27.1%	-40.7%
2 Days	2146	26.3%	-83.4%	173	23.8%	-29.7%	1 641	23.7%	107.7%
3 Days	797	9.8%	-91.1%	0	0.0%	-100.0%	352	5.1%	-77.7%
4 Days	211	2.6%	-91.2%	69	9.5%	263.2%	234	3.4%	-70.4%
5 Days	70	0.9%	8677.0%	69	9.5%	590.0%	117	1.7%	-70.4%
6 Days	59	0.7%	100.0%	0	0.0%	-100.0%	0	0.0%	0.0%
7 Days	59	0.7%	-60.0%	0	0.0%	-100.0%	0	0.0%	0.0%
8- 10 Days	47	0.6%	-100.0%	0	0.0%	-100.0%	117	1.7%	100.0%
11 -14 Days	35	0.4%	-100.0%	104	14.3%	100.0%	0	0.0%	0.0%
15 - 29 Days	70	0.9%	-73.7%	35	4.8%	100.0%	117	1.7%	-90.1%
30- 59 Days	47	0.6%	-86.3%	0	0.0%	0.0%	0	0.0%	0.0%
60 Days & Over	35	0.4%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Av. Length of Stay (Days)</b>	<b>2.61</b>		<b>18.2</b>	<b>4.62</b>		<b>197.5</b>	<b>1.63</b>		<b>-64.8</b>
<b>Visitor Days</b>	<b>21300</b>	<b>0.6</b>	<b>-10.66%</b>	<b>3350</b>	<b>0.1</b>	<b>142.62%</b>	<b>11271</b>	<b>0.3</b>	<b>-70.59%</b>

CHARACTERISTICS									
	Sweden			Switzerland			UK		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
<b>MODE OF TRAVEL</b>	<b>1271</b>	<b>100.0%</b>	<b>-39.7%</b>	<b>1 639</b>	<b>100.0%</b>	<b>-7.5%</b>	<b>16 359</b>	<b>100.0%</b>	<b>-24.7%</b>
Air	69	5.4%	69.0%	102	6.2%	4.3%	1 417	8.7%	110.4%
Land	1 202	94.6%	-42.9%	1 537	93.8%	-8.2%	14 942	91.3%	-29.0%
<b>GENDER</b>	<b>1271</b>	<b>100.0%</b>	<b>-39.7%</b>	<b>1 639</b>	<b>100.0%</b>	<b>-7.5%</b>	<b>16 359</b>	<b>100.0%</b>	<b>-24.7%</b>
Male	835	65.7%	-30.9%	749	45.7%	-24.4%	8 982	54.9%	-35.8%
Female	436	34.3%	-51.5%	891	54.3%	13.9%	7 377	45.1%	-4.6%
<b>AGE GROUP</b>	<b>1271</b>	<b>100.0%</b>	<b>-39.7%</b>	<b>1 639</b>	<b>100.0%</b>	<b>-7.5%</b>	<b>16 359</b>	<b>100.0%</b>	<b>-24.7%</b>
18-24	102	8.0%	-53.4%	190	11.6%	65.5%	1 390	8.5%	-31.0%
25-34	325	25.6%	-61.1%	346	21.1%	-41.5%	4 171	25.5%	-33.7%
35-44	397	31.2%	-9.0%	324	19.8%	-41.9%	4 540	27.8%	-29.0%
45-54	254	20.0%	-30.0%	256	15.6%	-18.0%	3 214	19.6%	9.0%
55-64	112	8.8%	-23.0%	296	18.1%	125.5%	1 922	11.7%	-20.2%
65+	81	6.4%	-25.4%	228	13.9%	246.5%	1 122	6.9%	-32.9%
<b>LENGTH OF DAYS</b>	<b>1271</b>	<b>100.0%</b>	<b>-23.8%</b>	<b>1 639</b>	<b>100.0%</b>	<b>35.8%</b>	<b>16 359</b>	<b>100.0%</b>	<b>90.8%</b>
Under 1 day	100	7.9%	-53.1%	102	6.3%	-54.1%	3 046	18.6%	140.6%
1 Day	604	47.4%	-47.0%	980	59.8%	-3.5%	4 935	30.2%	-58.2%
2 Days	167	13.2%	-55.9%	330	20.2%	4.1%	3 168	19.4%	-48.2%
3 Days	134	10.5%	-29.1%	76	4.6%	-20.0%	1 554	9.5%	145.5%
4 Days	33	2.6%	-29.8%	25	1.5%	-28.1%	823	5.0%	95.0%
5 Days	100	7.9%	112.8%	25	1.5%	-60.3%	518	3.2%	145.5%
6 Days	0	0.0%	-100.0%	25	1.5%	100.0%	183	1.1%	-56.6%
7 Days	100	7.9%	100.0%	38	2.3%	100.0%	183	1.1%	-56.6%
8- 10 Days	0	0.0%	0.0%	0	0.0%	-100.0%	335	2.0%	58.8%
11 -14 Days	0	0.0%	-100.0%	0	0.0%	0.0%	487	3.0%	130.8%
15 - 29 Days	33	2.6%	100.0%	25	1.5%	100.0%	731	4.5%	100.0%
30- 59 Days	0	0.0%	-100.0%	13	0.8%	100.0%	244	1.5%	100.0%
60 Days & Over	0	0.0%	0.0%	0	0.0%	0.0%	152	0.9%	100.0%
<b>Av. Length of Stay (Days)</b>	<b>2.53</b>		<b>26.3%</b>	<b>2.18</b>		<b>47.0</b>	<b>4.55</b>		<b>153.5</b>
<b>Visitor Days</b>	<b>3216</b>	<b>0.1</b>	<b>-23.70%</b>	<b>3573</b>	<b>0.1</b>	<b>36.20%</b>	<b>74433</b>	<b>2.1</b>	<b>90.29%</b>

## FREQUENCY OF VISIT (%), 2011

Frequency of visit	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
First Visit	39	49	51	436	29	13	29	57	59	50	41
Repeat Visit	61	51	49	56	71	87	43	81	41	50	59

Frequency of visit	AMERICA		MIDDLE EAST		ASIA & AUSTRALIA				
	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan
First Visit	88	79	88	25	81	50	44	50	73
Repeat Visit	12	21	12	75	28	19	50	56	50

Frequency of visit	EUROPE									
	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
First Visit	92	85	91	87	76	64	87	86	74	
Repeat Visit	8	15	9	13	24	36	13	14	26	

TRAVELLING COMPANIONS (%), 2011											
TRAVELLING COMPANIONS	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Alone	16	10	34	8	41	28	43	18	48	44	38
With Spouse/ Partner	30	12	11	18	12	23	7	29	7	8	15
With Friends/ Relatives	21	29	26	13	18	23	7	22	0	12	19
With Colleagues/ Association	7	27	29	21	18	5	43	8	42	24	15
With Family	21	21	0	24	12	22	0	23	3	12	13
Packaged Tour	5	2	0	16	0	0	0	1	0	0	0
TRAVELLING COMPANIONS	AMERICA		MIDDLE EAST		ASIA & AUSTRALIA						
	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan		
Alone	10	13	6	38	8	20	22	0	10		
With Spouse/ Partner	33	21	56	13	31	30	44	50	20		
With Friends/ Relatives	20	27	31	25	25	20	22	50	10		
With Colleagues/ Association	11	10	0	25	4	10	11	0	50		
With Family	7	15	6	0	21	10	0	0	0		
Packaged Tour	18	15	0	0	12	10	0	0	10		
TRAVELLING COMPANIONS	EUROPE										
	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK		
Alone	4	6	6	2	5	9	5	5	10		
With Spouse/ Partner	42	40	46	46	20	39	13	50	35		
With Friends/ Relatives	18	17	24	19	40	24	32	15	24		
With Colleagues/ Association	3	2	1	1	10	2	5	5	5		
With Family	18	15	17	18	15	24	29	18	14		
Packaged Tour	16	20	5	14	10	3	16	9	13		



**MAIN PURPOSE OF VISIT (%) 2011**

MAIN PURPOSE	TOTAL	AFRICA									
		Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	50	33	20	46	25	41	8	36	24	21	23
Business	9	27	54	26	44	9	85	12	48	54	45
VFR	10	16	17	13	13	14	0	12	10	8	17
Transit	24	12	0	8	19	29	0	34	0	8	9
Other	7	12	9	8	0	6	8	6	17	8	6

MAIN PURPOSE	AMERICA		MIDDLE EAST		ASIA & AUSTRALIA				
	Canada	USA	Israel	Pakistan	Australia	China	India	South Korea	Taiwan
Holiday	78	67	100	25	82	70	56	50	45
Business	6	10	0	25	1	20	33	0	18
VFR	7	6	0	25	6	10	0	0	18
Transit	2	4	0	13	8	0	11	0	0
Other	6	13	0	13	3	0	0	50	18

MAIN PURPOSE	EUROPE								
	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
Holiday	89	86	88	93	81	76	76	90	78
Business	2	1	3	1	0	0	5	6	4
VFR	1	3	1	1	10	5	8	2	7
Transit	7	7	7	5	5	19	5	1	8
Other	0	2	1	1	5	0	5	2	3

# VISITOR ARRIVALS

## 1. ANNUAL VISITOR AND VISITOR NIGHTS, 2005 - 2011

YEAR	REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	AVERAGE LENGTH OF STAY (NIGHTS)	VISITOR NIGHTS	
								Formal Accommodation*	Overall nights <sup>1</sup>
2005		17 217	14 395	107 281	1 043 248	1 182 141	1.94	351 041	1 788 317
2006		18 945	15 321	109 204	1 056 388	1 199 858	2.20	369 809	1 919 276
2007		19 184	18 197	117 705	1 075 006	1 230 092	2.24	384 782	1 947 995
2008		19 607	18 174	107 008	1 041 211	1 186 000	2.50	323 538	1 887 720
2009		20 187	19 350	113 155	1 191 258	1 343 950	2.48	455 825	2 255 917
2010		20 499	19 498	84 483	1 218 053	1 342 533	3.16	442 336	2 742 565
<b>2011</b>		<b>18 825</b>	<b>18 446</b>	<b>65 875</b>	<b>1 225 220</b>	<b>1 328 366</b>	<b>2.61</b>	<b>403 522</b>	<b>2 295 239</b>

\* indicates formal accommodation only

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

# SWAZILAND OUTBOUND

ANNUAL REPORT ON TOURISM STATISTICS 2011

## SWAZILAND OUTBOUND STATISTICS, 2005- 2011

MODE OF DEPARTURE YEAR/ MONTH	NUMBER OF DEPARTURES			PERCENTAGE CHANGE			PERCENTAGE DISTRIBUTION		
	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
2005	40 031	1 041 899	1 081 930				3.7	96.3	100.0
2006	71 826	1 000 202	1 072 028	79.4	-4.0	-0.9	6.7	93.3	100.0
2007	49 722	1 080 326	1 130 048	-30.8	8.0	5.4	4.4	95.6	100.0
2008	51 809	1 125 662	1 177 471	4.2	4.2	4.2	4.4	95.6	100.0
2009	54 745	1 189 451	1 244 196	5.7	5.7	5.7	4.4	95.6	100.0
2010	45 635	1 095 246	1 140 881	-16.6	-7.9	-8.3	4.0	96.0	100.0
2011	66 975	1 196 698	1 263 673	46.8	9.3	10.8	5.3	94.7	100.0
January	6 972	93 168	100 140	143.6	-5.7	-1.5	7.0	93.0	100.0
February	7 823	76 115	83 938	147.7	-14.2	-8.6	9.3	90.7	100.0
March	7 433	81 211	88 644	104.4	-5.1	-0.6	8.4	91.6	100.0
April	5 478	102 092	107 570	59.7	4.4	6.2	5.1	94.9	100.0
May	5 766	92 527	98 293	82.3	-2.5	0.3	5.9	94.1	100.0
June	5 099	88 591	93 690	85	3.2	5.8	5.4	94.6	100.0
July	5 031	105 454	110 485	36.4	9.3	10.3	4.6	95.4	100.0
August	4 747	114 277	119 024	-3.3	12	11.3	4.0	96.0	100.0
September	3 872	100 866	104 738	-38.1	19.4	15.4	3.7	96.3	100.0
October	5 194	110 873	116 067	23.2	43.8	42.8	4.5	95.5	100.0
November	6 047	100 879	106 926	26.6	25.8	25.9	5.7	94.3	100.0
December	3 374	130 784	134 158	-38.6	29.8	26.2	2.5	97.5	100.0

**HOTEL****STATISTICAL TABLE**

ANNUAL REPORT ON TOURISM STATISTICS 2011

**ANNUAL AND STANDARD AVERAGE ROOM OCCUPANCY RATE OF GAZETTED HOTELS (%) 2005-2011**

MONTH	YEAR	2005	2006	2007	2008	2009	2010	2011
Overall		46.71	49.84	43.58	47.76	52.83	55.17	45.34
January		31.95	40.34	36.53	29.9	40.15	44.52	38.32
February		44.08	48.21	41.63	39.42	43.34	51.55	42.18
March		42.07	47.33	41.37	41.37	47.21	54.39	47.58
April		38.25	46.93	42.73	41.64	46.85	53.73	46.42
May		46.44	49.57	40.72	37.19	50.34	56.76	43.26
June		41.24	46.6	42.6	39.73	42.65	56.08	41.19
July		44.05	48.19	40.68	44.06	48.96	53.05	46.95
August		50.29	53.34	48.94	51.81	47.3	61.92	54.50
September		46.37	53.17	46.13	50.2	49.11	53.9	43.87
October		61.01	59.48	43.6	48.6	47.65	57.29	45.27
November		66.98	57.47	50.43	51.8	52.19	61.73	46.16
December		53.92	47.4	46.92	48.14	54.8	56.8	47.62

**ACCOMMODATION**

**STATISTICAL TABLE**

ANNUAL REPORT ON TOURISM STATISTICS 2011

**MONTHLY AND STANDARD AVERAGE OCCUPANCY RATE OF FORMALLY REGISTERED ACCOMMODATION FACILITIES, 2011**

ROOMS AVAILABLE - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 772	2 588	2 767	2 674	2 769	2 684	2 770	2 768	2 691	2 770	2 685	2 779	32 717
Ezulwini	22 630	20 987	22 630	21 900	22 630	21 900	22 630	22 630	21 900	22 630	21 900	22 630	266 997
Manzini	8 618	7 784	8 618	8 340	8 618	8 340	8 618	10 571	8 340	8 618	8 340	8 422	103 227
Rest of Swaziland	14 043	12 634	14 043	13 590	14 043	13 595	14 100	14 105	13 650	14 105	13 650	14 108	165 666
<b>Grand Total</b>	<b>48 063</b>	<b>43 993</b>	<b>48 058</b>	<b>46 504</b>	<b>48 060</b>	<b>46 519</b>	<b>48 118</b>	<b>50 074</b>	<b>46 581</b>	<b>48 123</b>	<b>46 575</b>	<b>47 939</b>	<b>568 607</b>
ROOM NIGHTS SOLD-2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	1 734	1 856	1 654	1 185	1 372	2 034	1 980	1 856	1 608	1 052	1 417	1 621	19 369
Ezulwini	9 723	10 562	12 261	11 334	11 361	9 328	11 461	13 269	11 634	13 617	13 029	13 060	140 639
Manzini	1 233	994	3 908	3 373	3 210	3 124	3 298	3 695	2 806	977	967	3 561	31 146
Rest of Swaziland	5 729	5 143	5 043	5 697	4 849	4 674	5 852	8 471	4 388	6 141	6 086	4 588	66 661
<b>Grand Total</b>	<b>18 419</b>	<b>18 555</b>	<b>22 866</b>	<b>21 589</b>	<b>20 792</b>	<b>19 160</b>	<b>22 591</b>	<b>27 291</b>	<b>20 436</b>	<b>21 787</b>	<b>21 499</b>	<b>22 830</b>	<b>257 815</b>
NUMBER OF BEDS AVAILABLE - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	5 580	5 208	5 580	5 400	5 580	5 504	5 716	5 716	5 504	5 716	5 504	5 716	66 724
Ezulwini	39 866	35 367	39 866	42 180	39 866	42 180	39 866	39 846	38 600	39 866	38 580	39 866	475 949
Manzini	12 400	11 200	12 400	12 000	12 400	12 000	12 400	12 400	12 000	12 400	12 000	11 997	145 597
Rest of Swaziland	32 488	27 872	30 969	29 970	30 969	29 970	30 969	30 941	29 998	30 969	29 970	30 969	366 054
<b>Grand Total</b>	<b>90 334</b>	<b>79 647</b>	<b>88 815</b>	<b>89 550</b>	<b>88 815</b>	<b>89 650</b>	<b>88 951</b>	<b>88 903</b>	<b>86 102</b>	<b>88 951</b>	<b>86 054</b>	<b>88 548</b>	<b>1 054 324</b>
NUMBER OF BED-NIGHTS SOLD - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 518	2 575	2 524	1 870	2 471	2 038	2 438	2 552	2 472	1 645	2 387	2 435	27 925
Ezulwini	15 108	16 130	17 066	17 263	16 490	12 796	17 835	19 037	18 329	18 866	19 326	18 450	206 696
Manzini	2 201	2 356	3 970	2 572	2 855	2 753	3 260	3 961	3 507	3 804	3 268	4 133	38 640
Rest of Swaziland	6 407	6 178	6 582	7 181	5 516	9 891	8 200	9 855	6 434	8 009	7 383	7 931	89 567
<b>Grand Total</b>	<b>26 234</b>	<b>27 239</b>	<b>30 142</b>	<b>28 886</b>	<b>27 332</b>	<b>27 478</b>	<b>31 733</b>	<b>35 405</b>	<b>30 742</b>	<b>32 324</b>	<b>32 364</b>	<b>32 949</b>	<b>362 828</b>
NUMBER OF DOMESTIC TOURISTS - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	199	191	215	177	287	202	191	227	211	195	341	198	2 634
Ezulwini	3 990	4 294	5 114	4 709	4 541	3 571	3 987	3 680	5 026	4 183	4 308	4 182	51 585
Manzini	175	180	300	308	215	274	236	229	277	312	349	367	3 222
Rest of Swaziland	2 834	3 241	2 979	3 074	2 957	2 706	3 260	3 831	3 181	3 381	3 509	2 739	37 692
<b>Grand Total</b>	<b>7 198</b>	<b>7 906</b>	<b>8 608</b>	<b>8 268</b>	<b>8 000</b>	<b>6 753</b>	<b>7 674</b>	<b>7 967</b>	<b>8 695</b>	<b>8 071</b>	<b>8 507</b>	<b>7 486</b>	<b>95 133</b>
NUMBER OF INTERNATIONAL TOURISTS - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 017	2 109	1 860	2 671	1 847	1 817	1 903	2 031	1 822	2 569	2 922	1 890	25 458
Ezulwini	12 017	13 460	13 807	14 251	12 346	10 864	14 001	17 949	17 390	16 612	14 120	17 189	174 006
Manzini	1 664	1 908	3 332	1 977	2 351	2 201	2 710	3 428	2 978	3 344	2 846	3 635	32 374
Rest of Swaziland	6 864	5 084	7 013	6 816	4 688	5 092	7 424	8 483	5 189	6 918	6 090	6 890	76 551
<b>Grand Total</b>	<b>22 562</b>	<b>22 561</b>	<b>26 012</b>	<b>25 715</b>	<b>21 232</b>	<b>19 974</b>	<b>26 038</b>	<b>31 891</b>	<b>27 379</b>	<b>29 443</b>	<b>25 978</b>	<b>29 604</b>	<b>308 389</b>
TOTAL NUMBER OF TOURISTS - 2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	2 216	2 300	2 075	2 848	2 134	2 019	2 094	2 258	2 033	2 764	3 263	2 088	28 092
Ezulwini	16 007	17 764	18 921	18 960	16 887	14 435	17 988	21 629	22 416	20 795	18 428	21 371	225 591
Manzini	1 839	2 088	3 632	2 285	2 566	2 475	2 946	3 657	3 255	3 656	3 195	4 002	35 596
Rest of Swaziland	9 688	8 325	9 992	9 890	7 645	7 798	10 684	12 314	8 370	10 299	9 599	9 629	114 243
<b>Grand Total</b>	<b>29 760</b>	<b>30 467</b>	<b>34 620</b>	<b>33 983</b>	<b>29 232</b>	<b>26 727</b>	<b>33 712</b>	<b>39 858</b>	<b>36 074</b>	<b>37 514</b>	<b>34 485</b>	<b>37 090</b>	<b>403 522</b>
TOTAL BILL-2011													
Hotel Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Mbabane	662 391	697 945	905 162	791 907	857 079	745 678	722 546	746 879	911 783	745 631	872 437	894 022	9 553 460
Ezulwini	3 872 336	4 892 673	4 928 994	5 539 006	4 286 480	4 115 738	3 774 100	2 884 980	3 925 335	4 301 621	4 445 983	3 659 090	50 626 336
Manzini	467 149	490 177	696 990	673 334	1 231 619	1 186 163	577 214	639 605	725 615	523 109	597 513	830 299	8 638 787
Rest of Swaziland	2 294 771	2 163 538	2 486 471	2 720 388	2 453 696	2 169 694	2 792 769	3 138 507	2 219 376	2 299 430	3 003 968	2 397 200	30 139 808
<b>Grand Total</b>	<b>7 296 647</b>	<b>8 244 333</b>	<b>9 017 617</b>	<b>9 724 635</b>	<b>8 828 874</b>	<b>8 217 273</b>	<b>7 866 629</b>	<b>7 409 971</b>	<b>7 782 109</b>	<b>7 869 791</b>	<b>8 919 901</b>	<b>7 780 611</b>	<b>98 958 391</b>
TOURISM ACCOMMODATION STATISTICS (RATES) - 2011													
1. Expenditure per Person per Night = ( Total Bill/ No. of Bed-Nights Sold)													
Mbabane	342.11137	=	342.11										
Ezulwini	244.93138	=	244.93										
Manzini	223.57109	=	223.57										
Rest of S.D	336.50572	=	1266.30										
<b>Total</b>	<b>272.74188</b>	=	<b>272.74</b>										
2. Average Length of Stay = ( No. of Bed Nights Sold/ No. of Tourists)													
Mbabane	0.9940552	=	1										
Ezulwini	0.9162422	=	1										
Manzini	1.0855152	=	1										
Rest of S.D	0.7840043	=	1										
<b>Total</b>	<b>0.899153</b>	=	<b>1</b>										
3. Bed Occupancy Rates = [( No. of Bed Nights Sold/ No. of Beds Available)*100%]													
Mbabane	0.4185151	=	41.85										
Ezulwini	0.4342818	=	43.43										
Manzini	0.2653901	=	26.54										
Rest of S.D	0.2446825	=	24.47										
<b>Total</b>	<b>0.3441333</b>	=	<b>34.41</b>										
4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available)*100%]													
Mbabane	0.5920164	=	59.20										
Ezulwini	0.5267437	=	52.67										
Manzini	0.3017234	=	30.17										
Rest of S.D	0.4023819	=	1.61										
<b>Total</b>	<b>0.4534151</b>	=	<b>45.34</b>										

Source: Central Statistical Office



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