INBOUND TOURISM

1) Inbound visitors are measured based on IRTS 2008 standards
2) Length of Stay - still using Intended Length of Stay,
   However:
   - Ministry of Home Affairs is in the process of acquiring a computerized system
   - Both arrivals and departures will be captured

   Our inbound tourism statistics based on Country of present Residence NOT Nationality
DOMESTIC TOURISM

- Exploratory survey on Domestic Tourism Expenditure was conducted in 2007/8
- Results are available
- Constraints: - Sampling and data collection methods
  - Very costly, low population, but large land mass to cover
- Future plans: To include Domestic Tourism part in National Household budget Survey by Central Bureau of Statistics

VISITOR EXIT SURVEY

- Conducted by Directorate of Tourism at all border posts, harbors and the airports
- To determine the spend of international tourists and perception about the country
ACCOMMODATION STATISTICS

- NTB functions: Marketing, Regulate & license the industry
- Grade accommodation establishments
- 13 accommodation categories
- 12 categories paying the tourism bed levy
- Mostly western style, and all are licensed

BED OCCUPANCY RATES

- We have 13 accommodation categories
- Beds sold divided by beds available per month multiply by 100 = Bed occupancy rates
- Number of establishments submitted the levy forms divided by Total number of registered per category = % of response rate per category e.g 35/51=69%
UPDATING BUSINESS REGISTER

- Central Bureau of statistics survey Hotels & restaurant, and car rental businesses on an annual basis to get the value added of the tourism sectors.

MIRROR STATISTICS

- Botswana & Namibia – we share Trans Kalahari border post and use arrival/Departure forms.
THANK YOU!!!!