

**Lesotho Visitor Exit Survey**  
**2016-2017**

June 2017



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ACRONYMS	
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives

## Executive Summary

# Executive Summary

## Key Statistics



### Purpose of Visit

61% Religion/VFR  
28% Leisure  
11% Business



### Previous Visits

70% First visit  
30% Been before



### South African Visitors

50% Gauteng  
14% The Free State  
13% KwaZulu-Natal



### Sex

58% Male  
42% Female



Average  
Length of Stay  
5.3 nights



### Age

62% Over 34  
38% 34 and under



### Most Popular Places Visited

15% Katse Dam  
13% Afri Ski  
13% Sani Pass  
10% Semonkong



### Most Popular Activities

27% General sightseeing  
20% Hiking  
11% Pony trekking  
7% 4x4 trekking



### Accommodation Used

39% Hotel/Lodge  
33% Friends/Family  
10% B&B/Guest House



### Transport Used to Travel Around

55% Private Car  
24% Public Transport  
10% Hire Car



### Expenditure

Average Spend per night  
(tourists): M 862  
Average Spend per day  
(day visitors): M 473



### Trip Motivation (Holiday)

30% Mountains  
22% Scenery  
11% Culture

## Key Words



### Highlights:

People  
Scenery  
Mountains  
Friendly



### Disappointments:

Roads  
Traffic  
Border  
Police



### Suggested Improvements:

Roads  
Advertise  
Marketing  
Signs

## 1. Introduction

### How To Use This Report

This report presents the findings from the Lesotho Visitor Exit Survey 2016-2017, 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 all – from 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 10 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** – these one page summaries are aimed at providing a 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, sometimes 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 key markets (RSA, Botswana, Netherlands, UK, Germany, France, USA, Other Africa, Other Europe, Asia/Pacific, and Rest of World), and the main purposes of visit (Leisure, VFR, Business, and Religion) for day and overnight visits. These appear in Appendix A and B.

Technical notes on the weighing process, disaggregation of package tours and analysis of data are provided in Appendix C.

## Scope Of The Survey

The principal unit of measurement of the Lesotho Visitor Exit Survey is the *international visitor*. All definitions used within the survey adhere to UNWTO concepts and classifications of tourism. The definitions of an international visitor, tourist and day visitor are shown below.

**International visitors:** any person who travels to Lesotho, whose usual residence is in a country other than Lesotho, and is travelling to a place outside his/her usual environment (i.e. not a regular border crosser) for a period not exceeding 12 months. They can be travelling for any purpose, but if travelling for business they are excluded from being an international visitor if they are remunerated for any services provided.

**International visitors can be split into two groups:**

**Tourists:** these are visitors who stay at least one night in Lesotho (also called **overnight visitors**).

**Same-day visitors:** these are visitors who do **not** spend a night in Lesotho (also called **day visitors**).

**This report primarily focuses on tourists (overnight visitors), however day visitors are an important market for Lesotho, and Chapter 12 provides an analysis of these travellers.**

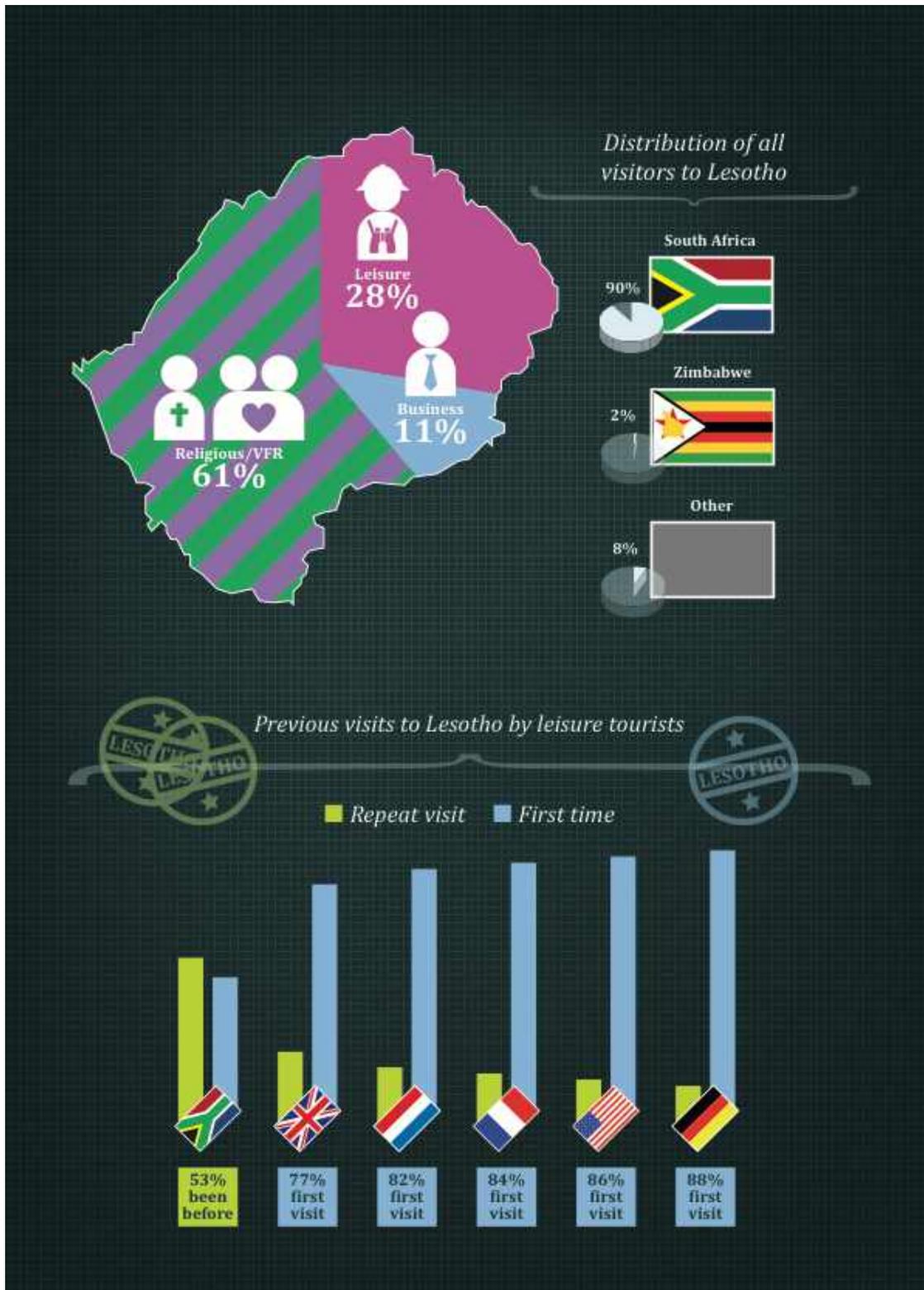
The survey was carried out over a 12-month period from April 2016 to April 2017, at eight border posts: Calendonspoor, Maputsoe Bridge, Maseru Bridge, Peka Bridge, Qacha's Nek Gate, Sani Pass, Vanroovens Gate, and Moshoeshoe International Airport. A total of 5,264 interviews were successfully completed.

Interviews were carried out across the whole year with approximately 500 completed interviews each month. During the analysis of the responses, data have been weighed to ensure that results are representative of all tourist arrivals (thereby ensuring that over-sampled or under-sampled nationalities were adjusted accordingly).

The survey was undertaken using face-to-face interviews. Consequently, all respondents were stopped by a member of the interview team at an air or land border, and asked a set of questions. Apple iPads were used to capture data electronically at source (during the interview).

The analysis of the responses to the survey questions is contained in this report.

## 2. Who Visits Lesotho?



## Visitors to Lesotho

Over 90% of all visitor arrivals (day visitors and tourists) live in South Africa.

Just over one-quarter (28%) of all visitor arrivals were travelling for Leisure purposes, with 11% travelling for Business, and the remaining two-thirds (61%) for Visiting Friends and Relatives (VFR) and Other purposes in 2016.

Visitors from Europe and North America predominantly travelled to Lesotho for Leisure (73%), with only 8% travelling for Business and 19% for VFR and Other purposes.

**Figure 1: International Visitor Arrivals to Lesotho by Country of Residence, 2016**

Country of Residence	Total Visitor Arrivals	% Share
South Africa	1,081,227	90.4%
Zimbabwe	20,835	1.7%
USA	10,026	0.8%
Botswana	8,972	0.8%
Germany	7,955	0.7%
Netherlands	7,856	0.7%
Swaziland	5,006	0.4%
UK	4,970	0.4%
France	1,791	0.1%
Other	47,576	4.0%
Total	1,196,214	100.0%

*Source: Lesotho Tourism Development Corporation*



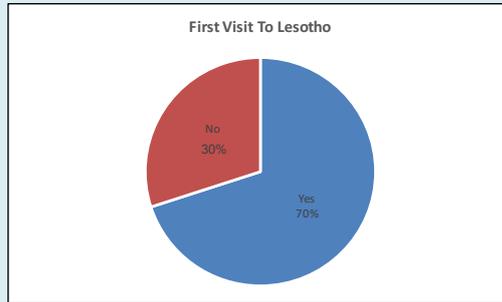
## Previous Visits to Lesotho

### All Overnight Visitors (Tourists)

Over two-thirds (70%) of all tourists had visited Lesotho before.

Previous visits were highest from South Africa (74%) and Botswana (69%) residents.

Tourists from the main European and American markets were less likely to have visited before: UK (37%), USA (31%), Netherlands (24%), Germany and France (19%).



Most VFR arrivals (86%) had visited Lesotho before, and 90% of Religion arrivals had been before. Only 46% of Leisure arrivals had visited before, whilst 68% of Business arrivals had been to Lesotho before.

### Leisure Tourists

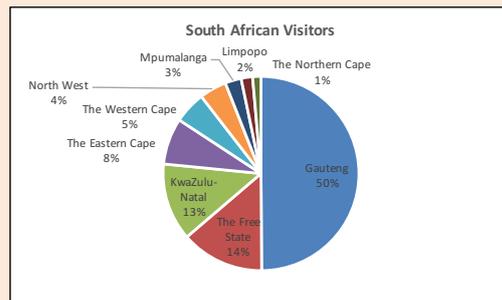
Just over one-half (53%) of Leisure arrivals from South Africa had visited Lesotho before. Leisure arrivals from other markets were much less likely to have been before – UK (23%), USA (15%), Germany (11%), Rest of Europe (9%).

### South Africa Tourists

Religion arrivals from South Africa were the most likely to have visited Lesotho before (92%), followed by VFR (87%), Business (70%), and Leisure (53%).

## Provinces where South African Visitors Live

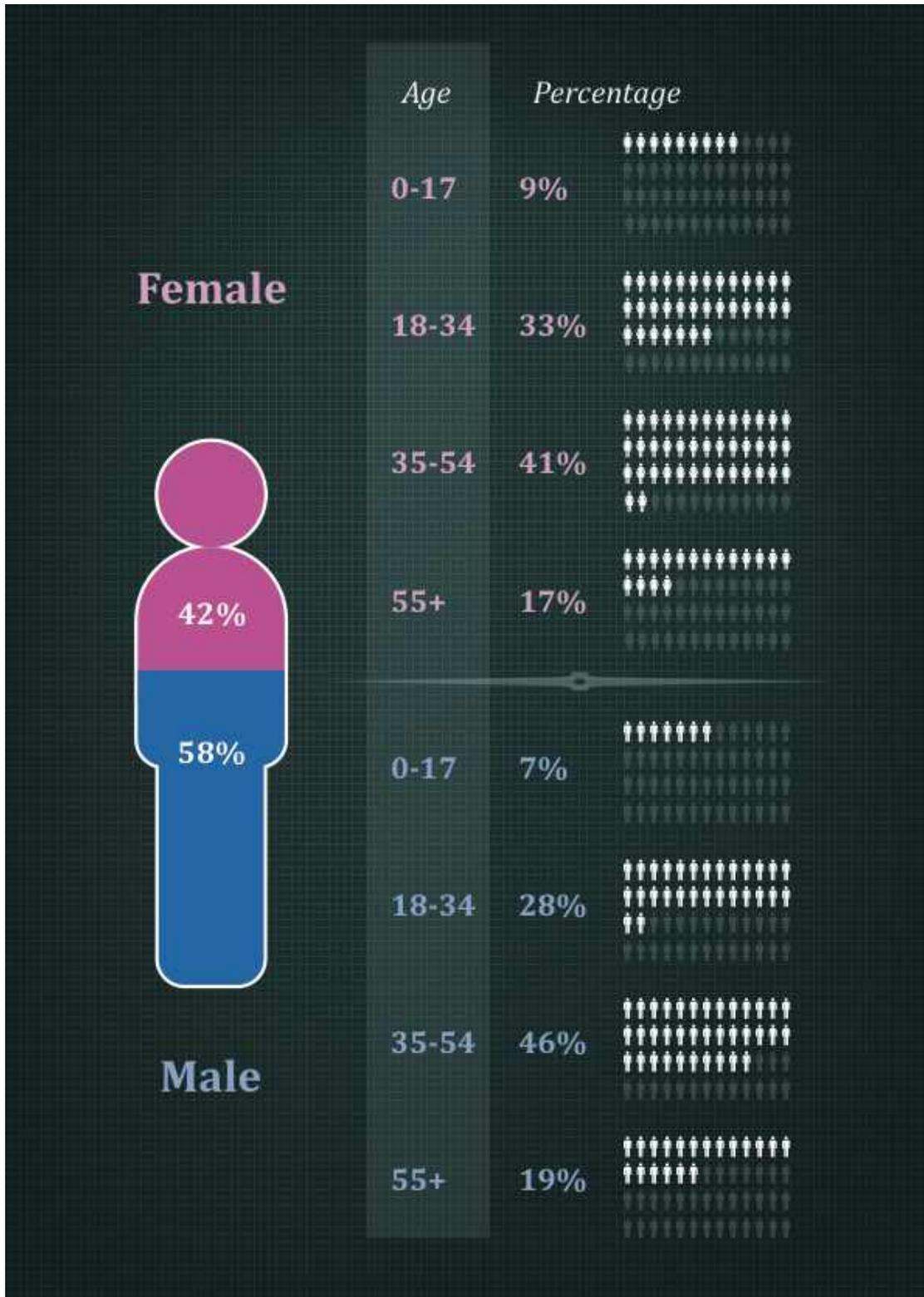
One-half (50%) of all South African overnight tourists lived in Gauteng province, with 14% in Free State and 13% in KwaZulu-Natal. Business tourists were much more likely to live in Gauteng (62%) than those travelling for other purposes. VFR and Religion tourists were more widely spread geographically than those travelling for Leisure and Business, with strong representation from Gauteng, Free State, KwaZulu-Natal, and Eastern Cape.





*Kome Caves, Berea*

### 3. What is Their Profile?



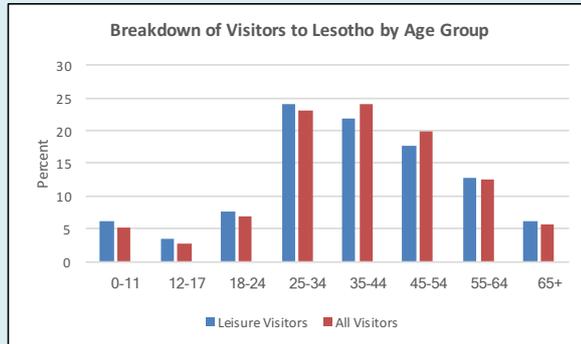
## Age and Gender of Visitors to Lesotho

### All Overnight Visitors (Tourists)

Males accounted for 58% of all overnight visitors to Lesotho, with Females making up the remainder 42%.

The largest demographic group to visit Lesotho were Males aged 35-44 (15% of all arrivals).

Of the Female arrivals, the largest group were the 25-34 year olds, accounting for 10%.



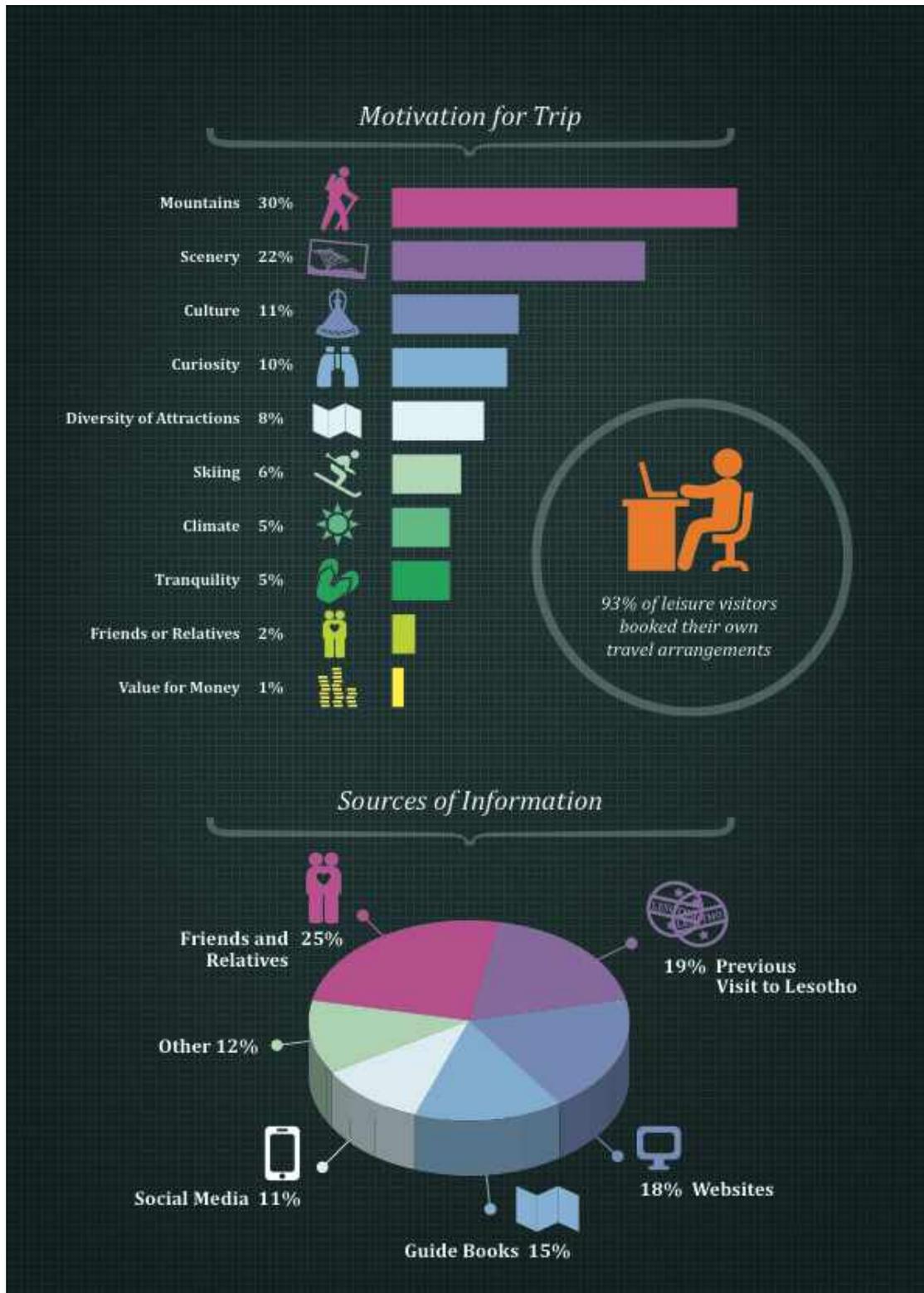
Visitors from Africa tended to be more male dominated than those from Europe and North America.

Visitors from the UK were older than any of the other key markets, with almost over one half (53%) being over 45 years. Visitors from France and the USA were the youngest with around one-in-five being under 25.

Leisure visitors were 57% Male, with VFR being 58% and Business 69% male. Tourists travelling for Religion were predominantly Female (56%).



#### 4. How Do They Plan Their Holiday? (*Leisure tourists only*)



## Motivations, Sources of Information and Booking Processes

### Leisure Visitors

Almost one-third (30%) of **leisure visitors** were motivated to visit Lesotho by Mountains/High Places. A further 22% were motivated by the Scenery. Culture was a stronger draw for the European and North American markets than those living in Africa.

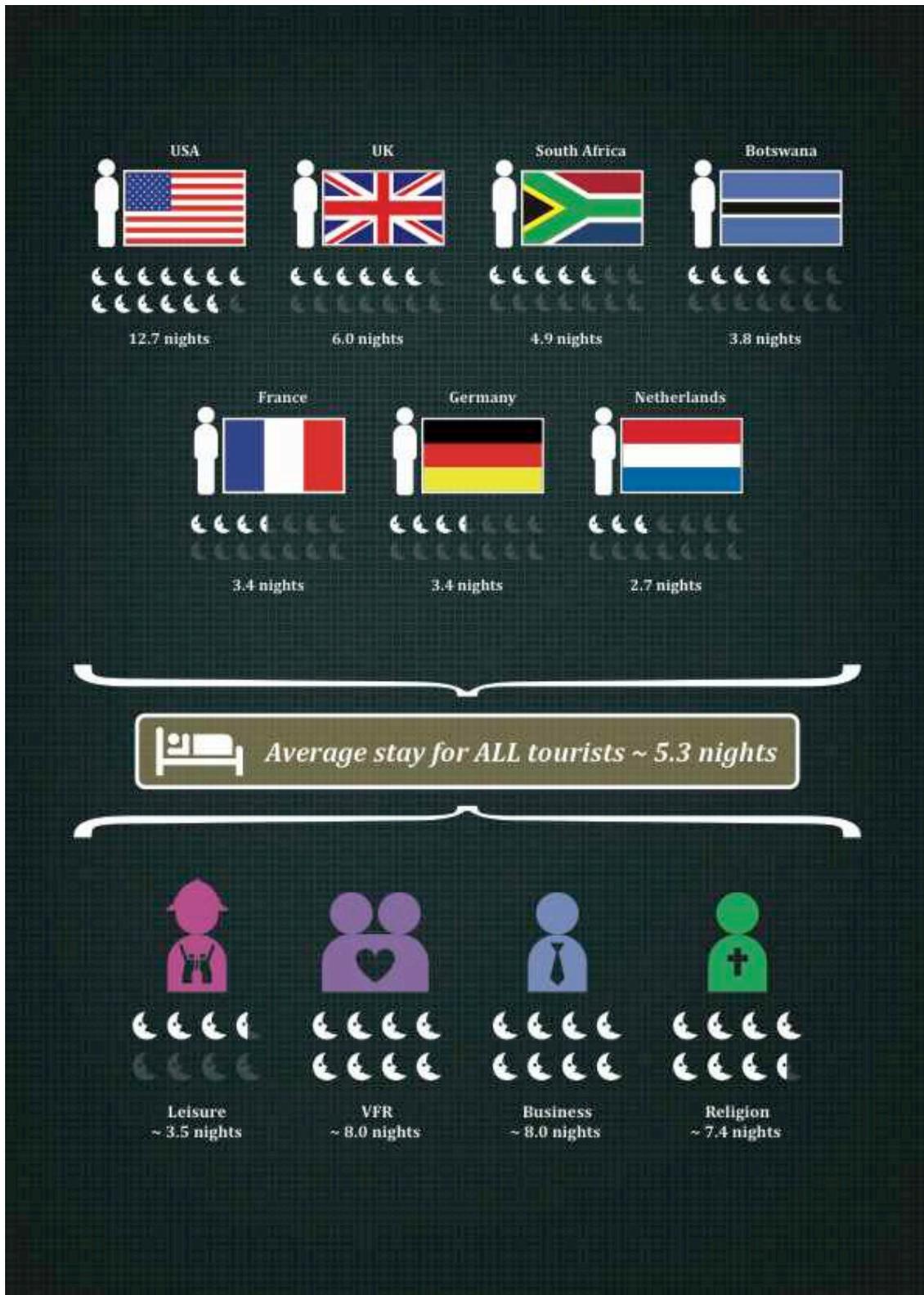
One quarter (25%) of all leisure visitors sourced information about their trip from Friends and Relatives. Previous Visits to Lesotho, Websites (not [www.visitlesotho.travel](http://www.visitlesotho.travel)) and Guide Books were used by a further 50% of visitors.

Tourists from Europe were more likely to obtain information from Guide Books than any other source. Tourists from the USA were most likely to use websites, and were the strongest users of TripAdvisor and other social media (YouTube, Facebook and Instagram).

Almost all trips were organised by the tourists themselves (93%). Only 10% of leisure tourists from European markets and the USA used a travel agent or tour operator.



## 5. How Long Do They Stay?



## Length of Stay in Lesotho

### All Overnight Visitors (Tourists)

The average length of stay of all tourists to Lesotho was 5.3 nights.

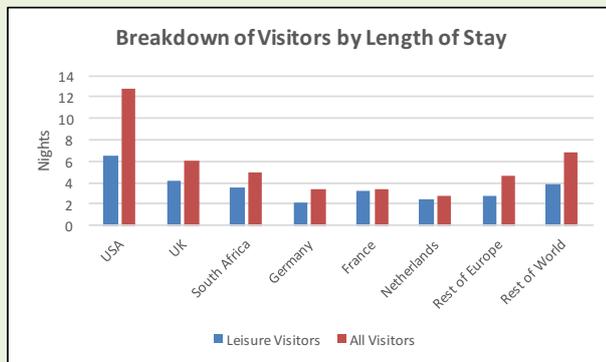
Tourists from the USA stayed the longest at 12.7 nights, followed by the Rest of Africa (8.4 nights) and Rest of Asia/Pacific (7.2 nights).

Of the key markets, tourists from the UK stayed the second longest at 6 nights, followed by South Africa at 4.9 nights. Tourists from the Netherlands spent the shortest length of time in Lesotho, at 2.7 nights.

Leisure tourists stayed an average of 3.5 nights, with Business and VFR tourists spending an average of 8 nights in Lesotho.

### Leisure Tourists

Leisure tourists from the USA stayed the longest in this group (6.5 nights), followed by the UK (4.1 nights).



### South Africa Tourists

Tourists from South Africa travelling for VFR stayed the longest, at 7.9 nights, followed by religion at 6.5 nights. Leisure Tourists from South Africa only spent 3.5 nights in Lesotho.

## 6. Where Do They Visit?



## Places Visited in Lesotho

### All Overnight Visitors (Tourists)

Katse Dam was the most visited place by overnight visitors (tourists), with 15%. Afri Ski, Sani Pass and Semonkong were all visited by 10% or more.

Whilst Katse Dam was the most popular place for South Africa tourists, Thaba Bosiu was the most popular place for tourists from Botswana, Malealea, was most popular with tourists from Netherlands and Germany, and Semonkong was most popular for tourists from the UK, France and USA.

Leisure tourists typically went to Katse Dam, Afri Ski and Sani Pass, whilst VFR tourists were most likely to visit Thaba Bosiu. Those visiting for Business were most likely to travel to Mohale Dam, and Religion tourists typically went to Malealea and the Bushmen Paintings.

### Leisure Tourists

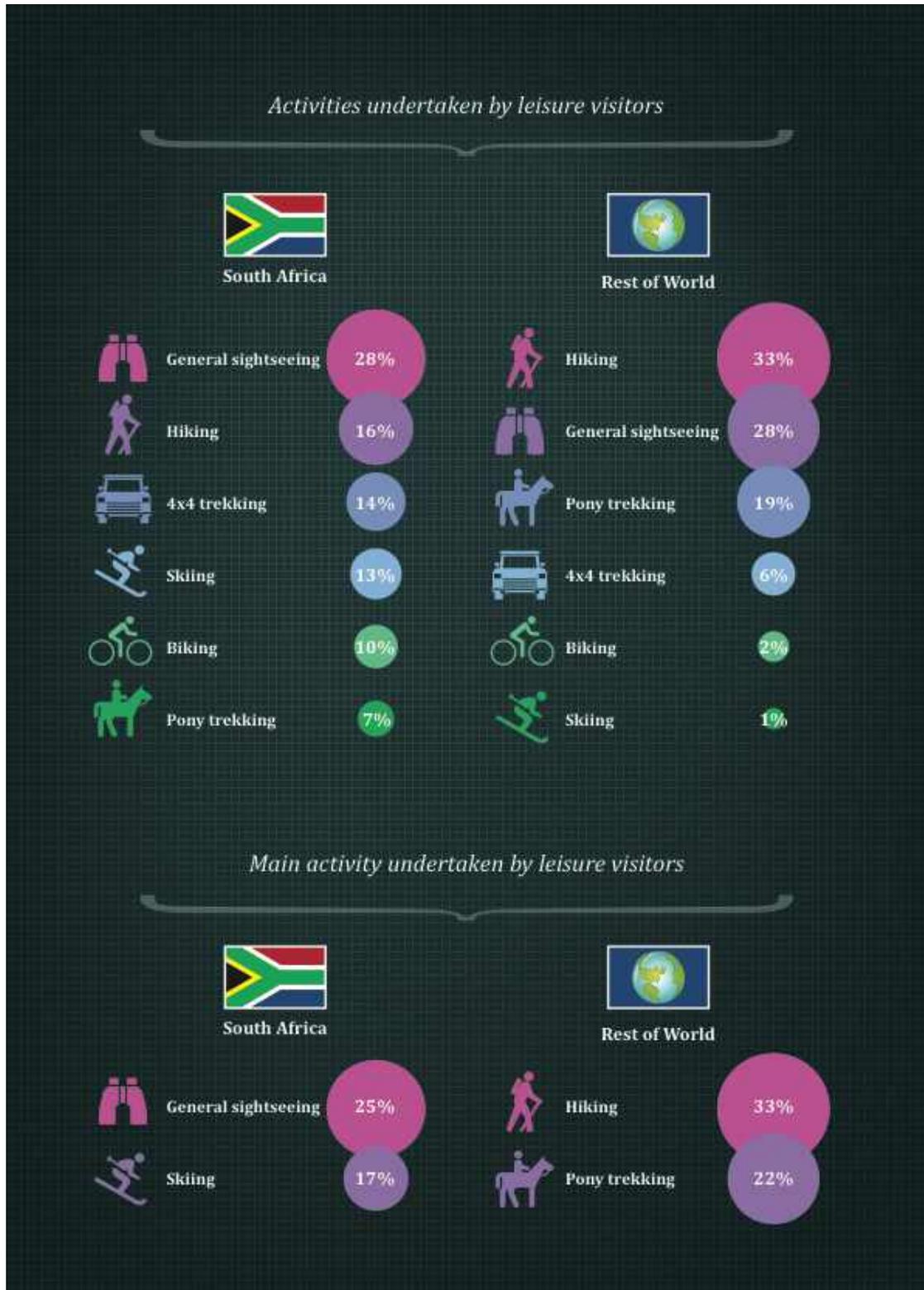
With the exception of tourists from South Africa, the most popular destination for most Leisure tourists was Malealea. Afri Ski was most popular with South Africa tourists, and Semonkong with tourists from the USA.

### South Africa Tourists

Almost 50% of all South Africa tourists travelled to Katse Dam, Afri-Ski or Sani Pass. These were by far the most popular attractions. However, it should be noted that 1 in 5 (20%) VFR tourists went to Thaba Bosiu, and almost 17% of Business tourists went to Mohale Dam.



## 7. What Do They Do?



## Activities in Lesotho

### All Overnight Visitors (Tourists)

General Sightseeing was the most popular activity of overnight visitors to Lesotho, accounting for 27% of all trips. A further 20% went Hiking, and 11% Pony Trekking.

General Sightseeing was most popular with tourists from Botswana (48%). Hiking was the most popular activity with almost all the main European markets and the USA.

Amongst Leisure tourists, General Sightseeing accounted for 28% of all activities, followed by Hiking with 25%. The top two activities for VFR tourists were General Sightseeing (26%) and Wedding/Funeral (11%), although 50% said they did not participate in any activities.

When considering the *main activity* only for Leisure tourists, the top five most popular were General Sightseeing, Hiking, Skiing, 4x4 Trekking and Biking. These are therefore the clear leisure market activities in Lesotho.

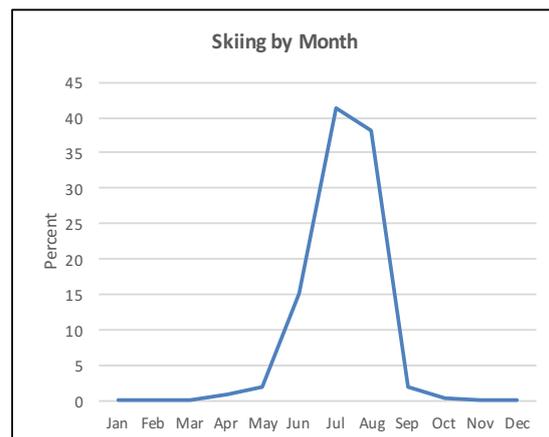
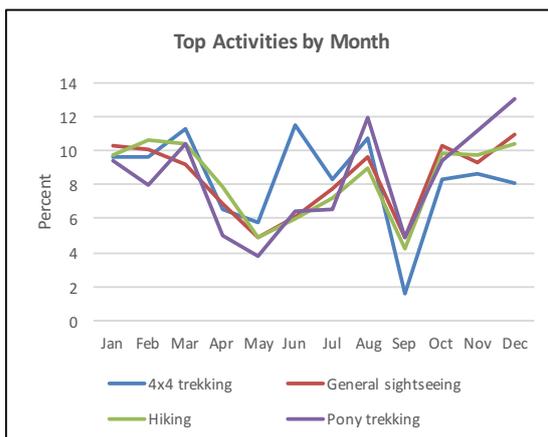
Lesotho offers very different activities at different times of the year. Analysis by month clearly shows the popularity of Skiing in July-August, Biking in December, fishing in January-April, and Rock Climbing in June-August.

### Leisure Tourists

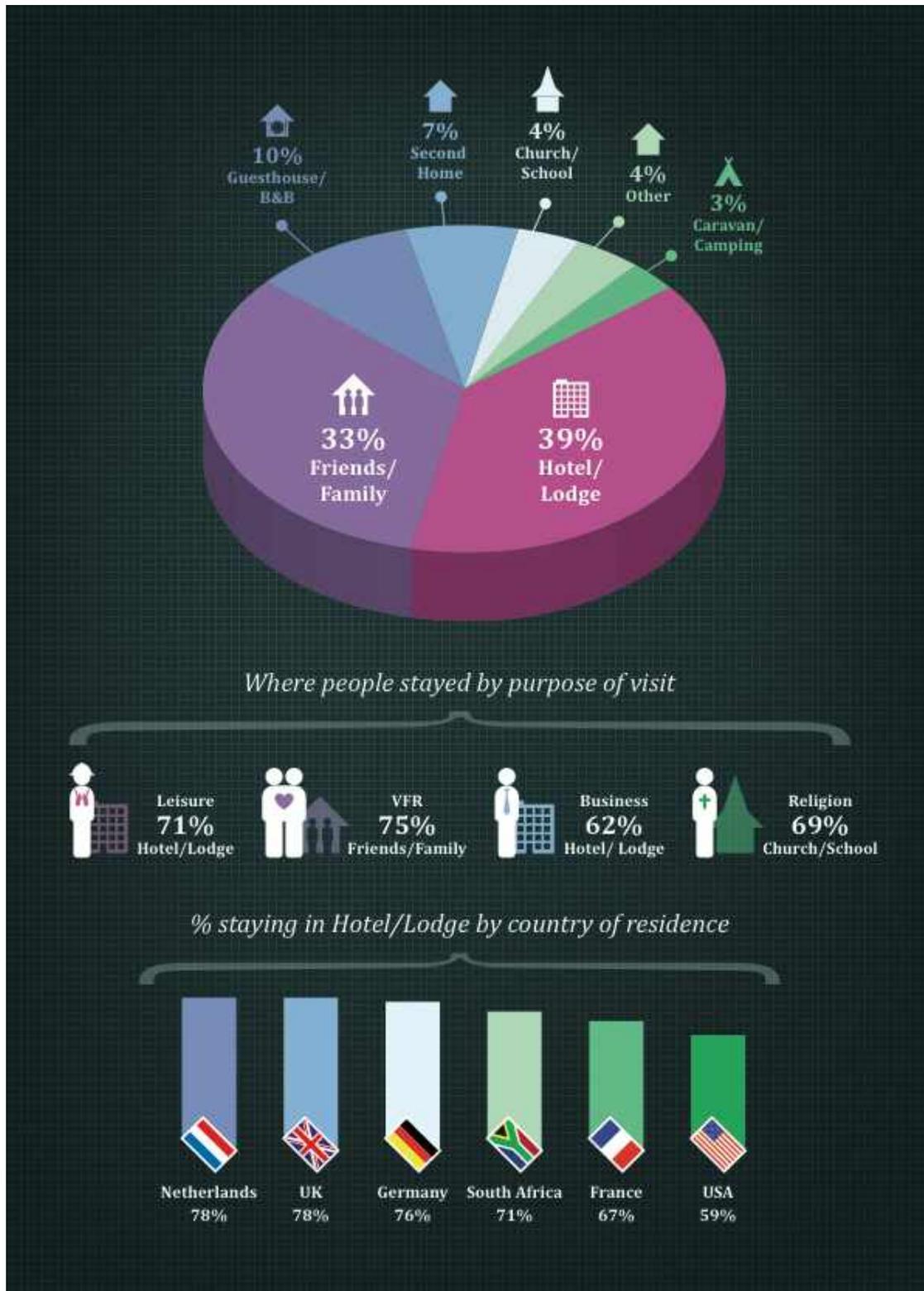
Amongst the Leisure tourists, the top five activities undertaken were: General Sightseeing, Hiking, Pony Trekking, 4x4 Trekking, and Skiing. Biking came in at 6<sup>th</sup> place (6% of all visitors). Only 3% of Leisure tourists said they did not participate in any activity.

### South Africa Tourists

Amongst South Africa Leisure tourists, the popularity of activities is broadly the same as for all Leisure visitors, except Biking replaces Pony Trekking in the top five.



## 8. Where Do They Stay?



## Accommodation Types Used by Visitors to Lesotho

### All Overnight Visitors (Tourists)

39% of all overnight visitors stayed in a Hotel/Lodge when visiting Lesotho. A further 33% stay with Friends/Family, and 10% in Bed and Breakfast.

Tourists from South Africa were almost equally likely to stay in a Hotel/Lodge or with Friends/Family, whilst those from Botswana were much more likely to stay with Friends/Family.

Tourists from the European markets strongly preferred Hotel/Lodge as their accommodation.

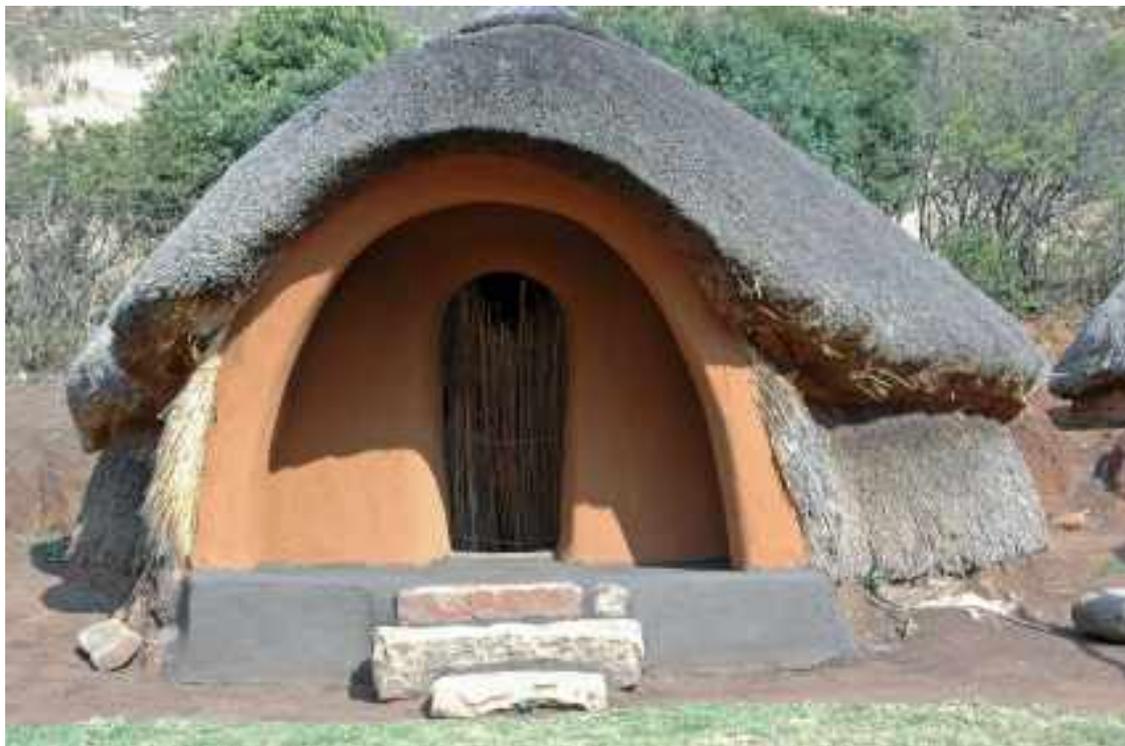
Almost three-quarters (71%) of Leisure tourists stayed in a Hotel/Lodge, whilst exactly three-quarters (75%) of VFR tourists stayed with Friends/Family. Business tourists mainly preferred a Hotel/Lodge (62%), although 16% stayed in Bed & Breakfast. Over two-thirds (69%) of Religion tourists stayed in a Church/School.

### Leisure Tourists

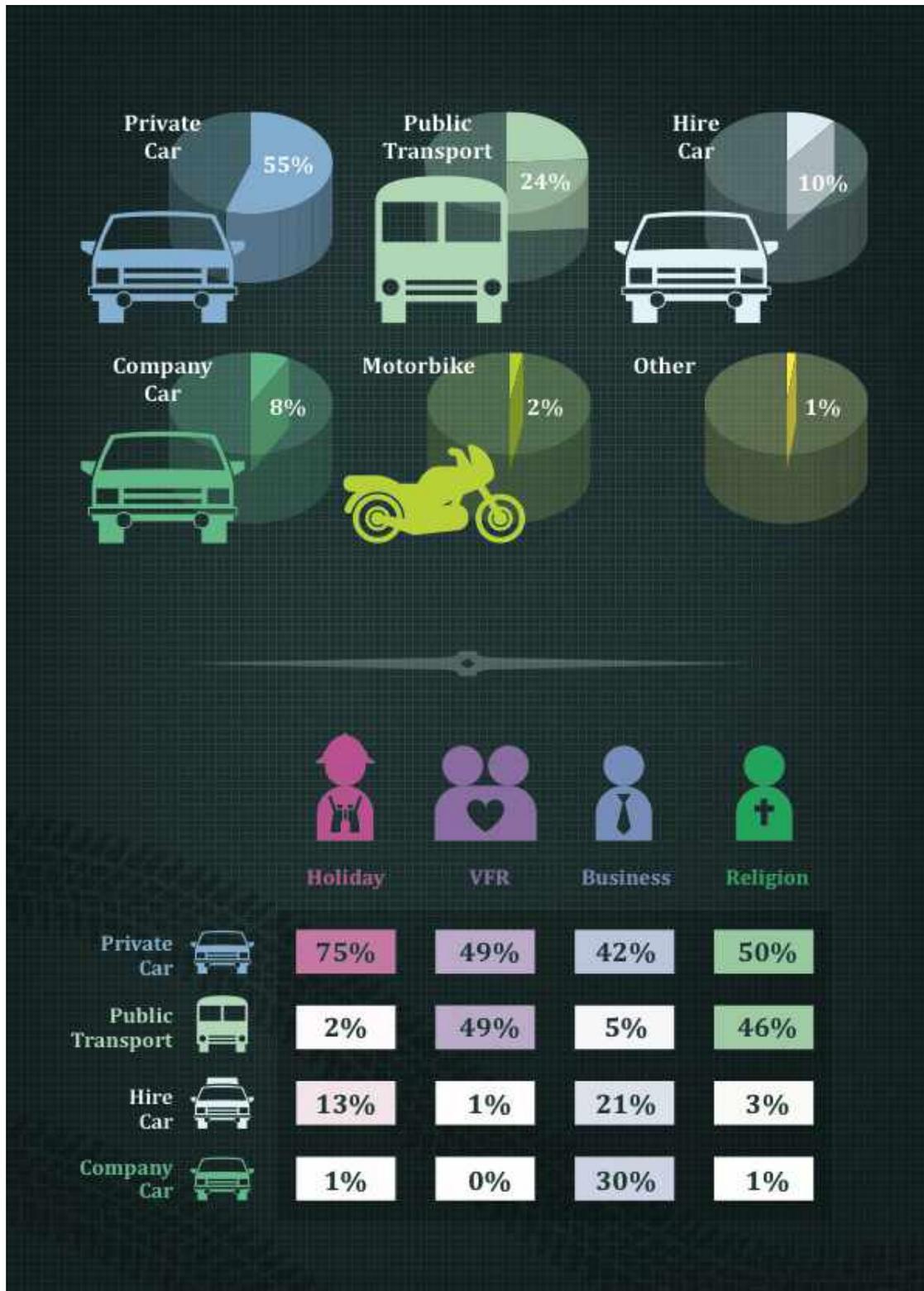
Leisure tourists from all the main markets, with the exception of the USA, strongly preferred Hotel/Lodge accommodation. Leisure tourists from the USA did use Hotel/Lodge accommodation, but also widely used Bed & Breakfast and Camping accommodation, as well as staying with Friends/Family.

### South Africa Tourists

Whilst tourists from South Africa typically stayed in a Hotel/Lodge or with Friends/Family, a significant 8% owned a Second Home.



## 9. What Transport Do They Use?



## Methods of Transport Used

### All Overnight Visitors (Tourists)

Private Car/4x4 was the most popular method of transport around Lesotho, used by over one-half (55%) of all tourists. Public transport was used by a further 24%.

Tourists from Botswana were most likely to use Private Car/4x4 (81%), whilst the main mode of transport of all the main non-African markets was Hire Car/4x4. Tourists from Netherlands and Germany were the most likely to rent their own vehicle.

### Leisure Tourists

Three-quarters (75%) of tourists travelling for Leisure used Private Car/4x4 to travel around Lesotho, with 87% of South Africa Leisure tourists using this form of transport. Around two-thirds of European Leisure tourists used Hire Car/4x4, whilst only around one-half of those from the USA did, with Public Transport being used by 13%.

### South Africa Tourists

The purpose of visit of South Africa tourists determined their choice of transport. Nearly all (87%) of Leisure tourists used Private Car/4x4, whilst VFR (and Religion) tourists were broadly split 50:50 between Private Car/4x4 and Public Transport. Business tourists mainly used Private Car/4x4 (42%) and Company Car/4x4 (30%).



## 10. How Much Do They Spend?



## Expenditure in Lesotho

### All Overnight Visitors (Tourists)

The average spend per night of all overnight visitors to Lesotho was M 862.

Of the individual markets, the highest spenders were the UK (M 1,193), Netherlands (M 1,019) and USA (M 982).

France was the lowest spending market (M 784) below South Africa (M 839) and Botswana (M 842).



Average spend on accommodation was M 420, accounting for nearly one-half (49%) of all spend. Food and drink at M 194 accounted for a further 23%.

Business tourists spent the most, at M 1,468 per night, followed by Leisure tourists at M 1,054.

### Leisure Tourists

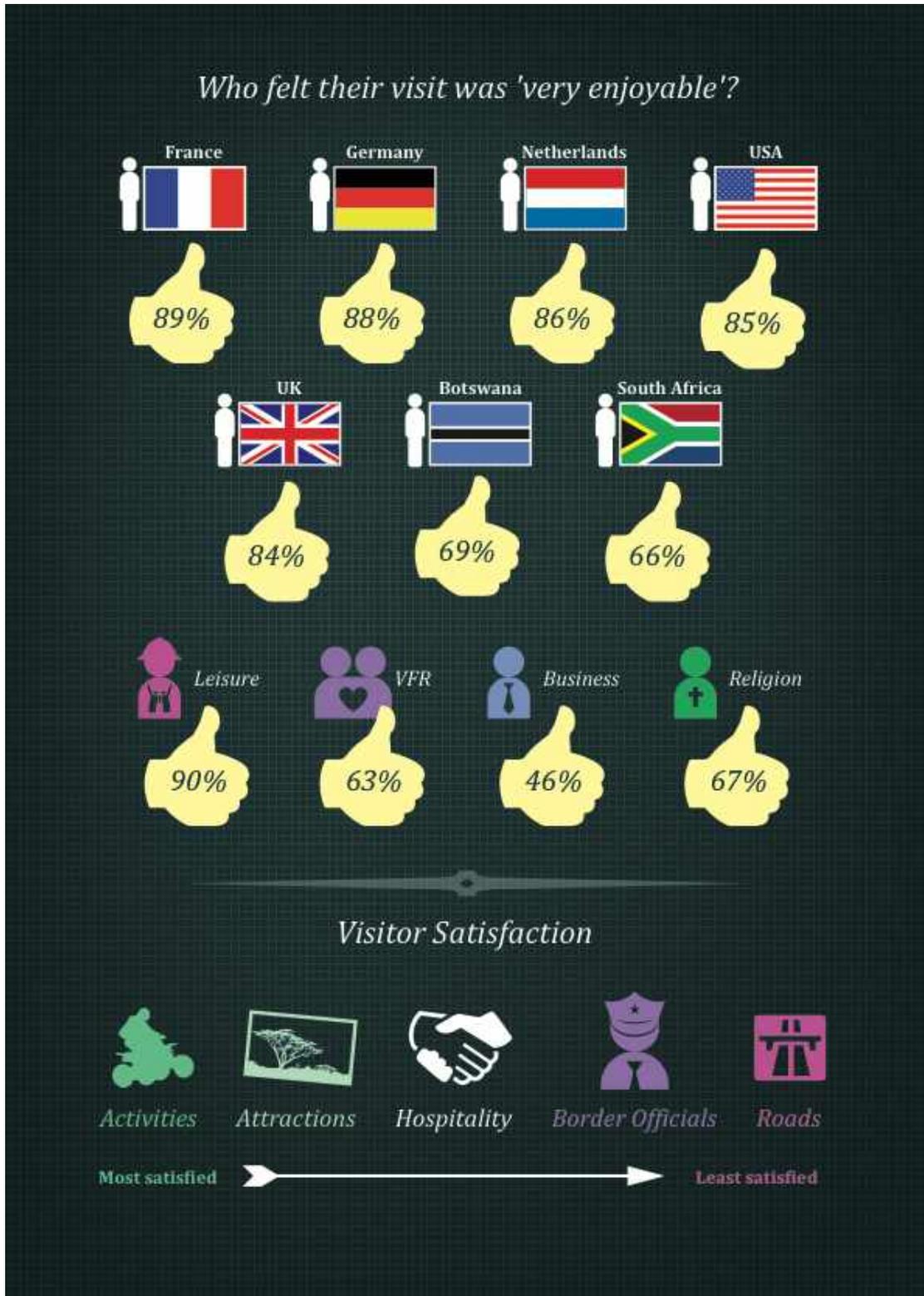
The highest spending Leisure tourists were from the UK (M 1,146) and South Africa (M 1,068). Leisure tourists spent 55% on accommodation, 21% on Food and Drink, and 8% on Transport.

Tourists from the UK spent the most on Accommodation, and those from the Netherlands spent considerably more on Transport. Tourists from South Africa spent the most on Tours, and those from the USA spent the most on Entertainment.

### South Africa Tourists

Business tourists from South Africa spent the most, at M 1,463, followed by those travelling for Leisure at M 1,068. Those visiting for VFR (M 410) and Religion (M 154) spent relatively little per night.

## 11. What Do They Think of Lesotho?



## **Trip Ratings, Recommendations and Satisfaction Ratings**

### **All Overnight Visitors (Tourists)**

#### *Trip Rating*

Trip rating was high with 67% of all tourists declaring it Very Enjoyable, and 27% stating Enjoyable.

The highest satisfaction was amongst the European and North American markets, all recording 80% or more for Very Enjoyable. The lowest satisfaction ratings were amongst African markets.

Leisure tourists were considerably more satisfied with their trip than those travelling for VFR or Business.

#### *Destination Recommendation*

83% of all tourists stated that they would Definitely Recommend Lesotho as a destination. All the key markets scored above 80%, with USA being the highest at 90%.

Tourists travelling for Religion were the most likely to recommend Lesotho, followed by Leisure and VFR tourists. Business tourists were the least likely to recommend it.

#### *Individual Satisfaction Ratings*

Overall, individual satisfaction ratings of services in Lesotho were good, but in order from most satisfactory to the least satisfactory were: Attractions, Activities, Hospitality, Border Officials, Border in General, and Roads.

### **Leisure Tourists**

90% of Leisure tourists recorded a satisfaction rating of Very Enjoyable, with UK, France and USA all recording over 93%.

### **South Africa Tourists**

90% of Leisure tourists from South Africa recorded their trip as Very Enjoyable, compared to 45% of Business tourists. VFR and Religion tourists were roughly in the middle recording 63% and 66% respectively.





### Suggestions for Improvements (All Visitors)

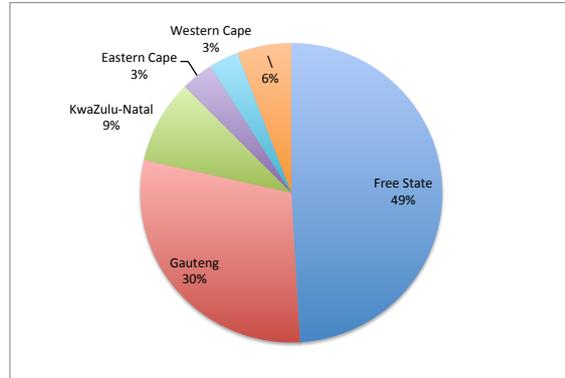
The word cloud for the suggested improvements for Lesotho as a tourism destination shows *Roads* as the most commonly mentioned issue. This was followed by the suggestions to *Market and Advertise* the country more/better and to improve *Signs*.



## 12. Day Visitors

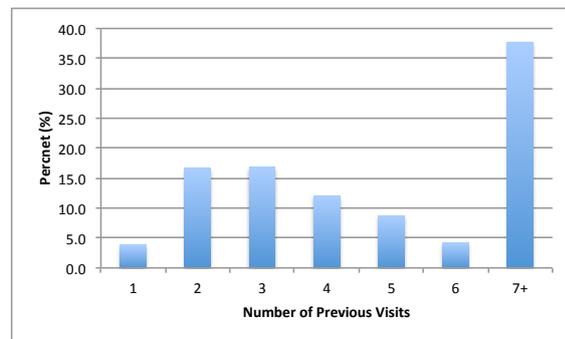
### Who Visits Lesotho?

Almost one-half of all day visitors from South Africa lived in the Free State, with a further 30% from Gauteng.



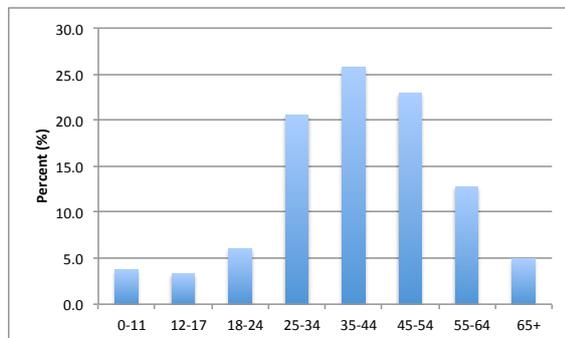
Almost three-quarters (74%) of day visitors from South Africa have been to Lesotho before, although only 31% of day visitors from the Rest of the World had.

38% of all day visitors who had been to Lesotho before, had visited 7 times or more.



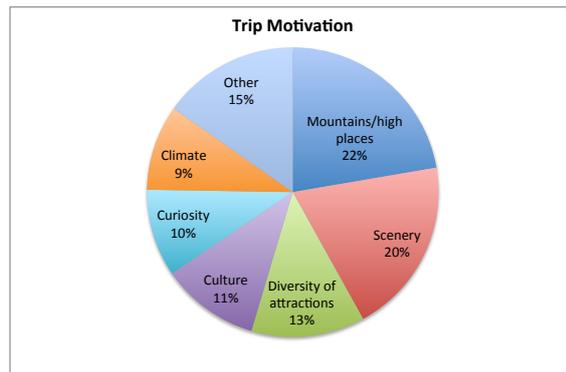
### What is their Profile?

One-third of all day visitors to Lesotho were male, with the most common age group being the 35 to 44 year olds (representing 26%).

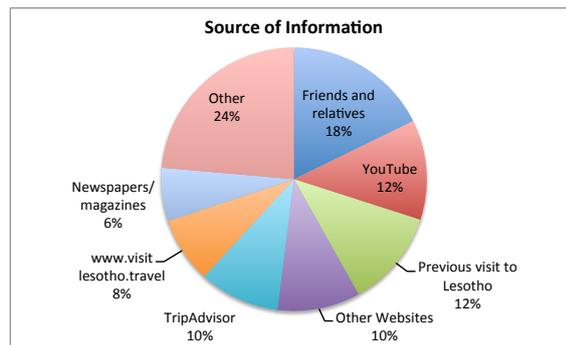


### How do they Plan their Holiday?

Day visitors travelling for leisure were most motivated by the Mountains and High Places in Lesotho (22%) followed by the Scenery (20%).



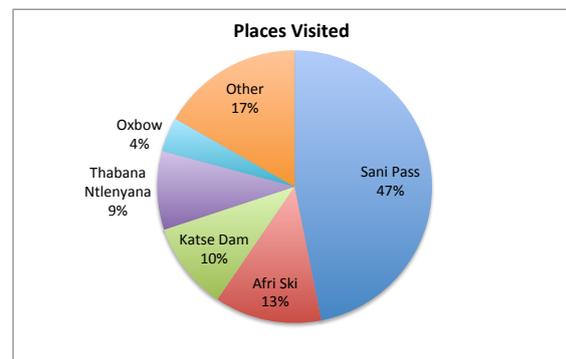
Whilst Friends and Relatives provided the most common source of information about the day trip, YouTube was very important, as was TripAdvisor and the visitlesotho website.



Most (93%) day visitors arranged the leisure trip themselves rather than using a tour operator or other trip organiser.

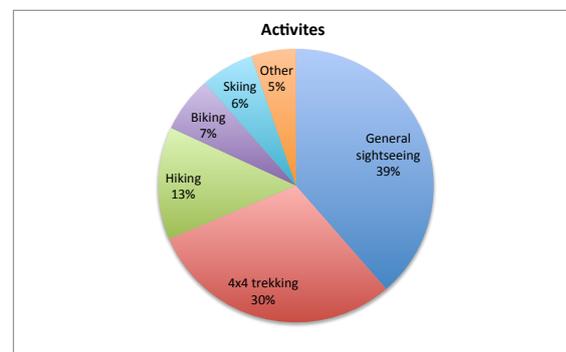
### Where do they Visit?

Almost one-half of all day visitors travelled to the Sani Pass. Afri Ski was the second most popular day visit, although these trips were predominantly taken in just two months of the year (the ski season).



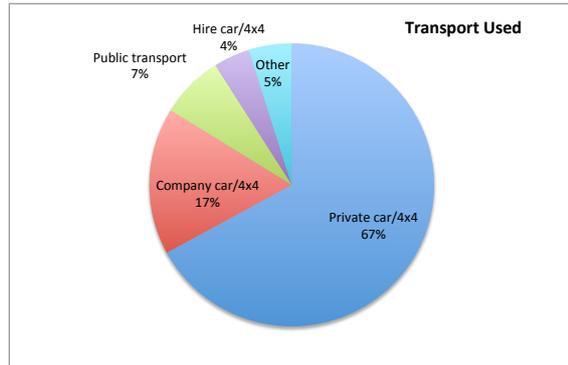
### What do they Do?

Well over one-third (39%) of all day visitors said they travelled to Lesotho for General Sightseeing, with a further 30% travelling for 4x4 Trekking. Despite their seasonal popularity, over the year only 7% participated in Biking, and a further 6% in Skiing.



### What Transport do they Use?

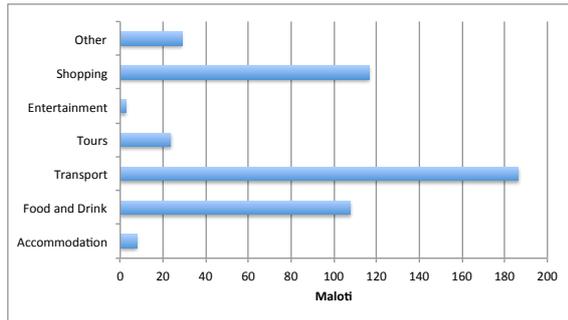
Two-thirds of all day visitors travelled around Lesotho in their Own Car/4x4, with a further 17% using a Company Car/4x4. Only 7% used Public Transport, and just 4% Hired a Car/4x4.



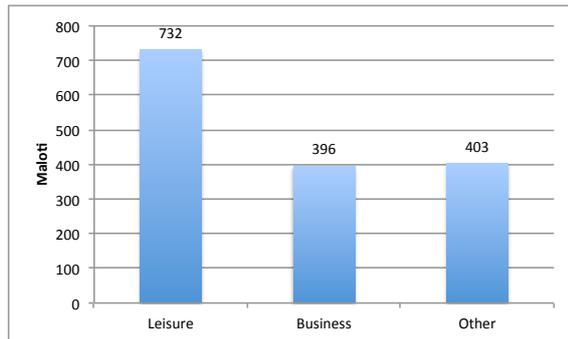
### How much do they Spend?

The average spend per day visitor in Lesotho was M 473. This fell to M 465 for day visitors from South Africa, but rose to M 802 for day visitors from the Rest of the World.

The highest level of expenditure was on Transport (M 186 per trip), followed by Shopping (M 116 per trip).

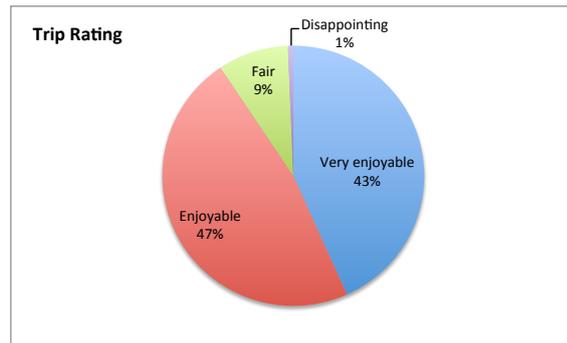


Leisure day visitors spent more than any of type of visitor, at M 732 per trip. Leisure day visitors spent just over one-half of this on Shopping.

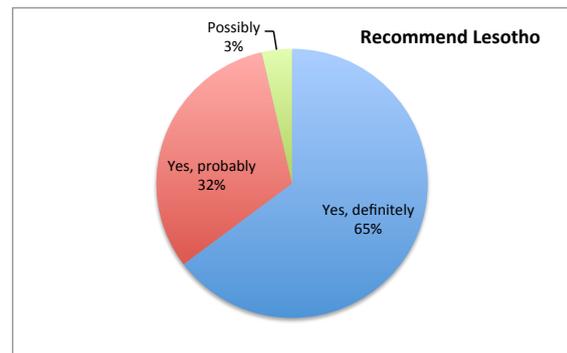


### What do they think of Lesotho?

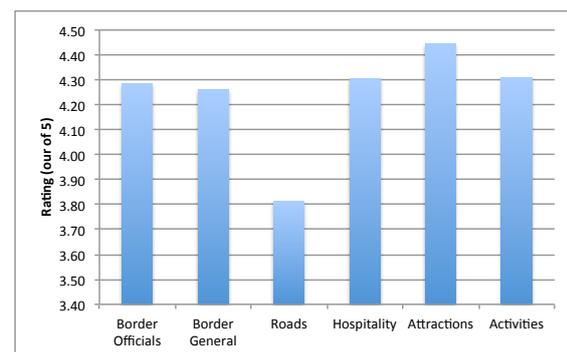
Most day visitors rated their trip to Lesotho as being either Very Enjoyable or Enjoyable. Visitors from the Rest of the World were more likely to rate their trip higher than those from South Africa, and those travelling for leisure were likely to be more satisfied than those travelling for other purposes.



Nearly two-thirds (65%) of all day visitors stated that they would *Definitely Recommend* Lesotho to friends, relatives or colleagues. As with the trip rating (above), highest levels of recommendation lay with visitors from countries other than South Africa and with Leisure visitors.



Ratings of individual services showed that day visitors were most satisfied with attractions, and least satisfied with the roads in Lesotho.



## APPENDICES



## A. Detailed Tables – Overnight Visitors

### A.1 WHO VISITS LESOTHO?

#### A.1.1 South Africa Overnight Visitors by Province of Residence and Purpose of Visit

Province	Leisure %	VFR %	Business %	Religion %	Total %
Gauteng	52.1	42.8	62.1	37.5	49.9
The Free State	7.7	21.3	7.4	14.8	13.8
KwaZulu-Natal	16.2	10.7	9.2	30.7	12.9
The Eastern Cape	4.8	11.5	3.2	13.6	7.7
The Western Cape	7.8	1.5	9.7	2.3	5.3
North West	3.1	6.3	4.0	0.0	4.5
Mpumalanga	2.9	3.3	2.0	0.0	2.7
Limpopo	3.1	1.5	1.7	0.0	1.9
The Northern Cape	2.3	1.2	0.7	1.1	1.4
Total	100.0	100.0	100.0	100.0	100.0

## A.1.2 First or Repeat Visit

All Overnight Visitors by Previous Visits and Country of Residence

First Visit	Yes %	No %	Total %
South Africa	26.0	74.0	100.0
Botswana	30.8	69.2	100.0
Netherlands	76.2	23.8	100.0
Germany	81.0	19.0	100.0
UK	62.6	37.4	100.0
France	81.4	18.6	100.0
USA	68.8	31.2	100.0
Rest of Africa	49.5	50.5	100.0
Rest of Europe	80.9	19.1	100.0
Rest of Asia/Pacific	70.8	29.2	100.0
Rest of World	74.4	25.6	100.0
Total	30.2	69.8	100.0

All Overnight Visitors by Previous Visit and Purpose of Visit

First Visit	Yes %	No %	Total %
Leisure	53.8	46.2	100.0
VFR	14.0	86.0	100.0
Business	32.4	67.6	100.0
Religion	10.4	89.6	100.0
Total	30.2	69.8	100.0

Leisure Overnight Visitors by Previous Visit and Country of Residence

<b>First Visit</b>	<b>Yes %</b>	<b>No %</b>	<b>Total %</b>
South Africa	46.7	53.3	100.0
Netherlands	81.9	18.1	100.0
Germany	88.4	11.6	100.0
UK	77.4	22.6	100.0
France	84.0	16.0	100.0
USA	85.5	14.5	100.0
Rest of Europe	91.1	8.9	100.0
Rest of World	82.0	18.0	100.0
Total	53.8	46.2	100.0

South Africa Overnight Visitors by Previous Visit and Purpose of Visit

<b>First Visit</b>	<b>Yes %</b>	<b>No %</b>	<b>Total %</b>
Leisure	46.7	53.3	100.0
VFR	12.7	87.3	100.0
Business	30.2	69.8	100.0
Religion	8.0	92.0	100.0
Total	26.0	74.0	100.0

All Overnight Visitors by Number of Visits and Country of Residence

Previous Visits	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
1	6.4	6.7	25.6	18.5	6.4	7.8	6.4	8.3	7.4	13.8	9.7	6.6
2	17.4	19.5	30.0	30.2	29.9	50.1	31.6	20.7	29.4	38.7	42.9	17.9
3	14.7	16.8	23.3	28.2	12.7	26.6	12.5	17.8	9.0	6.8	9.5	14.8
4	7.7	9.4	12.5	6.7	10.0	7.8	8.2	9.4	10.3	2.3	4.7	7.7
5	7.9	12.1	6.5	3.3	3.7	0.0	10.7	10.6	11.7	9.0	4.7	8.0
6	2.5	5.4	0.0	3.3	9.9	0.0	2.7	1.8	4.4	9.0	4.7	2.6
7+	43.3	30.2	2.2	9.8	27.4	7.8	27.9	31.3	27.7	20.3	23.7	42.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Number of Visits and Purpose of Visit

Previous Visits	Leisure %	VFR %	Business %	Religion %	Total %
1	6.4	8.8	3.6	1.5	6.6
2	27.1	15.3	18.9	7.3	17.9
3	24.5	11.6	14.2	12.4	14.8
4	12.7	4.7	10.3	6.1	7.7
5	7.8	7.4	9.4	7.3	8.0
6	4.5	1.1	4.1	2.5	2.6
7+	17.0	51.1	39.5	62.8	42.4
Total	100.0	100.0	100.0	100.0	100.0

Leisure Visitors by Number of Visits and Purpose of Visit

Previous Visits	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
1	5.4	27.6	32.1	17.9	10.0	26.3	13.6	22.7	6.4
2	26.6	41.4	42.9	21.4	55.0	36.8	27.3	34.1	27.1
3	24.8	17.2	17.9	28.6	15.0	0.0	27.3	18.2	24.5
4	13.0	0.0	7.1	7.1	10.0	15.8	13.6	2.3	12.7
5	8.1	10.3	0.0	3.6	0.0	0.0	9.1	4.5	7.8
6	4.7	0.0	0.0	0.0	0.0	5.3	4.5	2.3	4.5
7+	17.4	3.4	0.0	21.4	10.0	15.8	4.5	15.9	17.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Visitors by Number of Visits and Purpose of Visit

Previous Visits	Leisure %	VFR %	Business %	Religion %	Total %
1	5.4	8.9	3.5	1.2	6.4
2	26.6	15.2	18.1	6.2	17.4
3	24.8	11.4	14.2	12.3	14.7
4	13.0	4.6	10.3	6.2	7.7
5	8.1	7.3	9.2	7.4	7.9
6	4.7	0.9	4.3	2.5	2.5
7+	17.4	51.7	40.4	64.2	43.3
Total	100.0	100.0	100.0	100.0	100.0

## A.2 WHAT IS THEIR PROFILE?

### A.2.1 Gender and Age

All Overnight Visitors by Age, Gender and Purpose of Visit

Gender and Age	Leisure %	VFR %	Business %	Religion %	Total %
<b>Male</b>					
0-11	3.3	2.5	0.2	0.3	2.7
12-17	1.8	1.0	0.2	0.0	1.4
18-24	4.1	3.5	1.8	1.8	3.7
25-34	13.2	11.6	11.7	8.8	12.6
35-44	12.9	18.1	21.9	8.2	14.6
45-54	11.0	13.3	18.3	12.5	12.3
55-64	7.3	5.4	10.5	10.1	7.5
65+	3.6	2.0	3.9	1.8	3.4
<b>All Male</b>	<b>57.3</b>	<b>57.5</b>	<b>68.5</b>	<b>43.6</b>	<b>58.2</b>
<b>Female</b>					
0-11	3.0	1.9	0.3	0.3	2.4
12-17	1.6	1.7	0.3	0.0	1.4
18-24	3.5	2.9	1.9	1.5	3.2
25-34	10.8	10.5	9.4	5.5	10.4
35-44	9.0	10.2	9.6	14.9	9.4
45-54	6.8	8.2	6.6	24.1	7.6
55-64	5.5	4.7	2.5	7.9	5.1
65+	2.5	2.4	1.1	2.1	2.3
<b>All Female</b>	<b>42.7</b>	<b>42.5</b>	<b>31.5</b>	<b>56.4</b>	<b>41.8</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

All Overnight Visitors by Age, Gender and Country of Residence

Gender and Age	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
<b>Male</b>												
0-11	3.2	1.4	2.0	1.4	3.1	3.7	2.7	2.3	2.1	1.1	1.6	2.7
12-17	1.8	1.4	0.8	1.0	1.7	1.1	1.9	0.9	0.5	1.5	0.0	1.4
18-24	4.0	2.2	4.4	4.2	0.6	2.9	3.5	2.9	3.1	2.3	5.1	3.7
25-34	11.8	9.8	11.5	14.6	6.4	18.1	13.3	10.1	15.1	17.9	20.1	12.6
35-44	15.2	25.4	10.9	12.5	12.2	10.9	11.1	21.7	12.4	18.3	14.6	14.6
45-54	14.1	12.7	7.3	11.9	10.0	8.6	8.8	15.9	8.9	8.7	9.1	12.3
55-64	7.2	5.1	9.5	9.3	10.0	4.6	6.0	6.4	9.1	8.7	6.3	7.5
65+	2.7	2.2	4.6	1.7	11.7	3.4	3.3	2.0	5.3	5.3	3.1	3.4
<b>All Male</b>	<b>59.8</b>	<b>60.1</b>	<b>51.0</b>	<b>56.4</b>	<b>55.6</b>	<b>53.4</b>	<b>50.7</b>	<b>62.1</b>	<b>56.5</b>	<b>63.9</b>	<b>59.8</b>	<b>58.2</b>
<b>Female</b>												
0-11	2.9	0.0	1.6	1.4	1.9	4.0	2.3	1.7	2.1	0.8	1.6	2.4
12-17	1.5	2.9	0.8	1.2	0.6	2.0	1.4	2.6	1.4	0.8	0.8	1.4
18-24	2.4	2.9	5.4	3.5	2.2	6.6	6.2	2.9	3.3	2.3	5.9	3.2
25-34	9.0	10.1	12.9	12.9	9.4	16.1	14.8	8.7	11.2	8.7	13.8	10.4
35-44	9.6	11.2	8.7	9.0	8.6	6.3	10.3	8.4	10.9	9.1	7.9	9.4
45-54	8.4	8.7	6.5	6.7	6.1	4.6	5.7	9.2	6.4	7.6	4.3	7.6
55-64	4.6	1.4	9.9	7.2	8.1	3.7	6.4	3.2	4.8	5.3	4.3	5.1
65+	1.9	2.5	3.2	1.7	7.5	3.2	2.1	1.2	3.3	1.5	1.6	2.3
<b>All Female</b>	<b>40.2</b>	<b>39.9</b>	<b>49.0</b>	<b>43.6</b>	<b>44.4</b>	<b>46.6</b>	<b>49.3</b>	<b>37.9</b>	<b>43.5</b>	<b>36.1</b>	<b>40.2</b>	<b>41.8</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### A.3 HOW DO THEY PLAN THEIR HOLIDAY? (LEISURE ONLY)

#### A.3.1 What Motivated Them to Visit Lesotho

Motivation	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Mountains/high places	31.0	27.1	28.0	28.1	27.9	22.9	25.6	25.1	30.0
Scenery	21.8	23.2	22.0	21.9	15.5	21.8	22.9	23.2	21.8
Culture	9.1	20.2	19.8	13.9	15.5	16.5	15.0	18.0	10.8
Curiosity	8.8	12.4	10.2	13.9	16.7	13.3	15.1	12.4	9.7
Diversity of attractions	8.3	5.9	5.4	8.0	5.7	6.1	7.2	5.8	7.9
Skiing	7.7	0.0	0.3	0.9	1.7	0.3	0.8	1.7	6.3
Climate	5.0	5.2	6.7	5.0	5.2	5.9	5.5	6.8	5.2
Tranquillity	4.8	5.4	6.3	6.2	10.3	8.8	6.4	4.7	5.2
To see friends or relatives	1.9	0.2	0.6	2.1	0.9	3.5	0.8	1.5	1.8
Value for money	1.6	0.4	0.7	0.0	0.6	1.1	0.8	0.8	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

### A.3.2 Sources of Information Used to Learn About Lesotho

Sources of Information	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Friends and relatives	26.4	14.5	12.3	21.8	18.9	18.4	14.4	22.7	24.7
Previous visit to Lesotho	21.6	2.7	2.2	6.9	4.6	3.6	3.5	5.2	18.5
Other Websites	12.6	26.7	25.6	13.4	16.8	21.4	18.9	19.8	14.1
Guide books	10.5	27.5	31.3	26.7	34.2	19.4	30.8	24.2	13.6
Newspapers/magazines	7.4	3.1	6.0	3.5	6.1	2.0	7.5	3.2	7.0
TripAdvisor	4.1	9.5	6.5	5.4	4.1	11.7	5.2	6.7	4.6
www.visitlesotho.travel	4.4	2.7	3.5	4.0	5.6	7.1	6.5	4.4	4.5
YouTube	3.7	3.8	4.6	4.0	3.1	5.1	3.0	3.5	3.7
Television/radio	2.0	0.0	1.1	2.5	2.0	0.0	2.5	1.2	1.9
Facebook	1.6	1.5	0.5	1.0	1.0	4.6	1.5	3.2	1.6
Lesotho tourism brochures	1.8	1.1	0.3	1.5	0.0	1.0	0.7	1.2	1.6
Travel agencies/tour operators	1.2	5.3	3.3	5.0	2.0	2.6	2.2	2.0	1.6
Instagram	1.2	0.0	1.1	1.5	0.5	1.5	1.0	1.2	1.1
Lesotho Tourism Information Centres	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.6
Trade fair/exhibition	0.2	1.1	1.1	1.5	1.0	0.0	1.2	0.3	0.3
Lesotho Embassies	0.3	0.0	0.5	0.0	0.0	1.0	0.2	0.9	0.3
Twitter	0.3	0.4	0.0	1.5	0.0	0.5	0.5	0.0	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

### A.3.3 Travel Arrangements to Lesotho

Travel Arrangement	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Self	94.5	83.1	88.8	86.2	91.2	84.5	91.9	88.4	93.3
Travel agent/tour operator in another country	2.0	14.5	9.5	9.8	3.2	8.5	6.1	4.6	3.1
Family or friends in Lesotho	2.1	0.6	0.8	2.4	2.4	5.4	0.4	4.6	2.1
Travel agent/tour operator in Lesotho	1.0	1.8	0.8	0.8	3.2	0.8	1.2	1.2	1.1
The company I work for	0.4	0.0	0.0	0.8	0.0	0.8	0.0	1.2	0.4
Airline office	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

## A.4 HOW LONG DO THEY STAY?

All Overnight Visitors by Length of Stay and Country of Residence

Country	Length of Stay (nights)
USA	12.7
UK	6.0
South Africa	4.9
Botswana	3.8
Germany	3.4
France	3.4
Netherlands	2.7
Rest of Africa	8.4
Rest of Europe	4.7
Rest of Asia/Pacific	7.2
Rest of World	6.9
Average	5.3

All Overnight Visitors by Length of Stay and Purpose of Visit

Purpose of Visit	Length of Stay (nights)
VFR	8.0
Business	8.0
Religion	7.4
Leisure	3.5
Average	5.3

Leisure Overnight Visitors by Length of Stay and Country of Residence

<b>Country</b>	<b>Length of Stay (nights)</b>
USA	6.5
UK	4.1
South Africa	3.5
France	3.2
Netherlands	2.5
Germany	2.1
Rest of Europe	2.8
Rest of World	3.9
Average	3.5

South Africa Overnight Visitors by Length of Stay and Purpose of Visit

<b>Purpose of Visit</b>	<b>Length of Stay (nights)</b>
VFR	7.9
Religion	6.5
Leisure	3.5
Business	3.5
Average	4.9

## A.5 WHERE DO THEY VISIT?

All Overnight Visitors by Place of Visit and Country of Residence

Places Visited	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
Katse Dam	16.9	3.9	7.8	11.2	7.9	8.8	6.1	12.9	9.9	4.8	9.5	15.0
Afri Ski	16.0	4.6	2.4	3.7	3.4	5.4	3.8	6.2	6.1	2.9	4.5	13.3
Sani Pass	14.1	0.8	8.4	8.7	8.8	8.0	5.6	5.5	13.7	9.7	5.0	12.8
Semonkong	9.1	4.7	12.7	11.8	14.9	16.8	14.8	8.2	11.6	17.2	13.3	10.0
Maletsunyane Falls	6.0	3.1	9.7	8.5	9.6	11.4	12.5	4.1	7.8	12.9	11.1	6.8
Thaba Bosiu	5.8	32.0	4.5	4.4	10.2	1.9	6.4	25.0	4.8	6.2	6.6	6.2
Malealea	3.3	5.4	24.5	20.3	10.0	16.1	8.3	2.1	12.6	17.3	17.9	5.7
Mohale Dam	5.9	9.5	3.9	3.5	3.6	3.4	5.0	10.2	2.9	7.1	6.6	5.6
Oxbow	6.1	1.5	3.0	3.9	4.3	4.2	3.6	0.7	5.3	1.9	5.6	5.6
Roma (non-uni)	3.9	5.4	5.4	4.0	6.5	2.7	4.1	8.1	5.2	3.8	2.2	4.1
Ts'ehlanyane NP	1.9	6.2	4.2	4.3	6.8	6.1	5.0	3.4	5.2	2.9	3.4	2.6
Morija	1.8	9.4	3.9	4.4	2.3	5.7	4.8	6.1	4.0	4.8	5.5	2.4
Thabana Ntlenyana	2.1	0.8	1.8	1.0	0.3	0.8	0.9	0.0	0.8	1.0	0.0	1.8
Handicrafts Centre	1.4	1.5	1.2	1.6	2.6	1.1	5.5	1.3	2.5	0.9	4.3	1.7
Bokong	1.4	0.8	0.6	0.8	0.6	2.7	0.0	0.0	1.7	1.4	1.1	1.3
Kome Caves	1.1	3.2	1.8	1.8	2.6	0.8	1.4	0.7	1.9	1.0	2.2	1.2
Roma University	0.8	0.0	0.6	1.2	0.9	0.0	3.7	1.3	0.2	1.4	0.6	0.9
Bushmen Paintings	0.8	2.3	0.3	0.6	1.1	0.8	2.3	3.4	1.1	1.0	0.0	0.9
Liphofung	0.7	3.1	2.1	2.0	1.1	0.0	2.1	0.7	0.8	0.0	0.6	0.9
Dinosaur Footprints	0.6	0.0	0.6	1.2	2.0	2.7	3.4	0.0	1.9	1.9	0.0	0.8
Sehlabathebe NP	0.4	1.5	0.3	1.0	0.6	0.8	0.5	0.0	0.2	0.0	0.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Place of Visit and Purpose of Visit

<b>Places Visited</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
Katse Dam	16.2	9.5	13.8	1.1	15.0
Afri Ski	15.6	3.8	8.8	1.1	13.3
Sani Pass	14.9	5.0	6.1	10.5	12.8
Semonkong	10.5	7.4	9.4	10.5	10.0
Maletsunyane Falls	6.7	7.3	6.7	9.5	6.8
Thaba Bosiu	3.7	19.3	9.8	4.2	6.2
Malealea	6.1	5.2	2.3	16.8	5.7
Mohale Dam	3.9	9.1	14.2	1.1	5.6
Oxbow	5.8	3.6	6.1	8.4	5.6
Roma (non-university visit)	3.8	5.8	3.2	8.4	4.1
Ts'ehlanyane National Park	2.8	2.4	0.9	1.1	2.6
Morija	1.6	8.0	2.1	2.1	2.4
Thabana Ntlenyana	2.2	0.1	0.9	1.1	1.8
Handicrafts Centre	0.9	3.7	4.2	7.3	1.7
Bokong	0.9	3.2	2.2	0.0	1.3
Kome Caves	1.0	2.9	1.5	0.0	1.2
Roma University	0.5	1.2	3.7	2.1	0.9
Bushmen Paintings	0.6	0.6	1.5	14.7	0.9
Liphofung	0.9	0.5	1.3	0.0	0.9
Dinosaur Footprints	0.8	1.2	0.9	0.0	0.8
Sehlabathebe National Park	0.5	0.1	0.3	0.0	0.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Leisure Overnight Visitors by Place of Visit and Country of Residence

Places Visited	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Katse Dam	18.1	7.6	10.9	7.8	8.5	6.8	11.6	7.4	16.2
Afri Ski	18.6	2.1	3.9	3.9	5.6	4.2	5.3	5.7	15.6
Sani Pass	16.3	7.6	9.0	11.3	7.7	7.2	14.0	9.8	14.9
Semonkong	9.8	13.7	12.2	12.1	16.9	14.8	11.9	12.6	10.5
Maletsunyane Falls	6.0	10.3	9.2	7.8	11.3	11.4	8.0	9.6	6.7
Malealea	3.1	25.8	22.4	12.1	16.9	12.2	13.1	17.5	6.1
Oxbow	6.2	2.7	4.1	4.3	4.4	3.8	4.4	4.1	5.8
Mohale Dam	4.0	3.8	3.6	1.2	2.8	3.8	2.7	6.6	3.9
Roma (non-university visit)	3.7	5.5	3.4	5.8	2.8	4.2	5.6	3.0	3.8
Thaba Bosiu	3.3	4.5	2.9	8.6	1.2	6.8	4.6	7.9	3.7
Ts'ehlanyane National Park	2.1	4.8	5.1	8.6	6.5	4.6	6.1	4.1	2.8
Thabana Ntlenyana	2.5	1.4	1.2	0.4	0.8	1.9	0.5	0.8	2.2
Morija	1.0	3.8	2.9	2.3	6.0	4.9	2.7	4.6	1.6
Kome Caves	0.8	1.4	1.7	2.7	0.8	1.5	1.9	1.9	1.0
Bokong	0.9	0.7	1.0	0.8	2.0	0.0	1.7	1.1	0.9
Handicrafts Centre	0.7	0.7	1.5	2.7	1.2	4.2	2.2	0.0	0.9
Liphofung	0.8	1.7	1.9	1.6	0.0	2.3	1.0	0.5	0.9
Dinosaur Footprints	0.6	0.7	1.5	2.7	2.8	1.9	1.5	0.5	0.8
Bushmen Paintings	0.6	0.3	0.7	1.6	0.8	1.1	1.0	1.1	0.6
Sehlabathebe National Park	0.6	0.3	0.7	0.8	0.8	0.4	0.2	0.0	0.5
Roma University	0.4	0.7	0.0	1.2	0.0	1.9	0.2	1.1	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Place of Visit and Purpose of Visit

<b>Places Visited</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
Katse Dam	18.1	9.9	16.9	0.0	16.9
Afri Ski	18.6	4.4	10.4	0.0	16.0
Sani Pass	16.3	5.5	6.5	10.0	14.1
Semonkong	9.8	5.5	7.8	10.0	9.1
Oxbow	6.2	4.4	6.5	10.0	6.1
Maletsunyane Falls	6.0	6.6	5.2	10.0	6.0
Mohale Dam	4.0	9.9	16.9	0.0	5.9
Thaba Bosiu	3.3	20.9	9.1	0.0	5.8
Roma (non-university visit)	3.7	5.5	2.6	10.0	3.9
Malealea	3.1	4.4	1.3	20.0	3.3
Thabana Ntlenyana	2.5	0.0	1.3	0.0	2.1
Ts'ehlanyane National Park	2.1	2.2	0.0	0.0	1.9
Morija	1.0	7.7	1.3	0.0	1.8
Bokong	0.9	4.4	2.6	0.0	1.4
Handicrafts Centre	0.7	3.3	3.9	10.0	1.4
Kome Caves	0.8	3.3	1.3	0.0	1.1
Roma University	0.4	1.1	3.9	0.0	0.8
Bushmen Paintings	0.6	0.0	1.3	20.0	0.8
Liphofung	0.8	0.0	1.3	0.0	0.7
Dinosaur Footprints	0.6	1.1	0.0	0.0	0.6
Sehlabathebe National Park	0.6	0.0	0.0	0.0	0.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## A.6 WHAT DO THEY DO?

### A.6.1 All Activities Undertaken

All Overnight Visitors by Activity and Country of Residence

Activities	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
General sightseeing	24.2	48.3	25.5	27.9	29.8	25.4	28.9	40.1	29.8	30.7	27.4	27.1
Hiking	11.1	9.2	35.8	34.7	29.1	33.0	30.5	8.8	27.2	26.6	26.4	20.1
Pony trekking	4.5	9.2	19.7	21.1	13.8	22.3	11.7	4.4	15.6	18.8	17.8	10.6
4x4 trekking	9.2	0.0	6.1	5.1	5.5	5.4	4.3	1.6	7.3	5.7	4.1	7.0
Skiing	8.4	2.5	0.3	0.2	1.1	3.6	1.3	1.6	1.5	1.0	2.5	4.7
Biking	6.9	0.8	2.1	1.5	1.8	1.3	1.3	2.2	3.4	1.6	1.5	4.3
Bird watching	2.1	2.5	3.3	2.9	3.6	0.9	4.1	0.0	2.8	2.6	4.1	2.5
Wedding/ Funeral	3.3	4.2	0.0	0.2	0.4	0.0	1.0	0.0	0.0	0.0	0.0	1.8
Fishing	2.4	0.0	0.6	0.2	2.2	0.4	0.8	1.1	1.5	1.0	1.5	1.7
Abseiling	0.7	0.0	1.2	1.1	1.1	1.8	1.8	0.5	0.6	2.1	2.5	1.0
Rock climbing/ mountaineer	0.8	0.8	0.9	0.4	1.8	1.3	2.0	1.1	1.3	0.5	1.0	1.0
Any Festival	0.5	0.8	0.0	0.2	0.4	0.9	1.3	2.2	0.2	0.5	0.5	0.6
None	25.9	21.7	4.5	4.4	9.5	3.6	11.2	36.3	8.8	8.9	10.7	17.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Activity and Purpose of Visit

<b>Activities</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
General sightseeing	28.0	25.8	22.9	30.4	27.1
Hiking	25.5	5.7	7.2	4.5	20.1
Pony trekking	13.9	2.5	1.4	1.8	10.6
4x4 trekking	9.3	0.9	1.3	2.7	7.0
Skiing	6.4	0.3	0.8	0.0	4.7
Biking	5.8	0.0	1.0	0.0	4.3
Bird watching	2.9	1.4	1.4	0.0	2.5
Wedding/Funeral	0.1	11.1	0.6	0.9	1.8
Fishing	2.2	0.3	0.6	0.0	1.7
Abseiling	1.2	0.5	0.3	0.9	1.0
Rock climbing/mountaineering	1.1	0.3	1.3	0.9	1.0
Any Festival	0.4	1.5	0.5	0.0	0.6
None	3.3	49.8	60.5	58.0	17.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Leisure Overnight Visitors by Activity and Country of Residence

Activities	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
General sightseeing	28.0	25.4	26.6	30.0	25.9	27.5	29.7	29.8	28.0
Hiking	16.1	36.7	36.5	31.7	33.8	34.0	29.4	28.3	25.5
Pony trekking	6.7	20.9	22.2	15.9	22.2	15.8	17.2	20.0	13.9
4x4 trekking	13.6	6.1	5.1	6.6	5.1	6.5	7.6	5.2	9.3
Skiing	12.9	0.3	0.2	1.3	3.7	1.2	1.5	2.2	6.4
Biking	10.4	1.9	1.7	2.2	1.4	1.6	3.9	2.5	5.8
Bird watching	2.8	2.9	3.1	3.1	0.9	4.9	2.9	3.0	2.9
Fishing	3.5	0.6	0.2	2.6	0.5	0.8	1.7	1.5	2.2
Abseiling	1.1	1.3	1.0	1.3	1.9	1.6	0.5	2.2	1.2
Rock climbing/mountaineering	1.2	0.6	0.5	2.2	1.4	1.2	1.2	0.7	1.1
Any Festival	0.4	0.0	0.2	0.0	0.9	0.8	0.2	0.7	0.4
Wedding/Funeral	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
None	3.2	3.2	2.4	3.1	2.3	4.0	4.2	3.9	3.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Activity and Purpose of Visit

<b>Activities</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
General sightseeing	28.0	16.2	17.7	20.0	24.2
Hiking	16.1	1.8	2.0	1.4	11.1
4x4 trekking	13.6	0.6	1.7	1.4	9.2
Skiing	12.9	0.0	0.0	0.0	8.4
Biking	10.4	0.0	1.0	0.0	6.9
Pony trekking	6.7	0.6	0.0	1.4	4.5
Wedding/Funeral	0.2	15.1	0.0	0.0	3.3
Fishing	3.5	0.2	1.0	0.0	2.4
Bird watching	2.8	0.6	1.0	0.0	2.1
Rock climbing/mountaineering	1.2	0.2	0.0	0.0	0.8
Abseiling	1.1	0.0	0.3	0.0	0.7
Any Festival	0.4	1.3	0.0	0.0	0.5
None	3.2	63.5	75.3	75.7	25.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

All Overnight Visitors by Activity and Month

Activities	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
4x4 trekking	8.9	8.9	10.0	8.4	10.5	14.2	7.8	8.3	3.4	7.7	8.2	6.0	8.5
Abseiling	1.0	0.7	1.2	0.7	2.4	0.3	1.5	1.0	1.7	1.9	1.5	1.4	1.2
Any Festival	1.4	0.2	0.5	1.7	0.5	0.3	0.5	0.4	1.7	0.5	0.2	1.0	0.7
Biking	4.1	3.4	4.2	6.0	3.3	2.3	2.9	2.2	6.1	4.6	6.0	14.8	5.2
Bird watching	4.1	2.9	4.9	2.3	4.3	3.2	2.4	2.4	1.1	2.9	3.5	1.8	3.0
Fishing	2.9	3.1	3.7	4.0	2.4	1.3	0.5	1.0	0.0	1.7	1.0	2.1	2.0
General sightseeing	36.6	35.5	31.5	33.9	34.9	29.1	28.1	29.0	40.2	36.7	34.0	31.4	33.0
Hiking	25.8	28.1	26.6	28.9	25.8	21.4	19.3	20.1	26.3	26.1	26.6	22.2	24.5
Pony trekking	13.0	11.0	14.0	9.7	10.5	12.0	9.3	14.0	15.6	13.0	15.9	14.6	12.8
Rock climbing/mountaineering	0.2	0.7	0.9	1.7	1.9	2.3	1.5	1.2	0.6	1.4	1.2	1.2	1.2
Skiing	0.0	0.0	0.0	0.7	2.4	12.6	25.9	19.9	2.8	0.2	0.0	0.0	5.7
Wedding/Funeral	1.9	5.5	2.6	2.0	1.0	1.0	0.2	0.4	0.6	3.1	2.0	3.5	2.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Activity and Month

Activities	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
4x4 trekking	9.7	9.7	11.2	6.5	5.7	11.5	8.4	10.7	1.6	8.4	8.6	8.1	100.0
Abseiling	7.3	5.5	9.1	3.6	9.1	1.8	10.9	9.1	5.5	14.5	10.9	12.7	100.0
Any Festival	19.4	3.2	6.5	16.1	3.2	3.2	6.5	6.5	9.7	6.5	3.2	16.1	100.0
Biking	7.3	6.0	7.7	7.7	3.0	3.0	5.1	4.7	4.7	8.1	10.3	32.5	100.0
Bird watching	12.6	8.9	15.6	5.2	6.7	7.4	7.4	8.9	1.5	8.9	10.4	6.7	100.0
Fishing	13.2	14.3	17.6	13.2	5.5	4.4	2.2	5.5	0.0	7.7	4.4	12.1	100.0
General sightseeing	10.3	10.0	9.1	6.8	4.9	6.1	7.8	9.7	4.9	10.3	9.3	10.9	100.0
Hiking	9.7	10.7	10.4	7.8	4.9	6.0	7.2	9.0	4.3	9.8	9.7	10.4	100.0
Pony trekking	9.4	8.0	10.4	5.0	3.8	6.4	6.6	12.0	4.9	9.4	11.1	13.0	100.0
Rock climbing/mountaineering	1.9	5.6	7.4	9.3	7.4	13.0	11.1	11.1	1.9	11.1	9.3	11.1	100.0
Skiing	0.0	0.0	0.0	0.8	2.0	15.2	41.4	38.3	2.0	0.4	0.0	0.0	100.0
Wedding/Funeral	8.3	24.0	11.5	6.3	2.1	3.1	1.0	2.1	1.0	13.5	8.3	18.8	100.0
Total	9.2	9.3	9.6	6.6	4.7	6.9	9.1	11.0	4.0	9.2	9.0	11.4	100.0

## A.6.2 Main Activity Undertaken

All Overnight Visitors by Main Activity and Country of Residence

Main Activity	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia /Pacific %	Rest of World %	Total %
General sightseeing	11.0	21.0	17.0	19.5	17.6	18.0	16.5	14.1	20.5	22.8	15.5	11.7
Hiking	4.0	4.7	34.6	29.9	26.6	31.7	22.9	2.5	22.9	18.3	16.2	5.6
Wedding/ Funeral	4.9	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Skiing	4.7	1.4	0.0	0.3	1.9	3.6	0.0	1.2	1.1	0.7	2.5	4.4
4x4 trekking	3.8	0.0	5.0	3.9	3.3	4.3	2.0	0.9	8.3	2.0	2.5	3.7
Biking	3.7	0.5	1.0	1.6	1.4	1.4	1.1	0.0	3.4	1.4	1.3	3.5
Pony trekking	1.6	3.7	22.6	24.5	11.0	25.2	6.9	1.2	10.9	18.9	14.4	2.7
Fishing	1.1	0.0	0.0	0.3	0.5	0.7	0.3	0.6	0.6	0.7	0.6	1.0
Bird watching	0.3	0.9	1.5	0.3	0.5	0.0	1.1	0.0	1.1	0.0	1.9	0.3
Abseiling	0.3	0.0	1.0	1.3	0.5	2.2	1.4	0.3	1.1	2.0	0.6	0.3
Any Festival	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.3
Rock climbing/ mountaineer	0.1	0.5	0.0	0.0	0.0	0.7	0.0	0.6	0.3	0.0	0.0	0.1
Other	23.8	36.7	7.4	8.9	15.8	4.3	25.8	40.3	11.5	12.6	21.3	23.4
None	40.5	23.2	9.9	9.5	20.9	7.8	21.9	38.2	18.2	18.5	23.2	38.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	Total	100.0

All Overnight Visitors by Main Activity and Purpose of Visit

<b>Main Activity</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
General sightseeing	23.9	8.5	4.3	4.1	11.7
Hiking	15.8	1.6	1.1	1.5	5.6
Wedding/Funeral	0.2	11.1	0.0	0.0	4.5
Skiing	14.4	0.3	0.0	0.0	4.4
4x4 trekking	11.0	0.4	1.0	1.4	3.7
Biking	11.0	0.1	0.7	0.0	3.5
Pony trekking	8.8	0.1	0.0	1.2	2.7
Fishing	3.0	0.0	0.4	0.0	1.0
Bird watching	0.7	0.0	0.4	0.0	0.3
Abseiling	0.8	0.1	0.3	0.0	0.3
Any Festival	0.2	0.5	0.0	0.0	0.3
Rock climbing/mountaineering	0.3	0.0	0.0	0.0	0.1
Other	5.1	27.3	36.3	33.5	23.4
None	4.7	50.0	55.3	58.3	38.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Leisure Overnight Visitors by Main Activity and Country of Residence

Main Activity	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
General sightseeing	24.5	18.1	17.8	26.6	18.4	21.4	22.6	23.4	23.9
Hiking	12.0	36.7	34.3	33.9	33.6	39.7	30.6	25.0	15.8
Skiing	17.2	0.0	0.4	3.2	4.0	0.0	1.6	4.1	14.4
4x4 trekking	12.2	4.8	4.1	5.6	4.8	3.8	9.3	4.1	11.0
Biking	12.9	1.2	2.1	2.4	1.6	1.5	4.8	2.0	11.0
Pony trekking	5.8	27.1	30.6	16.9	26.4	16.8	15.3	21.7	8.8
Fishing	3.6	0.0	0.4	0.8	0.8	0.8	0.8	1.6	3.0
Abseiling	0.7	1.2	1.7	0.8	2.4	0.8	0.8	1.2	0.8
Bird watching	0.7	1.8	0.4	0.8	0.0	1.5	1.6	1.2	0.7
Rock climbing/mountaineer	0.3	0.0	0.0	0.0	0.8	0.0	0.4	0.4	0.3
Any Festival	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2
Wedding/Funeral	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other	5.1	3.0	4.1	3.2	3.2	6.1	5.2	8.2	5.1
None	4.5	6.0	4.1	5.6	4.0	7.6	6.9	6.6	4.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Main Activity and Purpose of Visit

<b>Main Activity</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
General sightseeing	24.5	7.6	4.2	3.4	11.0
Wedding/Funeral	0.2	11.5	0.0	0.0	4.9
Skiing	17.2	0.3	0.0	0.0	4.7
Hiking	12.0	1.2	0.7	1.1	4.0
4x4 trekking	12.2	0.4	1.0	1.1	3.8
Biking	12.9	0.1	0.7	0.0	3.7
Pony trekking	5.8	0.0	0.0	1.1	1.6
Fishing	3.6	0.0	0.5	0.0	1.1
Bird watching	0.7	0.0	0.5	0.0	0.3
Abseiling	0.7	0.0	0.2	0.0	0.3
Any Festival	0.2	0.4	0.0	0.0	0.3
Rock climbing/mountaineering	0.3	0.0	0.0	0.0	0.1
Other	5.1	27.0	36.1	33.0	23.8
None	4.5	51.4	55.9	60.2	40.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## A.7 WHERE DO THEY STAY?

All Overnight Visitors by Accommodation Type and Country of Residence

Accommodation Type	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
Hotel/lodge	36.5	32.1	72.6	67.3	67.6	67.3	48.0	46.3	64.4	54.0	63.5	38.8
Friends and family	35.0	53.4	6.9	8.1	9.0	2.5	20.4	25.8	8.3	16.0	9.3	33.0
Bed and breakfast/guest house	9.9	10.0	8.9	15.6	9.6	17.7	13.0	11.9	16.4	19.4	13.6	10.3
Second home	7.6	2.7	0.0	0.6	1.7	0.0	2.7	1.2	1.0	0.0	0.0	6.9
Church/school	4.3	1.8	1.7	0.0	1.7	0.0	3.5	5.3	1.5	1.9	5.3	4.1
Caravan/camping/vehicle	3.5	0.0	7.6	5.7	6.2	8.8	3.6	2.4	5.0	4.4	3.0	3.6
Hostel	0.6	0.0	1.3	1.8	0.9	1.3	3.3	2.4	1.2	3.1	1.2	0.7
Rural homestays	0.3	0.0	0.9	0.9	0.0	2.5	4.0	3.0	0.7	1.3	1.8	0.5
Other	2.2	0.0	0.0	0.0	3.4	0.0	1.5	1.8	1.5	0.0	2.3	2.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Accommodation Type and Purpose of Visit

<b>Accommodation Type</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
Hotel/lodge	71.4	3.7	61.8	4.1	38.8
Friends and family	3.2	75.0	6.9	16.4	33.0
Bed and breakfast/guest house	14.7	4.5	15.8	3.0	10.3
Second home	0.2	16.0	1.6	3.2	6.9
Church/school	0.1	0.3	0.7	69.0	4.1
Caravan/camping/vehicle	8.5	0.2	3.2	3.1	3.6
Hostel	0.9	0.0	1.4	1.1	0.7
Rural homestays	0.9	0.0	0.8	0.0	0.5
Other	0.2	0.2	7.9	0.1	2.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Leisure Overnight Visitors by Accommodation Type and Country of Residence

Accommodation Type	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Hotel/lodge	71.1	77.5	75.7	77.9	66.9	58.5	73.9	72.4	71.4
Bed and breakfast/guest house	14.9	10.7	12.0	11.4	19.3	12.6	16.7	13.8	14.7
Caravan/camping/vehicle	8.8	8.0	7.3	10.0	8.3	8.8	6.5	5.4	8.5
Friends and family	3.2	1.1	1.5	0.7	1.4	11.3	2.2	4.6	3.2
Hostel	0.8	1.6	2.3	0.0	1.4	4.4	0.4	1.1	0.9
Rural homestays	0.8	1.1	1.2	0.0	2.8	2.5	0.4	1.9	0.9
Second home	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.2
Church/school	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.8	0.1
Other	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Accommodation Type and Purpose of Visit

Accommodation Type	Leisure %	VFR %	Business %	Religion %	Total %
Hotel/lodge	71.1	3.1	61.8	3.2	36.5
Friends and family	3.2	75.4	6.9	16.8	35.0
Bed and breakfast/guest house	14.9	4.3	15.8	2.1	9.9
Second home	0.2	16.7	1.5	3.2	7.6
Church/school	0.0	0.3	0.5	70.5	4.3
Caravan/camping/vehicle	8.8	0.1	3.4	3.2	3.5
Hostel	0.8	0.0	1.2	1.1	0.6
Rural homestays	0.8	0.0	0.5	0.0	0.3
Other	0.2	0.1	8.4	0.0	2.2
Total	100.0	100.0	100.0	100.0	100.0

## A.8 WHAT TRANSPORT DO THEY USE?

All Overnight Visitors by Type of Transport and Country of Residence

Transport Type	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
Private car/4x4	57.0	81.1	21.5	26.9	34.4	26.6	39.3	45.9	28.4	27.3	32.1	54.9
Public transport	25.5	6.0	2.0	1.6	6.3	5.1	15.1	20.6	9.0	23.8	4.8	23.9
Hire car/4x4	6.3	3.7	68.2	60.7	45.8	58.4	31.8	12.8	50.0	34.2	48.6	9.8
Company car/4x4	8.0	6.4	3.4	4.7	9.4	2.1	7.5	18.3	4.3	5.0	12.0	7.9
Motorbike	1.9	0.0	0.0	1.3	0.0	1.4	0.6	0.0	2.5	1.3	0.0	1.8
Coach/Minibus tour	0.8	1.9	2.0	3.2	3.2	4.3	4.3	1.8	4.4	3.2	1.8	1.0
Walk	0.3	0.9	0.0	0.0	0.5	0.7	0.5	0.6	0.6	0.6	0.6	0.3
Guided 4x4 tour	0.1	0.0	1.9	0.9	0.0	1.4	0.6	0.0	0.3	2.6	0.0	0.2
Overland truck	0.1	0.0	1.0	0.6	0.5	0.0	0.3	0.0	0.6	1.9	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Type of Transport and Purpose of Visit

<b>Transport Type</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
Private car/4x4	75.4	49.1	41.5	49.7	54.9
Public transport	2.2	48.9	5.2	45.9	23.9
Hire car/4x4	13.2	1.1	21.1	2.6	9.8
Company car/4x4	0.8	0.2	29.9	0.5	7.9
Motorbike	5.6	0.0	0.4	0.0	1.8
Coach/Minibus tour	1.4	0.5	1.5	1.2	1.0
Walk	0.9	0.1	0.1	0.0	0.3
Guided 4x4 tour	0.3	0.1	0.0	0.2	0.2
Overland truck	0.3	0.0	0.3	0.0	0.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Leisure Overnight Visitors by Type of Transport and Country of Residence

Transport Type	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Private car/4x4	87.1	15.4	19.4	25.8	24.8	28.4	17.7	33.9	75.4
Hire car/4x4	2.3	76.9	69.4	64.5	61.6	48.5	63.0	46.1	13.2
Motorbike	6.6	0.0	1.7	0.0	1.6	1.5	3.5	0.8	5.6
Public transport	1.2	2.4	2.1	1.6	5.6	13.4	7.5	13.1	2.2
Coach/Minibus tour	0.8	2.4	3.3	5.6	3.2	4.5	4.7	3.3	1.4
Walk	1.0	0.0	0.0	0.8	0.8	0.0	0.8	0.8	0.9
Company car/4x4	0.7	0.6	2.9	0.8	0.8	1.5	1.6	0.0	0.8
Guided 4x4 tour	0.2	1.2	0.4	0.0	1.6	1.5	0.4	1.6	0.3
Overland truck	0.2	1.2	0.8	0.8	0.0	0.7	0.8	0.4	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Type of Transport and Purpose of Visit

Transport Type	Leisure %	VFR %	Business %	Religion %	Total %
Private car/4x4	87.1	48.0	42.2	48.3	57.0
Public transport	1.2	50.7	4.2	48.3	25.5
Company car/4x4	0.7	0.1	30.4	0.0	8.0
Hire car/4x4	2.3	0.4	21.2	2.2	6.3
Motorbike	6.6	0.0	0.5	0.0	1.9
Coach/Minibus tour	0.8	0.4	1.2	1.1	0.8
Walk	1.0	0.1	0.0	0.0	0.3
Guided 4x4 tour	0.2	0.1	0.0	0.0	0.1
Overland truck	0.2	0.0	0.2	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0

## A.9 HOW MUCH DO THEY SPEND?

All Overnight Visitor Spend by Type and Country of Residence

Expenditure (per person, per night)	Accommodation (Maloti)	Food and Drink (Maloti)	Transport (Maloti)	Tours (Maloti)	Entertainment (Maloti)	Shopping (Maloti)	Other (Maloti)	Total (Maloti)
South Africa	406	188	101	30	28	44	42	839
Botswana	319	272	146	12	33	45	15	842
Netherlands	521	216	136	45	42	52	6	1,019
Germany	479	211	88	22	38	52	6	896
UK	610	273	92	27	44	63	84	1,193
France	436	178	58	44	30	33	5	784
USA	483	224	76	18	65	98	16	982
Rest of Africa	649	302	114	20	34	80	39	1,239
Rest of Europe	597	208	79	36	22	55	13	1,010
Rest of Asia/Pacific	565	200	145	92	47	49	27	1,125
Rest of World	850	385	167	42	31	162	12	1,650
Total	420	194	102	30	29	47	40	862

All Overnight Visitor Spend by Type and Purpose of Visit

Expenditure (per person, per night)	Accommodation (Maloti)	Food and Drink (Maloti)	Transport (Maloti)	Tours (Maloti)	Entertainment (Maloti)	Shopping (Maloti)	Other (Maloti)	Total (Maloti)
Leisure	580	217	86	82	38	41	10	1,054
VFR	58	132	90	5	23	51	68	426
Business	881	292	152	16	35	55	38	1,468
Religion	47	67	36	3	1	6	10	170
Total	420	194	102	30	29	47	40	862

Leisure Overnight Visitor Spend by Type and Country of Residence

<b>Expenditure (per person, per night)</b>	<b>Accommodation (Maloti)</b>	<b>Food and Drink (Maloti)</b>	<b>Transport (Maloti)</b>	<b>Tours (Maloti)</b>	<b>Entertainment (Maloti)</b>	<b>Shopping (Maloti)</b>	<b>Other (Maloti)</b>	<b>Total (Maloti)</b>
South Africa	589	219	84	91	37	38	11	1,068
Netherlands	518	200	133	49	41	60	5	1,006
Germany	495	186	88	25	41	53	4	893
UK	651	245	82	43	40	79	6	1,146
France	424	172	48	49	31	29	2	755
USA	486	215	107	30	89	64	11	1,001
Rest of Europe	596	205	81	48	29	53	10	1,022
Rest of World	594	227	117	46	46	54	8	1,092
<b>Total</b>	<b>580</b>	<b>217</b>	<b>86</b>	<b>82</b>	<b>38</b>	<b>41</b>	<b>10</b>	<b>1,054</b>

South Africa Overnight Visitor Spend by Type and Purpose of Visit

<b>Expenditure (per person, per night)</b>	<b>Accommodation (Maloti)</b>	<b>Food and Drink (Maloti)</b>	<b>Transport (Maloti)</b>	<b>Tours (Maloti)</b>	<b>Entertainment (Maloti)</b>	<b>Shopping (Maloti)</b>	<b>Other (Maloti)</b>	<b>Total (Maloti)</b>
Leisure	589	219	84	91	37	38	11	1,068
VFR	51	126	88	5	22	50	68	410
Business	882	287	155	15	35	49	40	1,463
Religion	37	64	34	3	1	4	11	154
<b>Total</b>	<b>406</b>	<b>188</b>	<b>101</b>	<b>30</b>	<b>28</b>	<b>44</b>	<b>42</b>	<b>839</b>

## A.10 WHAT DO THEY THINK OF LESOTHO?

### A.10.1 Rating of Visit to Lesotho

All Overnight Visitors by Visit Rating and Country of Residence

Visit Rating	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
Very enjoyable	65.7	68.9	86.0	87.6	84.1	88.6	84.5	48.9	85.4	65.5	76.7	66.9
Enjoyable	28.3	22.8	13.0	10.2	14.0	11.4	12.7	42.7	13.2	27.9	22.1	27.3
Fair	5.5	8.3	0.5	1.6	1.9	0.0	2.2	8.3	1.4	6.6	1.2	5.3
Disappointing	0.5	0.0	0.5	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.4
Very disappointing	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Visit Rating and Purpose of Visit

Visit Rating	Leisure %	VFR %	Business %	Religion %	Total %
Very enjoyable	90.2	63.2	45.7	67.1	66.9
Enjoyable	9.2	30.0	42.9	32.7	27.3
Fair	0.5	5.8	11.1	0.2	5.3
Disappointing	0.1	0.9	0.3	0.0	0.4
Very disappointing	0.0	0.1	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0

Leisure Overnight Visitors by Visit Rating and Country of Residence

Visit Rating	South Africa %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Europe %	Rest of World %	Total %
Very enjoyable	90.3	85.5	91.3	93.5	93.6	93.1	91.1	83.6	90.2
Enjoyable	9.1	13.3	8.3	6.5	6.4	6.9	8.5	15.6	9.2
Fair	0.5	0.6	0.4	0.0	0.0	0.0	0.4	0.8	0.5
Disappointing	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Very disappointing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

South Africa Overnight Visitors by Visit Rating and Purpose of Visit

Visit Rating	Leisure %	VFR %	Business %	Religion %	Total %
Very enjoyable	90.3	62.6	45.0	65.9	65.7
Enjoyable	9.1	30.4	43.6	34.1	28.3
Fair	0.5	6.0	11.1	0.0	5.5
Disappointing	0.1	0.9	0.2	0.0	0.5
Very disappointing	0.0	0.1	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0

## A.10.2 Would You Recommend Lesotho to Friends, Relatives or Colleagues?

All Overnight Visitors by Recommendation and Country of Residence

Recommendation	South Africa %	Botswana %	Netherlands %	Germany %	UK %	France %	USA %	Rest of Africa %	Rest of Europe %	Rest of Asia/Pacific %	Rest of World %	Total %
Yes, definitely	83.0	82.8	81.1	84.3	87.9	87.1	89.5	77.6	88.6	80.7	83.4	83.2
Yes, probably	14.5	15.3	15.5	14.4	10.3	11.5	9.4	17.3	9.7	16.0	15.4	14.3
Possibly	2.4	1.9	3.5	1.3	1.9	1.4	1.1	5.1	1.7	3.3	1.2	2.4
No, probably not	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
No, definitely not	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

All Overnight Visitors by Recommendation and Purpose of Visit

Recommendation	Leisure %	VFR %	Business %	Religion %	Total %
Yes, definitely	88.3	85.7	71.2	93.2	83.2
Yes, probably	11.1	13.0	21.7	6.8	14.3
Possibly	0.6	1.2	6.9	0.0	2.4
No, probably not	0.0	0.0	0.2	0.0	0.1
No, definitely not	0.0	0.1	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0

Leisure Overnight Visitors by Recommendation and Country of Residence

<b>Recommendation</b>	<b>South Africa %</b>	<b>Netherlands %</b>	<b>Germany %</b>	<b>UK %</b>	<b>France %</b>	<b>USA %</b>	<b>Rest of Europe %</b>	<b>Rest of World %</b>	<b>Total %</b>
Yes, definitely	88.3	83.1	86.4	95.2	88.8	90.1	88.7	88.5	88.3
Yes, probably	11.2	15.1	12.8	4.8	9.6	9.9	10.5	10.7	11.1
Possibly	0.6	1.8	0.8	0.0	1.6	0.0	0.8	0.8	0.6
No, probably not	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
No, definitely not	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

South Africa Overnight Visitors by Recommendation and Purpose of Visit

<b>Recommendation</b>	<b>Leisure %</b>	<b>VFR %</b>	<b>Business %</b>	<b>Religion %</b>	<b>Total %</b>
Yes, definitely	88.3	85.7	70.8	93.2	83.0
Yes, probably	11.2	13.0	22.0	6.8	14.5
Possibly	0.6	1.2	6.9	0.0	2.4
No, probably not	0.0	0.0	0.2	0.0	0.1
No, definitely not	0.0	0.1	0.0	0.0	0.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### A.10.3 Satisfaction Ratings

All Overnight Visitor Satisfaction Ratings by Country of Residence

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
South Africa	4.38	4.34	3.79	4.44	4.55	4.50
Botswana	4.34	4.32	3.52	4.54	4.55	4.46
Netherlands	4.35	4.23	3.67	4.56	4.58	4.61
Germany	4.46	4.33	3.62	4.62	4.54	4.63
UK	4.60	4.39	3.67	4.72	4.70	4.78
France	4.59	4.45	3.75	4.70	4.68	4.71
USA	4.54	4.45	3.74	4.60	4.72	4.69
Rest of Africa	4.31	4.25	3.81	4.46	4.46	4.42
Rest of Europe	4.40	4.29	3.73	4.52	4.68	4.62
Rest of Asia/Pacific	4.36	4.31	3.93	4.55	4.63	4.61
Rest of World	4.47	4.48	3.78	4.70	4.83	4.83
Total	4.41	4.34	3.76	4.51	4.60	4.57

All Overnight Visitor Satisfaction Ratings by Purpose of Visit

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
Leisure	4.50	4.42	3.82	4.58	4.63	4.64
VFR	4.28	4.24	3.74	4.51	4.44	4.25
Business	4.27	4.21	3.53	4.28	4.37	4.37
Religion	4.33	4.26	3.94	4.36	4.57	4.34
Total	4.41	4.34	3.76	4.51	4.60	4.57

Leisure Overnight Visitor Satisfaction Ratings by Country of Residence

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
South Africa	4.50	4.46	3.90	4.51	4.59	4.61
Netherlands	4.35	4.22	3.67	4.53	4.57	4.59
Germany	4.44	4.33	3.63	4.63	4.55	4.63
UK	4.70	4.47	3.74	4.77	4.72	4.80
France	4.60	4.46	3.72	4.72	4.69	4.72
USA	4.64	4.57	3.89	4.71	4.73	4.74
Rest of Europe	4.42	4.31	3.74	4.54	4.69	4.64
Rest of World	4.47	4.45	3.79	4.68	4.73	4.72
Total	4.50	4.42	3.82	4.58	4.63	4.64

South Africa Overnight Visitor Satisfaction Ratings by Purpose of Visit

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
Leisure	4.50	4.46	3.90	4.51	4.59	4.61
VFR	4.25	4.23	3.81	4.47	4.31	4.14
Business	4.25	4.22	3.36	4.23	4.19	4.28
Religion	4.27	4.24	3.99	4.22	4.54	4.25
Total	4.38	4.34	3.79	4.44	4.55	4.50

## B. Detailed Tables – Day Visitors

### B.1 WHO VISITS LESOTHO?

#### B.1.1 First or Repeat Visit

All Day Visitors by Previous Visit and Country of Residence

First Visit	South Africa %	Rest of World %	Total %
Yes	25.6	69.2	26.8
No	74.4	30.8	73.2
Total	100.0	100.0	100.0

All Day Visitors by Previous Visit and Purpose of Visit

First Visit	Leisure %	Business %	Other %	Total %
Yes	54.4	18.2	20.6	26.8
No	45.6	81.8	79.4	73.2
Total	100.0	100.0	100.0	100.0

South Africa Day Visitors by Previous Visit and Purpose of Visit

First Visit	Leisure %	Business %	Other %	Total %
Yes	52.4	17.9	19.8	25.6
No	47.6	82.1	80.2	74.4
Total	100.0	100.0	100.0	100.0

All Day Visitors by Number of Visits and Country of Residence

Previous Visits	South Africa %	Rest of World %	Total %
1	3.7	10.3	3.8
2	16.5	32.1	16.6
3	17.0	11.6	16.9
4	12.0	15.8	12.0
5	8.7	11.6	8.8
6	4.3	0.0	4.2
7+	37.9	18.7	37.7
Total	100.0	100.0	100.0

All Day Visitors by Number of Visits and Purpose of Visit

Previous Visits	Leisure %	Business %	Other %	Total %
1	2.2	4.4	2.7	3.8
2	21.8	15.7	16.3	16.6
3	21.2	18.1	8.3	16.9
4	15.2	12.5	7.3	12.0
5	7.8	9.1	8.1	8.8
6	3.8	5.0	1.3	4.2
7+	28.1	35.4	56.0	37.7
Total	100.0	100.0	100.0	100.0

South Africa Day Visitors by Number of Visits and Purpose of Visit

<b>Previous Visits</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
1	1.7	4.4	2.7	3.7
2	21.0	15.6	16.4	16.5
3	21.5	18.1	8.2	17.0
4	15.5	12.5	6.8	12.0
5	7.7	9.0	8.2	8.7
6	3.9	5.0	1.4	4.3
7+	28.7	35.5	56.2	37.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## B.2 PROFILE OF TOURISTS

### B.2.1 Gender and Age

All Day Visitors by Age, Gender and Purpose of Visit

Gender and Age	Leisure %	Business %	Other %	Total %
<b>Male</b>				
0-11	3.1	0.9	0.0	2.2
12-17	2.6	0.8	0.0	1.8
18-24	4.1	1.7	1.5	3.2
25-34	11.8	13.5	20.5	13.1
35-44	12.0	27.7	32.3	18.4
45-54	14.1	21.4	12.3	16.1
55-64	8.5	9.0	5.6	8.4
65+	3.9	1.5	1.0	3.0
<b>All Male</b>	<b>60.1</b>	<b>76.6</b>	<b>73.3</b>	<b>66.1</b>
<b>Female</b>				
0-11	2.6	0.0	0.5	1.6
12-17	2.0	0.3	1.0	1.4
18-24	3.4	1.8	2.1	2.8
25-34	9.5	4.0	5.1	7.5
35-44	7.0	7.0	10.3	7.3
45-54	6.9	7.7	4.1	6.9
55-64	5.8	1.8	2.6	4.4
65+	2.6	0.8	1.0	1.9
<b>All Female</b>	<b>39.9</b>	<b>23.4</b>	<b>26.7</b>	<b>33.9</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

All Day Visitors by Age, Gender and Country of Residence

<b>Gender and Age</b>	<b>South Africa %</b>	<b>Rest of World %</b>	<b>Total %</b>
<b><i>Male</i></b>			
0-11	2.5	0.7	2.2
12-17	1.7	2.3	1.8
18-24	3.0	3.7	3.2
25-34	12.7	14.6	13.1
35-44	19.3	15.1	18.4
45-54	16.7	13.5	16.1
55-64	8.8	6.7	8.4
65+	2.4	5.3	3.0
<b><i>All Male</i></b>	<b><i>67.2</i></b>	<b><i>61.9</i></b>	<b><i>66.1</i></b>
<b><i>Female</i></b>			
0-11	1.7	1.2	1.6
12-17	1.3	1.9	1.4
18-24	2.4	4.9	2.8
25-34	6.8	10.4	7.5
35-44	7.6	6.0	7.3
45-54	7.0	6.3	6.9
55-64	4.4	4.4	4.4
65+	1.7	3.0	1.9
<b><i>All Female</i></b>	<b><i>32.8</i></b>	<b><i>38.1</i></b>	<b><i>33.9</i></b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### B.3 WHERE DO THEY VISIT?

All Day Visitors by Place of Visit and Country of Residence

Places Visited	South Africa %	Rest of World %	Total %
Sani Pass	46.2	56.6	46.9
Afri Ski	13.0	6.5	12.6
Katse Dam	10.8	4.4	10.4
Thabana Ntlenyana	9.4	8.0	9.3
Oxbow	4.0	5.1	4.1
Thaba Bosiu	2.6	2.2	2.6
Morija	2.2	4.3	2.3
Mohale Dam	2.2	0.0	2.0
Dinosaur Footprints	1.5	0.7	1.5
Handicrafts Centre	1.3	2.8	1.4
Liphofung	1.1	2.2	1.2
Semonkong	1.1	0.7	1.1
Ts'ehlanyane National Park	0.9	2.1	0.9
Bokong	0.9	0.7	0.9
Bushmen Paintings	0.6	0.7	0.6
Roma (National University of Lesotho)	0.6	0.0	0.6
Roma (non-university visit)	0.6	0.0	0.6
Kome Caves	0.5	0.7	0.5
Malealea	0.2	2.2	0.3
Maletsunyane Falls	0.2	0.0	0.2
Total	100.0	100.0	100.0

All Day Visitors by Place of Visit and Purpose of Visit

<b>Places Visited</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
Sani Pass	52.7	22.8	15.1	46.9
Afri Ski	14.6	5.1	0.0	12.6
Katse Dam	12.0	4.4	0.0	10.4
Thabana Ntlenyana	10.7	4.4	0.0	9.3
Oxbow	3.5	4.4	13.2	4.1
Thaba Bosiu	0.9	8.9	13.2	2.6
Morija	0.4	9.5	15.1	2.3
Mohale Dam	0.3	13.3	0.0	2.0
Dinosaur Footprints	0.3	4.4	13.2	1.5
Handicrafts Centre	0.8	0.6	15.1	1.4
Liphofung	1.5	0.0	0.0	1.2
Semonkong	0.6	4.4	0.0	1.1
Ts'ehlanyane National Park	0.3	4.4	1.9	0.9
Bokong	0.3	4.4	0.0	0.9
Bushmen Paintings	0.1	4.4	0.0	0.6
Roma (National University of Lesotho)	0.0	0.0	13.2	0.6
Roma (non-university visit)	0.0	4.4	0.0	0.6
Kome Caves	0.6	0.0	0.0	0.5
Malealea	0.4	0.0	0.0	0.3
Maletsunyane Falls	0.3	0.0	0.0	0.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

South Africa Day Visitors by Place of Visit and Purpose of Visit

<b>Places Visited</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
Sani Pass	52.1	22.7	14.3	46.2
Afri Ski	15.2	4.5	0.0	13.0
Katse Dam	12.5	4.5	0.0	10.8
Thabana Ntlenyana	10.8	4.5	0.0	9.4
Oxbow	3.3	4.5	14.3	4.0
Thaba Bosiu	0.8	9.1	14.3	2.6
Mohale Dam	0.3	13.6	0.0	2.2
Morija	0.3	9.1	14.3	2.2
Dinosaur Footprints	0.3	4.5	14.3	1.5
Handicrafts Centre	0.8	0.0	14.3	1.3
Liphofung	1.4	0.0	0.0	1.1
Semonkong	0.6	4.5	0.0	1.1
Bokong	0.3	4.5	0.0	0.9
Ts'ehlanyane National Park	0.3	4.5	0.0	0.9
Bushmen Paintings	0.0	4.5	0.0	0.6
Roma (National University of Lesotho)	0.0	0.0	14.3	0.6
Roma (non-university visit)	0.0	4.5	0.0	0.6
Kome Caves	0.6	0.0	0.0	0.5
Malealea	0.3	0.0	0.0	0.2
Maletsunyane Falls	0.3	0.0	0.0	0.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## B.4 WHAT DO THEY DO?

### B.4.1 All Activities Undertaken

All Day Visitors by Activity and Country of Residence

Activities	South Africa %	Rest of World %	Total %
General sightseeing	23.0	33.5	25.1
4x4 trekking	17.8	26.2	19.4
Hiking	6.9	15.7	8.6
Biking	4.9	1.6	4.3
Skiing	4.9	0.5	4.1
Pony trekking	1.3	3.1	1.7
Bird watching	0.8	1.6	0.9
Rock climbing/mountaineering	0.4	1.6	0.6
Fishing	0.1	0.0	0.1
Wedding/Funeral	0.1	0.0	0.1
None	39.8	16.2	35.1
Total	100.0	100.0	100.0

All Day Visitors by Activity and Purpose of Visit

<b>Activities</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
General sightseeing	30.2	14.1	27.1	25.1
4x4 trekking	30.7	2.1	1.2	19.4
Hiking	13.8	0.7	0.0	8.6
Biking	6.6	0.7	0.0	4.3
Skiing	6.6	0.0	0.0	4.1
Pony trekking	2.7	0.0	0.0	1.7
Bird watching	1.2	0.7	0.0	0.9
Rock climbing/mountaineering	0.9	0.3	0.0	0.6
Wedding/Funeral	0.0	0.0	1.2	0.1
Fishing	0.2	0.0	0.0	0.1
None	7.2	81.4	70.6	35.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

South Africa Day Visitors by Activity and Purpose of Visit

<b>Activities</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
General sightseeing	30.3	11.8	20.9	23.0
4x4 trekking	30.0	2.2	1.5	17.8
Hiking	11.8	0.7	0.0	6.9
Biking	8.3	0.7	0.0	4.9
Skiing	8.8	0.0	0.0	4.9
Pony trekking	2.3	0.0	0.0	1.3
Bird watching	0.9	0.7	0.0	0.8
Rock climbing/mountaineering	0.5	0.4	0.0	0.4
Fishing	0.2	0.0	0.0	0.1
Wedding/Funeral	0.0	0.0	1.5	0.1
None	6.9	83.4	76.1	39.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## B.4.2 Main Activity Undertaken

All Day Visitors by Main Activity and Country of Residence

<b>Main Activity</b>	<b>South Africa %</b>	<b>Rest of World %</b>	<b>Total %</b>
General sightseeing	9.0	31.1	9.6
4x4 trekking	6.8	16.9	7.1
Hiking	2.3	8.2	2.4
Biking	2.3	1.4	2.3
Skiing	2.1	0.5	2.1
Pony trekking	0.4	1.4	0.4
Bird watching	0.2	0.5	0.2
Wedding/Funeral	0.2	0.0	0.2
Rock climbing/mountaineering	0.1	0.9	0.1
Fishing	0.1	0.0	0.1
Other	29.8	17.0	29.5
None	46.7	22.3	46.1

All Day Visitors by Main Activity and Purpose of Visit

<b>Main Activity</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
General sightseeing	24.8	4.6	7.5	9.6
4x4 trekking	26.5	1.5	1.1	7.1
Hiking	10.0	0.3	0.0	2.4
Biking	8.7	0.5	0.0	2.3
Skiing	9.1	0.0	0.0	2.1
Pony trekking	1.9	0.0	0.0	0.4
Bird watching	0.3	0.3	0.0	0.2
Wedding/Funeral	0.0	0.0	1.1	0.2
Rock climbing/mountaineering	0.3	0.0	0.0	0.1
Fishing	0.2	0.0	0.0	0.1
Other	10.1	35.3	34.6	29.5
None	8.0	57.6	55.8	46.1

South Africa Day Visitors by Main Activity and Purpose of Visit

<b>Main Activity</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
General sightseeing	24.5	4.3	6.6	9.0
4x4 trekking	26.3	1.5	1.1	6.8
Biking	9.2	0.5	0.0	2.3
Hiking	9.7	0.3	0.0	2.3
Skiing	9.7	0.0	0.0	2.1
Pony trekking	1.8	0.0	0.0	0.4
Bird watching	0.3	0.3	0.0	0.2
Wedding/Funeral	0.0	0.0	1.1	0.2
Fishing	0.3	0.0	0.0	0.1
Rock climbing/mountaineering	0.3	0.0	0.0	0.1
Other	10.0	35.3	35.2	29.8
None	7.9	57.8	56.0	46.7

## B.5 HOW DO THEY TRAVEL AROUND?

All Day Visitors by Type of Transport and Country of Residence

Transport Type	South Africa %	Rest of World %	Total %
Private car/4x4	67.8	40.8	67.1
Company car/4x4	17.0	7.1	16.8
Public transport	7.1	12.0	7.2
Hire car/4x4	3.7	19.4	4.1
Motorbike	2.4	3.2	2.4
Walk	1.6	3.6	1.6
Guided 4x4 tour	0.2	13.6	0.6
Overland truck	0.2	0.0	0.2
Coach/Minibus tour	0.1	0.5	0.1
Total	100.0	100.0	100.0

All Day Visitors by Type of Transport and Purpose of Visit

Transport Type	Leisure %	Business %	Other %	Total %
Private car/4x4	72.2	65.9	64.3	67.1
Company car/4x4	1.7	26.0	1.1	16.8
Public transport	3.7	3.0	30.3	7.2
Hire car/4x4	4.6	4.4	2.1	4.1
Motorbike	9.3	0.3	1.1	2.4
Walk	5.6	0.3	1.1	1.6
Guided 4x4 tour	2.5	0.0	0.0	0.6
Overland truck	0.0	0.3	0.0	0.2
Coach/Minibus tour	0.3	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0

South Africa Day Visitors by Type of Transport and Purpose of Visit

<b>Transport Type</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
Private car/4x4	75.5	66.1	63.7	67.8
Company car/4x4	1.6	26.0	1.1	17.0
Public transport	3.4	2.8	30.8	7.1
Hire car/4x4	2.9	4.3	2.2	3.7
Motorbike	9.6	0.3	1.1	2.4
Walk	5.7	0.3	1.1	1.6
Guided 4x4 tour	1.0	0.0	0.0	0.2
Overland truck	0.0	0.3	0.0	0.2
Coach/Minibus tour	0.3	0.0	0.0	0.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## B.6 HOW MUCH DO THEY SPEND?

All Day Visitor Spend by Type and Country of Residence

Expenditure (per person, per night)	Accommodation (Maloti)	Food and Drink (Maloti)	Transport (Maloti)	Tours (Maloti)	Entertainment (Maloti)	Shopping (Maloti)	Other (Maloti)	Total (Maloti)
South Africa	7	106	181	21	2	118	30	465
Rest of World	33	181	385	118	28	51	5	802
Total	8	108	186	24	3	116	29	473

All Day Visitor Spend by Type and Purpose of Visit

Expenditure (per person, per night)	Accommodation (Maloti)	Food and Drink (Maloti)	Transport (Maloti)	Tours (Maloti)	Entertainment (Maloti)	Shopping (Maloti)	Other (Maloti)	Total (Maloti)
Leisure	30	114	147	52	6	371	11	732
Business	1	98	213	13	2	40	28	396
Other	0	137	135	22	0	48	61	403
Total	8	108	186	24	3	116	29	473

South Africa Day Visitor Spend by Type and Purpose of Visit

Expenditure (per person, per night)	Accommodation (Maloti)	Food and Drink (Maloti)	Transport (Maloti)	Tours (Maloti)	Entertainment (Maloti)	Shopping (Maloti)	Other (Maloti)	Total (Maloti)
Leisure	29	113	121	48	6	397	11	725
Business	1	96	212	12	1	40	28	389
Other	0	140	134	22	0	48	63	407
Total	7	106	181	21	2	118	30	465

## B.7 WHAT DO THEY THINK OF LESOTHO?

### B7.1 Rating of Visit to Lesotho

All Day Visitors by Visit Rating and Country of Residence

Visit Rating	South Africa %	Rest of World %	Total %
Very enjoyable	42.8	59.7	43.3
Enjoyable	47.7	30.9	47.3
Fair	8.7	8.5	8.7
Disappointing	0.7	0.9	0.7
Very disappointing	0.1	0.0	0.1
Total	100.0	100.0	100.0

All Day Visitors by Visit Rating and Purpose of Visit

Visit Rating	Leisure %	Business %	Other %	Total %
Very enjoyable	78.1	29.6	47.7	43.3
Enjoyable	19.2	57.6	46.8	47.3
Fair	2.3	12.6	2.3	8.7
Disappointing	0.1	0.3	3.2	0.7
Very disappointing	0.2	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0

South Africa Day Visitors by Visit Rating and Purpose of Visit

<b>Visit Rating</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
Very enjoyable	78.4	29.4	48.4	42.8
Enjoyable	19.2	57.8	46.2	47.7
Fair	2.1	12.5	2.2	8.7
Disappointing	0.0	0.3	3.3	0.7
Very disappointing	0.3	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0

## B7.2 Would You Recommend Lesotho to your Friends, Family or Colleagues

All Day Visitors by Recommendation and Country of Residence

Recommendation	South Africa %	Rest of World %	Total %
Yes, definitely	64.2	73.0	64.4
Yes, probably	31.8	21.5	31.5
Possibly	3.6	3.6	3.6
No, probably not	0.2	0.9	0.2
No, definitely not	0.3	0.9	0.3
Total	100.0	100.0	100.0

All Day Visitors by Recommendation and Purpose of Visit

Recommendation	Leisure %	Business %	Other %	Total %
Yes, definitely	86.4	52.6	80.8	64.4
Yes, probably	11.9	42.0	17.1	31.5
Possibly	1.0	5.1	1.1	3.6
No, probably not	0.1	0.0	1.1	0.2
No, definitely not	0.5	0.3	0.0	0.3
Total	100.0	100.0	100.0	100.0

South Africa Day Visitors by Recommendation and Purpose of Visit

<b>Recommendation</b>	<b>Leisure %</b>	<b>Business %</b>	<b>Other %</b>	<b>Total %</b>
Yes, definitely	87.1	52.4	81.3	64.2
Yes, probably	11.6	42.2	16.5	31.8
Possibly	0.8	5.1	1.1	3.6
No, probably not	0.0	0.0	1.1	0.2
No, definitely not	0.5	0.3	0.0	0.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### B.7.3 Satisfaction Ratings

#### All Day Visitor Satisfaction Ratings by Country of Residence

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
South Africa	4.28	4.26	3.79	4.28	4.43	4.28
Rest of World	4.29	4.27	3.91	4.38	4.48	4.41
Total	4.28	4.26	3.81	4.30	4.44	4.31

#### All Day Visitor Satisfaction Ratings by Purpose of Visit

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
Leisure	4.36	4.34	4.08	4.32	4.47	4.37
Business	4.22	4.20	3.53	4.18	4.18	4.09
Other	4.17	4.10	3.70	4.26	4.25	4.06
Total	4.28	4.26	3.81	4.30	4.44	4.31

#### South Africa Day Visitor Satisfaction Ratings by Purpose of Visit

Satisfaction	Border Officials (out of 5)	Border General (out of 5)	Roads (out of 5)	Hospitality (out of 5)	Attractions (out of 5)	Activities (out of 5)
Leisure	4.36	4.34	4.10	4.31	4.46	4.36
Business	4.24	4.21	3.52	4.11	4.12	4.07
Other	4.16	4.11	3.75	4.31	4.20	4.00
Total	4.28	4.26	3.79	4.28	4.43	4.28

## C. Methodology Notes

### C.1 Package Breakdown

When analysing tourist expenditure, it is necessary to disaggregate expenditure on package tours, as these are a combination of other services such as accommodation, transport, food, etc.

The process used for this was to disaggregate each package that was reported by a visitor applying certain percentages to extract the following:

- Accommodation
- Local Transport
- Tours
- Other

The spending patterns of non-package tourists that were included in the survey were studied, and these were used to enable disaggregation of package tour expenditure. Matrixes were developed to enable package tours to be disaggregated for visitors from:

- South Africa – Day Visitors
- South Arica – Overnight Visitors (tourists)
- All other visitors – Day Visitors
- All other visitors – Overnight Visitors (tourists)

The disaggregation process takes into account what each visitor reports as being included in their package (a matrix was developed to include all different combinations of what the visitor could report as being included).

The following process was then followed:

- Deduct 20% from the package price: overseas travel agents will take a commission of around 20% of the cost of the package.
- Distribution of the remaining amount across accommodation, local transport, tours and other, depending on which of these were included in the package, and the place of origin and type of tourist.

## C.2 Weighting

Weighting of the survey data is required in order to reach averages that can apply to the totals for the variables. In general this is only of significance for the continuous variables (scale numbers) such as average length of stay and expenditure by the visitor.

Nearly always in sample surveys of departing visitors, there are some border posts where interviewing does not take place (for practicality and cost reasons), and also there are non-uniform sampling fractions used because sample size is driven by the 'confidence limits' for sample statistics that are acceptable to the user and by the level of interest in particular market segments.

The option selected for weighting the sample has been to weight by South Africa and Other countries of residence, and by Leisure and Other purposes of visit. These groups provide large enough sub-samples in the overall sample to be robust enough for weighing.

The calculated weights are shown in the table below.

<b>Country of Residence</b>	<b>Leisure</b>	<b>Other</b>	<b>Total</b>
South Africa	0.7693	2.1969	1.4954
Rest of World	0.1639	0.3172	0.2107
Total	0.4847	1.6823	1.0000

### C.3 Analysis of the Data

When analysing a visitor survey it is necessary to identify which country of residence and purpose of visit groups can be analysed with an acceptable statistical level of confidence. As a rule of thumb, 100 completed interviews with any “group” will provide this level of confidence.

The table below shows the number of completed interviews by country of residence and purpose of visit for Day Visitors.

Country of Residence	Leisure	VFR	Business	Religious	Total
South Africa	380	80	391	11	862
Germany	29	0	6	0	35
Netherlands	21	0	0	0	21
USA	12	2	2	1	17
UK	8	3	2	0	13
France	7	0	0	0	7
Botswana	1	0	1	0	2
Rest of Europe	32	2	1	0	35
Rest of Africa	7	3	11	0	21
Rest of Asia/Pacific	7	1	1	0	9
Rest of World	6	7	3	0	16
<b>Total</b>	<b>510</b>	<b>98</b>	<b>418</b>	<b>12</b>	<b>1,038</b>

The figures in red show data that can be analysed at a Country of Residence AND Purpose of Visit level with an acceptable level of confidence. For example, it would be possible to analyse Leisure tourists from South Africa to reveal their age profile, likes, dislikes, etc, as the sample is sufficient in size.

Consequently, when analysing the survey data for Day Visitors, the findings are presented at the following levels:

By Country of Residence for:

- South Africa
- Rest of World

By Purpose of Visit for:

- Leisure
- Business
- Other (VFR + Religious)

And by South Africa Day Visitors for:

- Leisure
- Business
- Other (VFR + Religious)

The table below shows the number of completed interviews by country of residence and purpose of visit for Tourists (Overnight Visitors).

Country of Residence	Leisure	VFR	Business	Religious	Total
South Africa	1,209	671	404	88	2,372
Germany	242	17	17	1	277
USA	131	37	62	12	242
Netherlands	166	8	6	3	183
UK	124	14	28	2	168
France	125	2	5	0	132
Botswana	29	69	21	3	122
Rest of Europe	248	17	31	4	300
Rest of Africa	44	41	91	13	189
Rest of Asia/Pacific	93	12	16	0	121
Rest of World	78	12	27	3	120
<b>Total</b>	<b>2,489</b>	<b>900</b>	<b>708</b>	<b>129</b>	<b>4,226</b>

The figures in red show data that can be analysed at a Country of Residence AND Purpose of Visit level with an acceptable level of confidence. For example, it would be possible to analyse Leisure tourists from the Netherlands to reveal their age profile, likes, dislikes, etc, as the sample is sufficient in size.

Note that the 88 responses for South Africa tourists travelling for religious purposes are below the 100 threshold; however this group is included in the analysis. A statistical health warning therefore applies to the analysis of these data.

Consequently, when analysing the survey data for Tourists (Overnight Visitors), the findings are presented at the following levels:

By Country of Residence for:

- South Africa
- Botswana
- Netherlands
- Germany
- UK
- France
- USA
- Rest of Africa
- Rest of Europe
- Rest of Asia/Pacific
- Rest of World

By Purpose of Visit for:

- Leisure
- VFR
- Business
- Religious

By Leisure Tourists for:

- South Africa
- Netherlands
- Germany
- UK
- France
- USA
- Rest of Europe
- Rest of World

And by South Africa Tourists for:

- Leisure
- VFR
- Business
- Religious