

SURVEY OF INBOUND TOURISM

Year 2012

CONTENTS

Section	Page
1 Main findings	1
2 Tables	
1 - Percentage distribution of tourists by country of residence and travel arrangement, year 2012.	4
2 - Average length of stay (nights) by country of residence and travel arrangement, year 2012.	5
3 - Percentage distribution of tourists by main purpose of visit, year 2012.	5
4 (a) - Percentage distribution of tourists by type of accommodation, year 2012.	6
4 (b) - Percentage distribution of tourists by country of residence staying in hotel and non-hotel, year 2012.	6
4 (c) - Selected tourism statistics by type of accommodation (hotel/non-hotel), year 2012.	7
5- Average expenditure by country of residence, year 2012.	8
6 - Average expenditure by country of residence and travel arrangement, year 2012.	9
7- Percentage distribution of expenditure by major item and country of residence, year 2012.	10
8 - Distribution of parties and persons by country of residence, year 2012.	12
3 Methodology	11
4 Concepts and definitions	13
Annex Survey Questionnaire	

SECTION 1 - MAIN FINDINGS

Year 2012

Introduction This report presents the main results of the survey of Inbound Tourism for year 2012. During the survey, data was collected from departing tourists at Sir Seewoosagur Ramgoolam airport.

		Year 2012	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
Purpose of visit	Main purpose of visit :					
	Holiday	75%	81%	73%	71%	73%
	Honeymoon	13%	8%	14%	17%	16%
	Business	5%	5%	6%	5%	5%
	Visiting friends and relatives	3%	3%	3%	3%	3%
	Other	3%	3%	3%	4%	3%
	Total	100%	100%	100%	100%	100%
Tours	The proportion of tourists travelling on a package tour was :	64%	61%	65%	66%	66%
Party size	The average party size was :	2.2	2.1	2.2	2.3	2.2
Accommodation	Accommodation arrangements:					
	Hotel	75%	72%	76%	77%	79%
	Tourist residence	10%	12%	8%	9%	9%
	Friends and relatives	9%	10%	10%	9%	6%
	Guest house	5%	6%	5%	5%	6%
	Other	1%	0%	1%	1%	1%
	Total	100%	100%	100%	100%	100%
Duration of visit	The average number of nights spent by a tourist in Mauritius was :	9.5	10.3	8.8	9.6	9.0
Expenditure	The average expenditure (Rs) was :					
	Per tourist	40,035	41,112	37,000	40,262	42,677
	Per night	4,221	4,019	4,237	4,298	4,781

Main tourist generating countries

(Source : Passport & Immigration Office)

Country	Year 2012	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
	Number of tourist arrivals				
France	256,929	84,455	47,786	41,916	82,772
Reunion	144,340	39,400	28,532	33,806	42,602
United Kingdom	87,648	17,975	19,934	24,811	24,928
South Africa	89,058	18,911	20,933	21,408	27,806
India	55,197	11,524	17,847	11,103	14,723
Germany	55,186	14,518	11,126	12,561	16,981
China	20,885	5,573	4,060	5,797	5,455
Italy	40,009	14,306	6,612	8,417	10,674
Switzerland	26,002	6,301	5,289	4,206	10,206
Australia	17,009	2,936	4,681	5,267	4,125
Russia	19,429	7,337	4,417	2,298	5,377
Other	153,749	38,759	33,941	36,841	44,208
Total	965,441	261,995	205,158	208,431	289,857

Figure 1: Tourist arrivals from main generating countries, year 2012

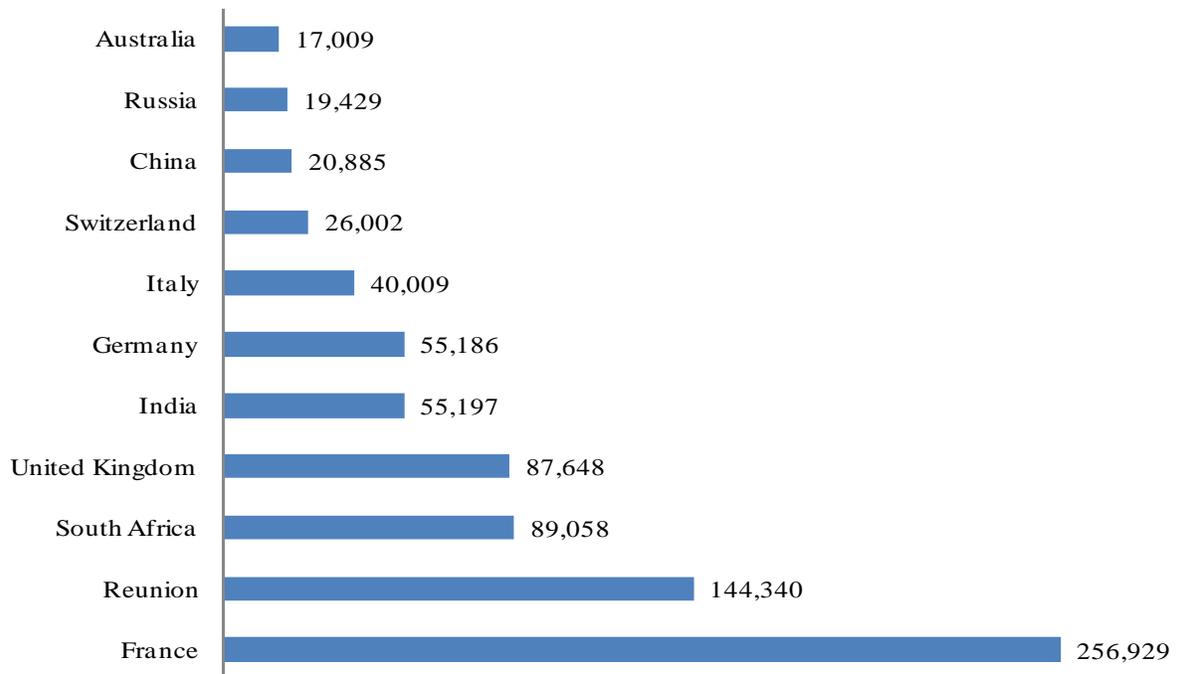
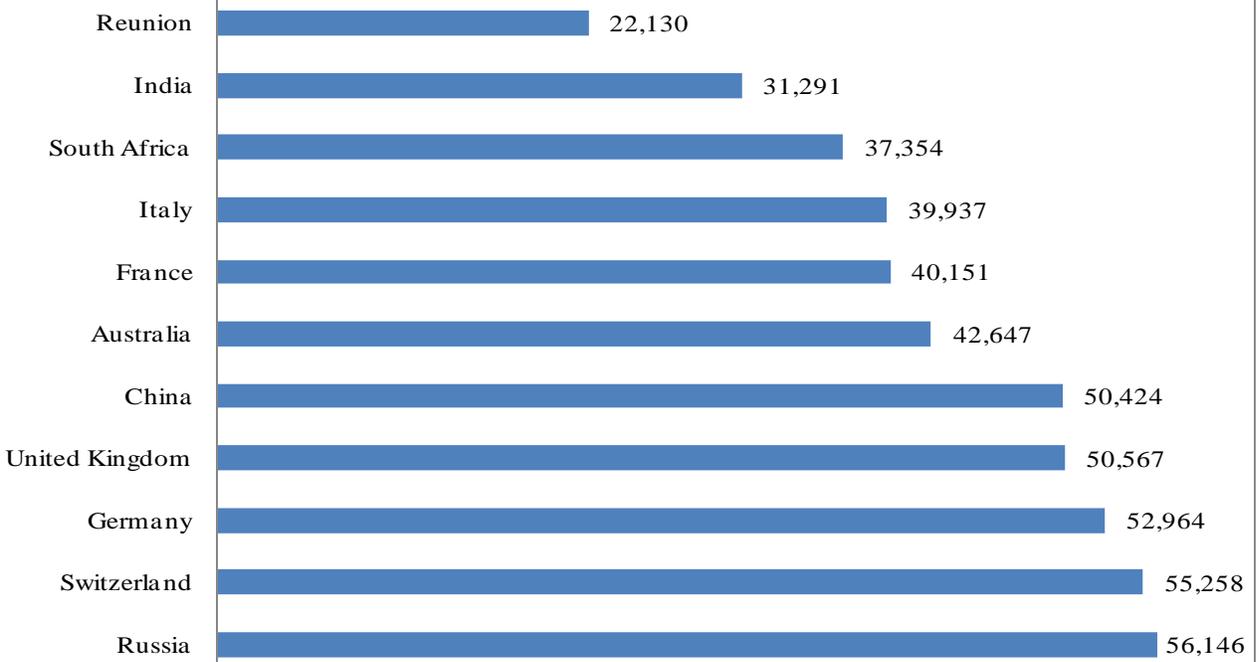
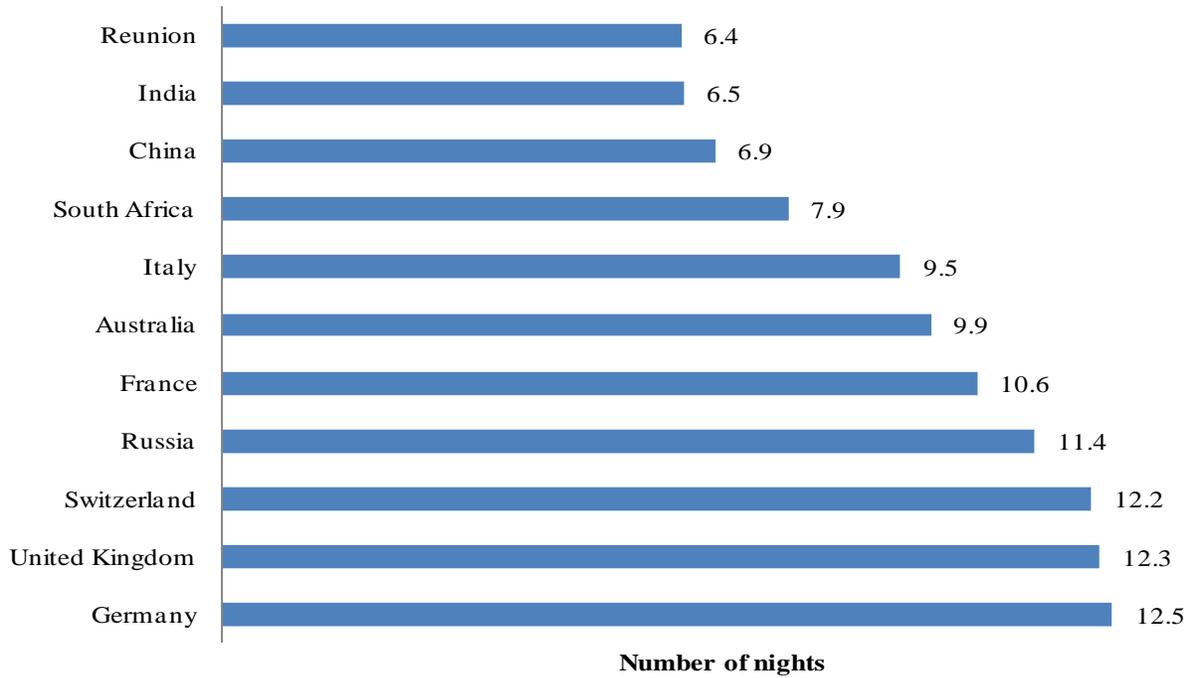


Figure 2: Duration of visit by selected country of residence, year 2012

SECTION 2

Table 1: Percentage distribution of tourists by country of residence and travel arrangement, year 2012.

Country of residence		Package	Non-Package	Total
Europe		68.6	31.4	100.0
<i>of which:</i>	France	65.2	34.8	100.0
	Germany	75.2	24.8	100.0
	Italy	79.9	20.1	100.0
	Russia	66.7	33.3	100.0
	Switzerland	67.7	32.3	100.0
	United Kingdom	72.1	27.9	100.0
Africa		52.2	47.8	100.0
<i>of which:</i>	Reunion	44.7	55.3	100.0
	South Africa	74.9	25.1	100.0
Asia		75.5	24.5	100.0
<i>of which:</i>	China	78.9	21.1	100.0
	India	81.4	18.6	100.0
	United Arab Emirates	52.1	47.9	100.0
Oceania		45.9	54.1	100.0
<i>of which:</i>	Australia	45.8	54.2	100.0
America		51.0	49.0	100.0
<i>of which:</i>	United States	30.1	69.9	100.0
Total		64.0	36.0	100.0

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 2: Average length of stay (nights) by country of residence and travel arrangement, year 2012.

Country of Residence		Package	Non-Package	Total
Europe		9.5	15.0	11.2
<i>of which:</i>	France	8.4	14.6	10.6
	Germany	11.8	14.6	12.5
	Italy	8.3	14.3	9.5
	Russia	10.6	12.7	11.4
	Switzerland	10.3	16.1	12.2
	United Kingdom	10.7	17.0	12.3
Africa		6.6	8.1	7.2
<i>of which:</i>	Reunion	5.7	7.1	6.4
	South Africa	7.4	10.2	7.9
Asia		6.0	9.6	6.8
<i>of which:</i>	China	6.4	9.4	6.9
	India	5.8	9.8	6.5
	United Arab Emirates	5.9	7.8	6.8
Oceania		7.5	11.8	9.9
<i>of which:</i>	Australia	7.6	11.9	9.9
America		5.8	13.0	9.3
<i>of which:</i>	United States	7.0	13.6	11.3
Total		8.3	11.9	9.5

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: Percentage distribution of tourists by main purpose of visit, year 2012

Purpose of visit	% of tourists
Holiday	75.3
Honeymoon	12.9
Business	5.4
Visiting friends/relatives	3.3
To get married	0.1
Other	3.0
Total	100.0

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 (a): Percentage distribution of tourists by type of accommodation, year 2012.

Type of accomodation	% of tourists
Hotel	75.1
Guest House	5.4
Tourist residence	9.7
With friends/ relatives	9.2
Other	0.5
Total	100.0

Table 4(b): Percentage distribution of tourists by country of residence staying in hotel and non-hotel, year 2012.

Country of residence	Hotel	Non-hotel	Total
Europe	77.3	22.7	100.0
<i>of which:</i> France	73.2	26.8	100.0
Germany	84.3	15.7	100.0
Italy	84.1	15.9	100.0
Russia	78.6	21.4	100.0
Switzerland	78.9	21.1	100.0
United Kingdom	81.1	18.9	100.0
Africa	65.1	34.9	100.0
<i>of which:</i> Reunion	56.3	43.7	100.0
South Africa	85.4	14.6	100.0
Asia	90.3	9.7	100.0
<i>of which:</i> China	90.9	9.1	100.0
India	90.4	9.6	100.0
United Arab Emirates	90.1	9.9	100.0
Oceania	70.4	29.6	100.0
<i>of which:</i> Australia	70.3	29.7	100.0
America	72.7	27.3	100.0
<i>of which:</i> United States	63.0	37.0	100.0
Total	75.1	24.9	100.0

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(c): Selected tourism statistics by type of accommodation (hotel/non-hotel), year 2012.

	Hotel	Non-hotel	All tourists
a. Average party size	2.2	2.1	2.2
b. Average length of stay (nights)	8.2	13.8	9.5
c. Travel arrangement (%)			
<i>Package</i>	83.1	10.0	64.0
<i>Non-package</i>	16.9	90.0	36.0
Total	100.0	100.0	100.0
d. Purpose of visit (%)			
<i>Holiday</i>	75.2	75.6	75.3
<i>Honeymoon</i>	16.7	1.3	12.9
<i>Business</i>	5.5	5.2	5.4
<i>Visiting friends/relatives</i>	0.2	12.4	3.3
<i>To get married</i>	0.1	0.1	0.1
<i>Other</i>	2.1	5.4	3.0
Total	100.0	100.0	100.0
e. Expenditure (Rs)			
<i>Average expenditure per tourist</i>	44,115	26,770	40,035
<i>Average expenditure per tourist per night</i>	5,436	1,999	4,221

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: Average expenditure by country of residence, year 2012.

Country of Residence		Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
Europe		45,642	4,074
<i>of which:</i>	France	40,151	3,797
	Germany	52,964	4,245
	Italy	39,937	4,198
	Russia	56,146	4,934
	Switzerland	55,258	4,539
	United Kingdom	50,567	4,113
Africa		28,386	3,877
<i>of which:</i>	Reunion	22,130	3,438
	South Africa	37,354	4,705
Asia		39,704	5,820
<i>of which:</i>	China	50,424	7,296
	India	31,291	4,831
	United Arab Emirates	47,401	6,947
Oceania		42,777	4,351
<i>of which:</i>	Australia	42,647	4,294
America		41,252	4,556
<i>of which:</i>	United States	42,302	3,735
Total		40,035	4,221

Table 6: Average expenditure by country of residence and travel arrangement, year 2012.

Country of Residence	Expenditure per tourist per night (Rs)		
	Package	Non-Package	Total
Europe	5,170	2,582	4,074
<i>of which:</i> France	5,182	2,325	3,797
Germany	4,569	3,366	4,245
Italy	5,031	2,230	4,198
Russia	5,758	3,803	4,934
Switzerland	5,541	3,181	4,539
United Kingdom	5,055	2,349	4,113
Africa	4,956	2,797	3,877
<i>of which:</i> Reunion	4,409	2,720	3,438
South Africa	5,271	3,102	4,705
Asia	6,842	3,684	5,820
<i>of which:</i> China	8,238	4,192	7,296
India	5,555	2,740	4,831
United Arab Emirates	9,832	4,477	6,947
Oceania	6,886	3,007	4,351
<i>of which:</i> Australia	6,866	2,909	4,294
America	8,046	2,787	4,556
<i>of which:</i> United States	6,348	3,042	3,735
Total	5,397	2,760	4,221

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: Percentage distribution of expenditure by major item and country of residence, year 2012.

Country of Residence	Accommodation	Meals & Beverages	Local Transport	Sightseeing	Entertainment & Recreation	Shopping	Other	Total
Europe	60.4	14.7	7.1	5.1	3.0	8.9	0.9	100.0
<i>of which:</i> France	57.1	14.8	7.9	5.5	3.2	10.6	0.9	100.0
Germany	65.2	13.6	6.5	4.9	2.7	6.4	0.7	100.0
Italy	64.0	10.9	7.1	6.3	2.4	8.8	0.6	100.0
Russia	52.4	16.3	6.2	5.5	3.0	16.1	0.5	100.0
Switzerland	60.7	16.9	6.5	4.1	2.7	8.3	0.9	100.0
United Kingdom	63.0	14.8	6.2	4.6	3.2	7.0	1.2	100.0
Africa	54.6	13.2	8.3	3.6	3.5	15.4	1.5	100.0
<i>of which:</i> Reunion	42.3	15.5	10.0	3.5	4.3	22.9	1.6	100.0
South Africa	61.8	11.9	7.6	3.9	3.3	10.9	0.6	100.0
Asia	57.5	12.7	7.8	6.9	4.9	9.6	0.5	100.0
<i>of which:</i> China	60.7	11.3	6.9	6.8	3.2	10.8	0.3	100.0
India	56.1	12.7	8.4	7.2	6.0	9.1	0.4	100.0
United Arab Emirates	58.3	16.5	6.7	4.4	3.1	9.6	1.4	100.0
Oceania	55.4	16.2	7.2	5.1	3.5	11.5	1.1	100.0
<i>of which:</i> Australia	54.7	16.3	7.5	5.4	3.6	11.4	1.1	100.0
America	56.4	16.7	6.9	5.9	3.3	10.2	0.7	100.0
<i>of which:</i> United States	51.4	18.8	9.1	7.2	4.7	8.1	0.8	100.0
Total	58.5	14.2	7.5	4.9	3.3	10.7	1.0	100.0

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.

SECTION 3 - METHODOLOGY

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, accommodation and rating of the Mauritian destination.

2. Data collection

Survey period

The survey was conducted during two consecutive weeks of each month during the year 2012. During the first week, flights departing between 6.30 and 14.30 hours are covered and during the second week, flights departing between 14.30 hours and midnight are covered.

Target population

Tourists leaving Mauritius by air.

Questionnaire design

The questionnaire comprises 16 questions (Annex).

Data collection method

Data were collected on paper questionnaires; face to face interviewing technique is used.

Response rate

Around 82 % of the tourists who were approached during the year 2012 responded positively. Non-respondents were mostly those who did not have enough time due to their late arrival for check-in formalities.

Fieldstaff

The fieldstaff comprised 14 interviewers, 2 supervisors and 1 senior supervisor.

Quality assurance and data processing

The completed questionnaires were scrutinized on the spot by the two supervisors for completeness and consistencies. Further editing and coding were performed at the Statistics unit of the Ministry of Tourism and Leisure. The data were then captured using the CSPro version 5.0, a statistical package developed by the US Census Bureau.

3. Sampling

Sampling method

Tourists were approached as they entered the departure lounge after check-in formalities and were interviewed subject to their availability. The Supervisor had to closely monitor the fieldwork and ensure representativeness of tourists by country of residence as well as among all departing flights.

Sample size

A total of 17,113 interviews were conducted during the year 2012, covering 37,858 tourists.

4. Reliability of results

As with all surveys, the results of the 2012 Survey of Inbound Tourism are subject to both sampling and non-sampling errors.

The results are based on a sample rather than a census of tourists to Mauritius, and therefore may differ from figures that would be obtained if all tourists to Mauritius had been included in the survey.

5. Weighting methodology

The survey results were benchmarked to data on tourist arrivals during the year 2012, as obtained from the Passport and Immigration Office. The variable “country of residence” was used in weighting the survey data.

Table 8 shows the distribution of the survey respondents by country of residence compared to that of tourist arrivals in the year 2012.

Table 8: Distribution of parties and persons by country of residence, year 2012.

Country of Residence	Survey of Inbound Tourism				Passport and Immigration Office	
	Parties		Tourists		Actual number of tourist arrivals	
	No.	%	No.	%	No.	%
Europe	9,241	54.0	20,301	53.6	555,528	57.5
<i>of which:</i> France	4,210	24.6	9,401	24.8	256,929	26.6
Germany	1,322	7.7	2,824	7.5	55,186	5.7
Italy	517	3.0	1,147	3.0	40,009	4.1
Russia	168	1.0	397	1.0	19,429	2.0
Switzerland	393	2.3	876	2.3	26,002	2.7
United Kingdom	1,802	10.5	3,872	10.2	87,648	9.1
Africa	5,410	31.6	12,331	32.6	270,386	28.0
<i>of which:</i> Reunion	2,022	11.8	4,623	12.2	144,340	15.0
South Africa	2,676	15.6	6,410	16.9	89,058	9.2
Asia	1,860	10.9	3,984	10.5	104,336	10.8
<i>of which:</i> China	209	1.2	430	1.1	20,885	2.2
India	1,312	7.7	2,831	7.5	55,197	5.7
United Arab Emirates	71	0.4	170	0.4	5,403	0.6
Oceania	379	2.2	799	2.1	17,863	1.9
<i>of which:</i> Australia	360	2.1	756	2.0	17,009	1.8
America	223	1.3	443	1.2	16,624	1.7
<i>of which:</i> United States	73	0.4	123	0.3	6,374	0.7
Total	17,113	100.0	37,858	100.0	965,441	100.0

SECTION 4 - CONCEPTS AND DEFINITION

The concepts and definitions are based on the recommendations of the World Tourism Organisation.

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.

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.

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.

Expenditure

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.

Statistics Mauritius

Ministry of Finance and Economic Development

Port Louis

20 June 2014

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CONFIDENTIAL	Serial No. <input style="width: 20px; height: 15px;" type="text"/>
Republic of Mauritius STATISTICS MAURITIUS SURVEY OF INBOUND TOURISM 2012	
Interviewer:-	Coded by :
Day & date of interview :	Input by :

MODULE A

1 When did you arrive in Mauritius ?

Quand êtes-vous arrivé à l'île Maurice?

2 (i) By which flight did you arrive? (ii) By which flight are you departing ?

Par quel vol êtes-vous arrivé? Par quel vol partez-vous?

(iii) Type of flight Schedule Unschedule (iv) Class of flight :

Type de vol

3 Age - Group / *Groupe d'âge*

Under 15 ... 1 15 < 20 ... 2 20 < 30 ... 3 30 < 40 ... 4

40 < 50 ... 5 50 < 60 ... 6 60 & over ... 7

4 Gender: M ... 1 F ... 2 5(a) Country of residence : 5(b) Nationality :

Genre Pays de résidence Nationalité

5(c) Occupation / *Profession* :

6 Are you travelling alone? / *Voyagez-vous seul?* Yes ... 1 No ... 2

State group size Group size

(a) If in a group, state number of persons (including you) who are sharing common expenditure **(party size)**

Si en groupe, combien de personnes (y compris vous) ont fait des dépenses communes

(b) Of which 12 years of age or less

Dont celles âgées de 12 ans ou moins

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

Holidays ... 1 Honeymoon ... 2 Business ... 3 Medical ... 4

Vacances Lune de miel Affaires Medical

Studies ... 5 Transit ... 6 Cultural event ... 7 Religion/pilgrimage ... 8

Etudes Transit Evènement culturel Religion/pelerinage

VFR ... 9 Sports ... 10 Shopping ... 11 Group & incentives ... 12

En visite chez des parents/amis Activités sportives Achats Groupe & motivation

Secondary residence ... 13 Other (Specify) 14

Residence secondaire Autre (Spécifier)

8 In which activities have you participated during your visit here?(multiple answers possible)
Veillez mentionner les activités ou vous avez participé durant votre visite.

Business ... 1 Sightseeing ... 2 Beaches ... 3 Visiting National parks ... 4

Affaires Excursion Plages Visite aux parcs nationaux

Visiting museum ... 5 Casino ... 6 Cultural event ... 7 Shopping ... 8

Visite au musée Casino Evènement culturel Achats

VFR ... 9 Nautical sports ... 10 Other sports ... 11 Other (Specify) ... 12

En visite chez des parents/amis Sports nautiques Autres sports Autre (Spécifier)

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

Hotel / *Hôtel* 1 Other tourist Residence/Autre *residence touristique* 4

Guest House / *Pension de famille* 2 With friends, relatives / *Chez des amis, parents* 5

Bungalow / *Bungalow* 3 Other / Autre (Specify / *Spécifier*) 6

.....

9 (b) Please state the name and place where you stayed / *Veillez mentionner le nom et le lieu de votre hébergement :*

Name / *Nom* Location / *Lieu*

