Measuring inbound tourism flow in Tanzania
Method of collection

- Entry exit cards are used in collecting visitor characteristics by the Immigration Department

- These information are fed in the database

- Analysis is done to get the international arrivals and the source markets
Gaps experienced

- Delays of information from the data sources
- Capturing of geographical distribution of the inflow
- What type of accommodations are used by the tourists
- The number of nights spent in a given accommodation.
Initiatives considered to improve the above shortcoming

• We are in the process of computerising our immigration systems
• We have signed a MOU between the central bank of Tanzania, National Bureau of statistics, Immigration Department and The Ministry of Natural Resources and Tourism
• Enactment of Tourism Act 2007
  - The law will provide regulations to enforce the accommodation establishment to provide data requested
Data collected in Inbound visitor expenditure

- Accommodation and food
- Access (i.e park fees) and visa fees
- Transportation (International and Internal)
- Shopping (Souvenir and gift)
- Sight seeing, excursion, game viewing expenses
Tourist expenditure model

- The model is depicted in the following equation

\[ E = (E_p \times V_p \times T) + (E_{np} \times V_{np} \times T) \]

whereas

\( E \) = Total Tourist expenditure in Tanzania
\( E_p \) = Average package tour expenditure, per visitor per night derived from the survey
\( V_p \) = Number of arrival under package arrangement (the arrivals as captured by the immigration Department adjusted to package visitors by purpose of visit using survey result
\( T \) = Average length of stay as computed from the computerised immigration statistics
\( E_{np} \) = Average non-package tour expenditure, per visitor per night derived from the survey
\( V_{np} \) = Number of arrivals under non-package tour arrangement (the arrival as captured by the immigration Department, adjusted to non-package visitors by purpose of visit using survey patterns)