

## SURVEY OF INBOUND TOURISM, 1<sup>st</sup> semester 2016

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## Introduction

This report presents the main results of the survey of Inbound Tourism for the first six months of 2016.

The primary 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. During the survey, data was collected from departing tourists at Sir Seewoosagur Ramgoolam International Airport.

Table 1 below shows the distribution of the survey respondents by country of residence compared to that of tourist departures during the first six months of 2016.

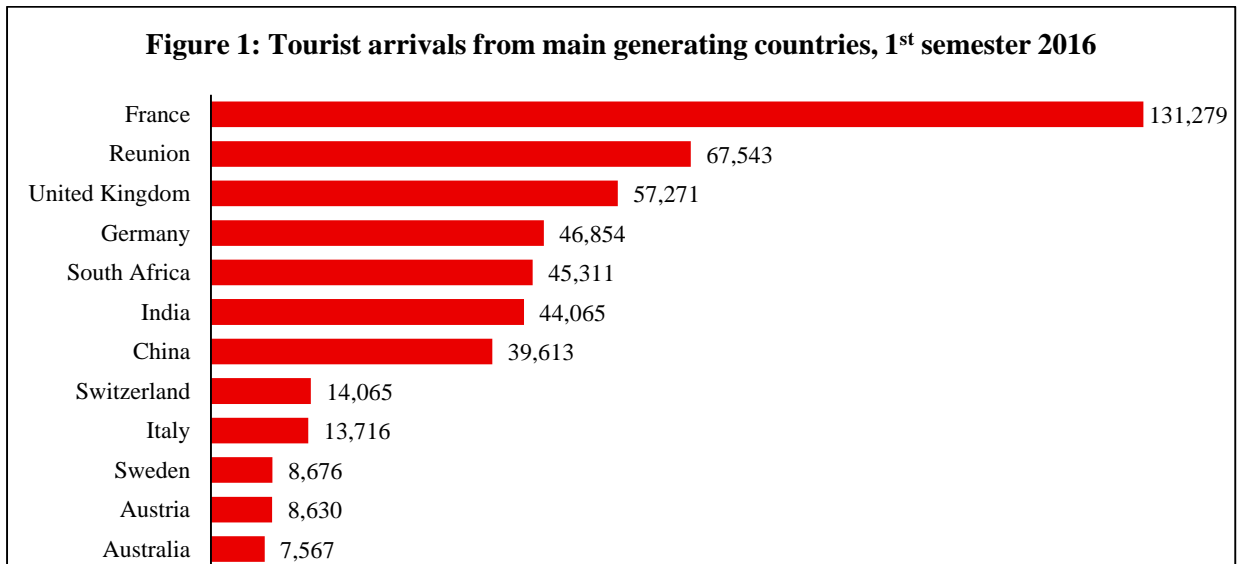
The questionnaire is given at Annex.

**Table 1: Distribution of parties and persons by country of residence, 1<sup>st</sup> semester 2016**

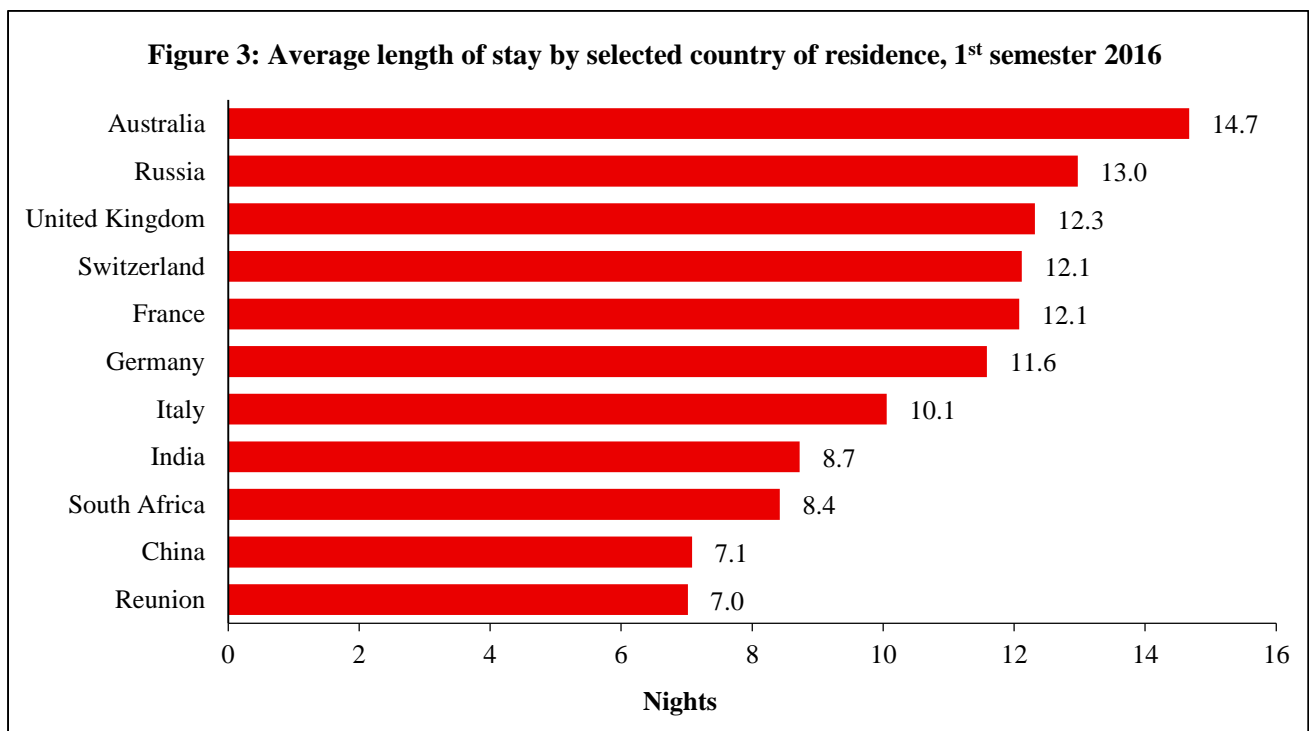
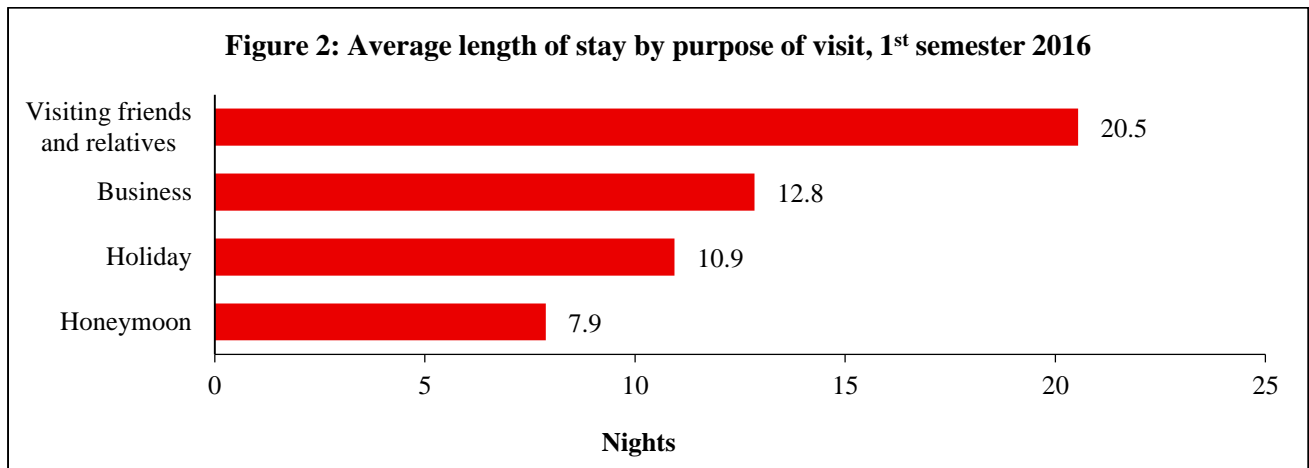
Country of residence	Survey of Inbound Tourism				Actual no. of tourists departed (Passport and Immigration Office)	
	Parties		Tourists		No.	%
	No.	%	No.	%		
<b>Europe</b>	<b>2,299</b>	<b>66.2</b>	<b>5,096</b>	<b>66.3</b>	<b>358,909</b>	<b>58.0</b>
<i>of which:</i> France	1,032	29.7	2,422	31.5	141,814	22.9
Germany	300	8.6	629	8.2	47,713	7.7
Italy	60	1.7	137	1.8	15,629	2.5
Russia	15	0.4	32	0.4	5,983	1.0
Switzerland	99	2.9	212	2.8	15,866	2.6
United Kingdom	366	10.5	750	9.8	58,766	9.5
<b>Africa</b>	<b>540</b>	<b>15.5</b>	<b>1,250</b>	<b>16.3</b>	<b>140,772</b>	<b>22.8</b>
<i>of which:</i> Reunion	128	3.7	294	3.8	75,357	12.2
South Africa	357	10.3	844	11.0	46,687	7.5
<b>Asia</b>	<b>526</b>	<b>15.1</b>	<b>1,116</b>	<b>14.5</b>	<b>100,708</b>	<b>16.3</b>
<i>of which:</i> China	125	3.6	272	3.5	38,935	6.3
India	362	10.4	765	10.0	43,239	7.0
United Arab Emirates	11	0.3	24	0.3	4,058	0.7
<b>Oceania</b>	<b>57</b>	<b>1.6</b>	<b>114</b>	<b>1.5</b>	<b>8,981</b>	<b>1.5</b>
<i>of which:</i> Australia	55	1.6	112	1.5	8,304	1.3
<b>America</b>	<b>51</b>	<b>1.5</b>	<b>111</b>	<b>1.4</b>	<b>8,867</b>	<b>1.4</b>
<i>of which:</i> USA	19	0.5	43	0.6	3,868	0.6
<b>Not stated</b>	-	-	-	-	<b>378</b>	<b>0.1</b>
<b>Total</b>	<b>3,473</b>	<b>100.0</b>	<b>7,687</b>	<b>100.0</b>	<b>618,615</b>	<b>100.0</b>

## 1. Main findings

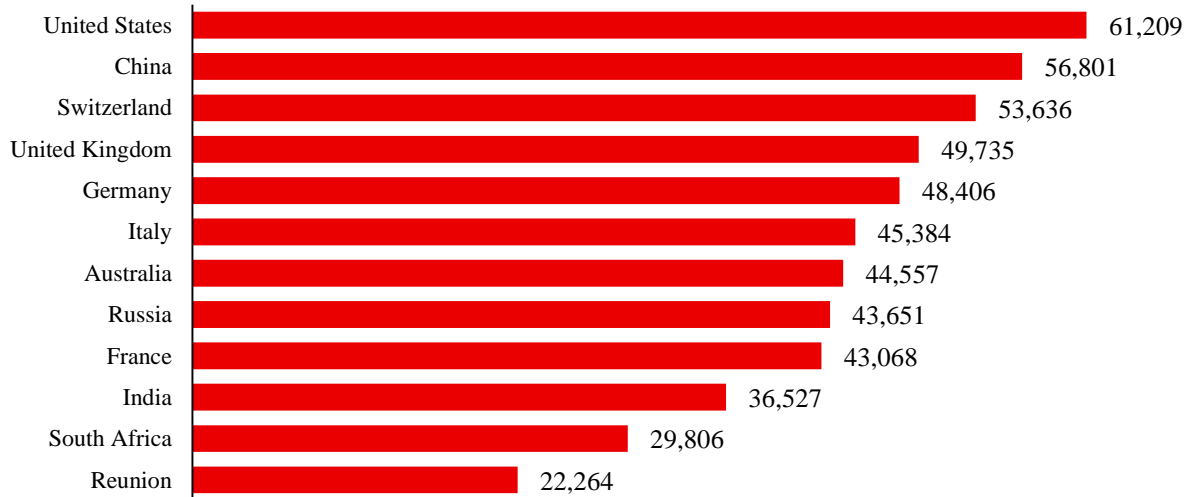
		1 <sup>st</sup> semester	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter
<b>Purpose of visit</b>	% distribution by main purpose of visit :			
	Holiday	77.1	83.2	69.2
	Honeymoon	16.3	12.0	22.0
	Business	2.6	2.2	3.1
	Visiting friends and relatives	0.8	0.9	0.8
	Other	3.1	1.7	5.0
	<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Amended on 3 March 2017				
<b>Tours</b>	The proportion (%) of tourists travelling on a package tour was :	69	64	74
<b>Party size</b>	The average party size was :	2.1	2.1	2.1
<b>Accommodation</b>	% distribution by type of accommodation:			
	Hotel	81.5	79.0	84.9
	Tourist residence	7.5	9.1	5.2
	Guest house	5.2	5.9	4.3
	Friends and relatives	5.0	5.0	5.0
	Other	0.8	1.0	0.5
	<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 :	10.5	10.8	10.1
<b>Expenditure</b>	The average expenditure (Rs) was :			
	Per tourist	44,276	44,169	44,416
	Per night	4,219	4,081	4,414
<b>Appreciation of visit</b>	% distribution of evaluation of visit:			
	Beyond expectation	33	32	34
	As expected	64	64	64
	Below expectation	2	3	2
	Not stated	1	1	0
	<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 :	34	38	28



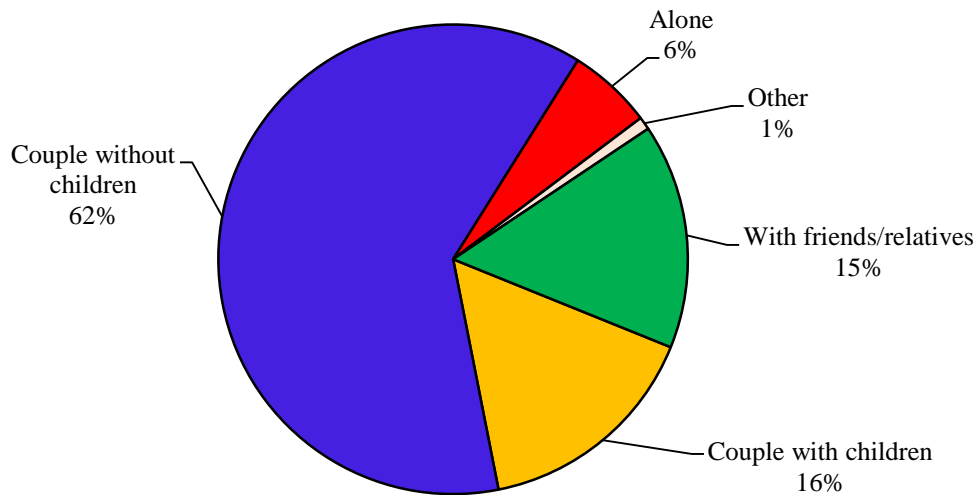
Source: Passport & Immigration Office



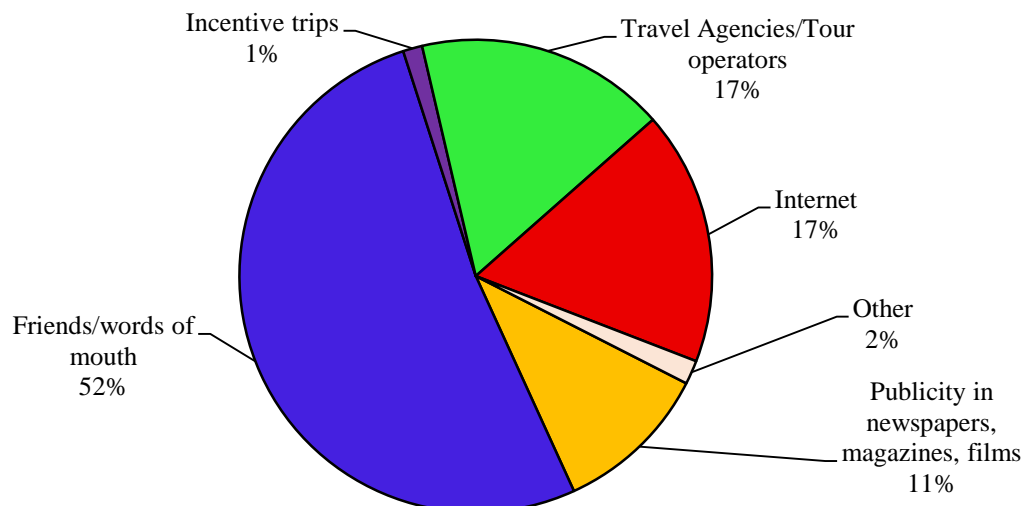
**Figure 4: Average expenditure (Rs) per tourist by selected country, 1<sup>st</sup> semester 2016**

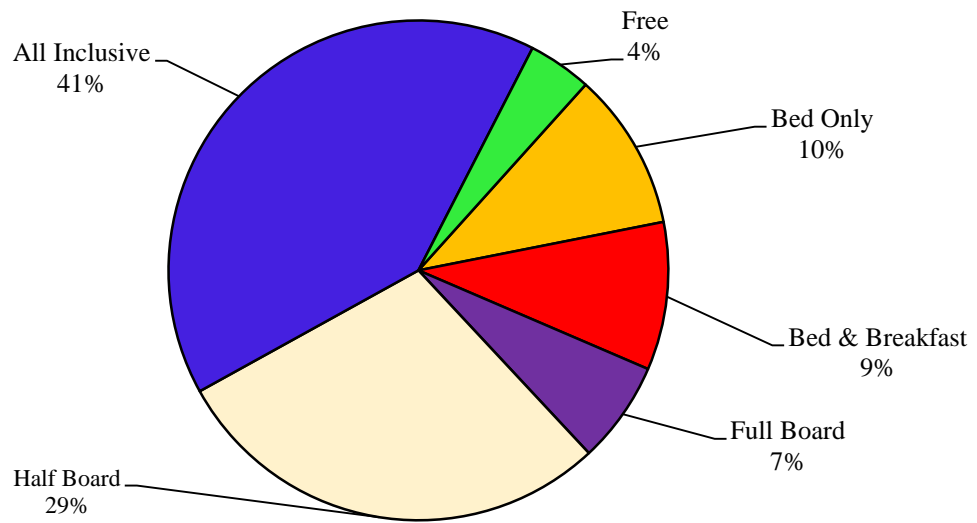


**Figure 5: Group composition, 1<sup>st</sup> semester 2016**



**Figure 6: Distribution of first time tourists by influencing factor, 1<sup>st</sup> semester 2016**



**Figure 7: Distribution of tourists by meal arrangement, 1<sup>st</sup> semester 2016**

## 2. Methodology

### 2.1 Data collection

#### Survey period

The survey was conducted during two consecutive weeks of each month during the first 6 months of 2016. 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.

#### 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 33 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

Response rate was 100% after replacement. Around 80% of tourists who were approached for the survey responded positively. Non-respondents who were replaced, 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 each month. There was one senior supervisor who was responsible for the overall organisation of the survey.

#### 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.

### 2.2 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 2015. 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 3,473 interviews were conducted during the first 6 months of 2016, covering 7,687 tourists.

#### Data reliability

The results published in this report are based on a sample, rather than the census of all tourists who departed during the first 6 months of 2016. 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.

### **2.3 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.

### **2.4 Weighting methodology**

The survey results were benchmarked to data on monthly tourists departed during the first 6 months of 2016, 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.

### **2.5 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

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**Table 2: Percentage distribution of tourists by country of residence and travel arrangement, 1<sup>st</sup> semester 2016**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>73.5</b>	<b>26.5</b>	<b>100.0</b>
<i>of which:</i>	France	66.4	33.6	100.0
	Germany	81.8	18.2	100.0
	Italy	76.9	23.1	100.0
	Russia	32.5	67.5	100.0
	Switzerland	64.7	35.3	100.0
	United Kingdom	85.2	14.8	100.0
<b>Africa</b>		<b>50.0</b>	<b>50.0</b>	<b>100.0</b>
<i>of which:</i>	Reunion	37.6	62.4	100.0
	South Africa	75.0	25.0	100.0
<b>Asia</b>		<b>80.4</b>	<b>19.6</b>	<b>100.0</b>
<i>of which:</i>	China	85.0	15.0	100.0
	India	87.2	12.8	100.0
	United Arab Emirates	33.8	66.2	100.0
<b>Oceania</b>		<b>40.8</b>	<b>59.2</b>	<b>100.0</b>
<i>of which:</i>	Australia	41.5	58.5	100.0
<b>America</b>		<b>55.6</b>	<b>44.4</b>	<b>100.0</b>
<i>of which:</i>	United States	41.3	58.7	100.0
<b>Total</b>		<b>68.6</b>	<b>31.4</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 2016**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>10.2</b>	<b>16.2</b>	<b>11.8</b>
<i>of which:</i>	France	8.8	18.6	12.1
	Germany	11.4	12.6	11.6
	Italy	8.3	15.8	10.1
	Russia	13.9	12.5	13.0
	Switzerland	10.4	15.2	12.1
	United Kingdom	11.6	16.5	12.3
<b>Africa</b>		<b>7.3</b>	<b>9.1</b>	<b>8.2</b>
<i>of which:</i>	Reunion	5.4	8.0	7.0
	South Africa	8.1	9.3	8.4
<b>Asia</b>		<b>6.7</b>	<b>16.9</b>	<b>8.7</b>
<i>of which:</i>	China	6.4	11.2	7.1
	India	6.8	22.1	8.7
	United Arab Emirates	6.9	6.4	6.6
<b>Oceania</b>		<b>8.9</b>	<b>18.6</b>	<b>14.6</b>
<i>of which:</i>	Australia	8.9	18.8	14.7
<b>America</b>		<b>10.3</b>	<b>13.2</b>	<b>11.6</b>
<i>of which:</i>	United States	8.4	9.8	9.3
<b>Total</b>		<b>9.0</b>	<b>13.7</b>	<b>10.5</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 2016**

Purpose of visit	% of tourists
Holiday	77.1
Honeymoon	16.3
Business	2.6
Visiting friends/relatives	0.8
To get married	0.3
Other	2.8
<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 2016**

Type of accommodation	% of tourists
Hotel	81.5
Guest House	5.2
In own villas/houses/bungalow/IRS	0.2
Tourist residence	7.5
With friends/ relatives	5.0
Other	0.6
<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 2016**

Country of Residence	Hotel	Non-hotel	Total
<b>Europe</b>	<b>82.7</b>	<b>17.3</b>	<b>100.0</b>
<i>of which:</i> France	75.5	24.5	100.0
Germany	91.3	8.7	100.0
Italy	79.0	21.0	100.0
Russia	29.6	70.4	100.0
Switzerland	79.4	20.6	100.0
United Kingdom	91.8	8.2	100.0
<b>Africa</b>	<b>72.6</b>	<b>27.4</b>	<b>100.0</b>
<i>of which:</i> Reunion	62.6	37.4	100.0
South Africa	88.7	11.3	100.0
<b>Asia</b>	<b>92.2</b>	<b>7.8</b>	<b>100.0</b>
<i>of which:</i> China	97.7	2.3	100.0
India	89.0	11.0	100.0
United Arab Emirates	98.3	1.7	100.0
<b>Oceania</b>	<b>57.3</b>	<b>42.7</b>	<b>100.0</b>
<i>of which:</i> Australia	57.3	42.7	100.0
<b>America</b>	<b>78.3</b>	<b>21.7</b>	<b>100.0</b>
<i>of which:</i> United States	78.7	21.3	100.0
<b>Total</b>	<b>81.5</b>	<b>18.5</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 2016**

	<b>Hotel</b>	<b>Non-hotel</b>	<b>All tourists</b>
a. Average party size	2.1	2.1	2.1
b. Average length of stay (nights)	9.1	16.8	10.5
c. Travel arrangement (%)			
<i>Package</i>	82.2	8.5	68.6
<i>Non-package</i>	17.8	91.5	31.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
d. Purpose of visit (%)			
<i>Holiday</i>	75.5	84.5	77.1
<i>Honeymoon</i>	19.7	1.4	16.3
<i>Business</i>	2.4	3.4	2.6
<i>Visiting friends/relatives</i>	0.1	4.3	0.8
<i>To get married</i>	0.3	0.1	0.3
<i>Other</i>	2.0	6.3	2.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
e. Expenditure (Rs)			
<i>Average expenditure per tourist</i>	46,628	33,889	44,276
<i>Average expenditure per tourist per night</i>	5,138	2,022	4,219

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 2016**

Country of Residence	1 <sup>st</sup> Semester 2016	
	Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
<b>Europe</b>	<b>46,742</b>	<b>3,974</b>
<i>of which:</i> France	43,068	3,567
Germany	48,406	4,178
Italy	45,384	4,513
Russia	43,651	3,365
Switzerland	53,636	4,426
United Kingdom	49,735	4,038
<b>Africa</b>	<b>30,079</b>	<b>3,664</b>
<i>of which:</i> Reunion	22,264	3,172
South Africa	29,806	3,539
<b>Asia</b>	<b>53,139</b>	<b>6,105</b>
<i>of which:</i> China	56,801	8,020
India	36,527	4,186
United Arab Emirates	48,868	7,421
<b>Oceania</b>	<b>45,540</b>	<b>3,113</b>
<i>of which:</i> Australia	44,557	3,037
<b>America</b>	<b>67,905</b>	<b>5,860</b>
<i>of which:</i> United States	61,209	6,613
<b>Total</b>	<b>44,276</b>	<b>4,219</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 2016**

Country of Residence	1 <sup>st</sup> Semester 2016		
	Package Rs	Non Package Rs	Total Rs
<b>Europe</b>	<b>4,656</b>	<b>2,785</b>	<b>3,974</b>
<i>of which:</i> France	4,971	2,262	3,567
Germany	4,116	4,432	4,178
Italy	4,614	4,338	4,513
Russia	5,034	2,473	3,365
Switzerland	5,087	3,599	4,426
United Kingdom	4,406	2,548	4,038
<b>Africa</b>	<b>4,302</b>	<b>3,157</b>	<b>3,664</b>
<i>of which:</i> Reunion	4,304	2,716	3,172
South Africa	3,686	3,153	3,539
<b>Asia</b>	<b>7,299</b>	<b>4,152</b>	<b>6,105</b>
<i>of which:</i> China	8,667	5,947	8,020
India	4,835	2,829	4,186
United Arab Emirates	7,801	7,214	7,421
<b>Oceania</b>	<b>5,461</b>	<b>2,344</b>	<b>3,113</b>
<i>of which:</i> Australia	5,461	2,226	3,037
<b>America</b>	<b>5,733</b>	<b>5,983</b>	<b>5,860</b>
<i>of which:</i> United States	5,822	7,091	6,613
<b>Total</b>	<b>5,006</b>	<b>3,091</b>	<b>4,219</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 2016**

Country of residence		Accommodation	Meals & Beverages	Local Transport	Sightseeing	Entertainment & Recreation	Shopping	Other	Total
<b>Europe</b>		<b>65.2</b>	<b>9.8</b>	<b>4.4</b>	<b>6.5</b>	<b>4.2</b>	<b>7.1</b>	<b>2.7</b>	<b>100.0</b>
<i>of which:</i>	France	60.1	11.8	4.5	7.1	4.2	8.6	3.6	100.0
	Germany	70.1	8.8	4.3	5.5	4.3	5.0	2.0	100.0
	Italy	65.6	9.5	3.8	6.8	2.5	8.5	3.3	100.0
	Russia	56.4	18.3	5.9	6.0	5.1	6.5	1.9	100.0
	Switzerland	60.7	11.2	4.7	7.2	5.1	7.9	3.2	100.0
	United Kingdom	71.4	6.7	4.4	5.5	4.9	5.4	1.7	100.0
<b>Africa</b>		<b>56.4</b>	<b>11.6</b>	<b>5.8</b>	<b>4.3</b>	<b>4.7</b>	<b>14.3</b>	<b>3.0</b>	<b>100.0</b>
<i>of which:</i>	Reunion	46.4	11.9	7.3	5.1	5.5	20.1	3.7	100.0
	South Africa	66.0	10.1	5.1	4.8	3.3	9.1	1.6	100.0
<b>Asia</b>		<b>54.6</b>	<b>10.0</b>	<b>5.2</b>	<b>11.0</b>	<b>7.3</b>	<b>9.4</b>	<b>2.5</b>	<b>100.0</b>
<i>of which:</i>	China	58.6	9.1	4.6	10.3	5.3	10.0	2.2	100.0
	India	53.7	8.8	6.3	10.5	7.9	9.8	3.0	100.0
	United Arab Emirates	51.7	15.2	1.5	2.6	9.3	17.5	2.2	100.0
<b>Oceania</b>		<b>44.8</b>	<b>18.1</b>	<b>4.5</b>	<b>8.3</b>	<b>9.0</b>	<b>13.5</b>	<b>1.9</b>	<b>100.0</b>
<i>of which:</i>	Australia	44.2	18.0	4.4	8.3	9.3	14.0	1.8	100.0
<b>America</b>		<b>60.5</b>	<b>16.7</b>	<b>3.9</b>	<b>4.9</b>	<b>4.0</b>	<b>7.3</b>	<b>2.8</b>	<b>100.0</b>
<i>of which:</i>	United States	59.5	19.2	2.6	5.0	5.1	6.0	2.6	100.0
<b>Total</b>		<b>61.4</b>	<b>10.4</b>	<b>4.8</b>	<b>7.0</b>	<b>5.0</b>	<b>8.8</b>	<b>2.7</b>	<b>100.1</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 2016

Interviewer:- .....

Day & date of interview : .....

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d	d	m	m	y	y	y	y

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

MODULE A

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

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d	d	m	m	y	y	y	y

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

<input type="text"/>	<input type="text"/>
----------------------	----------------------

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

<input type="text"/>	<input type="text"/>
----------------------	----------------------

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

<input type="text"/>
----------------------

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:* .....

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

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

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

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

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

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* .....

<input type="text"/>	<input type="text"/>
----------------------	----------------------

(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: <i>Specify</i> ..... 7             |
| Business associates ... .. 4           |   |

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

<input type="text"/>	<input type="text"/>
----------------------	----------------------

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

<input type="text"/>	<input type="text"/>
----------------------	----------------------

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

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

IF > 1, SKIP TO Q11

FOR FIRST TIME VISITORS ONLY

8 How did you hear or read about Mauritius for the very first time? / *Où avez-vous lu ou entendu parler de l'île Maurice pour la première fois?*

- |  |   |
|--|---|
| Publicity in newspapers, magazines, films / <i>Publicité dans les journaux, magazines, films</i> ... ..                          | 1 |
| Visibility in consumer fairs / <i>Participation au salon du tourisme</i> ... ..  | 2 |
| Adverts on Billboards, Cinema, Metro, Taxi, Bus / <i>Publicité sur billboard, au cinéma, stations de métro, taxi, bus</i> ... .. | 3 |
| Celebrity followers/Opinion leaders / <i>Adeptes des célébrités</i> ... ..   | 4 |
| Friends & words of mouth / <i>Amis &amp; de bouche à oreille</i> ... ..  | 5 |
| Incentive trips organised by your employer / <i>Tours organisés par votre employeur</i> ... ..                                   | 6 |
| Travel Agencies & Tour operators / <i>Agences de voyages et tours opérateurs</i> ... ..  | 7 |
| Internet / <i>L'internet</i> ... ..  | 8 |
| Other, specify / <i>Autre, spécifier</i> .....   | 9 |

9 (i) Have you been reading / looking for more information about Mauritius when planning for this trip? Yes ... 1 No ... 2

Yes ... 1

No ... 2

If No, goto Q10

*Avez-vous cherché plus d'informations sur l'île Maurice lors de la planification de ce voyage?*

(ii) If yes, please state where did you look for information about Mauritius. ....

*Si oui, veuillez mentionné où avez vous cherché.*

10 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)

- |   |                      |   |                      |
|---|----------------------|---|----------------------|
| 1 Tropical image / <i>Image Tropicale</i> ... ..                          | <input type="text"/> | 8 Accessibility / <i>Accès facile</i> ... ..        | <input type="text"/> |
| 2 History & Culture / <i>Histoire &amp; Culture</i> ... ..                | <input type="text"/> | 9 Our people / <i>La population</i> ... ..          | <input type="text"/> |
| 3 Price of the destination / <i>Prix de la destination</i> ... ..         | <input type="text"/> | 10 Beaches / <i>Plages</i> ... ..                   | <input type="text"/> |
| 4 High standard of hotel / <i>Haut niveau des hotels</i> ... ..           | <input type="text"/> | 11 Shopping / <i>Achats</i> ... ..                  | <input type="text"/> |
| 5 Suitable accom. in non-hotel/ <i>Logement approprié ailleurs</i> ... .. | <input type="text"/> | 12 Ecotourism / <i>Ecotourisme</i> ... ..           | <input type="text"/> |
| 6 Safe destination / <i>Destination sûre</i> ... ..                       | <input type="text"/> | 13 Other / <i>Autre (Specify / Spécifier)</i> ..... | <input type="text"/> |
| 7 Sports (Specify / <i>Spécifier</i> ) .....                              | <input type="text"/> |   |                      |

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

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

12 (i) If you hadn't come here this time, where else do you think you would have been for these same holidays? / *Si vous n'étiez pas venu cette fois ci, où seriez vous allé pour vos vacances?*

(ii) How was the booking made? / <i>Comment a été faite la réservation?</i>	(i) Tour operator, travel agent / <i>Tour operateur, Agent de voyage</i> ... ..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	(ii) Direct booking through Internet/ <i>Réservation directe à travers L'internet</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	(iii) Other .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13 When did you / *Quand avez-vous :-*

(i) Decide on the trip? / <i>Décidé de faire ce voyage?</i> .....	Weeks ago	<input type="text"/>	<input type="text"/>
(ii) Make the booking? / <i>Fait les réservations?</i> .....	Weeks ago	<input type="text"/>	<input type="text"/>

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

Casino ... ..	<b>1</b>	Cultural event / <i>Fête</i> ... ..	<b>2</b>	Shopping / <i>Achats</i> ... ..	<b>3</b>	Golf / <i>Golf</i> ... ..	<b>4</b>
Walk with lions / <i>Interactions avec les lions</i> ... ..	<b>5</b>	Kite surf / <i>Kite surf</i> ... ..	<b>6</b>	Snorkelling / <i>Plongée en apnée</i> ... ..	<b>7</b>	Seakart / <i>Seakart</i> ... ..	<b>8</b>
Dolphin watch / <i>Voir les dophins</i> ... ..	<b>9</b>	Parasailing / <i>Paravoile</i> ... ..	<b>10</b>	Undersea walk / <i>Marche sous l'eau</i> ... ..	<b>11</b>	Kayaking / <i>Kayak</i> ... ..	<b>12</b>
Scuba diving / <i>Plongée sous-marine</i> ... ..	<b>13</b>	Big game fishing / <i>Pêche au gros</i> ... ..	<b>14</b>	Zip lining / <i>Tyroliennes</i> ... ..	<b>15</b>	Hiking / <i>Randonnée</i> ... ..	<b>16</b>
Other sports / <i>Autres sports</i> ... ..	<b>17</b>	Spa ... ..	<b>18</b>	Other (Specify) / <i>Autre (Spécifier)</i> .....	<b>19</b>		

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

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

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

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

16 Are you on a package tour? / *Faites-vous partie d'un voyage à forfait?* Yes ... **1** No ... **2** **IF NO SKIP TO Q. 20**  
*(i.e Airfare + Accommodation + other services / c.à.d. Billet d'avion + Hébergement + autres prestations)*

**MODULE B**

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? (Veuillez classer en ordre de visite)*

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

18 (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 dîner	... .. 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

19 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. 23**

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

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

21 (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: .....

22 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>

23 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>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(ii) Land transport / <i>Transport en commun</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(iii) Car hire <b>with</b> driver/ <i>Location de voiture avec chauffeur</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(iv) Car hire <b>without</b> driver/ <i>Location de voiture sans chauffeur</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(v) Sightseeing / <i>Excursions</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(vi) Sports & Recreation / <i>Loisirs</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(vii) Shopping / <i>Achats</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
(viii) Others / <i>Autres</i>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<b>Total</b>	.....	..... <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

24 (i) Did you changed part of your money into Mauritian rupees in your country prior to visiting Mauritius? Yes ... **1** No ... **2**  
*Avez vous changé une partie de votre argent en roupies mauricienne dans votre pays avant de venir à l'île Maurice?*

(ii) If yes, please provide an estimate of amount changed in rupees Rs .....  
*Si oui, spécifié le montant en roupies*

25 (i) Did you make any payment directly in foreign currency in Mauritius? Yes ... **1** No ... **2**  
*Avez vous fait des paiements à l'île Maurice en devise étrangère?*

(ii) If yes, state amount: i. on accommodation / *sur hébergement* Amount .....  
*Si oui, veuillez mentionner le montant:* ii. on others / *autres* Amount .....

**MODULE C**

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

	Very Poor <i>Très mauvais</i>	Poor <i>Mauvais</i>	Satisfactory <i>Satisfaisant</i>	Good <i>Bon</i>	Excellent <i>Très bon</i>	Don't Know <i>Ne sais pas</i>
In hotel / <i>A L'hotel</i> ... ..	1	2	3	4	5	9
In non-hotel accommodation / <i>En dehors des hotels</i>	1	2	3	4	5	9
In 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	9

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

	Very Poor <i>Très mauvais</i>	Poor <i>Mauvais</i>	Satisfactory <i>Satisfaisant</i>	Good <i>Bon</i>	Excellent <i>Très bon</i>	Don't Know <i>Ne sais pas</i>
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	9

28 (i) 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 Q29**

(ii) If Yes, please state the last one you visited ..... 1 2 3

*Si oui, veuillez mentionner la dernière que vous avez visité*

(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> ... ..	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

29 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

30 Are you likely to visit Mauritius again? / *Comptez-vous y revenir?* Yes ... 1 No ... 2

*If yes, state when: / Si oui, veuillez indiquer quand:* .....

31 Would you recommend Mauritius as a holiday destination to your friends and relatives? Yes ... 1 No ... 2  
*Recommanderiez-vous l'île Maurice comme une destination touristique a vos amis et proches?*

32 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. ....	<input type="text"/>	5. ....	<input type="text"/>
2. ....	<input type="text"/>	6. ....	<input type="text"/>
3. ....	<input type="text"/>	7. ....	<input type="text"/>
4. ....	<input type="text"/>	8. ....	<input type="text"/>

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

(a) .....

.....

(b) .....

.....