TANZANIA TOURISM SECTOR SURVEY

THE 2010 INTERNATIONAL VISITORS' EXIT SURVEY REPORT



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Dar es Salaam, March 2012

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ACRONYMS

AAKIA	Abeid Aman Karume International Airport
ATCL	Air Tanzania Company Limited
BOP	Balance of Payments
BOT	Bank of Tanzania
FDI	Foreign Direct Investments
ILO	International Labour Organization
JNIA	Julius Nyerere International Airport
KAS	Kasumulo
KIA	Kilimanjaro International Airport
MDGs	Millennium Development Goals
MOFAIC	Ministry of Foreign Affairs and International Cooperation
MOFEA	Ministry of Finance and Economic Affairs
MID	Ministry of Infrastructure Development
MITM	Ministry of Industry, Trade and Marketing
MLHHSD	Ministry of Land, Housing and Human Settlements Development
MNRT	Ministry of Natural Resources and Tourism
MoW	Ministry of Works
NAM	Namanga
NBS	National Bureau of Statistics
PMO-RALG	Prime Minister's Office- Regional Administration and Local Government
TAA	Tanzania Airport Authority
TANAPA	Tanzania National Parks Authority
TIC	Tanzania Investment Centre
TTB	Tanzania Tourist Board
TTSS	Tanzania Tourism Sector Survey
TUN	Tunduma
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
VFR	Visiting Friends and Relatives
WHC	World Heritage Centre
ZATI	Zanzibar Association of Tourism Investors
ZCT	Zanzibar Commission for Tourism

FOREWORD

Tourism has continued to play an important role in the Tanzanian economy and is among the fastest growing sectors in the country. In ensuring that information on tourism continues to be available, the multi-institutional committee which consists of the Ministry of Natural Resources and Tourism, Bank of Tanzania, National Bureau of Statistics, Immigration Department and the Zanzibar Commission for Tourism, conducts the International Visitors' Exit Survey annually.

The key objective of the survey is to collect up-to-date information on tourist expenditure to be used in the "Tourist Expenditure Model" for estimation of international tourism receipts, which is used for compilation of the National Accounts and Balance of Payments statistics. The survey also aims at obtaining information that is used for strategic planning, tourism promotion and macro-economic policy formulation.

In this regard, we are glad to introduce the 2010 Tanzania Tourism Sector Survey Report, which provides important tourism statistics such as tourism earnings, source markets, purposes of visit and average length of stay. The report also highlights some areas that need improvement.

It is expected that the report will be a useful source of information to policy makers, investors, academicians and other stakeholders in the tourism industry.

Hon. Ezekiel Maige (MP)

Minister

Ministry of Natural Resources and Tourism

Prof. Benno Ndulu

Governor

Bank of Tanzania

ACKNOWLEDGEMENT

The Steering Committee of the Tanzania Tourism Sector Survey wishes to convey profound gratitude to all those who were behind the successful completion of the 2010 International Visitors' Exit Survey Report. Special appreciation should go to the Chief Executives of the participating institutions namely; the Ministry of Natural Resources and Tourism, Bank of Tanzania, National Bureau of Statistics, Immigration Department, Zanzibar Commission for Tourism and the Tourism Confederation of Tanzania, for their valuable support and guidance.

Special recognition should also go to the Immigration Department staff, particularly the Officers In-charge at the Julius Nyerere International Airport, Zanzibar Airport, Kilimanjaro International Airport, Namanga, Tunduma and Kasumulo boarder points. Likewise, our profound thanks should go to the field researchers and data entrants for making the survey successful.

The report was prepared under the overall supervision of Ms. M. Mmari (Director of Tourism – MNRT) and Dr J. L. Masawe (Director Economic Research and Policy-BOT). The Technical Team was led by I. Mussa (Assistant Director-MNRT) in collaboration with Mrs. G. Mwakibolwa (Manager, International Economics and Trade Department- BOT). Other members of the team were P. Mwiru (MNRT), V. Tesha (NBS), T. Mwisomba (NBS), Mrs. J. Rugemalila (NBS), C. Mndeme (Immigration Department), Dr. C. Masenya (BOT), Mrs. V. W. Kejo (BOT), P. Mboya (BOT) and M. Jaffer (ZCT), while R. Barongo from BOT managed data processing.

EXECUTIVE SUMMARY

Background

The importance of the tourism sector in the Tanzanian economy has made it necessary to conduct a series of visitors' exit surveys on annual basis in order to assess its impact on the economy, improve compilation of Balance of Payments and National Accounts statistics and gather information for promotion of the tourism sector, among others. This report presents the findings of the 7th round of a survey conducted between 23rd August and 5th September 2010, to gather information on departing visitors during 2010.

Survey Management

The survey targeted departing international visitors at six departure points for Tanzania namely; Julius Nyerere International Airport (JNIA), Kilimanjaro International Airport (KIA), Zanzibar Airport (ZAA), Namanga (NAM) Kasumulo and Tunduma border points. The sample involved one percent of 714,367 international visitors, yielding 7,143 respondents. Prior to data collection, the enumerators' manual was prepared and enumerators were properly trained in order to understand important concepts and also familiarize with the questionnaire. The data was processed using the ORACLE11g database and web-based application. Tourism expenditure was estimated using Tourist Expenditure Model developed in 2001. Further details on the Model are provided in Appendix II.

Main Findings

Earnings from Tourism Grew by 8.2 Percent in 2010

Survey results indicate that earnings from tourism went up by 8.2 percent to USD 1,254.5 million compared to 1,159.8 million, recorded in 2009. The increase in tourism earnings is partly due to a rise in number of international visitors, the average length of stay and average expenditure per person per night.

Europe and America Remain the Dominant Source Markets

The results show that the tourists' source markets to Tanzania continue to be dominated by countries from Europe and America namely Italy, the United Kingdom and USA which, in aggregate, accounted for 43.7 percent of the tourists captured by the survey. However, there has been increasing number of visitors from Austria, Zambia and India, partly resulting from intensified promotional efforts.

Most Visitors Came for Leisure and Holiday Purposes

About 81 percent of the visitors came for leisure and holidays. Those who came to visit friends and relatives accounted for 8.5 percent. A small proportion of visitors (1.8 percent) came for conference.

Most Visitors Were of the Age Group of 25-44 years

The findings indicate that 51.3 percent of all interviewees were in the age group of 25-44 years. Second in prominence was the age group of 45-64 which accounted for about 29.0 percent. Senior citizen (65+) recorded a small proportion of 5.8 percent.

Most Visitors Used the Package Tour Arrangements

Most visitors to Tanzania (63.5 percent) used the package tour arrangement. This travel arrangement is widely preferred as it is well organized and has wider options in terms of air tickets, accommodation, food and drinks.

Wildlife Tourism Continued to be the Main Tourism Activity

In terms of activities, the findings show that wildlife tourism continued to be the main activity in Tanzania. These results reflect the country's wealth in wildlife, as Tanzania is known as the home of Africa's most magnificent game reserves, fabulous national parks and the famous Ngorongoro Conservation Area. Beach tourism is the second most preferred activity, followed by mountain climbing.

Visitors were Mostly Concerned with the State of the Infrastructure and Airport Facilities

Most visitors raised concern on the state of the infrastructure especially roads and airport facilities. About 33.0 percent of the interviewees would like to see improvements on infrastructure; particularly the road between Namanga and Arusha. Other Visitors (15.2 percent) indicated that there is a need of improving facilities at the airports; particularly JNIA and ZAA as well as at the tourist attractions.

Recommendations

The survey's findings have identified some areas that need improvement in order to enhance the tourism sector development. In this regard, the following recommendations are made:

- Similar to the previous surveys, the 2010 survey continues to show the dominance of the European and American blocs as the main source markets to Tanzania. Although this is a typical characteristic for most African countries, given the long-haul nature of the destinations, caution has to be taken in case these markets are affected by economic and financial crisis. In order to minimize risks emanating from such kind of diversity, it is necessary to intensify promotional efforts to the emerging markets and at the same time continue to maintain the existing markets to encourage repeat visits.

- Studies have shown that international conferences, meetings, conventions, events and exhibitions are currently the most lucrative and high yield tourism sub sectors (UNWTO, 2010). However, the findings show that there are very few visitors who came for conferences in Tanzania. This implies that there is a need of intensifying efforts to attract new investments in the convention centres for hosting international meetings. However, this should go in tandem with marketing these convention centres and other facilities intensively in order to increase the number of visitors who come for conferences.

- The results show little improvement on the average length of stay particularly for visitors coming for leisure and holidays despite the fact that they have the highest expenditure per person per night. This implies that the government and stakeholders in the tourism sector need to diversify the tourism products by incorporating into their programs, among other things, cultural and eco-tourism in order to increase visitors' length of stay.
- Wildlife tourism is the main activity to Tanzania due to its endowment in wildlife. It is also the home of Africa's most magnificent game reserves, fabulous national parks and the famous Ngorongoro Conservation Area. However, there is a need to intensify the ongoing promotion of other forms of tourism such as marine activities, cultural, sports and eco-tourism in order to encourage repeated visits.
- The government and other stakeholders in the tourism industry should continue to improve roads and the airport runways in the tourism attraction sites in order to attract modern and twin-engine aircrafts. This will increase the number of international visitors, particularly the senior citizens who are more risk averse.

Chapter 1 | Recent Developments in the Tourism Industry in 2010

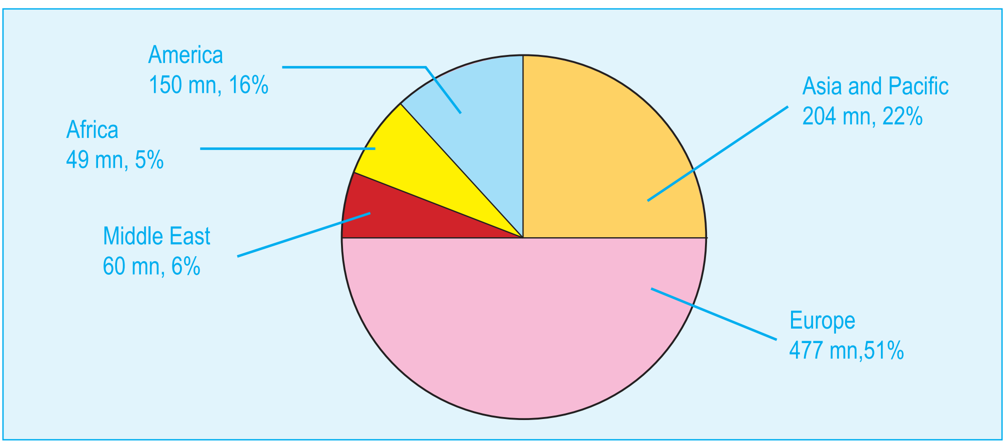
1.1 Global Perspective

Over the last six decades, international tourism has been growing consistently whereby the number of international tourist arrivals increased from 25 million in 1950, when international travel started to become more accessible to the public, to 919 million in 2008. However, international tourism was adversely affected by the global financial crisis in 2009 as the number of international tourist arrivals dropped to 877 million.

International tourism strongly recovered from the impact of global financial crisis in 2010. According to the United Nations World Tourism Organization (UNWTO) Barometer of April 2011, international tourist arrivals increased by 7.2 percent to 940 million. The growth in international tourism is set to continue in 2011 though at a moderate pace and the UNWTO predicts an increase in international tourist arrivals between 4.0 and 5.0 percent.

While all regions posted positive growth in international arrivals due to strong rebound in business and leisure, emerging economies remain the main drivers of this recovery. In emerging economies particularly Asia, the Pacific and the Middle East, tourist arrivals grew by 8.0 percent compared to 5.0 percent in the advanced economies. Europe accounted for the largest share of international tourist arrivals (51 percent), followed by Asia and the Pacific (22 percent), America (16 percent), the Middle East (6 percent) while Africa accounted for the smallest share (5 percent) as indicated in **Chart 1.1.**

Chart 1.1: International Tourist Arrivals, 2010



Source: World Tourism Organization (UNWTO)
Note: mn=million

Consistent with movement in international tourist arrivals, earnings from international tourism reached USD 919 billion in 2010, up from USD 851 billion recorded in 2009 indicating that international tourism is recovering. International tourism receipts accounted for about 30.0 percent of world's export of commercial services and about 6.0 percent of the overall world's export of goods and services in 2009.

1.2 African Perspective

The number of international tourist arrivals in Africa went up by 6.0 percent to 49.0 million in 2010, largely due to increase in economic dynamism and the hosting of FIFA World Cup in South Africa. This shows the importance of mega events such as sports in terms of their extraordinary ability to attract visitors and positioning host countries as attractive tourism destinations.

In Kenya, the number of international tourist arrivals grew by 6.7 percent to 1.6 million in 2010, from 1.5 million recorded in 2009 . As a result, tourism earnings rose by 14.9 percent to USD 929.4 million in 2010, from USD 808.5 million recorded in 2009. The impressive performance is attributed to aggressive promotion in the new markets such as Asia, repositioning of the country as a high value destination as well as improved security and infrastructure.

The number of international tourist arrivals in Uganda increased by 17.3 percent to 945,899 in 2010, from the level recorded in 2009 . The majority of international tourist arrivals (58.2 percent) came to visit friends and relatives. Second in prominence were visitors who came for business (18.5 percent) followed by those who came for holidays (15.4 percent). Ugandan National Parks have a wide range of tourism activities such as gorilla tracking, nature guided walks, village walks, butterfly and bird watching.

In Rwanda, earnings from tourism went up by 14.0 percent to about USD 200.0 million in 2010 from the amount recorded in 2009. The good performance is attributed to the ongoing diversification of the country's tourism product. Gorilla tracking remains the number one activity and the country is known worldwide for its mountain gorillas. The opening of the Nyungwe National Park and the Nyungwe Forest Lodge made quite an impact on the tourism sector's performance . On the other hand, the number of international tourist arrivals has been declining between 2008 and 2010. During 2008, the number of international tourist arrivals was 764,827, but it went down to 698,952 in 2009, before declining further to 660,000 in 2010.

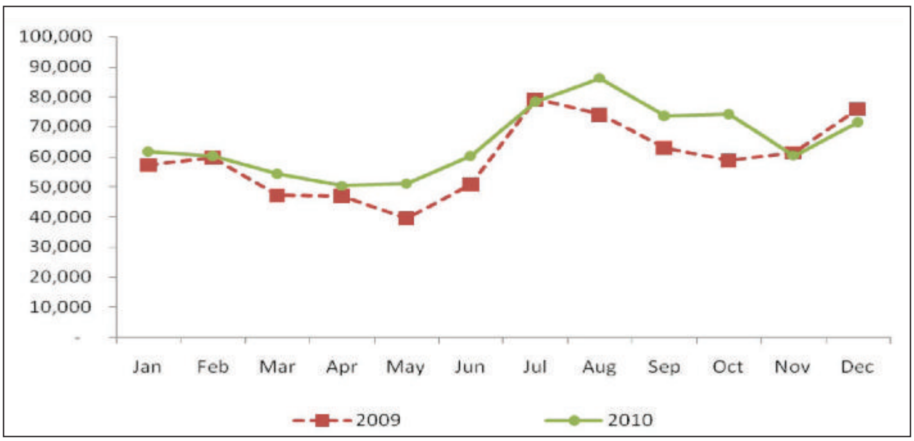
1.3 Tanzanian Perspective

1.3.1 Tourism Performance

Although tourism was slightly affected by the global financial crisis in 2009, it picked up in 2010. Earnings from tourism increased by 8.2 percent to USD 1,254.5 million in 2010, from the level recorded in 2009. The increase is explained by the rise in number of international visitor arrivals, the average length of stay and average expenditure per person per night.

The number of international tourist arrivals went up by 9.6 percent to 782,699 in 2010. Data on monthly international tourist arrivals also indicate good performance in the tourism sector, whereby the number of international tourist arrivals in 2010 was much higher than in 2009 **(Chart 1.2**). This is due to vigorous promotion of the country's tourism products and facilities in the current source markets and new markets such as China, India, Japan, the United Arab Emirates (UAE) and Turkey.

Chart 1.2: Monthly International Tourist Arrivals to Tanzania, 2009-2010



Source: Immigration Department

1.3.2 Events and Developments

1.3.2.1 Domestic Flights

On 1st July 2010, Flight Link Company Limited opened up a new scheduled route that starts from Dar es Salaam – Dodoma – Iringa – Mbeya twice a week. This is expected to boost transport for the Southern corridor tourist attractions, particularly Ruaha and Katavi National Parks. Furthermore, Fly 540 Company opened a new route that starts from Mwanza-Kilimanjaro-Zanzibar-Dar es Salaam.

1.3.2.2 Tourism Product Development

The Ministry of Natural Resources and Tourism re-excavated the 3.6 million years old Laetoli footprints to make them visible. In order to protect the footprints from destruction, a modern museum will be constructed. Also, deliberate efforts have been made to improve accessibility to the museum and promote the Laetoli footprints as a tourism product.

H.E. Dr Jakaya Mrisho Kikwete Learns About Laetoli Footprints

1.3.2.3 Dar es Salaam City Tourism

Dar es Salaam prides itself on a number of tourist attractions which include the cultural attractions, i.e. great city history, arts and crafts, traditional life style, sets of Islands (Bongoyo, Mbudya, Sinda, Pungavini etc.), beaches, forests, heritage and historical buildings, mix of unique architecture, gardens, open spaces and spectacular waterfronts with unique coastal frontage. The Dare es Salaam Tourism Executive Board (DTEB) in collaboration with the Dar es Salaam City Council (DCC), have been working towards promoting the city to become a hub of tourists by promoting its tourism potentiality so as to increase visitors' length of stay and encourage them to spend more on the locally produced arts and crafts. Among the initiatives undertaken include:

- Carried out Dar es Salaam attractions inventory on actual and potential attractions. This provided an input to the revised Dar es Salaam Tourist Guide.

- Creation of public awareness on the tourists' attractions in the city and the importance of tourism in poverty eradication. This has been done through people's involvement in tourism activities, e.g. the waterfront clean up day of Nov 2010, in which more than 400 city residents showed up.
- Dissemination of tourist information by operating the tourist desk at the Airport (JNIA). An average of 1,120 visitors are served at this desk each month (Data collected at the Tourist Information Desk JNIA: 2010).
- Conservation of the heritage buildings by placing Granite Plaques to mark them. So far the City Hall building, Azania Front and St. Joseph's Cathedral Church have been marked by placing Granite Plaques; the rest are in the pipeline.

1.3.2.4 Infrastructure Development

The 720-meter Unity Bridge connecting Tanzania and Mozambique across Ruvuma River was officially opened in May 2010. The bridge acts as an important connection between the two countries, hence boosting tourism activities at the southern circuit, especially the Selous Game Reserve.

1.3.2.5 Promotion and Marketing

1.3.2.5.1 Destination Brand

Zanzibar Commission for Tourism (ZCT) embarked on developing a tourism brand for the Destination Tanzania. The exercise aims at rebranding the country's tourism image in order to attract visitors to sites other than beaches and wildlife. Since the establishment of these institutions, several brands based on wildlife and beach tourism have been used in different periods to advertize the tourism wealth of Tanzania. These are;

1993: "Tanzania, the Land of Kilimanjaro and Zanzibar"
1997: "Tanzania, unsurpassed Africa"
2003: "Tanzania, authentic Africa"
2006: "Tanzania, the land of Kilimanjaro and Zanzibar"
2008: "Tanzania, the land of Kilimanjaro, Zanzibar and the Serengeti"

The proposed destination brand (slogan) will be inclusive of all tourism resources found in Tanzania and it is expected to be the ‘’loudest voice” in communicating with other countries compared with other brands and creates a feeling of what the visitor can expect from the destination. Results from the exercise show that the brands which came out strongly were Friendliness of the People and Beautiful Country. The two brands were synthesized to come up with a new proposed brand (slogan) “Tanzania -Feel Great with Friends”.

1.3.2.5.2 Tanzanian Tourism Promoted Through the English Premier League

In November 2010, the Tanzania Tourist Board (TTB) embarked on a campaign to attract more tourists through advertising the Tanzanian tourist attractive icons in the English Premier League. The campaign targeted six stadiums of which 114 football matches took place between November 2010 and May 2011. The tourist attractive icons which were advertised are Mount Kilimanjaro, the greatest wildebeest migration in Serengeti national park and warm beaches of Zanzibar Island. The matches are expected to be watched by more than two billion people worldwide. It is worth noting that Tanzania has been the first African tourist destination to place its digital adverts in the international stadiums.

“Conquer Tanzania’s Kilimanjaro” *indicates the advert in one of the matches*

Chapter 2 Analysis of the Survey's Results

This chapter analyses tourists' characteristics in relation to source markets, age, gender and purpose of visit for the survey which was conducted in 2010. It is the seventh in the series, after the first survey that was conducted in 2001.

2.1 Source Markets

Tanzania is a tourist destination for a number of countries around the globe. This is mainly due to its vast range of natural attractions such as the fabulous wildlife, white sandy beaches, historical sites, carvings and ancient rock paintings, among others. **Table 2.1** reveals that out of a total of 9,662 visitors recorded during the survey period, Italy accounted for 17.3 percent, followed by the United Kingdom (15.4 percent) and the United States of America (11.0 percent).

Table 2.1: Top 15 Source Markets to Tanzania, 2010

S/N	Country of Residence	Number of Visitors	% of Total
1	Italy	1,671	17.3
2	United Kingdom	1,489	15.4
3	United States of America	1,063	11.0
4	Germany	779	8.1
5	Australia	504	5.2
6	Spain	419	4.3
7	France	419	4.3
8	South Africa	417	4.3
9	Netherlands	325	3.4
10	Canada	247	2.6
11	Kenya	236	2.4
12	Belgium	187	1.9
13	Austria	132	1.4
14	Zambia	117	1.2
15	India	109	1.1
16	Others	1,548	16.0
	TOTAL	9,662	100

Compared to the 2009 survey results, the main source markets remain the same except Austria, Zambia and India, which are new entrants replacing Ireland, Japan and Switzerland. It is worth noting that India appears for the first time since the maiden survey in 2001. The appearance of India as one of the main tourist source markets is partly explained by the agreement entered between the Tanzania Tourist Board and Krishna Agency of Mumbai in 2009, to cooperate in marketing Tanzania as a unique tourist destination in India. Just like in the previous surveys, the dominance of the European and American blocs as the main source markets to Tanzania still remains. However, caution has to be taken in cases where these markets are faced with calamities since the recovery is not always prompt.

Statistics from the Immigration Department indicate that Kenya, Italy, the United States of America and the United Kingdom were the top four tourist source markets to Tanzania in 2010 (**Table 2.2**). Most of the source markets (86.7 percent) from the Immigration Department statistics are the same as those recorded by the survey. However, the number of visitors compiled by the Immigration Department is greater than that collected from the Survey because the compilation was for the whole year of 2010 and covered all the exit points while the survey data was collected for only two weeks and covered six exit points.

Table 2.2: Top 15 Source Markets to Tanzania, 2010 (From Immigration Data)

S/N	Country of Residence	Number of Visitors	% of Total
1	Kenya	193,474	24.7
2	Italy	59,603	7.6
3	United States of America	49,215	6.3
4	United Kingdom	48,587	6.2
5	Zambia	34,983	4.5
6	Uganda	31,869	4.1
7	South Africa	29,823	3.8
8	Germany	25,246	3.2
9	Malawi	22,233	2.8
10	India	19,101	2.4
11	Burundi	17,440	2.2
12	France	15,650	2.0
13	Canada	14,819	1.9
14	Rwanda	14,754	1.9
15	Netherlands	14,598	1.9
16	Others	191,304	24.4
	Total	782,699	100.0

Source: Immigration Department

Table 2.3 reveals that the United Kingdom led in bringing more visitors to Tanzania Mainland, accounting for 17.2 percent, followed by the United States of America (13.3 percent) and Germany (9.4 percent).

Table 2.3: Top 15 Source Markets to Tanzania Mainland, 2010

S/N	Country of Residence	Number of Visitors	% of Total
1	United Kingdom	1,316	17.2
2	United States of America	1,015	13.3
3	Germany	717	9.4
4	Italy	653	8.6
5	Australia	484	6.3
6	France	369	4.8
7	Spain	368	4.8
8	Netherlands	301	3.9
9	Canada	234	3.1
10	South Africa	209	2.7
11	Kenya	187	2.4
12	Austria	125	1.6
13	Belgium	118	1.5
14	Zambia	117	1.5
15	India	102	1.3
16	Others	1,322	17.3
	Total	7,637	100.0

Most of the tourists' source markets to Tanzania Mainland are still the same as in the 2009 survey, with the exception of Zambia, India and Austria. The results further suggest that Europe and America continue to dominate as the most important source markets to Tanzania Mainland. This pattern is largely explained by vigorous promotion of Tanzania's tourist attractions on these blocs. Tanzania Mainland is known for its unique natural and cultural products. In addition, it is blessed with six of the renowned United Nations Educational Scientific and Cultural Organization (UNESCO) World Heritage sites namely; Ngorongoro Conservation Area, Ruins of Kilwa Kisiwani and Songo Mnara, Serengeti National Park, Selous Game Reserve, Kilimanjaro National Park and Kondoa Rock-Art Sites.

UNESCO World Heritage sites found in Tanzania Mainland

Tourists from Italy continued to lead, accounting for 26.9 percent of all tourists who visited Zanzibar (**Table 2.4**). Other equally important source markets include the United Kingdom (15.3 percent) and Germany (8.0 percent). The predominance of the Italian market to Zanzibar has been there since 2001. This is mainly explained by the presence of Italian accommodation establishments coupled with the increased direct Italian charters to the Island. Meanwhile, the dominance of the United Kingdom and Germany is partly attributed to the historical ties these countries have with Zanzibar. In addition, Zanzibar has been marketed as the best destination for honeymoon. For example, British-owned accommodation establishments like Blue Bay, Breezes Beach Club, and Emerson Hotel (236 Hurumzi) have been offering a special package for honeymooners.

Table 2.4: Top 15 Source Markets to Zanzibar, 2010

S/N	Country of Residence	Number of Visitors	% of Total
1	Italy	1,417	26.9
2	United Kingdom	806	15.3
3	Germany	423	8.0
4	United States Of America	281	5.3
5	South Africa	273	5.2
6	France	272	5.2
7	Spain	231	4.4

8	Australia	217	4.1
9	Netherlands	166	3.2
10	Belgium	147	2.8
11	Canada	102	1.9
12	Kenya	83	1.6
13	Austria	79	1.5
14	Switzerland	63	1.2
15	Sweden	48	0.9
16	Others	661	12.5
	Total	5,269	100

2.2 Age Group

Chart 2.1 shows that the young and economically active age group of 25-44 took the lead, accounting for 51.3 percent of all the interviewed visitors followed by the age group of 45-64 (29.3 percent) and that of 18-24 (12.3 percent). The same pattern was observed in the previous surveys. The visitors of the age of 65 and above accounted for 5.8 percent of the interviewed visitors though they have an ample time and adequate income for leisure.

Chart 2.1: Number of Interviewees by Age Group

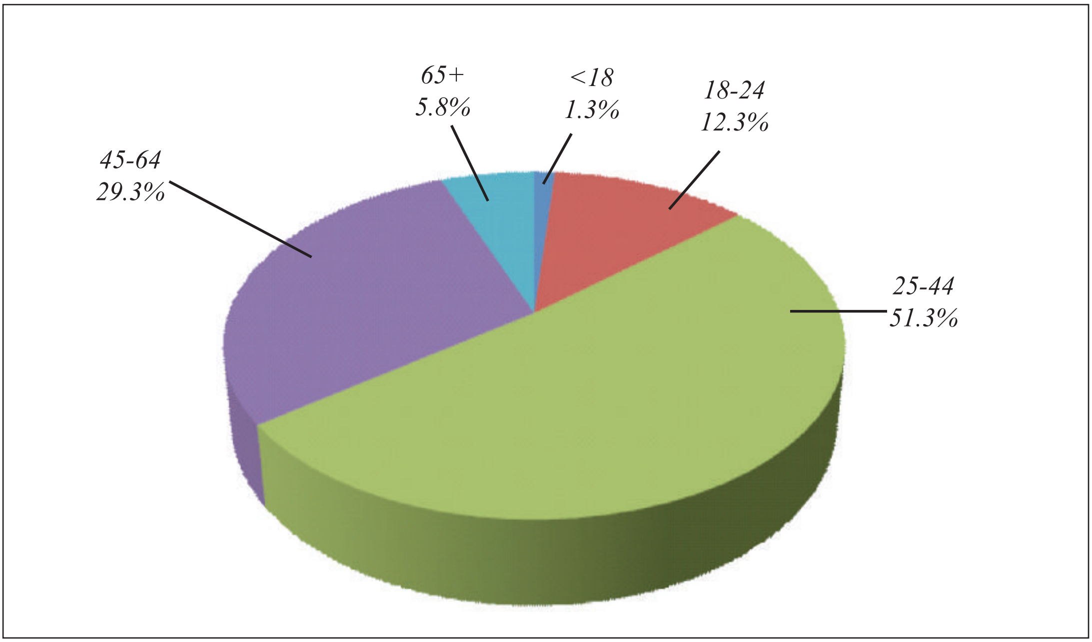


Table 2.5 shows that visitors from the United Kingdom and the United States of America took the lead under the age group of 25-44. Similarly, the United Kingdom, the United States of America and Italy were dominant in bringing more visitors under the age of 45-64. Visitors

below 18 years mostly came from the United Kingdom, Italy and Spain. On the other hand, the United States of America took the lead in bringing more senior citizens (65+); this trend has been observed since 2004. These findings are useful to tourism stakeholders when formulating marketing strategies in order to attract visitors of different age groups in all the countries.

Table 2.5: Percentage Distribution of Top 15 Source Markets by Age Group, 2010

S/N	Country of Residence	Below 18	18-24	25-44	45-64	65+
1	Italy	12.3	7.9	0.7	12.3	6.1
2	United Kingdom	17.8	30.3	14.7	13.2	7.0
3	United States of America	8.2	8.8	10.3	12.7	39.1
4	Germany	9.6	7.9	5.8	10.0	7.9
5	Australia	1.4	5.8	4.1	8.2	11.2
6	Spain	13.7	1.6	4.7	3.5	1.2
7	France	4.1	3.3	4.1	4.0	2.4
8	South Africa	8.2	3.2	4.0	3.9	3.3
9	Netherlands	5.5	2.9	3.2	4.0	3.6
10	Canada	1.4	5.2	2.7	3.2	1.5
11	Kenya	4.1	0.9	3.1	3.4	0.6
12	Belgium	0.0	1.4	1.6	2.0	1.5
13	Austria	0.0	1.2	1.3	1.3	2.4
14	Zambia	0.0	1.0	2.5	1.1	0.0
15	India	0.0	0.7	1.8	0.9	0.6
16	Others	13.7	18.0	35.4	16.1	11.5
	Number of Intervieews (n)	73	694	2,898	1,655	330

2.3 Visitors by Gender

About 9,662 visitors were recorded during this survey, out of which 4,900 were females who accounted for 50.7 percent, while male visitors were 4,762, accounting for 49.3 percent (**Table 2.6**).

Table 2.6: Percentage Distribution of Visitors by Gender

	2001	2004	2005	2006	2007	2008	2009	2010
Females	46.4	46.2	46.3	49.2	33.6	48.0	50.0	50.7
Males	53.6	53.8	53.7	50.8	66.4	52.0	50.0	49.3

2.4 Purpose of Visit

Chart 2.2: Purpose of Visit

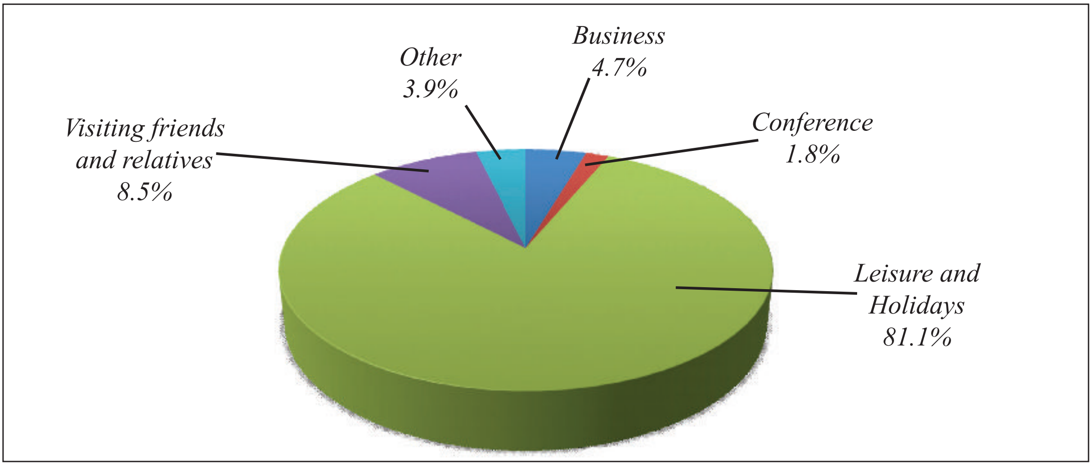


Chart 2.2 indicates that the majority of the visitors (81.1 percent) came for leisure and holidays, followed by those who came to visit friends and relatives (8.5 percent), while business visitors accounted for 4.7 percent of the surveyed visitors. Tourists who entered the country for other purposes (for instance medical, religious and volunteering) accounted for 3.9 percent. The small proportion of visitors came for conference.

Since the first comprehensive survey which was conducted in 2001, the number of holidaymakers has remained high and there has been an insignificant increase for the business and conference visitors despite its growth in the international tourism market.

Table 2.7: Percentage Distribution of Top 15 Source Markets by Purpose of Visit, 2010

S/N	Country of Residence	Business	Conference	Leisure and Holidays	Visiting Friends and Relatives	Other
1	Italy	3.0	0.0	23.1	9.9	11.0
2	United Kingdom	10.2	7.7	17.2	31.2	30.0
3	United States of America	11.4	14.3	12.8	15.4	16.9
4	Germany	6.0	5.5	9.6	10.3	13.8
5	Australia	3.3	1.1	7.0	2.2	1.4
6	Spain	0.0	2.2	5.8	1.1	6.2
7	France	1.2	2.2	5.7	2.9	3.8
8	South Africa	13.9	6.6	5.1	2.4	1.7
9	Netherlands	2.1	6.6	4.1	4.5	1.0
10	Canada	4.2	5.5	2.8	5.1	3.1

11	Kenya	14.8	36.3	1.7	5.1	1.7
12	Belgium	1.8	1.1	2.4	2.2	2.1
13	Austria	0.3	1.1	1.7	2.5	0.3
14	Zambia	21.7	4.4	0.4	1.9	0.7
15	India	6.0	5.5	0.7	3.3	6.2
	Total	100.0	100.0	100.0	100.0	100.0

Table 2.7 depicts that the majority of visitors who came to the country as holiday makers were from Italy, followed by the United Kingdom. Visitors who came for business purpose were mainly from Zambia, followed by Kenya and South Africa. The United Kingdom, United States of America and Germany led in bringing in those who came to visit friends and relatives. The highest proportion of conference visitors came from Kenya and the United States of America.

2.5 Travel Party

The survey's results show that the majority of respondents travelled alone (48.1 percent) as shown in **Table 2.8**. The second group was those who travelled with their spouses, which accounted for about 31 percent, followed by visitors who travelled with their friends and relatives (11.1 percent). The small proportion was recorded by the interviewees who came with children. Generally, the survey's results indicate that the majority of the visitors from all source markets came alone or with their spouses while those who came with children were the least.

Table 2.8: Percentage Distribution of Top 15 Source Markets by Travel Party, 2010

Country of Residence	Alone	With Children	With Other Friends/ Relatives	With Spouse	With Spouse and Children
Italy	20.6	2.4	11.2	53.6	12.2
United Kingdom	52.7	5.3	10.6	23.9	7.5
United States of America	52.1	3.8	12.9	26.7	4.5
Germany	44.4	4.0	15.9	29.9	5.7
Australia	58.3	0.3	6.6	32.4	2.4
Spain	36.8	3.2	14.1	37.3	8.6
France	37.1	5.9	6.8	41.6	8.6
South Africa	41.8	1.4	12.7	36.8	7.3
Netherlands	53.6	3.6	6.6	30.6	5.6
Canada	62.1	1.1	10.3	21.8	4.6
Kenya	65.6	3.8	6.4	17.8	6.4
Belgium	27.7	9.6	6.4	45.7	10.6
Austria	36.0	4.0	16.0	37.3	6.7

Zambia	84.5	2.1	5.2	6.2	2.1
India	65.8	0.0	19.2	15.1	0.0
Others	59.7	2.7	11.2	21.5	4.9
Total	48.1	3.3	11.1	30.8	6.7
Number of Interviwees	2717	189	625	1742	377

2.6 Travel Arrangement

Just like in the previous survey, the 2010 survey's results indicate that visitors to Tanzania mostly used the package tour arrangement. About 63.5 percent of the visitors came under the package tour arrangement, while the remaining 36.5 percent came under the non-package tour arrangement (**Table 2.9**).

Table 2.9: Visitors by Travel Arrangement, 2010

Tour Arrangement	Visitors	Percentages
Package Tour	6,140	63.5
Non-Package Tour	3,522	36.5
Total	9,662	100.0

This has been the common pattern since 2001, with the exception of 2008 when the world economy was affected by the global financial crisis. The dominance of the package tour arrangement is not unique to Tanzania as it is common for most long haul destinations. Under this arrangement, some of the proceeds are transferred to the destination country to cater for payment of services such as accommodation, food and drinks as well as internal transport. However, in order to fully benefit from the package tour arrangement it is recommended that the local tour operators should directly penetrate the existing source markets. Earnings from tourism could also be increased if Tanzania had a national airline operating in the tourist source markets.

Table 2.10: Proportion of Visitors by Travel Arrangement and Purpose of Visit, 2010

Travel Arrangement	Visitors' Purpose				
	Business	Conference	Leisure and Holiday	VFR	Other
Package Tour	11.8	20.8	74.9	10.4	24.7
Non-package Tour	88.2	79.2	25.1	89.6	75.3
% of Total Visitors	100.0	100.0	100.0	100.0	100.0

The 2010 survey results (**Table 2.10**) indicate that the majority of visitors who came for business purposes, conference and visiting friends and relatives were under the non-package tour arrangement. The same pattern has been observed in the previous surveys. It is worth noting that tourists who came to visit friends and relatives do not require the package tour arrangement because they have well established contacts that make travel arrangement for their stay in Tanzania. The same applies to business travelers as they already have a business program and to a large extent, their security issues are handled by their local business contacts. On the other hand, most of the visitors who came for leisure and holidays used the package tour arrangement since it is more organized and has certainty as tourists know in advance what to expect at the destinations.

Table 2.11: Proportion of Visitors of the Top 15 Source Markets by Travel Arrangement, 2010

S/N	Country of Residence	Travel Arrangement (%)		Number of Visitors
		Package Tour	Non-Package Tour	
1	Italy	14.4	2.9	1,671
2	United Kingdom	8.6	6.8	1,489
3	United States of America	7.4	3.6	1,063
4	Germany	5.3	2.8	779
5	Australia	4.4	0.8	504
6	Spain	3.1	1.3	419
7	France	3.2	1.2	419
8	South Africa	2.8	1.5	417
9	Netherlands	2.1	1.2	325
10	Canada	1.4	1.1	247
11	Kenya	0.6	1.8	236
12	Belgium	1.4	0.6	187
13	Austria	0.7	0.6	132
14	Zambia	0.1	1.1	117
15	India	0.5	0.6	109
16	Other	7.5	8.5	1,548
	TOTAL	63.5	36.5	9,662

Table 2.11 shows that more visitors under the package tour arrangement were from Italy, the United Kingdom and United States of America, while a few came from Zambia. Similarly, the majority of visitors from the United Kingdom and United States of America used non-package tour arrangement.

Table 2.12: Visitors Under Package Tour Arrangement by Purpose of Visit, 2010 (Percent)

S/N	Top 15 source markets	Visitor's Purposes				
		Business	Conference	Leisure and Holidays	Visiting Friends and Relatives	Other
1	Italy	15.9	0.0	25.8	45.9	10.4
2	UK	0.0	7.1	15.7	8.1	16.4
3	USA	15.9	28.6	13.0	16.2	11.9
4	Germany	25.0	0.0	9.4	9.5	9.0
5	Australia	6.8	0.0	7.9	5.4	6.0
6	Spain	0.0	0.0	5.7	0.0	3.0
7	France	0.0	0.0	5.8	0.0	7.5
8	South Africa	13.6	0.0	5.0	2.7	6.0
9	Netherlands	0.0	0.0	3.9	6.8	0.0
10	Canada	2.3	0.0	2.5	4.1	0.0
11	Kenya	6.8	42.9	0.9	1.4	3.0
12	Belgium	4.5	0.0	2.5	0.0	3.0
13	Austria	0.0	0.0	1.4	0.0	0.0
14	Zambia	0.0	21.4	0.2	0.0	0.0
15	India	9.1	0.0	0.5	0.0	23.9
	Total	100.0	100.0	100.0	100.0	100.0

The survey's results indicate that visitors from Italy, who came for leisure and holidays as well as visiting friends and relatives under the package tour arrangement took the lead (**Table 2.12**). Second in prominence were visitors from the United Kingdom followed by those from the United States of America. On the other hand, the majority of visitors from Kenya came for conference, followed by those from the United States of America. Visitors who came for business were mainly from Germany, Italy, the United States of America and South Africa.

Table 2.13: Visitors Under Non-package Tour Arrangement by Purpose of Visit, 2010 (Percent)

SN	Top 15 Source Markets	Visitors' Purposes				
		Business	Conference	Leisure and Holidays	Visiting Friends and Relatives	Other
1	Italy	1.0	0.0	14.4	5.0	11.2
2	United Kingdom	11.8	7.8	22.3	34.2	34.1
3	USA	10.8	11.7	11.9	15.3	18.4
4	Germany	3.1	6.5	10.3	10.5	15.2
5	Australia	2.8	1.3	3.9	1.8	0.0
6	Spain	0.0	2.6	6.2	1.3	7.2
7	France	1.4	2.6	5.3	3.2	2.7
8	South Africa	13.9	7.8	5.5	2.3	0.4
9	Netherlands	2.4	7.8	5.1	4.1	1.3
10	Canada	4.5	6.5	3.5	5.2	4.0
11	Kenya	16.0	35.1	4.6	5.6	1.3
12	Belgium	1.4	1.3	2.0	2.5	1.8
13	Austria	0.3	1.3	2.7	2.9	0.4
14	Zambia	25.0	1.3	1.1	2.2	0.9
15	India	5.6	6.5	1.2	3.8	0.9
	Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Under the non-package tour arrangement, the majority of visitors who came for business were from Zambia, followed by Kenya and South Africa (**Table 2.13**). Visitors from Kenya dominated the conference category followed by visitors from the United States of America, Canada and Germany. The majority of visitors who came for leisure and holidays and visiting friends and relatives were largely from the United Kingdom, United States of America and Italy.

2.7 Departure Points

The 2010 Survey was conducted in six departure points which are the Julius Nyerere International Airport (JNIA), Zanzibar Airport (ZAA), Kilimanjaro International Airport (KIA), Namanga (NAM), Kasumulo (KAS) and Tunduma (TUN) borders. Like in the previous survey, the 2010 survey results indicate that the majority of the visitors departed the country via Zanzibar Airport (33.9 percent) and JNIA (25.6 percent). The importance of air as the major means transport used by tourists calls for proper maintenance and upgrading of airport facilities. The results further show that Kasumulo and Tunduma recorded the smallest proportion of all departed visitors (**Table 2.14**).

Table 2.14: Number of Visitors by Departure Points

Departure Points	Visitors	Percent
JNIA	2,478	25.6
ZAA	3,278	33.9
KIA	1,952	20.2
NAM	1,518	15.7
KAS	224	2.3
TUN	212	2.2
TOTAL	9,662	100.0

Table 2.15 shows that the majority of the visitors who came for leisure and holiday departed through ZAA and KIA. Meanwhile, JNIA was the most significant departure point for tourists who came for business, conference and visiting friends and relatives.

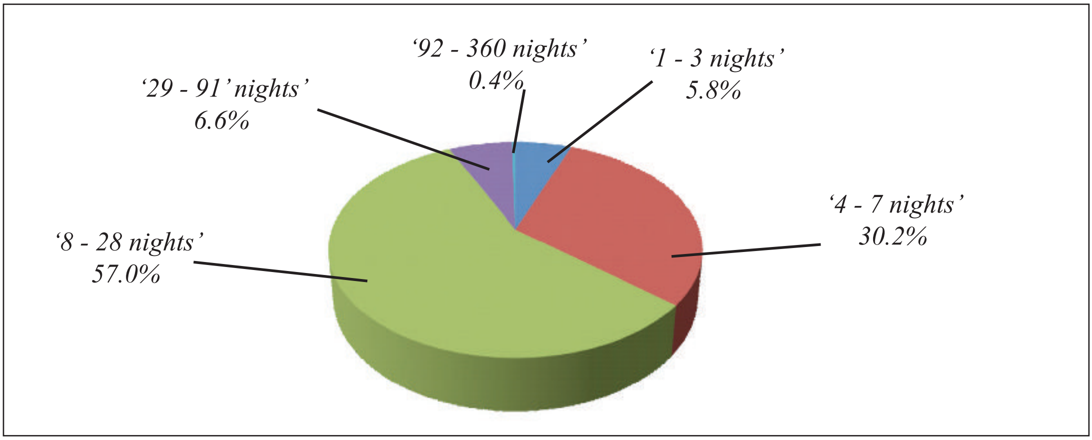
Table 2.15 Purpose of Visits and Departure Points

Departure Points	Visitors' Purposes					TOTAL
	Business	Conference	Visiting Friends and Relatives	Leisure and Holidays	Other Purposes	
JNIA	284	97	553	1,379	165	2,478
ZAA	28	9	70	3,141	30	3,278
KIA	52	43	95	1,662	100	1,952
NAM	18	12	71	1,352	65	1,518
KAS		11	4	200	9	224
TUN	74	1	32	98	7	212
TOTAL	456	173	825	7,832	376	9,66 2

2.8 Nights Spent

Chart 2.3 depicts that 57.0 percent of the visitors to Tanzania spent between eight and twenty-eight nights higher than 55.1 percent recorded in the previous survey. Visitors who spent between four and seven nights were second in prominence, accounting for about 30.0 percent of all the visitors. On the other hand, visitors who spent more than one month accounted for 6.6 percent, while those who spent more than three months continued to be a few accounting for only 0.4 percent. The dominance of the visitors who stayed in Tanzania between four to twenty-eight nights was also observed in the previous surveys.

Chart 2.3: Visitors by Night Spent in Tanzania



2.9 Length of stay

The survey results show that the overall average length of stay for visitors to Tanzania was 11 nights, just like what was observed during the 2009 survey. Visitors from Austria recorded the highest combined average length of stay of 14 nights. They were followed by visitors from Germany and Belgium, who recorded an average length of stay of 13 nights. Kenya stayed the least with an average length of stay of six nights partly due to its proximity to the destination (**Table 2.16**).

Table 2.16: Average Length of Stay of Visitors to Tanzania, 2010

S/N	Top 15 Source Markets	Package Visitors' Country Average	Non-package Visitors' Country Average	Combined Average
1	Italy	10	15	12
2	UK	10	12	11
3	USA	10	11	11
4	Germany	12	14	13
5	Australia	9	10	10
6	Spain	9	11	10
7	France	11	13	12
8	South Africa	7	8	7
9	Netherlands	11	13	12
10	Canada	12	12	12
11	Kenya	5	6	6
12	Belgium	11	16	13
13	Austria	11	16	14
14	Zambia	10	6	8
15	India	9	7	8
	Average	**10**	**11**	**11**

Under the non-package arrangement, the visitors from Belgium and Austria recorded the highest average length of stay of 16 nights while visitors from Kenya recorded the lowest average length of stay. Regarding the package tour arrangement, Germany and Canada had the highest average length of stay of 12 nights. Meanwhile, visitors from Kenya recorded the lowest average length of stay of five nights. The results from the survey continue to depict the importance of visitors from long haul as they tend to stay longer at destination.

Table 2.17: Average Length of Stay of Visitors to the Tanzania Mainland, 2010

S/N	Top 15 Source Markets	Package Visitors' Country Average	Non-package Visitors' Country Average	Combined Average
1	United Kingdom	8	11	9
2	United States of America	9	11	10
3	Germany	10	12	11
4	Italy	8	12	10
5	Australia	9	8	9
6	France	8	9	9
7	Spain	7	11	9
8	Netherlands	9	11	10
9	Canada	10	11	11
10	South Africa	7	6	7
11	Kenya	8	5	7
12	Austria	9	13	11
13	Belgium	7	14	11
14	Zambia	7	6	6
15	India	9	7	8
	Average	8	10	9

The survey results in **Table 2.17** indicate that the overall average length of stay for visitors who toured Tanzania Mainland was nine nights for the top fifteen countries, the same results as obtained during the 2008 and 2009 surveys. Visitors from Canada, Austria and Belgium recorded the highest average length of stay of 11 nights in the 2010 survey.

The results further indicate that the average length of stay under the non-package tour arrangement was ten nights compared to nine nights recorded in the previous survey. On the other hand, the average length of stay for visitors under the package tour arrangement was maintained at eight nights. Visitors from Belgium recorded the highest average length of stay under the non-package tour arrangement, while under the package tour arrangement, visitors from Germany and Canada stayed longer.

Table 2.18: Average Length of Stay of Visitors to Zanzibar, 2010

S/N	Country Name	Package Visitors' Country Average	Non-package Visitors' Country Average	Combined Average
1	Italy	8	7	8
2	United Kingdom	6	7	7
3	Germany	6	7	7
4	United States of America	4	4	4
5	South Africa	6	5	6
6	France	5	8	7
7	Spain	5	7	6
8	Australia	4	5	5
9	Netherlands	6	5	6
10	Belgium	8	6	7
11	Canada	4	5	4
12	Kenya	3	5	4
13	Austria	6	7	7
14	Switzerland	5	6	5
15	Sweden	7	8	8
	Average	6	6	6

For the case of Zanzibar, the overall average length of stay of visitors was six nights similar to what was observed during the 2009 survey (**Table 2.18**). Visitors from Italy and Sweden recorded the highest average length of stay of eight nights each, followed by the United Kingdom, Germany, France, Belgium and Austria with seven nights each. Since 2001, survey findings have shown that the average length of stay in Zanzibar was lower compared to that of Tanzania Mainland. This is partly attributed to the larger size of the Mainland, with numerous tourist attractions.

Table 2.19: Average Length of Stay by Purpose of Visit

S/N	Top 15 Source Markets	Purpose of Visits				
		Visiting Friends and Relatives	Leisure and Holidays	Conference	Business	Other
1	Italy	11	10		10	17
2	UK	15	10	4	5	15
3	USA	12	10	8	8	14
4	Germany	18	13	8	6	15

5	Australia	9	9	3	11	19
6	Spain	15	9	2	0	6
7	France	10	12	12	2	10
8	South Africa	9	8	4	5	6
9	Netherlands	15	12	8	6	3
10	Canada	15	12	8	8	14
11	Kenya	5	7	4	6	8
12	Belgium	23	12	8	7	11
13	Austria	20	13	5	11	
14	Zambia	4	10	9	5	14
15	India	8	8	8	9	8
	Average	12	10	7	6	11

Tourists who came to visit friends and relatives recorded the highest average length of stay of 12 nights, followed by the holidaymakers (**Table 2.19**). These results are similar to the ones obtained during the 2009 survey. Visitors from Belgium under the VFR category stayed the longest. Likewise, holiday makers from Germany and Austria recorded the longest stay. Generally, the average length of stay for visitors who came for leisure and holidays remained constant at 10 nights for 2009 and 2010 surveys.

2.10 Tourism Activities in Tanzania

Table 2.20 depicts that wildlife tourism is the most preferred tourist activity in Tanzania. These results reflect the country's wealth in Wildlife, as Tanzania is known to be the home of Africa's most magnificent game reserves, fabulous national parks and the famous Ngorongoro Conservation Area. Visitors who were mostly attracted to wildlife tourism came from the United Kingdom, United States, Italy and Germany. The prominence of wildlife tourism in Tanzania is mainly associated with wildlife-based promotional efforts. It is worth noting that efforts are now in place to promote other forms of tourism activities. For instance, the country's promotional brand name/slogan now goes by 'Tanzania the Land of Kilimanjaro, Zanzibar and the Serengeti', which incorporates mountain climbing and marine activities. However, enhanced diversification to other forms of tourism like cultural, sports and eco-tourism is of paramount importance.

Table 2.20: Primary Tourism Activities by Country of Residence (Percent)

Country of Residence	Wildlife Tourism	Beach Tourism	Mountain Climbing Tourism	Conference Tourism	Cultural Tourism	Bird watching Tourism	Hunting Tourism
Italy	11.1	35.5	2.4	1.7	20.9	9.8	1.9
UK	13.7	13.0	24.4	6.4	11.2	4.3	5.6
USA	14.9	2.6	15.3	9.9	9.3	17.4	25.9
Germany	10.6	6.6	9.6	2.3	13.7	5.4	9.3
Australia	8.0	1.7	7.5	0.6	3.4	0.0	0.0
Spain	6.9	3.2	2.4	1.2	1.2	6.5	0.0
France	6.1	4.4	3.7	2.3	5.2	4.3	5.6
South Africa	1.6	7.0	5.2	12.8	4.5	0.0	1.9
Netherlands	4.9	2.0	3.6	1.7	3.2	14.1	0.0
Canada	3.0	1.0	4.8	3.5	2.4	4.3	1.9
Kenya	0.8	2.6	1.7	18.0	1.6	4.3	0.0
Belgium	2.1	2.3	0.8	0.6	2.8	0.0	3.7
Austria	1.4	1.4	2.1	0.6	2.4	4.3	7.4
Zambia	0.3	1.2	0.1	2.3	0.3	0.0	1.9
India	0.9	0.9	2.7	2.3	0.2	1.1	0.0
Others	13.8	14.8	13.7	33.7	17.6	23.9	35.2
n=	4,467	3,108	1,161	882	172	92	54

The second most attractive tourism activity is beach tourism with majority of visitors coming from Italy and the United Kingdom. This is consistent with the results indicated in **Table 2.4**, which show that these two countries are the leading tourist source markets to Zanzibar. This beautiful island is surrounded by pristine coral reefs, calm and clear water, natural lagoons, mangrove swamps, beautiful coconut palm and fringed sandy beaches. The popular tourism activities include snorkeling, diving, cycling, boating, exploring the historic charms of the Stone Town and relaxing on the beach.

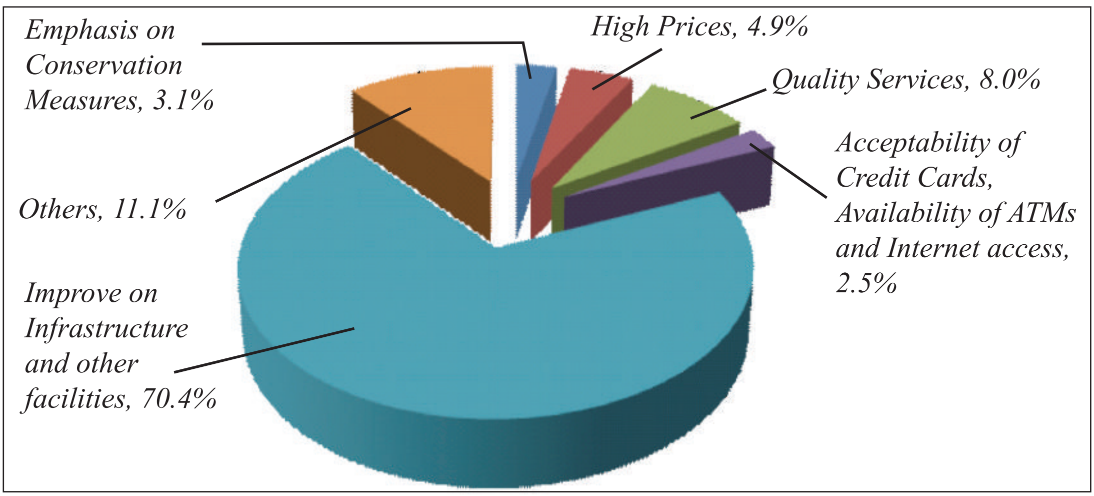
Beautiful Attractions in Zanzibar

Mountain climbing is another preferred tourism activity attracting most visitors from the United Kingdom (24.4 percent) and United States of America (15.3 percent).

2.11 Areas that need Improvement

About 70.4 percent of the interviewees were concerned with the state of the infrastructure, specifically the road between Namanga and Arusha. It is worth noting that improvement on this road is at an advanced stage as about 75 percent of construction work has been completed. Some of the visitors indicated that there is a need of improving facilities at the airports particularly JNIA and ZAA; and at the tourist attractions. These facilities include toilets, water supply, electricity and air conditioning. They were also concerned with the quality of services, particularly on the check-in procedure at the Zanzibar Airport. However, efforts are under way to construct a new international passenger terminal after the completion of the extension of the ZAA runway from 2,462 to 3,022 metres in 2010. The terminal is expected to be operational in 2013. Both, the expansion of the runway and the ongoing construction of new passenger terminal will be vital in attracting more visitors from overseas, which will in turn affect the country's economy positively.

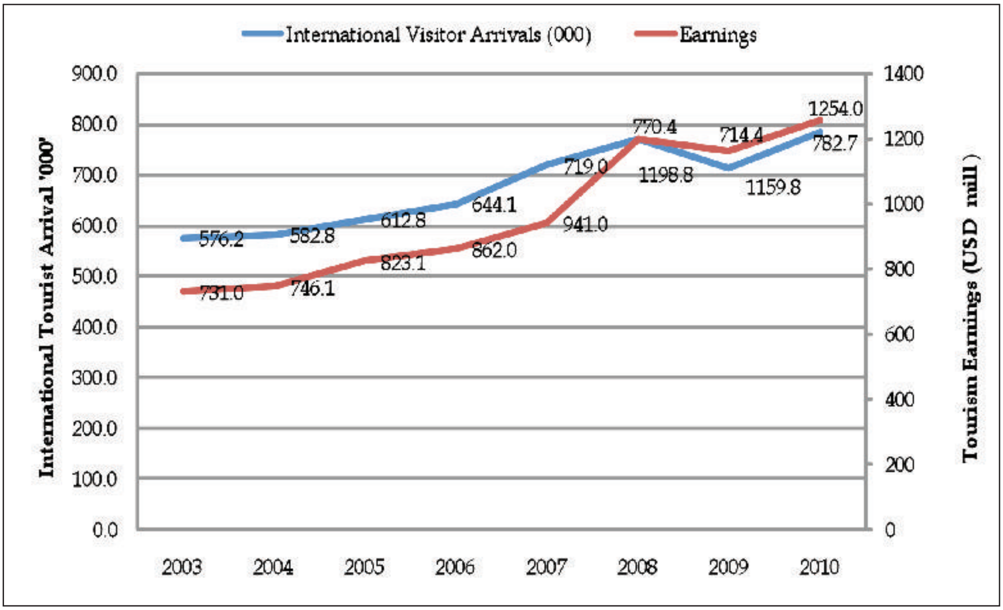
Chart 2.4: Areas of Improvement



2.12 Tourism Earnings

As stated earlier, estimation of tourism earnings for improving the National Accounts and Balance of Payments statistics is one of the main objectives of conducting International Visitors' Exit Survey. The earnings are estimated using the tourism expenditure model, whose variables are average length of stay, average expenditure per person per night, proportion of visitors under the package and non- package tour arrangement and international visitor arrivals. On the basis of the model, Tanzania earned USD 1,254.5 million in 2010, which is an increase of 8.2 percent from the level recorded in the previous survey. The number of international visitor arrivals increased by 9.6 percent to 782,699 in 2010 (**Chart 2.5**). Out of the total receipts, tourist earnings for Zanzibar amounted to USD 128.1 million, compared to USD 104.3 million recorded in 2009. The increase is partly due to a rise in a number of international visitor arrivals and average expenditure per person per night.

Chart 2.5: Tourism Earnings and International Visitors in Tanzania



2.13 Average Expenditure

The survey results show that the overall average expenditure of a tourist in Tanzania increased to USD 258 per person per night in 2010, from USD 241 recorded in the previous survey. Moreover, the results indicate that a tourist who came under the package and non-package arrangement spent an average of USD 328 and USD 236 per night, respectively.

On the other hand, visitors who came for leisure and holiday under the package tour arrangement spent an average of USD 328 per person per night, while those who came under the non-package tour arrangement spent an average of USD 192 per person per night (**Table 2.21**).

Table 2.21: Average Expenditure by Purpose of Visit

S/N	Purpose of visit	Average Expenditure (USD)	
		Package	Non-package
1	Business	333	193
2	Leisure and Holiday	328	192
3	VFR	249	149
4	Other	368	109

2.14 Tourists Expenditure in Tanzania

In a bid to provide a basis for construction of Tanzania's Tourism Satellite Account, the survey attempted to collect information on tourist expenditure in accommodation, food and drinks, transport, shopping and sightseeing. The expenditure of non-package tourists was used, given that payments were directly made by the respondents; hence it was relatively easier to remember the incurred expenditure. As for tourists under the package travel, most of the payments were pre-paid in wholesome amount at source markets, thus rendering difficulties in desegregating the expenditures by sector.

The survey's results reveal that tourists expenditure in Tanzania on hotel accommodation (25.3 percent), followed by shopping (17.8 percent) while food and drinks accounted for 16.8 percent (**Table 2.22**).

Table 2.22: Tourists Expenditure in Tanzania, 2010

S/N	Items	Amount Spent (USD)	Percentage
1	Hotel Accommodation	4,913,288.68	25.3
2	Shopping	3,452,410.85	17.8
3	Food and Drinks	3,253,751.81	16.8
4	Mountain Climb	2,627,469.90	13.5
5	Air Transport	1,368,208.44	7.0
6	Sight Seeing	903,395.19	4.7
7	Gate Fee	896,433.95	4.6
8	Other	483,186.04	2.5
9	Road Transport	428,982.55	2.2
10	Visa and Taxes	394,007.03	2.0
11	Sports	256,851.33	1.3
12	Hunting	143,657.52	0.7
13	Cult Service	138,512.85	0.7
14	Water Transport	83,489.68	0.4
15	Rental Transport	59,061.53	0.3
16	Rail Transport	4,885.39	0.0
	Total	**19,407,592.74**	**100.00**

Chapter 3 | Conclusion and Recommendations

3.1 Conclusion

The importance of the sector has made it necessary to conduct a series of international visitors' exit surveys on annual basis with a view to improve compilation of Balance of Payments and National Accounts statistics, gathering necessary information for promotion of the tourism sector and provide a basis for construction of Tourist Satellite Accounts.

The survey has successfully collected data and information and has met the intended objectives. Through the survey, tourism earnings have been estimated using the updated information. The survey's results show the following;

- Tourism earnings grew by 8.2 percent to USD 1,254.5 million compared to USD 1,159.8 million recorded in 2009.
- Source market for Tanzania's tourists continue to be dominated by countries from Europe and America namely, Italy, the United Kingdom, and USA which, in aggregate, accounted for 43.7 percent of tourists who visited the country in 2010.
- Most visitors came for leisure and holiday purposes and fall within the age group of 25 – 44 years.
- Majority of the visitors came under the package tour arrangement because it is well organized and consumers are able to choose from wide options such as air tickets, accommodation, food and drinks.
- Wildlife tourism is the main activity for Tanzania's tourists reflecting the country's wealth in national parks and game reserves. Other main activities include beach tourism and mountain climbing.
- Most visitors expressed concerns on the state of roads, airport facilities as well as check in procedures at JNIA and Zanzibar airport.

3.2 Recommendations

- Similar to the previous surveys, the 2010 survey continues to show the dominance of the European and American blocs as the main source markets to Tanzania. Although this is a typical characteristic for most African countries given the long-haul nature of the destinations, caution has to be taken in case these markets are affected by economic and financial crisis. In order to minimize risks emanating from such kind of diversity, it is necessary to intensify promotional efforts to the emerging markets and at the same time continue to maintain the existing markets to encourage repeat visitors.

* *Responsible Institutions: MNRT, TTB, TCT, ZCT and ZATI*

- Studies have shown that international conferences, meetings, conventions, events and exhibitions are currently the most lucrative and high yield tourism sub-sectors (UNWTO, 2010). However, the findings show that there are very few visitors who came for conferences in Tanzania. This implies that there is a need for intensifying efforts to attract new investments in convention centres for hosting international meetings. However, this should go in tandem with marketing these convention centres and other facilities intensively in order to increase the number of visitors who come for conferences.

  * *Responsible Institutions: TIC, ZIPA, MOFAIC, MNRT, TTB, TCT, ZCT and ZATI*

- The findings indicate that visitors were concerned with the poor state of roads and facilities such as toilets, water supplies, electricity and air conditioning at the airports (JNIA, ZAA) and at the tourist attractions. This implies that there is a need for improving these facilities at the airports and at the tourist attractions.

  * *Responsible Institutions: MoW, TAA, MNRT, TCAA, TTB, TCT, ZCT and ZATI*

- The results show little improvement on the average length of stay particularly for visitors coming for leisure and holidays despite the fact that they have the highest expenditure per person per night. This implies that the government and stakeholders in the tourism sector need to diversify the tourism products by incorporating into their programs, among others, cultural and eco-tourism in order to increase visitors' length of stay.

  * *Responsible Institutions: MNRT, TTB, TCT, ZCT and ZATI*

- Wildlife tourism is the main activity to Tanzania due to its wealth in wildlife and the home of Africa's most magnificent game reserves, fabulous national parks and the famous Ngorongoro Conservation Area. However, there is a need to intensify the ongoing promotion of other forms of tourism such as marine activities, cultural, sports and eco-tourism in order to encourage repeated visits so as to increase tourism earnings.

  * *Responsible Institutions: MNRT, TTB, TCT, ZCT and ZATI*

- The government and other stakeholders in the tourism industry should continue to improve roads and the airport runways in the tourism attractions in order to attract modern and twin-engine aircrafts. This will increase the number of international visitors, particularly senior citizens who are more risk averse.

  * *Responsible Institutions: MoW, MNRT, TTB, TCT, ZCT and ZATI*

Appendices

Appendix I: Action Matrix for Survey Recommendations

SN	ISSUE	DESCRIPTION	RECOMMENDATIONS	RESPONSIBLE INSTITUTIONS
1.	Dominance of Visitors from the European Market	The findings show the dominance of European and American bloc as the main tourists source markets to Tanzania.	• It is necessary to intensify promotional efforts to the emerging markets. • Continue to maintain the existing markets to encourage repeated visits.	MNRT, TTB, TCT, ZCT and ZATI
2.	Low numbers of Conference visitors	The findings show that there are very few visitors who came for conferences in Tanzania.	• There is a need for intensifying efforts to attract new investments in convention centres for hosting international meetings. • There is a need for marketing these convention centres and other facilities intensively in order to increase the number of visitors who come for conferences.	TIC, ZIPA, MOFAIC, MNRT, TTB, TCT, ZCT and ZATI
3.	The average length of Stay of visitors to Tanzania is still low	There is little improvement on the average length of stay particularly for visitors coming for leisure and holidays, despite the fact that they have the highest expenditure per person per night.	The government and stakeholders in the tourism sector, need to diversify the tourism products by incorporating into their programs, among others, cultural and eco-tourism in order to increase visitors' length of stay.	MNRT, TTB, TCT, ZCT and ZATI
4.	Diversification of Tourism Activities	The findings indicate that wildlife tourism is one of the main activities in Tanzania.	There is a need to intensify the ongoing promotion of other forms of tourism such as marine activities, cultural, sports and eco-tourism in order to encourage repeated visits, hence increasing tourism earnings.	MNRT, TTB, TCT, ZCT and ZATI

SN	ISSUE	DESCRIPTION	RECOMMENDATIONS	RESPONSIBLE INSTITUTIONS
5	Few Senior Citizen (65 +years)	The findings indicate that few senior citizens come to Tanzania.	Improve the airport runways in the tourism attractions in order to attract modern and twin-engine aircrafts so as to increase the number of senior citizens who are risk averse.	MoW, TAA, TCAA, MNRT, TTB, TCT, ZCT and ZATI
6	Improvement of infrastructure and tourism	• Visitors complained about poor facilities such as toilets, water supplies, electricity and air conditioning systems at the airports (JNIA,ZAA) and at tourist attractions.	• There is a need for improving these facilities at the airports (JNIA and ZAA) and at the tourist attractions.	MoW, TAA, MNRT, TCAA, TTB, TCT, ZCT and ZATI
7		• Visitors were also concerned with the poor condition of the road between Namanga and Arusha.	• The government and other stakeholders in the tourism industry should continue to improve the roads.	

Appendix II: Survey Methodology

I. Introduction

The objective of this chapter is to provide a descriptive summary of the approach and methodological aspects used in conducting of the 2010 International Visitors` Exit Survey. It includes designing of the survey instruments and sample selection; scope and coverage; training; data collection and processing; and expenditure estimation procedures.

II. Scope of the Survey

The respondents for the survey were the departing international visitors. A person is considered as an international visitor if he/she travels to a country other than that of his/her usual residence, for a period not exceeding twelve months, and whose main purpose of visit is other than an activity remunerated from within the country visited.

III. Sample Size

The survey was done on sample basis. It was planned to interview 7,143 departing international visitors, equivalent to one percent of the international visitors recorded in 2009. Ultimately, the survey managed to randomly interview about 5,650 respondents, who represented around 9,662 visitors in the sample. This sample was considered sufficient to meet the survey's objectives.

IV. Fieldwork

Data collection exercise was undertaken during the tourist peak season, which normally runs from July through September. It began on 23rd August 2010 to 5th September 2010 for two weeks period. Data was collected by 6 teams, 5 in Mainland and one in Zanzibar. The Technical Committee members participated in the field supervision of the interviews to ensure the questionnaires' quality and consistency.

V. Survey Coverage

In order to obtain the required information from international visitors, it was important to conduct the survey at the entry/exit boarder points. The survey covers six departure points namely; Julius Nyerere International Airport (JNIA), Kilimanjaro International Airport (KIA), Zanzibar Airport (ZAA), Namanga (NAM), Tunduma and Kasumulo border points.

VI. The Enumerators' Manual

The Technical Committee (TC) developed the Enumerators' Manual (EM) that was used by the enumerators as a reference document during the survey. The manual contained information and guidelines on concepts and definitions of some of the key words used in the questionnaire. In addition, the manual provided the description of the questions and data cross-checking mechanism.

VII. Training of the Enumerators

A one day training of enumerators and supervisors was organized by TC members. A total of 26 enumerators and seven supervisors were trained. The purpose of the training was to guide the enumerators to understand the questionnaire and equip them with interviewing techniques. The enumerators were also trained in methods of field editing, data quality control procedures and fieldwork coordination. The Enumerators' Manual was used as a guideline document during the training.

VIII. The Questionnaire

Only one questionnaire was used for the 2010 International Visitors` Exit Survey. The content of the questionnaire was based on the previous year's questionnaire with slight modifications. The questionnaire used in the survey had 15 questions and it comprised four main parts namely: visitor profiles, travel behavior, expenditure patterns and visitors' comments (Appendix III).

Questions 1 to 6 aimed at establishing visitor profiles (nationality, country of residence, age group, purpose of visit and type of tourism activity).

Questions 7 to 10 targeted at obtaining travel behaviour namely, type of tour arrangement (package/non-package), items in the package and number of nights spent.

Questions 11 to 13 were structured to establish tourists' earnings ascribed to Tanzania. In addition, the questions probed for details on the amount of money spent in Tanzania.

Question 14 and 15 seek information on visitors' motivation to visit Tanzania as well as areas that need improvement.

IX. Data Processing

The processing of the 2010 International Visitors` Exit Survey data began shortly after completion of fieldwork. Data processing involved manual editing, coding of open-ended questions, data entry and editing of computer-identified errors. Data entry and editing were accomplished using the ORACLE11g database and web-based application.

X. Tourist Expenditure Estimation

Tourist expenditure in the country was estimated using Tourist Expenditure Model that was developed during the comprehensive visitors' exit survey conducted in 2001. The model uses the following variables: average expenditure by travel arrangement by purpose of visit, proportion of visitor by travel arrangement and average length of the stay.

The model is depicted in the following equation:

Ev = (EP × VP ×T) + (ENP × VNP ×T)

Whereby:

Ev = Total tourist expenditure in Tanzania

EP = Average Package tour expenditure per visitor per night, derived from the survey.

ENP = Average Non-package tour expenditure per visitor per night, derived from the survey.

VP = Number of arrivals under the Package travel arrangement (The arrivals as recorded by the Immigration Department, adjusted into package visitors by purpose, using the survey's results).

VNP = Number of arrivals under the Non-package travel arrangement (The arrivals as recorded by the Immigration Department, proportionately adjusted into non-package visitors using survey patterns).

T = Average length of stay as computed from immigration statistics.

The Simplified Model

Country of Residence	Purpose of Visit	Total Visitors (sourced from Immigration Dept)	Visitors by travel arrangement		Avg. Length of stay	Avg. Expenditure per visitor per night		Total expenditure
						Package	Non Package	
			Package (VP)	Non-package (VNP)	(T)	(EP)	(ENP)	(EV)
	Business							
	Holiday							
	VFR							
	Other							

Procedure and assumptions used for the estimation of tourist expenditure for 2010;

- Calculation of average package tour expenditure involved deduction of accruing to an international tour wholesaler. Information on cost of international transport from source markets was updated using current information gathered from international carriers that bring visitors to Tanzania.
- It was assumed that 10 percent of the value of the package is retained by the international tour wholesaler to meet overhead costs and commission. The assumption was based on a study on Tourism Earnings in Tanzania that was conducted in 2000.
- Immigration data on arrivals by purpose of visit were distributed according to package and non-package arrangements, using the travel arrangement ratios as established in the survey.
- To be able to estimate annual tourists' expenditure, survey results were applied to the total number of tourist arrivals as recorded by the Immigration Department. It is worth mentioning that given the homogeneity nature of the visitors' characteristics, information collected during the two weeks survey is justifiable to represent the total population.
- The Immigration Department also provides the number of tourist arrivals for Zanzibar that enables estimation of tourist expenditure for Zanzibar.
- The average length of stay used was between one and twenty-eight nights.

Appendix III: Questionnaire

THE 2010 INTERNATIONAL VISITORS' EXIT SURVEY

Please read the instructions carefully before filling the form.

INTRODUCTION

We hope that your stay in Tanzania was a pleasant one and a rewarding experience. Before you leave, you are kindly requested to provide information relating to your stay in Tanzania. The information will help us to improve and develop the tourism sector. The survey is jointly carried out by the Ministry of Natural Resources and Tourism, National Bureau of Statistics, Bank of Tanzania, Immigration Department and the Zanzibar Commission for Tourism.

Your Cooperation is highly appreciated

FOR OFFICIAL USE:

CODE NUMBER:____

NAME OF THE RESEARCHER:__________________________________

DATE:____________________ SIGNATURE:________________________

NAME OF THE DATA ENTRANT:_________________________________

1. Nationality ……………………... Country of usual residence ………………..........

2. Age group (tick one only)

<18	18-24	25-44	45-64	65+
[ ]	[ ]	[ ]	[ ]	[ ]

3. Number of people with whom you are travelling whose expenditure is on one account, including children and yourself

Number of Females [ ]

Number of Males [ ]

4 With whom are you travelling? (tick one only)

Alone [ ]
With spouse/partner [ ]
With children [ ]
With spouse and children [ ]
With other friends and relatives [ ]

5. Main purpose of visit to Tanzania (tick one only)

Conference [ ]
Business [ ]
Visiting Friends and Relatives [ ]
Leisure and Holidays [ ]
Other (please specify) [ ]

6. What was your main tourism activity in Tanzania, in this trip? (*tick one only*)

Wildlife tourism [ ]
Beach tourism [ ]
Cultural tourism [ ]
Bird watching [ ]
Mountain climbing [ ]
Hunting tourism [ ]
Conference tourism [ ]
Others (please specify): …..…………………

7. Travel arrangements before coming to Tanzania (tick one)

Package tour *(at least international transport and accommodation bought in one price)* [ ]
Non-package tour (independent) [ ] *If "Non-package tour", tick and go to question 10*

8. Items included in your package tour (tick)

International transport [ ]
Accommodation [ ]
Food and Drinks [ ]
Internal transportation in Tanzania [ ]
Sightseeing/excursion/game activities [ ]
Guided tour [ ]
Travel insurance [ ]
Other (please specify)………....………

9. Total number of nights in the package tour INCLUDING nights spent in other countries

10. Number of nights spent in:

Tanzania Mainland [ ]

Zanzibar Islands [ ]

11. Total cost of the package tour: Currency ....…...…....…. [ ]

12. How much money did you spend (cash, travellers cheque, credit cards) in Tanzania during this trip. Please give your best estimate in case you do not remember the exact figures

Currency …….......................... [ ]

13. Please give a breakdown of your expenditure in Tanzania on the following;

Accommodation alone		
Hotel	Currency	[ ]
Others (Lodges, Motels, Campsites etc.)	Currency	[ ]
Food and drinks	Currency	[ ]
Internal transportation		
By Air	Currency	[ ]
By Road	Currency	[ ]
By Water	Currency	[ ]
By Railway	Currency	[ ]
Rentals (Car hires, Charters, Boats, etc)	Currency	[ ]
Cultural Services (Museums, Historical Sites, etc.)	Currency	[ ]
Sports and Recreational (Diving, cycling, etc)	Currency	[ ]
Sight seeing and Excursion	Currency	[ ]
Mountain Climbing	Currency	[ ]
Hunting	Currency	[ ]
Access/entry/gate fees	Currency	[ ]
Visa fees and taxes	Currency	[ ]
Shopping (Souvenirs, precious metals, crafts, etc)	Currency	[ ]
Others (please specify): ………………………....	Currency	[ ]

14. What has motivated you to visit Tanzania?

....
....
....
....

15. What would you consider the most important areas that need improvement?

....
....
....
....
....
....

Thank you for your cooperation and for choosing Tanzania as your destination. Have a pleasant journey.

Appendix IV: All Source Markets for Tanzania

S/N	Country of Residence	Number of Visitors	% of Total Visitors
1	Italy	1,671	17.3
2	United Kingdom	1,489	15.4
3	United States of America	1,063	11.0
4	Germany	779	8.1
5	Australia	504	5.2
6	Spain	419	4.3
7	France	419	4.3
8	South Africa	417	4.3
9	Netherlands	325	3.4
10	Canada	247	2.6
11	Kenya	236	2.4
12	Belgium	187	1.9
13	Austria	132	1.4
14	Zambia	117	1.2
15	India	109	1.1
16	Japan	87	0.9
17	Switzerland	84	0.9
18	Norway	78	0.8
19	Sweden	77	0.8
20	Denmark	76	0.8
21	China	66	0.7
22	New Zealand	66	0.7
23	Uganda	62	0.6
24	United Arab Emirates	58	0.6
25	Zimbabwe	57	0.6
26	Ireland	50	0.5
27	Israel	49	0.5
28	Finland	46	0.5
29	Portugal	43	0.4
30	Turkey	39	0.4
31	Poland	39	0.4
32	Luxembourg	31	0.3
33	Russia	30	0.3
34	Greece	27	0.3
35	Oman	23	0.2

36	Sri Lanka	22	0.2
37	Malaysia	22	0.2
38	Korea	21	0.2
39	Scotland	21	0.2
40	Rwanda	21	0.2
41	Ethiopia	19	0.2
42	Malawi	18	0.2
43	Czech Republic	16	0.2
44	Namibia	16	0.2
45	Comoro	15	0.2
46	Taiwan	14	0.1
47	Mozambique	13	0.1
48	Singapore	12	0.1
49	Brazil	12	0.1
50	Slovenia	11	0.1
51	Qatar	11	0.1
52	Swaziland	10	0.1
53	Bulgaria	9	0.1
54	Burundi	7	0.1
55	Romania	7	0.1
56	Chile	7	0.1
57	Nigeria	7	0.1
58	Ukraine	6	0.1
59	Congo	6	0.1
60	Botswana	6	0.1
61	Iran	6	0.1
62	Hungary	6	0.1
63	Estonia	6	0.1
64	Serbia	5	0.1
65	Peru	5	0.1
66	Democratic Republic of Congo	5	0.1
67	Venezuela	4	0.0
68	Mexico	4	0.0
69	Afghanistan	4	0.0
70	Kuwait	4	0.0
71	Colombia	4	0.0
72	Pakistan	4	0.0
73	Djibouti	3	0.0
74	Mauritius	3	0.0

75	Thailand	3	0.0
76	Sudan	3	0.0
77	Lesotho	3	0.0
78	Argentina	3	0.0
79	Liberia	3	0.0
80	Ghana	3	0.0
81	Malta	3	0.0
82	Angola	3	0.0
83	Philippines	3	0.0
84	Nepal	3	0.0
85	Cameroon	2	0.0
86	Slovakia	2	0.0
87	Congo Brazzaville	2	0.0
88	Costa Rica	2	0.0
89	Saud Arabia	2	0.0
90	Yemen	2	0.0
91	Bulgaria	2	0.0
92	Indonesia	2	0.0
93	Madagascar	2	0.0
94	Mongolia	2	0.0
95	Belarus	2	0.0
96	Croatia	2	0.0
97	Saint Lucia	2	0.0
98	Bermuda	1	0.0
99	Vietnam	1	0.0
100	Cyprus	1	0.0
101	Tunisia	1	0.0
102	Albania	1	0.0
103	Egypt	1	0.0
104	Bahrain	1	0.0
105	Lithuania	1	0.0
106	Chad	1	0.0
107	Iceland	1	0.0
108	Kazakhstan	1	0.0
109	Lebanon	1	0.0
	Total	**9,662**	**100.0**

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