MEASUREMENT OF INBOUND TOURISM

Mainly by air

Immigration Forms (I.F.1)

- Information on inbound visitors is collected through an Immigration declaration form.
- It is filled and collected at the point of entry whether its an airport or border post.
- Information is collected daily.
Computerisation of four border posts

- Zimbabwe captures inbound tourism through the computer and in conjunction with the IF1 form.

- The four border posts that were computerised are Harare Airport, Beitbridge, Kazungula and Victoria falls acting as a trail run.

The Immigration Form Contents

- The form captures information on the following categories:
  - Mode of travel
  - Surname and First Names
  - Date of birth, sex and marital status
  - Nationality, Passport No., date of expiry
  - Occupation/Profession, No. Of accompanying children under 18
- Name of host & address at destination
- Address in country of permanent residence

- Purpose of visit & duration of stay (Business, Holiday, Education, Transit, VFR, Other)
- Funds immediately available
- Crime history

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**Inbound Tourism VS Mode Of Transport**

- Most of the arrivals in Zimbabwe come by road and rest come by air. See table below

![Inbound Tourism VS Mode Of Transport Chart](chart.png)
Tourist Arrivals

<table>
<thead>
<tr>
<th></th>
<th>Air</th>
<th>Road</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>330,182</td>
<td>1,524,306</td>
<td>1,854,488</td>
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<tr>
<td>2005</td>
<td>327,131</td>
<td>1,231,370</td>
<td>1,558,501</td>
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<tr>
<td>2006</td>
<td>274,888</td>
<td>2,011,684</td>
<td>2,286,572</td>
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<tr>
<td>2007</td>
<td>981,689</td>
<td>1,524,299</td>
<td>2,505,988</td>
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<td>2008</td>
<td>429,307</td>
<td>1,526,287</td>
<td>1,955,594</td>
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<tr>
<td>2009</td>
<td>572,902</td>
<td>1,444,360</td>
<td>2,017,262</td>
</tr>
</tbody>
</table>

Percentage Share Road vs Air

- % air
- % road

% air:
- 2004: 18%
- 2005: 21%
- 2006: 12%
- 2007: 39%
- 2008: 22%
- 2009: 23%
- Avg: 21%

% road:
- 2004: 82%
- 2005: 79%
- 2006: 88%
- 2007: 61%
- 2008: 78%
- 2009: 72%
- Avg: 77%
Overseas Market Share

- The overseas market is shown in the table following this slide.

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<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
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<th>2007</th>
<th>2008</th>
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<tbody>
<tr>
<td>UK</td>
<td>29%</td>
<td>33%</td>
<td>27%</td>
<td>19%</td>
<td>13%</td>
<td>21%</td>
<td>11%</td>
<td>2%</td>
<td>10%</td>
<td>11%</td>
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<td>4%</td>
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<td>5%</td>
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</table>
The major markets are UK & Ireland, USA & Canada, Asia and Other European countries.

The average length of stay for foreigners is 3 nights.

We also capture inbound tourism information through the Visitor Exit Survey. (last done in 2004 and preparations underway for VES 2011)

Other details such as expenditure and packages are captured through the VES.