

# SURVEY OF INBOUND TOURISM

Year 2011

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## SECTION 1 - MAIN FINDINGS

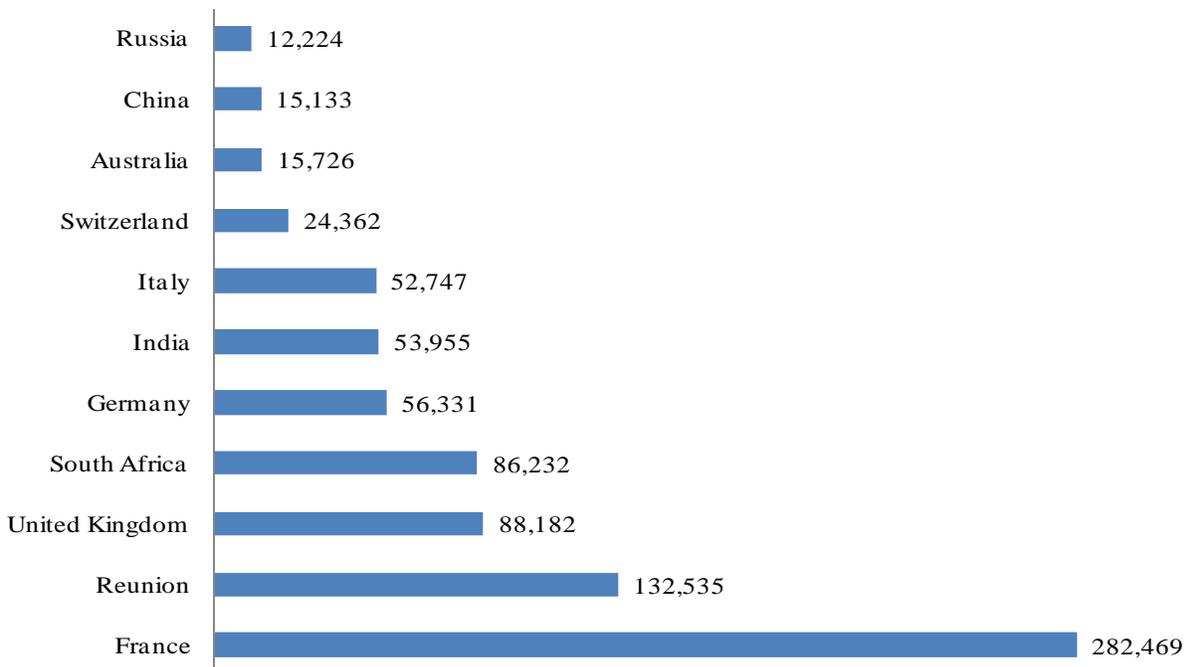
**Year 2011**

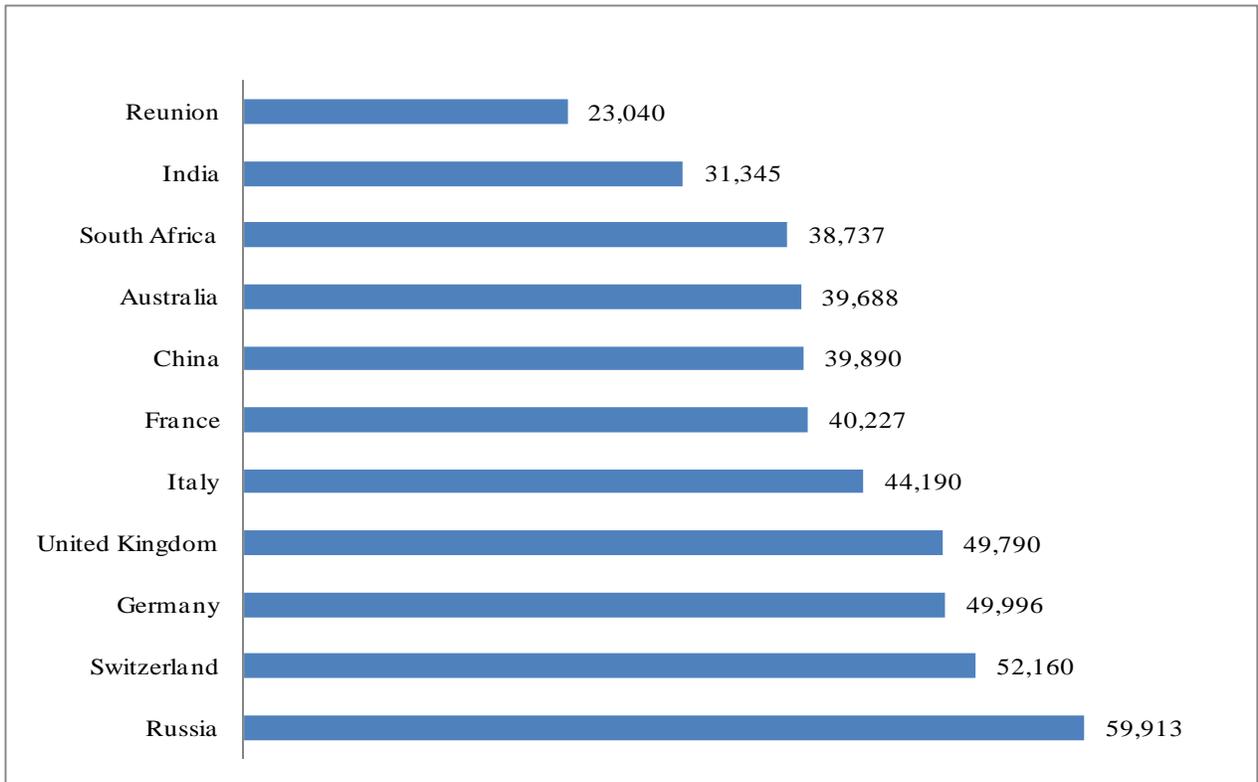
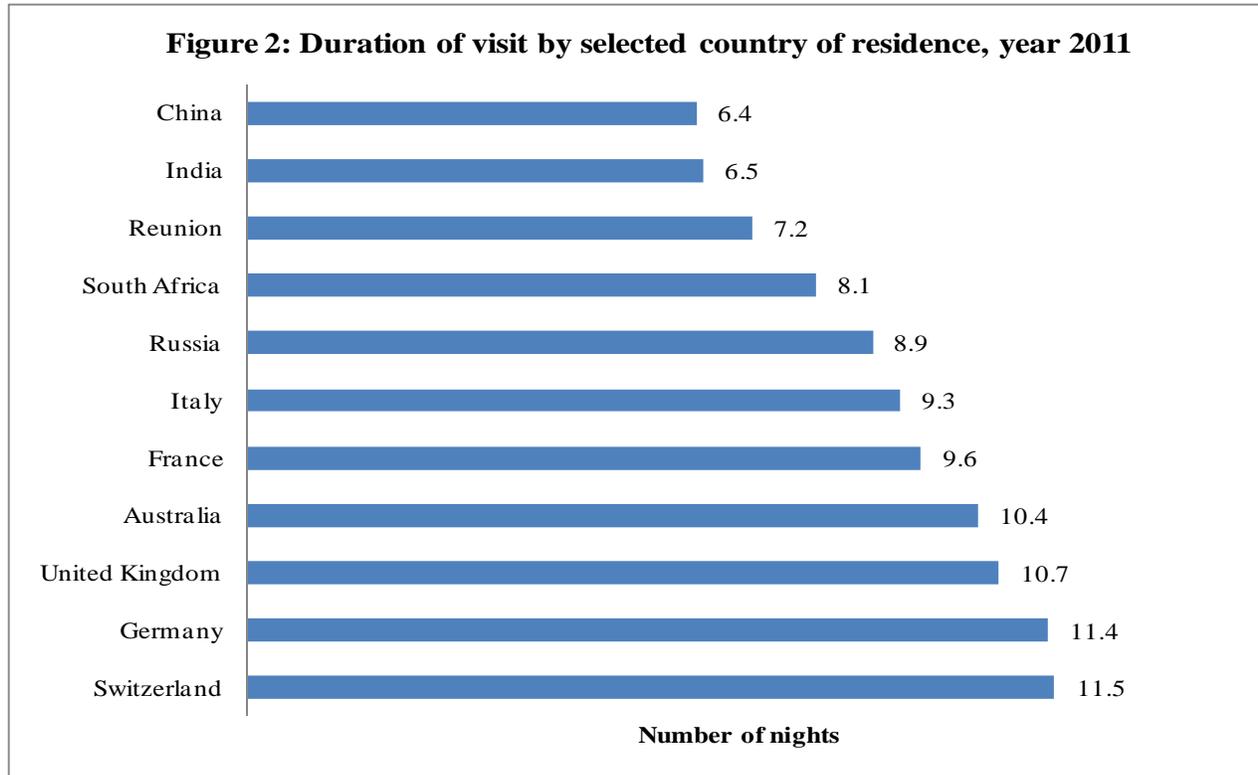
**Introduction** This report presents the main results of the survey of Inbound Tourism for year 2011. During the survey, data was collected from departing tourists at Sir Seewoosagur Ramgoolam airport.

		<b>Year 2011</b>	<b>1<sup>st</sup> quarter</b>	<b>2<sup>nd</sup> quarter</b>	<b>3<sup>rd</sup> quarter</b>	<b>4<sup>th</sup> quarter</b>
<b>Purpose of visit</b>	Main purpose of visit :					
	Holiday	75%	79%	74%	73%	75%
	Honeymoon	14%	7%	14%	16%	15%
	Business	6%	7%	7%	5%	6%
	Visiting friends and relatives	3%	4%	3%	3%	2%
	Other	3%	3%	2%	3%	2%
	Total	100%	100%	100%	100%	100%
<b>Tours</b>	The proportion of tourists travelling on a package tour was :	69%	66%	72%	71%	68%
<b>Party size</b>	The average party size was :	2.2	2.2	2.2	2.3	2.1
<b>Accommodation</b>	Accommodation arrangements:					
	Hotel	78%	74%	81%	80%	79%
	Tourist residence	10%	12%	9%	8%	10%
	Friends and relatives	7%	8%	6%	7%	6%
	Guest house	4%	4%	3%	5%	5%
	Other	1%	2%	1%	0%	0%
	Total	100%	100%	100%	100%	100%
<b>Duration of visit</b>	The average number of nights spent by a tourist in Mauritius was :	9.3	10.3	9.0	9.3	8.8
<b>Expenditure</b>	The average expenditure (Rs) was :					
	Per tourist	39,960	40,210	39,406	39,902	40,008
	Per night	4,322	4,004	4,389	4,290	4,546
<b>Appreciation of visit</b>	Rating of Mauritius by tourists:					
	Beyond expectation	15%	14%	18%	13%	17%
	As expected	82%	82%	77%	86%	81%
	Below expectation	3%	4%	5%	1%	3%
	Total	100%	100%	100%	100%	100%
<b>Return visit</b>	The proportion of tourists who visited Mauritius before was :	37%	42%	35%	36%	35%

<b>Main tourist generating countries</b> <i>(Source : Passport &amp; Immigration Office)</i>	<b>Country</b>	<b>Year 2011</b>	<b>1<sup>st</sup> quarter</b>	<b>2<sup>nd</sup> quarter</b>	<b>3<sup>rd</sup> quarter</b>	<b>4<sup>th</sup> quarter</b>
		<b>Number of tourist arrivals</b>				
	France	282,469	87,470	52,194	48,286	94,519
	Reunion	132,535	41,334	24,569	30,655	35,977
	United Kingdom	88,182	19,189	20,590	25,441	22,962
	South Africa	86,232	17,684	20,663	21,162	26,723
	India	53,955	10,904	17,718	11,587	13,746
	Germany	56,331	14,640	11,925	12,588	17,178
	China	15,133	3,123	2,944	5,086	3,980
	Italy	52,747	17,933	9,923	11,581	13,310
	Switzerland	24,362	6,517	4,154	3,611	10,080
	Australia	15,726	2,800	4,059	4,493	4,374
	Russia	12,224	4,292	1,971	1,088	4,873
	Other	144,746	36,740	31,268	34,201	42,537
	<b>Total</b>	<b>964,642</b>	<b>262,626</b>	<b>201,978</b>	<b>209,779</b>	<b>290,259</b>

**Figure 1: Tourist arrivals from main generating countries, year 2011**





## SECTION 2

**Table 1: Percentage distribution of tourists by country of residence and travel arrangement, year 2011.**

Country of residence		Package	Non-Package	Total
<b>Europe</b>		<b>74.6</b>	<b>25.4</b>	<b>100.0</b>
<i>of which:</i>	France	71.8	28.2	100.0
	Germany	78.2	21.8	100.0
	Italy	83.5	16.5	100.0
	Russia	71.1	28.9	100.0
	Switzerland	70.9	29.1	100.0
	United Kingdom	80.9	19.1	100.0
<b>Africa</b>		<b>54.8</b>	<b>45.2</b>	<b>100.0</b>
<i>of which:</i>	Reunion	47.1	52.9	100.0
	South Africa	72.7	27.3	100.0
<b>Asia</b>		<b>78.0</b>	<b>22.0</b>	<b>100.0</b>
<i>of which:</i>	China	73.1	26.9	100.0
	India	85.8	14.2	100.0
	United Arab Emirates	53.8	46.2	100.0
<b>Oceania</b>		<b>46.8</b>	<b>53.2</b>	<b>100.0</b>
<i>of which:</i>	Australia	48.8	51.2	100.0
<b>America</b>		<b>46.5</b>	<b>53.5</b>	<b>100.0</b>
<i>of which:</i>	United States	39.5	60.5	100.0
<b>Total</b>		<b>68.9</b>	<b>31.1</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 2: Average length of stay (nights) by country of residence and travel arrangement, year 2011.**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>9.0</b>	<b>13.9</b>	<b>10.2</b>
<i>of which:</i>	France	8.0	13.4	9.6
	Germany	11.0	12.7	11.4
	Italy	8.6	12.5	9.3
	Russia	8.7	9.4	8.9
	Switzerland	10.3	14.8	11.5
	United Kingdom	10.1	13.8	10.7
<b>Africa</b>		<b>7.0</b>	<b>8.9</b>	<b>7.8</b>
<i>of which:</i>	Reunion	6.6	7.9	7.2
	South Africa	7.5	10.0	8.1
<b>Asia</b>		<b>6.2</b>	<b>11.2</b>	<b>7.3</b>
<i>of which:</i>	China	6.2	6.9	6.4
	India	6.1	8.9	6.5
	United Arab Emirates	7.7	7.0	7.4
<b>Oceania</b>		<b>8.1</b>	<b>12.0</b>	<b>10.2</b>
<i>of which:</i>	Australia	8.2	12.4	10.4
<b>America</b>		<b>8.0</b>	<b>11.9</b>	<b>9.9</b>
<i>of which:</i>	United States	8.7	10.5	9.7
<b>Total</b>		<b>8.3</b>	<b>11.7</b>	<b>9.3</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: Percentage distribution of tourists by main purpose of visit, year 2011.**

Purpose of visit	% of tourists
Holiday	74.8
Honeymoon	13.5
Business	6.2
Visiting friends/relatives	2.8
Other	2.7
<b>Total</b>	<b>100.0</b>

**Table 4 (a): Percentage distribution of tourists by type of accommodation, year 2011.**

Type of accomodation	% of tourists
Hotel	78.4
Guest House	4.3
Tourist residence	9.8
With friends/ relatives	6.7
Other	0.7
<b>Total</b>	<b>100.0</b>

**Table 4 (b): Proportion of tourists staying in hotel by country of residence, year 2011.**

Country of Residence	% of tourists
<b>Europe</b>	<b>82.0</b>
<i>of which:</i> France	78.4
Germany	88.3
Italy	88.2
Russia	86.7
Switzerland	79.8
United Kingdom	87.3
<b>Africa</b>	<b>67.1</b>
<i>of which:</i> Reunion	56.1
South Africa	87.3
<b>Asia</b>	<b>88.3</b>
<i>of which:</i> China	84.6
India	91.4
United Arab Emirates	88.5
<b>Oceania</b>	<b>68.8</b>
<i>of which:</i> Australia	69.7
<b>America</b>	<b>77.7</b>
<i>of which:</i> United States	78.9
<b>Total</b>	<b>78.4</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 (c): Selected tourism statistics by type of accommodation (hotel/non-hotel), year 2011.**

	<b>Hotel</b>	<b>Non-hotel</b>	<b>All tourists</b>
a. Average party size	2.2	2.2	2.2
b. Average length of stay (nights)	8.2	13.2	9.3
c. Travel arrangement			
<i>Package (%)</i>	84.7	10.5	68.9
<i>Non-package (%)</i>	15.3	89.5	31.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
d. Purpose of visit			
<i>Holiday (%)</i>	74.8	74.8	74.8
<i>Honeymoon (%)</i>	16.8	1.6	13.5
<i>Business (%)</i>	6.0	6.9	6.2
<i>Visiting friends/relatives (%)</i>	0.3	12.0	2.8
<i>Other (%)</i>	2.2	4.6	2.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
e. Expenditure (Rs)			
<i>Average expenditure per tourist</i>	44,113	25,238	39,960
<i>Average expenditure per tourist per night</i>	5,357	1,982	4,322

**Table 5: Average expenditure by country of residence, year 2011.**

Country of Residence		Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
<b>Europe</b>		<b>45,045</b>	<b>4,406</b>
<i>of which:</i>	France	40,227	4,213
	Germany	49,996	4,393
	Italy	44,190	4,688
	Russia	59,913	6,717
	Switzerland	52,160	4,525
	United Kingdom	49,790	4,645
<b>Africa</b>		<b>29,298</b>	<b>3,753</b>
<i>of which:</i>	Reunion	23,040	3,193
	South Africa	38,737	4,760
<b>Asia</b>		<b>35,613</b>	<b>5,047</b>
<i>of which:</i>	China	39,890	6,274
	India	31,345	4,850
	United Arab Emirates	52,003	7,429
<b>Oceania</b>		<b>39,461</b>	<b>3,777</b>
<i>of which:</i>	Australia	39,688	3,715
<b>America</b>		<b>45,275</b>	<b>4,563</b>
<i>of which:</i>	United States	45,672	4,738
<b>Total</b>		<b>39,960</b>	<b>4,322</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 6: Average expenditure by country of residence and travel arrangement, year 2011.**

Country of Residence	Expenditure per tourist per night (Rs)		
	Package	Non-Package	Total
<b>Europe</b>	<b>3,997</b>	<b>2,694</b>	<b>4,406</b>
<i>of which:</i> France	3,877	2,396	4,213
Germany	3,656	3,564	4,393
Italy	4,551	2,752	4,688
Russia	4,723	6,896	6,717
Switzerland	3,969	2,607	4,525
United Kingdom	4,163	2,839	4,645
<b>Africa</b>	<b>2,635</b>	<b>2,604</b>	<b>3,753</b>
<i>of which:</i> Reunion	1,895	2,565	3,193
South Africa	3,982	3,012	4,760
<b>Asia</b>	<b>4,671</b>	<b>3,239</b>	<b>5,047</b>
<i>of which:</i> China	5,250	3,690	6,274
India	4,528	2,895	4,850
United Arab Emirates	3,389	9,146	7,429
<b>Oceania</b>	<b>2,813</b>	<b>2,710</b>	<b>3,777</b>
<i>of which:</i> Australia	2,937	2,535	3,715
<b>America</b>	<b>3,032</b>	<b>3,259</b>	<b>4,563</b>
<i>of which:</i> United States	2,384	3,689	4,738
<b>Total</b>	<b>3,671</b>	<b>2,711</b>	<b>4,322</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: Percentage distribution of expenditure by major item and country of residence, year 2011.**

Country of residence	Accommodation	Food & Beverages	Local Transport	Sightseeing	Entertainment & Recreation	Shopping	Other	Total
<b>Europe</b>	<b>62.2</b>	<b>12.5</b>	<b>7.5</b>	<b>5.5</b>	<b>2.1</b>	<b>9.2</b>	<b>1.0</b>	<b>100.0</b>
<i>of which:</i> France	59.2	12.9	8.3	6.1	2.1	10.5	0.9	100.0
Germany	64.5	11.5	7.7	5.4	2.2	7.7	1.0	100.0
Italy	62.3	11.3	7.8	5.8	1.9	9.5	1.3	100.0
Russia	63.9	11.1	5.6	5.4	2.6	10.2	1.3	100.0
Switzerland	62.8	13.7	7.2	4.7	2.1	8.1	1.5	100.0
United Kingdom	65.9	12.5	6.4	4.7	2.1	7.5	1.0	100.0
<b>Africa</b>	<b>53.7</b>	<b>13.1</b>	<b>9.1</b>	<b>5.4</b>	<b>2.3</b>	<b>14.6</b>	<b>1.8</b>	<b>100.0</b>
<i>of which:</i> Reunion	47.0	14.3	10.7	6.3	2.2	17.9	1.7	100.0
South Africa	61.9	12.0	7.8	5.0	2.1	10.1	1.1	100.0
<b>Asia</b>	<b>59.5</b>	<b>10.6</b>	<b>7.9</b>	<b>7.3</b>	<b>3.4</b>	<b>10.5</b>	<b>0.7</b>	<b>100.0</b>
<i>of which:</i> China	60.0	9.9	6.6	6.6	1.5	15.3	0.1	100.0
India	58.0	10.4	8.8	8.5	3.9	9.4	0.9	100.0
United Arab Emirates	72.3	8.5	4.6	3.8	4.4	5.9	0.5	100.0
<b>Oceania</b>	<b>58.8</b>	<b>14.9</b>	<b>7.0</b>	<b>4.7</b>	<b>1.6</b>	<b>12.3</b>	<b>0.7</b>	<b>100.0</b>
<i>of which:</i> Australia	59.1	15.1	7.0	4.7	1.6	11.8	0.7	100.0
<b>America</b>	<b>55.3</b>	<b>14.9</b>	<b>7.4</b>	<b>5.6</b>	<b>2.0</b>	<b>13.6</b>	<b>1.2</b>	<b>100.0</b>
<i>of which:</i> United States	54.7	18.4	4.6	5.5	1.7	13.0	2.1	100.0
<b>Total</b>	<b>60.2</b>	<b>12.5</b>	<b>7.8</b>	<b>5.6</b>	<b>2.2</b>	<b>10.5</b>	<b>1.1</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.

## 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 30 questions (Annex).

#### Data collection method

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

#### Response rate

Around 91 % of the tourists who were approached during the year 2011 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 and processed using the Integrated Microcomputer Processing System (IMPS) version 3.1, a statistical package developed by the US Bureau of Census.

### 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 12,733 interviews were conducted during the year 2011, covering 27,923 tourists.

### 4. Reliability of results

As with all surveys, the results of the 2011 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 2011, 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 2011.

**Table 8: Distribution of parties and persons by country of residence, 2011**

Country of Residence	Survey of Inbound Tourism				Passport and Immigration Office	
	Parties		Tourists		Actual number of tourist arrivals	
	No.	%	No.	%	No.	%
Australia	201	1.6	439	1.6	15,726	1.6
China	52	0.4	105	0.4	15,133	1.6
France	3,405	26.7	7,701	27.6	282,469	29.3
Germany	749	5.9	1,534	5.5	56,331	5.8
India	906	7.1	1,908	6.8	53,955	5.6
Italy	357	2.8	806	2.9	52,747	5.5
Reunion	2,186	17.2	5,104	18.3	132,535	13.7
Russia	90	0.7	175	0.6	12,224	1.3
South Africa	1,899	14.9	4,082	14.6	86,232	8.9
Switzerland	258	2.0	544	1.9	24,362	2.5
United Kingdom	1,378	10.8	3,005	10.8	88,182	9.1
Other countries	1,252	9.8	2,520	9.0	144,746	15.0
<b>Total</b>	<b>12,733</b>	<b>100.0</b>	<b>27,923</b>	<b>100.0</b>	<b>964,642</b>	<b>100.0</b>

## 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**

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**20 June 2014**

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<b>CONFIDENTIAL</b>	Republic of Mauritius <b>MINISTRY OF TOURISM &amp; LEISURE</b> <b>SURVEY OF INBOUND TOURISM 2011</b>	Serial No. <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
Interviewer:- .....		Coded by : .....
Day & date of interview : .....	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	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? ..... 
  
*Par quel vol êtes-vous arrivé?*

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

(iii) Type of flight Schedule  Unschedule 
  
*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. Country of residence : .....  
*Genre*      *Pays de résidence*

6 Occupation / *Profession* : .....

7 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 .....   
*Si en groupe, combien de personnes (y compris vous) ont fait des dépenses communes*      **(party size)**

(b) Of which 12 years of age or less .....   
*Dont celles âgées de 12 ans ou moins*

8 How many times have you visited Mauritius including this trip? .....   
*Combien de fois avez-vous visité l'île Maurice, y compris ce séjour?*

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

Holidays ... .. <b>1</b>	Honeymoon ... .. <b>2</b>	Business ... .. <b>3</b>	Medical ... .. <b>4</b>
<i>Vacances</i>	<i>Lune de miel</i>	<i>Affaires</i>	<i>Medical</i>
Studies ... .. <b>5</b>	Transit ... .. <b>6</b>	Cultural event ... <b>7</b>	Religion/pilgrimage ... <b>8</b>
<i>Etudes</i>	<i>En transit</i>	<i>Fete</i>	<i>Religion/pelerinage</i>
VFR ... .. <b>9</b>	Sports ... .. <b>10</b>	Shopping ... .. <b>11</b>	Group & incentives ... <b>12</b>
<i>En visite chez des parents/amis</i>	<i>Activités sportives</i>	<i>Achats</i>	<i>Groupe &amp; motivation</i>
Secondary residence/ <i>Residence secondaire</i> ... <b>13</b>	Other (Specify)/Autre (Spécifier) ..... <b>14</b>		

FOR PURPOSE OF VISIT 1 & 2 ONLY ( ELSE SKIP TO Q. 12 )

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

11 What motivated you most to choose Mauritius? ( **Please rank in order of importance, MAXIMUM 3** )  
*Qu'est-ce qui vous a poussé à choisir l'île Maurice?*

A. Tropical image / <i>Image Tropicale</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	H. Accessibility / <i>Accès facile</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>
B. History & Culture / <i>Histoire &amp; Culture</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	I. Our people / <i>La population</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>
C. Price of the destination / <i>Prix de la destination</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	J. Beaches / <i>Plages</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>
D. High standard of hotel / <i>Haut niveau des hôtels</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	K. Shopping / <i>Achats</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>
E. Suitable accommodation in non-hotel / <i>Logement approprié ailleurs</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	L. Spa ... .. <input style="width: 20px; height: 20px;" type="text"/>
F. Safe destination / <i>destination sûre</i> ... .. <input style="width: 20px; height: 20px;" type="text"/>	M. Ecotorism ... .. <input style="width: 20px; height: 20px;" type="text"/>
G. Sports (Specify / <i>Spécifier</i> ) ..... <input style="width: 20px; height: 20px;" type="text"/>	N. Other / <i>Autre (Specify / Spécifier)</i> ..... <input style="width: 20px; height: 20px;" type="text"/>

- 12(a) When did you / *Quand avez-vous :-* (1) Decide on the trip? / *Décidé de faire ce voyage?* ..... Weeks   
 (2) Make the booking? / *Fait les réservations?* ..... Weeks
- 12(b) How was the booking made?/ *Comment a été faite la réservation?* (1) Tour operator, travel agent / *Tour opérateur, Agent de voyage* ...   
 (2) Direct booking through Internet/ *Réservation directe à travers L'internet* ...

- 13 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                      | Sight seeing ... 2      | Beaches ... 3        | Visiting National parks ... 4     |
| <i>Affaires</i>                        | <i>Excursion</i>        | <i>Plages</i>        | <i>Visite aux parcs nationaux</i> |
| Visiting museum ... 5                  | Casino ... 6            | Cultural event ... 7 | Shopping ... .. 8                 |
| <i>Visite au musée</i>                 | <i>Casino</i>           | <i>Fete</i>          | <i>Achats</i>                     |
| VFR ... .. 9                           | Nautical sports 10      | Other sports 11      | Other ( <i>Specify</i> ) ..... 12 |
| <i>En visite chez des parents/amis</i> | <i>Sports nautiques</i> | <i>Autres sports</i> | <i>Autre (Spécifier)</i>          |

- 14(a) Where did you stay in Mauritius? / *Où avez-vous logé à l'île Maurice?*
- |   |   |   |   |
|---|---|---|---|
| Hotel / <i>Hôtel</i> 1 ...                            | nights <input type="text"/> <input type="text"/> <input type="text"/> | With friends, relatives / <i>Chez des amis, parents</i> 4 ... | nights <input type="text"/> <input type="text"/> <input type="text"/> |
| Guest House / <i>Pension de famille</i> 2 ...         | <input type="text"/> <input type="text"/> <input type="text"/>        | Other / <i>Autre (Specify / Spécifier):</i> 5 ...             | <input type="text"/> <input type="text"/> <input type="text"/>        |
| Tourist residence/ <i>Residence touristique</i> 3 ... | <input type="text"/> <input type="text"/> <input type="text"/>        | Please specify: .....   | <input type="text"/>  |

- 14(b) Please state the name and place where you stayed / *Veillez mentionner le nom et le lieu de votre hébergement :*
- Name / *Nom* .....  Location / *Lieu* .....

- 15 Are you on a package tour? / *Faites-vous partie d'un voyage à forfait?* Yes ... 1 No ... 2 **IF NO SKIP TO Q. 19**  
*(i.e Airfare + Accommodation + other services / c.à.d. Billet d'avion + Hébergement + autres prestations)*

**MODULE B**  
**PACKAGE TOUR**

- 16(a) Price of package per adult : Currency ..... Amount .....   
*Quel est le prix du voyage à forfait par adulte?*

- (b) Does the price include the following: / *Ce prix comprend -t-il:*
- |                            |                                 |                                |                         |
|----------------------------|---------------------------------|--------------------------------|-------------------------|
| Airfare ... .. 1           | Transfer ... .. 2               | Accommodation ... .. 3         | Sightseeing tours ... 4 |
| <i>Le billet d'avion</i>   | <i>Transfert à l'hotel</i>      | <i>Hébergement</i>             | <i>Des excursions</i>   |
| Car Hire ... .. 5          | Breakfast only ... .. 6         | Breakfast & Dinner ... 7       | All Meals ... 8         |
| <i>Location de voiture</i> | <i>Petit déjeuner seulement</i> | <i>Petit déjeuner et diner</i> | <i>Tous les repas</i>   |
| All inclusive ... .. 9     | Other, specify                  |                                |                         |
| <i>Tous inclus</i>         | <i>Autre, spécifier</i> .....   | 10                             |                         |

- (c) Duration of package tour / *Quelle est la durée du voyage à forfait?* .....  nights / *nuits*
- 17 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? (Veillez classer en ordre de visite)*
- (a) .....  (b) .....  (c) .....

- 18 What was the amount 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. 21**  
**NON PACKAGE TOUR**

- 19 Price of airfare per adult / *Quel est le prix du billet d'avion par adulte ?* Currency ..... Amount .....

20(a) 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: .....

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

Currency ..... Amount .....  (c) Type:   
 Bed only   
 Bed & Breakfast   
 Half-board   
 Full-board   
 All inclusive   
 No. of persons covered: .....

21 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
(a) Food & Beverages <i>Repas et boissons</i>	.....	.....
(b) Public transport <i>Transport en commun</i>	.....	.....
(c) Car hire <i>Location de voiture</i>	.....	.....
(d) Sightseeing <i>Excursions</i>	.....	.....
(e) Entertainment & Recreation <i>Loisirs</i>	.....	.....
(f) Shopping (handicraft,souvenir) <i>Achats ( artisanats,souvenir)</i>	.....	.....
(g) Duty free shopping <i>Achats hors taxe</i>	.....	.....
(h) Shopping (others) <i>Autre achats</i>	.....	.....
(i) others <i>Autres</i>	.....	.....
<b>Total</b>	.....	.....

**MODULE C**

22 How did you find the price charged for : / *Comment avez-vous trouvé le prix :*

	Expensive <i>Cher</i>	Reasonable <i>Raisnable</i>	Low <i>Bas</i>	Don't Know <i>Ne sais pas</i>
Airfare / <i>billet d'avion</i>	1	2	3	9
Accommodation / <i>L'hébergement</i>	1	2	3	9
Food / <i>Repas</i>	1	2	3	9
Water, soft drink / <i>Eau, boissons gazeuses</i>	1	2	3	9
Alcoholic drinks / <i>Boissons alcoolisées</i>	1	2	3	9
Car rental / <i>location de voiture</i>	1	2	3	9
Taxi / <i>Taxi</i>	1	2	3	9
Wellness / <i>Bien être</i>	1	2	3	9
Sports / <i>Sport</i>	1	2	3	9

23 How would you evaluate the following services: / *Comment évaluez-vous les services suivants:*

	Very Poor	Poor	Satisfactory	Good	Excellent	Don't Know
On board your flight / <i>A bord de l'avion</i>	1	2	3	4	5	9
Airport services / <i>L'aéroport</i>	1	2	3	4	5	9
Accommodation / <i>L'hébergement</i>	1	2	3	4	5	9
Sightseeing & Excursions / <i>Les excursions</i>	1	2	3	4	5	9
Car rental / <i>location de voiture</i>	1	2	3	4	5	9
Taxi / <i>Taxi</i>	1	2	3	4	5	9
Entertainment, Nightlife / <i>Divertissement, Vie nocturne</i>	1	2	3	4	5	9
Gastronomy / <i>Cuisine</i>	1	2	3	4	5	9

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

In hotel / A L'hotel	...	...	...	...	...	...	...	...	1	2	3	4	5	9
In non-hotel accommodation / <i>En dehors des hotels</i>									1	2	3	4	5	9
By taxi / <i>En taxi</i>	...	...	...	...	...	...	...	...	1	2	3	4	5	9
On the beaches / <i>Sur nos plages</i>	...	...	...	...	...	...	...	...	1	2	3	4	5	9
In Public Places / <i>Sur les lieux publiques</i>	...	...	...	...	...	...	...	...	1	2	3	4	5	9
On Tourist sites / <i>Sur les sites touristiques</i>	...	...	...	...	...	...	...	...	1	2	3	4	5	9
In Mauritius / <i>A l'île Maurice</i>	...	...	...	...	...	...	...	...	1	2	3	4	5	

25 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
On the beaches / <i>Sur nos plages</i>	1	2	3	4	5	9
In lagoons / <i>Dans les lagons</i>	1	2	3	4	5	9
In Public places / <i>Sur les lieux publiques</i>	1	2	3	4	5	9
On Tourist sites / <i>Sur les sites touristiques</i>	1	2	3	4	5	9
In Accommodation / <i>Lieu hébergement</i>	1	2	3	4	5	9
In Mauritius / <i>A l'île Maurice</i>	1	2	3	4	5	

26 (a) Have you visited any other tropical island destinations during the last 3 years? / *Avez-vous déjà visité d'autres îles tropicales durant les 3 dernières années ?*

Yes ... 1    No ... 2

**IF NO SKIP TO Q. 27**

If Yes, please state the last one you visited and when ..... 1 2 3 

--	--	--

*Si oui, veuillez mentionner la dernière que vous avez visitée et quand*

(b) 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>	1	2	3
Price level / <i>Niveau du prix</i>	1	2	3
Hospitality / <i>Hospitalité</i>	1	2	3
Quality of environment / <i>Qualité de l'environnement</i>	1	2	3
Quality of products / <i>Qualité des produits</i>	1	2	3
Variety of products / <i>Variété des produits</i>	1	2	3
Level of security / <i>Niveau de sécurité</i>	1	2	3
Value for money / <i>Rapport Qualité: Prix</i>	1	2	3

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

Below expectation <i>En dessous des attentes</i>	As expected <i>Comme attendu</i>	Beyond expectation <i>Au delà des attentes</i>
1	2	3

28 (a) Are you likely to visit Mauritius within the next two years? / *Comptez-vous y revenir avant deux ans?*    Yes ... 1    No ... 2

(b) Would you recommend Mauritius as a holiday destination to your friends and relatives? / *Recommandez-vous L'île Maurice comme une destination touristique à vos amis et proches?*    Yes ... 1    No ... 2

**MODULE D**

29 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. ....	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 15px;"></td><td style="width: 20px; height: 15px;"></td><td style="width: 20px; height: 15px;"></td></tr></table>				5. ....	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 15px;"></td><td style="width: 20px; height: 15px;"></td><td style="width: 20px; height: 15px;"></td></tr></table>			
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30 Have you any specific recommendations to improving the destination? / *Avez-vous des recommandations spécifiques à faire pour l'amélioration de la destination?*

(a) .....

.....

(b) .....

.....

.....