



## IN BOUND TOURISM QUESTIONNAIRE AND PRELIMINARY RESULTS

**PRESENTATION BY:**  
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## QUESTIONNAIRE USED FOR INBOUND TOURISM

**MINISTRY OF TOURISM**  
In collaboration with  
**KENYA NATIONAL BUREAU OF STATISTICS AND THE CENTRAL BANK OF KENYA**  
**INBOUND TOURISM SURVEY**

Name of interviewer \_\_\_\_\_ Date of interview \_\_\_\_\_

Supervisor \_\_\_\_\_

(Please circle or tick the relevant answer(s))

Q1a	Q2a	Q3	Q4
Point of survey	Nationality of Respondent	Number of persons traveling with you (include self) 1=Alone 2=In a group → (give number)	Was this your first visit to Kenya? 1=Yes 2=No 3= Born in Kenya (If No, indicate number of previous visits)
Q1b Country of residence 1=This Country → <b>END</b> 2=Others→go to Q1c	Q2b Date of arrival		
Q1c Country of residence		<input type="text"/>	<input type="text"/>

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## QUESTIONNAIRE Cont'd



Q5	Q6	Q7	Q8
<b>How did you hear about Kenya</b> 1. Word of mouth 2. Trade fairs and exhibitions 3. Print Media (e.g. Brochures) 4. Internet 5. Other electronic media (e.g. TV and radio) 6. Travel trade (e.g. travel agents/tour operators/ 7. Born in Kenya	<b>Highest Educational level of Respondent</b> 1=Primary 2=Secondary 4=Diploma Level 3=University 4=Other	<b>Occupation of Respondent</b> 1=Professional 2=Business 3=Student 4=Other	<b>Age of Respondent</b>  <input type="text"/>

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## QUESTIONNAIRE Cont'd



Q9	Q10	Q11	Q12	Q13
<b>Gender of Respondent</b> 1=Male 2=Female	<b>Mode of travel</b> 1=Air 2=road 3=Sea 4=Rail <b>Q 10b</b> <b>Type of Flight</b> 1=Charter 2=Scheduled	<b>Number of nights spent in this country?</b> 1=none (on transit to/from other countries) 2=none (just visiting this country for 1 day) 3=one or more nights (state number of nights)	<b>Main purpose for your visit to Kenya (tick one)</b> 1=Meeting/Incentive/conference/Exhibition (MICE) 2=business/professional 3=study/student 4=holiday/leisure 5=shopping 6=cultural event 7=sport event 8=second residence 9=visit relative/friend 10=health/treatment 11=religion/pilgrimage 12=other reasons_____	<b>What activities did you take part in while in Kenya (multiple answers possible)</b> 1=business 2=visiting friends/relative 3=cultural event 4=attend sport 5=sightseeing 6=visit national parks/reserves/sanctuaries 7=visiting museums 8=visiting heritage sites 9=visiting beaches 10=shopping 11=other_____

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## QUESTIONNAIRE Cont'd



Q14	Q15	Q16	Q17a
<b>Number of Nights spent in: -</b> a. Hotels _____ b. Lodges/tented camps _____ c. Tourists camp sites _____ d. Other commercial establishments i.e. Villas, apartments _____ e. Private accommodation _____ f. Others _____	<b>Information concerning expenditure will refer to</b> 1=you alone → go to <b>Q16</b> 2=was in a group (If in a group indicate group size) <div style="text-align: center; margin-top: 20px;"> <input type="checkbox"/> </div>	<b>Are you travelling on a package tour?</b> 1=yes → go to <b>q17</b> 2=no → go to <b>q21</b>	<b>Amount paid for the package tour</b> (Indicate currency) _____ Q17b <b>Other countries visited before coming here</b> _____ _____ _____ <div style="text-align: center; margin-top: 20px;"> <input type="checkbox"/> </div>

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## QUESTIONNAIRE Cont'd



Q18	Q19	Q20
<b>Did the package tour include:</b> (tick all applicable answers) 1=international return fares 2=Transportation in Kenya 3=Accommodation 4=Meals 5. Drinks 6.National parks/reserves/sanctuaries 7.Meuseum/heritage sites 8.cultural events 9=Sightseeing 10=Event/Conference 11=Educational tours 12=Other _____	<b>Type of accommodation (if included).</b> 1=full board 2=half board 3=bed & breakfast 4=bed only 5=none at all	<b>Did it include other services such as? (Tick)</b> 1.Tours for the entire group 1=yes, 2=no 2. Commercial guide tours 1=yes, 2=no 3. Car rental 1=yes, 2=no 4.Recreation services (e.g. entertainment) or goods (gift and souvenirs) 1=yes, 2=no 5.Other services _____

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## QUESTIONNAIRE Cont'd



Q21	Q22	Q23	Q24
<p>Please give details of your total expenditure in this country (If you travelled with a packaged tour give your additional expenditure).</p> <p>1.Hotels _____</p> <p>2.Restaurant _____</p> <p>3.Public Transport _____</p> <p>4.Car Rental _____</p> <p>5.Shopping _____</p> <p>6.Recreation _____</p> <p>7.Handicrafts _____</p> <p>8.Amusements _____</p> <p>9.Others _____</p> <p><b>Total</b> _____</p>	<p>Did someone else pay for some of the expenses incurred in this trip?</p> <p>1=Yes</p> <p>2=No → Q25</p>	<p>IF YES, IN Q22: Who assisted you pay for your trip?</p> <p>1=Employer</p> <p>2=Family → Q25</p> <p>3=Friends → Q25</p> <p>4=Other → Q25</p>	<p>IF EMPLOYER, IN Q23: How much of your trip was paid for by your employer?</p> <p>1= About a quarter</p> <p>2= About half</p> <p>3= About three quarters</p> <p>4= All of it</p>

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## QUESTIONNAIRE Cont'd



Q25: Quality of services in our country

Please rank quality of services using the following code (1=Excellent, 2=Good, 3=Fair, 4=Poor, 5=Very poor)

SERVICES							
Attributes	Hotels	Transport	Restaurant	Airport	Entertainment	Nature based attractions	Beaches
1. Cleanliness							
2. Safety							
3. Price							
4. Comfort							

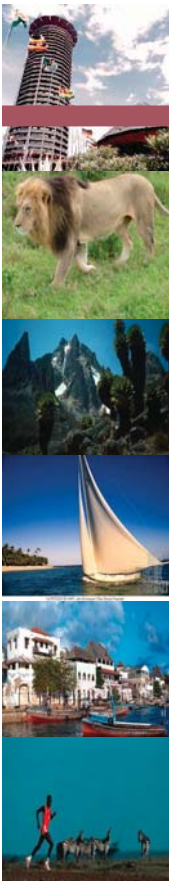
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## QUESTIONNAIRE Cont'd

Q26	Q27	Q28	Q29
<b>Overall degree of satisfaction</b> 1. Very satisfied Dissatisfied 2. Satisfied Dissatisfied 3. Fairly satisfied	<b>What were the main highlights of your visit?</b> _____ _____ _____	<b>What, if any, were the greatest disappointments?</b> _____ _____	<b>Would you like to visit our country again</b> 1=yes, 2=no

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## Methodology

- ✦ Interview method was applied to solicit information on the expenditures and other characteristics of international visitors to Kenya
- ✦ Inbound tourists (non-Kenyan residents) were interviewed at departure for two reasons:
  - Firstly, for those traveling by air there was sufficient time at the departure lounge for the research assistants to conduct the interviews.

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## Methodology cont'd



- Secondly, interviewing inbound visitors at departure gave information on actual expenditure and length of stay as opposed to estimates based on anticipated expenses and stay if the visitors were to be interviewed on arrival.
- ✦ At every border point, the exercise was conducted by research assistants overseen by a supervisor(s)

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## Methodology cont'd



- ✦ Measurement of inbound tourism expenditure was based on a duration of less than a year.
- ✦ Inbound tourism expenditure survey was conducted at Kenya's major entry/exit points, which jointly usually account for over 90 per cent of total international arrivals. These included two international airports namely; Jomo Kenyatta and Moi International Airports and six major cross border points namely: Namanga, Busia,

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## ***Methodology cont'd***



Malaba, Isebania, Taveta, and Lunga Lunga.

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## ***Methodology cont'd: Sampling Design***



- ✦ In Kenya, Immigration regulations require that all persons entering/exiting the country fill the entry/departure declaration cards. These cards give details on the country of residence, purpose of visit and length of stay among other variables.
- ✦ From the cards, a census of all the visitors to the country is obtained. These formed the basis of sampling at the points of exit/entry.

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## ***Sampling Design cont'd***



- ✦ Sampling of the number of expected inbound visitors to the country was based on 2007 arrivals.
- ✦ To do this, it was assumed that there was an even flow of visitors throughout all the months.
- ✦ This enabled an equal distribution of all the inbound tourists to the twelve months of the year

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## ***Sampling Design cont'd***



- ✦ Further, since the number of visitors per border point for 2007 was known, each point of entry was allocated a share equal to their contribution to the overall total, making them the strata for data collection
- ✦ Face to face interviews were conducted in each stratum at intervals of ten, with a random start for every flight or vehicle crossing the border point.

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## ***Sampling Design cont'd***



- ✦ In cases where the sampled respondents were not interviewed due to unavoidable reasons, replacement was done.
- ✦ Sampled inbound visitors were interviewed at their point of departure.

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## ***PRELIMINARY RESULTS***



- ✦ In November, the overall mean expenditure was Kshs 76,824 with Oceania leading at Kshs 188,798.
- ✦ Kenya's key traditional markets exhibit more or less the same level of mean expenditure.
- ✦ The non-traditional markets such as China and Gulf Co-operation states had a relatively higher mean expenditure.

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## Demographic Characteristics of Visitors by Level of Education

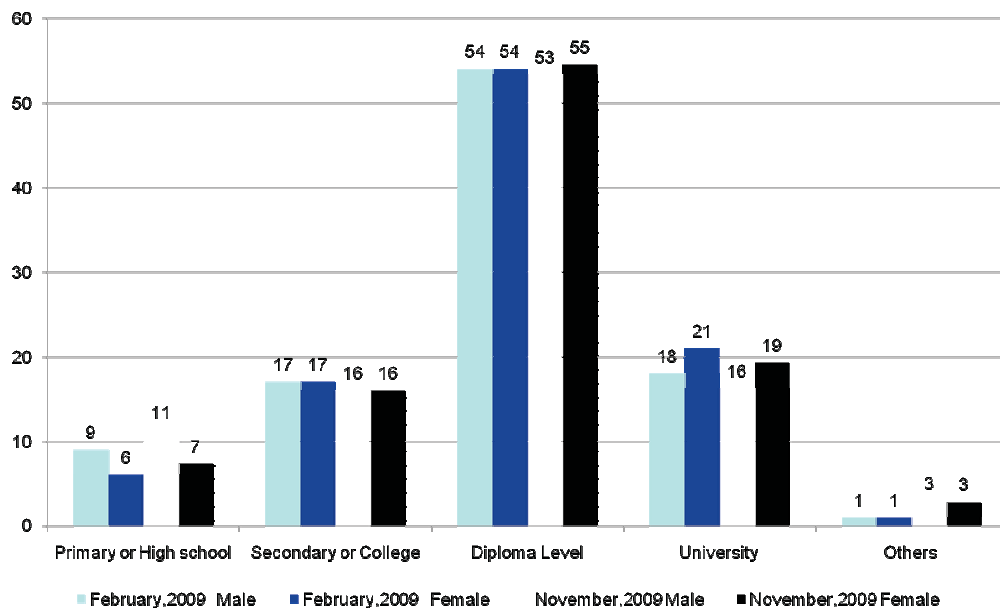


✦ Majority of the visitors interviewed in both months had diploma as their highest level of education. 54% of respondents in February had attained diploma level of education for both the genders while for November this stood at 53 % for males and 55 % for females.

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## Level of Education by Gender



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## Demographic Characteristics of Visitors by Profession

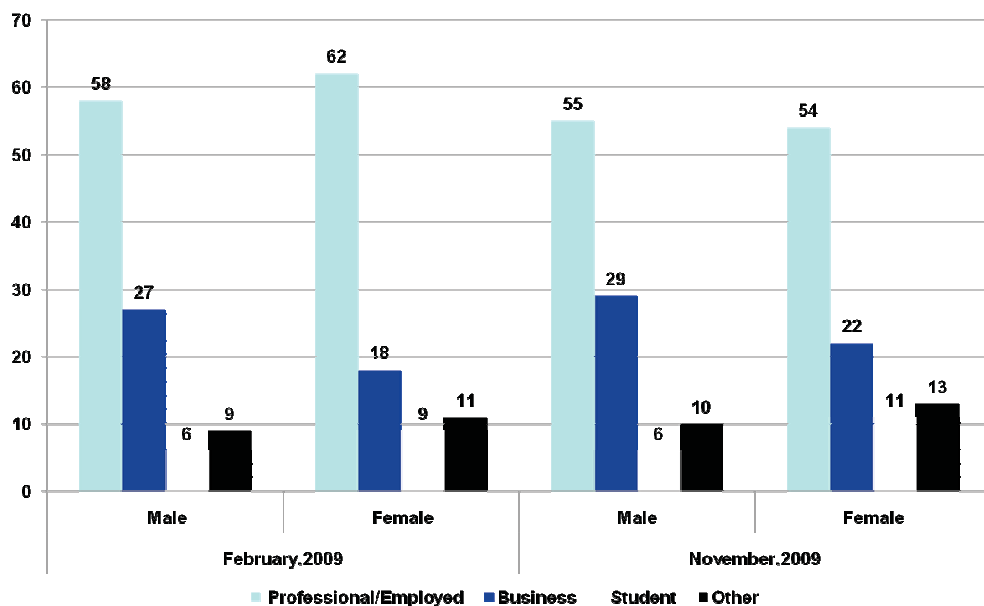


- ✦ In February study 58% of the males were professionals/employed as compared to 62 % females.
- ✦ In the November study, the percentages of professional/employed were almost equal for both genders, that is, 55 %for males and 54 % for females

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## Visitors Profession by Gender



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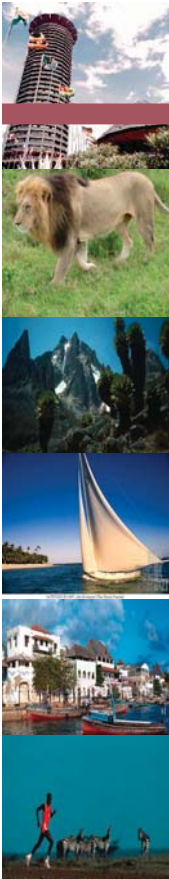


## Main Purpose of Visit



- ✦ February study found holiday as the leading purpose of visit to the destination with 37% and 53% for males and females respectively.
- ✦ Of all the respondents, 43 % visited for leisure as compared to 26% for business, 12 % visiting friends or relatives (VFR) and 8 % for Meetings Incentives Conferences and Exhibitions (MICE). These four main purposes of visit accounted for 89 per cent of all the visits.

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## Main Purpose of Visit cont'd



- ✦ November study gave holiday/leisure as the main purpose of visit with 45 % and 34% for females and males respondents respectively.
- ✦ It further revealed that more males visit Kenya for business/professional than females.

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## Main Purpose of Visit by Gender



Main Purpose of Visit	February,2009		November,2009	
	Male	Female	Male	Female
	%	%	%	%
Meeting/Incentive/Conference/Exhibition(MICE)	9	7	11	9
Business/professional	32	15	33	18
Study/Student	2	3	3	4
Holiday/Leisure	37	53	34	45
Shopping	1	0	1	1
Cultural event	0	1	0	0
Sport event	1	0	1	0
Second residence	0	2	1	1
Visit friends/relatives	11	12	10	13
Health/Treatment	1	1	1	1
Religion\Pilgrimage	2	1	2	2
Other	4	4	4	5

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## Overall Mean Expenditures

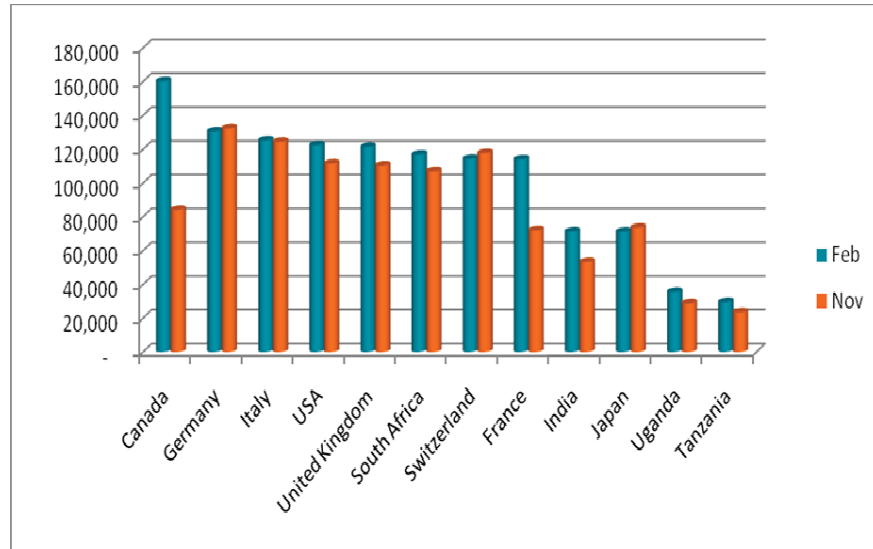


- ✦ The February survey found that the overall mean expenditure was KShs 92,811 while the November survey revealed an overall mean expenditure was Kshs 76,824

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## Mean Total Expenditure by Key Tourist Source Countries



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## Mean Expenditure by Item

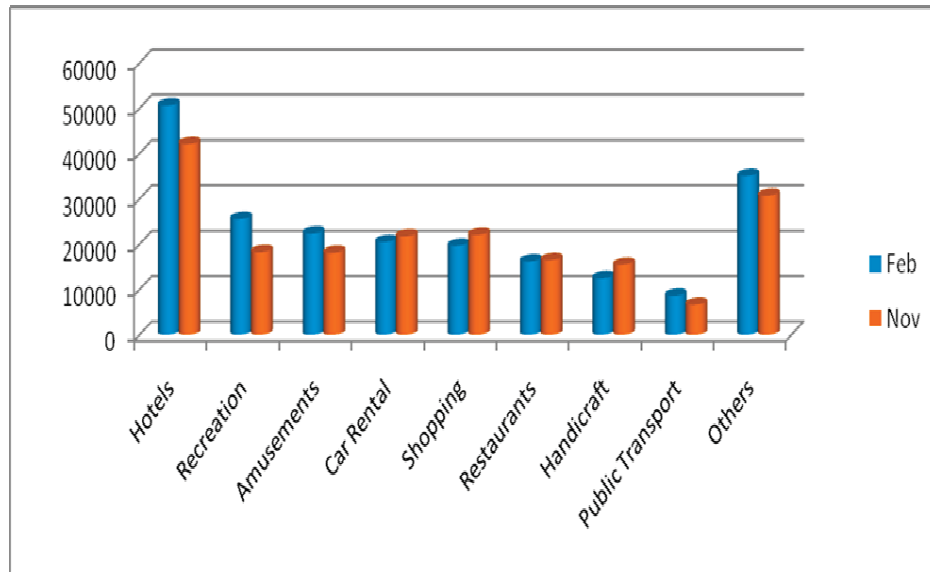


- ✦ In terms of expenditure by items, hotels remained the leading point of expenditure where the respondents spent a mean of KShs 50,630 according to the survey conducted in February 2009.
- ✦ In the November survey, the mean expenditure on hotels was still the highest albeit with a decreased mean of Kshs 42,106

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## Mean Expenditure by Item



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THANK YOU!

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