

# SURVEY OF INBOUND TOURISM, 1<sup>st</sup> SEMESTER 2015

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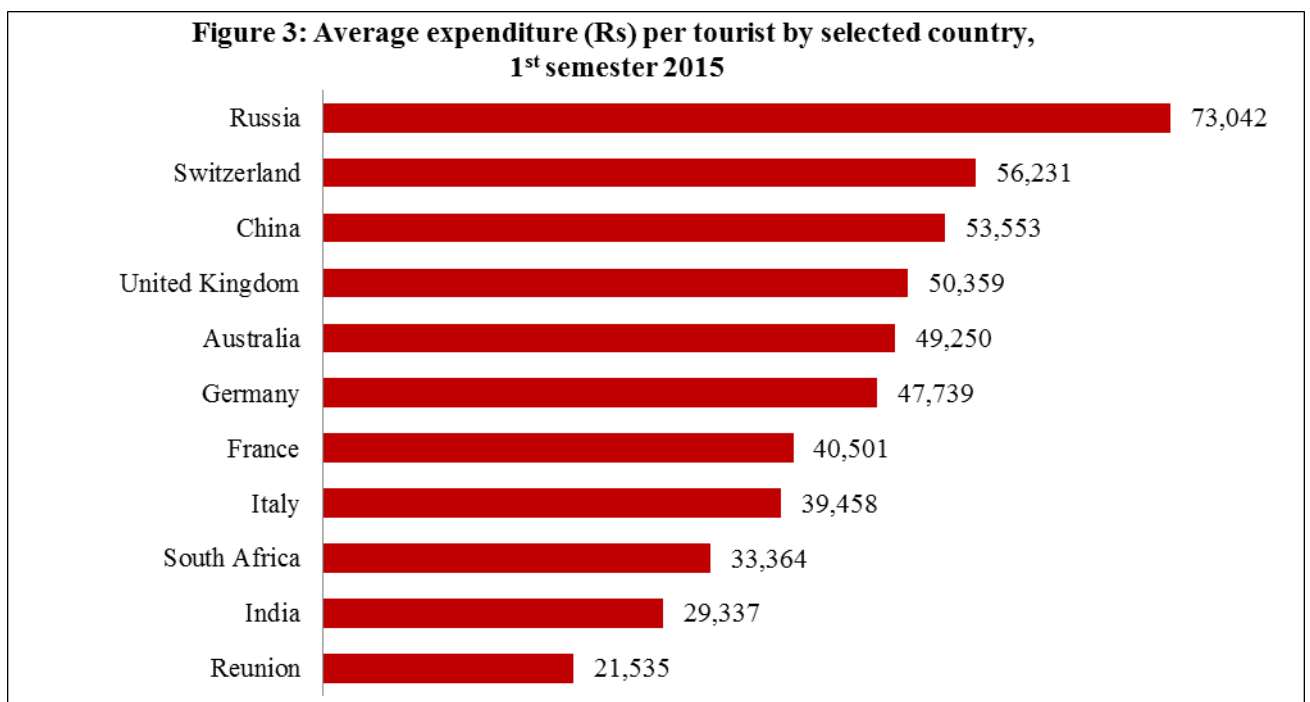
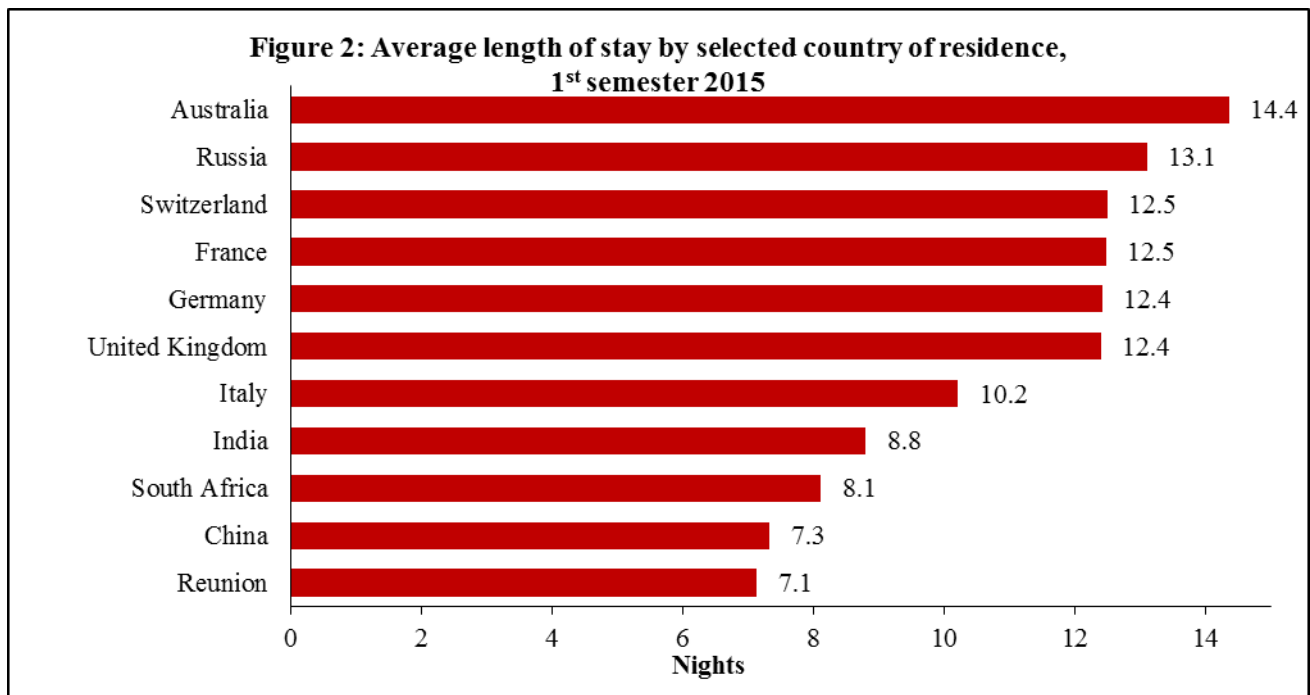
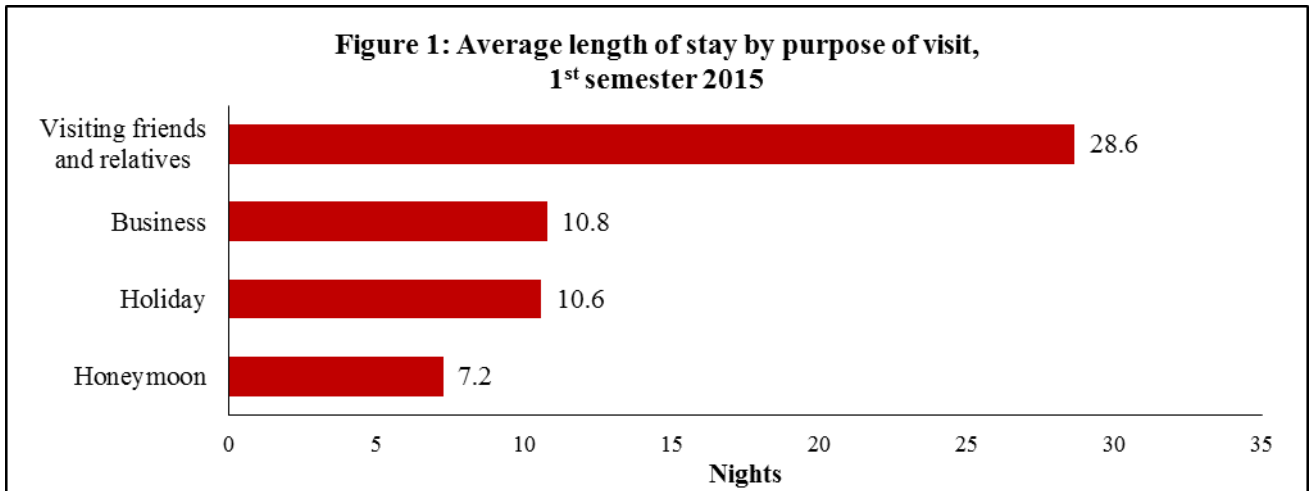
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## Introduction

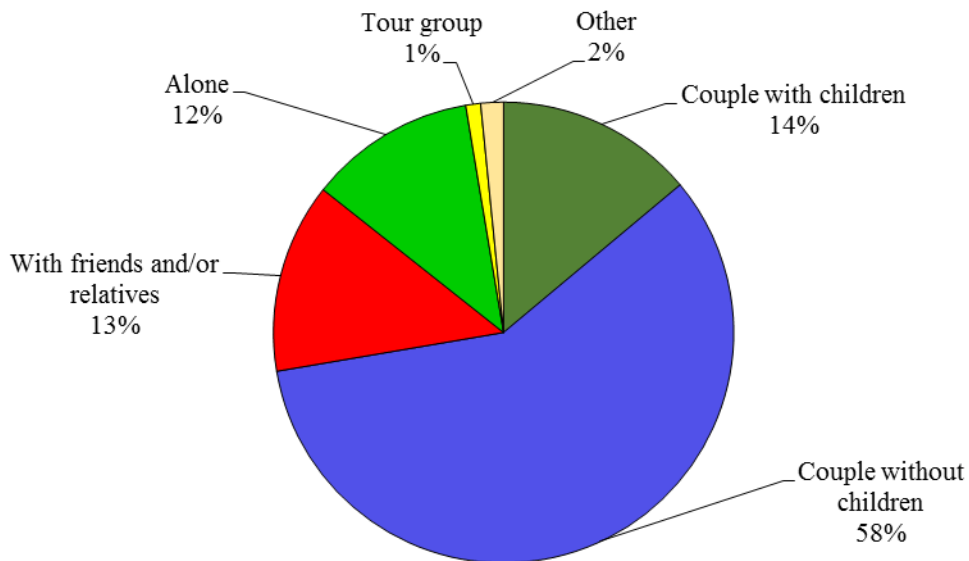
This report presents the main results of the survey of Inbound Tourism for the first 6 months of 2015 and figures on actual tourist arrivals covering the same period. During the survey, data was collected from departing tourists at Sir Seewoosagar Ramgoolam airport.

### 1. Main findings

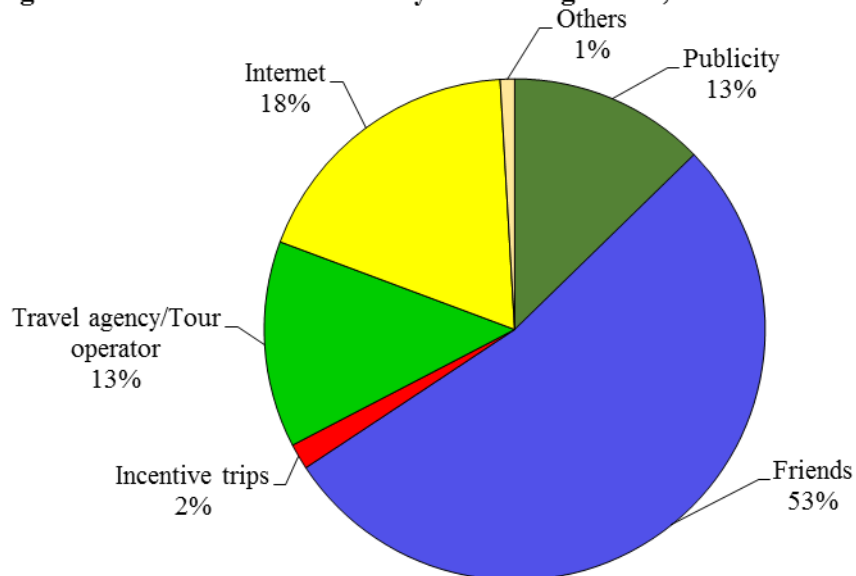
		1 <sup>st</sup> semester	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter
<b>Purpose of visit</b>	% distribution by main purpose of visit :			
	Holiday	79.5	82.9	75.3
	Honeymoon	12.2	8.8	16.5
	Business	2.6	2.6	2.5
	Visiting friends and relatives	2.2	3.1	1.1
	Other	3.4	2.6	4.5
	<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Tours</b>	The proportion (%) of tourists travelling on a package tour was :	64	63	64
<b>Party size</b>	The average party size was :	2.2	2.2	2.2
<b>Accommodation</b>	% distribution by type of accommodation:			
	Hotel	80.2	77.4	83.7
	Tourist residence	9.2	10.8	7.1
	Guest house	3.8	4.0	3.6
	Friends and relatives	6.0	7.1	4.6
	Other	0.8	0.7	0.9
	<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Duration of visit</b>	The average number of nights spent by a tourist in Mauritius was :	10.6	11.1	10.0
<b>Expenditure</b>	The average expenditure (Rs) was :			
	Per tourist	43,233	43,789	42,529
	Per night	4,063	3,934	4,245
<b>Appreciation of visit</b>	% distribution of evaluation of visit:			
	Beyond expectation	33	28	40
	As expected	62	67	55
	Below expectation	4	4	3
	No response	1	1	2
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Return visit</b>	The proportion (%) of tourists who visited Mauritius before was :	37	42	28



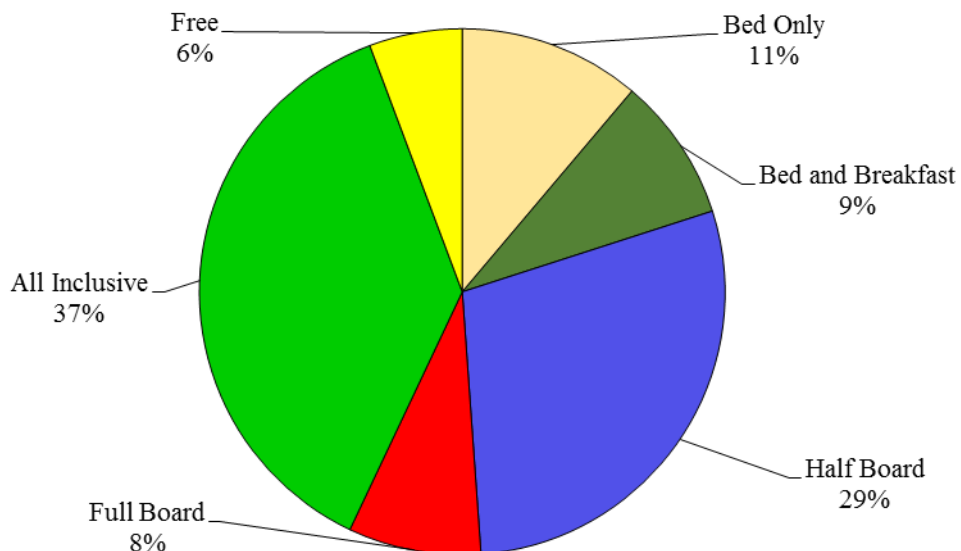
**Figure 4: Group composition, 1<sup>st</sup> semester 2015**



**Figure 5: Distribution of tourists by influencing factor, 1<sup>st</sup> semester 2015**



**Figure 6: Distribution of tourists by meal arrangement, 1<sup>st</sup> semester 2015**



## 2. Methodology

### 2.1 Objective

The objective of the survey is to gather information on tourists visiting Mauritius, mainly on their spending pattern, purpose and frequency of visits, place of stay and rating of the Mauritian destination.

### 2.2 Data collection

#### Survey period

The survey is being conducted during two consecutive weeks of each month during 2015. During the first week, interviews are carried out between 6.30 and 14.30 hours while in the second week interviews are carried out between 14.30 and 22.30 hours. Fieldworkers are sometimes required to extend shift end time to cover flights departing after midnight. This ensures that almost all departing scheduled flights are covered.

#### Target population

Tourists leaving Mauritius by air and sea. However the survey at the harbour has been discontinued since cruise travellers could not be interviewed due to security issues.

#### Questionnaire design

The views of the main stakeholders, including AHRIM, Mauritius Tourism Promotion Agency (MTPA) and the Ministry of Tourism and External Communications, were sought regarding the content of the questionnaire. The questionnaire comprises 26 questions (*see Annex*), including 2 opinion questions on level of security and state of environment.

#### Data collection method

Data were collected on tablet PCs, face to face interviewing technique was used.

#### Response rate

Around 80% of tourists who were approached for the survey responded positively. Non-respondents were mostly those who did not have enough time due to their late arrival for check-in formalities and those who had language difficulties.

#### Fieldstaff

The fieldstaff comprised 10 interviewers and 2 supervisors.

#### Consistency and validation checks

The data capture application on the tablet PCs flagged errors at data collection and were corrected on the spot. In addition, supervisors monitored the interviews being carried out and advised the interviewers on remedial action to be taken, if warranted.

### 2.3 Sampling

#### Sampling method

The number of interviews conducted per day was determined by making use of Probability Proportional to Size (PPS) sampling method based on the seat capacity of the airplanes which left the country in 2014. Interviews were conducted on the 'first available' basis i.e. tourists were approached as they entered the departure lounge after check-in formalities.

#### Sample size

A total of 3,011 interviews was conducted during the first semester of year 2015, covering 6,962 tourists.

### Data reliability

The results published in this report are based on a sample, rather than the census of all tourists who departed in the first semester of 2015. As with all sample surveys, the results are subject to sampling variability and therefore may differ from figures that would be obtained if all tourists had been included in the survey.

### 2.4 Expenditure data

Expenditure figures relate to expenses incurred by the tourists during their stay in the country and include items like accommodation, meals and beverages, local transportation, sightseeing, entertainment, shopping etc. However, expenses on **international fares** paid to carriers are excluded.

The method of calculating tourism expenditure by means of Airport Exit Surveys is widely used internationally, but problems arise for tourists travelling on package tour. The cost of package has to be broken down in order to obtain the proportions which accrue to hotels, tour operators etc. in Mauritius. Based on information gathered, it is assumed that 37% of the cost of the package goes to the local hoteliers. In cases where the package includes other destinations besides Mauritius, adjustments are done to determine the expenditure incurred in the country.

### 2.5 Weighting methodology

The survey results were benchmarked to data on monthly tourists departed in the first semester of 2015, as obtained from the Passport and Immigration Office. The variables “country of residence” and “length of stay” were used in weighting the survey data. Moreover, for better estimates, weighted number of nights derived from survey data have been realigned with the actual number of tourist nights spent by departing tourists.

Table 1 shows the distribution of the survey respondents by country of residence compared to that of tourist departures in the first semester of 2015.

**Table 1: Distribution of parties and persons by country of residence, 1<sup>st</sup> semester 2015**

Country of residence	Survey of Inbound Tourism				Actual no. of tourists departed (Passport and Immigration Office)	
	Parties		Tourists		No.	%
	No.	%	No.	%		
<b>Europe</b>	<b>1,490</b>	<b>49.5</b>	<b>3,379</b>	<b>48.5</b>	<b>307,972</b>	<b>54.7</b>
<i>of which:</i> France	570	18.9	1,283	18.4	133,824	23.8
Germany	186	6.2	423	6.1	34,461	6.1
Italy	51	1.7	112	1.6	13,790	2.5
Russia	44	1.5	111	1.6	7,868	1.4
Switzerland	58	1.9	137	2.0	14,368	2.6
United Kingdom	388	12.9	868	12.5	55,067	9.8
<b>Africa</b>	<b>795</b>	<b>26.4</b>	<b>1,919</b>	<b>27.6</b>	<b>142,028</b>	<b>25.2</b>
<i>of which:</i> Reunion	245	8.1	689	9.9	76,204	13.5
South Africa	446	14.8	1,023	14.7	47,240	8.4
<b>Asia</b>	<b>658</b>	<b>21.9</b>	<b>1,518</b>	<b>21.8</b>	<b>95,225</b>	<b>16.9</b>
<i>of which:</i> China	319	10.6	787	11.3	40,900	7.3
India	293	9.7	627	9.0	39,638	7.0
United Arab Emirates	16	0.5	49	0.7	3,871	0.7
<b>Oceania</b>	<b>46</b>	<b>1.5</b>	<b>96</b>	<b>1.4</b>	<b>8,768</b>	<b>1.6</b>
<i>of which:</i> Australia	42	1.4	90	1.3	8,256	1.5
<b>America</b>	<b>22</b>	<b>0.7</b>	<b>50</b>	<b>0.7</b>	<b>8,292</b>	<b>1.5</b>
<i>of which:</i> United States	8	0.3	16	0.2	3,809	0.7
<b>Not Stated</b>					<b>348</b>	<b>0.1</b>
<b>Total</b>	<b>3,011</b>	<b>100.0</b>	<b>6,962</b>	<b>100.0</b>	<b>562,633</b>	<b>100.0</b>

## **2.6 Problems/Limitations**

As with all sample surveys, the Survey of Inbound Tourism is subject to weaknesses including:

- Tourists departing by sea are not covered.
- Tourists in the VIP lounges are not covered; these tourists are perceived as high spenders.
- Non-response due to language difficulties, especially regarding Russians and elderly Chinese.

### 3. Concepts and Definitions

The concepts and definitions are based on the International Recommendations for Tourism Statistics 2008 (IRTS 2008) framework prepared by United Nations World Tourism Organisation (UNWTO). The framework is consistent with other statistical frameworks such as the System of National Accounts 2008 and the Tourism Satellite Account Recommended Methodological Framework 2008

#### Unit of inquiry

The unit of inquiry is the tourist. The latter is defined as a non-resident staying overnight in the country but less than a year, and is not involved in any gainful occupation in the country during his/her stay. A tourist may be travelling alone or in a group.

#### Inbound tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference.

#### Inbound tourism expenditure

Inbound tourism expenditure is the tourism expenditure of a non-resident visitor within the economy of reference.

#### Party

The travelling unit is the “party”, which usually consists of one or more members for whom individual expenditures are not available separately. Thus, for certain sections of the questionnaire, the information obtained may refer to more than one tourist.

The size of the “party” is the total number of persons present in the “party”. This has been taken into consideration when calculating average expenditure per tourist.

#### Country of residence

Tourist arrivals are compiled on the basis of the **permanent address** of the tourist, which may not be the same as his nationality.

#### Main purpose of visit

The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place.

#### Package or inclusive tour

A package tour is defined as one in which airfare, accommodation and other items such as meals, sightseeing, car hire are included in the tour price paid before departure from the home country of the tourist. The package may include other countries besides Mauritius.

#### Statistics Mauritius

#### Ministry of Finance and Economic Development

#### Port Louis

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#### Contact persons

Mr. E. Romjon, Ag. Statistician or  
Ms. T. Joomun, Senior Statistical Officer

Ministry of Tourism & External Communications  
3<sup>rd</sup> Floor, Victoria House, Port Louis  
Tel: (230) 211 9042, Fax; (230) 210 3901  
Email: sm-tourism@govmu.org



## SECTION 2

Table 2: Percentage distribution of tourists by country of residence and travel arrangement, 1<sup>st</sup> semester 2015

Country of Residence	Package	Non-Package	Total
<b>Europe</b>	<b>69.1</b>	<b>30.9</b>	<b>100.0</b>
<i>of which:</i> France	59.8	40.2	100.0
Germany	78.4	21.6	100.0
Italy	78.7	21.3	100.0
Russia	35.3	64.7	100.0
Switzerland	69.7	30.3	100.0
United Kingdom	81.4	18.6	100.0
<b>Africa</b>	<b>51.6</b>	<b>48.4</b>	<b>100.0</b>
<i>of which:</i> Reunion	42.2	57.8	100.0
South Africa	76.6	23.4	100.0
<b>Asia</b>	<b>67.4</b>	<b>32.6</b>	<b>100.0</b>
<i>of which:</i> China	68.8	31.2	100.0
India	72.8	27.2	100.0
United Arab Emirates	16.2	83.8	100.0
<b>Oceania</b>	<b>46.9</b>	<b>53.1</b>	<b>100.0</b>
<i>of which:</i> Australia	48.1	51.9	100.0
<b>America</b>	<b>50.9</b>	<b>49.1</b>	<b>100.0</b>
<i>of which:</i> United States	65.6	34.4	100.0
<b>Total</b>	<b>63.8</b>	<b>36.2</b>	<b>100.0</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 3: Average length of stay (nights) by country of residence and travel arrangement, 1<sup>st</sup> semester 2015**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>10.1</b>	<b>17.0</b>	<b>12.3</b>
<i>of which:</i>	France	8.6	18.2	12.5
	Germany	11.7	15.1	12.4
	Italy	8.3	17.5	10.2
	Russia	13.0	13.2	13.1
	Switzerland	11.2	15.6	12.5
	United Kingdom	10.9	18.8	12.4
<b>Africa</b>		<b>6.5</b>	<b>9.6</b>	<b>8.0</b>
<i>of which:</i>	Reunion	5.7	8.2	7.1
	South Africa	7.1	11.6	8.1
<b>Asia</b>		<b>6.8</b>	<b>13.0</b>	<b>8.8</b>
<i>of which:</i>	China	5.9	10.5	7.3
	India	5.7	17.1	8.8
	United Arab Emirates	9.9	5.8	6.5
<b>Oceania</b>		<b>5.6</b>	<b>22.1</b>	<b>14.4</b>
<i>of which:</i>	Australia	5.6	22.5	14.4
<b>America</b>		<b>9.0</b>	<b>15.6</b>	<b>12.3</b>
<i>of which:</i>	United States	9.5	9.1	9.3
<b>Total</b>		<b>8.7</b>	<b>14.0</b>	<b>10.6</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 4: Percentage distribution of tourists by main purpose of visit, 1<sup>st</sup> semester 2015**

Purpose of visit	% of tourists
Holiday	79.5
Honeymoon	12.2
Business	2.6
Visiting friends/relatives	2.2
To get married	0.6
Other	2.9
<b>Total</b>	<b>100.0</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 5(a): Percentage distribution of tourists by type of accommodation, 1<sup>st</sup> semester 2015**

Type of accommodation	% of tourists
Hotel	80.2
Guest House	3.8
In own villas/houses/bungalow/IRS	0.5
Tourist residence	9.2
With friends/ relatives	6.0
Other	0.3
<b>Total</b>	<b>100.0</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 5(b): Proportion of tourists staying in hotel by country of residence, 1<sup>st</sup> semester 2015**

Country of Residence	Hotel	Non-hotel	Total
<b>Europe</b>	<b>81.7</b>	<b>18.3</b>	<b>100.0</b>
<i>of which:</i> France	74.3	25.7	100.0
Germany	87.0	13.0	100.0
Italy	81.7	18.3	100.0
Russia	63.7	36.3	100.0
Switzerland	88.5	11.5	100.0
United Kingdom	88.1	11.9	100.0
<b>Africa</b>	<b>69.0</b>	<b>31.0</b>	<b>100.0</b>
<i>of which:</i> Reunion	58.8	41.2	100.0
South Africa	91.2	8.8	100.0
<b>Asia</b>	<b>93.5</b>	<b>6.5</b>	<b>100.0</b>
<i>of which:</i> China	96.3	3.7	100.0
India	92.0	8.0	100.0
United Arab Emirates	62.6	37.4	100.0
<b>Oceania</b>	<b>69.2</b>	<b>30.8</b>	<b>100.0</b>
<i>of which:</i> Australia	68.7	31.3	100.0
<b>America</b>	<b>73.3</b>	<b>26.7</b>	<b>100.0</b>
<i>of which:</i> United States	100.0	0.0	100.0
<b>Total</b>	<b>80.2</b>	<b>19.8</b>	<b>100.0</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 5(c): Selected tourism statistics by type of accommodation (hotel/non-hotel), 1<sup>st</sup> semester 2015**

	<b>Hotel</b>	<b>Non-hotel</b>	<b>All tourists</b>
a. Average party size	2.2	2.1	2.2
b. Average length of stay (nights)	8.8	18.3	10.6
c. Travel arrangement (%)			
<i>Package</i>	78.3	4.8	63.8
<i>Non-package</i>	21.7	95.2	36.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
d. Purpose of visit (%)			
<i>Holiday</i>	80.0	77.6	79.5
<i>Honeymoon</i>	14.8	1.5	12.2
<i>Business</i>	2.2	4.2	2.6
<i>Visiting friends/relatives</i>	0.3	10.1	2.2
<i>To get married</i>	0.5	0.8	0.6
<i>Other</i>	2.2	5.8	2.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
e. Expenditure (Rs)			
<i>Average expenditure per tourist</i>	45,299	34,873	43,233
<i>Average expenditure per tourist per night</i>	5,173	1,909	4,063

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 6: Average expenditure by country of residence, 1<sup>st</sup> semester 2015**

Country of Residence	Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
<b>Europe</b>	<b>46,482</b>	<b>3,793</b>
<i>of which:</i> France	40,501	3,246
Germany	47,739	3,842
Italy	39,458	3,862
Russia	73,042	5,575
Switzerland	56,231	4,497
United Kingdom	50,359	4,060
<b>Africa</b>	<b>28,642</b>	<b>3,565</b>
<i>of which:</i> Reunion	21,535	3,018
South Africa	33,364	4,112
<b>Asia</b>	<b>52,370</b>	<b>5,935</b>
<i>of which:</i> China	53,553	7,321
India	29,337	3,338
United Arab Emirates	38,160	5,881
<b>Oceania</b>	<b>49,287</b>	<b>3,431</b>
<i>of which:</i> Australia	49,250	3,427
<b>America</b>	<b>60,729</b>	<b>5,951</b>
<i>of which:</i> United States	76,721	8,218
<b>Total</b>	<b>43,233</b>	<b>4,063</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 7: Average expenditure per tourist per night by country of residence and travel arrangement, 1<sup>st</sup> semester 2015**

Country of Residence		Package Rs	Non Package Rs	Total Rs
<b>Europe</b>		<b>4,604</b>	<b>2,719</b>	<b>3,793</b>
<i>of which:</i>	France	4,634	2,266	3,246
	Germany	4,009	3,378	3,842
	Italy	4,976	1,919	3,862
	Russia	5,061	5,851	5,575
	Switzerland	5,026	3,622	4,497
	United Kingdom	4,658	2,542	4,060
<b>Africa</b>		<b>4,176</b>	<b>3,124</b>	<b>3,565</b>
<i>of which:</i>	Reunion	3,746	2,648	3,018
	South Africa	4,409	3,518	4,112
<b>Asia</b>		<b>6,915</b>	<b>4,871</b>	<b>5,935</b>
<i>of which:</i>	China	7,613	6,963	7,321
	India	4,721	2,108	3,338
	United Arab Emirates	8,388	5,059	5,881
<b>Oceania</b>		<b>5,767</b>	<b>2,906</b>	<b>3,431</b>
<i>of which:</i>	Australia	5,767	2,884	3,427
<b>America</b>		<b>7,596</b>	<b>3,357</b>	<b>4,945</b>
<i>of which:</i>	United States	7,999	8,653	8,218
<b>Total</b>		<b>4,907</b>	<b>3,138</b>	<b>4,063</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

**Table 8: Percentage distribution of expenditure by major item and country of residence, 1<sup>st</sup> semester 2015**

Country of residence		Accommodation	Meals & Beverages	Local Transport	Sightseeing	Entertainment & Recreation	Shopping	Other	Total
<b>Europe</b>		<b>61.0</b>	<b>12.1</b>	<b>6.7</b>	<b>5.7</b>	<b>5.1</b>	<b>8.9</b>	<b>0.5</b>	<b>100.0</b>
<i>of which:</i>	France	55.0	14.8	7.7	5.6	5.9	10.3	0.7	100.0
	Germany	65.2	10.2	6.2	7.2	4.1	6.5	0.6	100.0
	Italy	65.7	7.0	7.9	7.0	3.9	7.9	0.7	100.0
	Russia	50.6	18.9	8.4	5.2	6.1	10.4	0.4	100.0
	Switzerland	68.0	9.9	6.1	4.7	4.5	6.4	0.3	100.0
	United Kingdom	67.6	9.6	4.9	5.3	4.6	7.5	0.6	100.0
<b>Africa</b>		<b>54.3</b>	<b>12.0</b>	<b>7.7</b>	<b>4.0</b>	<b>4.3</b>	<b>16.8</b>	<b>0.9</b>	<b>100.0</b>
<i>of which:</i>	Reunion	46.8	16.2	9.1	3.8	5.0	18.6	0.6	100.0
	South Africa	65.5	7.6	5.9	4.9	4.1	11.3	0.6	100.0
<b>Asia</b>		<b>57.1</b>	<b>9.5</b>	<b>5.6</b>	<b>7.0</b>	<b>6.7</b>	<b>13.5</b>	<b>0.5</b>	<b>100.0</b>
<i>of which:</i>	China	55.9	8.2	5.5	9.3	4.7	15.7	0.6	100.0
	India	59.3	10.5	5.8	6.9	7.5	9.4	0.5	100.0
	United Arab Emirates	66.2	11.8	7.8	3.1	6.1	4.2	0.8	100.0
<b>Oceania</b>		<b>52.7</b>	<b>17.9</b>	<b>6.6</b>	<b>4.2</b>	<b>6.8</b>	<b>10.6</b>	<b>1.2</b>	<b>100.0</b>
<i>of which:</i>	Australia	52.2	18.0	6.7	4.2	7.0	10.7	1.2	100.0
<b>America</b>		<b>57.5</b>	<b>17.7</b>	<b>8.7</b>	<b>7.1</b>	<b>3.3</b>	<b>5.6</b>	<b>0.2</b>	<b>100.0</b>
<i>of which:</i>	United States	57.8	14.4	8.2	10.3	3.2	6.1	0.0	100.0
<b>Total</b>		<b>58.8</b>	<b>11.8</b>	<b>6.6</b>	<b>5.7</b>	<b>5.3</b>	<b>11.1</b>	<b>0.6</b>	<b>100.0</b>

Note:- Figures in shaded cells should be treated with caution; they are subject to low reliability since they are based on fewer than 30 observations in the sample.

CONFIDENTIAL

Serial No.

Republic of Mauritius
STATISTICS MAURITIUS
SURVEY OF INBOUND VISITORS 2015

Interviewer:- .....

Day & date of interview : .....

Survey point : Air ...1 Sea ... 2

MODULE A

1 When did you arrive in Mauritius ? Quand êtes-vous arrivé à l'île Maurice?.....

2 (i) By which flight/ship did you arrive? Par quel vol êtes-vous arrivé? .....

(ii) By which flight/ship are you departing ? Par quel vol partez-vous? .....

(iii) Class of flight: .....

3 Age - Group / Groupe d'âge
15 - 19 ..... 1 40 - 49 ..... 4
20 - 29 ..... 2 50 - 59 ..... 5
30 - 39 ..... 3 60 & over ..... 6

4 Gender/ Genre : M ... 1 F ... 2

5 (i) Country of residence / Pays de résidence: .....

(ii) Nationality / Nationalité : .....

(iii) Occupation / Profession : .....

6 (i) Are you travelling alone? / Voyagez-vous seul? Yes ..... 1 No ..... 2 If Yes, SKIP TO Q7

If not travelling alone, state / Si en groupe, spécifier

(ii) Group size / nombre de personnes dans le groupe .....

(iii) Which of the following best describes the group?
Couple with children ... 1 School/university/sporting group ... 5
Couple without children ... 2 Tour group ... 6
With friends and/or relatives ... 3 Other: Specify ..... 7
Business associates ... 4

(iv) No. of persons (including you) sharing common expenditure /Combien de personnes (y compris vous) ont fait des dépenses communes

(v) Of whom 12 years of age or less / Dont celles âgées de 12 ans ou moins .....

7 How many times have you visited Mauritius including this trip?/Combien de fois avez-vous visité l'île Maurice, y compris ce séjour?
.....  IF > 1, SKIP TO Q10

FOR FIRST TIME VISITORS ONLY

8 How did you first come to know about Mauritius? / Comment avez-vous connu l'île Maurice pour la première fois?

- Publicity in newspapers, magazines, films / La publicité dans les journaux, magazines, films ... 1
Friends & words of mouth / Amis & de bouche à oreille ... 2
Incentive trips organised by your employer /Tours organisés par votre employeur ... 3
Travel Agencies & Tour operators /Agences de voyages / Tours opérateurs ... 4
Internet / L'internet ... 5
Other, specify / Autre, spécifier ..... 6

FOR FIRST TIME VISITORS ONLY

- 9 What motivated you most to choose Mauritius?/Qu'est-ce qui vous a poussé à choisir l'île Maurice? (Pl. rank in order of importance, MAXIMUM 3)
Tropical image / Image Tropicale ... 1 Accessibility / Accès facile ... 8
History & Culture / Histoire & Culture ... 2 Our people / La population ... 9
Price of the destination / Prix de la destination ... 3 Beaches / Plages ... 10
High standard of hotel / Haut niveau des hotels ... 4 Shopping / Achats ... 11
Suitable accom. in non-hotel/Logement approprié ailleurs ... 5 Spa ... 12
Safe destination / destination sûre ... 6 Ecotourism / Ecotourisme ... 13
Sports (Specify / Spécifier) ..... 7 Other / Autre ( Specify / Spécifier) ..... 14



10 What was the main purpose of your visit to Mauritius?/Quelle était la raison principale de votre séjour à l'île Maurice?

Holidays / Vacances	...	1	VFR/Visite chez parents & amis	...	9
Honeymoon/Lune de miel	...	2	Sports/Activités sportives	...	10
Business / Affaires	...	3	(Specify / Spécifier) .....		
Medical / Medical	...	4	Shopping/Achats	...	11
Studies/Etudes	...	5	Group & incentives / Groupe & motivation	...	12
Transit/En transit	...	6	Secondary residence / Residence secondaire	...	13
Cultural event/Fete	...	7	Getting married / Se marier	...	14
Religion - pilgrimage / Religion - pelerinage	...	8	Attending wedding / Assister à un mariage	...	15
			Attending conference / Assister à une conférence	...	16
			Other (specify) /Autre (spécifier).....	...	17

11(i) When did you / Quand avez-vous :- (i) Decide on the trip? / Décidé de faire ce voyage? ..... Weeks ago   
(ii) Make the booking? / Fait les réservations? ..... Weeks ago

(ii) How was the booking made?/ Comment a été faite la réservation?  
(i) Tour operator, travel agent / Tour opérateur, Agent de voyage .....  Flight  Accommodation  
(ii) Direct booking through Internet/Réserve direct à travers L'internet .....   
(iii) Other.....

12 (i) Where did you stay in Mauritius? / Où avez-vous logé à l'île Maurice?

Hotel / Hôtel	...	1	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>	With friends, relatives / Chez des amis, parents	4	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>
Guest House / Pension de famille	...	2	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>	In own villa / house / IRS/ ERS	5	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>
Tourist residence / Residence touristique	...	3	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>	Other / Autre (Specify / Spécifier): .....	6	...	nights/nuits	<input type="text"/> <input type="text"/> <input type="text"/>

(ii) Please state the name(s) and place(s) where you stayed / Veuillez mentionner le(s) nom(s) et le(s) lieu(x) de votre hébergement :

Name / Nom .....	<input type="text"/> <input type="text"/> <input type="text"/>	Location / Lieu .....	<input type="text"/> <input type="text"/> <input type="text"/>
Name / Nom .....	<input type="text"/> <input type="text"/> <input type="text"/>	Location / Lieu .....	<input type="text"/> <input type="text"/> <input type="text"/>
Name / Nom .....	<input type="text"/> <input type="text"/> <input type="text"/>	Location / Lieu .....	<input type="text"/> <input type="text"/> <input type="text"/>

13 Are you on a package tour? / Faites-vous partie d'un voyage à forfait? Yes ... 1 No ... 2 **IF NO SKIP TO Q. 17**  
(i.e Airfare + Accommodation + other services / c.à.d. Billet d'avion + Hébergement + autres prestations)

**MODULE B**

14 What are the countries that are covered in the package tour? (Please rank in order of visit)  
Quels sont les pays qui sont inclus dans ce voyage à forfait? (Veuillez classer en ordre de visite)

(i) .....  (ii) .....  (iii) .....

15 (i) Duration of package tour / Quelle est la durée du voyage à forfait? .....  nights / nuits

(ii) Price of package per adult : / Quel est le prix du voyage à forfait par adulte? Currency ..... Amount .....

(iii) Does the price include the following: / Ce prix comprend -t-il:

Airfare/Le billet d'avion	...	1	Breakfast only/Petit déjeuner seulement	...	6
Transfer/Transfert à l'hotel	...	2	Breakfast & Dinner/Petit déjeuner et diner	...	7
Accommodation/Hébergement	...	3	All Meals/Tous les repas	...	8
Sightseeing tours/Des excursions	...	4	All inclusive/Tous inclus	...	9
Car Hire/Location de voiture	...	5	Other, specify/Autre, spécifier .....	...	10

16 What was the amount that you and your party sharing common expenditure spent during your stay in Mauritius excluding cost of package ?  
Quel est le montant des dépenses que vous et le groupe faisant dépenses communes avez encouru lors de votre séjour à l'île Maurice, excluant le coût du voyage à forfait?

Currency ..... Amount.....  No. of persons covered: .....

**SKIP TO Q. 20**

17 Price of airfare per adult / *Quel est le prix du billet d'avion par adulte ?*

Currency ..... Amount ..... 

--	--	--	--	--	--

18 (i) What was the total amount you and your party sharing common expenditure spent in Mauritius?

*Quel est le montant des dépenses que vous et le groupe faisant dépenses communes avez encouru lors de votre séjour à l'île Maurice?*

Currency ..... Amount ..... 

--	--	--	--	--	--

 No. of persons covered: ..... 

--	--

(ii) Of that amount, how much was spent on accommodation? / *De ce montant, combien avez-vous payé pour l'hébergement?*

Currency ..... Amount ..... 

--	--	--	--	--	--

 No. of persons covered: ..... 

--	--

- 19 Sleeping and meal arrangement:
- |                 |          |
|-----------------|----------|
| Bed only        | <b>1</b> |
| Bed & Breakfast | <b>2</b> |
| Half-board      | <b>3</b> |
| Full-board      | <b>4</b> |
| All inclusive   | <b>5</b> |
| Free            | <b>6</b> |

20 Please state the total amount you and your party spent on :

*Veuillez mentionner le montant que vous et le groupe faisant dépenses communes avez dépensé sur :*

	Currency	Amount							
(i) Food & Beverages / <i>Repas et boissons</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(ii) Public transport / <i>Transport en commun</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(iii) Car hire / <i>Location de voiture</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(iv) Sightseeing / <i>Excursions</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(v) Sports & Recreation / <i>Loisirs</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(vi) Shopping / <i>Achats</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
(vii) others / <i>Autres</i> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						
<b>Total</b> .....	.....	.....	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>						

**MODULE C**

21 How would you evaluate the level of security? / *Comment évaluez-vous le niveau de sécurité?*

	Very Poor	Poor	Satisfactory	Good	Excellent	Don't Know
	Très mauvais	Mauvais	Satisfaisant	Bon	Très bon	Ne sais pas
In hotel / <i>A L'hôtel</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In non-hotel accommodation / <i>En dehors des hôtels</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
By taxi / <i>En taxi</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
On the beaches / <i>Sur nos plages</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In Public Places / <i>Sur les lieux publiques</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
On Tourist sites / <i>Sur les sites touristiques</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In Mauritius / <i>A l'île Maurice</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>

22 How would you evaluate the state of the environment? / *Comment évaluez-vous l'état de l'environnement?*

	Very Poor	Poor	Satisfactory	Good	Excellent	Don't Know
	Très mauvais	Mauvais	Satisfaisant	Bon	Très bon	Ne sais pas
On the beaches / <i>Sur nos plages</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In lagoons / <i>Dans les lagons</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In Public places / <i>Sur les lieux publiques</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
On Tourist sites / <i>Sur les sites touristiques</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In Accommodation / <i>Lieu hébergement</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>
In Mauritius / <i>A l'île Maurice</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>9</b>

23 (i) Have you visited any other tropical island destinations during the last 3 years? Yes ... 1 No ... 2  
*Avez-vous déjà visité d'autres îles tropicales durant les 3 dernières années ?* **IF NO SKIP TO Q24**

(ii) If Yes, please state the last one you visited ..... 1 2 3           
*Si oui, veuillez mentionner la dernière que vous avez visitée et quand*

(iii) When did you visit that island? .....  
*Quand avez vous visité cette île?*

(iv) Compared to this destination, how would you rate Mauritius with regard to:  
*En comparaison à cette destination, comment évaluez-vous l'île Maurice par rapport :*

	Lower <i>Plus bas</i>	Same <i>Même</i>	Higher <i>Plus haut</i>
Level of satisfaction / <i>Niveau de satisfaction</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Price level / <i>Niveau du prix</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Hospitality / <i>Hospitalité</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Quality of environment / <i>Qualité de l'environnement</i>	<b>1</b>	<b>2</b>	<b>3</b>
Quality of products / <i>Qualité des produits</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Variety of products / <i>Variété des produits</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Level of security / <i>Niveau de sécurité</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>
Value for money / <i>Rapport Qualité: Prix</i> ... ..	<b>1</b>	<b>2</b>	<b>3</b>

24 Has Mauritius lived up to your expectations? / *Est-ce que L'île Maurice a été à la hauteur de vos attentes?*

- Below expectation / *En dessous des attentes* ... .. **1**
- As expected / *Comme attendu* ... .. **2**
- Beyond expectation / *Au delà des attentes* ... .. **3**

25 What are the places of interest which you visited during your stay in Mauritius and which one was most appealing to you ?  
*Quels sont les sites touristiques que vous avez visités durant votre séjour à l'île Maurice et lequel avez-vous trouvé le plus intéressant ?*

- |         |  |  |  |         |  |  |  |
|---------|--|--|--|---------|--|--|--|
| 1. .... |  |  |  | 5. .... |  |  |  |
| 2. .... |  |  |  | 6. .... |  |  |  |
| 3. .... |  |  |  | 7. .... |  |  |  |
| 4. .... |  |  |  | 8. .... |  |  |  |

26 Have you any specific recommendations for improving the destination?  
*Avez-vous des recommandations spécifiques à faire pour l'amélioration de la destination?*

- (a) .....
- .....
- (b) .....
- .....