



Ministry of Environment and Tourism

# Namibia Domestic Tourism Expenditure Survey 2015



**Survey Report March 2016**





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## Foreword



The tourism sector in Namibia is now not only recognized as an economically strategic and important pillar of growth in the Namibian economy, but more importantly valued for its contribution and potential to alleviate poverty, and empower individuals, communities and regions across the Namibian landscape.

The Namibian Government through the Ministry of Environment & Tourism and its implementing Agency the Namibian Tourism Board seeks to develop the tourism industry in a sustainable and responsible manner to contribute to economic development and improve the quality of life of all her people. This developmental narrative is underscored by the importance attached to the availability of accurate statistical data needed for informed planning, implementation monitoring and evaluation. Since the last Domestic Tourism Expenditure Survey was conducted in 2007, there was an urgent need to update domestic traveller characteristics and expenditure data. The Domestic Tourism Expenditure Survey 2015 therefor came as a timely intervention to not only update the tourism expenditure data in the 2007 survey, but to lay the framework foundation for a survey that could be repeated successfully on a more regular basis in future.

The measurement of tourism in the Domestic Tourism Expenditure Survey 2015 closely follows the UNWTO Recommended Methodological Framework of 2008, and the latest travel expenditure data could thus be used to address data requirements in the 2016 UNWTO Tourism Satellite Account for Namibia. Namibia Tourism Board and the local Tourism Industry individually and collectively embarked on a number of marketing programs (such as SharemyNamibia – an online marketing media campaign using Namibian artists, and Local is Nawa – an initiative offering establishment discounts to Namibian and SADC residents) to stimulate demand in the domestic market going back a number of years. This survey thus provided an opportunity to assess the full impact of these initiatives in the domestic market.

With a combined expenditure of N\$6.30 billion and total trips of around 5.79 million generated in the domestic market in 2015, the significance of this market to boost total tourism demand and to offset potential economic shocks from the international tourist source markets cannot be overstated.

Allow me to extend my special appreciation and thanks to the Namibia Statistics Agency for their technical support and advice with survey design, sampling strategy, selection of primary sampling units (PSUs), and printing of PSU maps. Special thanks go to the staff of Directorate of Tourism and Gaming, and the Namibia Tourism Board as well as the Tourism Statistics Working members comprised of various technical experts from Government and Private Sector.

A stylized handwritten signature in black ink, consisting of a long horizontal line followed by a sharp upward and rightward stroke.

**Hon. Pohamba Shifeta (MP)**

Minister of Environment and Tourism

## Executive Summary

### Domestic Tourism in Namibia 2015



Day Trips **2.05 million**  
Day Trip Spend **N\$ 2.04 billion**



Overnight Trips **3.74 million**  
Overnight Trip Spend **N\$ 4.26 billion**

All Trips **5.79 million**  
All Trips Spend **N\$ 6.30 billion**

#### Day Trips

##### Purpose of Visit



VFR **24%**  
Shopping **17%**  
Business **16%**

##### Transport Used



Car **81%**  
Bus **10%**  
Taxi **9%**

##### Thumbs Up



Enjoyed trip **18%**  
Meet with family and friends **16%**  
Good business **10%**

##### Most Popular Months to Travel



December **14%**  
September **11%**  
November **10%**

##### Most Popular Activities



VFR **34%**  
Shopping **31%**  
Eating Out **17%**

##### Thumbs Down



Bad roads and traffic **34%**  
Bad day **12%**  
Weather **8%**

##### Previous Visits



Been Before **93%**  
First Visit **7%**

##### Expenditure



Average Spend per Day Trip **N\$ 993**

#### Overnight Trips

##### Purpose of Visit



VFR **32%**  
Holiday **32%**  
Wedding/Funeral **19%**

##### Transport Used



Car **71%**  
Bus **23%**  
Taxi **5%**

##### Thumbs Up



Meet with family and friends **30%**  
Enjoyed trip **16%**  
Wildlife, hunting **5%**

##### Most Popular Months to Travel



December **21%**  
August **11%**  
September **9%**

##### Most Popular Activities



VFR **65%**  
Shopping **29%**  
Wedding/Funeral **23%**

##### Thumbs Down



Bad roads and traffic **29%**  
Weather **13%**  
Bad day **9%**

##### Previous Visits



Been Before **93%**  
First Visit **7%**

##### Expenditure



Average Spend per Person per Night **N\$ 220**

##### Average Length of Stay



**5.4 nights**

##### Accommodation Used



Friends and relatives **55%**  
Second home **24%**  
Serviced accommodation **12%**

## 1. Introduction

### How to Use This Report

This report presents the findings from the Namibia Domestic Tourism Expenditure Survey 2015, and will be read by people from many different backgrounds and interests. Consequently, it is important to present the findings so that they can be of use to those who have little understanding of tourism and statistics, right through to those who need to make complex strategic decisions regarding planning, marketing, policy making and regulation within the tourism sector.

Therefore, a three-tier approach to the presentation of the data has been developed, so that all readers, no matter what their background or interest, can get the most out of the findings from the survey.

The survey findings have been divided into 9 topics, such as how long tourists stay, where they visit, how much they spend, etc. Information on each of these is presented at three levels:

- **Infographics** – this one-page summary is aimed at providing a quick snapshot of the most important information for those readers who want to very quickly get an understanding of each topic. *Each chapter starts with an infographic page that provides this information.*
- **Key Facts** – these are slightly more detailed pieces of information, usually accompanied by one or two charts, to provide more insight into each topic. *These appear in each chapter after the infographic.*
- **Detailed Tables** – these provide detailed data relating to each category of information, showing the findings that correlate to the main purposes of visit (Holiday/Leisure, Shopping, VFR, Wedding/Funeral, Business/Conference, Medical/Wellness, Other). *These appear in Appendix A.*



## Scope of The Survey

The principal unit of measurement of the Namibia Domestic Tourism Expenditure Survey is the *domestic trip*. A trip is a journey taken by a single person. Therefore, if four people travel in a group, four domestic trips have been taken.

All definitions used within the survey adhere to United Nations World Tourism Organization concepts and classifications of tourism. The definition of a domestic trip is shown below.

*A **domestic trip** is a trip within the boundaries of Namibia but outside of the respondent's usual environment. The following categories are not included when measuring domestic trips:*

- Persons travelling to another place within the country with the intention of setting up their usual residence in that place.*
- Persons who travel to another place within the country and are remunerated from within the place visited.*
- Persons who travel regularly or frequently between neighbouring localities by the "usual environment" rule.*

*The **usual environment** is defined as all places within a 40-kilometre radius of the place of usual residence of the respondent, AND all places that the respondent visits at least once a week, irrespective of the distance from their place of usual residence.*

Further, domestic trips can be subdivided into day trips and overnight trips. A day trip is defined as a trip in which the respondent leaves and returns within the same day. An overnight trip is defined as a trip where one night or more is spent away from the household.

The survey involved interviewing in two waves, the first producing a sample of 1,460 households and the second a sample of 1,540 households. The first wave enquired about travel in January to September 2015, and the second about October to December 2015. The distribution of trips across the months was enquired into, and the result covers all 12 months of 2015, with a total sample size of 3,000 households.

All interviews were held in households with a responsible adult, who reported about their own trips, and trips taken by other members of the household on which they did not travel.

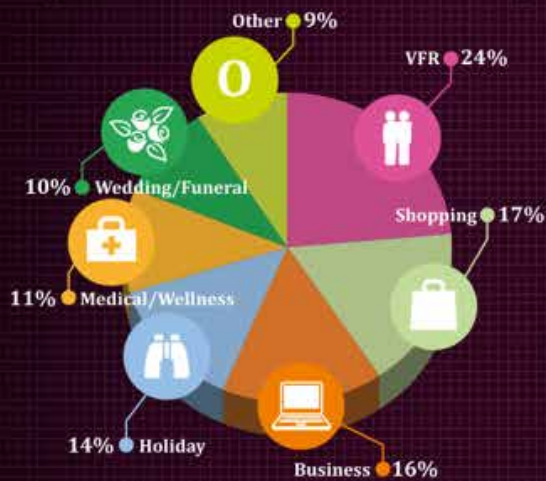
The questionnaire covered a wide range of topics including purpose of visit, length of stay, type of accommodation and transport used, activities undertaken, and most importantly how much was spent. The analysis of the responses to these questions is contained in this report.



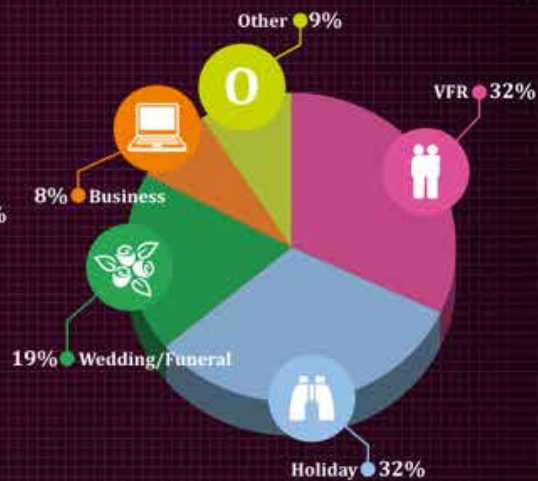
## 2. Why Do They Travel?

### *Why do they travel?*

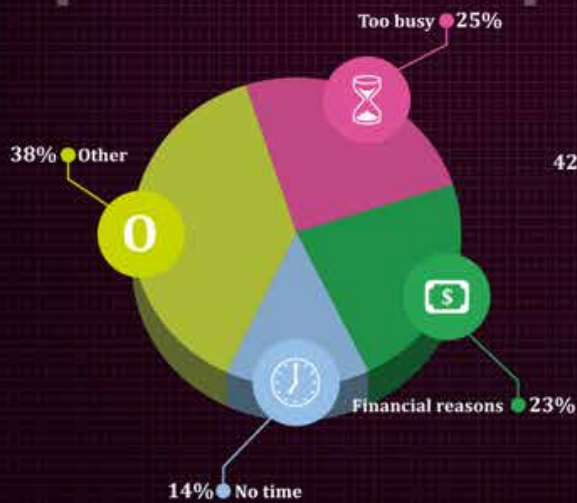
#### *Day Trips*



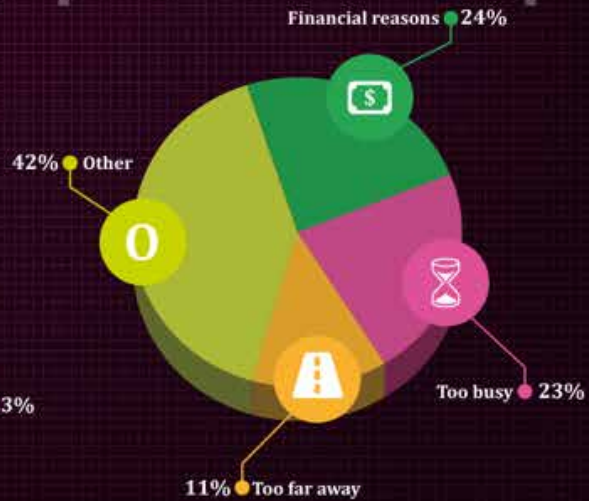
#### *Overnight Trips*



#### *Why don't they take a Day Trip?*



#### *Why don't they take an Overnight Trip?*



## Key Facts

### *Day Trips*

- Visiting Friends and Relatives (VFR) was the most popular purpose of visit for day trips, representing almost one-quarter (24%) of all trips, or around 480,000 in 2015. Combining these with Wedding/Funeral (another form of VFR) shows that one-third (33%) of all day visits (around 700,000) were for some form of visiting friends and relatives travel.
- Leisure/Holiday travel accounted for almost 14% (around 280,000) of all day trips, and combined with Shopping (a form of leisure travel at 17%) generated a total of 31% (almost one-third) of all day trips (around 630,000 trips in 2015).
- Business/Conference travel was significant at almost 16% (almost 326,000 trips), as were Medical/Wellness trips at over 11% of all day trips (almost 230,000). Note that Medical/Wellness trips were mainly for medical purposes – very few trips were for wellness (spas, etc.).
- The top three reasons for households not travelling on day trips during the year were being too busy at work or school, for financial reasons, or simply not having enough time to travel. These three accounted for almost 62% of all responses.

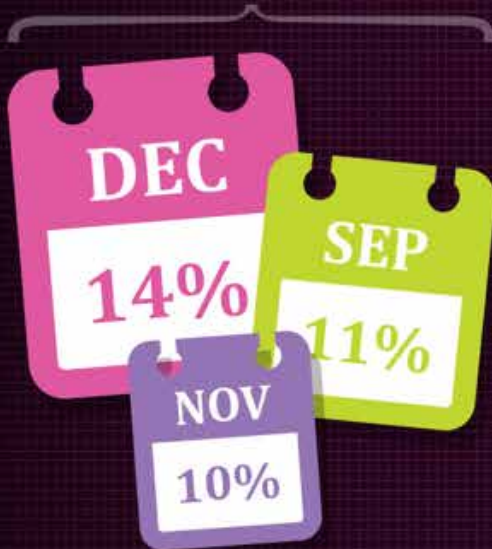
### *Overnight Trips*

- Visiting Friends and Relatives (VFR) trips were marginally the most popular type of travel for overnight trips (over 1.2 million), accounting for over 32% of all overnight travel. Leisure/Holiday trips accounted for almost 32% of all trips (almost 1.2 million).
- However, VFR combined with Wedding/Funeral generated a total share of almost 52% of all overnight trips (over 1.9 million trips in 2015).
- Overnight Business/Conference trips accounted for a smaller proportion of overnight trips (7.5%) than Day Trips, and also generated fewer actual trips (around 280,000 in 2015).
- Very few overnight trips were for Shopping or Medical/Wellness purposes. Note that Medical/Wellness trips were mainly for medical purposes – very few trips were for wellness (spas, etc.).
- The top three reasons for households not travelling on overnight trips during the year were financial reasons, being too busy at work or school, and places they wanted to visit being too far to travel. These three accounted for almost 58% of all responses.

### 3. When Do They Travel?

## *When do they travel?*

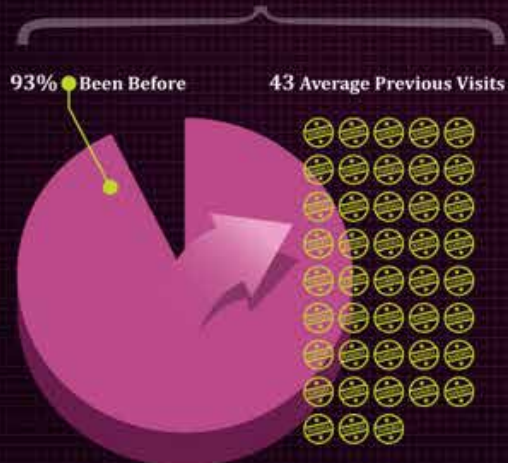
*Top 3 months for  
Day Trip*



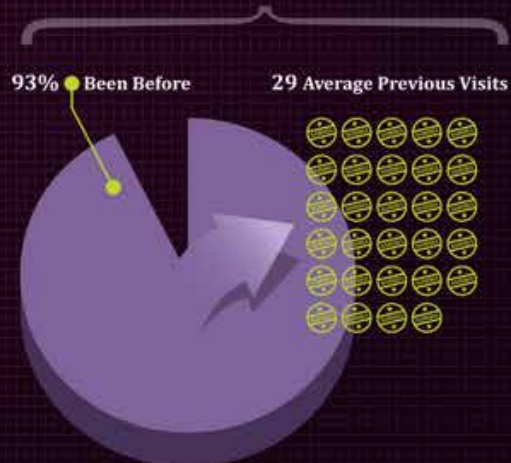
*Top 3 months for  
Overnight Trips*



*How often do  
day visitors travel?*



*How often do  
overnight visitors travel?*





## **Key Facts**

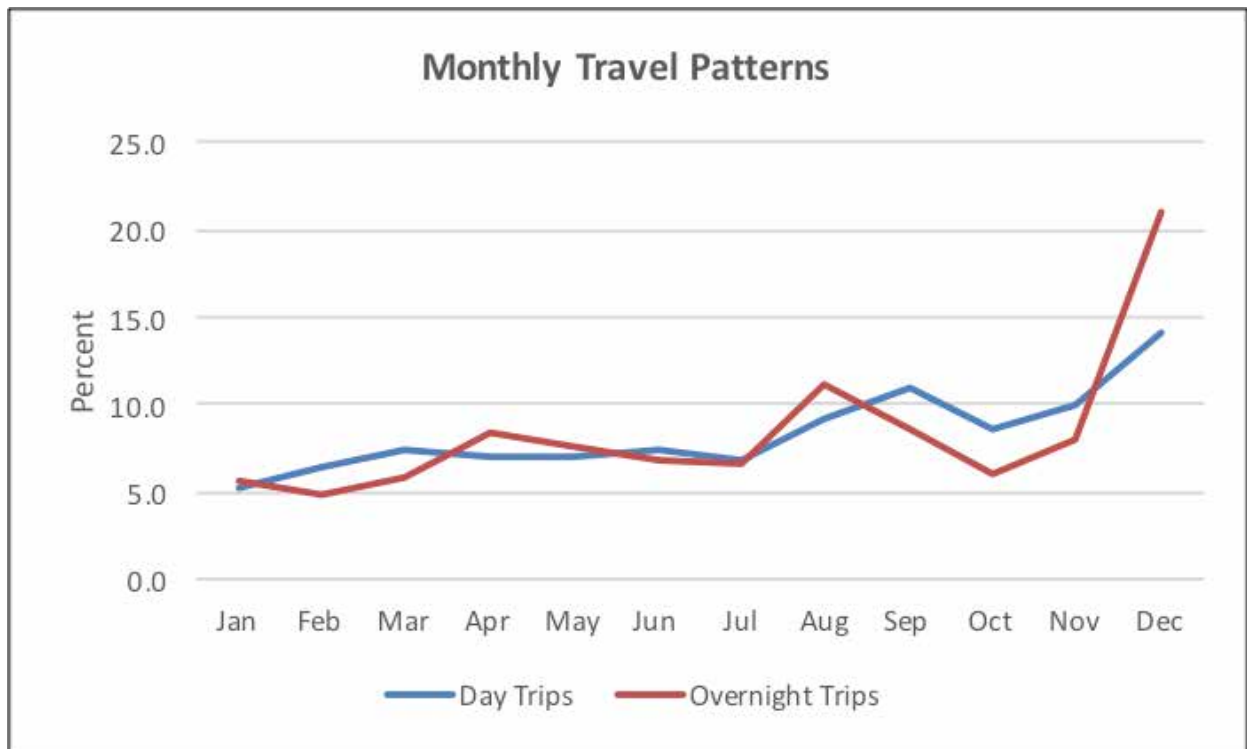
### ***Day Trips***

- Day trips were much less seasonal than overnight trips, and there were some mini-peaks apparent during the year. Generally speaking, these coincided with the school holidays, with growth periods at Easter (around March/April), winter (around August/September) and Christmas (December).
- Almost 60% of all trips took place in the second half of 2015, with December being the busiest month for day trips (14% of the annual total). The most significant purposes of visit in this month were Shopping, VFR and Leisure/Holiday Trips, all accounting for more than 15% of their annual totals.
- Shopping trips were strong in November and December, presumably linked to the Christmas period.
- Business/Conference trips were strongest in September, with Medical/Wellness trips being the strongest in August and September.
- Most day trips (over 93%) were taken to places that the visitor had been to before. This was particularly high for Medical/Wellness and Shopping trips. The number of previous visits to the destinations was extremely high, averaging 43.

### ***Overnight Trips***

- Seasonality of overnight trips were similar to Day Trips, although more pronounced during each of the peak periods.
- Over 61% of all overnight trips took place in the second half of the year in 2015, with over one-fifth (21%) being taken in December. April/May jointly accounted for almost 16% of all trips, with the school Easter Holiday in 2015 being from 7<sup>th</sup> April to 19<sup>th</sup> May.
- Overnight trips for Leisure (almost 38%) and Shopping (almost 28%) were significantly taken in December, with almost 18% of VFR trips also taken in that month.
- Overnight trips for Business/Conference were most popular in July, August and September, accounting for almost one-third (32%) of annual trips.

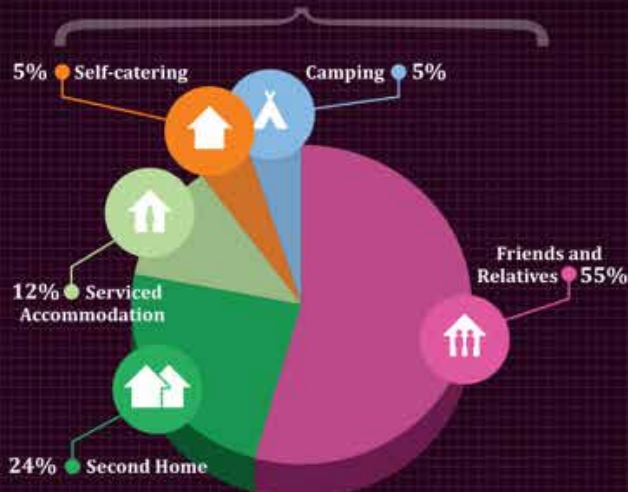
Most overnight trips (almost 93%) were taken to places that the visitor had been to before. This was particularly high for Shopping, Medical/Wellness and VFR trips. The number of previous visits to the destinations was high, averaging 29.



#### 4. Where Do They Stay and How Long For?

### *Where do they stay?*

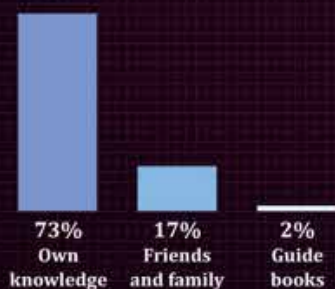
#### *Overnight Trips*



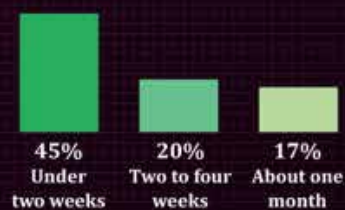
### *How long do they stay?*



#### *Sources of information*



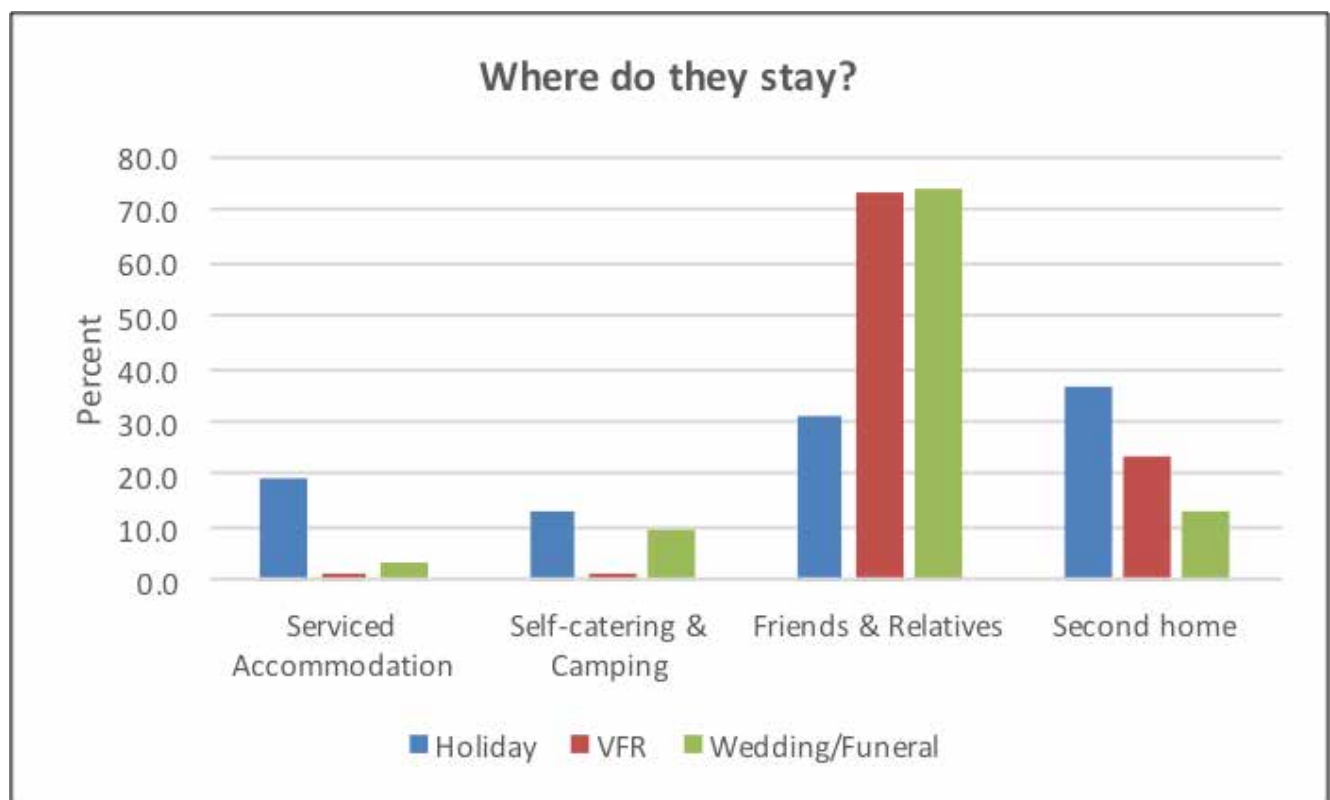
#### *Booking process*



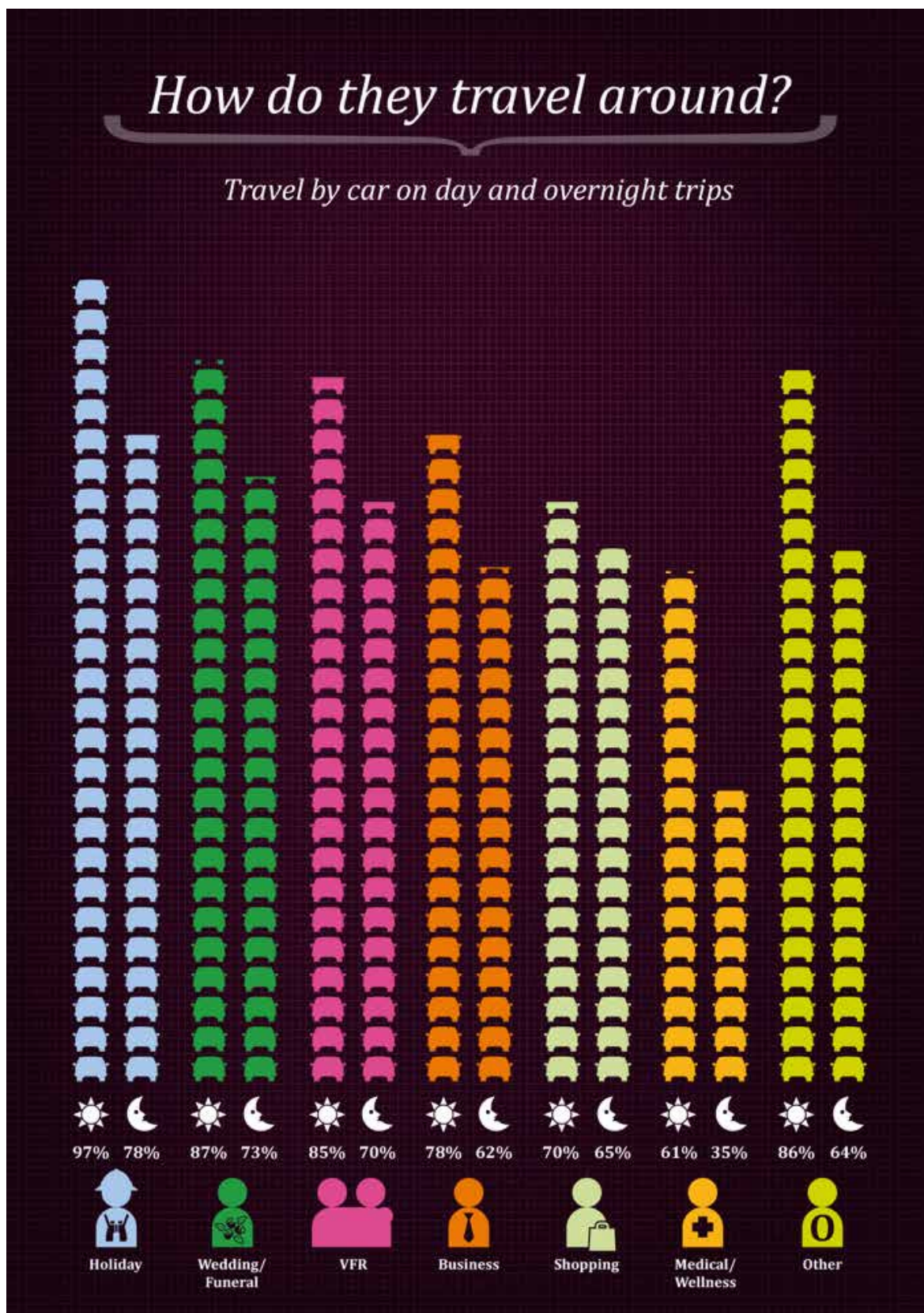


## Key Facts

- Staying with friends and relatives was by far the most popular type of accommodation used in 2015, accounting for almost 55% of all trips. Second homes were also significant with almost one-quarter (nearly 24%) staying in these.
- Around one-fifth (21%) of all visitors stayed in serviced or self-catering accommodation, roughly evenly split, although serviced accommodation was marginally more popular.
- The most significant groups of visitors for serviced accommodation were Business/Conference and Shopping travellers, whilst for staying with friends and relatives it was the VFR, Wedding/Funeral and Medical/Wellness groups.
- Staying with friends and relatives was the most popular type of accommodation for all purposes of visit, with the exception of those travelling for Leisure and Other purposes – these preferred to stay in their second homes.
- The average length of stay of all overnight trips was 5.4 nights, with Leisure/Holiday trips being the longest (average 7.7 nights), and Shopping trips being the shortest (average 2.2 nights).
- The planning of overnight trips is mainly done through prior knowledge of the destinations being visited (as a high proportion of trips are to destinations the visitor has been to before). Booking or planning the trip was usually done one month or less before travelling, with almost 45% of trips being planned less than two weeks before leaving home.



## 5. How Do They Travel Around?



## Key Facts

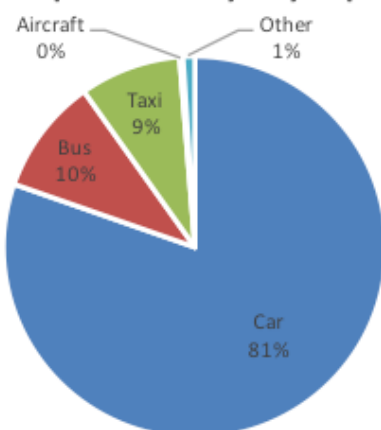
### Day Trips

- The car was by far the most significant mode of transport used by day visitors, accounting for over four-fifths (81%) of trips. The use of buses and taxis accounted for the majority of all other trips.
- Whilst travel by car was extremely popular for day trips, a significant proportion of visitors used buses (almost 27%) for Medical/Wellness trips and taxis (over 18%) for Shopping.
- Leisure/Holiday trips were almost exclusively taken using a car.

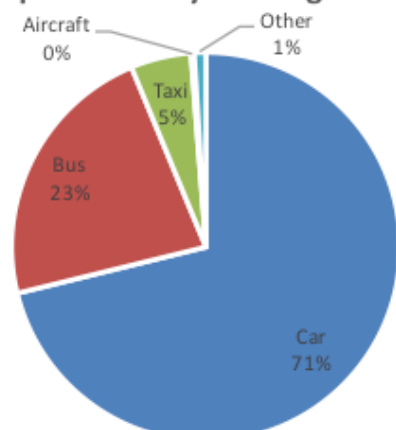
### Overnight Trips

- Whilst cars were the most popular mode of transport for overnight trips (accounting for over 71%), almost one-quarter (23%) used buses. Taxis were less popular for overnight trips than they were for taking day trips, although they were still prominently used by shoppers (20% of all Shopping trips used taxis).
- Almost one-half (49%) of all Medical/Wellness trips were taken using a bus, and public transport was also significantly used for Business/Conference trips, accounting for 30% of all travel.
- Domestic air travel was used on very few trips, but was most prevalent on overnight trips for Business/Conference purposes, accounting for 1.6% of all travel.
- The 10% of Medical/Wellness trips that are assigned to “Other” modes of transport were mostly made in an ambulance.

Transport Used by Day Trips

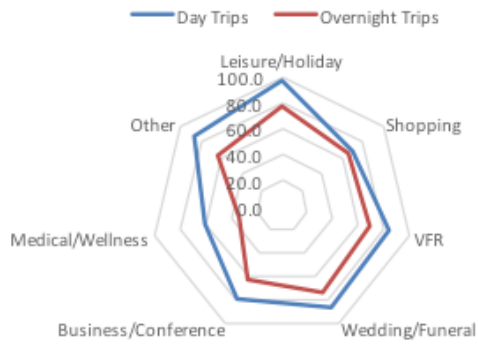


Transport Used by Overnight Trips

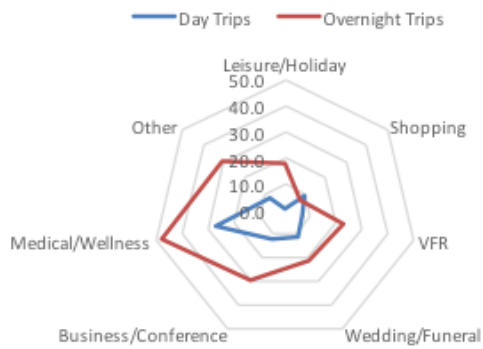




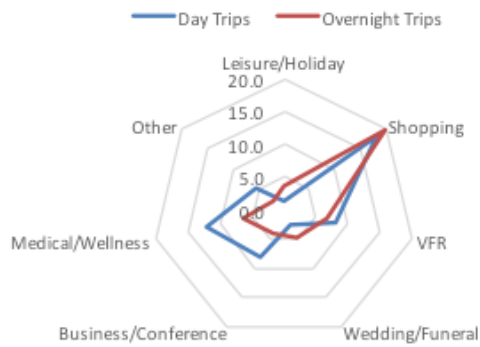
### Getting Around by Car



### Getting Around by Bus

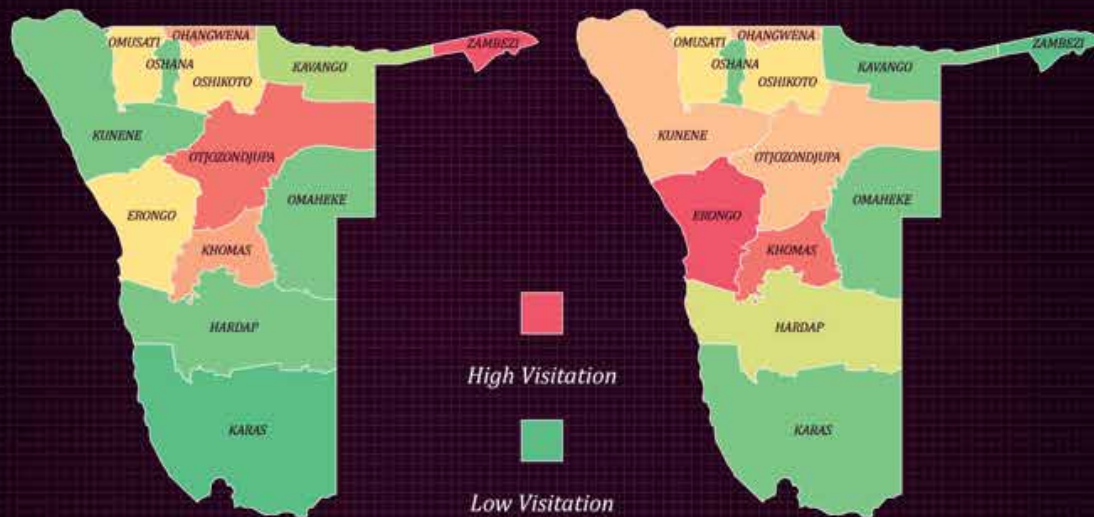


### Getting Around by Taxi



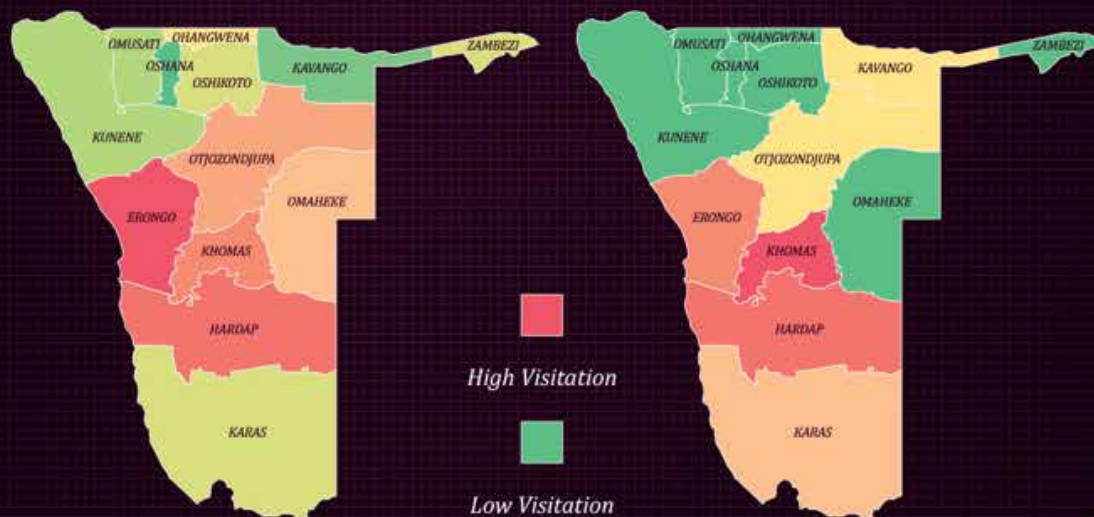
## 6. Where Do They Visit?

### *Where do they visit?*



*Northern Residents*

*Erongo Residents*



*Khomas Residents*

*Southern Residents*

## Key Facts

### *Day Trips*

- **Northern Residents:** destinations in Zambezi were the most popular places for day visitors (almost 41%) living in the north, followed by destinations in Otjozondjupa (over 27%).
- **Khomas Residents:** the most popular day visit was to destinations in the Otjozondjupa region, just north of Khomas. Over 21% of all day trips were to Otjozondjupa, followed by Hardap (18%) and Windhoek (12%).
- **Erongo Residents:** other destinations in the Erongo region were most popular for day trips, accounting for over 43% of travel. Day trips to Windhoek accounted for almost 17% of all visits, and trips to Kunene region to the north accounted for over 11% of all trips.
- **Southern Residents:** over one-half (52%) of all southern residents visited destinations in the Hardap region. The majority of the remaining trips (over 39%) were to Windhoek.

### *Overnight Trips*

- **Northern Residents:** over one-quarter (27%) of all overnights trips were to destinations in Zambezi. Destinations in Otjozondjupa accounted for over 15% of trips, with Windhoek accounting for almost 11%.
- **Khomas Residents:** Hardap region to the south of Khomas was the most popular destination for overnight trips, accounting for over 13% of all travel. Swakopmund was the second most popular overnight trip, accounting for over 11% of all trips, with destinations in Omaheke region to the east accounting for a further 9%.
- **Erongo Residents:** Windhoek was the most popular destination accounting for 28% of all overnight trips. Destinations in Erongo were the second most popular, accounting for almost 19% of trips, with destinations in Otjozondjupa being chosen by almost 8%.
- **Southern Residents:** Windhoek was the most popular destination for residents of the Southern region, accounting for just over one-quarter (25%) of all trips. Almost 21% of trips were to destinations in Hardap, with over 19% being to Swakopmund.

### **Region Groups:**

**Northern Region:** *Otjozondjupa, Omaheke, Ohangwena, Oshikoto, Zambezi, Omusati, Kunene, Kavango, Oshana*

**Southern Region:** *Hardap, Karas*



## 7. What Do They Do?

### *What do they do?*

#### *Day Trips*



#### *Overnight Trips*



## Key Facts

### *Day Trips*

- The most popular activities on day trips were: visiting friends and relatives (34% of all day trips involved visiting friends and relatives), shopping (31%), eating out (17%), and attending a sports event (17%).
- The least popular activities were: visiting cultural sites, casinos, urban parks, mountain areas, undertaking adventure activities, attending religious conferences, and participating in health/wellness activities.
- Leisure/Holiday trips often combined eating out with attending a sporting event, and sometimes going to a beach and/or seeing friends and relatives. Sporting events were often attended when travelling on Shopping and VFR trips too.
- On one in ten (10%) Business/Conference trips, the traveller visited a friend/relative, and on almost 14% of these, travellers also went Shopping.

### *Overnight Trips*

- The most popular activities on overnight trips were seeing friends and relatives (65% of all day trips involved visiting friends and relatives), shopping (29%), and Relaxing (23%).
- The least popular activities were: casinos, water sports, adventure activities, hunting, visiting urban parks, attending religious conferences, and participating in health/wellness activities.
- There was a considerably higher propensity for overnight visitors to visit a rural area, relax, and visit friends and relatives than those on day trips. However, there was a smaller propensity for visitors to attend a sporting event than those on day trips.



Heat Map: Activities on Day Trips (Red = Most Popular / Green = Least Popular)

Activities on Day Trips	Holiday	Shopping	VFR	Wedding/ Funeral	Business	Medical/ Wellness
Entertainment	13.8	0.0	2.4	0.0	0.5	0.1
Recreation	11.1	0.0	0.8	0.0	0.9	0.0
Cultural	2.2	0.0	1.1	0.0	0.9	0.0
Eating Out	47.2	22.4	15.5	3.2	9.1	7.2
Night Life	4.7	1.1	4.3	2.1	1.4	0.0
Casino	0.1	0.0	0.0	0.0	1.1	0.0
Shopping	20.1	95.3	23.9	6.1	13.9	21.1
Relaxing	46.8	0.1	14.4	8.5	3.4	9.0
Meeting	1.1	0.0	0.1	0.0	45.0	0.0
Business	0.0	0.0	0.2	0.0	14.0	0.0
Trading	5.9	6.6	0.5	0.0	28.2	0.0
Individual Sports	6.7	0.0	0.5	0.0	0.4	0.0
Water Sports	5.2	0.0	0.0	0.0	0.0	0.0
Adventure Activity	3.1	0.0	1.2	0.0	0.4	0.0
Sport Event	1.3	2.1	2.4	0.0	0.3	0.0
Sport Participant	0.7	0.0	2.4	4.0	3.1	0.0
Visited Rural Area	10.8	0.0	7.6	5.4	3.6	0.1
Wildlife	12.0	0.1	5.0	0.0	0.4	0.0
Hunting	0.9	0.0	0.1	0.0	4.5	0.0
Beach	25.3	0.9	2.2	0.7	0.0	0.0
Urban Parks	5.6	0.0	1.4	0.0	0.9	0.0
Sightseeing	24.7	0.8	2.1	5.6	1.5	1.6
Mountain Area	3.7	0.0	1.0	0.0	0.8	1.0
VFR	27.5	19.1	93.0	8.1	9.8	6.1
Wedding/Funeral	5.4	0.0	1.0	96.6	0.0	0.0
Religious Conf.	0.0	0.0	0.0	0.0	0.3	0.2
Place of Worship	0.6	0.0	4.5	10.5	0.3	1.1
Medical	5.3	3.7	2.2	0.8	0.8	93.0
Health/Wellness	0.6	0.0	0.5	0.0	0.0	2.3





: Activities on Overnight Trips (Red = Most Popular / Green = Least Popular)

Activities on Overnight Trips	Holiday	Shopping	VFR	Wedding/ Funeral	Business	Medical/ Wellness
Entertainment	7.3	0.0	3.8	1.2	3.3	0.0
Recreation	5.1	0.0	1.2	0.2	1.7	0.0
Cultural	2.8	2.0	1.6	0.3	1.7	0.0
Eating Out	23.8	15.5	9.6	7.8	15.0	2.7
Night Life	17.6	7.3	16.9	5.3	8.3	0.0
Casino	1.5	0.0	0.4	0.0	0.8	0.0
Shopping	40.8	87.6	26.9	18.3	22.0	19.7
Relaxing	37.6	22.8	21.7	9.5	17.9	3.8
Meeting	0.2	0.0	0.7	0.2	36.1	2.7
Business	0.4	0.0	0.0	0.0	25.3	0.6
Trading	0.6	2.0	3.0	0.8	26.5	1.7
Individual Sports	4.6	0.0	1.1	0.2	0.8	0.0
Water Sports	0.5	0.0	0.0	0.0	0.0	0.0
Adventure Activity	1.6	0.0	0.7	0.0	0.0	0.0
Sport Event	1.8	0.0	3.8	1.2	1.1	3.7
Sport Participant	1.4	7.1	3.6	0.2	0.6	0.0
Visited Rural Area	25.2	3.3	20.4	11.8	5.9	4.7
Wildlife	12.2	7.1	1.9	0.6	4.1	0.0
Hunting	0.6	0.0	0.8	0.1	2.0	0.0
Beach	22.6	0.0	5.1	3.1	2.3	0.0
Urban Parks	3.5	0.0	0.7	0.4	1.3	0.0
Sightseeing	18.2	3.3	4.2	3.2	3.8	1.7
Mountain Area	5.5	0.0	1.1	0.3	1.2	1.0
VFR	69.3	72.3	94.9	28.2	41.9	59.5
Wedding/Funeral	8.1	0.0	8.2	93.8	0.3	0.0
Religious Conf.	0.6	0.0	0.6	0.1	2.0	0.0
Place of Worship	23.1	5.3	23.3	17.2	7.2	2.7
Medical	1.7	3.3	5.0	1.8	1.7	87.7
Health/Wellness	0.6	0.0	1.0	0.3	0.8	5.0



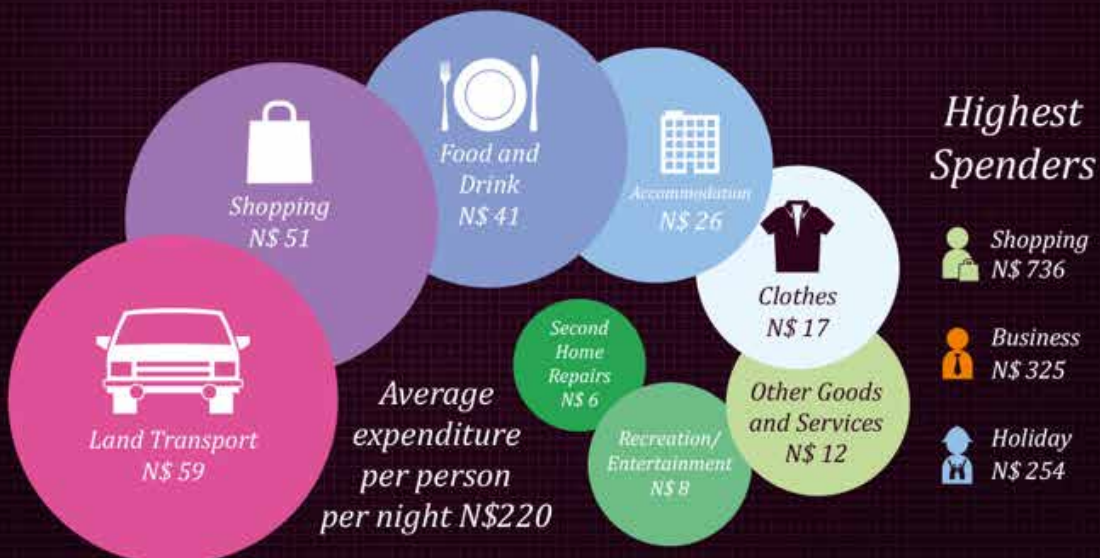
## 8. How Much Do They Spend?

### How much do they spend?

#### Day Trips



#### Overnight Trips



## **Key Facts**

### ***Day Trips***

- The average spend per person on a day trip in Namibia was N\$993.
- Business/Conference visitors spent the most, averaging N\$1,598 per day, followed by Shopping (N\$1,229) and Leisure/Holiday (N\$1,042). Day trips for “Other” purposes spent the least (N\$553).
- Day-trippers spent the most on transport (N\$254) and general shopping (N\$240). Food and drink was also a significant expenditure item at N\$178.
- Leisure/Holiday visitors spent nearly two-thirds (64%) of their daily expenditure on food and drink and land transport. Those on a Shopping trip spent three-quarters (75%) of all their money on shopping items.
- By purpose of visit, Leisure/Holiday visitors spent the most on food and drink and recreation/entertainment, Business/Conference visitors spent the most on local transport, and Shopping visitors spent the most on clothes and other shopping items.

### ***Overnight Trips***

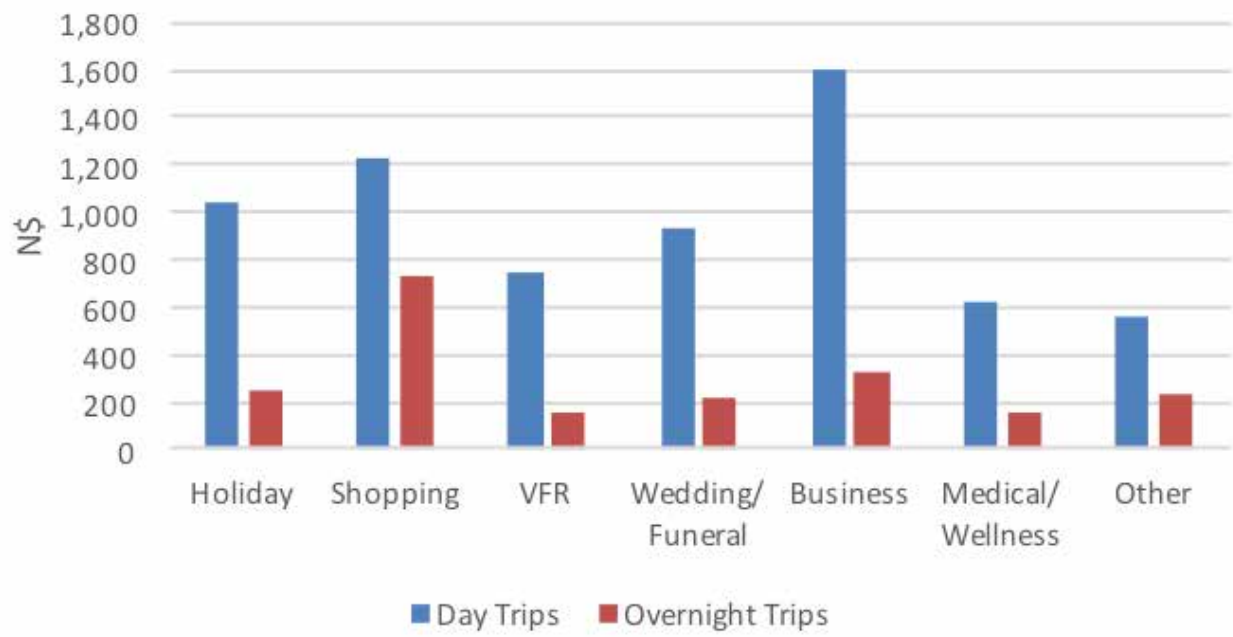
- The average spend per person per night on an overnight trip in Namibia was N\$220.
- Shopping visitors spent the most, averaging N\$737 per night, followed by Business/Conference (N\$325) and Leisure/Holiday (N\$254). Overnight trips for Medical/Wellness purposes spent the least (N\$159), closely followed by VFR (N\$161).
- Overnight visitors spent the most on transport (N\$59 per night), general shopping (N\$42), and food and drink (N\$41).
- Leisure/Holiday visitors spent nearly one-half (45%) of their nightly expenditure on accommodation and land transport. Those on Shopping trips spent 56% of all their money on shopping items.
- Shopping visitors outspent visitors on other purposes of visit on most items, largely due to their high trip spend and short length of stay, making them significant spenders per night.

### ***Comparing Day and Overnight Trips***

- Spend on day trips may seem surprisingly high compared to the average spend per night on overnight trips. One would expect the two to be comparable. The main reasons for the difference are the high proportion on day trips for shopping purposes, when people are travelling with the intention of spending relatively high amounts of money. By contrast, a large proportion of overnight trips are to visit friends and relatives, where they spend almost nothing on accommodation, and relatively low amounts on other items, but stay for a longer period, bringing the average spend per night down.



**Average Expenditure by Purpose of Visit**



Heat Map: Expenditure on Day Trips (Red = Most Popular / Green = Least Popular)

<i>Expenditure on Day Trips</i>	Holiday	Shopping	VFR	Wedding/ Funeral	Business	Medical/ Wellness
Accommodation	29.3	0.0	0.0	1.3	2.1	3.5
Food and Drink	359.0	142.0	184.2	162.2	149.8	88.6
Land Transport	310.7	134.3	234.3	302.8	433.0	163.5
Air Transport	0.0	0.0	41.0	0.0	33.2	0.0
Recreation/Entertainment	91.3	3.2	9.6	13.7	3.0	0.0
Cultural Services	2.2	0.0	0.0	0.0	0.0	0.0
Game Parks	15.0	0.0	0.0	0.0	0.0	0.0
Second Home Repairs	0.0	0.0	12.0	0.3	0.0	0.0
Gifts	37.7	18.5	42.8	64.7	5.1	1.0
Clothes	64.4	289.1	60.2	102.0	22.8	12.3
Luggage	3.7	4.3	3.0	0.8	1.0	0.0
Other Shopping	116.6	609.5	155.0	102.1	346.6	108.9
Medical	5.7	0.7	0.9	0.0	0.3	249.0
Travel Insurance	0.0	0.0	0.0	0.0	5.9	0.0
Home Security	6.1	0.0	1.5	0.0	0.0	0.0
Social Events	0.0	0.0	0.0	181.7	0.0	0.0
Business	0.0	27.2	1.6	0.0	595.5	0.0



Heat Map: Expenditure on Overnight Trips (Red = Most Popular / Green = Least Popular)

<i>Expenditure on Overnight Trips</i>	Holiday	Shopping	VFR	Wedding/ Funeral	Business	Medical/ Wellness
Accommodation	54.5	58.9	5.8	8.6	41.5	9.2
Food and Drink	47.7	77.6	37.2	41.0	39.8	30.8
Land Transport	60.3	97.5	49.6	67.5	78.7	34.2
Air Transport	2.0	0.0	0.3	0.8	7.4	5.4
Recreation/Entertainment	17.7	0.5	5.5	2.8	2.0	0.0
Cultural Services	1.0	0.0	0.0	0.1	0.0	0.0
Game Parks	2.0	0.0	0.1	0.0	0.2	0.0
Second Home Repairs	7.3	0.0	4.4	1.2	19.1	1.7
Gifts	8.7	13.5	7.8	15.6	1.7	0.2
Clothes	17.9	75.8	11.9	27.3	11.4	4.6
Luggage	1.5	0.0	0.4	0.4	1.1	0.0
Other Shopping	30.6	324.4	33.9	42.2	99.1	15.8
Medical	0.7	4.6	0.6	0.1	0.4	56.9
Travel Insurance	0.0	0.0	0.0	0.0	0.0	0.0
Home Security	0.5	0.0	0.6	0.2	0.6	0.0
Social Events	0.2	0.0	1.4	8.9	0.0	0.0
Business	1.0	84.0	1.3	0.5	21.6	0.0

## 9. What Do They Think Of Their Trips?

### Key Facts

#### *Day Trips*

- The most significant positive experiences on a day trip were simply enjoying the trip itself, meeting with friends and family, and carrying out good business.
- The most significant negative experiences on a day trip were bad roads and traffic, generally having a bad day or feeling unwell, and bad weather.

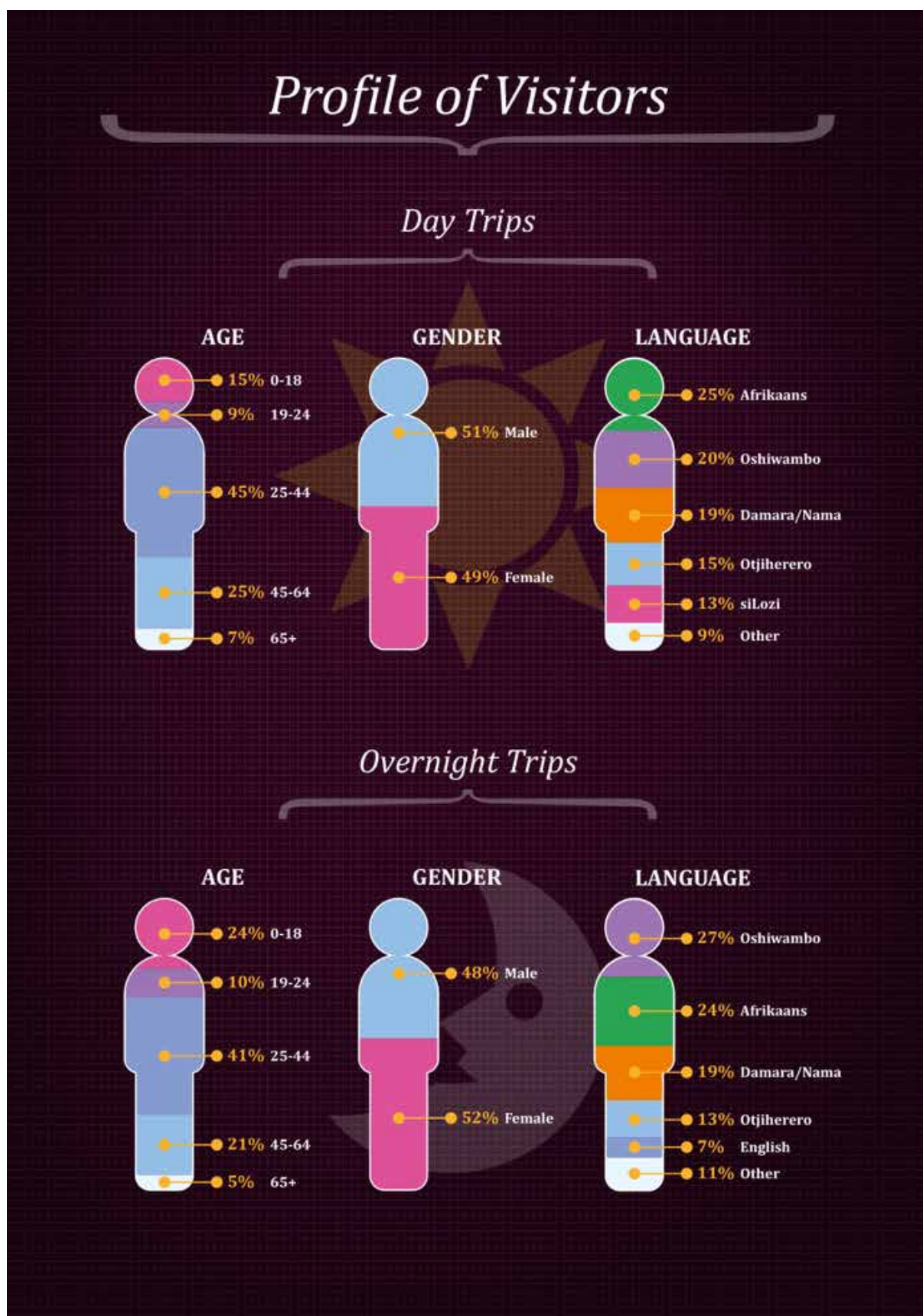
#### *Overnight Trips*

- The most significant positive experiences on an overnight trip were meeting with friends and family, generally enjoying the trip, and seeing/hunting the wildlife.
- The most significant negative experiences on an overnight trip were bad roads and traffic, bad weather, and having a bad day or feeling unwell.





## 10. Profile Of Visitors



## Key Facts

- The overall profile of day and overnight trip visitors was similar, with the largest age group taking trips being the 25 to 44 year olds, accounting for between 40% to 45% of all travellers. However, overnight travellers tend to be younger than day-trippers. Over one-third (34%) of overnight travellers were under 25 years old, compared to just 24% of those travelling for the day only.
- The gender of both day and overnight visitors was broadly the same, with males making up 51% of day trips and 48% of overnight trips.
- One-quarter of day-trippers spoke Afrikaans at home, followed by those speaking Oshiwambo (20%). For overnight visitors the main languages were the other way around, with the majority speaking Oshiwambo (27%), and 24% speaking Afrikaans.
- The majority of day and overnight trips were taken by visitors who have never been married (47% of day visitors and 57% of overnight visitors). More married people took day trips (38%) than overnight trips (31%).
- The level of education of day and overnight trippers was broadly the same, with the largest group (representing over one-fifth of all travellers) being educated to Standard 10 Grade 12.
- Similarly, the employment status of both types of visitor was largely the same, with over one-third being employed full time by other (non-government) organisations.









## A. Detailed Tables

### A.1 DOMESTIC TOURISM IN NAMIBIA 2015

#### A.1.1 Total Trips and Expenditure

	Day Trips	Overnight Trips	Total
<b>Trips (m)</b>	2.05	3.74	5.79
<b>Spend/Person/Day or Night (N\$)</b>	993	220	-
<b>Total Spend (N\$ billion)</b>	2.04	4.26	6.30

## A.2 WHY DO THEY TRAVEL?

### A.2.1 Purpose of Visit

<b>Purpose of Visit (<i>Day Trips</i>)</b>	<b>(%)</b>
Leisure/Holiday	13.6
Shopping	17.1
VFR	23.6
Wedding/Funeral	9.9
Business/Conference	15.9
Medical/Wellness	11.2
Other	8.7
<b>Total</b>	<b>100.0</b>

<b>Purpose of Visit (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Leisure/Holiday	31.6
Shopping	1.1
VFR	32.3
Wedding/Funeral	19.4
Business/Conference	7.5
Medical/Wellness	2.4
Other	5.6
<b>Total</b>	<b>100.0</b>

### A.2.2 Reasons for Not Travelling

Reasons for not taking a Day Trip	(%)
Too busy at work/school	24.5
Financial reasons (not enough money)	23.0
Not enough time to travel	14.3
Too expensive/I would rather spend money on something else	5.6
Too old to travel	3.1
Too much hassle to travel	3.0
No interest/nothing to see or do that appeals to me	2.6
No family/friends to visit somewhere else	2.4
No transport	2.4
Have young children	1.6
Sick/disabled	1.5
Recently made a major purchase	0.7
Worried about safety/security/crime	0.7
I no longer wish to travel	0.6
Distance too far	0.5
Nobody to travel with	0.4
Worried about health issues at the destination	0.4
Language difficulties/don't speak the language	0.2
No particular reason	12.8
<b>Total</b>	<b>100.0</b>

Reasons for not taking an Overnight Trip	(%)
Financial reasons (not enough money)	23.5
Too busy at work/school	23.1
Distance too far	11.1
Not enough time to travel	9.4
No family/friends to visit somewhere else	4.6
Too expensive/I would rather spend money on something else	4.5
Too old to travel	4.1
Have young children	2.9
Sick/disabled	2.8
No interest/nothing to see or do that appeals to me	2.2
Too much hassle to travel	1.9
No transport	1.6
Worried about safety/security/crime	1.2
Recently made a major purchase	1.1
Nobody to travel with	1.0
I no longer wish to travel	0.8
Worried about health issues at the destination	0.5
Language difficulties/don't speak the language	0.1
No particular reason	3.6
<b>Total</b>	<b>100.0</b>



## A.3 WHEN DO THEY TRAVEL?

### A.3.1 Purpose of Visit by Month

Purpose of Visit by Month (Day Trips)	Jan (%)	Feb (%)	Mar (%)	Apr (%)	May (%)	Jun (%)	Jul (%)	Aug (%)	Sep (%)	Oct (%)	Nov (%)	Dec (%)	Total (%)
Leisure/Holiday	3.0	4.7	7.1	6.4	6.8	10.4	6.5	8.3	17.7	6.6	7.7	15.0	100.0
Shopping	6.5	5.1	6.2	7.4	6.4	7.3	6.2	8.0	9.1	8.9	12.0	16.9	100.0
VFR	4.8	7.6	9.1	6.1	7.0	6.3	5.1	9.4	7.8	11.0	9.1	16.7	100.0
Wedding/Funeral	5.4	4.6	7.6	6.4	6.8	6.3	6.8	11.3	12.6	7.5	9.9	14.9	100.0
Business/Conference	5.2	6.8	7.1	8.9	7.2	8.4	9.4	9.0	12.0	8.6	8.6	8.7	100.0
Medical/Wellness	6.3	8.0	8.3	8.4	7.8	7.5	8.7	12.1	10.2	6.9	7.5	8.5	100.0
Other	5.5	7.3	5.2	5.3	7.0	5.8	6.6	7.0	9.7	8.0	17.1	15.6	100.0
<b>Total</b>	<b>5.2</b>	<b>6.4</b>	<b>7.4</b>	<b>7.0</b>	<b>7.0</b>	<b>7.4</b>	<b>6.8</b>	<b>9.2</b>	<b>10.9</b>	<b>8.6</b>	<b>9.9</b>	<b>14.0</b>	<b>100.0</b>

Purpose of Visit by Month (Overnight Trips)	Jan (%)	Feb (%)	Mar (%)	Apr (%)	May (%)	Jun (%)	Jul (%)	Aug (%)	Sep (%)	Oct (%)	Nov (%)	Dec (%)	Total (%)
Leisure/Holiday	4.7	3.3	4.9	5.7	5.7	3.2	4.5	6.5	4.3	8.1	11.6	37.5	100.0
Shopping	4.1	4.3	5.8	5.6	7.8	6.9	2.4	8.2	9.3	8.0	9.8	27.9	100.0
VFR	5.5	5.5	6.1	9.7	7.9	8.0	7.6	11.7	9.6	5.1	5.7	17.5	100.0
Wedding/Funeral	6.3	4.8	6.0	9.6	9.7	8.8	7.5	16.2	10.9	4.9	6.1	9.0	100.0
Business/Conference	5.1	7.4	5.5	10.5	7.3	9.3	10.0	11.3	10.9	6.4	7.2	9.0	100.0
Medical/Wellness	7.3	8.4	12.2	8.5	8.4	9.9	7.9	12.3	10.4	3.6	4.9	6.3	100.0
Other	7.9	4.5	5.2	7.2	7.8	7.2	5.5	15.7	15.2	4.8	8.3	10.8	100.0
<b>Total</b>	<b>5.5</b>	<b>4.8</b>	<b>5.8</b>	<b>8.3</b>	<b>7.5</b>	<b>6.7</b>	<b>6.6</b>	<b>11.1</b>	<b>8.6</b>	<b>6.1</b>	<b>7.9</b>	<b>21.0</b>	<b>100.0</b>

### A.3.2 Frequency of Travel

Purpose of Visit by Previous Visits	First Visit	Been Before	Total
<i>(Day Trips)</i>	(%)	(%)	(%)
Leisure/Holiday	11.0	89.0	100.0
Shopping	2.7	97.3	100.0
VFR	7.6	92.4	100.0
Wedding/Funeral	9.6	90.4	100.0
Business/Conference	11.0	89.0	100.0
Medical/Wellness	0.9	99.1	100.0
Other	3.1	96.9	100.0
<b>Total</b>	<b>6.8</b>	<b>93.2</b>	<b>100.0</b>

Purpose of Visit	Average Previous Visits
<i>(Day Trips)</i>	
Leisure/Holiday	20
Shopping	61
VFR	36
Wedding/Funeral	41
Business/Conference	45
Medical/Wellness	72
Other	43
<b>Total</b>	<b>43</b>

Purpose of Visit by Previous Visits	First Visit	Been Before	Total
<i>(Overnight Trips)</i>	(%)	(%)	(%)
Leisure/Holiday	8.9	91.0	100.0
Shopping	0.0	100.0	100.0
VFR	3.8	96.2	100.0
Wedding/Funeral	8.2	91.8	100.0
Business/Conference	7.9	92.1	100.0
Medical/Wellness	1.7	98.3	100.0
Other	15.5	84.5	100.0
<b>Total</b>	<b>7.1</b>	<b>92.8</b>	<b>100.0</b>

Purpose of Visit	Average Previous Visits
<i>(Overnight Trips)</i>	
Leisure/Holiday	23
Shopping	46
VFR	31
Wedding/Funeral	28
Business/Conference	35
Medical/Wellness	54
Other	26
<b>Total</b>	<b>29</b>

## A.4 WHERE DO THEY STAY AND HOW LONG FOR?

### A.4.1 Planning

Special Promotion	(%)
Family event/occasion	35.2
Exhibition/conference/business	3.1
Music/cultural event	1.6
Medical treatment	1.5
Church event	0.9
Participation of a sport event	0.8
School holiday/holiday	0.7
Hotel promotion	0.6
Educational trip	0.4
Spectator of a sport event	0.4
Hunting season/harvesting	0.3
Work related	0.3
Wine/food festival	0.3
Cheap airfares	0.2
Club meeting/reunion	0.1
Cultural event	0.1
None	53.6
<b>Total</b>	<b>100.0</b>

Information Sources Used	(%)
Own knowledge – been there before	73.0
Friends and family	17.4
Guide books	1.6
Internet sites (not Namibia Tourism Board)	1.5
Namibia Tourism Board (including website)	0.9
Newspapers/magazines	0.5
Radio/television	0.4
Telephone	0.4
Event planners	0.4
Church committee	0.4
Tour operator/travel agent	0.4
Government/mining	0.0
Doctor	0.0
None	3.1
<b>Total</b>	<b>100.0</b>



<b>Timing of Booking</b>	<b>(%)</b>
Under two weeks	44.6
Two to four weeks	20.2
About one month	17.4
Two months	7.9
Three months	3.6
Four months	1.4
Five months	0.6
Six months or more	3.9
Don't know	0.3
<b>Total</b>	<b>100.0</b>

#### A.4.2 Accommodation

Purpose of Visit by Accommodation	Serviced Accommodation (%)	Self-catering (%)	Camping (%)	Friends and Relatives (%)	Second home (%)	Hospital (%)	Total (%)
Leisure/Holiday	19.4	6.2	7.1	30.9	36.4	0.0	100.0
Shopping	30.2	4.0	0.0	63.7	2.2	0.0	100.0
VFR	1.4	0.7	0.8	73.5	23.6	0.0	100.0
Wedding/Funeral	3.6	3.8	5.5	73.9	13.2	0.0	100.0
Business/Conference	33.3	14.9	6.6	37.8	7.0	0.4	100.0
Medical/Wellness	5.3	0.9	0.0	76.4	3.6	13.8	100.0
Other	24.1	15.2	8.5	23.7	28.5	0.0	100.0
<b>Total</b>	<b>11.6</b>	<b>5.0</b>	<b>4.5</b>	<b>54.6</b>	<b>23.9</b>	<b>0.4</b>	<b>100.0</b>

**Notes:**

Serviced accommodation: meals were provided, included tented camps

Self-catering: permanent facilities, no meals provided

Camping: included caravan and mobile accommodation

#### A.4.3 Length of Stay

Purpose of Visit by Length of Stay	Length of Stay (Nights)
Leisure/Holiday	7.7
Shopping	2.2
VFR	5.1
Wedding/Funeral	3.0
Business/Conference	5.0
Medical/Wellness	4.2
Other	4.3
<b>All</b>	<b>5.4</b>

## A.5 HOW DO THEY TRAVEL AROUND?

### A.5.1 Transport

Purpose of Visit by Transport (Day Trips)	Car (%)	Bus (%)	Taxi (%)	Aircraft (%)	Other (%)	Total (%)
Leisure/Holiday	97.4	1.1	1.4	0.0	0.1	100.0
Shopping	69.9	9.1	18.2	0.0	2.9	100.0
VFR	84.8	6.4	8.2	0.5	0.0	100.0
Wedding/Funeral	86.6	10.7	2.5	0.0	0.2	100.0
Business/Conference	78.2	12.2	8.1	0.9	0.6	100.0
Medical/Wellness	60.6	26.9	12.2	0.0	0.4	100.0
Other	86.3	7.9	5.5	0.0	0.4	100.0
<b>Total</b>	<b>80.5</b>	<b>9.9</b>	<b>8.6</b>	<b>0.3</b>	<b>0.7</b>	<b>100.0</b>

Purpose of Visit by Transport (Overnight Trips)	Car (%)	Bus (%)	Taxi (%)	Aircraft (%)	Other (%)	Total (%)
Leisure/Holiday	77.9	18.1	3.5	0.2	0.2	100.0
Shopping	65.1	7.2	19.7	0.0	8.0	100.0
VFR	69.9	23.2	6.7	0.1	0.1	100.0
Wedding/Funeral	72.9	21.4	4.8	0.1	0.9	100.0
Business/Conference	61.8	29.7	4.0	1.6	3.0	100.0
Medical/Wellness	34.6	48.5	6.4	0.3	10.1	100.0
Other	64.1	30.6	2.3	0.7	2.3	100.0
<b>Total</b>	<b>71.2</b>	<b>22.6</b>	<b>5.0</b>	<b>0.3</b>	<b>1.0</b>	<b>100.0</b>



## A.6 WHERE DO THEY VISIT?

### A.6.1 Destination – Northern Residents

<b>Destination (<i>Day Trips</i>)</b>	<b>(%)</b>
<b>Destination</b>	<b>%</b>
Zambezi	40.9
Otjozondjupa	27.4
Windhoek	9.8
Ohangwena	6.6
Omusati	4.5
Oshikoto	3.3
Okonjima Lodge	1.8
Khomas	1.4
Other	4.3
<b>Total</b>	<b>100.0</b>

<b>Destination (<i>Overnight Trips</i>)</b>	<b>(%)</b>
<b>Destination</b>	<b>%</b>
Zambezi	26.7
Otjozondjupa	15.3
Windhoek	10.7
Omusati	7.3
Oshikoto	6.1
Ohangwena	5.5

Oshakati & area	4.1
Swakopmund	4.0
Erongo	3.7
Kavango	3.2
Kunene	2.5
Omaheke	1.8
Etosha National Park	1.5
Oshana	1.4
Hardap	1.1
Walvis Bay	1.1
Kavango East	1.0
Other	3.1
<b>Total</b>	<b>100.0</b>

**Note: Northern Region** - Otjozondjupa, Omaheke, Ohangwena, Oshikoto, Zambezi, Omusati, Kunene, Kavango, Oshana

#### A.6.2 Destination – Khomas Residents

<b>Destination (Day Trips)</b>	<b>(%)</b>
Otjozondjupa	21.4
Hardap	17.7
Windhoek	11.9
Gross Barman	9.9
Khomas	7.9
Erongo	6.9
Swakopmund	6.2
Omaheke	5.4
Namib Naukluft	2.3
Von Bach Dam	1.2
Zambezi	1.2
Walvis Bay	1.1
Erindi Game Park	1.1
Karas	1.1
Kunene	1.0
Other	3.9
<b>Total</b>	<b>100.0</b>

<b>Destination (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Hardap	13.2
Swakopmund	11.1
Omaheke	8.7
Otjozondjupa	7.5
Walvis Bay	7.3
Erongo	6.2
Oshakati & area	4.9
Windhoek	4.6
Zambezi	4.5
Omusati	4.3
Oshikoto	3.9
Kunene	3.7
Ohangwena	3.3
Kavango Region	2.4
Karas	2.1
Lüderitz	2.1
Etosha National Park	1.6
Oshana	1.4
Khomas	1.1
Other	6.1
<b>Total</b>	<b>100.0</b>

#### A.6.3 Destination – Erongo Residents

<b>Destination (<i>Day Trips</i>)</b>	<b>(%)</b>
Erongo	43.4
Windhoek	16.5
Kunene	11.1
Otjozondjupa	10.4
Swakopmund	9.6
Walvis Bay	6.2
Namib Naukluft	1.3
Other	1.3
<b>Total</b>	<b>100.0</b>

<b>Destination (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Windhoek	28.0
Erongo	18.5
Otjozondjupa	7.5
Kunene	6.9
Omusati	5.2
Ohangwena	4.3
Swakopmund	4.2
Oshikoto	4.1
Oshakati & area	3.5
Hardap	3.4
Walvis Bay	2.5
Oshana	1.9
Kavango Region	1.6
Damaraland	1.3
Karas	1.2
Omaheke	1.1
Other	4.8
<b>Total</b>	<b>100.0</b>

#### A.6.4 Destination – Southern Residents

<b>Destination (<i>Day Trips</i>)</b>	<b>(%)</b>
Hardap	52.4
Windhoek	39.4
Erongo	2.3
Swakopmund	1.9
Walvis Bay	1.6
Otjozondjupa	1.1
Other	1.2
<b>Total</b>	<b>100.0</b>



<b>Destination (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Windhoek	25.4
Hardap	20.9
Swakopmund	19.4
Gross Barman	6.4
Walvis Bay	4.8
Lüderitz	4.1
Erongo	3.4
Karas	2.8
Kavango	2.7
Otjozondjupa	2.2
Khomas	2.2
Hardap Game Reserve	1.7
Khaudum Game Park	1.1
Other	3.1
<b>Total</b>	<b>100.0</b>

**Note: Southern Region: Hardap, Karas**

## A.7 WHAT DO THEY DO?

### A.7.1 Recreation/Entertainment

Purpose of Visit by Activity (Day Trips)	Recreation/Entertainment (% participating in activity)							
	Entertainment (%)	Recreation (%)	Cultural (%)	Eating Out (%)	Night Life (%)	Casino (%)	Shopping (%)	Relaxing (%)
Leisure/Holiday	13.8	11.1	2.2	47.2	4.7	0.1	20.1	46.8
Shopping	0.0	0.0	0.0	22.4	1.1	0.0	95.3	0.1
VFR	2.4	0.8	1.1	15.5	4.3	0.0	23.9	14.4
Wedding/Funeral	0.0	0.0	0.0	3.2	2.1	0.0	6.1	8.5
Business/Conference	0.5	0.9	0.9	9.1	1.4	1.1	13.9	3.4
Medical/Wellness	0.1	0.0	0.0	7.2	0.0	0.0	21.1	9.0
Other	1.5	0.3	5.3	0.9	0.2	0.0	8.9	2.1
Total	2.7	1.9	1.2	16.6	2.3	0.2	30.6	12.4

Purpose of Visit by Activity (Overnight Trips)	Recreation/Entertainment (% participating in activity)							
	Entertainment (%)	Recreation (%)	Cultural (%)	Eating Out (%)	Night Life (%)	Casino (%)	Shopping (%)	Relaxing (%)
Leisure/Holiday	7.3	5.1	2.8	23.8	17.6	1.5	40.8	37.6
Shopping	0.0	0.0	2.0	15.5	7.3	0.0	87.6	22.8
VFR	3.8	1.2	1.6	9.6	16.9	0.4	26.9	21.7
Wedding/Funeral	1.2	0.2	0.3	7.8	5.3	0.0	18.3	9.5
Business/Conference	3.3	1.7	1.7	15.0	8.3	0.8	22.0	17.9
Medical/Wellness	0.0	0.0	0.0	2.7	0.0	0.0	19.7	3.8
Other	2.8	1.8	7.8	8.7	7.0	0.0	18.3	14.5
Total	4.1	2.2	2.1	13.8	13.0	0.7	29.1	22.9

## A.7.2 Business/Professional

Purpose of Visit by Activity (Day Trips)	Business/Professional (% participating in activity)		
	Meeting	Business	Trading
	(%)	(%)	(%)
Leisure/Holiday	1.1	0.0	5.9
Shopping	0.0	0.0	6.6
VFR	0.1	0.2	0.5
Wedding/Funeral	0.0	0.0	0.0
Business/Conference	45.0	14.0	28.2
Medical/Wellness	0.0	0.0	0.0
Other	2.2	2.3	1.3
<b>Total</b>	<b>7.5</b>	<b>2.5</b>	<b>6.7</b>

Purpose of Visit by Activity (Overnight Trips)	Business/Professional (% participating in activity)		
	Meeting	Business	Trading
	(%)	(%)	(%)
Leisure/Holiday	0.2	0.4	0.6
Shopping	0.0	0.0	2.0
VFR	0.7	0.0	3.0
Wedding/Funeral	0.2	0.0	0.8
Business/Conference	36.1	25.3	26.5
Medical/Wellness	2.7	0.6	1.7
Other	6.2	5.3	5.5
<b>Total</b>	<b>3.9</b>	<b>2.6</b>	<b>4.0</b>

### A.7.3 Sports

Purpose of Visit by Activity (Day Trips)	Sports (% participating in activity)				
	Individual Sports (%)	Water Sports (%)	Adventure Activity (%)	Sport Event (%)	Sports Participant (%)
Leisure/Holiday	13.8	11.1	2.2	47.2	4.7
Shopping	0.0	0.0	0.0	22.4	1.1
VFR	2.4	0.8	1.1	15.5	4.3
Wedding/Funeral	0.0	0.0	0.0	3.2	2.1
Business/Conference	0.5	0.9	0.9	9.1	1.4
Medical/Wellness	0.1	0.0	0.0	7.2	0.0
Other	1.5	0.3	5.3	0.9	0.2
<b>Total</b>	<b>2.7</b>	<b>1.9</b>	<b>1.2</b>	<b>16.6</b>	<b>2.3</b>

Purpose of Visit by Activity (Overnight Trips)	Sports (% participating in activity)				
	Individual Sports (%)	Water Sports (%)	Adventure Activity (%)	Sport Event (%)	Sports Participant (%)
Leisure/Holiday	4.6	0.5	1.6	1.8	1.4
Shopping	0.0	0.0	0.0	0.0	7.1
VFR	1.1	0.0	0.7	3.8	3.6
Wedding/Funeral	0.2	0.0	0.0	1.2	0.2
Business/Conference	0.8	0.0	0.0	1.1	0.6
Medical/Wellness	0.0	0.0	0.0	3.7	0.0
Other	5.3	0.2	0.2	1.2	15.6
<b>Total</b>	<b>2.2</b>	<b>0.2</b>	<b>0.7</b>	<b>2.3</b>	<b>2.8</b>



#### A.7.4 Nature-based

Purpose of Visit by Activity (Day Trips)	Nature-based (% participating in activity)						
	Visited Rural Area	Wildlife	Hunting	Beach	Urban Parks	Sight-seeing	Mountain Area
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Leisure/Holiday	10.8	12.0	0.9	25.3	5.6	24.7	3.7
Shopping	0.0	0.1	0.0	0.9	0.0	0.8	0.0
VFR	7.6	5.0	0.1	2.2	1.4	2.1	1.0
Wedding/Funeral	5.4	0.0	0.0	0.7	0.0	5.6	0.0
Business/Conference	3.6	0.4	4.5	0.0	0.9	1.5	0.8
Medical/Wellness	0.1	0.0	0.0	0.0	0.0	1.6	1.0
Other	27.7	4.5	18.1	1.3	0.0	2.2	0.0
<b>Total</b>	<b>6.8</b>	<b>3.3</b>	<b>2.4</b>	<b>4.3</b>	<b>1.2</b>	<b>5.1</b>	<b>1.0</b>

Purpose of Visit by Activity (Overnight Trips)	Nature-based (% participating in activity)						
	Visited Rural Area	Wildlife	Hunting	Beach	Urban Parks	Sight-seeing	Mountain Area
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Leisure/Holiday	(%)	12.2	0.6	22.6	3.5	18.2	5.5
Shopping	3.3	7.1	0.0	0.0	0.0	3.3	0.0
VFR	20.4	1.9	0.8	5.1	0.7	4.2	1.1
Wedding/Funeral	11.8	0.6	0.1	3.1	0.4	3.2	0.3
Business/Conference	5.9	4.1	2.0	2.3	1.3	3.8	1.2
Medical/Wellness	4.7	0.0	0.0	0.0	0.0	1.7	1.0
Other	12.8	8.0	1.1	3.9	2.3	6.4	1.6
<b>Total</b>	<b>17.9</b>	<b>5.3</b>	<b>0.7</b>	<b>9.4</b>	<b>1.6</b>	<b>8.2</b>	<b>2.3</b>

## A.7.5 Social, Religious and Medical

Purpose of Visit by Activity (Day Trips)	Social, Religious and Medical (% participating in activity)					
	VFR (%)	Wedding/ Funeral (%)	Religious Conference (%)	Place of Worship (%)	Medical (%)	Health/ Wellness (%)
Leisure/Holiday	27.5	5.4	0.0	0.6	5.3	0.6
Shopping	19.1	0.0	0.0	0.0	3.7	0.0
VFR	93.0	1.0	0.0	4.5	2.2	0.5
Wedding/Funeral	8.1	96.6	0.0	10.5	0.8	0.0
Business/Conference	9.8	0.0	0.3	0.3	0.8	0.0
Medical/Wellness	6.1	0.0	0.2	1.1	93.0	2.3
Other	17.1	8.2	13.3	18.0	0.8	0.0
<b>Total</b>	<b>33.5</b>	<b>11.3</b>	<b>1.2</b>	<b>3.9</b>	<b>12.5</b>	<b>0.5</b>

Purpose of Visit by Activity (Overnight Trips)	Social, Religious and Medical (% participating in activity)					
	VFR (%)	Wedding/ Funeral (%)	Religious Conference (%)	Place of Worship (%)	Medical (%)	Health/ Wellness (%)
Leisure/Holiday	69.3	8.1	0.6	23.1	1.7	0.6
Shopping	72.3	0.0	0.0	5.3	3.3	0.0
VFR	94.9	8.2	0.6	23.3	5.0	1.0
Wedding/Funeral	28.2	93.8	0.1	17.2	1.8	0.3
Business/Conference	41.9	0.3	2.0	7.2	1.7	0.8
Medical/Wellness	59.5	0.0	0.0	2.7	87.7	5.0
Other	32.2	7.5	16.7	21.3	2.0	0.0
<b>Total</b>	<b>65.2</b>	<b>23.0</b>	<b>1.6</b>	<b>19.8</b>	<b>5.1</b>	<b>0.8</b>

## A.8 HOW MUCH DO THEY SPEND?

### A.8.1 Average Expenditure by Type

Expenditure by Type (Day Trips)		Leisure/ Holiday	Shopping	VFR	Wedding/ Funeral	Business/ Conference	Medical/ Wellness	Other	All Day Trips
Accommodation	N\$	29.3	0.0	0.0	1.3	2.1	3.5	12.3	5.9
Food and Drink	N\$	359.0	142.0	184.2	162.2	149.8	88.6	131.7	177.9
Land Transport	N\$	310.7	134.3	234.3	302.8	433.0	163.5	189.4	254.3
Air Transport	N\$	0.0	0.0	41.0	0.0	33.2	0.0	0.0	15.0
Recreation/Entertainment	N\$	91.3	3.2	9.6	13.7	3.0	0.0	34.2	20.0
Cultural Services	N\$	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Game Parks	N\$	15.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Second Home Repairs/Maintenance	N\$	0.0	0.0	12.0	0.3	0.0	0.0	0.0	2.9
Gifts	N\$	37.7	18.5	42.8	64.7	5.1	1.0	16.3	27.1
Clothes	N\$	64.4	289.1	60.2	102.0	22.8	12.3	50.5	91.9
Luggage	N\$	3.7	4.3	3.0	0.8	1.0	0.0	2.6	2.4
Other Shopping	N\$	116.6	609.5	155.0	102.1	346.6	108.9	65.6	239.8
Medical	N\$	5.7	0.7	0.9	0.0	0.3	249.0	0.0	29.0
Travel Insurance	N\$	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.9
Home Security	N\$	6.1	0.0	1.5	0.0	0.0	0.0	0.0	1.2
Social Events	N\$	0.0	0.0	0.0	181.7	0.0	0.0	14.8	19.3
Business	N\$	0.0	27.2	1.6	0.0	595.5	0.0	35.5	103.1
<b>Total</b>	<b>N\$</b>	<b>1,041.8</b>	<b>1,228.8</b>	<b>746.2</b>	<b>931.6</b>	<b>1,598.4</b>	<b>626.9</b>	<b>552.8</b>	<b>993.0</b>

Expenditure by Type (Overnight Trips)		Leisure/ Holiday	Shopping	VFR	Wedding/ Funeral	Business/ Conference	Medical/ Wellness	Other	All Overnight Trips
Accommodation	N\$	54.5	58.9	5.8	8.6	41.5	9.2	21.4	26.0
Food and Drink	N\$	47.7	77.6	37.2	41.0	39.8	30.8	29.8	41.3
Land Transport	N\$	60.3	97.5	49.6	67.5	78.7	34.2	45.3	58.6
Air Transport	N\$	2.0	0.0	0.3	0.8	7.4	5.4	1.9	1.7
Recreation/Entertainment	N\$	17.7	0.5	5.5	2.8	2.0	0.0	4.8	8.4
Cultural Services	N\$	1.0	0.0	0.0	0.1	0.0	0.0	2.5	0.5
Game Parks	N\$	2.0	0.0	0.1	0.0	0.2	0.0	0.3	0.7
Second Home Repairs/Maintenance	N\$	7.3	0.0	4.4	1.2	19.1	1.7	15.2	6.3
Gifts	N\$	8.7	13.5	7.8	15.6	1.7	0.2	3.6	8.8
Clothes	N\$	17.9	75.8	11.9	27.3	11.4	4.6	7.8	17.1
Luggage	N\$	1.5	0.0	0.4	0.4	1.1	0.0	0.9	0.8
Other Shopping	N\$	30.6	324.4	33.9	42.2	99.1	15.8	86.4	41.7
Medical	N\$	0.7	4.6	0.6	0.1	0.4	56.9	0.9	1.9
Travel Insurance	N\$	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Security	N\$	0.5	0.0	0.6	0.2	0.6	0.0	0.3	0.4
Social Events	N\$	0.2	0.0	1.4	8.9	0.0	0.0	0.2	2.2
Business	N\$	1.0	84.0	1.3	0.5	21.6	0.0	4.0	3.6
<b>Total</b>	<b>N\$</b>	<b>253.6</b>	<b>736.7</b>	<b>160.8</b>	<b>217.0</b>	<b>324.6</b>	<b>158.9</b>	<b>225.3</b>	<b>220.0</b>



A.8.2 Average Expenditure for Urban (high/middle income) and Rural (commercial)

Expenditure for Urban (high/middle income) and Rural (commercial) (Day Trips)		Leisure/ Holiday	Shopping	VFR	Wedding/ Funeral	Business/ Conference	Medical/ Wellness	Other	All Day Trips
Accommodation	N\$	28.8	0.0	0.0	1.5	2.1	8.2	14.7	7.4
Food and Drink	N\$	354.8	141.3	190.6	175.1	163.6	143.7	139.4	198.1
Land Transport	N\$	309.5	148.9	246.2	315.6	487.5	275.8	200.2	288.3
Air Transport	N\$	0.0	0.0	48.4	0.0	41.0	0.0	0.0	19.2
Recreation/Entertainment	N\$	90.7	4.9	9.6	15.5	3.7	0.0	41.0	24.9
Cultural Services	N\$	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Game Parks	N\$	15.2	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Second Home Repairs/Maintenance	N\$	0.0	0.0	14.2	0.4	0.0	0.0	0.0	3.7
Gifts	N\$	38.2	24.7	50.1	64.9	6.2	2.3	15.2	32.5
Clothes	N\$	62.8	363.5	63.1	109.7	23.0	13.0	59.1	100.8
Luggage	N\$	3.8	6.5	3.6	0.0	1.3	0.0	1.4	2.9
Other Shopping	N\$	115.7	650.8	162.9	107.5	363.8	164.9	52.3	241.8
Medical	N\$	5.8	0.8	1.0	0.0	0.0	512.2	0.0	33.0
Travel Insurance	N\$	0.0	0.0	0.0	0.0	7.2	0.0	0.0	1.2
Home Security	N\$	6.2	0.0	1.8	0.0	0.0	0.0	0.0	1.5
Social Events	N\$	0.0	0.0	0.0	190.5	0.0	0.0	17.8	22.0
Business	N\$	0.0	0.0	1.9	0.0	731.1	0.0	42.6	125.9
<b>Total</b>	<b>N\$</b>	<b>1,033.7</b>	<b>1,341.3</b>	<b>793.5</b>	<b>980.7</b>	<b>1,830.4</b>	<b>1,120.1</b>	<b>583.6</b>	<b>1,106.3</b>

Expenditure for Urban (high/middle income) and Rural (commercial) ( <i>Overnight Trips</i> )		Leisure/ Holiday	Shopping	VFR	Wedding/ Funeral	Business/ Conference	Medical/ Wellness	Other	All Overnight Trips
Accommodation	N\$	55.9	86.9	6.7	9.8	47.4	13.9	23.3	28.9
Food and Drink	N\$	49.4	102.2	42.0	42.8	41.9	35.6	29.4	44.4
Land Transport	N\$	62.8	132.3	55.2	70.3	84.9	38.4	42.9	62.7
Air Transport	N\$	2.2	0.0	0.3	0.9	8.4	8.2	2.2	1.9
Recreation/Entertainment	N\$	18.7	0.7	6.5	3.2	2.2	0.0	5.5	9.5
Cultural Services	N\$	1.1	0.0	0.0	0.1	0.1	0.0	2.9	0.6
Game Parks	N\$	2.1	0.0	0.2	0.0	0.2	0.0	0.4	0.8
Second Home Repairs/Maintenance	N\$	7.8	0.0	4.2	1.4	21.9	2.6	15.5	6.8
Gifts	N\$	9.2	20.0	9.1	15.4	1.9	0.3	2.9	9.4
Clothes	N\$	18.5	111.6	13.6	30.3	12.0	6.0	7.0	18.8
Luggage	N\$	1.5	0.0	0.4	0.4	1.3	0.1	0.2	0.8
Other Shopping	N\$	31.4	452.9	37.0	46.8	92.6	19.6	23.7	43.9
Medical	N\$	0.8	6.8	0.6	0.1	0.5	40.2	1.1	1.4
Travel Insurance	N\$	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Security	N\$	0.6	0.0	0.6	0.2	0.7	0.0	0.4	0.5
Social Events	N\$	0.2	0.0	1.4	8.2	0.0	0.0	0.2	2.1
Business	N\$	1.1	124.0	1.5	0.5	24.8	0.0	4.8	4.2
<b>Total</b>	<b>N\$</b>	<b>263.2</b>	<b>1037.4</b>	<b>179.5</b>	<b>230.4</b>	<b>340.9</b>	<b>164.9</b>	<b>162.2</b>	<b>236.7</b>

## A.9 WHAT DO THEY THINK OF THEIR TRIPS?

### A.9.1 Positive Experiences

Positive Experiences ( <i>Day Trips</i> )	(%)
Enjoyed trip	18.2
Meet with family or friends (weddings/funeral/birthday)	16.4
Good business	9.8
New developments/ Positive growth in city	6.8
Meet new people/Friendly people	5.7
Beautiful Scenery	5.2
Good Service	4.1
Friendly staff	3.6
Good Roads	3.4
Good weather (Hot or cold)	3.4
Tranquillity/Relaxation	3.2
Wildlife/Hunting	3.2
Accident but nobody hurt/Safe trip	2.7
Clean Town/Nice Town	2.3
Saw new places/ Site seeing	2.3
Cheap shopping	2.1
Good Entertainment	1.4
Good food at Grossmann	1.4
Healing	1.1
No accidents	0.9
Cultural Education	0.7
Good Accommodation	0.5
Historical places	0.5
Cheap goods (water/electricity)	0.2
Closely located	0.2
Good conference	0.2
Religious Event was good	0.2
Sport spectator	0.2
<b>Total</b>	<b>100.0</b>

<b>Positive Experiences (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Meet with family or friends (weddings/funeral/ birthday)	29.8
Enjoyed trip	16.4
Wildlife/Hunting	5.1
Beautiful Scenery	4.9
New developments/Positive growth in city	4.8
Clean Town/Nice Town	4.6
Good weather (Hot or cold)	4.3
Tranquillity/Relaxation	4.1
Good Accommodation	3.7
Meet new people/Friendly people	3.4
Accident but nobody hurt/Safe trip	3.0
Saw new places/ Site seeing	2.2
Good business	2.1
Good Roads	2.1
Good Service	1.6
No accidents	1.5
Cultural Education	1.2
Good Entertainment	0.8
Friendly staff	0.7
Religious Event was good	0.7
Good conference	0.5
Would like to revisit	0.5
Cheap goods (water/electricity)	0.3
Good transportation	0.3
Healing	0.2
Historical places	0.2
Biodiversity of Skeleton Coast	0.1
Cheap shopping	0.1
Closely located	0.1
Get driving licence	0.1
Good food at Grossmann	0.1
Respectable Government	0.1
Sport spectator	0.1
<b>Total</b>	<b>100.0</b>



## A.9.2 Negative Experiences

Negative Experiences ( <i>Day Trips</i> )	(%)
Bad roads/Bad Traffic	33.7
Bad Day/Felt sick/Heartbroken	12.4
Bad Weather	7.8
Expensive transportation/Uncomfortable transportation/Difficult to get transportation	7.0
Expensive holiday	6.2
Bad service	5.8
High crime rate	5.0
Drunken people	3.1
Dirty Town	2.7
Had an accident/car broke down	2.7
Poor living conditions of people	2.7
Slow infrastructure/Developments	2.3
Disrespectful of cultures	1.9
Long queues	1.6
Drought	1.2
Poor accommodation	0.8
Road blocks not effective	0.8
Expensive food/drinks	0.4
Expensive to travel	0.4
Far distances between places	0.4
Holiday too short	0.4
No Kiosk	0.4
Water shortage/Electricity Shortage/Dirty water	0.4
<b>Total</b>	<b>100.0</b>

Negative Experiences ( <i>Overnight Trips</i> )	(%)
Bad roads/Bad Traffic	28.3
Bad Weather	13.1
Bad Day/Felt sick/Heartbroken	9.2
Drought	7.8
Expensive transportation/Uncomfortable transportation/Difficult to get transportation	7.2
Expensive holiday	5.2
Had an accident/car broke down	5.2
Far distances between places	3.6
Bad service	2.8
High crime rate	2.5
Drunken people	2.3
Not nice holiday destinations	2.3
Dirty Town	2.0
Long queues	2.0
Poor living conditions of people	1.5
Road blocks not effective	1.3
Disrespectful of cultures	1.1
Water shortage/Electricity Shortage/Dirty water	1.0
Poor accommodation	0.8
Slow infrastructure/Developments	0.5
Swimming restrictions	0.3
Holiday too short	0.2
<b>Total</b>	<b>100.0</b>

## A.10 PROFILE OF VISITORS

### A.10.1 Age

Age Group ( <i>Day Trips</i> )	(%)
0 to 18	14.9
19 to 24	9.0
25 to 44	44.5
45 to 64	24.9
65+	6.7
<b>Total</b>	<b>100.0</b>

Age Group ( <i>Overnight Trips</i> )	(%)
0 to 18	23.5
19 to 24	10.0
25 to 44	41.0
45 to 64	21.0
65+	4.5
<b>Total</b>	<b>100.0</b>

### A.10.2 Gender

Gender ( <i>Day Trips</i> )	(%)
Male	51.3
Female	48.7
<b>Total</b>	<b>100.0</b>

Gender ( <i>Overnight Trips</i> )	(%)
Male	47.8
Female	52.2
<b>Total</b>	<b>100.0</b>

### A.10.3 Main Language Spoken

Main Language Spoken ( <i>Day Trips</i> )	(%)
Afrikaans	24.6
Oshiwambo	19.7
Damara/Nama	18.9
Otjiherero	15.1
siLozi	12.9
English	5.0
Rukwangali	1.8
German	1.1
Other	1.0
<b>Total</b>	<b>100.0</b>

Main Language Spoken ( <i>Overnight Trips</i> )	(%)
Oshiwambo	26.6
Afrikaans	23.8
Damara/Nama	18.7
Otjiherero	12.7
English	6.8
siLozi	6.5
Rukwangali	2.2
German	1.1
Khoisan languages	0.1
Other	1.4
<b>Total</b>	<b>100.0</b>

### A.10.4 Marital Status

Marital Status ( <i>Day Trips</i> )	(%)
Never married	46.8
Married	37.6
Living together like husband and wife	10.1
Widow/widower	3.2
Divorced or separated	2.3
<b>Total</b>	<b>100.0</b>

<b>Marital Status (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Never married	57.3
Married	30.6
Living together like husband and wife	7.7
Widow/widower	2.3
Divorced or separated	2.1
<b>Total</b>	<b>100.0</b>

#### A.10.5 Education Level

<b>Education Level (<i>Day Trips</i>)</b>	<b>(%)</b>
Never attended school	10.0
SUB A Grade 1	1.7
SUB B Grade 2	1.8
Std 1 Grade 3	1.5
Std 2 Grade 4	2.4
Std 3 Grade 5	3.1
Std 4 Grade 6	2.1
Std 5 Grade 7	4.4
Std 6 Grade 8	5.8
Std 7 Grade 9	5.7
Std 8 Grade 10	14.7
Std 9 Grade 11	1.8
Std 10 Grade 12	23.6
National Certificate	5.3
National Diploma	7.6
Bachelor Degree	6.1
Masters and Above	2.6
<b>Total</b>	<b>100.0</b>



<b>Education Level (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Never attended school	14.4
SUB A Grade 1	2.0
SUB B Grade 2	1.2
Std 1 Grade 3	1.8
Std 2 Grade 4	3.2
Std 3 Grade 5	2.4
Std 4 Grade 6	2.9
Std 5 Grade 7	4.5
Std 6 Grade 8	5.3
Std 7 Grade 9	5.9
Std 8 Grade 10	14.9
Std 9 Grade 11	1.2
Std 10 Grade 12	20.6
National Certificate	4.3
National Diploma	7.0
Bachelor Degree	6.5
Masters and Above	1.9
<b>Total</b>	<b>100.0</b>

#### A.10.6 Employment Status

<b>Employment Status (<i>Day Trips</i>)</b>	<b>(%)</b>
Employed full time by other	35.2
Employed full time by government	14.5
Unemployed, actively seeking work	13.3
Self employed	11.7
Pensioner/Retired	9.9
Unemployed, not actively seeking work	6.2
Employed part time	4.7
Student	4.5
<b>Total</b>	<b>100.0</b>

<b>Employment Status (<i>Overnight Trips</i>)</b>	<b>(%)</b>
Employed full time by other	38.3
Unemployed, actively seeking work	15.7
Employed full time by government	13.8
Self employed	11.9
Pensioner/Retired	9.4
Unemployed, not actively seeking work	5.8
Employed part time	5.1
<b>Total</b>	<b>100.0</b>











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