

# MEASUREMENT OF INBOUND TOURISM

Mainly by air

## Immigration Forms(I.F.1)

- Information on inbound visitors is collected through an Immigration declaration form.
- It is filled and collected at the point of entry whether its an airport or border post.
- Information is collected daily.

## Computerisation of four border posts

- Zimbabwe captures inbound tourism through the computer and in conjunction with the IF1 form.
- The four border posts that were computerised are Harare Airport, Beitbridge , Kazungula and Victoria falls acting as a trail run.

## The Immigration Form Contents

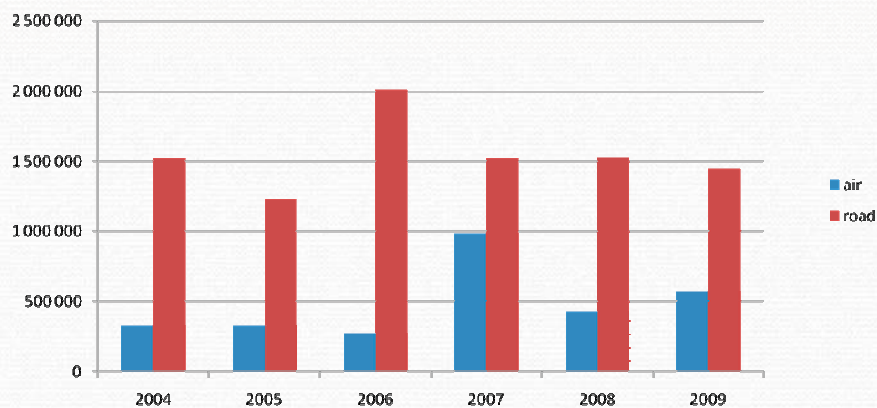
- The form captures information on the following categories:-
  - Mode of travel
  - Surname and First Names
  - Date of birth, sex and marital status
  - Nationality, Passport No. , date of expiry
  - Occupation/Profession, No. Of accompanying children under 18

- Name of host & address at destination
- Address in country of permanent residence

- Purpose of visit & duration of stay( Business, Holiday, Education, Transit, VFR, Other)
- Funds immediately available
- Crime history

## Inbound Tourism VS Mode Of Transport

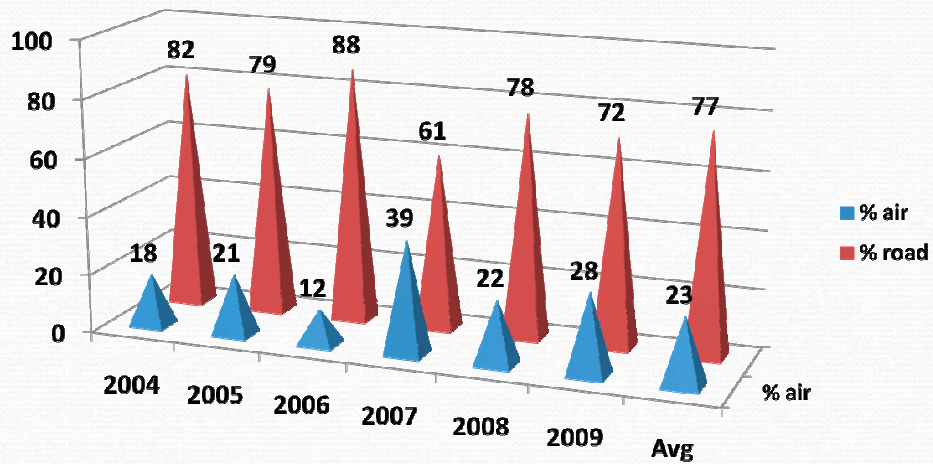
- Most of the arrivals in Zimbabwe come by road and rest come by air. See table below



# Tourist Arrivals

	Air	Road	Total
2004	330,182	1,524,306	1,854,488
2005	327,131	1,231,370	1,558,501
2006	274,888	2,011,684	2,286,572
2007	981,689	1,524,299	2,505,988
2008	429,307	1,526,287	1,955,594
2009	572,902	1,444,360	2,017,262

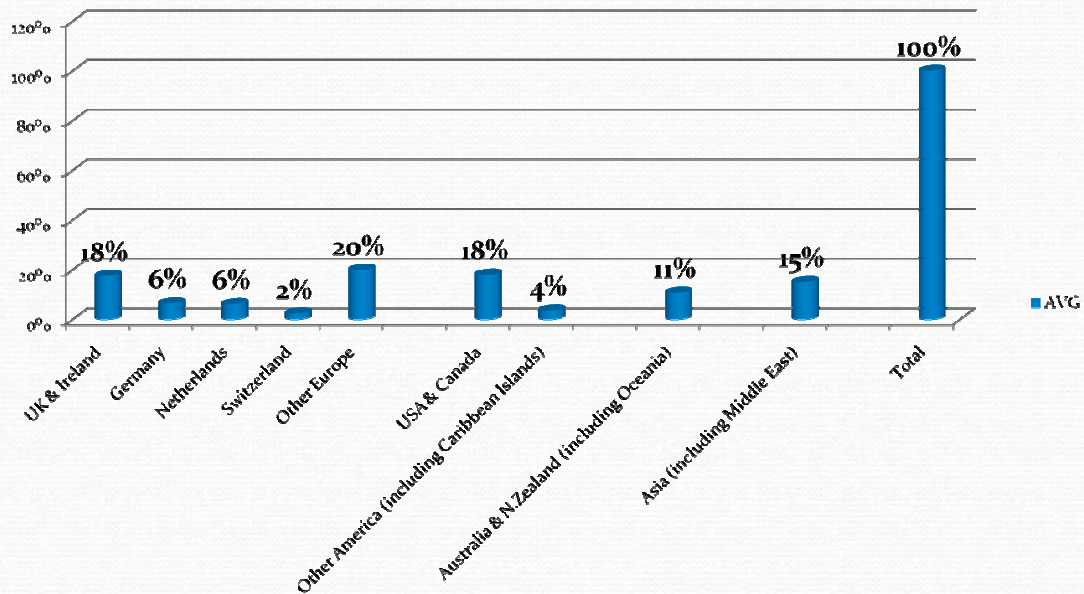
# Percentage Share Road vs Air





# Major Overseas Markets

Major Overseas Markets Share



- The major markets are UK & Ireland, USA & Canada, Asia and Other European countries.
- The average length of stay for foreigners is 3 nights.
- We also capture inbound tourism information through the Visitor Exit Survey . (last done in 2004 and preparations underway for VES 2011)
- Other details such as expenditure and packages are captured through the VES.