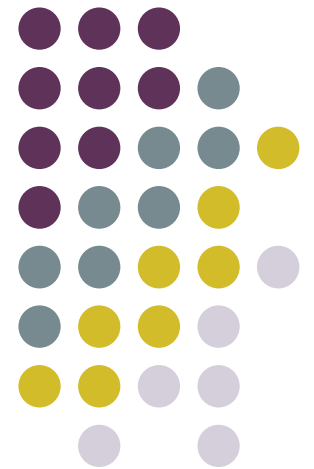
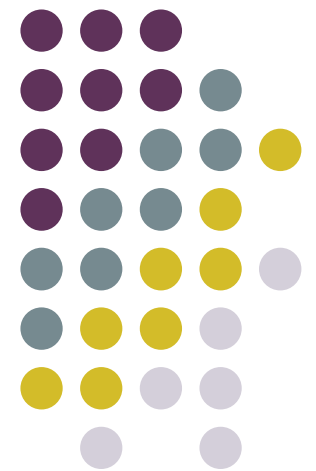


Zimbabwe

Simply irresistible



Day 2 - Morning





1. Inbound Tourism

- Manual system therefore subject to human error.
- Forms are sometimes not fully completed.
- Time consuming to consolidate the information from the forms and therefore subject to errors.
- Actual forms are treated as highly confidential and access by other end-users e.g. (ZTA,CSO) is limited.
- High staff turn over



2. Initiatives on arrival stats

- Tourism declared a strategic sector.
- Computerisation of all the entry points.
- Training of immigration officials on handling tourism statistics.
- Improvement of the data collection techniques from the declaration form to the consolidated forms.
- Use of outbound data from other countries
- User producer symposium.
- Visitor Exit Surveys.

3. Data collected on expenditure



- Total amount of money upon entry.
- Total amount spent on;
 - Accommodation
 - Meals
 - Activities
 - Curios
 - Departure Tax
- All tourism operations are registered with the Tourism Authority, easy to follow up on revenue information.



4. challenges

- Difficult to verify stated amount
- Can not capture money spent outside direct tourism activities e.g. supermarkets.
- Sometimes tourism operators under declare total revenue.
- Difficult to track expenditure of the inbound visitors who do not use tourism facilities e.g. VFR
- Externalisation by operators.