NAMIBIA

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DOMESTIC TOURISM

1) **Measurement of domestic visitors**
   
   Partially: - Exploratory study for marketing purposes in March 07
   
   - Accommodation statistics
   
   - Exploratory expenditure study in Dec 07

2) **Constraints**
   
   - Very costly, low population, but large land mass to cover
   
   - Sampling and data collection methods
   
   - Definition of a tourists (VFR vs leisure?)

3) **Initiatives**
   
   Consider to combine with National Household Budget/Expenditure Survey in 2009