



UNWTO STATISTICS CAPACITY BUILDING PROGRAMME
IV WORKSHOP JOHANNESBURG, SOUTH AFRICA, 25-27 AUGUST 2010

8/26/2010

PROGRESS REPORT – TANZANIA

INBOUND TOURISM

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MEASUREMENT OF THE FLOWS AND CHARACTERISTICS OF VISITORS

8/26/2010

No. of Visitors

The number of visitors is captured at entry point by using the Immigration Arrival Declaration Forms. Information from the forms is compiled into Summary Sheets .

TOURIST ARRIVALS FOR THE YEAR 2009

NATIONALITY	VFR ¹	HV ²	BV ³	TR ⁴	OTHS ⁵	TOTAL
TOTAL	48,887	592,635	28,890	19,565	24,390	714,367

¹Visiting Friends and Relatives ²Holiday Visitor, ³Business Visitor, ⁴Transit, Others

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IMMIGRATION CARD

o [Tanzania EntryCard.pdf](#)

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TOURIST EXPENDITURE ESTIMATION

Tourist expenditure is estimated by using information collected from visitors' exit surveys. The variables are average expenditure by travel arrangement by purpose of visit, proportion of visitor by travel arrangement, average length of stay and number of tourist arrivals.

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QUESTIONNAIRE

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- o [Tanzania TTSS Questionnaire.xls](#)

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EXPENDITURE

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- o **The model** is depicted in the following equation:

$$E_v = (E_p \times V_p \times T) + (E_{NP} \times V_{NP} \times T)$$

- o E_v = Total tourist expenditure in Tanzania;
- o E_p = Average package tour expenditure per visitor per night, derived from the survey;
- o E_{NP} = Average Non-package tour expenditure per visitor per night, derived from the survey;
- o V_p = Number of arrivals under **package** travel arrangement (The arrivals as captured by the Immigration Department, adjusted into package visitors by purpose using survey results);
- o V_{NP} = Number of arrivals under **Non-package** travel arrangement (The arrivals as captured by the Immigration Department, proportionally adjusted into non-package visitors using survey patterns);
- o T = Average length of stay as computed from the survey.

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EXPENDITURE

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Cntry of Residence	Purpose of Visit	Total Visitors (Arrivals)	Travel Arrangement		Av. Length of stay T	Av. Exp. Per Person per night		Total Expenditure E_v
			Package V_p	Non Package V_{NP}		Package E_p	Non Package E_{NP}	
	Bussiness							
	Holiday							
	VFR							

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EXPENDITURE

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- Calculation of average package tour expenditure involved deduction of estimated cost for international fare to Tanzania and commission accruing to a tour wholesaler.
- 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.

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SAMPLE SIZE

In 2009, the survey sample was planned to capture one percent of about 700,000 international visitors who were recorded in 2008. This approach yields a sample size of about 7,000 international visitors. In this regard, the survey managed to randomly interview about 6,236 respondents, who represented around 9,286 visitors in the sample.

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**THE 2009 INTERNATIONAL VISITORS' EXIT SURVEY
REPORT**

8/26/2010

Technical Committee
Tanzania Tourism Sector Survey Project




AVERAGE EXPENDITURE

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- The survey results indicate that the overall average expenditure of a tourist in Tanzania is USD 241 per person per night.
- The results also show that the overall average expenditure of a tourist per night were USD 231 and USD 194 under the package and non package arrangement, respectively.
- These results are slightly higher than USD 209 spent by visitors who came under the package arrangement and USD 189 spent by an independent visitor, in 2008.

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LENGTH OF STAY

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- The overall average length of stay for the visitors to Tanzania was 11 nights, an increase of one night from that of the previous year
- Average length of stay for visitors to Tanzania mainland was nine nights.
- Visitors to Zanzibar spent an average length of stay of 14 nights.

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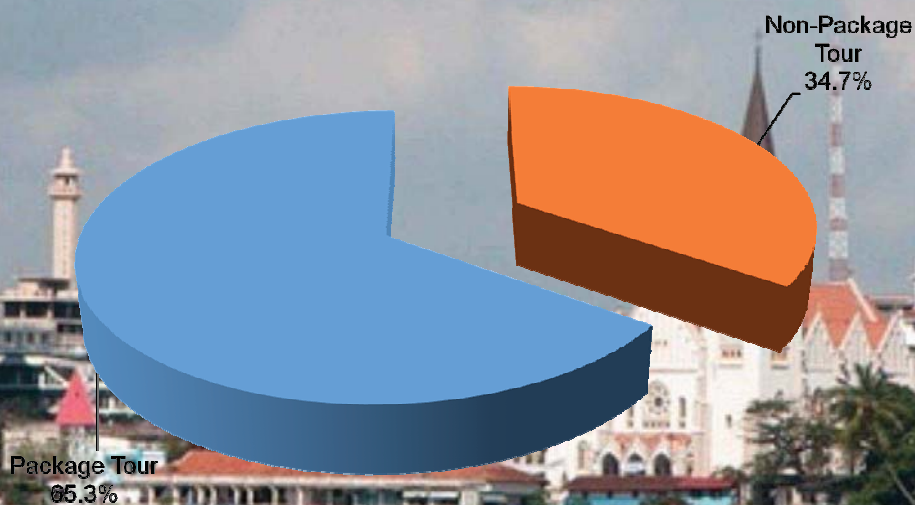
AGE GROUP

- About 55.1 percent of interviewed visitors are in the age group of 25-44.
- Second in prominence was the age group of 45-64 which accounted for 27.1 percent, followed by the age group of 18-24 (10.1 percent).
- The age group of 65 and above who have ample time and adequate income for leisure accounted for about 6.9 percent of the interviewed visitors, this rate is higher than that recorded in the previous survey.

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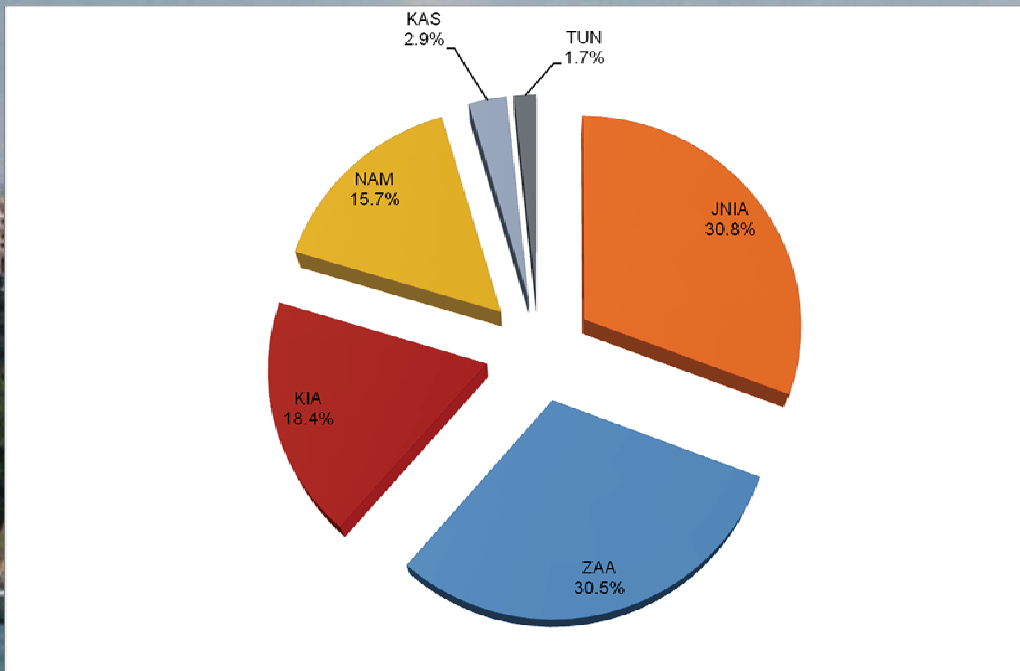
TRAVEL ARRANGEMENT



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Departure Points



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Thank You For Your Attention



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