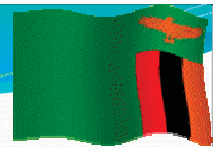


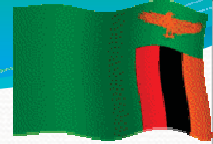
Zambia: Inbound Tourism Statistics

Presentation for Capacity Building Program on
Tourism Statistics
Johannesburg, South Africa
25-27 August, 2010



Data Collection

- The Data collection process begins at various stations and border controls under the Immigration Department. This is where first contact between Immigration Officers and Foreign nationals is made. The migrant has to fill-in an easy to answer Entry Declaration form commonly known as a Form 1 which request the migrant to give his/her full details which include reasons for visit, duration of visit, planned lodging or residential address, length of stay and so on.



Entry Declaration Card/Form 1

The image shows two versions of the Entry Declaration Form (Form 1) for Zambia. The left version is a green and white form, and the right version is a pink and white form. Both forms contain fields for personal information, travel details, and official use.

Form 1 (Green and White)

REPUBLIC OF ZAMBIA
WELCOME TO ZAMBIA
BIENVENIDO EN ZAMBIA
ENTRY DECLARATION FORM
(Section 102)
PLEASE PRINT

Surname: _____ Country: _____
Place of Birth: _____ Date of Birth: _____
Sex: Male Female Nationality: _____ Day: _____ Month: _____ Year: _____
Passport number: _____ Date of issue: _____ Day: _____ Month: _____ Year: _____
Date of expiry: _____ Day: _____ Month: _____ Year: _____
Number of persons travelling on your passport: Male Female
Country of residence: _____ Occupation: _____
Arrived from: _____
Mode of travel: Air flight number Road Rail
Purpose of entry: Holiday Sport Study Business Citizen Transient Resident Employment
Duration of visit: _____ Money to be spent in Zambia: _____
Address in Zambia: _____
Type of accommodation arranged: Hotel/ Lodge Guest House Friends Other
Signature: _____ Date: _____ Day: _____ Month: _____ Year: _____

FOR OFFICIAL USE ONLY
Inspector file No. _____
Date Stamp: _____ Seal: _____ Visa: _____
Place of issue: _____
Date of issue: _____
Zambian authority: _____
Document produced: _____
Signature of Immigration Officer: _____

Form 1 (Pink and White)

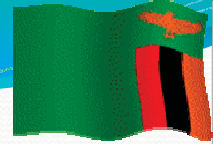
REPUBLIC OF ZAMBIA
WELCOME TO ZAMBIA
BIENVENIDO EN ZAMBIA
ENTRY DECLARATION FORM
(Section 102)
PLEASE PRINT

Surname: _____ Forename: _____
Date of Birth: _____ City: _____ Month: _____ Year: _____
Sex: Male Female Nationality: _____
Passport number: _____ Date of issue: _____ Day: _____ Month: _____ Year: _____
Date of expiry: _____ Day: _____ Month: _____ Year: _____
Place of issue: _____
Number of persons travelling on your passport: Male Female
Country of residence: _____ Occupation: _____
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FOR OFFICIAL USE ONLY
Inspector file No. _____
Date Stamp: _____ Seal: _____ Visa: _____
Place of issue: _____
Date of issue: _____
Zambian authority: _____
Document produced: _____
Signature of Immigration Officer: _____

Data Collection(continued)

- Ministry of Tourism Statistical staff then visits various ports of entry country wide on a quarterly basis and extracts data from the source documents(Form 1s) and transfers it on a form called Immigration Data Analysis Form.
- After verification, the Forms are taken back to the Ministry for data entry and analysis.
- Data capturing system designed in MS Access

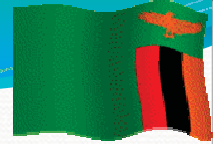


Information collected

- Gender
- Country of residence
- Mode of transport
- Purpose of visit
- Duration of stay
- Expenditure
- Type of accommodation
- Port of entry/exit

Gaps

- Expenditure data
- Campsite as a type of accommodation

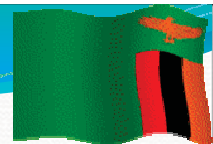


Major Markets

- Africa has the largest share market of Zambia's tourists.
- However, when we isolate its neighbors, Europe, Americas, Rest of Africa and Australasia remain as its major markets in descending order.

TABLE 1 Visitors Arrivals: Area of Origin by Sex, Average Age and Average Length of Stay (2009)

Area of Origin	Male	Female	Total	Avg Age Group	ALS
South Africa	47,653	36,760	84,413	25-44	7
Zimbabwe	100,736	70,496	171,232	25-44	7
Other Southern Africa	23,912	17,279	41,191	25-44	7
Sub Total	172,301	124,535	296,836		7
Kenya	5,375	5,003	10,378	25-44	7
Tanzania	37,513	43,775	81,288	25-44	7
Other East Africa	6,843	6,597	13,440	25-44	7
Sub Total	49,731	55,375	105,106		7
Central Africa	29,862	28,093	57,955	25-44	7
North Africa	714	683	1,397	25-44	7
West Africa	2,834	2,917	5,751	25-44	7
Sub Total	33,410	31,693	65,103		7
Denmark	1,512	1,153	2,665	45-64	10
France	3,848	2,853	6,701	25-44	10
Germany	7,202	5,465	12,667	45-64	10
Italy	4,701	3,537	8,238	25-44	10
Sweden	1,749	1,417	3,166	25-44	10
United Kingdom	29,726	23,644	53,370	45-64	10
Other Europe	16,030	12,514	28,544	25-44	10
Other Scandinavian	7,539	5,450	12,989	25-44	10
Sub Total	72,307	56,033	128,340		10
Canada	5,397	4,091	9,488	25-44	10
South America	2,238	1,912	4,150	45-64	10
United States of America	28,345	21,106	49,451	25-44	10
Sub Total	35,980	27,109	63,089		10
Australia	9,445	6,871	16,316	25-44	10
India	6,831	6,101	12,932	25-44	10
Japan	2,970	2,403	5,373	25-44	10
New Zealand	2,315	1,677	3,992	25-44	10
Other Asia	6,812	6,049	12,861	25-44	10
Sub Total	28,373	23,101	51,474		10
Grand Total	392,102	317,846	709,948		



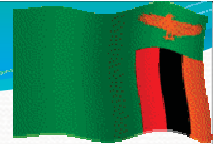


TABLE 3 Visitors Arrivals: Area of Origin by Mode of Transport (2009)

Area of Origin	Air	Road	Rail	Water	Total
South Africa	41,592	42,820	-	-	84,412
Zimbabwe	7,121	164,111	-	-	171,232
Other Southern Africa	6,748	34,443	-	-	41,191
Sub Total	55,461	241,374	-	-	296,835
Kenya	3,704	5,735	939	-	10,378
Tanzania	2,321	46,491	32,476	-	81,288
Other East Africa	4,287	7,748	1,405	-	13,440
Sub Total	10,312	59,974	34,820	-	105,106
Central Africa	1,519	56,436	-	-	57,955
North Africa	1,218	179	-	-	1,397
West Africa	4,636	1,115	-	-	5,751
Sub Total	7,373	57,730	0	-	65,103
Denmark	1,273	1,392	-	-	2,665
France	2,635	4,066	-	-	6,701
Germany	5,365	7,302	-	-	12,667
Italy	3,732	4,506	-	-	8,238
Sweden	1,727	1,440	-	-	3,167
United Kingdom	25,654	27,716	-	-	53,370
Other Europe	13,181	15,363	-	-	28,544
Other Scandinavian	5,411	7,578	-	-	12,989
Sub Total	58,978	69,363	0	-	128,341
Canada	3,984	5,504	-	-	9,488
South America	2,512	1,638	-	-	4,150
United States of America	20,186	29,265	-	-	49,451
Sub Total	26,682	36,407	0	-	63,089
Australia	6,536	9,780	-	-	16,316
India	10,891	2,041	-	-	12,932
Japan	2,951	2,422	-	-	5,373
New Zealand	1,247	2,745	-	-	3,992
Other Asia	10,512	2,349	-	-	12,861
Sub Total	32,137	19,337	34,820	-	51,474
Grand Total	190,943	484,185	34,820	-	709,948

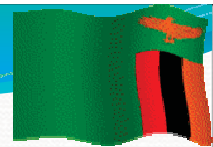


TABLE 14 Visitors Arrivals: Month by Year(2005-2009)

Month	2005	2006	2007	2008	2009	% Change (2008-2009)	% of Total (2009)
January	41,215	54,574	118,127	66,732	70,433	5.5	9.9
February	46,951	52,737	46,646	64,545	62,246	(3.6)	8.8
March	49,897	55,661	57,680	62,375	59,237	(5.0)	8.3
April	51,520	67,309	58,637	69,241	61,181	(11.6)	8.6
May	59,402	59,109	67,613	66,873	46,637	(30.3)	6.6
June	59,459	65,287	74,444	77,614	52,623	(32.2)	7.4
July	52,852	72,122	75,871	75,584	65,399	(13.5)	9.2
August	54,301	66,368	76,400	69,828	62,524	(10.5)	8.8
September	59,464	60,758	81,580	65,078	59,572	(8.5)	8.4
October	64,982	61,246	84,065	62,701	55,288	(11.8)	7.8
November	66,516	73,916	84,338	67,112	55,853	(16.8)	7.9
December	62,303	67,773	72,012	64,092	58,955	(8.0)	8.3
Total	668,862	756,860	897,413	811,775	709,948	(12.5)	100.0

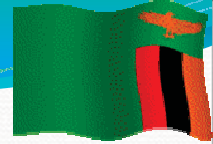


TABLE 8 Visitors Arrivals: Port of Entry by Type of Accommodation (2009)

Port of Entry	Lodge	Hotel	Guesthouse	Campsite	Friends	Other	Total
Chirundu	15,194	-	45,400	-	5,109	35,290	100,993
Kariba North	3,114	-	9,156	-	1,103	7,145	20,518
Kasumbalesa	15,007	9,718	21,092	13	11,491	13,235	70,556
Katimamulilo	2,722	-	7,930	2	1,142	6,202	17,998
Kazungula	12,579	-	18,854	-	8,377	4,223	44,033
L/Stone International Airport	14,681	21,029	9,345	4,169	2,132	4,438	55,794
Lusaka International Airport	29,005	27,976	22,947	710	14,456	16,739	111,833
Mfuwe International Airport	414	22	44	81	8	26	595
Mwami	14,919	202	9,492	2,277	3,818	6,086	36,794
Nakonde	53,782	-	30,619	-	2,547	2,335	89,283
Ndola International Airport	4,840	2,615	6,572	38	3,811	4,845	22,721
Victoria Falls	48,293	32,909	24,554	6,826	12,230	14,018	138,830

Challenges

- Lack of a computerised system in most the ports of entry
- Limited capacity
- Financial constraints to undertake statistical activities frequently and effectively
- Lack of harmonised systems of data collection
- Data gaps



Objectives

- Quality and reliable data disseminated on timely basis
- Strengthening inter-institutional corporation to further strengthen and harmonize data collection and analysis
- Improve the capacity and motivation of staff



Future Plans

- Reduce on the time-lags in data collection
- Increase the number of entry ports visited
- Improve the profile of existing data
- Incorporate the missing variables (data gaps)
- Improve data collection, data entry, analysis and dissemination methods
- Adopt electronic means that will enable data entry at different points connected to the central server at the MTENR.



End
THANK YOU!
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MUMBA