

## SURVEY OF INBOUND TOURISM, 1<sup>st</sup> semester 2017

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## Introduction

This report presents the main results of the survey of Inbound Tourism for the first six months of 2017.

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 2017.

The questionnaire is given at Annex.

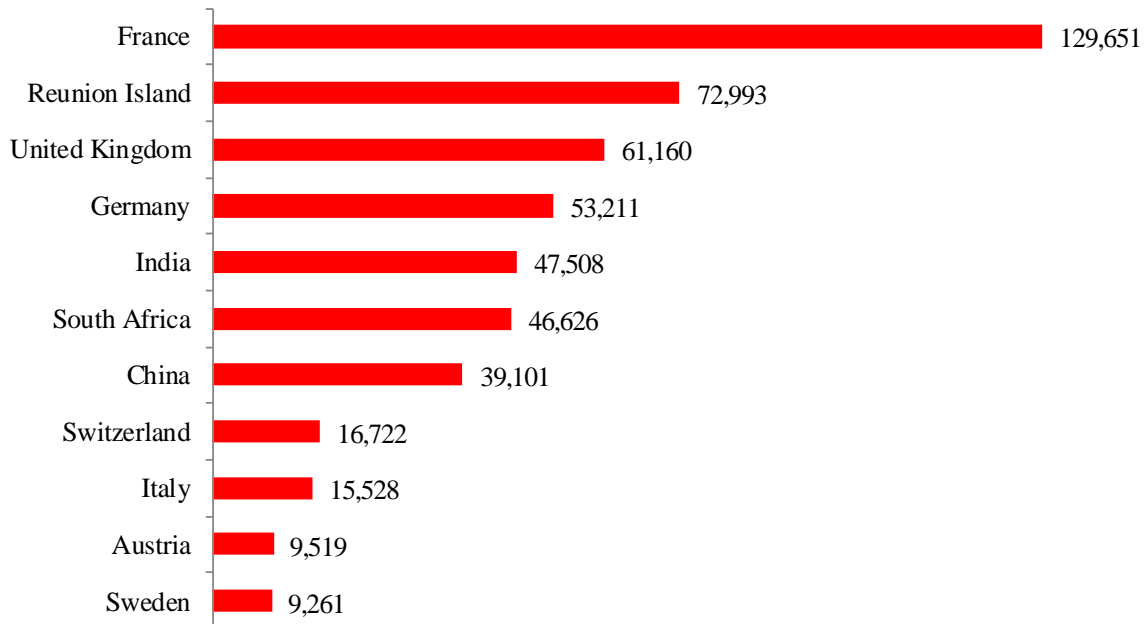
**Table 1: Distribution of parties and persons by country of residence, 1<sup>st</sup> semester 2017**

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>2,703</b>	<b>53.9</b>	<b>6,046</b>	<b>53.5</b>	<b>378,201</b>	<b>57.4</b>
<i>of which:</i> France	946	18.9	2,161	19.1	139,136	21.1
Germany	431	8.6	919	8.1	53,794	8.2
Italy	95	1.9	216	1.9	16,776	2.5
Russia	20	0.4	40	0.4	6,848	1.0
Switzerland	110	2.2	240	2.1	18,741	2.8
United Kingdom	614	12.2	1,364	12.1	63,559	9.6
<b>Africa</b>	<b>1,356</b>	<b>27.0</b>	<b>3,210</b>	<b>28.4</b>	<b>152,489</b>	<b>23.1</b>
<i>of which:</i> Reunion	605	12.1	1,581	14.0	80,769	12.3
South Africa	612	12.2	1,374	12.2	51,866	7.9
<b>Asia</b>	<b>801</b>	<b>16.0</b>	<b>1,718</b>	<b>15.2</b>	<b>106,218</b>	<b>16.1</b>
<i>of which:</i> China	242	4.8	529	4.7	37,991	5.8
India	410	8.2	905	8.0	45,854	7.0
United Arab Emirates	30	0.6	67	0.6	5,083	0.8
<b>Oceania</b>	<b>63</b>	<b>1.3</b>	<b>140</b>	<b>1.2</b>	<b>10,355</b>	<b>1.6</b>
<i>of which:</i> Australia	61	1.2	136	1.2	9,621	1.5
<b>America</b>	<b>93</b>	<b>1.9</b>	<b>190</b>	<b>1.7</b>	<b>11,622</b>	<b>1.8</b>
<i>of which:</i> USA	30	0.6	55	0.5	4,276	0.6
<b>Not stated</b>	-	-	-	-	<b>358</b>	<b>0.1</b>
<b>Total</b>	<b>5,016</b>	<b>100.0</b>	<b>11,304</b>	<b>100.0</b>	<b>659,243</b>	<b>100.0</b>

## 1. Main findings

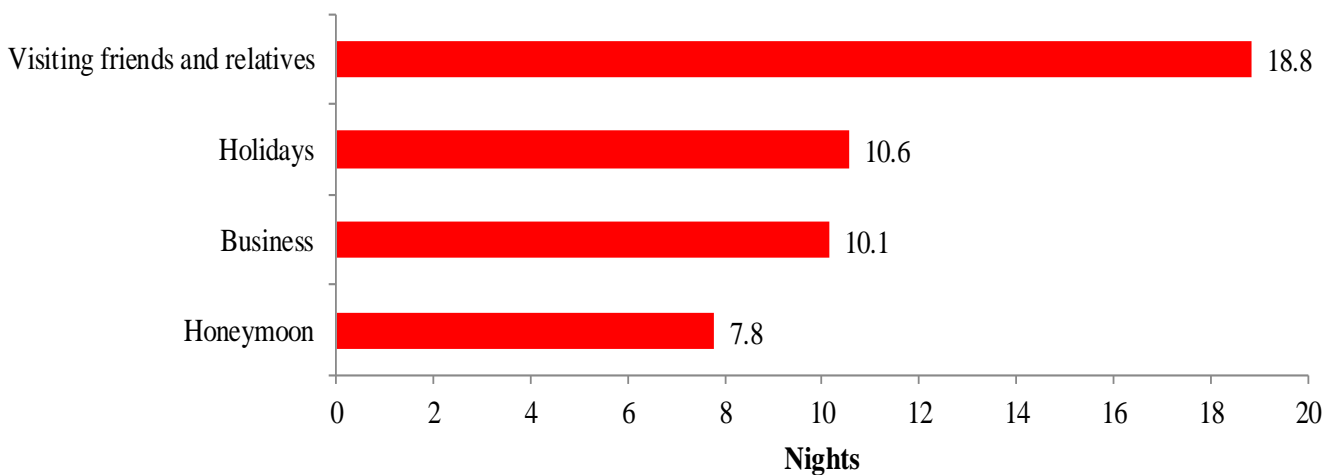
		1 <sup>st</sup> semester	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter
<b>Purpose of visit</b>	% distribution by main purpose of visit :			
	Holiday	83.1	85.5	80.2
	Honeymoon	10.2	7.8	13.2
	Business	3.3	3.1	3.7
	Visiting friends and relatives	0.9	1.3	0.5
	Other	2.4	2.3	2.4
	<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Tours</b>	The proportion (%) of tourists travelling on a package tour was :	60.7	54.5	68.6
<b>Party size</b>	The average party size was :	2.1	2.1	2.2
<b>Accommodation</b>	% distribution by type of accommodation:			
	Hotel	79.2	75.5	83.8
	Tourist residence	8.5	9.5	7.2
	Guest house	5.3	6.1	4.2
	Friends and relatives	5.5	6.8	4.0
	Other	1.5	2.1	0.8
	<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 :	10.4	10.8	9.9
<b>Expenditure</b>	The average expenditure (Rs) was :			
	Per tourist	44,787	44,719	44,873
	Per night	4,308	4,149	4,526
<b>Appreciation of visit</b>	% distribution of evaluation of visit:			
	Beyond expectation	23.4	20.9	26.5
	As expected	74.1	76.3	71.3
	Below expectation	2.6	2.8	2.2
	<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Return visit</b>	The proportion (%) of tourists who visited Mauritius before was :	36.2	41.2	30.0

**Figure 1: Tourist arrivals from main generating countries , 1<sup>st</sup> semester 2017**

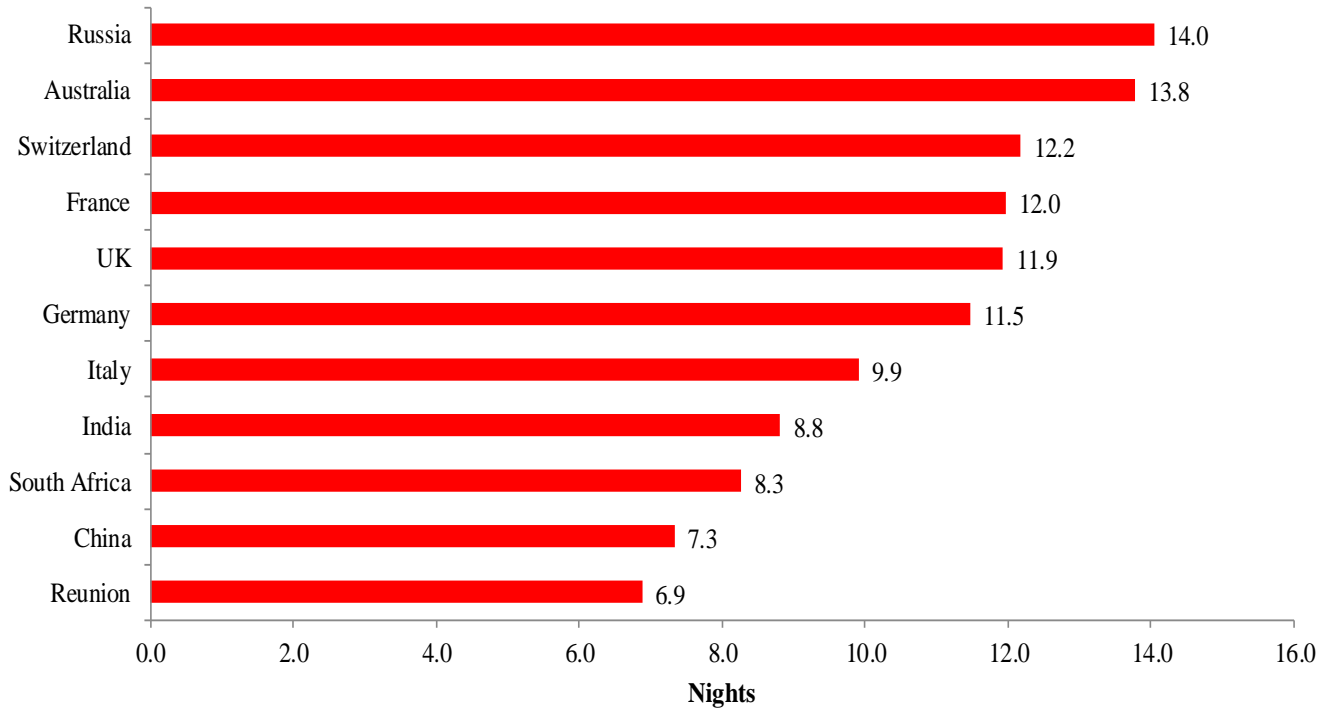


Source: Passport & Immigration Office

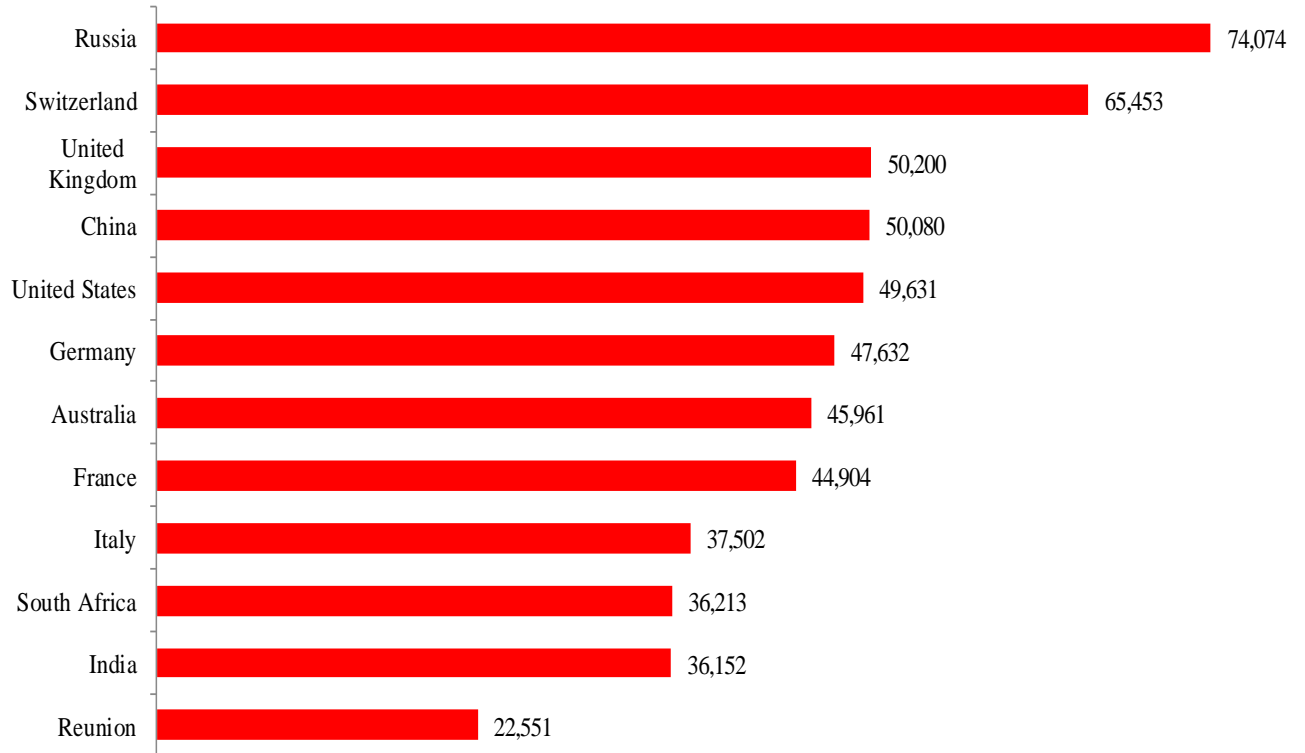
**Figure 2: Average Length of stay by purpose of visit, 1<sup>st</sup> semester 2017**



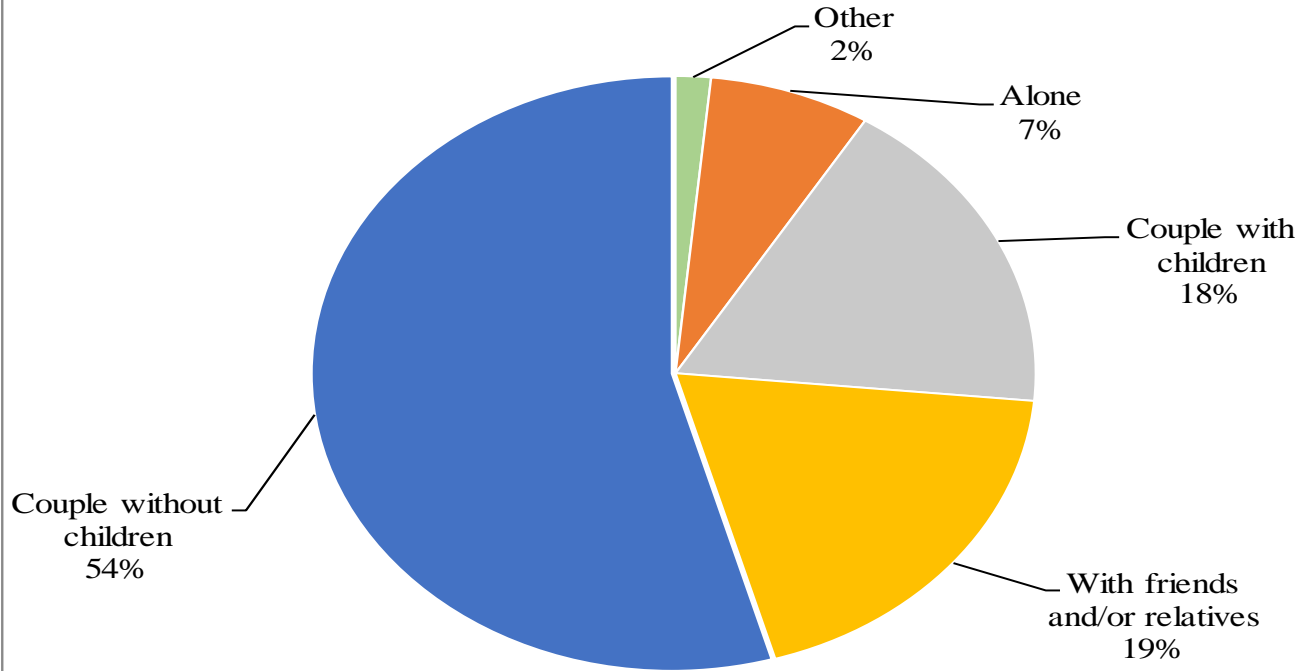
**Figure 3: Average Length of stay by selected country of residence, 1<sup>st</sup> semester 2017**



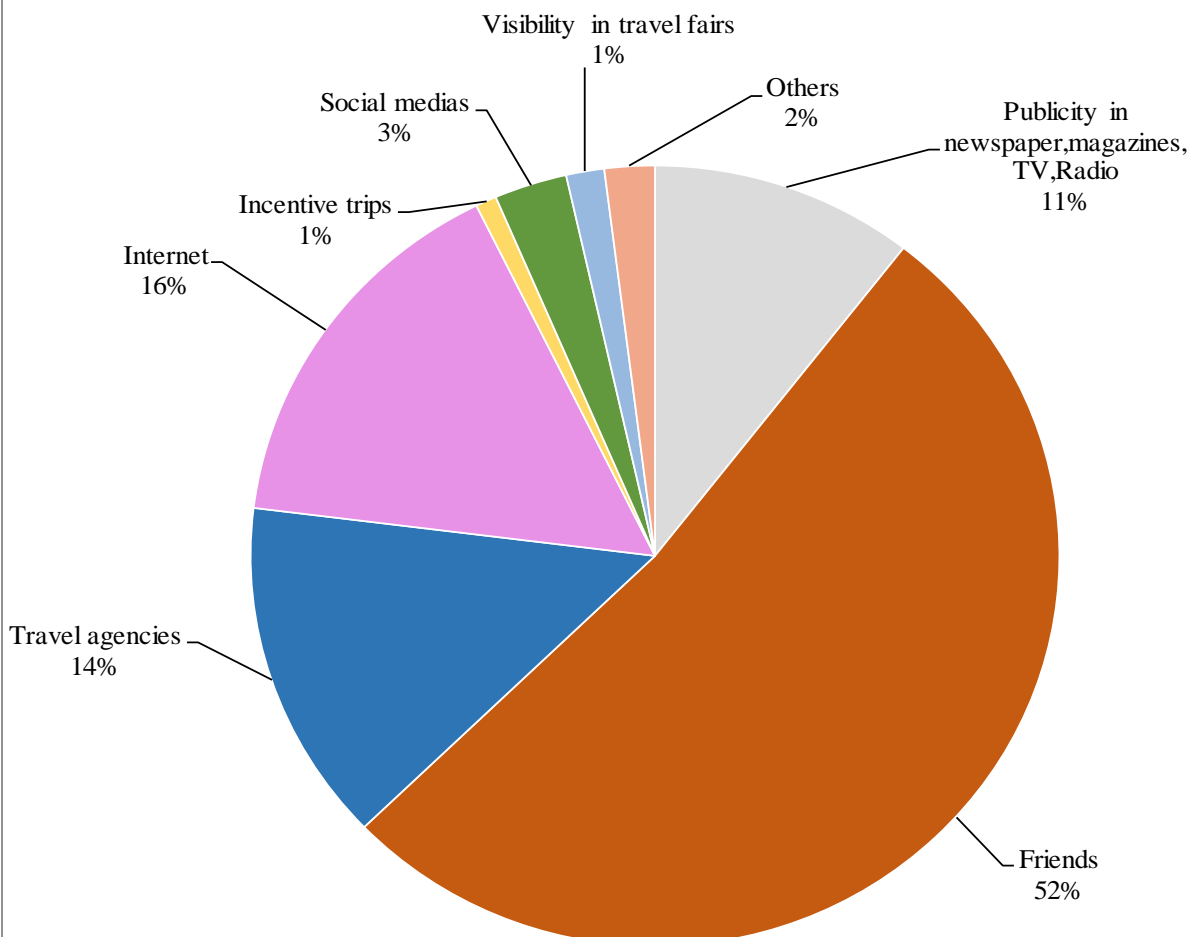
**Figure 4: Average expenditure (Rs) per tourist by selected country of residence , 1<sup>st</sup> semester 2017**



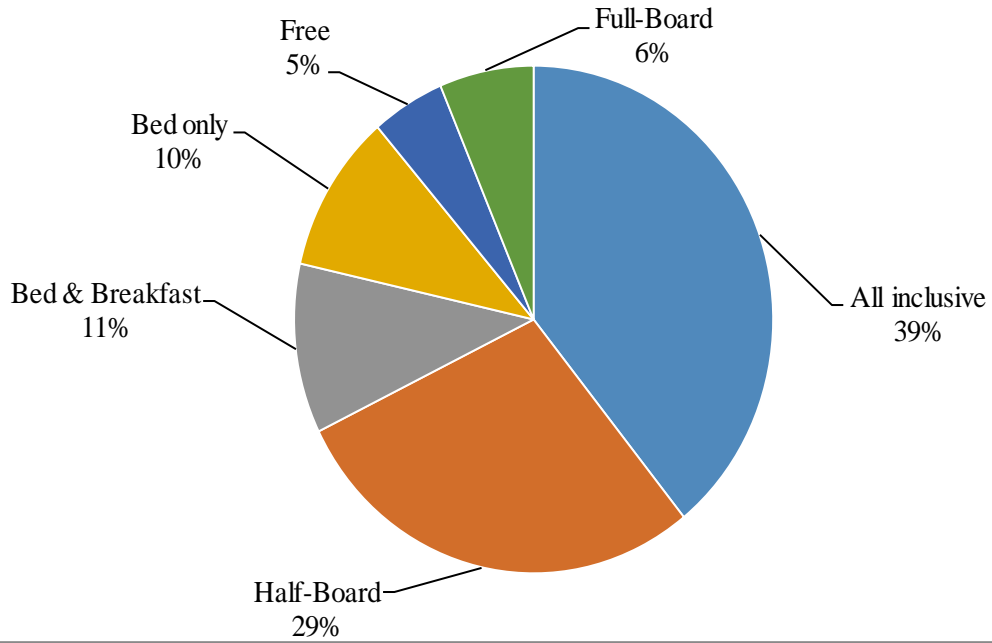
**Figure 5: Group composition, 1<sup>st</sup> Semester 2017**



**Figure 6: Distribution of first time tourists by influencing factor, 1<sup>st</sup> Semester 2017**



**Figure 7: Distribution of tourists by meal arrangement, 1<sup>st</sup> semester 2017**



## **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 2017. 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, were sought regarding the content of the questionnaire. The questionnaire comprises 36 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 2016. 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 5,016 interviews were conducted during the first 6 months of 2017, covering 11,304 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 2017. 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 2017, 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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January 2018

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**Table 2: Percentage distribution of tourists by country of residence and travel arrangement, 1<sup>st</sup> semester 2017**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>63.3</b>	<b>36.7</b>	<b>100.0</b>
<i>of which:</i>	France	56.5	43.5	100.0
	Germany	74.6	25.4	100.0
	Italy	56.5	43.5	100.0
	Russia	35.1	64.9	100.0
	Switzerland	59.7	40.3	100.0
	United Kingdom	80.0	20.0	100.0
<b>Africa</b>		<b>52.6</b>	<b>47.4</b>	<b>100.0</b>
<i>of which:</i>	Reunion	46.2	53.8	100.0
	South Africa, Rep. of	70.7	29.3	100.0
<b>Asia</b>		<b>69.0</b>	<b>31.0</b>	<b>100.0</b>
<i>of which:</i>	People's Rep. of China	69.5	30.5	100.0
	India	82.5	17.5	100.0
	United Arab Emirates	33.7	66.3	100.0
<b>Oceania</b>		<b>23.0</b>	<b>77.0</b>	<b>100.0</b>
<i>of which:</i>	Australia	22.1	77.9	100.0
<b>America</b>		<b>43.4</b>	<b>56.6</b>	<b>100.0</b>
<i>of which:</i>	United States	37.8	62.2	100.0
<b>Total</b>		<b>60.7</b>	<b>39.3</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 2017**

Country of Residence		Package	Non-Package	Total
<b>Europe</b>		<b>10.2</b>	<b>14.2</b>	<b>11.7</b>
<i>of which:</i>	France	8.8	16.1	12.0
	Germany	11.3	12.0	11.5
	Italy	8.7	11.5	9.9
	Russia	12.8	14.7	14.0
	Switzerland	12.1	12.3	12.2
	United Kingdom	11.1	15.3	11.9
<b>Africa</b>		<b>6.2</b>	<b>10.1</b>	<b>8.1</b>
<i>of which:</i>	Reunion	5.7	7.9	6.9
	South Africa, Rep. of	6.8	11.8	8.3
<b>Asia</b>		<b>6.4</b>	<b>14.6</b>	<b>8.9</b>
<i>of which:</i>	People's Rep. of China	5.3	12.0	7.3
	India	6.9	17.9	8.8
	United Arab Emirates	4.5	6.2	5.6
<b>Oceania</b>		<b>9.1</b>	<b>15.1</b>	<b>13.7</b>
<i>of which:</i>	Australia	9.1	15.1	13.8
<b>America</b>		<b>8.4</b>	<b>11.9</b>	<b>10.4</b>
<i>of which:</i>	United States	11.5	7.4	8.9
<b>Total</b>		<b>8.7</b>	<b>13.1</b>	<b>10.4</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: Percentage distribution of tourists by main purpose of visit, 1<sup>st</sup> semester 2017**

Purpose of visit	% of tourists
Holiday	83.1
Honeymoon	10.2
Business	3.3
Visiting friends/relatives	0.9
To get married	0.1
Other	2.2
<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 2017**

Type of accommodation	% of tourists
Hotel	79.2
Guest House	5.3
In own villas/houses/bungalow/IRS	1.1
Tourist residence	8.5
With friends/ relatives	5.5
Other	0.4
<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 and non-hotel by country of residence, 1<sup>st</sup> semester 2017**

Country of Residence	Hotel	Non-hotel	Total
<b>Europe</b>	<b>80.3</b>	<b>19.7</b>	<b>100.0</b>
<i>of which:</i> France	72.2	27.8	100.0
Germany	85.6	14.4	100.0
Italy	82.2	17.8	100.0
Russia	38.1	61.9	100.0
Switzerland	81.7	18.3	100.0
United Kingdom	91.6	8.4	100.0
<b>Africa</b>	<b>71.9</b>	<b>28.1</b>	<b>100.0</b>
<i>of which:</i> Reunion	69.8	30.2	100.0
South Africa, Rep. of	83.5	16.5	100.0
<b>Asia</b>	<b>86.7</b>	<b>13.3</b>	<b>100.0</b>
<i>of which:</i> People's Rep. of China	88.7	11.3	100.0
India	92.7	7.3	100.0
United Arab Emirates	76.8	23.2	100.0
<b>Oceania</b>	<b>65.2</b>	<b>34.8</b>	<b>100.0</b>
<i>of which:</i> Australia	64.4	35.6	100.0
<b>America</b>	<b>81.7</b>	<b>18.3</b>	<b>100.0</b>
<i>of which:</i> United States	81.7	18.3	100.0
<b>Total</b>	<b>79.2</b>	<b>20.8</b>	<b>100.0</b>

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

**Table 5(c): Selected tourism statistics by type of accommodation (hotel/non-hotel), 1<sup>st</sup> semester 2017**

	<b>Hotel</b>	<b>Non-hotel</b>	<b>All tourists</b>
a. Average party size	2.2	2.0	2.1
b. Average length of stay (nights)	8.5	17.5	10.4
c. Travel arrangement (%)			
<i>Package</i>	74.8	7.1	60.7
<i>Non-package</i>	25.2	92.9	39.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
d. Purpose of visit (%)			
<i>Holiday</i>	82.3	86.3	83.1
<i>Honeymoon</i>	12.7	0.5	10.2
<i>Business</i>	3.0	4.5	3.3
<i>Visiting friends/relatives</i>	0.1	4.4	0.9
<i>To get married</i>	0.1	0.0	0.1
<i>Other</i>	1.7	4.2	2.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
e. Expenditure (Rs)			
<i>Average expenditure per tourist</i>	45,718	41,249	44,787
<i>Average expenditure per tourist per night</i>	5,363	2,355	4,308

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 2017**

Country of Residence	1 <sup>st</sup> Semester 2017	
	Average expenditure per tourist (Rs)	Average expenditure per tourist per night (Rs)
<b>Europe</b>	<b>48,612</b>	<b>4,167</b>
<i>of which:</i> France	44,904	3,753
Germany	47,632	4,154
Italy	37,502	3,787
Russia	74,074	5,277
Switzerland	65,453	5,378
United Kingdom	50,200	4,209
<b>Africa</b>	<b>31,511</b>	<b>3,914</b>
<i>of which:</i> Reunion	22,551	3,281
South Africa, Rep. of	36,213	4,386
<b>Asia</b>	<b>49,454</b>	<b>5,543</b>
<i>of which:</i> People's Rep. of China	50,080	6,836
India	36,152	4,105
United Arab Emirates	39,478	7,055
<b>Oceania</b>	<b>46,017</b>	<b>3,358</b>
<i>of which:</i> Australia	45,961	3,337
<b>America</b>	<b>50,772</b>	<b>4,895</b>
<i>of which:</i> United States	49,631	5,561
<b>Total</b>	<b>44,787</b>	<b>4,308</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 2017**

Country of Residence	1 <sup>st</sup> Semester 2017		
	Package Rs	Non Package Rs	Total Rs
<b>Europe</b>	<b>4,767</b>	<b>3,426</b>	<b>4,167</b>
<i>of which:</i> France	5,167	2,752	3,753
Germany	4,251	3,888	4,154
Italy	4,624	2,966	3,787
Russia	7,138	4,402	5,277
Switzerland	5,136	5,729	5,378
United Kingdom	4,416	3,606	4,209
<b>Africa</b>	<b>4,587</b>	<b>3,458</b>	<b>3,914</b>
<i>of which:</i> Reunion	3,903	2,898	3,281
South Africa, Rep. of	4,904	3,666	4,386
<b>Asia</b>	<b>6,515</b>	<b>4,598</b>	<b>5,543</b>
<i>of which:</i> People's Rep. of China	8,911	4,755	6,836
India	5,223	2,072	4,105
United Arab Emirates	7,890	6,745	7,055
<b>Oceania</b>	<b>4,180</b>	<b>3,209</b>	<b>3,358</b>
<i>of which:</i> Australia	4,263	3,178	3,337
<b>America</b>	<b>7,363</b>	<b>3,564</b>	<b>4,895</b>
<i>of which:</i> United States	6,857	4,333	5,561
<b>Total</b>	<b>5,005</b>	<b>3,595</b>	<b>4,308</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 2017**

Country of residence		Accommodation	Meals & Beverages	Local Transport	Sightseeing	Entertainment & Recreation	Shopping	Other	Total
<b>Europe</b>		<b>64.1</b>	<b>11.7</b>	<b>4.0</b>	<b>6.7</b>	<b>3.0</b>	<b>7.1</b>	<b>3.4</b>	<b>100.0</b>
<i>of which:</i>	France	58.6	14.6	4.2	7.1	3.3	8.3	4.0	100.0
	Germany	68.0	8.9	4.3	7.0	3.4	4.9	3.4	100.0
	Italy	67.5	7.8	4.5	7.1	2.3	9.0	1.9	100.0
	Russia	36.9	12.4	4.1	7.3	7.0	28.8	3.5	100.0
	Switzerland	69.7	11.1	2.9	7.3	1.9	4.4	2.7	100.0
	United Kingdom	71.3	8.3	3.9	5.8	2.6	5.3	2.7	100.0
<b>Africa</b>		<b>51.7</b>	<b>12.0</b>	<b>5.1</b>	<b>5.4</b>	<b>5.3</b>	<b>15.7</b>	<b>4.7</b>	<b>100.0</b>
<i>of which:</i>	Reunion	50.4	14.0	5.8	6.8	2.6	17.3	2.9	100.0
	South Africa, Rep. of	60.3	9.1	4.7	5.3	9.3	7.9	3.4	100.0
<b>Asia</b>		<b>57.3</b>	<b>12.5</b>	<b>4.5</b>	<b>8.8</b>	<b>4.9</b>	<b>9.9</b>	<b>2.1</b>	<b>100.0</b>
<i>of which:</i>	People's Rep. of China	57.1	10.7	4.8	9.0	4.4	11.3	2.7	100.0
	India	54.9	9.8	5.4	12.4	7.4	9.1	1.0	100.0
	United Arab Emirates	58.8	15.6	7.6	8.3	2.4	5.4	1.8	100.0
<b>Oceania</b>		<b>56.0</b>	<b>14.1</b>	<b>3.8</b>	<b>4.5</b>	<b>5.6</b>	<b>11.9</b>	<b>4.1</b>	<b>100.0</b>
<i>of which:</i>	Australia	56.2	14.2	3.8	4.4	5.3	12.0	4.2	100.0
<b>America</b>		<b>67.1</b>	<b>10.0</b>	<b>4.5</b>	<b>4.1</b>	<b>3.2</b>	<b>7.0</b>	<b>4.0</b>	<b>100.0</b>
<i>of which:</i>	United States	66.5	11.7	5.8	4.5	1.6	6.2	3.7	100.0
<b>Total</b>		<b>60.8</b>	<b>11.9</b>	<b>4.3</b>	<b>6.8</b>	<b>3.8</b>	<b>9.1</b>	<b>3.4</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.

CONFIDENTIAL

Serial No. 

**Republic of Mauritius**  
**STATISTICS MAURITIUS**  
**SURVEY OF INBOUND VISITORS 2017**

Interviewer:- .....

Day &amp; date of interview : .....

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?* .....
- 2 (i) By which flight/ship did you arrive? *Par quel vol/bateau êtes-vous arrivé?* .....
- (ii) By which flight are you departing ? *Par quel vol partez-vous?* .....
- (iii) Class of flight: .....
- 3 Age - Group / *Groupe d'âge*
- |                 |                   |
|-----------------|-------------------|
| 15 - 19 ..... 1 | 40 - 49 ..... 4   |
| 20 - 29 ..... 2 | 50 - 59 ..... 5   |
| 30 - 39 ..... 3 | 60 & over ..... 6 |
- 4 Gender/ Genre : M ... 1 F ... 2
- 5 (i) Country of residence / *Pays de résidence:* .....
- (ii) Nationality / *Nationalité* : .....
- (iii) Occupation / *Profession* : .....
- 6 (i) Are you travelling alone? / *Voyagez-vous seul?* Yes ..... 1 No ..... 2 **If Yes, SKIP TO Q7**
- If not travelling alone, state / Si en groupe, spécifier
- (ii) Group size / *nombre de personnes dans le groupe* .....
- (iii) Which of the following best describes the group?
- |  |   |
|--|---|
| Couple with children ... .. 1          | School/university/sporting group ... .. 5 |
| Couple without children ... .. 2       | Tour group ... .. 6                       |
| With friends and/or relatives ... .. 3 | Other: <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* .....
- (v) Of whom 12 years of age or less / *Dont celles âgées de 12 ans ou moins* .....
- 7 How many times have you visited Mauritius including this trip? / *Combien de fois avez-vous visité l'île Maurice, y compris ce séjour?* .....  **IF > 1, SKIP TO 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,TV, Radio / <i>Publicité dans les journaux, magazines,TV, Radio</i> .....                                 | 1  |
| Visibility in travel fairs / <i>Participation au salon du tourisme</i> .....   | 2  |
| Adverts on Billboards, Cinema, Subway/Underground, 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: Search engines / <i>L'internet: moteurs de recherche</i> .....   | 8  |
| Social Medias / <i>Reseaux sociaux</i> .....   | 9  |
| Online Tourism Agencies / <i>Agences du tourisme en ligne</i> .....  | 10 |
| Other, specify / <i>Autre, spécifier</i> .....   | 11 |
- 9 (i) Have you been reading / looking for more information about Mauritius when planning for this trip? *Avez-vous cherché plus d'informations sur l'île Maurice lors de la planification de ce voyage?* Yes ... 1 No ... 2 **If No, skip to Q10**
- (ii) If yes, please state where did you look for information about Mauritius. *Si oui, veuillez mentionner 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"/> | 9 Our people / <i>La population</i> .....   | <input type="text"/> |
| 2 History & Culture / <i>Histoire &amp; Culture</i> .....                | <input type="text"/> | 10 Beaches / <i>Plages</i> .....  | <input type="text"/> |
| 3 Price of the destination / <i>Prix de la destination</i> .....         | <input type="text"/> | 11 Shopping / <i>Achats</i> .....   | <input type="text"/> |
| 4 High standard of hotel / <i>Haut niveau des hotels</i> .....           | <input type="text"/> | 12 Nature/Green Tourism / <i>Nature/Tourisme vert</i> .....                       | <input type="text"/> |
| 5 Suitable accom. in non-hotel/ <i>Logement approprié ailleurs</i> ..... | <input type="text"/> | 13 Recommended by friends,relatives/ <i>Recommandé par des amis,parents</i> ..... | <input type="text"/> |
| 6 Safe destination / <i>Destination sûre</i> .....                       | <input type="text"/> | 14 Diversity of offers/ <i>Diversité des offres</i> .....                         | <input type="text"/> |
| 7 Sports (Specify / <i>Spécifier</i> ) .....                             | <input type="text"/> | 15 Reputation / <i>Réputation</i> .....   | <input type="text"/> |
| 8 Accessibility / <i>Accès facile</i> .....                              | <input type="text"/> | 16 Other / <i>Autre (Specify / 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 / Vacances	...	1	VFR / Visite chez parents & amis	...	9
Honeymoon / Lune de miel	...	2	Sports/Activités sportives	...	10
Business / Affaires	...	3	(Specify / Spécifier) .....		
Medical / Medical	...	4	Shopping / Achats	...	11
Studies / Etudes	...	5	Group & incentives / Groupe & motivation	...	12
Transit / En transit	...	6	Secondary residence / Résidence secondaire	...	13
Cultural event / Fête	...	7	Getting married / Se marier	...	14
Religion - pilgrimage / Religion - pelerinage	...	8	Attending wedding / Assister à un mariage	...	15
			Attending conference / Assister à une conférence	...	16
			Other (specify) /Autre (spécifier).....	...	17

12 (i) If not Mauritius, which destination would you have visited? .....  
Si ce n'est pas l'île Maurice, quelle destination auriez vous visité? .....

			Flight	Accommodation	Excursion
(ii) How was the booking made?/	(i) Tour operator, travel agent / Tour opérateur, Agent de voyage	.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment a été faite la réservation?	(ii) Direct booking through Internet/ Réservez directement à travers L'internet	.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Specify website / spécifier site internet .....	.....			
	(iii) Other.....	.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

Casino	...	1	Cultural event	2	Shopping	3	Golf	4
Casino			Fête		Achats		Golf	
Walk with lions	...	5	Kite surf	6	Dolphin/ Whale watch	7	Hiking	8
Interactions avec les lions			Kite surf		Voir les dauphins/ baleines		Randonnée	
Visit historical sites/Museums	9	Parasailing	10	Undersea walk	11	Visit botanical gardens/National Parks	12	
Visiter les sites historiques/Musée		Paravoile		Marche sous l'eau		Visiter Jardin botanique/Parc National		
Scuba diving	13	Big game fishing	14	Zip lining	15			
Plongée sous-marine		Pêche au gros		Tyroliennes				
Other sports	16	Spa / wellness	17	Other (Specify) .....	18			
Autres sports		Spa / bien-être		Autre (Spécifier) .....				

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

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

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

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

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	1
Bed & Breakfast	2
Half-board	3
Full-board	4
All inclusive	5
Free	6

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

24 (i) Did you change 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, spécifiez 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 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
Taxi / <i>Taxi</i> ... ..	1	2	3	9
Sightseeing & Excursions / <i>Les excursions</i> ... ..	1	2	3	9

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

	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 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
Tour Operators, tour organiser / <i>Tour opérateurs</i> ... ..	1	2	3	4	5	9
Taxi / <i>Taxi</i> ... ..	1	2	3	4	5	9
Restaurant, Food Outlets, Street <i>food/Restaurant, Points de restauration, Alimentation de rue</i>	1	2	3	4	5	9
Nautical operator / <i>Opérateur nautiques</i> ... ..	1	2	3	4	5	9
Land based Operator / <i>Opérateur terrestre</i> ... ..	1	2	3	4	5	9

28 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>
Hotel / <i>L'hotel</i> ... ..	1	2	3	4	5	9
Non-hotel accommodation / <i>Parahôtellerie</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

29 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

30(i) Have you visited Rodrigues Island during your stay? / *Avez-vous visité l'île Rodrigues pendant votre séjour?*

Yes ..... 1 No ..... 2 **If No, skip to Q31**

(ii) **If Yes**, please state the duration of your stay ..... Nights   
*Si oui, veuillez mentionner la durée de votre séjour ..... Nuits*

31 (i) Have you visited any other tropical island destinations during the last 3 years? Yes ... 1 No ... 2  
*Avez-vous déjà visité d'autres îles tropicales durant les 3 dernières années ?* **IF NO SKIP TO Q32**

(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>Sens de 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

32 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 **IF 1, Please give reason/ Spécifier.....**
- As expected / *Comme attendu* ... .. 2
- Beyond expectation / *Au delà des attentes* ... .. 3

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

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

34 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 à vos amis et proches?

IF No, Please give reason/ Spécifier.....

35 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"><tr><td> </td><td> </td><td> </td></tr></table>				5. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>			
2. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>				6. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>			
3. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>				7. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>			
4. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>				8. ....	<table border="1"><tr><td> </td><td> </td><td> </td></tr></table>			

36 Have you any recommendations/ suggestions for improving the destination?

Avez-vous des recommandations/suggestions à faire pour l'amélioration de la destination?

(a) ..... 

--	--	--

.....

(b) ..... 

--	--	--

.....