



NAMIBIA

Tangee-Ndapeua Koa
Ministry of Environment and
Tourism

Sophia Snyman
Head:
Research & Statistics
Namibia Tourism Board

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