

REPUBLIC OF MAURITIUS

Ministry of Finance and Economic Development

STATISTICS MAURITIUS

**SURVEY
OF
INBOUND TOURISM
2010**

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SECTION 1: MAIN RESULTS

1.1 Tourist profile

- (i) 62% of tourists interviewed were males and 38% were females.
- (ii) The mean age of a tourist was 42 years for both males and females.
- (iii) The average party size was 2.2.
- (iv) 68% of the tourists interviewed travelled on package tour.
- (v) Among the tourists who were in employment, 62% were professionals or managers, 16% technicians while the remaining (26%) were employed at clerical level or below.
- (vi) 77% of the tourists were on holiday in Mauritius, 12% of them were on honeymoon, 5% on business and another 3% visiting friends or relatives. The remaining came for shopping, sports or medical treatment etc.
- (vii) 79% of the respondents stayed in hotel, 6% in guest house and 8% with friends or relatives. The remaining 7 % stayed in other accommodations.

1.2 Length of stay

- (i) On average, a tourist spent 9.6 nights in Mauritius.
- (ii) Tourists travelling on package tours had an average stay of 8.4 nights compared to 12.4 nights for other tourists.
- (iii) Tourists coming on holidays stayed on average 9.7 nights compared to 8.1 nights for honeymooners and 7.4 nights for those coming on business/seminar. Those who came to visit friends or relatives in Mauritius stayed longer, i.e. 18.7 nights on average.

- (iv) Tourists staying in hotels spent on average 8.4 nights compared to 11.5 nights for those staying in guest house and 17.2 nights for those staying with their friends or relatives. Tourists who stayed in 'other' types of accommodation spent on average 14.2 nights.

1.3 Tourist expenditure

- (i) On average, a tourist spent Rs 43,853 during his stay.
- (ii) The average expenditure per tourist per night amounted to Rs 4,550.
- (iii) On average, expenditure per tourist per night for a package tourist was more than double (Rs 5,768) than that of a non-package one (Rs 2,736).
- (iv) On average, honeymooners were the highest spenders (Rs 5,858) per person per night, followed by business travelers (Rs 4,759) and those coming on holidays (Rs 4,640).
- (v) A tourist who stayed in hotel spent on average Rs 5,655 per night compared to Rs 2,751 for someone staying in a guest house and Rs 1,382 for those staying with friends/relatives respectively.
- (vii) On average a tourist spent around 52.2% of his money on accommodation, 13.6% on meals and beverages, 12.1% on shopping, 9.8% on public transport and another 7.8% on sightseeing / entertainment and recreation.

SECTION 2 - Methodology

2.1 Objective

The primary objective of the 2010 Survey of Inbound tourism was to obtain more comprehensive statistical information on foreign tourists who visited the country in order to supplement the basic tourism statistics already compiled from administrative sources. The aim is to provide inputs for the elaboration of the Tourism Satellite Accounts (TSA) and ultimately for better planning and marketing decisions.

2.2 Data Collection

The data collected were obtained at the Sir Seewoosagar Ramgoolam International Airport from departing tourists and covered the following items:

- (a) the profile of the tourists (sex, age, occupation, purpose of visit, etc.)
- (b) the spending pattern of the tourists

Data were collected during two consecutive weeks for each month of the year 2010. The survey weeks were chosen on a rotative basis, the first ones being chosen at random. Thus, if in January the first and second weeks were chosen, in February the second and third weeks would be chosen, in March, the third and fourth weeks and so on. During the first week, flights departing between 6.30 and 14.30 were covered and during the second week, flights departing between 14.30 and midnight were covered. This ensured representativeness of all weeks and all months in the sample, at the same time taking care of seasonality and other fluctuations.

A team of ten Interviewers, two Supervisors and a Senior Supervisor was responsible for the interview of departing tourists at the Sir Seewoosagar Ramgoolam International Airport. The field staff worked in two teams of five interviewers and a supervisor each. The target population was all departing tourists.

Practically, all departing flights were covered during the survey period.

2.3 Questionnaire design

The questionnaire comprised two modules. Module A collected information on characteristics of respondents, purpose of visit, travel arrangement, party size and length of stay. Details on expenditure and cost of travel were covered in Module B.

In order to ensure that tourists from the major generating countries were adequately covered, the questionnaire originally in English and French, was translated into German, Italian and Spanish. A copy of the questionnaire is annexed to this report.

2.4 Response rate

Around 92% of departing tourists who were approached for interview responded positively. The non-respondents were mostly those who did not have enough time due to their late arrival for check-in formalities.

2.5 Sampling

No “a priori” sample design was established in the sense that the number of interviews to be conducted was not calculated on any pre-determined quota based on the country of residence or any other basic profiles of the tourist such as sex, age, purpose of visit or travel arrangement.

Interviews were conducted on a “first available” basis, that is tourists were approached for interview as they entered the departure lounge after check-in formalities, depending on the availability of the Interviewee. The Supervisor had to closely monitor the fieldwork and ensure representativeness among all departing flights.

A total of 18,103 interviews were conducted, covering 40,305 tourists. Thus, the number of tourists covered represented around 4% of total tourists visiting Mauritius in year 2010. Table (1.1) shows the distribution of respondents by country of residence compared to the distribution of tourist arrivals in year 2010 as obtained from the Passport and Immigration Office.

Table 1.1 – Distribution of parties and persons by country of residence, 2010

Country of residence	Survey of outgoing tourists				Passport and Immigration Office	
	Parties		Tourists		Actual tourist arrivals in 2010	
	Number	%	Number	%	Number	%
France	5,675	31.3	12,885	32.0	302,185	32.3
Reunion Island	2,257	12.5	5,717	14.2	114,914	12.3
Rep. of South Africa	2,289	12.6	5,023	12.5	81,458	8.7
Germany	1,135	6.3	2,386	5.9	52,886	5.7
United Kingdom	1,807	10.0	3,930	9.8	97,548	10.4
Italy	756	4.2	1,651	4.1	56,540	6.0
Switzerland	400	2.2	824	2.0	18,577	2.0
India	1,238	6.8	2,714	6.7	49,779	5.3
Australia	247	1.4	490	1.2	11,493	1.2
Seychelles	155	0.9	318	0.8	10,160	1.1
Other Countries	2,144	11.8	4,367	10.8	139,287	14.9
Total	18,103	100.0	40,305	100.0	934,827	100.0

When comparing the proportions of tourists from the two sources, slight differences are observed, mostly due to the sampling methodology used and non-responses.

2.6 Quality assurance and data processing

The completed questionnaires were scrutinised 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, Leisure & External Communications.

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.

2.7 Concepts and definitions

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

2.7.1 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.

2.7.2 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.

2.7.3 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.

2.7.4 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.

2.7.5 Expenditure

Expenditure is noted in the currency mentioned by the respondent, and is later converted into Mauritian rupees using the exchange rates prevailing at the time of the survey. 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.

During the analysis, the concepts expenditures “per capita” and “per capita per diem” have been used. The first one refers to total expenditure incurred per tourist for the whole stay and the second one relates to average expenditure per tourist per night.

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 package goes to the local hoteliers. In addition, further imputation is required in case the package includes other destinations besides Mauritius.

Statistics Mauritius

Ministry of Finance and Economic Development

Port Louis

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Contact person:

Ms. M. V. Luchmun
Statistician
Ministry of Tourism and Leisure
3rd Floor, Victoria House
Port Louis
Tel: (230) 211-9042
Fax: (230) 210-3901
Email: mvluchmun@mail.gov.mu

TABLES

Table A1 - Average party size by country of residence, 2010

Country of residence	No. of parties	No. of persons	Average party size
AFRICA	5,218	11,979	2.3
REUNION	2,257	5,717	2.5
SOUTH AFRICA	2,289	5,023	2.2
MALAGASY REP	238	413	1.7
ZIMBABWE	27	59	2.2
KENYA	19	27	1.4
SEYCHELLES	155	318	2.1
OTHER AFRICAN	233	422	1.8
EUROPE	10,851	24,024	2.2
FRANCE	5,675	12,885	2.3
GERMANY	1,135	2,386	2.1
ITALY	756	1,651	2.2
SWITZERLAND	400	824	2.1
UK	1,807	3,930	2.2
BELGIUM	197	461	2.3
AUSTRIA	135	271	2.0
SPAIN	106	209	2.0
SWEDEN	84	196	2.3
OTHER EUROPEAN	556	1,211	2.2
ASIA	1,609	3,489	2.2
INDIA	1,238	2,714	2.2
JAPAN	11	21	1.9
PEO. REP. OF CHINA	88	168	1.9
HONG KONG	43	94	2.2
SINGAPORE	70	150	2.1
OTHER ASIAN	159	342	2.2
AMERICA	157	281	1.8
USA	73	118	1.6
OTHER AMERICAN	84	163	1.9
OCEANIA	268	532	2.0
AUSTRALIA	247	490	2.0
OTHER OCEANIAN	21	42	2.0
ALL COUNTRIES	18,103	40,305	2.2

Table A2 - Percentage distribution of tourists interviewed by country of residence and travel arrangement, 2010

Country of residence	Travel Arrangement (%)		
	Package	Non-package	Total
AFRICA	58.6	41.4	100.0
REUNION	50.1	49.9	100.0
SOUTH AFRICA	76.8	23.2	100.0
MALAGASY REP	17.2	82.8	100.0
ZIMBABWE	51.9	48.1	100.0
KENYA	36.8	63.2	100.0
SEYCHELLES	10.3	89.7	100.0
OTHER AFRICAN	40.3	59.7	100.0
EUROPE	72.6	27.4	100.0
FRANCE	70.5	29.5	100.0
GERMANY	77.0	23.0	100.0
ITALY	85.4	14.6	100.0
SWITZERLAND	60.0	40.0	100.0
UK	74.5	25.5	100.0
BELGIUM	61.9	38.1	100.0
AUSTRIA	78.5	21.5	100.0
SPAIN	84.0	16.0	100.0
SWEDEN	57.1	42.9	100.0
OTHER EUROPEAN	72.1	27.9	100.0
ASIA	74.5	25.5	100.0
INDIA	79.2	20.8	100.0
JAPAN	54.5	45.5	100.0
PEO. REP OF CHINA	60.2	39.8	100.0
HONG KONG	44.2	55.8	100.0
SINGAPORE	60.0	40.0	100.0
OTHER ASIAN	61.0	39.0	100.0
AMERICA	46.5	53.5	100.0
USA	31.5	68.5	100.0
OTHER AMERICAN	59.5	40.5	100.0
OCEANIA	42.2	57.8	100.0
AUSTRALIA	44.5	55.5	100.0
OTHER OCEANIAN	14.3	85.7	100.0
ALL COUNTRIES	68.0	32.0	100.0

Table A3 - Percentage distribution of tourists interviewed in employment by country of residence and major occupational group, 2010

Country of residence	No. of tourists interviewed	Major occupational Group							Total
		Senior Officials	Professional	Technician	Clerks	Sales workers	Craft trade	Elementary Occupation	
AFRICA	4,033	24.7	36.6	15.9	4.8	6.2	5.5	6.3	100.0
REUNION	1,553	18.5	29.0	20.5	5.9	9.0	9.3	7.7	100.0
SOUTH AFRICA	1,921	28.8	42.9	13.2	4.3	3.4	2.7	4.7	100.0
MALAGASY REP	198	42.4	22.0	10.1	3.0	8.1	6.1	8.3	100.0
ZIMBABWE	23	26.1	43.5	13.0	4.3	8.7	0.0	4.3	100.0
KENYA	19	31.6	52.6	5.3	0.0	10.5	0.0	0.0	100.0
SEYCHELLES	120	13.3	23.8	15.0	7.5	16.7	6.7	17.1	100.0
OTHER AFRICAN	199	23.1	54.3	13.6	1.0	2.5	3.0	2.5	100.0
EUROPE	8,695	20.9	38.2	16.7	7.7	6.4	5.9	4.2	100.0
FRANCE	4,430	21.3	34.6	18.2	6.8	6.6	7.7	4.8	100.0
GERMANY	933	17.5	45.1	15.9	6.4	6.8	5.1	3.2	100.0
ITALY	623	17.0	34.3	13.8	18.0	7.7	4.5	4.7	100.0
SWITZERLAND	334	16.8	39.2	18.6	8.7	6.0	7.5	3.3	100.0
UK	1,437	23.7	41.9	15.2	6.6	5.8	3.3	3.5	100.0
BELGIUM	160	18.1	40.6	13.1	11.3	8.8	2.5	5.6	100.0
AUSTRIA	115	21.7	42.2	13.9	13.0	2.6	2.6	3.9	100.0
SPAIN	92	16.3	52.7	15.2	5.4	4.3	3.3	2.7	100.0
SWEDEN	73	19.2	40.4	15.1	8.2	9.6	2.7	4.8	100.0
OTHER EUROPEAN	498	25.1	46.7	13.5	6.0	4.0	2.4	2.3	100.0
ASIA	1,369	31.7	49.9	8.0	3.5	3.1	2.1	1.8	100.0
INDIA	1,046	34.0	49.9	7.2	3.2	1.9	2.1	1.8	100.0
JAPAN	9	22.2	38.9	11.1	22.2	0.0	0.0	5.6	100.0
PEO. REP. OF CHINA	76	19.7	57.9	11.8	5.3	2.6	1.3	1.3	100.0
HONG KONG	39	23.1	41.0	15.4	5.1	10.3	5.1	0.0	100.0
SINGAPORE	61	27.9	45.9	13.1	4.9	4.9	1.6	1.6	100.0
OTHER ASIAN	138	25.4	50.7	7.2	2.9	9.4	2.2	2.2	100.0
AMERICA	130	23.8	55.8	7.7	5.4	3.8	0.8	2.7	100.0
USA	66	28.8	48.5	9.1	6.1	4.5	1.5	1.5	100.0
OTHER AMERICAN	64	18.8	63.3	6.3	4.7	3.1	0.0	3.9	100.0
OCEANIA	211	16.1	50.2	14.2	5.2	5.7	3.8	4.7	100.0
AUSTRALIA	195	16.4	48.2	15.4	5.6	6.2	3.6	4.6	100.0
OTHER OCEANIAN	16	12.5	75.0	0.0	0.0	0.0	6.3	6.3	100.0
ALL COUNTRIES	14,438	23.0	39.2	15.5	6.4	6.0	5.4	4.5	100.0

Table A4 - Percentage distribution of tourists interviewed by main purpose of visit, 2010

Country of residence	Main purpose of visit					Total
	Holiday	Honey-moon	Business	Visiting friends/Relatives	Other	
AFRICA	75.1	6.3	10.1	3.2	5.3	100.0
REUNION	87.2	1.0	4.3	4.4	3.2	100.0
SOUTH AFRICA	69.6	12.8	12.5	1.6	3.5	100.0
MALAGASY REP	54.2	0.8	18.9	6.7	19.3	100.0
ZIMBABWE	48.1	7.4	37.0	3.7	3.7	100.0
KENYA	26.3	5.3	47.4	0.0	21.1	100.0
SEYCHELLES	69.7	0.6	4.5	5.8	19.4	100.0
OTHER AFRICAN	45.1	3.0	31.3	1.3	19.3	100.0
EUROPE	82.3	11.5	2.3	2.4	1.4	100.0
FRANCE	85.9	8.4	2.2	2.4	1.1	100.0
GERMANY	84.4	11.2	2.2	1.4	0.8	100.0
ITALY	83.1	14.3	1.1	1.1	0.5	100.0
SWITZERLAND	83.3	8.5	2.0	4.8	1.5	100.0
UK	74.9	16.1	2.3	3.8	2.9	100.0
BELGIUM	78.7	14.7	2.5	3.0	1.0	100.0
AUSTRIA	86.7	8.9	1.5	1.5	1.5	100.0
SPAIN	54.7	37.7	4.7	0.0	2.8	100.0
SWEDEN	83.3	10.7	4.8	0.0	1.2	100.0
OTHER EUROPEAN	69.6	21.2	5.2	1.6	2.3	100.0
ASIA	47.9	35.2	11.1	1.7	4.0	100.0
INDIA	46.3	39.7	9.2	1.5	3.2	100.0
JAPAN	45.5	18.2	27.3	0.0	9.1	100.0
PEO. REP. OF CHINA	52.3	19.3	15.9	2.3	10.2	100.0
HONG KONG	65.1	16.3	16.3	0.0	2.3	100.0
SINGAPORE	60.0	12.9	14.3	4.3	8.6	100.0
OTHER ASIAN	48.4	25.2	18.9	2.5	5.0	100.0
AMERICA	59.2	15.9	18.5	3.8	2.5	100.0
USA	53.4	12.3	30.1	1.4	2.7	100.0
OTHER AMERICAN	64.3	19.0	8.3	6.0	2.4	100.0
OCEANIA	74.6	8.2	5.2	5.6	6.3	100.0
AUSTRALIA	73.7	8.9	4.5	6.1	6.9	100.0
OTHER OCEANIAN	85.7	0.0	14.3	0.0	0.0	100.0
ALL COUNTRIES	76.9	12.1	5.5	2.6	2.9	100.0

Table A5 - Percentage distribution of tourists interviewed by country of residence and type of accommodation, 2010

Country of residence	Type of Accommodation				
	Hotel	Guest House	With friends / relatives	Other	Total
AFRICA	71.3	10.0	11.0	7.7	100.0
REUNION	60.5	12.9	15.8	10.8	100.0
SOUTH AFRICA	88.3	2.8	4.6	4.3	100.0
MALAGASY REP	38.7	26.1	23.9	11.3	100.0
ZIMBABWE	70.4	14.8	11.1	3.7	100.0
KENYA	78.9	5.3	10.5	5.3	100.0
SEYCHELLES	25.2	42.6	24.5	7.7	100.0
OTHER AFRICAN	71.2	15.0	4.7	9.0	100.0
EUROPE	81.8	4.9	6.7	6.6	100.0
FRANCE	79.5	5.4	7.5	7.5	100.0
GERMANY	85.9	5.8	3.2	5.1	100.0
ITALY	89.6	4.4	3.0	3.0	100.0
SWITZERLAND	70.0	6.8	10.3	13.0	100.0
UK	85.9	1.7	8.6	3.9	100.0
BELGIUM	75.6	5.1	9.1	10.2	100.0
AUSTRIA	85.2	3.7	4.4	6.7	100.0
SPAIN	89.6	4.7	1.9	3.8	100.0
SWEDEN	73.8	11.9	3.6	10.7	100.0
OTHER EUROPEAN	81.8	6.1	3.4	8.6	100.0
ASIA	87.1	3.5	5.9	3.5	100.0
INDIA	88.6	3.3	5.2	2.9	100.0
JAPAN	100.0	0.0	0.0	0.0	100.0
PEO. REP. OF CHINA	80.7	1.1	9.1	9.1	100.0
HONG KONG	62.8	11.6	14.0	11.6	100.0
SINGAPORE	82.9	2.9	10.0	4.3	100.0
OTHER ASIAN	86.2	4.4	6.3	3.1	100.0
AMERICA	75.8	2.5	16.6	5.1	100.0
USA	76.7	4.1	15.1	4.1	100.0
AMERICA-OTHER	75.0	1.2	17.9	6.0	100.0
OCEANIA	69.4	10.4	16.0	4.1	100.0
AUSTRALIA	70.4	10.1	16.2	3.2	100.0
OTHER OCEANIAN	57.1	14.3	14.3	14.3	100.0
ALL COUNTRIES	79.0	6.3	8.1	6.6	100.0

Table A6 - Average length of stay (nights) by country of residence and travel arrangement, 2010

Country of residence	Travel Arrangement		
	Package	Non-Package	Total
AFRICA	6.9	8.9	7.7
REUNION	6.2	8.5	7.3
SOUTH AFRICA	7.4	9.4	7.8
MALAGASY REP	5.8	10.5	9.5
ZIMBABWE	8.6	10.5	9.4
KENYA	6.9	11.6	9.7
SEYCHELLES	6.5	7.7	7.6
OTHER AFRICAN	6.7	9.5	8.4
EUROPE	9.4	14.9	10.9
FRANCE	8.7	14.9	10.6
GERMANY	11.8	14.4	12.4
ITALY	8.5	14.1	9.3
SWITZERLAND	10.1	17.6	12.9
UK	10.4	15.3	11.6
BELGIUM	9.0	16.1	11.9
AUSTRIA	11.1	12.0	11.3
SPAIN	7.6	9.0	7.8
SWEDEN	12.1	16.2	13.9
OTHER EUROPEAN	9.6	12.7	10.4
ASIA	6.1	11.2	7.3
INDIA	6.0	12.0	7.1
JAPAN	9.4	5.7	8.2
PEO. REP. OF CHINA	5.9	10.0	7.5
HONG KONG	8.0	11.5	9.9
SINGAPORE	6.1	8.7	7.3
OTHER ASIAN	6.2	10.1	7.7
AMERICA	6.3	10.3	8.1
USA	5.7	10.3	8.6
OTHER AMERICAN	6.6	10.2	7.8
OCEANIA	7.5	14.5	11.5
AUSTRALIA	7.5	14.2	11.3
OTHER OCEANIAN	8.3	17.0	14.7
ALL COUNTRIES	8.4	12.4	9.6

Table A7 - Average length of stay (nights) by country of residence and purpose of visit, 2010

Country of residence	Purpose of visit					Total
	Holiday	Honey-moon	Business	Visiting friends/relatives	Other	
AFRICA	7.7	7.7	5.6	13.2	6.8	7.7
REUNION	7.3	6.6	3.6	12.9	3.7	7.3
SOUTH AFRICA	7.9	7.6	5.8	15.8	8.0	7.8
MALAGASY REP	10.2	12.5	9.3	9.6	6.7	9.5
ZIMBABWE	10.2	7.5	3.8	54.0	9.0	9.4
KENYA	7.0	7.0	6.9	0.0	25.3	9.7
SEYCHELLES	8.0	14.0	6.5	9.1	5.8	7.6
OTHER AFRICAN	8.7	11.0	5.6	7.5	10.4	8.4
EUROPE	10.9	9.2	9.4	22.7	12.4	10.9
FRANCE	10.6	8.2	9.9	22.2	10.6	10.6
GERMANY	12.4	11.9	8.3	12.5	30.6	12.4
ITALY	9.2	8.8	7.3	21.2	7.6	9.3
SWITZERLAND	12.9	9.5	9.1	24.3	10.3	12.9
UK	11.3	10.4	7.2	25.4	13.7	11.6
BELGIUM	12.0	8.1	10.8	24.1	8.0	11.9
AUSTRIA	11.3	11.0	3.0	15.5	12.3	11.3
SPAIN	7.9	7.0	11.5	0.0	12.8	7.8
SWEDEN	13.7	10.8	43.0	0.0	1.0	13.9
OTHER EUROPEAN	10.8	8.4	8.1	27.8	10.4	10.4
ASIA	7.2	6.0	9.7	15.7	10.4	7.3
INDIA	7.1	6.1	10.1	15.2	9.9	7.1
JAPAN	5.3	10.0	6.8	0.0	14.0	8.2
PEO. REP. OF CHINA	6.5	5.2	8.5	50.0	6.3	7.5
HONG KONG	9.7	5.9	18.2	0.0	7.0	9.9
SINGAPORE	7.3	6.3	7.7	13.0	5.2	7.3
OTHER ASIAN	7.5	5.6	7.7	7.5	22.4	7.7
AMERICA	8.3	6.4	9.8	11.0	2.5	8.1
USA	8.4	6.3	11.6	3.0	4.0	8.6
OTHER AMERICAN	8.2	6.5	4.3	12.1	1.0	7.8
OCEANIA	11.2	11.1	6.8	23.2	10.0	11.5
AUSTRALIA	10.7	11.1	7.7	23.2	10.0	11.3
OTHER OCEANIAN	15.6	0.0	2.7	0.0	0.0	14.7
ALL COUNTRIES	9.7	8.1	7.4	18.7	9.2	9.6

Table A8 - Average length of stay (nights) by country of residence and type of accommodation, 2010

Country of residence	Type of Accommodation				
	Hotel	Guest House	With friends/relatives	Other	Total
AFRICA	6.8	8.1	12.4	9.5	7.7
REUNION	6.1	8.0	11.6	8.5	7.3
SOUTH AFRICA	7.4	8.2	15.8	9.8	7.8
MALAGASY REP	6.0	8.4	13.5	15.8	9.5
ZIMBABWE	7.7	16.0	23.3	8.0	9.4
KENYA	6.3	11.0	10.0	84.0	9.7
SEYCHELLES	6.4	7.2	10.6	6.5	7.6
OTHER AFRICAN	6.7	9.2	13.7	17.3	8.4
EUROPE	9.5	14.5	20.5	16.9	10.9
FRANCE	8.8	14.0	19.6	17.8	10.6
GERMANY	11.7	16.4	15.6	16.5	12.4
ITALY	8.4	15.3	22.0	12.3	9.3
SWITZERLAND	10.5	15.5	23.0	18.5	12.9
UK	10.4	15.6	22.9	15.3	11.6
BELGIUM	9.1	16.1	23.0	18.6	11.9
AUSTRIA	10.9	19.7	16.1	9.2	11.3
SPAIN	7.5	8.4	14.3	9.9	7.8
SWEDEN	12.3	17.7	27.4	15.5	13.9
OTHER EUROPEAN	9.6	12.6	23.9	11.6	10.4
ASIA	6.2	13.0	17.5	14.1	7.3
INDIA	6.0	15.4	19.5	12.4	7.1
JAPAN	8.2	0.0	0.0	0.0	8.2
PEO. REP. OF CHINA	5.7	2.0	15.0	19.4	7.5
HONG KONG	8.0	5.5	16.5	13.8	9.9
SINGAPORE	6.9	11.0	8.9	9.4	7.3
OTHER ASIAN	6.8	8.9	13.2	22.4	7.7
AMERICA	6.6	7.0	14.9	14.0	8.1
USA	7.1	7.0	17.3	5.8	8.6
OTHER AMERICAN	6.2	7.0	13.0	18.6	7.8
OCEANIA	8.5	14.1	24.0	13.3	11.5
AUSTRALIA	8.6	10.9	24.4	13.0	11.3
OTHER OCEANIAN	7.5	37.6	15.5	14.5	14.7
ALL COUNTRIES	8.4	11.5	17.2	14.2	9.6

Table A9 - Average expenditure (Rs) by country of residence, 2010

Country of residence	Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
AFRICA	34,009	4,435
REUNION	27,902	3,812
SOUTH AFRICA	41,350	5,282
MALAGASY REP	25,576	2,688
ZIMBABWE	36,004	3,848
KENYA	29,958	3,099
SEYCHELLES	20,220	2,657
OTHER AFRICAN	38,924	4,649
EUROPE	49,651	4,538
FRANCE	46,268	4,369
GERMANY	54,389	4,392
ITALY	44,275	4,778
SWITZERLAND	59,670	4,632
UK	53,430	4,622
BELGIUM	54,942	4,634
AUSTRIA	60,440	5,349
SPAIN	53,343	6,882
SWEDEN	59,824	4,305
OTHER EUROPEAN	55,595	5,340
ASIA	35,703	4,918
INDIA	33,337	4,700
JAPAN	43,301	5,287
PEO. REP. OF CHINA	36,327	4,859
HONG KONG	40,773	4,117
SINGAPORE	40,631	5,571
OTHER ASIAN	49,710	6,476
AMERICA	48,892	6,018
USA	49,530	5,753
OTHER AMERICAN	48,337	6,219
OCEANIA	46,761	4,058
AUSTRALIA	48,409	4,303
OTHER OCEANIAN	27,373	1,863
ALL COUNTRIES	43,853	4,550

Table A10 - Percentage distribution of tourists by country of residence and expenditure class per tourist per night, 2010

Country of residence	Expenditure class (Rs)						Total
	Under 2000	2000-under 4000	4000-Under 6000	6000-Under 8000	8000-Under 10000	10000+	
AFRICA	16.7	21.3	28.1	17.0	7.6	9.4	100.0
REUNION	19.8	27.9	24.5	12.9	6.2	8.7	100.0
SOUTH AFRICA	9.6	14.9	34.4	22.4	9.3	9.5	100.0
MALAGASY REP	35.7	22.7	18.5	12.6	3.8	6.7	100.0
ZIMBABWE	22.2	11.1	29.6	14.8	11.1	11.1	100.0
KENYA	31.6	10.5	5.3	21.1	10.5	21.1	100.0
SEYCHELLES	38.7	29.0	17.4	7.1	3.9	3.9	100.0
OTHER AFRICAN	20.2	16.7	20.6	13.3	9.4	19.7	100.0
EUROPE	11.2	20.6	32.1	21.2	8.1	6.8	100.0
FRANCE	12.6	18.6	32.7	21.8	8.3	5.9	100.0
GERMANY	7.9	31.6	33.5	17.0	5.6	4.4	100.0
ITALY	6.2	20.0	40.1	22.6	6.9	4.2	100.0
SWITZERLAND	16.0	18.8	22.8	20.0	10.5	12.0	100.0
UK	10.9	23.0	30.6	20.0	7.6	8.0	100.0
BELGIUM	14.7	17.8	23.4	22.8	10.2	11.2	100.0
AUSTRIA	4.4	24.4	34.1	17.8	8.1	11.1	100.0
SPAIN	5.7	10.4	18.9	30.2	17.0	17.9	100.0
SWEDEN	17.9	14.3	34.5	19.0	9.5	4.8	100.0
OTHER EUROPEAN	9.2	14.6	27.5	25.7	11.0	12.1	100.0
ASIA	10.9	12.7	34.2	21.4	10.5	10.3	100.0
INDIA	9.9	12.6	39.3	21.6	9.6	6.9	100.0
JAPAN	27.3	0.0	18.2	9.1	18.2	27.3	100.0
PEO. REP. OF CHINA	11.4	14.8	18.2	25.0	14.8	15.9	100.0
HONG KONG	25.6	25.6	9.3	20.9	9.3	9.3	100.0
SINGAPORE	17.1	11.4	24.3	20.0	12.9	14.3	100.0
OTHER ASIAN	11.3	10.7	15.1	18.9	13.8	30.2	100.0
AMERICA	17.2	10.2	16.6	12.1	15.3	28.7	100.0
USA	19.2	13.7	17.8	9.6	11.0	28.8	100.0
OTHER AMERICAN	15.5	7.1	15.5	14.3	19.0	28.6	100.0
OCEANIA	23.9	18.3	14.6	14.9	10.4	17.9	100.0
AUSTRALIA	22.7	17.0	15.0	15.8	10.1	19.4	100.0
OTHER OCEANIAN	38.1	33.3	9.5	4.8	14.3	0.0	100.0
ALL COUNTRIES	13.0	20.0	30.7	19.8	8.3	8.2	100.0

Table A11 - Average expenditure (Rs) per tourist per night by country of residence and travel arrangement, 2010

Country of residence	Travel Arrangement		
	Package	Non - Package	Total
AFRICA	5,853	2,804	4,435
REUNION	5,408	2,603	3,812
SOUTH AFRICA	5,966	3,320	5,282
MALAGASY REP	6,168	2,228	2,688
ZIMBABWE	5,250	2,480	3,848
KENYA	7,631	1,443	3,099
SEYCHELLES	4,780	2,451	2,657
OTHER AFRICAN	7,525	3,300	4,649
EUROPE	5,607	2,743	4,538
FRANCE	5,730	2,522	4,369
GERMANY	4,850	3,108	4,392
ITALY	5,393	2,560	4,778
SWITZERLAND	6,667	2,723	4,632
UK	5,446	2,856	4,622
BELGIUM	6,382	3,146	4,634
AUSTRIA	5,705	4,126	5,349
SPAIN	7,246	5,131	6,882
SWEDEN	5,250	3,378	4,305
OTHER EUROPEAN	6,109	3,772	5,340
ASIA	6,343	2,464	4,918
INDIA	6,023	1,882	4,700
JAPAN	6,452	3,895	5,287
PEO. REP. OF CHINA	6,659	3,161	4,859
HONG KONG	7,269	2,355	4,117
SINGAPORE	7,172	4,119	5,571
OTHER ASIAN	8,728	4,215	6,476
AMERICA	9,005	4,079	6,018
USA	9,353	4,617	5,753
OTHER AMERICAN	8,910	3,280	6,219
OCEANIA	8,381	2,427	4,058
AUSTRALIA	8,509	2,567	4,303
OTHER OCEANIAN	4,860	1,487	1,863
ALL COUNTRIES	5,768	2,736	4,550

Table A12 - Average expenditure (Rs) per tourist per night by country of residence and main purpose of visit, 2010

Country of residence	Main purpose of visit					Total
	Holidays	Honey-moon	Business	Visit to Parents	Other	
AFRICA	4,553	5,980	5,187	1,204	3,803	4,435
REUNION	3,963	5,443	5,950	1,283	5,084	3,812
SOUTH AFRICA	5,452	6,098	5,631	870	3,992	5,282
MALAGASY REP	2,803	4,006	2,059	2,001	3,669	2,688
ZIMBABWE	4,012	4,970	7,271	175	8,361	3,848
KENYA	7,918	3,483	3,705	0	369	3,099
SEYCHELLES	2,362	4,741	4,441	1,349	4,185	2,657
OTHER AFRICAN	5,378	4,686	5,938	2,135	2,844	4,649
EUROPE	4,603	5,690	4,908	1,279	3,197	4,538
FRANCE	4,445	5,698	4,143	1,405	2,919	4,369
GERMANY	4,481	4,510	4,353	1,649	2,054	4,392
ITALY	4,863	5,090	2,731	816	6,593	4,778
SWITZERLAND	4,744	6,562	7,480	1,383	3,345	4,632
UK	4,775	5,930	5,203	1,111	3,271	4,622
BELGIUM	4,585	6,025	11,448	971	7,451	4,634
AUSTRIA	5,408	5,153	27,155	2,114	3,702	5,349
SPAIN	6,641	7,495	7,605	0	2,463	6,882
SWEDEN	4,542	5,277	918	0	206	4,305
OTHER EUROPEAN	5,186	6,559	8,353	713	4,470	5,340
ASIA	4,973	6,130	3,436	2,452	2,590	4,918
INDIA	5,454	6,875	5,617	1,264	2,909	4,859
JAPAN	3,466	6,914	4,105	0	357	4,117
PEO. REP. OF CHINA	4,759	5,847	2,406	2,145	2,499	4,700
HONG KONG	10,827	6,483	2,043	0	1,484	5,287
SINGAPORE	6,639	8,968	6,334	3,594	2,560	6,476
OTHER ASIAN	5,124	8,012	5,985	5,752	3,981	5,571
AMERICA	5,441	8,354	6,762	1,202	13,923	6,018
USA	4,347	6,795	6,576	5,709	13,529	5,753
OTHER AMERICAN	6,241	9,208	7,947	1,024	15,500	6,219
OCEANIA	4,278	6,963	4,078	1,316	2,360	4,058
AUSTRALIA	4,619	6,963	4,297	1,316	2,360	4,303
OTHER OCEANIAN	1,947	0	3,462	0	0	1,863
ALL COUNTRIES	4,640	5,858	4,759	1,328	3,290	4,550

Table A13 - Average expenditure (Rs) per tourist per night by country of residence and type of accommodation used, 2010

Country of residence	Type of Accommodation used				
	Hotel	Guest House	With friends/ relatives	Other	Total
AFRICA	5,650	3,049	1,534	2,726	4,435
REUNION	5,193	3,239	1,513	2,822	3,812
SOUTH AFRICA	5,832	3,539	1,503	3,060	5,282
MALAGASY REP	4,779	2,568	1,499	2,224	2,688
ZIMBABWE	5,200	1,796	790	5,354	3,848
KENYA	5,275	1,818	1,845	119	3,099
SEYCHELLES	4,507	2,392	1,696	2,565	2,657
OTHER AFRICAN	6,650	2,650	1,769	1,441	4,649
EUROPE	5,547	2,757	1,375	2,482	4,538
FRANCE	5,588	2,791	1,419	2,255	4,369
GERMANY	4,825	2,736	1,595	2,703	4,392
ITALY	5,347	2,220	1,577	3,475	4,778
SWITZERLAND	6,400	2,613	1,148	2,967	4,632
UK	5,476	2,564	1,277	2,400	4,622
BELGIUM	6,237	2,227	1,507	3,629	4,634
AUSTRIA	5,830	3,058	2,133	4,245	5,349
SPAIN	7,544	2,293	1,134	3,193	6,882
SWEDEN	5,213	3,770	782	2,294	4,305
OTHER EUROPEAN	6,249	3,017	1,061	3,307	5,340
ASIA	6,095	1,629	1,042	2,121	4,918
INDIA	5,773	1,320	863	2,340	4,700
JAPAN	5,287	0	0	0	5,287
PEO. REP. OF CHINA	6,561	1,667	1,351	2,477	4,859
HONG KONG	7,018	2,423	681	1,447	4,117
SINGAPORE	6,234	1,754	4,550	1,307	5,571
OTHER ASIAN	7,956	3,882	1,038	1,280	6,476
AMERICA	8,437	4,162	1,842	2,384	6,018
USA	8,016	4,570	1,498	2,153	5,753
OTHER AMERICAN	8,710	2,939	2,208	2,475	6,219
OCEANIA	6,595	1,702	979	2,920	4,058
AUSTRALIA	6,791	2,094	978	2,917	4,303
OTHER OCEANIAN	3,287	898	1,114	2,858	1,863
ALL COUNTRIES	5,655	2,751	1,382	2,537	4,550

Table A14 - Percentage distribution of expenditure per tourist per night and category of expenditure, 2010

Country of residence	Category of expenditure								
	Accommodation	Food	Public transport	Car hire	Sightseeing	Entertainment	Shopping	Other	Total
AFRICA	46.1	13.0	11.9	2.4	4.4	2.6	17.7	1.8	100.0
REUNION	35.8	15.0	14.1	3.1	4.3	2.5	23.0	2.2	100.0
SOUTH AFRICA	54.6	11.3	11.4	1.9	4.8	2.8	12.2	1.0	100.0
MALAGASY REP	29.7	16.0	7.1	4.6	2.3	1.7	29.3	9.3	100.0
ZIMBABWE	45.4	11.9	12.4	4.9	4.6	2.3	18.5	0.1	100.0
KENYA	50.7	18.4	6.7	2.6	5.8	1.1	14.2	0.5	100.0
SEYCHELLES	23.6	16.1	9.1	1.1	1.6	1.5	43.1	3.9	100.0
OTHER AFRICAN	47.4	14.9	7.2	1.2	2.7	2.1	21.5	3.1	100.0
EUROPE	54.7	13.8	9.0	3.4	5.3	2.4	10.4	1.0	100.0
FRANCE	51.8	13.9	9.8	3.9	5.7	2.5	11.4	1.1	100.0
GERMANY	58.8	13.4	8.2	3.9	5.0	2.0	7.9	0.8	100.0
ITALY	58.1	9.4	10.5	1.9	7.0	1.7	10.7	0.6	100.0
SWITZERLAND	54.2	16.7	7.1	3.3	4.1	2.4	11.4	0.8	100.0
UK	58.1	14.6	8.2	2.8	4.4	2.5	8.6	0.8	100.0
BELGIUM	51.4	14.0	7.6	4.8	5.5	1.6	9.8	5.3	100.0
AUSTRIA	59.6	12.2	7.5	3.7	4.0	2.6	10.0	0.5	100.0
SPAIN	56.8	14.4	8.6	1.0	5.8	2.1	10.9	0.4	100.0
SWEDEN	58.7	14.3	7.5	3.5	3.5	2.9	8.7	1.0	100.0
OTHER EUROPEAN	55.4	14.3	8.1	2.7	4.5	2.9	11.4	0.8	100.0
ASIA	48.5	12.4	12.3	1.8	8.4	4.1	11.4	1.0	100.0
INDIA	46.9	12.0	13.5	1.4	9.7	4.6	11.1	0.8	100.0
JAPAN	68.7	16.5	6.6	0.3	1.9	1.3	4.3	0.4	100.0
PEO. REP. OF CHINA	55.6	11.8	9.2	4.4	5.3	1.8	11.4	0.5	100.0
HONG KONG	58.1	14.8	8.0	1.1	4.8	3.5	8.7	0.9	100.0
SINGAPORE	50.7	15.7	10.2	1.6	4.0	1.8	9.9	6.3	100.0
OTHER ASIAN	49.9	13.1	9.6	2.9	5.9	3.3	14.9	0.4	100.0
AMERICA	53.2	17.3	6.4	4.4	3.7	3.2	10.8	1.1	100.0
USA	54.9	16.3	5.0	7.0	3.0	4.1	8.5	1.3	100.0
OTHER AMERICAN	51.6	18.1	7.6	2.1	4.4	2.4	12.8	1.0	100.0
OCEANIA	51.0	17.1	6.0	3.5	4.3	2.3	14.3	1.6	100.0
AUSTRALIA	51.7	16.9	5.9	3.3	4.2	2.3	14.0	1.6	100.0
OTHER OCEANIAN	37.5	21.4	6.8	6.8	4.4	1.5	20.0	1.6	100.0
ALL COUNTRIES	52.2	13.6	9.8	3.1	5.3	2.6	12.1	1.2	100.0

QUESTIONNAIRE

CONFIDENTIAL

Serial No.

Serial number input boxes

Republic of Mauritius
CENTRAL STATISTICS OFFICE
SURVEY OF INBOUND TOURISM 2010

Interviewer:-

Coded by :

Day & date of interview :

Date input boxes

Input by :

MODULE A

1 When did you arrive in Mauritius ? Quand êtes-vous arrivé à l'île Maurice? [Date input boxes]

2 (i) By which flight did you arrive? Par quel vol êtes-vous arrivé? [Flight input boxes] (ii) By which flight are you departing? Par quel vol partez-vous? [Flight input boxes]

(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 Genre 5.(a) Country of residence : Pays de résidence [Country input boxes]

5(b) Occupation / Profession : Professional [] Business [] Student [] Other []

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 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 [] []

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 Crew members ... 6 Cultural event ... 7 Religion/pilgrimage ... 8 Etudes Membres d'équipage Evènement culturel Religion/pelerinage VFR ... 9 Sports ... 10 Shopping ... 11 Group & incentives ... 12 En visite chez des parents/amis Activités sportives Achats Groupe & motivation Transit ... 13 Secondary residence ... 14 Other (Specify) ... 15 Transit Residence secondaire Autre (Spécifier)

8 In which activities have you participated during your visit here?(multiple answers possible) Veuillez 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 With friends, relatives / Chez des amis, parents ... 3 Guest House / Pension de famille ... 2 Other / Autre (Specify / Spécifier) ... 4

9 (b) Please state the name and place where you stayed / Veuillez mentionner le nom et le lieu de votre hébergement : Name / Nom [] [] [] Location / Lieu [] [] []

10 Are you on a package tour? / Faites-vous partie d'un voyage à forfait? Yes ... 1 No ... 2 IF NO SKIP TO Q. 14 (i.e Airfare + Accommodation + other services / c.à.d. Billet d'avion + Hébergement + autres prestations)

