PROGRESS REPORT – TANZANIA

OUTLINE

- Inbound tourism by air: measurement of the flows, of the characteristics of visitors and their expenditure;

- Accommodation statistics: classifications and measurement of occupancy

- Business registers: up dating and using
INBOUND TOURISM BY AIR: MEASUREMENT OF THE FLOWS, OF THE CHARACTERISTICS OF VISITORS AND THEIR EXPENDITURE

No. of Visitors

The number of visitors is captured at entry point by using the Immigration Arrival Declaration Forms. Information from the forms is compiled into Summary Sheets.

<table>
<thead>
<tr>
<th>TOURIST ARRIVALS FOR THE YEAR 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONALITY</td>
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<tr>
<td>TOTAL</td>
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</tbody>
</table>

¹Visiting Friends and Relatives ²Holiday Visitor, ³Business Visitor, ⁴Transit, Others
TOURIST EXPENDITURE ESTIMATION

Tourist expenditure is estimated by using information collected from visitors’ exit surveys. The variables are average expenditure by travel arrangement by purpose of visit, proportion of visitor by travel arrangement, average length of stay and number of tourist arrivals.

The model is depicted in the following equation:

\[ E_v = (E_p \times V_p \times T) + (E_{NP} \times V_{NP} \times T) \]

- \( E_v \) = Total tourist expenditure in Tanzania;
- \( E_p \) = Average package tour expenditure per visitor per night, derived from the survey;
- \( E_{NP} \) = Average Non-package tour expenditure per visitor per night, derived from the survey;
- \( V_p \) = Number of arrivals under **package** travel arrangement (The arrivals as captured by the Immigration Department, adjusted into package visitors by purpose using survey results);
- \( V_{NP} \) = Number of arrivals under **Non-package** travel arrangement (The arrivals as captured by the Immigration Department, proportionately adjusted into non-package visitors using survey patterns);
- \( T \) = Average length of stay as computed from the survey.
### Calculation of average package tour expenditure

- Deduction of estimated cost for international fare to Tanzania and commission accruing to a tour wholesaler.
- Immigration data on arrivals by purpose of visit were distributed according to package and non-package arrangements, using the travel arrangement ratios as established in the survey.
- The survey results and total number of arrivals from Immigration Department were used in the model to estimate annual tourists’ expenditure in the country.

<table>
<thead>
<tr>
<th>Cntry of Resid</th>
<th>Purpose of Visit</th>
<th>Total Visitors (Arrivals)</th>
<th>Travel Arrangement</th>
<th>Av. Length of stay</th>
<th>Av. Exp. Per Person per night</th>
<th>Total Expenditure $E_v$</th>
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<td>Pac $V_p$</td>
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SAMPLE SIZE

In 2009, the survey sample was planned to capture one percent of about 700,000 international visitors who were recorded in 2008. This approach yields a sample size of about 7,000 international visitors. In this regard, the survey managed to randomly interview about 6,236 respondents, who represented around 9,286 visitors in the sample.

Thank You For Your Attention