

SURVEY

of Departing

Foreign Tourists

from Sri Lanka 2018-2019



Sri Lanka Tourism Development Authority



Acknowledgement

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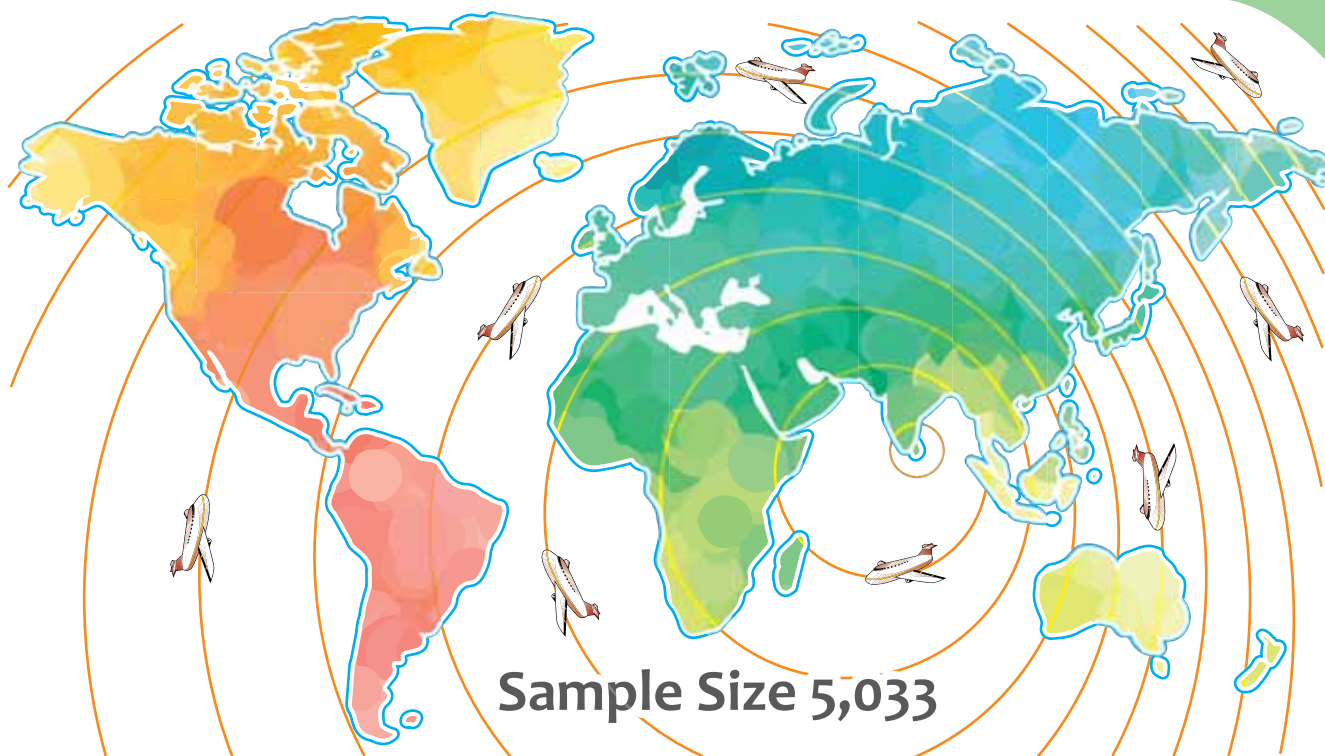
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Survey Highlights





Sample Coverage

Australia	8.96%	★	Philippines	0.38%
Austria	1.15%		Poland	1.87%
Benelux	7.19%	★	Russia	4.15%
Canada	1.25%		USA	3.56%
China	5.62%	★	Scandinavia	3.26%
Czech Rep	1.35%		Singapore	0.81%
France	6.24%	★	South Africa	0.46%
Germany	10.83%		South Korea	0.42%
India	13.29%	★	Spain	2.32%
Italy	2.92%		Switzerland	1.23%
Japan	0.89%	★	Thailand	0.36%
Malaysia	0.70%		UK	12.52%
Middle East	4.47%	★	Ukraine	3.04%
New Zealand	0.50%		Other	0.26%

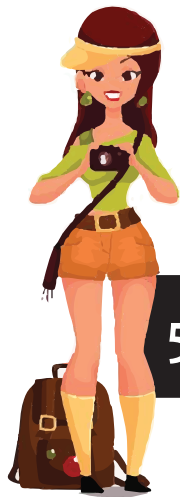
Highest Respondents

INDIA
13.29%

UK
12.52%

GERMANY
10.83%

Visitor Composition Gender



52.4%

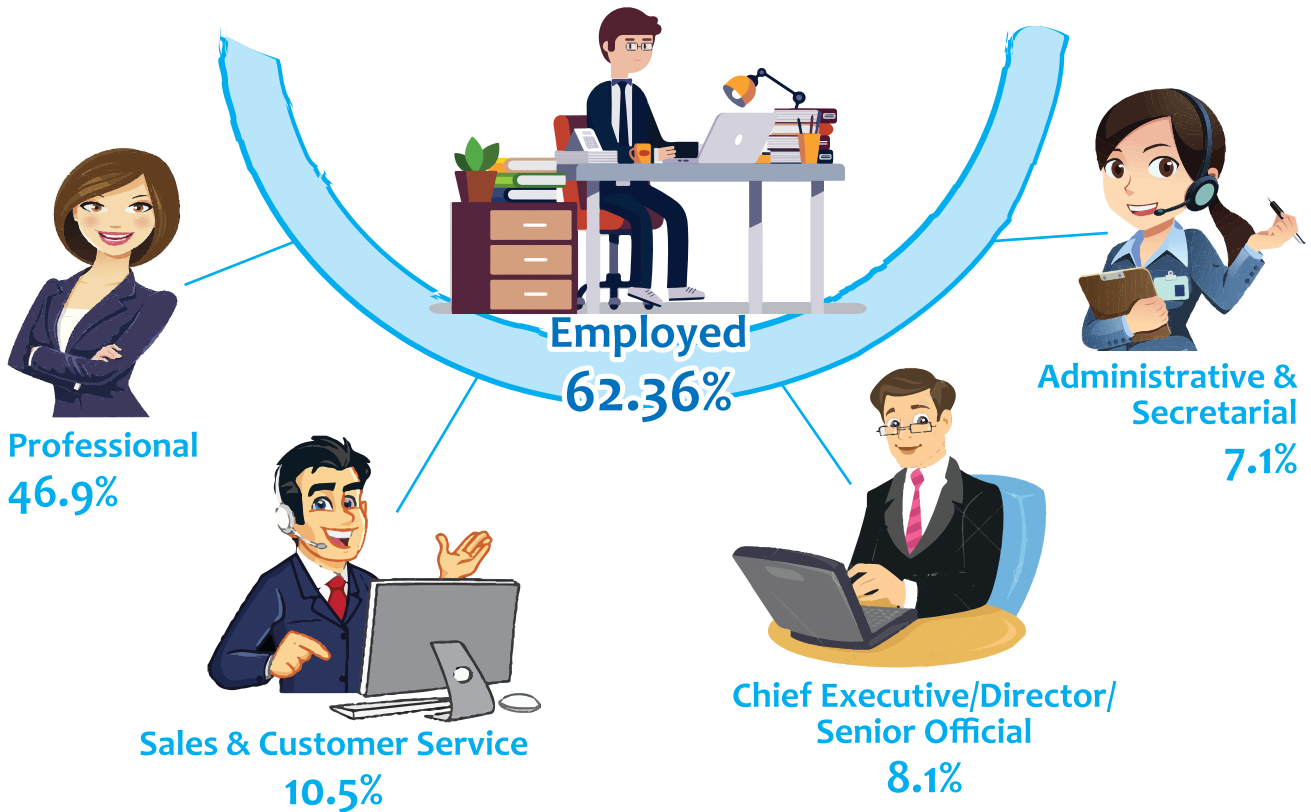
**Highest
Respondents**

25 - 34
43.7%



47.6%

Status of Employment & Occupation



Popular Airlines



Prior Visits

We came to Sri Lanka for the First Time:

82.8%



Highest Respondents



Philippines **94.4%**



New Zealand **92.0%**



Benelux/France **91.7%**

30.6%

Visited Sri Lanka only once before

18.9%

Visited Sri Lanka twice before

Repeat Visitors

Highest Respondents



Thailand **38.9%**



Malaysia **34.3%**



Singapore **33.3%**

Repeat Tourist

17.2%



Purpose of Visit

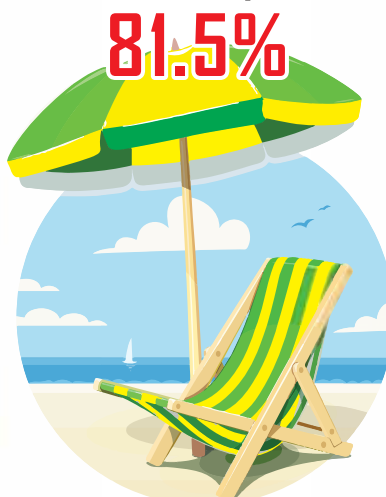
Holiday

81.5%

Highest Respondents

Canada

Benelux



Highest Respondents Age

65 & Over
91.6%

18 - 24
91.6%

Travel Partner



36.3%
Friends & Relatives



28.6%
Spouse only



25.5%
Male Solo
Travellers



15.2%
Female Solo
Travellers

Travel Group

88.9% of tourists have travelled in **groups of 0-5**



Singapore



South Africa



Philippines

Travelled Mostly in groups of 0-5

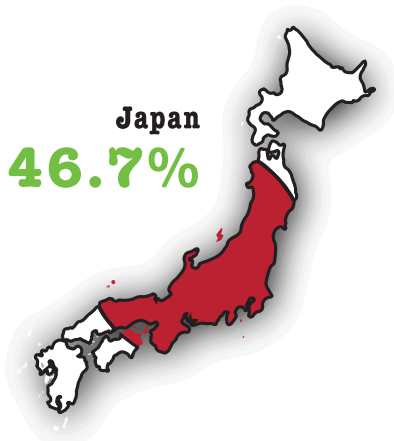
Trip Lead Time

One month prior

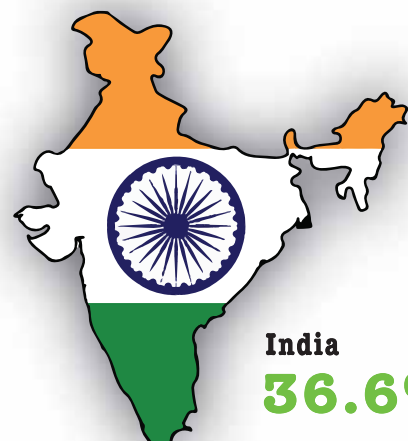
29.8%

Highest Proportions from the Following Age Groups
Have Done their Trip Planning One Month Prior to the Trip

18-24, 25-34, 35-44 & 45-54

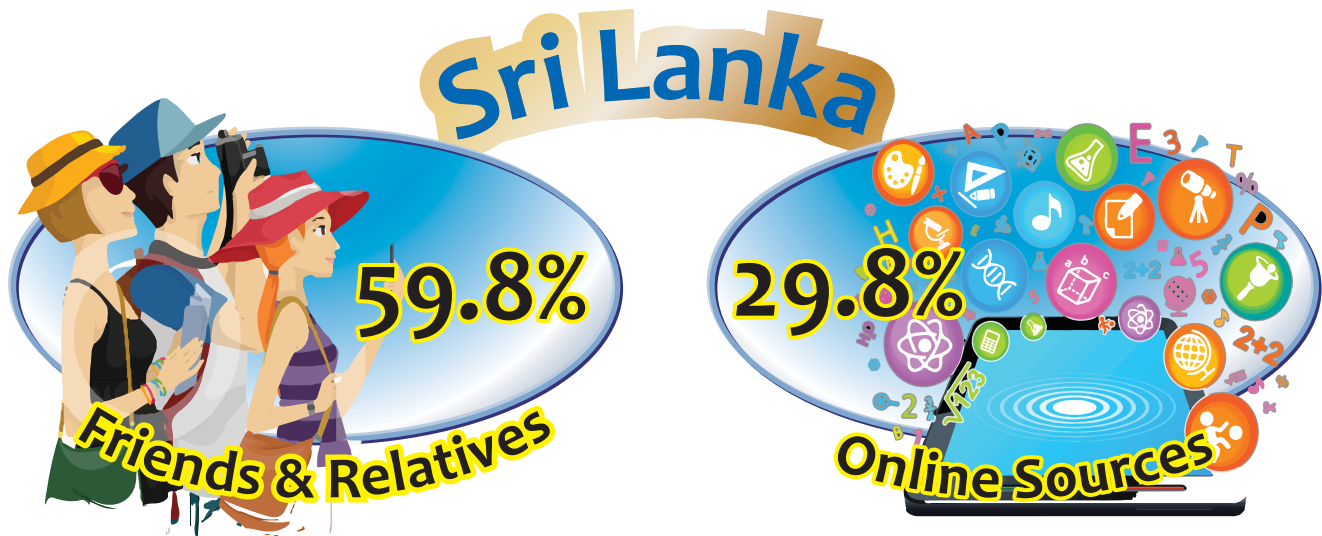


**Highest
Respondents**

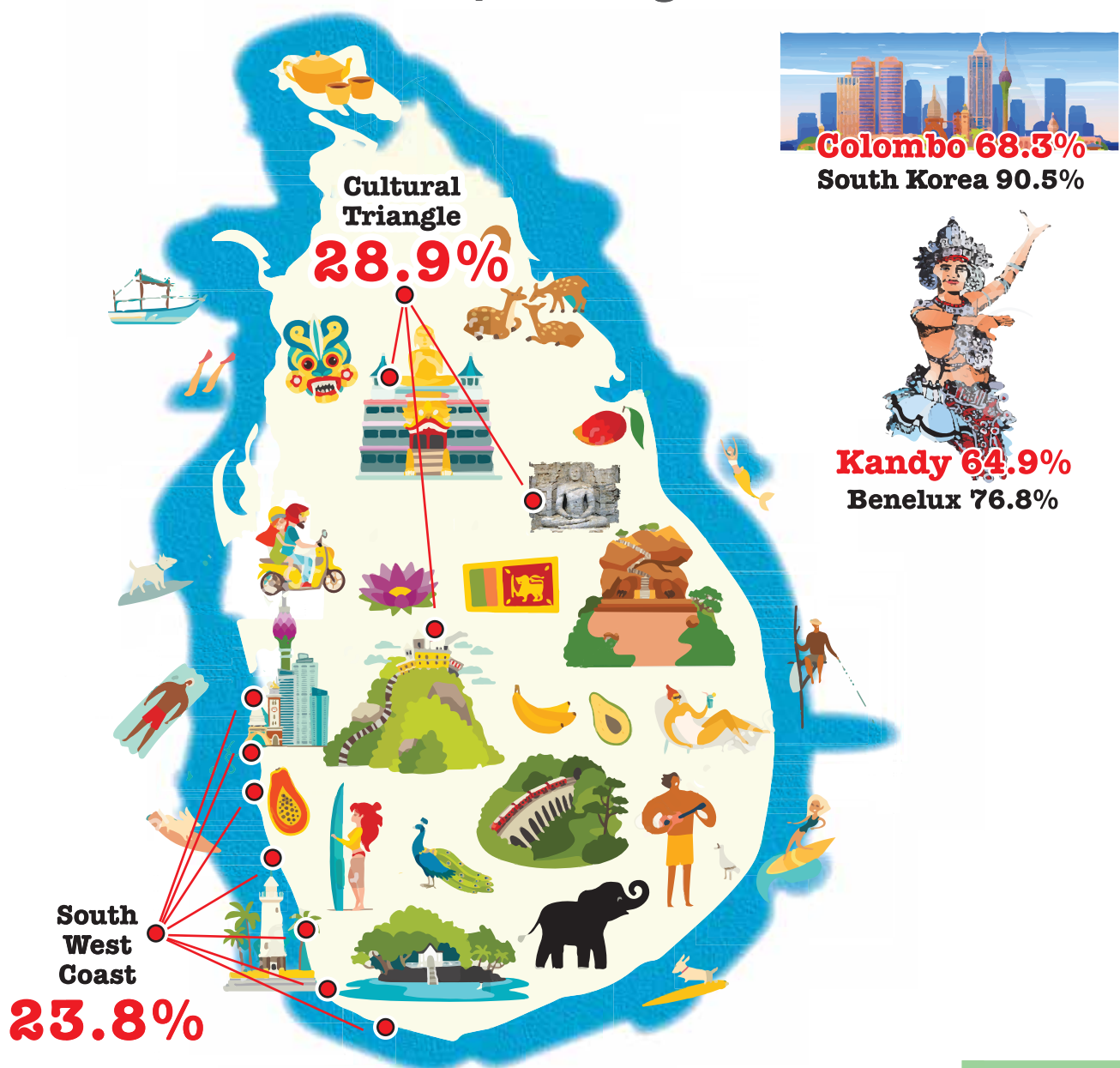


India
36.6%

Sources of Information



Popular Regions



Special Interest Sites



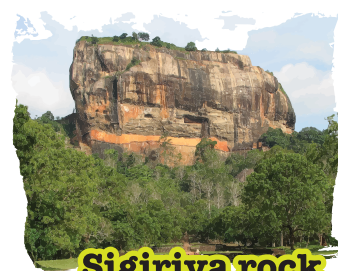
Galle Fort

49%



Temple of Tooth Relic

42%



Sigiriya rock

35.9%

Popular Water Based Activities



Beach & Sea

77.2%



Surfing

18.6%

Snorkeling

15.8%



Whale & Dolphin Watching

9.8%



Popular Land Based Activities



Sightseeing Excursions

47.0%



Wildlife Safari

43.7%



**Visits to Museums &
Galleries**

29.1%



Hiking/Trekking

31.1%

Other Popular Activities

Restaurant based Activities **63.2%**



Shopping **46.7%**



Visits to Ayurveda / Spas / Wellness **26.6%**



Rest & Relaxation **25.6%**



Accommodation



Hotels **75.0%**



Guest & Rest House **32.9%**



Home Stays **15.1%**

Modes of transport

Trains **46.9%**



Hired Vehicles **65.9%**



Tuk Tuk **50.6%**



Guide Service

36.8%



Activities during/after the Trip

Highest Respondents

On Line Updates
59%

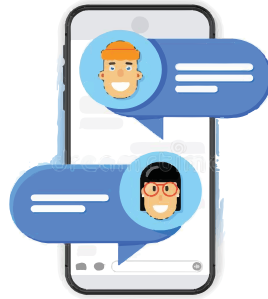
Sharing Files & Instant
Messaging **46.9%**

Reviews
23.7%



Philippines

71.1%



Singapore

65.2%



France

38.2%

Package or Non-Package

Non-Package
83.0%



Package
17.0%



Package Duration

Package with 7 nights followed by 10 & 5 nights are the most popular packages

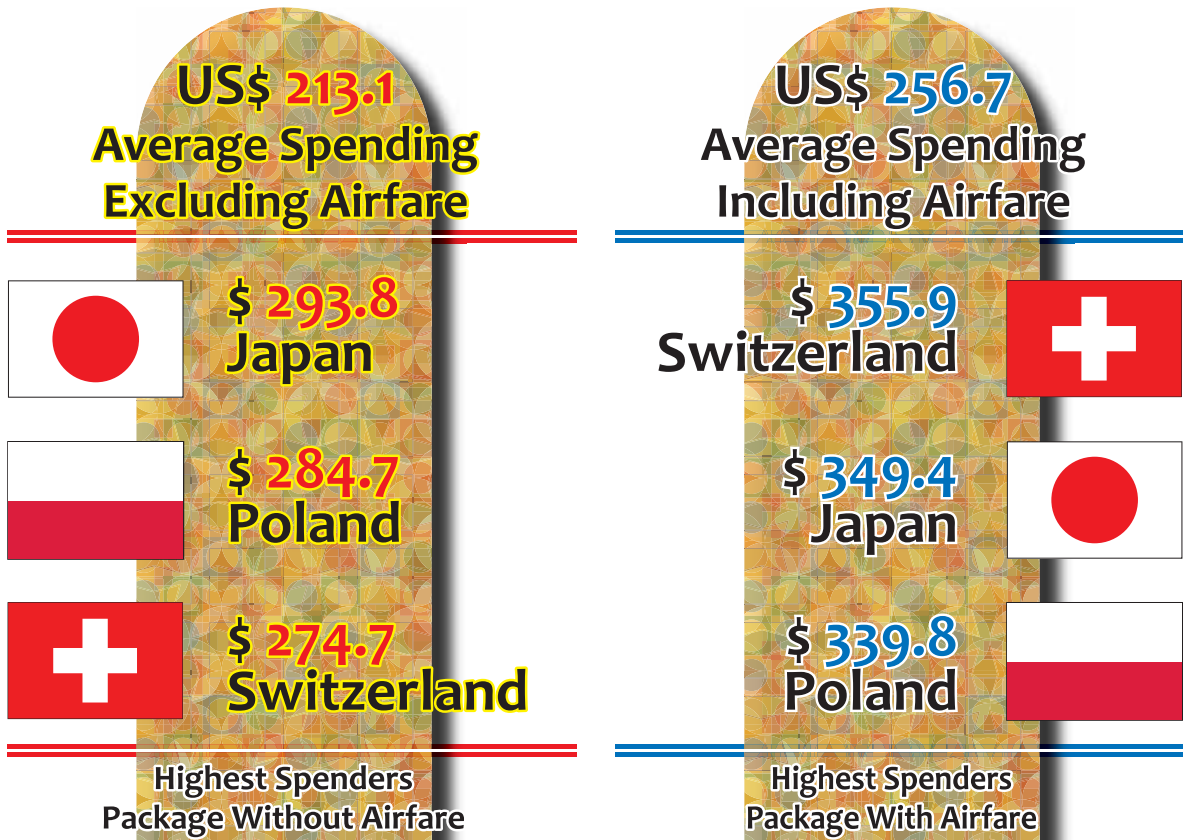
India
7 nights
16%



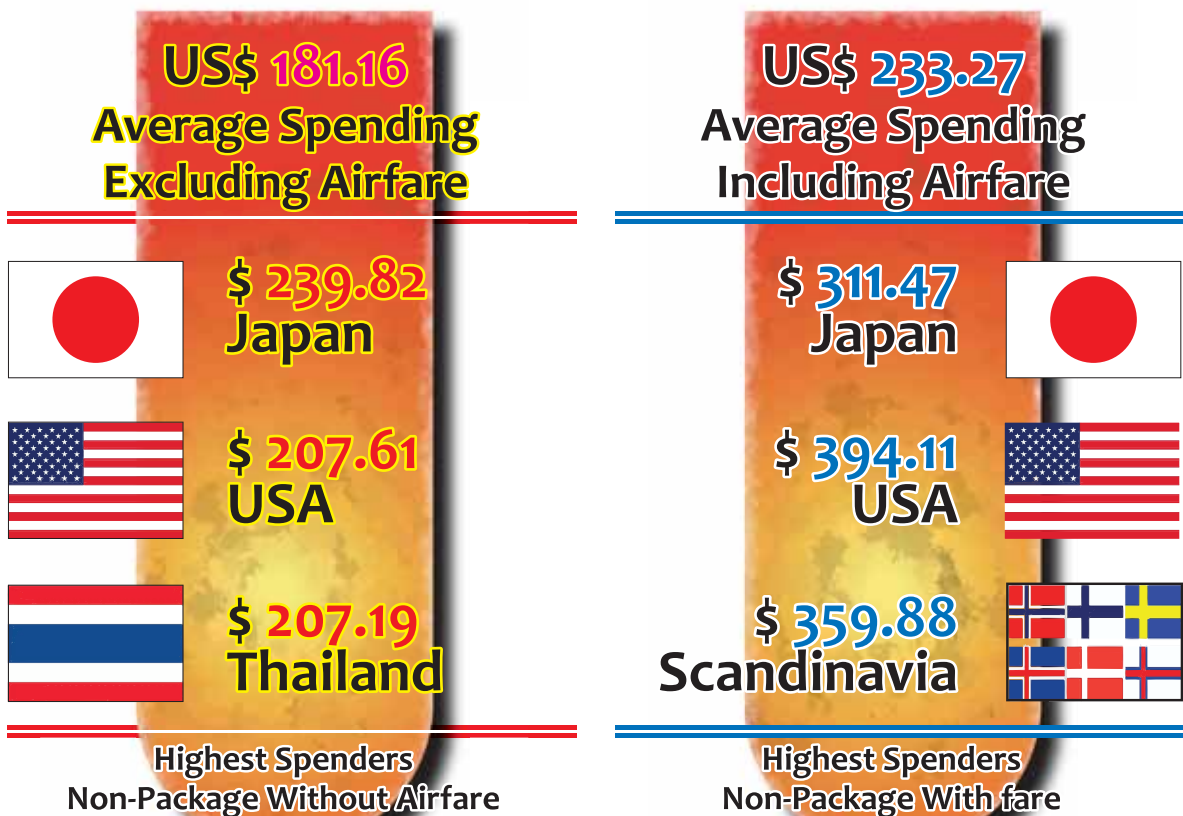
Ukraine
7 nights
10%



Package Tour



Non-Package Tour



Share of Expenditure of Non-Package Tourists

Accommodation
35%



Eating Out & Other Activities
28%



Transport
20%



Shopping
17%

Items Purchased

Ceylon Tea is Famous among

China 72.1%



Ceylon Tea

53.1%

Russia 67%

Souvenirs
49.4%



South Korea 66.7%



42%

Clothing Accessories

Another Trip to Sri Lanka

**Definitely Visit
Sri Lanka Again**

36.2%



Level of Satisfaction



60.0%



34.5%

Introduction



2

2.1

Preface

Tourism is one of the largest and fastest growing sectors of the global economy, contributing significantly to the economies of both developed and developing countries. Sri Lanka too continues to reap the benefits of a growing tourism industry over the last decade. In order to continue with future success and to drive Sri Lanka's tourism sector sustainably, it is crucial to better understand the travel patterns of international tourists visiting Sri Lanka.

The Research and International Relations Division of the Sri Lanka Tourism Development Authority (SLTDA) conducts an annual Airport Survey of Departing Foreign Tourists from Sri Lanka. Findings of the survey are important for private and public sector stakeholders in the tourism industry to take decisions with respect to planning, promotion and marketing. Further, survey findings provide insights to drive sustainable tourism development in Sri Lanka.

2.2

Objectives

Overall objectives are as follows:

- ❖ To build a detailed profile of departing foreign tourists from Sri Lanka;
- ❖ To enrich tourism statistics with additional information from both qualitative and quantitative data;
- ❖ To identify the factors influencing present and potential tourist arrivals; and
- ❖ To make information readily available to the public and private sectors for strategic decision-making.

2.3

Specific objectives

The specific objectives of the survey are as follows:

- ❖ To analyze the personal and demographic data of foreign tourists who visited Sri Lanka.
- ❖ To identify the purpose of tourists' visits to Sri Lanka and reasons behind Sri Lanka becoming a tourist destination of choice.
- ❖ To identify the travel behavior patterns, tourists' expenditure patterns and overall experience of tourists visiting Sri Lanka.
- ❖ To recognize the places of tourist attractions and sources of information that influenced their visit.
- ❖ To understand the perceptions tourists, have of Sri Lanka and to assess whether their expectations have been met.
- ❖ To identify the facilities used by the tourists during their stay in Sri Lanka.
- ❖ To gather opinions, comments and impressions expressed by foreign tourists for future planning of the industry.

2.4

Target Group of the Survey

The target group of this survey included all the international tourists who did not have Sri Lankan passports and departed Sri Lanka during the period of January to December 2018.

2.5

Period of Study

The survey was conducted from January to December 2018.

2.6

Sample Coverage

- ❖ Information in this survey was collected from only a subset of the tourist population (a sample) who visited Sri Lanka during a specific time.
- ❖ Descriptive research with a cross-sectional sample was used in the study. The sample of study population consisted of international tourists leaving Sri Lanka during a specific time period.
- ❖ This survey was conducted by using the stratified sampling method for international tourists. The quotas were based on the average number of tourist arrivals to Sri Lanka between 2016 and 2017. The sample for the survey was selected by country of residence proportionate to the respective market dominance in the year 2017. (Detailed in Table 1.)
- ❖ The survey included departing tourists from: India, China, United Kingdom, Germany, Middle East, France, Australia, Benelux, Russia, Scandinavia, Ukraine, United States, Czech Republic, Italy, Switzerland, Spain, Poland, Malaysia, Japan, Singapore, Thailand, Austria, Canada, and South Korea.
- ❖ A total of 5,033 interviews with departing foreign tourists were conducted.

2.7

Data Collection

- ❖ Interviewers approached the tourists directly and gathered information using a questionnaire.
- ❖ Interviews took place at the departure lounge area, pier area of Bandaranaike International Airport (BIA).
- ❖ The survey team consisted of 17 interviewers. They were recruited through an open advertisement published in the local print media.
- ❖ The interviewers were trained before deploying them for the survey. Most of them were young professionals, either graduates or undergraduates from the universities.
- ❖ The team of interviewers worked under the guidance of supervisors attached to the SLTDA. They worked on day and night shifts depending on flight departures.
- ❖ Tourists were interviewed using a questionnaire after they had completed Immigration and Customs formalities.
- ❖ A questionnaire based on google form was used to gather information. Data collection was done using tabs. The questionnaire used for departing tourists consisted of 75 questions (Annex 1) and the questionnaire included close ended, open ended questions and questions with multiple choice answers.

- ❖ The survey was conducted in: Chinese, English, French, German, Hindi, Japanese, Korean, and Russian languages.
- ❖ The average duration of an interview was 10-15 minutes.
- ❖ Special attention was paid to obtain comments and recommendations in an unstructured manner from tourists at the end of the questionnaire. The comments and recommendations have been summarized at the end of this report.
- ❖ Limitations of the survey included: lack of cooperation of some tourists, tourists' reluctance to provide answers to certain questions, and time and resource restrictions.

2.8

Data Analysis

- ❖ The completed questionnaires were examined and carefully edited by the field supervisors for completeness and consistency.
- ❖ Analysis of all survey data was conducted at the Research Division of the SLTDA.
- ❖ The data analysis processes were performed by using the SPSS statistical software program.
- ❖ Strict procedures were followed to ensure error free data, and reliability tests and program validation checks were applied at the end. All the data was manually checked against each questionnaire for completeness and accuracy of inputs.
- ❖ Subsequently, the error free data was read for processing and statistical tables were generated.

2.9

Definitions

TOURISM: Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

VISITOR: A visitor is any person travelling to a place other than his/her usual environment and staying there for no longer than 12 consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the country visited.

TOURIST: Tourist is a visitor who is staying away from home for one or more nights for any of the purposes noted under tourism and who is not remunerated at the place visited. For the purpose of this survey, 'tourist' means a non-Sri Lankan passport holder aged 16 years or above who leaves the airport and who has stayed in Sri Lanka for at least 24 hours and less than one year.

REGIONS AND UNIONS INCLUDED INTO THE SURVEY ARE AS FOLLOWS:

United Kingdom is commonly known as the UK and consists of England, Scotland, Wales and Northern Ireland.

MIDDLE EAST COUNTRIES INCLUDE: Iran, Iraq, Israel, Saudi Arabia, Egypt, Qatar, United Arab Emirates, Bahrain, Kuwait, Libya, Oman, Turkey, Jordan, Syria, Yemen, and Lebanon.

BENELUX IS A UNION IN WESTERN EUROPE THAT COMPRISES THREE NEIGHBORING COUNTRIES: Belgium, Netherlands and Luxembourg which are situated in the North Western Europe region. The name Benelux is formed from the starting letters of each country's name.

Scandinavia consists of Norway, Sweden and Denmark.

Australasia includes the countries Australia and New Zealand.

Other category to this survey includes tourists who arrived in Sri Lanka except from the above-mentioned regions and countries which are already included in Table 1.

Table 1

Sample size and Number of Tourists Interviewed

	Market	2016	2017	2018	Number of Tourists Interviewed
1	India	356,729	384,628	424,887	669
2	UK	188,159	201,879	254,176	630
3	Germany	133,275	130,227	156,888	545
4	Australia	74,496	81,281	110,928	451
5	Benelux	56,292	66,380	75,546	362
6	France	96,440	97,282	106,449	314
7	China	271,577	268,952	265,965	283
8	Middle East	107,635	95,581	71,636	225
9	Russia	58,176	59,191	64,497	209
10	USA	54,254	57,479	75,308	179
11	Scandinavia	57,815	64,782	64,707	164
12	Ukraine	31,302	32,346	36,515	153
13	Italy	29,791	31,428	38,379	147
14	Spain	19,425	22,361	29,208	117
15	Poland	14,432	15,346	20,378	94
16	Czech Republic	17,858	15,712	17,600	68
17	Canada	44,122	46,896	52,681	63
18	Switzerland	26,282	28,402	33,965	62
19	Austria	16,995	17,466	19,320	58
20	Japan	43,110	44,988	49,450	45
21	Singapore	19,033	19,457	19,861	41
22	Malaysia	24,727	26,414	22,808	35
23	New Zealand	9,045	10,332	13,825	25
24	South Africa	5,208	5,726	7,416	23
25	South Korea	14,520	15,963	20,378	21
26	Philippines	11,305	12,747	19,303	19
27	Thailand	9,462	10,828	9,178	18
28	Others	284,925	281,138	252,544	13
Total		2,050,832	2,116,407	2,333,796	5,033



GENERAL PROFILE

3

The General Profile illustrates the distribution by country of nationality and distribution by Country of residence of the sample. Further, the demographic factors of departing tourists are expressed statistically in the areas of age group, gender, and profession. The statistics on general profile aim to provide an overview of the geographical and socio – demographic factors. The finding of the chapter illustrates the main demographic trends of foreign tourists visiting Sri Lanka in order to identify the major current and emerging source markets.

3.1

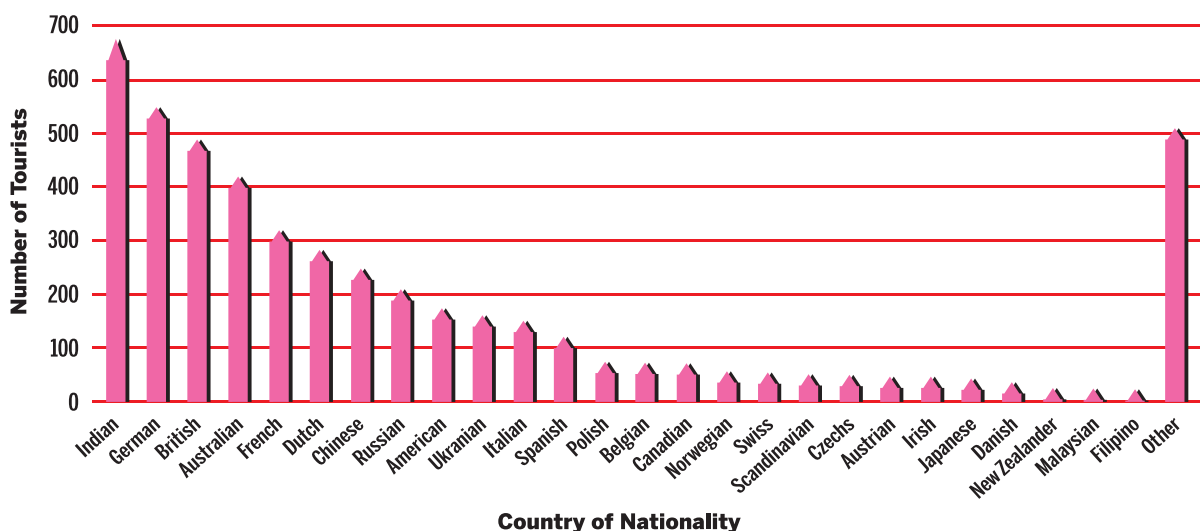
Distribution by Country of Nationality

Analysis of the sample of departing foreign tourists by country of nationality is provided in Table 2 and Chart 1. The highest respondents of the sample were from India (13.49%), followed by Germans (10.95%) and British (9.76%). Around 34% of the respondents belonged to the aforementioned three countries.

Table 2
Distribution by Country of Nationality

	Nationality	Number of Tourists	%
1	Indian	679	13.49
2	German	551	10.95
3	British	491	9.76
4	Australian	422	8.38
5	French	321	6.38
6	Dutch	285	5.66
7	Chinese	248	4.93
8	Russian	211	4.19
9	American	176	3.50
10	Ukrainian	163	3.24
11	Italian	153	3.04
12	Spanish	122	2.42
13	Polish	76	1.51
14	Belgians	74	1.47
15	Canadian	73	1.45
16	Norwegian	58	1.15
17	Swiss	56	1.11
18	Scandinavian	53	1.05
19	Czechs	52	1.03
20	Austrian	48	0.95
21	Irish	48	0.95
22	Japanese	45	0.89
23	Danish	38	0.76
24	New Zealanders	27	0.54
25	Malaysian	26	0.52
26	Filipino	25	0.50
27	Other	512	10.17
	Total	5,033	100.00

Chart 1
Distribution by Country of Nationality



3.2

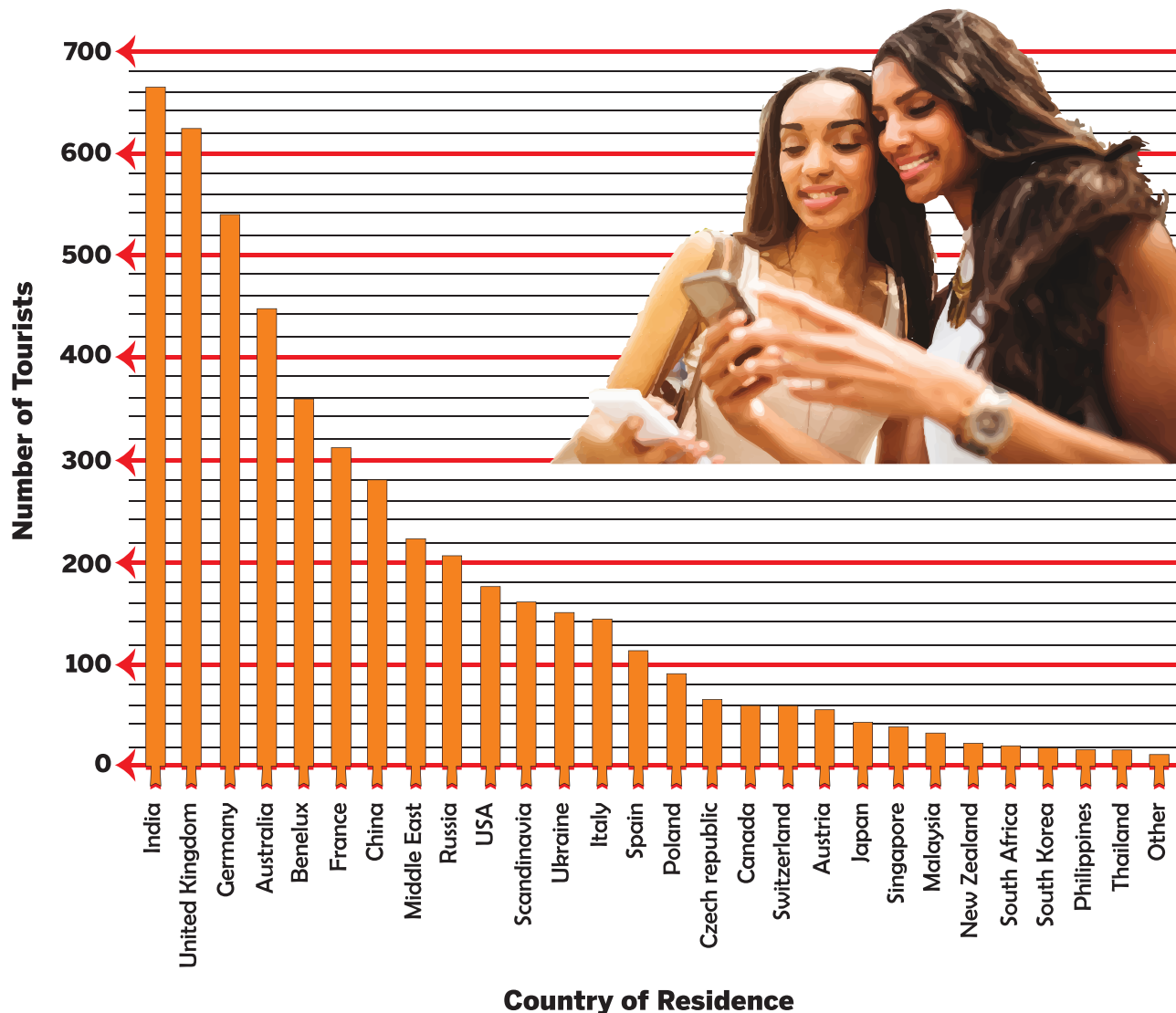
Distribution by Country of Residence

The sample was limited to 27 Countries based on the country of residence of the tourists (Table 3 and chart 2). Analysis throughout the report is based on these 27 countries. According to the distribution by country of residence, the highest number of respondents were from India (13.29%) followed by United Kingdom (12.52%) and the Germany (10.83%) respectively.

Table 3
Distribution by Country of Residence

	Country of Residence	Number of Tourists	%
1	India	669	13.29
2	United Kingdom	630	12.52
3	Germany	545	10.83
4	Australia	451	8.96
5	Benelux	362	7.19
6	France	314	6.24
7	China	283	5.62
8	Middle East	225	4.47
9	Russia	209	4.15
10	USA	179	3.56
11	Scandinavia	164	3.26
12	Ukraine	153	3.04
13	Italy	147	2.92
14	Spain	117	2.32
15	Poland	94	1.87
16	Czech Republic	68	1.35
17	Canada	63	1.25
18	Switzerland	62	1.23
19	Austria	58	1.15
20	Japan	45	0.89
21	Singapore	41	0.81
22	Malaysia	35	0.70
23	New Zealand	25	0.50
24	South Africa	23	0.46
25	South Korea	21	0.42
26	Philippines	19	0.38
27	Thailand	18	0.36
28	Other	13	0.26
	Total	5,033	100.00

Chart 2
Distribution by Country of Residence





3.3

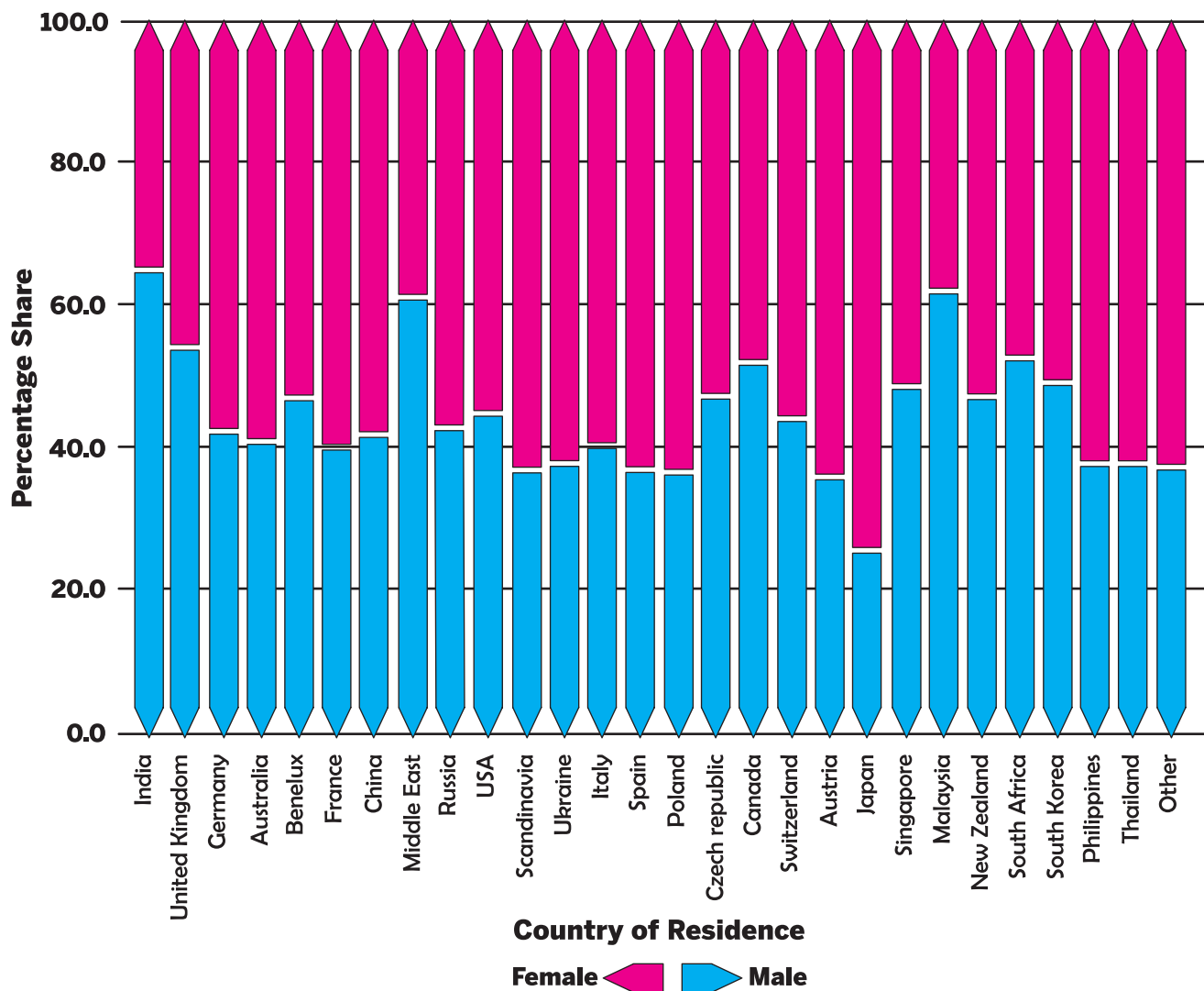
Gender by Country of Residence

Table 4 illustrates the gender mix of visitors from the 27 countries. 47.6% of the tourists are male and 52.4% are female. The gap between male and female tourists is significantly high for Japan, and India. In contrast, female tourists outnumbered male tourists from the countries of Japan, Austria, Scandinavia, Spain, Ukraine, Philippines and Thailand. Japan represent the highest disparity between male to female tourists, with a ratio of 26:73.

Table 4
Gender by Country of Residence

Country of Residence				Total
1	India	66.2	33.8	100.00 [N=669]
2	UK	55.4	44.6	100.00 [N=630]
3	Germany	43.5	56.5	100.00 [N=545]
4	Australia	42.2	57.8	100.00 [N=451]
5	Benelux	48.1	51.9	100.00 [N=362]
6	France	41.3	58.7	100.00 [N=314]
7	China	42.8	57.2	100.00 [N=283]
8	Middle East	61.9	38.1	100.00 [N=225]
9	Russia	43.6	56.4	100.00 [N=209]
10	USA	45.8	54.2	100.00 [N=179]
11	Scandinavia	37.9	62.1	100.00 [N=164]
12	Ukraine	38.9	61.1	100.00 [N=153]
13	Italy	41.4	58.6	100.00 [N=147]
14	Spain	38.1	61.9	100.00 [N=117]
15	Poland	38.0	62.0	100.00 [N=94]
16	Czech Republic	48.5	51.5	100.00 [N=68]
17	Canada	53.2	46.8	100.00 [N=63]
18	Switzerland	45.2	54.8	100.00 [N=62]
19	Austria	36.8	63.2	100.00 [N=58]
20	Japan	26.8	73.2	100.00 [N=45]
21	Singapore	49.7	50.3	100.00 [N=41]
22	Malaysia	62.9	37.1	100.00 [N=35]
23	New Zealand	48.0	52.0	100.00 [N=25]
24	South Africa	53.7	46.3	100.00 [N=23]
25	South Korea	50.0	50.0	100.00 [N=21]
26	Philippines	38.9	61.1	100.00 [N=19]
27	Thailand	38.9	61.1	100.00 [N=18]
28	Other	38.6	61.4	100.00 [N=13]
Total		2,398	2,635	5,033
%		47.6	52.4	100.0

Gender by Country of Residence



3.4

Age Group by Country of Residence

The age distribution of visitors is presented in Chart 4 and it is based on country of residence as illustrated in Table 5. It is categorized into six age groups: '18-24', '25-34', '35-44', '45-54', '55-64', '65 & over'.

As observed in the other parts of the world the majority (62%) of travelers to Sri Lanka represents millennials and post millennials. The highest number of tourists who visited Sri Lanka belonged to the age group of 25-34 (43.7%), followed by the 18-24 (17.8%) and 35-44 (17.4%) respectively. As a general observation the highest number of tourists within the age group of 25 – 34 were from Austria (63.8%), Ukraine (63.2%) and Scandinavia (61.5%). The highest number of tourists within the age group of 18-24 was from Benelux countries (30.9%). Similarly, the highest number of tourists within the age group of 35-44 had arrived from Philippines (42.1%), 45-54 from South Africa (19.5%), 55-64 was from Australia (17.6%), and 65 & over from Australia (7.8%).

Table 5

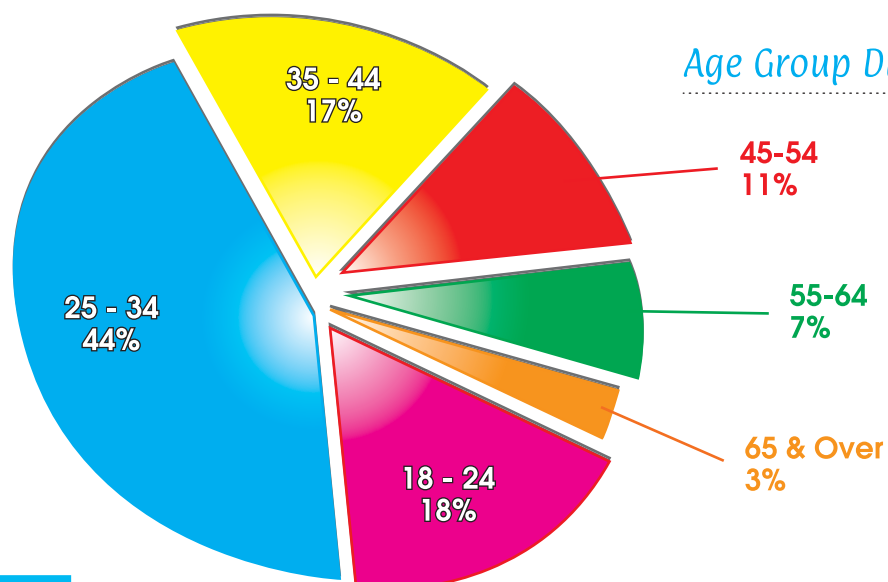
Age Group by Country of Residence

Country of Residence	18 – 24 %	25 – 34 %	35 – 44 %	45 – 54 %	55 – 64 %	65 & over %
India	10.1	34.3	28.7	18.3	6.2	2.4
UK	22.3	38.8	12.8	11.6	8.3	6.2
Germany	25.2	47.7	11.2	8.7	4.4	2.8
Australia	15.8	31.5	13.2	14.1	17.6	7.8
Benelux	30.9	40.1	7.8	9.5	7.8	3.9
France	17.3	46.5	16.7	10.6	6.4	2.6
China	16.8	51.6	23.7	6.1	1.1	0.7
Middle East	15.1	50.7	21.3	9.8	2.2	0.9
Russia	16.3	55.5	21.1	5.3	1.9	0.0
USA	15.2	37.1	16.3	12.9	11.2	7.3
Singapore	17.1	41.5	9.8	11.6	14.6	5.5
Ukraine	16.4	63.2	13.8	4.6	1.3	0.7
Italy	15.1	50.0	21.2	7.5	5.5	0.7
Scandinavia	14.5	61.5	17.1	4.3	1.7	0.9
Poland	8.7	50.0	18.5	14.1	5.4	3.3
Czech Republic	13.4	50.7	23.9	9.0	1.5	1.5
Canada	14.3	38.1	22.2	7.9	11.1	6.3
Switzerland	17.7	51.6	14.5	6.5	6.5	3.2
Austria	15.5	63.8	10.3	1.7	8.6	0.0
Japan	24.4	48.9	20.0	2.2	2.2	2.2
South Africa	9.8	29.3	31.7	19.5	7.3	2.4
Malaysia	11.4	51.4	20.0	11.4	2.9	2.9
New Zealand	8.0	48.0	28.0	12.0	4.0	0.0
South Korea	13.0	47.8	21.7	13.0	4.3	0.0
Spain	9.5	52.4	23.8	14.3	0.0	0.0
Philippines	15.8	36.8	42.1	0.0	0.0	5.3
Other	11.8	33.5	29.6	17.4	7.8	0.0
Total [N=5,006]	893	2186	870	544	343	170
%	17.8	43.7	17.4	10.9	6.9	3.4

*27 did not respond

Chart 4

Age Group Distribution



3.5

Status of Employment by Country of Residence

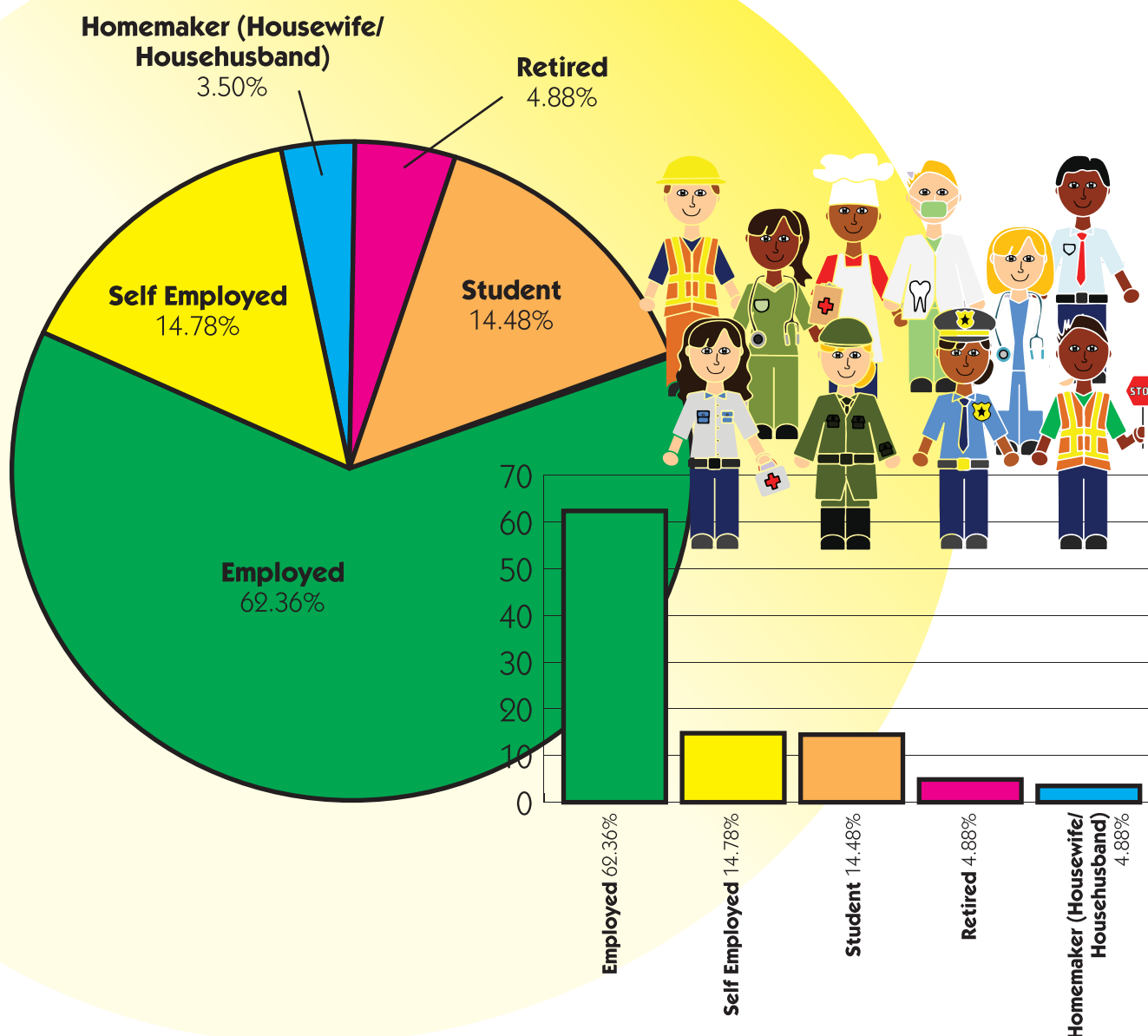
Status of employment was considered under the following categories: Homemaker (housewife / househusband), Retired, Student, Employed and Self Employed. The highest number of tourists who visited Sri Lanka were employed (62.4%), followed by self-employed (14.8%) and students (14.5%) respectively. Under the category of employed, tourists from Philippines recorded the highest number (84.2%) while highest number of tourists for the self-employed category has been recorded from India (28.3%). The highest proportions of students were from Germany (28.1%). 11.4% of tourists from the retired category has been recorded from Australia while majority of homemakers (9.7%) has been recorded from India.

Table 6
Status of Employment by Country of Residence

Country of Residence	Homemaker (housewife / househusband)	Retired Person	Student	Self Employed	Employed
India	9.67	4.83	7.85	28.25	49.40
UK	1.91	7.47	15.58	9.54	65.50
Germany	1.66	2.40	28.10	9.24	58.60
Australia	2.01	11.41	9.62	11.19	65.77
Benelux	1.11	3.89	25.00	10.56	59.44
France	2.24	3.83	15.34	14.06	64.54
China	4.32	0.72	15.83	17.63	61.51
Middle East	3.59	2.24	9.87	12.11	72.20
Russia	4.81	4.33	9.13	13.94	67.79
USA	0.56	9.50	14.53	19.55	55.87
Scandinavia	1.83	9.15	15.24	9.15	64.63
Ukraine	7.89	1.32	8.55	27.63	54.61
Italy	3.45	1.38	10.34	15.86	68.97
Spain	0.85	1.71	12.82	6.84	77.78
Poland	3.26	5.43	3.26	16.30	71.74
Czech Republic	2.94	2.94	13.24	22.06	58.82
Canada	4.84	8.06	12.90	11.29	62.90
Switzerland	1.61	4.84	11.29	11.29	70.97
Austria	1.72	0.00	15.52	8.62	74.14
Japan	2.22	2.22	20.00	2.22	73.33
Singapore	4.88	4.88	9.76	14.63	65.85
Malaysia	2.86	2.86	17.14	14.29	62.86
New Zealand	4.00	0.00	4.00	20.00	72.00
South Africa	0.00	4.35	8.70	21.74	65.22
South Korea	4.76	0.00	9.52	14.29	71.43
Philippines	0.00	5.26	5.26	5.26	84.21
Thailand	0.00	0.00	0.00	27.78	72.22
Other	15.38	0.00	7.69	15.38	61.54
Total [N=5,000]	175	244	724	739	3,118
%	3.50	4.88	14.48	14.78	62.36

* 33 did not respond

Analysis by Status of Employment



3.6

Occupation by Country of Residence

As illustrated in Table 7 occupation is grouped in to nine categories. The highest number of tourists who visited Sri Lanka were professionals (46.9%) followed by sales and Customer Service (10.5%). A considerable number of tourists surveyed were from the categories of Chief Executive, Director and Senior Official (8.1%) and Administrative and secretarial (7.1%). Highest number of Professionals were recorded from New Zealand (81.0%) while the highest number of Sales and Customer Service persons were recorded from Switzerland (18.0%). The highest number of Tourists from the occupational category of Chief Executive, Director and Senior Official were recorded from Thailand (21.4%).

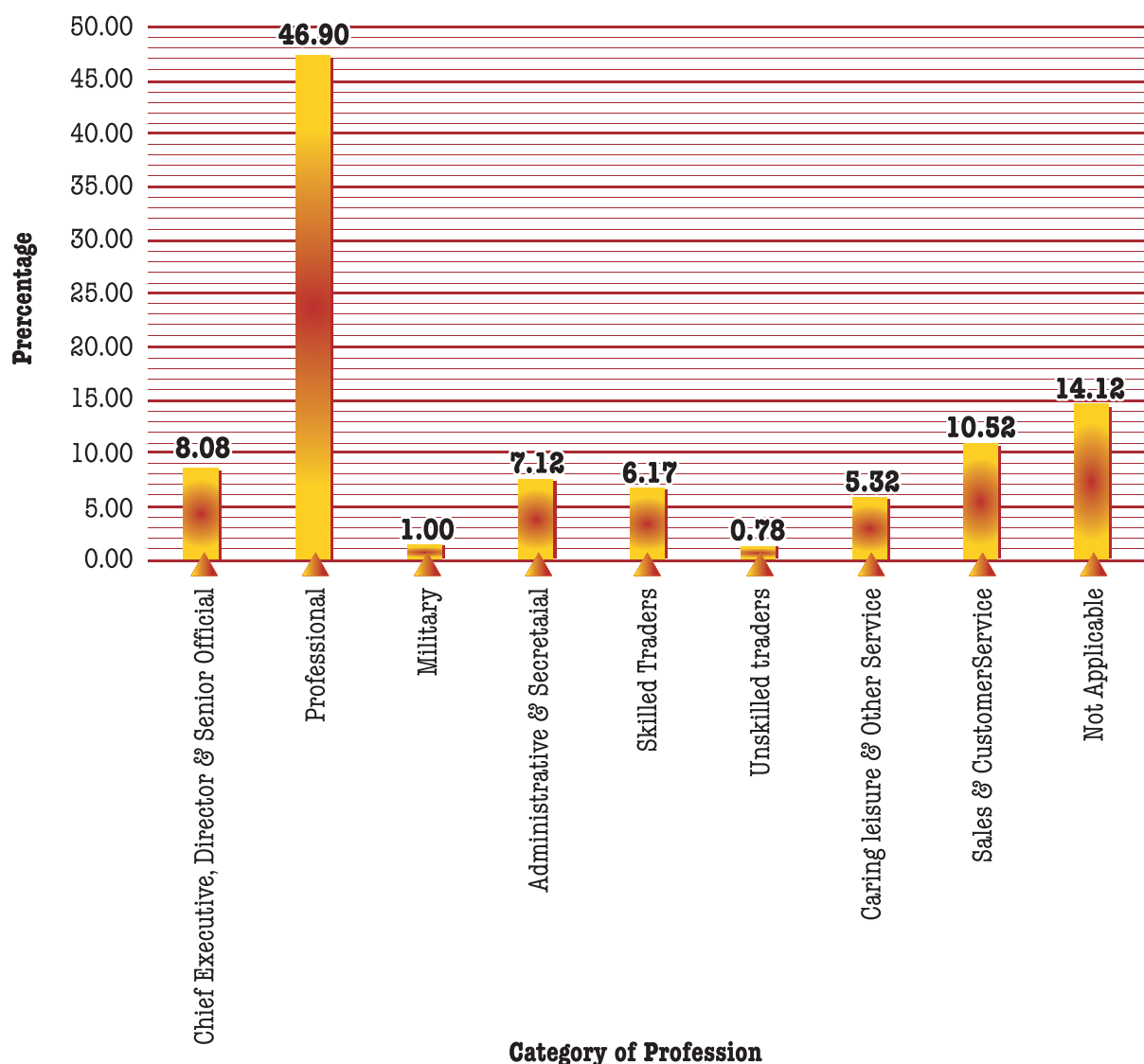
Table 7

Occupation by Country of Residence

Country of Residence	Chief Executive, Director and Senior Official	Professional	Military	Administrative and Secretarial	Skilled Trades	Unskilled	Caring, Leisure and Other Service	Sales and Customer Service	Not Applicable
UK	10.0	49.7	1.3	6.1	7.0	0.0	4.1	9.8	12.0
India	8.9	57.3	0.7	3.2	4.9	0.5	1.7	9.1	13.6
Germany	5.7	43.7	1.1	8.9	4.3	1.1	4.6	11.7	18.9
Australia	4.5	52.0	0.3	7.6	9.8	1.4	4.8	8.4	11.2
Benelux	7.8	39.8	0.0	7.4	3.9	0.0	12.9	10.5	17.6
France	6.3	37.1	0.4	12.1	4.9	0.0	9.8	11.2	18.3
China	4.5	52.0	0.3	7.6	9.8	1.4	4.8	8.4	11.2
Middle East	13.5	35.7	1.6	7.0	3.2	1.6	3.8	13.0	20.5
Russia	7.7	50.0	1.9	8.3	4.5	0.0	3.2	12.2	12.2
USA	7.8	50.8	2.3	5.5	8.6	1.6	1.6	4.7	17.2
Scandinavia	9.3	44.9	0.8	8.5	5.1	2.5	10.2	9.3	9.3
Italy	6.9	37.1	0.9	12.9	5.2	0.9	8.6	12.1	15.5
Ukraine	13.3	45.7	3.8	2.9	4.8	1.0	2.9	13.3	12.4
Spain	5.2	50.0	1.0	5.2	10.4	0.0	12.5	6.3	9.4
Poland	4.0	53.3	1.3	10.7	6.7	1.3	2.7	8.0	12.0
Canada	5.8	48.1	0.0	9.6	9.6	0.0	1.9	13.5	11.5
Switzerland	6.0	38.0	0.0	12.0	4.0	0.0	8.0	18.0	14.0
Austria	10.2	53.1	0.0	0.0	14.3	0.0	6.1	6.1	10.2
Czech Republic	5.0	47.5	0.0	17.5	7.5	2.5	5.0	7.5	7.5
Japan	5.4	43.2	0.0	2.7	5.4	2.7	5.4	8.1	27.0
Singapore	9.7	61.3	3.2	9.7	6.5	0.0	0.0	0.0	9.7
Malaysia	3.8	53.8	0.0	7.7	7.7	0.0	3.8	11.5	11.5
New Zealand	0.0	81.0	0.0	0.0	9.5	0.0	0.0	4.8	4.8
South Africa	15.8	36.8	0.0	5.3	10.5	0.0	5.3	10.5	15.8
Philippines	5.6	55.6	0.0	5.6	11.1	0.0	5.6	11.1	5.6
South Korea	11.1	38.9	5.6	11.1	5.6	0.0	0.0	16.7	11.1
Thailand	21.4	42.9	0.0	7.1	0.0	0.0	7.1	7.1	14.3
Other	16.7	16.7	8.3	8.3	16.7	0.0	8.3	8.3	16.7
Total [N=3,612]	292	1,694	36	257	223	28	192	380	510
%	8.1	46.9	1.0	7.1	6.2	0.8	5.3	10.5	14.1

* 1,421 did not respond

Chart 6
Occupation by Country of Residence



3.7

Airline Travelled by Country of Residence

Table 8 indicates the airline travelled by country of residence. This indicates the preferences of tourists for particular airlines. Majority of tourists (19.5%) has opted for Emirates while (16.4%) of tourists have travelled in the national carrier, Sri Lankan airlines. 14.8% of tourists have travelled in Qatar Airways. The highest percentage of passengers of Emirates airline was recorded from Czech Republic (48.5%) while 50.7% of Indian passengers have used Sri Lankan Airlines. A point of note is that Emirates and Qatar Airlines are the most famous airlines among Europeans.

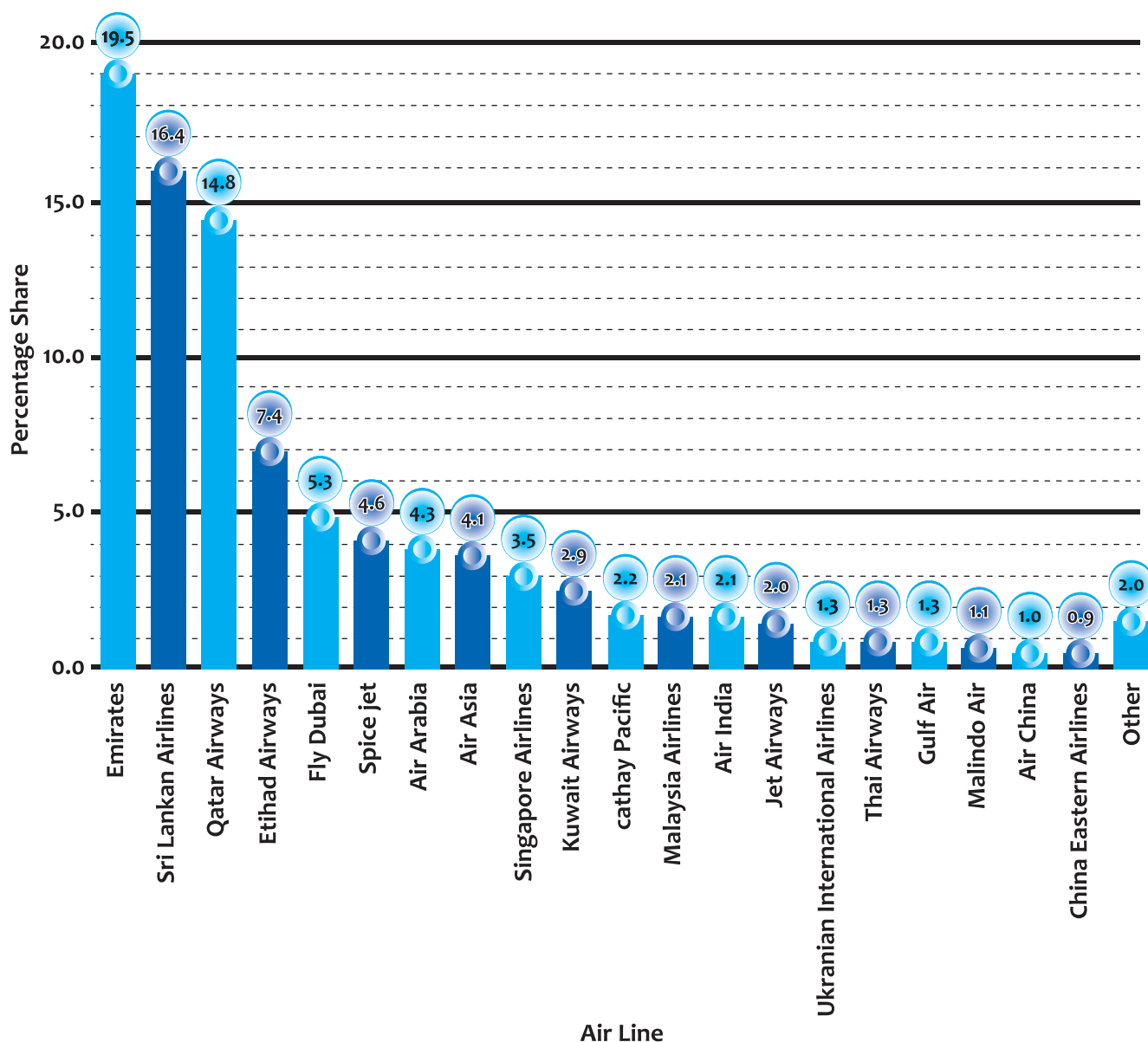
Table 8

Airline Travelled by Country of Residence

Country of Residence	Emirates	Sri Lankan Airlines	Qatar Airways	Ethiad Airways	Fly Dubai	Spice Jet	Air Arabia	Air Asia	Singapore Airlines	Kuwait Airways	Cathay Pacific	Malaysia Airlines	Air India	Jet Airways	Ukrainian International Airlines	Thai Airways	Gulf Air	Malindo Air	Air China	China Eastern Airlines	Other	Total
India	0.9	50.7	0.3	0.0	1.1	30.6	0.6	0.5	0.5	0.0	0.2	0.3	9.0	4.6	0.0	0.5	0.0	0.3	0.0	0.0	0.0	100.00[N=653]
UK	37.4	12.6	15.6	7.1	5.1	1.2	1.0	1.8	0.7	5.6	0.8	0.5	0.5	2.8	2.6	0.3	3.5	0.2	0.0	0.5	0.2	100.00[N=604]
Germany	29.7	3.9	29.3	25.8	1.7	0.2	0.7	1.7	0.2	2.0	0.0	0.0	0.7	1.3	0.6	0.2	0.6	0.7	0.0	0.0	0.7	100.00[N=542]
Australia	8.2	28.7	1.1	0.9	0.2	0.0	0.0	10.0	23.4	0.0	0.7	13.6	0.7	1.1	0.0	3.3	0.0	4.9	0.0	0.0	3.1	100.00[N=449]
Benelux	26.4	6.4	30.1	24.9	0.0	0.0	0.3	3.8	0.0	0.0	0.9	0.6	0.9	1.2	1.2	0.6	0.9	0.6	0.0	0.3	1.2	100.00[N=345]
France	18.5	12.0	28.2	11.7	4.5	0.3	1.0	0.6	0.0	9.4	0.6	1.0	3.9	3.2	0.3	0.6	0.0	1.0	0.0	1.0	1.9	100.00[N=308]
China	2.5	10.1	0.0	0.7	0.4	0.0	1.1	14.5	1.8	0.4	21.7	4.0	0.0	1.1	0.4	1.4	0.0	2.2	17.0	9.4	11.2	100.00[N=276]
Middle East	14.3	4.9	9.9	2.2	25.1	0.9	27.8	2.2	0.0	4.0	0.0	0.4	0.0	0.9	0.0	0.9	2.7	0.4	0.4	0.9	1.8	100.00[N=223]
Russia	11.7	2.4	3.9	3.4	22.0	0.5	39.5	2.4	0.5	0.0	0.5	0.0	0.0	0.0	0.5	0.5	10.2	0.5	0.0	0.0	1.5	100.00[N=205]
USA	28.2	14.4	15.5	4.0	6.3	0.6	1.7	7.5	2.9	2.3	5.2	1.1	2.9	0.6	0.0	1.1	0.0	1.1	0.0	2.9	1.7	100.00[N=174]
Scandinavia	40.9	10.1	28.3	1.9	2.5	0.6	0.0	3.8	2.5	0.0	0.6	1.3	3.1	2.5	0.0	0.6	0.0	0.0	0.0	0.0	1.3	100.00[N=159]
Ukraine	1.3	2.6	9.2	3.9	38.2	0.7	19.7	1.3	0.0	0.0	0.7	0.0	0.0	0.7	20.4	0.7	0.0	0.0	0.0	0.7	0.0	100.00[N=152]
Italy	29.6	6.3	29.6	6.3	2.8	0.0	1.4	0.0	0.0	16.2	0.7	0.0	0.7	0.0	4.2	0.0	1.4	0.0	0.0	0.0	0.7	100.00[N=142]
Spain	28.4	6.9	39.7	5.2	2.6	2.6	0.9	1.7	0.0	3.4	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.9	0.0	0.0	4.3	100.00[N=116]
Poland	22.4	8.2	23.5	1.2	3.5	0.0	1.2	5.9	1.2	20.0	2.4	1.2	1.2	2.4	0.0	0.0	5.9	0.0	0.0	0.0	0.0	100.00[N=85]
Czech Republic	48.5	3.0	15.2	0.0	12.1	3.0	1.5	3.0	1.5	6.1	0.0	0.0	0.0	0.0	3.0	0.0	1.5	0.0	0.0	0.0	1.5	100.00[N=66]
Switzerland	46.8	3.2	27.4	1.6	0.0	0.0	0.0	4.8	8.1	0.0	1.6	1.6	0.0	1.6	0.0	3.2	0.0	0.0	0.0	0.0	0.0	100.00[N=62]
Austria	32.8	8.6	20.7	8.6	0.0	0.0	0.0	1.7	5.2	12.1	0.0	1.7	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	1.7	100.00[N=58]
Canada	17.2	24.1	6.9	5.2	3.4	1.7	5.2	5.2	5.2	3.4	6.9	1.7	3.4	1.7	0.0	0.0	0.0	1.7	0.0	1.7	5.2	100.00[N=58]
Japan	8.9	24.4	0.0	0.0	0.0	0.0	2.2	11.1	6.7	0.0	22.2	2.2	0.0	4.4	0.0	11.1	0.0	0.0	0.0	6.7	0.0	100.00[N=45]
Singapore	7.5	30.0	0.0	0.0	0.0	0.0	0.0	7.5	42.5	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	7.5	100.00[N=40]
Malaysia	2.9	22.9	0.0	0.0	0.0	0.0	0.0	31.4	5.7	0.0	0.0	22.9	0.0	0.0	0.0	2.9	0.0	11.4	0.0	0.0	0.0	100.00[N=35]
New Zealand	12.0	28.0	4.0	0.0	0.0	8.0	0.0	12.0	4.0	0.0	12.0	4.0	0.0	0.0	0.0	8.0	0.0	4.0	0.0	0.0	4.0	100.00[N=25]
South Africa	26.1	13.0	26.1	8.7	4.3	4.3	0.0	4.3	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	8.7	0.0	0.0	0.0	100.00[N=23]
South Korea	0.0	14.3	0.0	0.0	0.0	0.0	0.0	28.6	0.0	0.0	0.0	4.8	0.0	0.0	0.0	14.3	0.0	0.0	0.0	4.8	33.3	100.00[N=21]
Philippines	0.0	5.3	15.8	0.0	5.3	0.0	10.5	5.3	26.3	0.0	0.0	5.3	0.0	5.3	0.0	15.8	0.0	0.0	0.0	0.0	5.3	100.00[N=19]
Thailand	5.6	16.7	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	5.6	0.0	61.1	0.0	0.0	0.0	0.0	5.6	100.00[N=18]
Other	7.7	38.5	0.0	0.0	23.1	0.0	7.7	0.0	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.4	100.00[N=13]
Total[N=4,916]	960	805	728	366	262	224	209	201	170	145	107	105	103	96	65	63	62	54	48	46	98	4,916
%	19.5	16.4	14.8	7.4	5.3	4.6	4.3	4.1	3.5	2.9	2.2	2.1	2.1	2.0	1.3	1.3	1.3	1.1	1.0	0.9	2.0	

*117 did not respond

Chart 7
Airline Travelled by Country of Residence



3.8

Intention to Visit Other Countries during the Same Trip by Country of Residence

Other countries to be visited by country of residence is indicated in Table 9. Only 19.2% of tourists were intending to visit other countries during the same trip. Majority of tourists from South Korea (52.4%) reported as visiting other countries after visiting Sri Lanka followed by tourists from New Zealand (44.0%) and Canada (41.9%) respectively. Moreover, India was recorded as the country that received the highest number (91.7%) of tourists who wouldn't visit any other country after leaving Sri Lanka.

Table 9

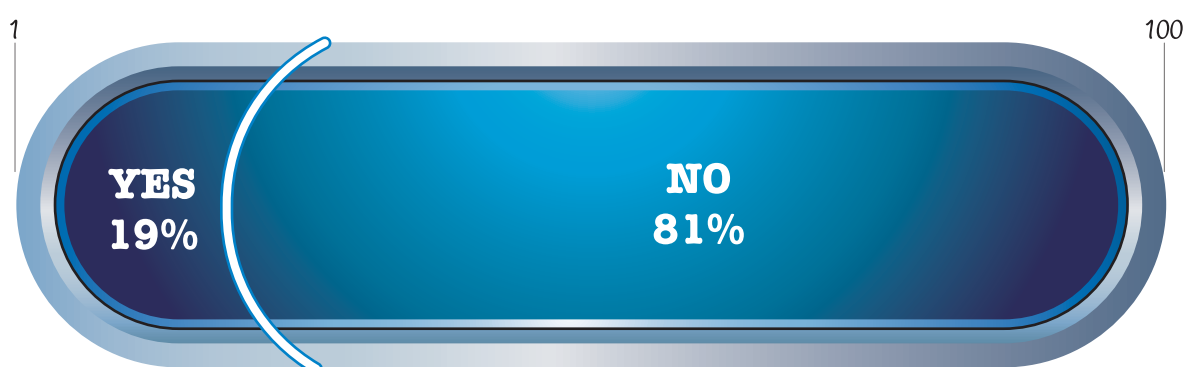
Intention to Visit Other Countries during the Same Trip by Country of Residence

Country of Residence	No	Yes	Total
India	91.7	8.3	100.00[N=641]
UK	77.6	22.4	100.00[N=621]
Germany	85.2	14.8	100.00[N=541]
Australia	77.5	22.5	100.00[N=448]
Benelux	83.3	16.7	100.00[N=360]
France	82.1	17.9	100.00[N=308]
China	83.2	16.8	100.00[N=268]
Middle East	85.1	14.9	100.00[N=222]
Russia	84.1	15.9	100.00[N=207]
USA	64.0	36.0	100.00[N=178]
Scandinavia	67.7	32.3	100.00[N=164]
Ukraine	87.7	12.3	100.00[N=146]
Italy	82.8	17.2	100.00[N=145]
Spain	76.1	23.9	100.00[N=117]
Poland	74.7	25.3	100.00[N=91]
Czech Republic	76.5	23.5	100.00[N=68]
Switzerland	72.6	27.4	100.00[N=62]
Canada	58.1	41.9	100.00[N=62]
Austria	75.4	24.6	100.00[N=57]
Japan	71.1	28.9	100.00[N=45]
Singapore	85.0	15.0	100.00[N=40]
Malaysia	80.0	20.0	100.00[N=35]
New Zealand	56.0	44.0	100.00[N=25]
South Africa	65.2	34.8	100.00[N=23]
South Korea	47.6	52.4	100.00[N=21]
Philippines	73.7	26.3	100.00[N=19]
Thailand	77.8	22.2	100.00[N=18]
Other	84.6	15.4	100.00[N=13]
Total(N=4,945)	3,995	950	
%	80.8	19.2	

*88 did not respond

Chart 8

Intention to Visit Other Countries during the Same Trip



3.9

Intention to visit Other Countries during the Same Trip by Gender

An analysis of other countries to be visited during the same trip reveals that only 19.1 % of female tourists and 19.3 % of male tourists intend to visit other countries during the same trip to Sri Lanka.

Table 10

Intention to visit Other Countries during the Same Trip by Gender

Gender	No	Yes	No of Respondents
Female	80.9	19.1	N=2,664
Male	80.7	19.3	N= 2,281
Total	3,995	950	N=4,945
%	80.8	19.2	100

*88 did not respond

3.9a

Intention to Visit Other Countries during the Same Trip by Age Group

Age is a vital aspect in identifying the travel behaviors. An analysis of other countries to be visited during the same trip by age group indicates that the highest proportion (24.7%) of tourists who intend to visit other countries during the same trip were in the age group of 18- 24 while the tourists in the age bracket of 35-44 recorded the group with less intentions (15.0%) to visit other countries during the same trip to Sri Lanka.

Table 10a

Intention to Visit Other Countries during the Same Trip by Age Group

Age Group	No	Yes	No of Respondents
18 - 24	75.3	24.7	N=885
25 - 34	79.8	20.2	N=2,161
35 - 44	85.0	15.0	N=848
45 - 54	84.4	15.6	N=527
55 - 64	83.4	16.6	N=338
65 and over	83.2	16.8	N=167
Prefer not to say	88.9	11.1	N=9
Total	3,985	950	N=4,935
%	80.7	19.3	100%

*98 did not respond

3.10

Purpose of Visiting Other Countries

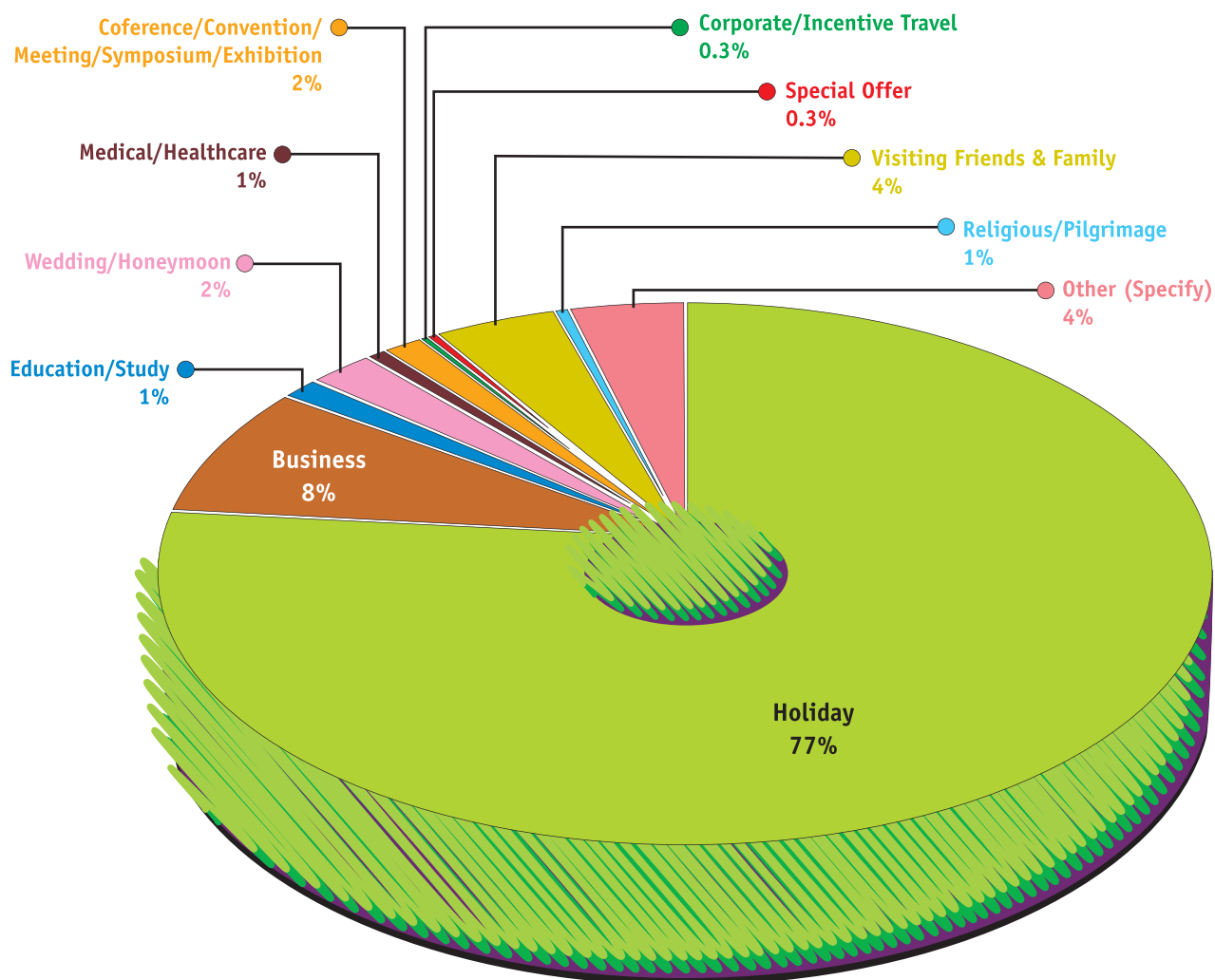
Table 11 shows the main purpose of visiting other countries by country of residence. Around (76.6%) of the tourists have declared that their main purpose of visiting other countries was holidaying. While about (8.0%) have mentioned business as their main purpose of visiting other countries. Approximately (4.4%) of foreigners had travelled to other countries for visiting friends & relatives and for other purposes (4.1%) respectively.

Table 11

Purpose of Visiting Other Countries by Country of Residence

Residence	Holiday	Business	Education /Study	Wedding/ Honeymoon	Medical/Healthcare	Conference/Convention /Meeting/Symposium/ Exhibition	Corporate /Incentive Travel	Special Offer	Visiting Friends & Family	Religious / Pilgrimage	Other (specify)	Total
UK	76.9	6.9	2.0	1.7	0.7	1.2	0.2	0.0	4.9	0.0	5.4	100.00[N=407]
India	61.0	18.0	0.3	2.5	0.0	4.7	0.0	1.7	5.2	2.2	4.4	100.00[N=362]
Germany	80.7	3.4	1.7	1.4	3.1	0.9	1.1	0.0	4.3	0.0	3.4	100.00[N=352]
Australia	83.6	4.1	0.6	2.2	0.6	0.6	0.0	0.0	5.4	0.3	2.5	100.00[N=317]
China	77.6	15.4	2.2	0.9	0.0	0.4	0.4	0.0	0.4	0.0	2.6	100.00[N=228]
Benelux	86.1	4.0	0.0	2.5	0.0	0.0	0.0	0.0	2.0	0.0	5.4	100.00[N=202]
France	83.2	4.7	0.5	2.1	0.0	0.0	0.0	0.0	4.7	0.0	4.7	100.00[N=190]
Middle East	74.2	7.7	1.9	6.5	0.6	1.9	0.0	0.6	3.2	0.0	3.2	100.00[N=155]
USA	70.7	4.7	4.7	2.7	1.3	2.0	0.0	0.0	8.0	0.0	6.0	100.00[N=150]
Russia	84.1	4.0	0.8	0.8	2.4	0.0	0.0	1.6	3.2	0.8	2.4	100.00[N=126]
Ukraine	87.6	3.1	0.0	4.1	0.0	0.0	0.0	0.0	1.0	2.1	2.1	100.00[N=97]
Scandinavia	73.2	9.3	1.0	3.1	0.0	0.0	1.0	0.0	9.3	0.0	3.1	100.00[N=97]
Italy	66.3	7.9	2.2	5.6	0.0	2.2	0.0	1.1	6.7	0.0	7.9	100.00[N=89]
Spain	83.1	6.2	1.5	4.6	0.0	0.0	1.5	0.0	0.0	0.0	3.1	100.00[N=65]
Czech Republic	76.3	10.5	0.0	2.6	0.0	0.0	0.0	0.0	2.6	0.0	7.9	100.00[N=38]
Poland	73.7	2.6	0.0	5.3	0.0	0.0	0.0	0.0	10.5	5.3	2.6	100.00[N=38]
Switzerland	79.4	0.0	2.9	2.9	2.9	2.9	0.0	0.0	5.9	0.0	2.9	100.00[N=34]
Canada	85.3	0.0	0.0	0.0	0.0	2.9	0.0	0.0	11.8	0.0	0.0	100.00[N=34]
Japan	75.0	9.4	6.3	0.0	0.0	3.1	0.0	0.0	0.0	0.0	6.3	100.00[N=32]
Austria	84.6	7.7	0.0	0.0	0.0	0.0	0.0	0.0	7.7	0.0	0.0	100.00[N=26]
South Korea	56.0	20.0	4.0	0.0	0.0	0.0	0.0	0.0	8.0	4.0	8.0	100.00[N=25]
Singapore	56.0	28.0	0.0	0.0	0.0	8.0	0.0	0.0	4.0	4.0	0.0	100.00[N=25]
New Zealand	83.3	0.0	0.0	4.2	0.0	0.0	0.0	0.0	4.2	0.0	8.3	100.00[N=24]
Malaysia	66.7	19.0	4.8	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	100.00[N=21]
Philippines	41.2	23.5	0.0	0.0	0.0	5.9	0.0	0.0	5.9	0.0	23.5	100.00[N=17]
South Africa	86.7	6.7	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	100.00[N=15]
Thailand	41.7	41.7	8.3	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	100.00[N=12]
Other	70.0	10.0	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0	10.0	100.00[N=10]
Total	2,441	254	44	74	24	45	8	11	140	16	131	N = 3,188
%	76.6	8.0	1.4	2.3	0.8	1.4	0.3	0.3	4.4	0.5	4.1	

Purpose of Visiting Other Countries



3.11

Purpose of Visit to Sri Lanka by Country of Residence

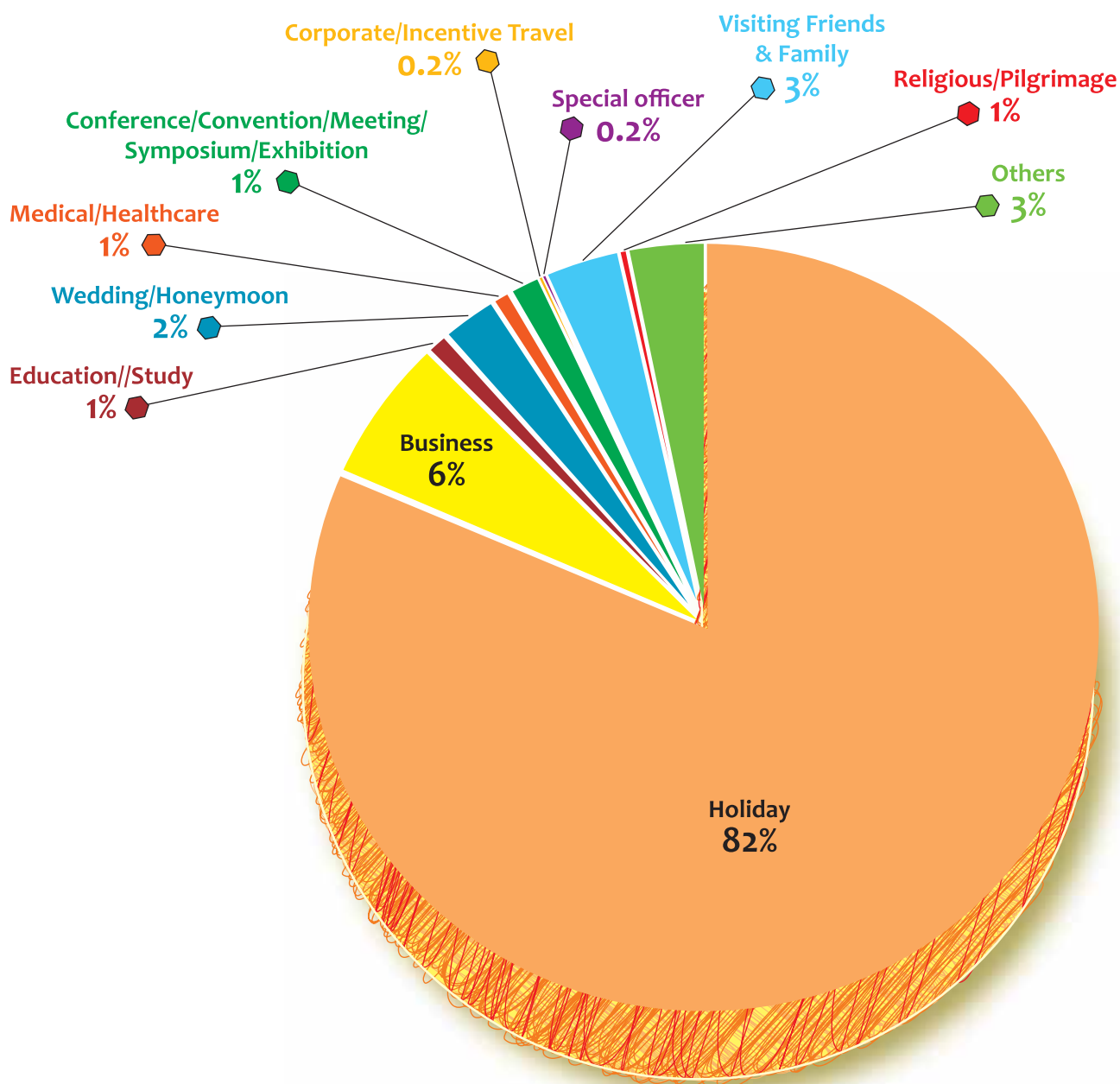
This question aims to find out reasons for selecting Sri Lanka as the destination of choice. Among the respondents around 81.5% of tourists have declared that their main purpose of visit to Sri Lanka was holidaying while higher proportions were recorded from tourists from Canada and Benelux. About 6.2% have come for business purposes. Approximately 3.2% of respondents had visited Sri Lanka for other purposes. The highest percentage of Business persons have been recorded from Singapore 24.4%. Only 0.8% of visitors had travelled to Sri Lanka for Medical/Healthcare while 0.4% had visited for Religious/Pilgrimage purposes. Among the visitors who came for medical and health purposes visitors from Switzerland recorded the highest percentage of 4.8%.

Table 12

Purpose of Visit to Sri Lanka by Country of Residence

Country	Holiday	Business	Education / Study	Wedding / Honeymoon	Medical / Healthcare	Conference / Convention / Meeting / Symposium / Exhibition	Corporate/ Incentive Travel	Special Offer	Visiting Friends & Family	Religious / Pilgrimage	Others
India	64.9	15.8	0.4	1.8	0.1	4.3	0.4	0.6	4.5	1.3	5.7
UK	82.2	4.1	1.0	3.0	0.5	0.8	0.0	0.0	4.3	0.2	4.0
Germany	87.5	2.2	1.8	1.1	2.8	0.0	0.6	0.2	2.6	0.2	1.1
Australia	86.7	3.1	0.9	2.7	0.7	0.2	0.2	0.0	3.5	0.0	2.0
Benelux	92.0	2.5	0.3	2.2	0.0	0.3	0.0	0.0	1.4	0.0	1.4
France	90.1	1.6	0.3	1.9	0.0	0.0	0.3	0.0	1.3	0.0	4.5
China	78.1	15.2	2.1	1.1	0.0	0.4	0.0	0.0	1.4	0.0	1.8
Middle East	80.0	6.2	0.4	6.7	0.0	2.2	0.0	0.0	2.2	0.0	2.2
Russia	91.4	1.4	0.0	1.0	1.9	0.0	0.0	1.0	1.0	0.5	1.9
USA	74.3	5.6	3.9	2.2	1.1	4.5	0.0	0.0	6.1	0.0	2.2
Scandinavia	79.3	6.7	0.6	4.3	1.8	0.0	0.0	0.0	4.3	0.0	3.0
Ukraine	88.2	1.3	0.0	5.9	0.0	0.0	0.0	0.0	0.7	1.3	2.6
Italy	84.4	4.8	0.0	3.4	0.0	1.4	0.0	0.0	2.7	0.0	3.4
Spain	89.7	4.3	0.0	1.7	0.0	0.0	0.9	0.0	0.0	0.0	3.4
Poland	75.5	3.2	0.0	3.2	0.0	4.3	0.0	0.0	3.2	1.1	9.6
Czech Republic	85.3	4.4	0.0	1.5	1.5	0.0	0.0	0.0	2.9	0.0	4.4
Canada	92.1	1.6	0.0	3.2	0.0	0.0	0.0	0.0	1.6	0.0	1.6
Switzerland	87.1	0.0	1.6	0.0	4.8	0.0	0.0	1.6	4.8	0.0	0.0
Austria	74.1	6.9	5.2	1.7	1.7	0.0	0.0	0.0	5.2	0.0	5.2
Japan	80.0	8.9	4.4	0.0	2.2	2.2	0.0	0.0	0.0	0.0	2.2
Singapore	61.0	24.4	0.0	0.0	0.0	4.9	0.0	0.0	2.4	4.9	2.4
Malaysia	60.0	20.0	0.0	0.0	0.0	11.4	0.0	0.0	2.9	0.0	5.7
New Zealand	84.0	0.0	0.0	4.0	4.0	0.0	0.0	0.0	8.0	0.0	0.0
South Africa	87.0	8.7	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0
South Korea	47.6	19.0	4.8	0.0	0.0	0.0	0.0	0.0	4.8	9.5	14.3
Philippines	42.1	21.1	0.0	0.0	0.0	10.5	0.0	0.0	10.5	0.0	15.8
Thailand	55.6	16.7	0.0	0.0	0.0	11.1	0.0	0.0	16.7	0.0	0.0
Other	76.9	0.0	7.7	0.0	7.7	7.7	0.0	0.0	0.0	0.0	0.0
Total	4,100	312	48	118	39	68	9	8	153	19	159
%	81.5	6.2	1.0	2.3	0.8	1.4	0.2	0.2	3.0	0.4	3.2

Chart 10
Purpose of Visit to Sri Lanka



3.11a

Purpose of Visit to Sri Lanka by Age Group

Table 12a indicates the purpose of visit to Sri Lanka by age group. According to the results, the highest percentage (91.8%) of foreign respondents who have declared holidaying as their main purpose of visit to Sri Lanka was from the 65 and over age group followed by 18-24 age group (91.6%). The highest percentage of business visitors (13.9%) were from 35-44 age group. 3.2% of respondents who belongs to age group (18 – 24) has mentioned that their main purpose of visit to Sri Lanka was education or study. It is noteworthy that tourists in the age group of 65 and over had recorded the highest arrivals for the purposes of medical/healthcare and religious/pilgrimage.

Table 12a

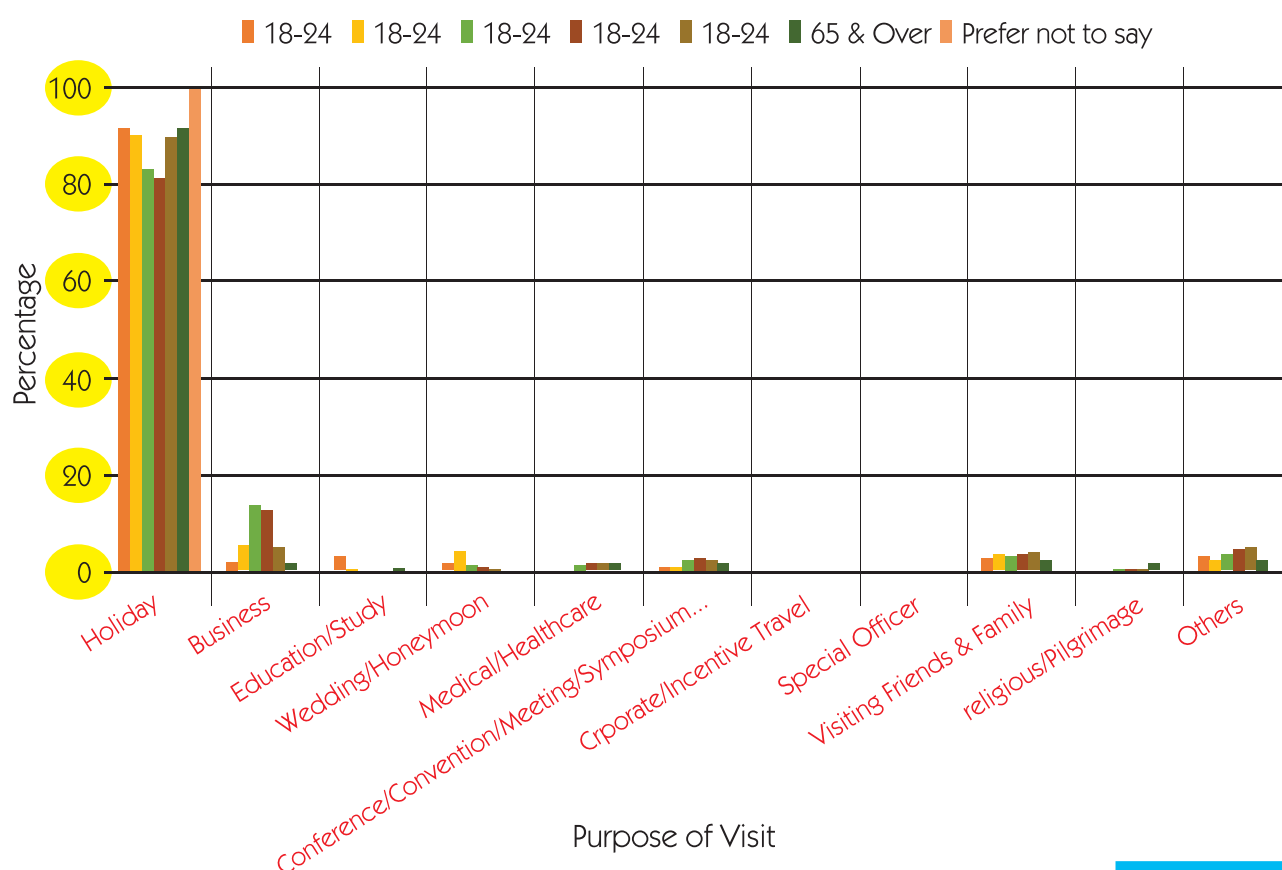
Purpose of Visit to Sri Lanka by Age Group

Age Group		Holiday	Business	Education / Study	Wedding / Honeymoon	Medical / Healthcare	Conference / Convention / Meeting / Symposium / Exhibition	Corporate/Incentive Travel	Special Officer	Visiting Friends & Family	Religious / Pilgrimage	Others	No of Respondents
18-24	—	91.6	2.1	3.2	1.6	0.3	0.8	0.3	0.0	3.0	0.3	3.2	N=893
25-34	—	90.0	5.4	0.7	4.3	0.4	0.8	0.1	0.3	3.6	0.2	2.6	N=2,186
35-44	—	83.3	13.9	0.3	1.3	1.3	2.5	0.2	0.2	3.1	0.7	3.7	N = 870
45-54	—	81.3	12.9	0.4	0.9	1.7	2.8	0.0	0.2	3.7	0.6	4.8	N=544
55-64	—	89.8	5.0	0.3	0.6	1.7	2.3	0.0	0.0	3.8	0.6	5.0	N=343
65 and over	—	91.8	1.8	0.6	0.0	1.8	1.8	0.0	0.0	2.4	1.8	2.4	N=170
Prefer not to say	—	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N=10
Total	—	4,427	347	51	126	40	73	8	9	169	22	165	N=5,016
%	—	88.0	6.9	1.0	2.5	0.8	1.5	0.2	0.2	3.4	0.4	3.3	

*17 did not responded.

Chart 10a

Purpose of Visit to Sri Lanka by Age Group



3.12

Travel Partner by Country of Residence

For the survey, travel partner is categorized into seven groups: Travelled alone, with spouse only, with children only, with spouse and children, With Friends and Relatives, Business Colleagues and Others. Chart 11 presents the analysis of travel partner while Table 13 indicates the travel partner by country of residence. Most of the tourists (36.3%) had mentioned they were travelling with Friends and Relatives, while (28.6%) travelled with spouse only. The highest percentage of tourists who travelled with Friends and Relatives were from Spain (57.4%) and Japan (48.9%) respectively. 20.3% of tourists are solo travelers and Singapore recorded the highest number (57.5%) of solo travelers followed by tourists from Philippines (47.4%). Nearly (5.6%) of tourists had travelled with other partner/s, (5.4%) of tourists had travelled with spouse and children and (2.8%) of tourists had travelled with business colleague. Among the tourists who travelled with spouse only tourists from Benelux countries had recorded the highest rate of 40.7%.

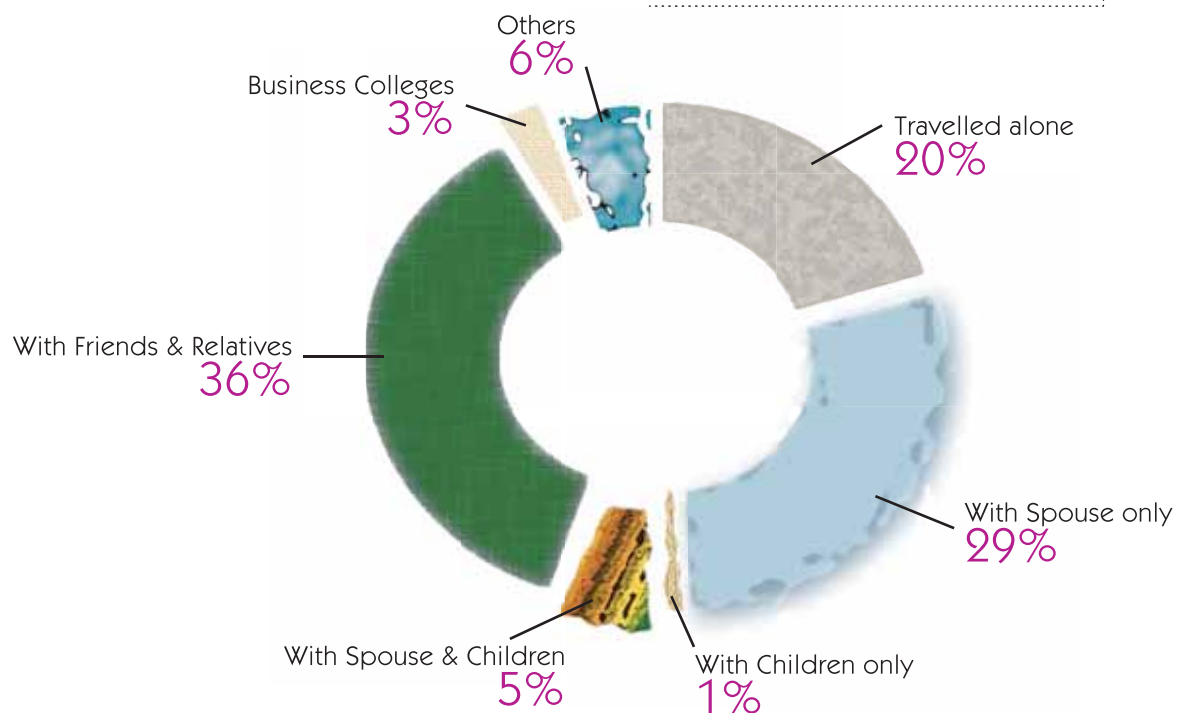
Table 13

Travel Partner by Country of Residence

Country	Travelled Alone	With Spouse Only	With Children Only	With Spouse and Children	With Friends and Relatives	Business Colleague	Others	Total
India	29.9	15.7	0.9	8.9	31.1	5.9	7.6	100.00[N=662]
UK	19.6	33.0	0.5	7.2	32.6	2.1	5.1	100.00[N=628]
Germany	16.6	29.8	1.5	2.9	42.5	1.5	5.2	100.00[N=543]
Australia	13.5	34.4	2.0	5.5	38.8	1.3	4.4	100.00[N=451]
Benelux	10.0	40.7	1.4	5.8	30.7	1.1	10.2	100.00[N=361]
France	12.1	34.1	0.6	5.4	36.9	1.9	8.9	100.00[N=314]
China	27.5	12.7	0.7	2.2	46.4	7.2	3.3	100.00[N=276]
Middle East	16.4	29.2	1.3	9.7	36.3	2.2	4.9	100.00[N=226]
Russia	16.5	40.1	0.5	4.7	33.5	1.4	3.3	100.00[N=212]
USA	31.1	21.5	1.7	7.3	35.0	1.7	1.7	100.00[N=177]
Scandinavia	19.6	33.1	1.2	6.7	30.7	1.2	7.4	100.00[N=163]
Ukraine	11.1	30.7	2.6	3.9	44.4	2.0	5.2	100.00[N=153]
Italy	18.9	39.2	0.0	1.4	32.2	2.1	6.3	100.00[N=143]
Spain	14.8	25.2	0.0	0.0	57.4	1.7	0.9	100.00[N=115]
Poland	29.8	30.9	0.0	0.0	35.1	3.2	1.1	100.00[N=94]
Czech Republic	11.8	26.5	1.5	7.4	41.2	4.4	7.4	100.00[N=68]
Canada	28.6	38.1	0.0	1.6	27.0	1.6	3.2	100.00[N=63]
Switzerland	18.0	29.5	1.6	4.9	37.7	0.0	8.2	100.00[N=61]
Austria	27.6	32.8	0.0	0.0	32.8	1.7	5.2	100.00[N=58]
Japan	35.6	6.7	0.0	4.4	48.9	4.4	0.0	100.00[N=45]
Singapore	57.5	7.5	2.5	0.0	25.0	2.5	5.0	100.00[N=40]
Malaysia	37.1	5.7	0.0	0.0	34.3	14.3	8.6	100.00[N=35]
New Zealand	16.0	40.0	4.0	8.0	28.0	0.0	4.0	100.00[N=25]
South Africa	30.4	26.1	0.0	8.7	34.8	0.0	0.0	100.00[N=23]
South Korea	40.0	10.0	0.0	0.0	30.0	15.0	5.0	100.00[N=20]
Philippines	47.4	15.8	0.0	0.0	21.1	0.0	15.8	100.00[N=19]
Thailand	33.3	5.6	0.0	0.0	38.9	16.7	5.6	100.00[N=18]
Other	38.5	30.8	0.0	0.0	30.8	0.0	0.0	100.00[N=13]
Total[N=5,006]	1,014	1,434	52	268	1,817	139	282	
%	20.3	28.6	1.0	5.4	36.3	2.8	5.6	

*27 did not respond

Chart 11
Analysis of Travel Partner



3.12a Travel Partner by Gender

The purpose of analyzing the travel partner by gender is to identify the current trends and patterns. As seen in Table 13a Female tourists tend to travel more with friends and/or relatives (42.3%) and with spouse only (27.7%) While Male tourists also tend to travel more with friends and/or relatives (29.5%) and with spouse only (29.4%).

Following the rise of tourism in Asia, a growing solo travel market has been observed in Sri Lanka and as per the survey, it is evident that 15.2% of female solo travelers and 25.5% of male solo travelers had visited Sri Lanka.

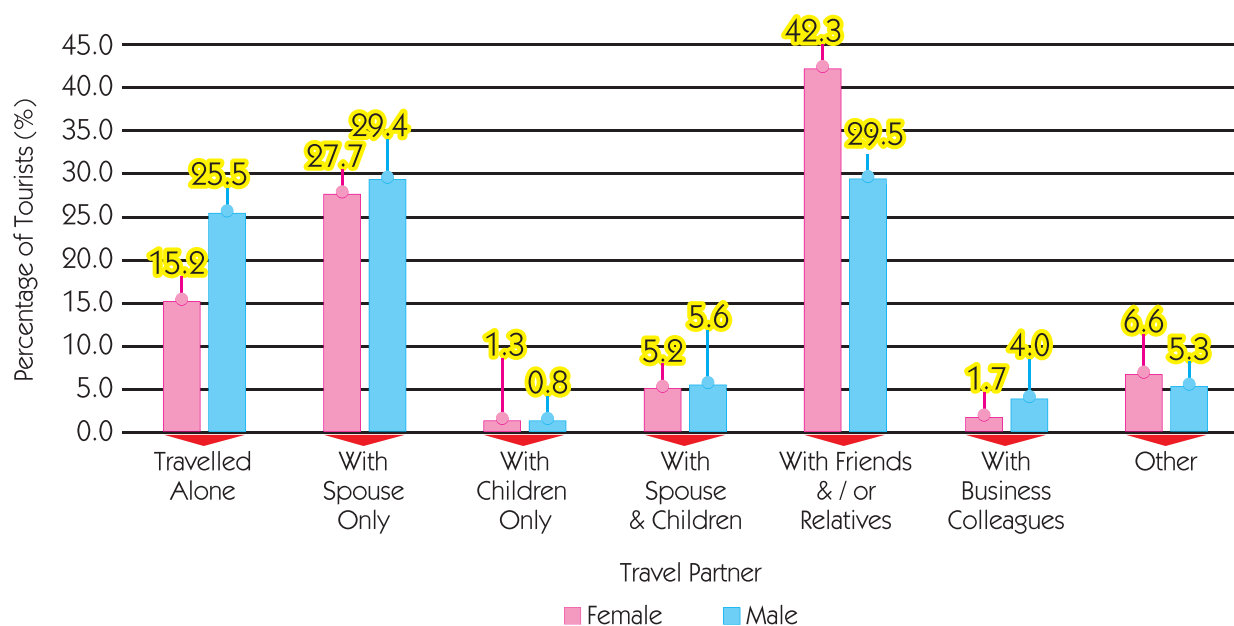
Table 13a
Travel Partner by Gender

Gender	Travelled Alone	With Spouse Only	With Children Only	With Spouse and Children	With Friends and/or Relatives	With Business Colleagues	Other	No of Responds
Female	15.2	27.7	1.3	5.2	42.3	1.7	6.6	2,542
Male	25.5	29.4	0.8	5.6	29.5	4.0	5.3	2,310
Total	974	1,384	50	261	1,757	135	291	4,852
%	20.1	28.5	1.0	5.4	36.2	2.8	6.0	100%

* 181 did not respond

Chart 11a

Travel partner by Gender



3.12%

Travel Partner by Age Group

According to the survey, the highest percentage of tourists 58.7% from age group 18-24 had visited Sri Lanka with friends and/or relatives. 48.2% of visitors from age group 65 and over had visited Sri Lanka with spouse only. Nearly 37.3% of tourists from the age group 25 – 34 also had travelled with friends and/or relatives. 36.1% of the travelers in the age group of 55-64 had travelled with spouse only while 26.6% of travelers in the age group 35-44 had travelled with friends and/or relatives.

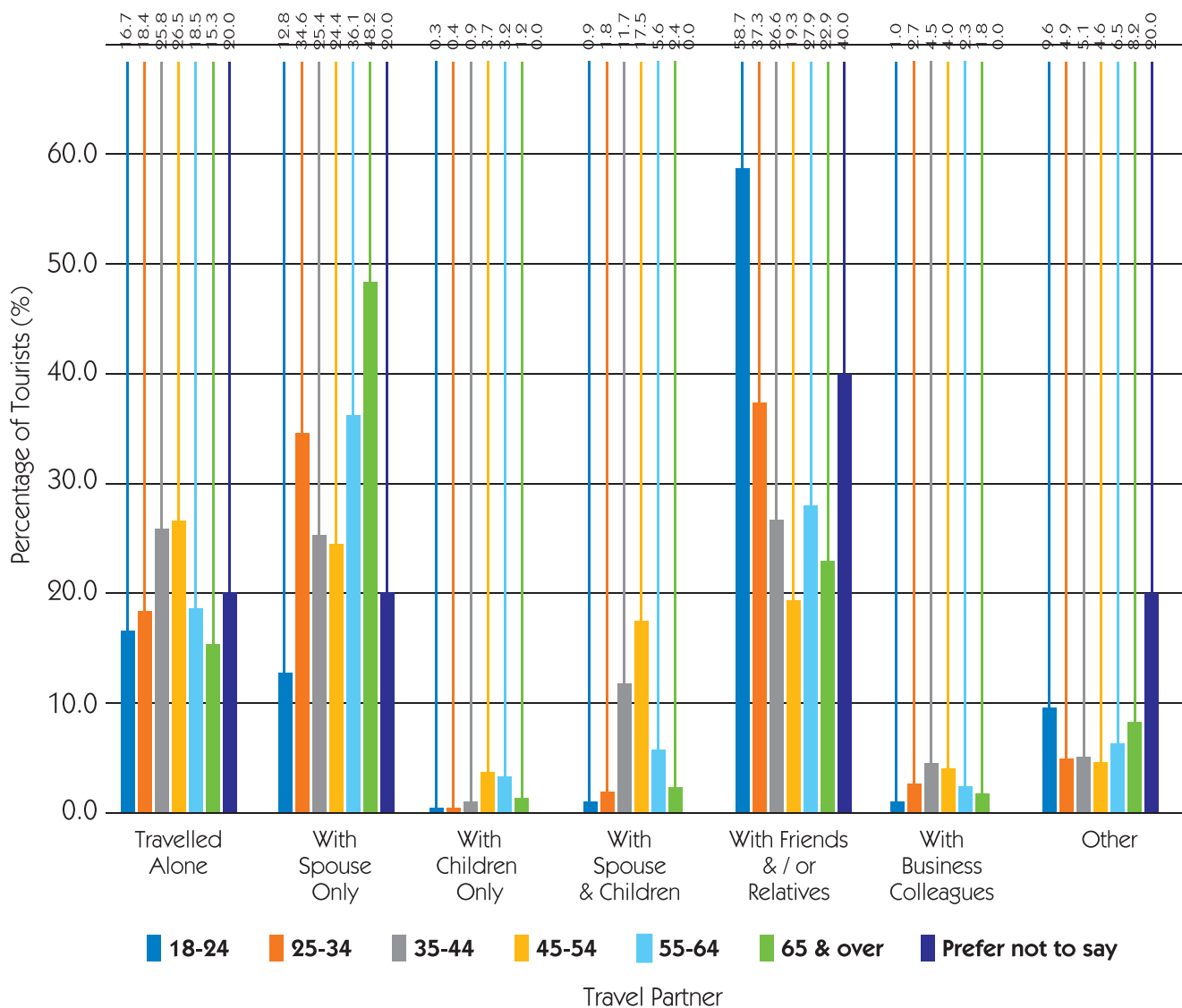
Table 13b

Travel Partner by Age Group

	Age Group	Alone	With Spouse Only	With Children Only	With Spouse and Children	With Friends and /or Relatives	With Business Colleagues	Other	No of Respondents
	18 - 24	16.7	12.8	0.3	0.9	58.7	1.0	9.6	N=890
	25 - 34	18.4	34.6	0.4	1.8	37.3	2.7	4.9	N=2184
	35 - 44	25.8	25.4	0.9	11.7	26.6	4.5	5.1	N=869
	45 - 54	26.5	24.4	3.7	17.5	19.3	4.0	4.6	N=544
	55 - 64	18.5	36.1	3.2	5.6	27.9	2.3	6.5	N=341
	65 and over	15.3	48.2	1.2	2.4	22.9	1.8	8.2	N=170
	Prefer not to Say	20.0	20.0	0.0	0.0	40.0	0.0	20.0	N=10
	Total	1,010	1,430	52	267	1,811	139	299	5,008
	%	20.2	28.6	1.0	5.3	36.2	2.8	6.0	100%

*25 did not respond.

Chart 11b
Travel Partner by Age Group



3.13

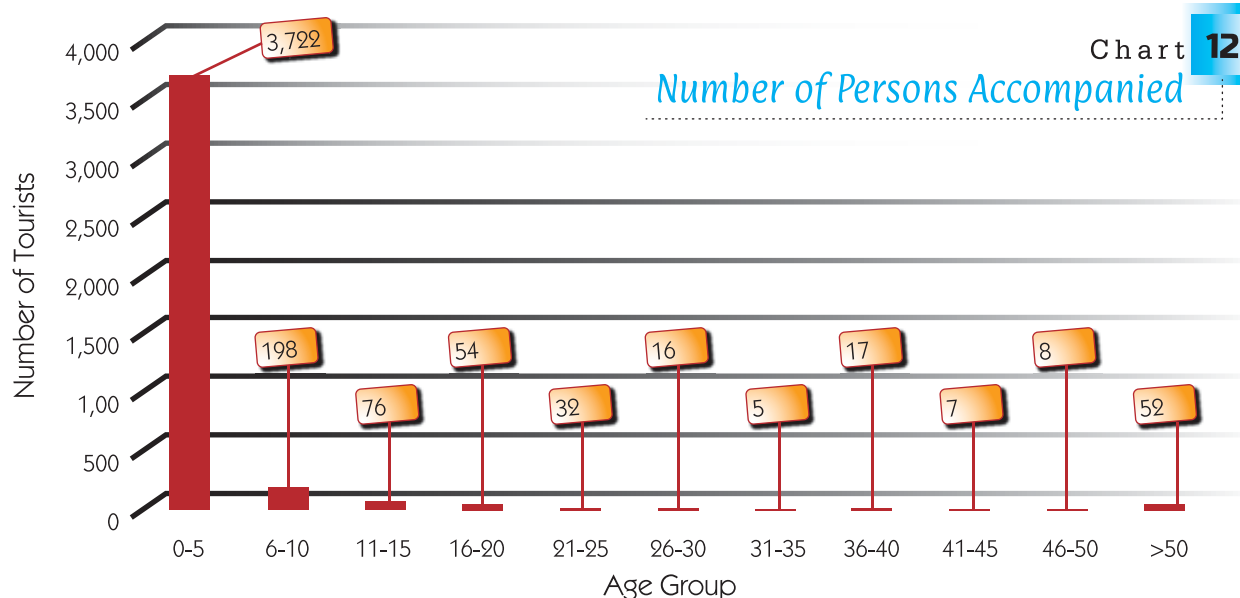
Number of Persons Accompanied in the Journey

The number of persons accompanied is another distinctive characteristic to identify the travel patterns of tourists from various destinations. An analysis of the number of persons accompanied by the country of residence revealed that 88.9% of tourists had traveled with groups of 0-5 persons and tourists from Singapore, South Africa and Philippines had travelled with groups ranging from 0-5 persons. It is noteworthy that as the top source markets of Sri Lanka tourists from India, China and UK tend to travel mostly in groups ranging from 0-5 persons. Malaysia had recorded the highest percentage of 12% for the category with 6-10 as travel partners.

Table 14

Number of Persons Accompanied by Country of Residence

Country of Residence	Number of Persons Accompanied											
	0-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	>50	
UK	93.9	3.8	0.5	0.0	0.7	0.4	0.0	0.5	0.2	0.0	0.0	100.00[N=553]
India	72.0	9.3	2.4	2.6	1.4	1.6	0.2	2.2	1.0	0.6	6.8	100.00[N=503]
Germany	98.0	0.4	0.4	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.2	100.00[N=460]
Australia	86.7	4.5	4.2	2.7	1.6	0.0	0.0	0.0	0.0	0.0	0.3	100.00[N=377]
Benelux	88.6	4.0	1.9	2.2	1.5	0.9	0.9	0.0	0.0	0.0	0.0	100.00[N=324]
France	90.1	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.4	0.7	3.9	100.00[N=283]
China	78.9	8.1	4.9	5.4	1.3	0.4	0.4	0.0	0.0	0.4	0.0	100.00[N=223]
Middle East	92.6	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=188]
Russia	96.6	2.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=179]
USA	86.8	7.6	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=144]
Scandinavia	86.2	8.0	1.4	0.7	1.4	0.7	0.0	0.0	0.0	1.4	0.0	100.00[N=138]
Ukraine	94.4	4.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=124]
Italy	89.7	3.4	0.9	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	100.00[N=116]
Spain	92.2	3.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	100.00[N=103]
Poland	91.8	1.4	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.00[N=73]
Czech Republic	93.2	3.4	1.7	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=59]
Switzerland	92.3	3.8	1.9	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=52]
Austria	95.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=46]
Canada	91.3	4.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=46]
Japan	91.7	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=36]
Singapore	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=29]
Malaysia	88.0	12.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=25]
New Zealand	95.8	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=24]
South Africa	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=21]
South Korea	89.5	5.3	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=19]
Philippines	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=16]
Thailand	73.3	6.7	6.7	6.7	0.0	6.7	0.0	0.0	0.0	0.0	0.0	100.00[N=15]
Other	90.9	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.00[N=11]
Total[N=4,187]	3,722	198	76	54	32	16	5	17	7	8	52	
%	88.9	4.7	1.8	1.3	0.8	0.4	0.1	0.4	0.2	0.2	1.2	



3.14

Previous Visits to Sri Lanka

The purpose of the analysis of previous visits is to determine the repeat tourist visits to the country. Chart 13 graphically presents the percentage of tourists who had previously visited Sri Lanka and this is detailed by country of residence in Table 15.

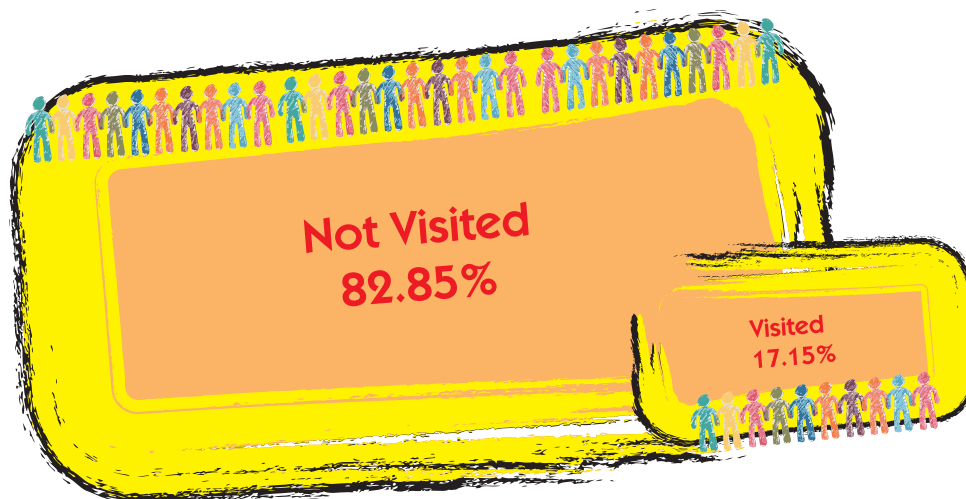
According to the survey, the overall proportion of repeat tourists was 17.2% and the highest proportion of repeats (38.9%) was recorded from Thailand. The highest proportion of first timers came from Philippines (94.4%) followed by New Zealand (92%) and Benelux and France (Both 91.7%). A proportion of 31.7 % of Indians had visited Sri Lanka prior to this particular trip.

Table 15
Previous Visits to Sri Lanka by Country of Residence

Country of Residence	No	Yes	Total
India	68.3	31.7	100.00[N=665]
UK	84.6	15.4	100.00[N=625]
Germany	87.5	12.5	100.00[N=543]
Australia	84.5	15.5	100.00[N=444]
Benelux	91.7	8.3	100.00[N=361]
France	91.7	8.3	100.00[N=312]
China	82.9	17.1	100.00[N=280]
Middle East	81.3	18.8	100.00[N=224]
Russia	82.7	17.3	100.00[N=208]
USA	83.2	16.8	100.00[N=179]
Scandinavia	77.3	22.7	100.00[N=163]
Ukraine	82.2	17.8	100.00[N=152]
Italy	86.1	13.9	100.00[N=144]
Spain	90.5	9.5	100.00[N=116]
Poland	83.0	17.0	100.00[N=94]
Czech Republic	86.8	13.2	100.00[N=68]
Canada	85.5	14.5	100.00[N=62]
Switzerland	82.3	17.7	100.00[N=62]
Austria	89.5	10.5	100.00[N=57]
Japan	77.8	22.2	100.00[N=45]
Singapore	66.7	33.3	100.00[N=39]
Malaysia	65.7	34.3	100.00[N=35]
New Zealand	92.0	8.0	100.00[N=25]
South Africa	87.0	13.0	100.00[N=23]
South Korea	81.0	19.0	100.00[N=21]
Philippines	94.4	5.6	100.00[N=18]
Thailand	61.1	38.9	100.00[N=18]
Other	3.3	1.0	100.00[N=13]
Total [N=4,996]	4,139	857	
%	82.8	17.2	

*37 did not respond

Analysis of Previous Visits to Sri Lanka

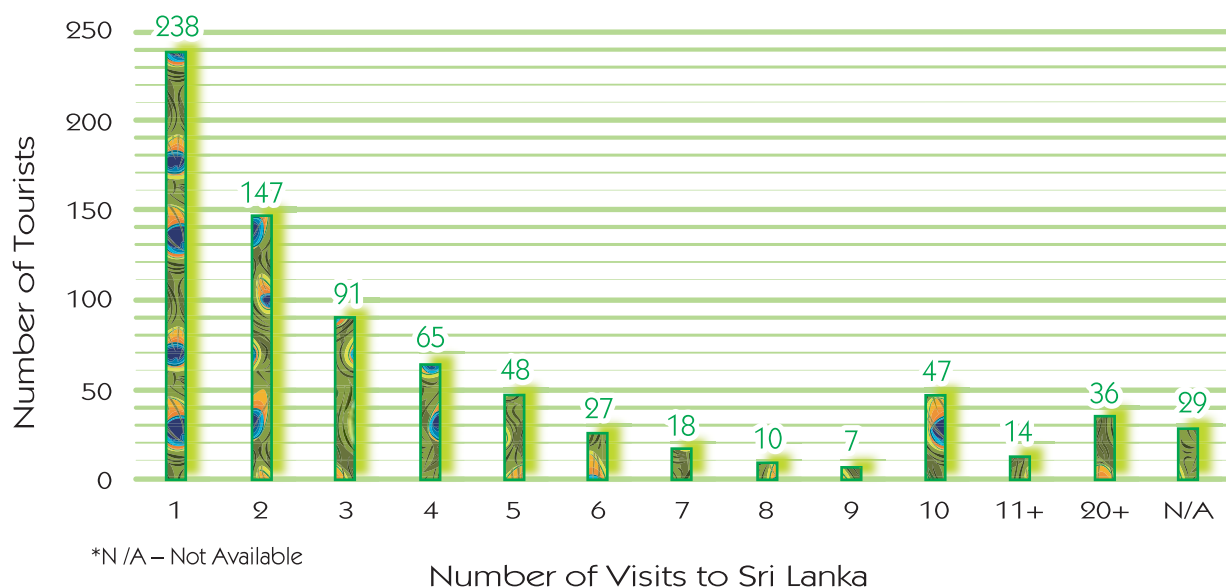


3.15

Number of Previous Visits to Sri Lanka

Chart 14 depicts the distribution of number of times a respondent had visited Sri Lanka and table 16 presents an analysis by country of residence. An analysis of previous visits by country of residence revealed that out of 777 tourists, 30.6% of tourists had visited Sri Lanka only once before. The highest proportion of tourists who have visited Sri Lanka only once before are from Philippines (75.0%) followed by Scandinavia (61%) and Canada (60%). Out of the total respondents 20.4% of tourists have visited Sri Lanka for more than 5 times.

Number of Previous Visits to Sri Lanka



Number of Previous Visits to Sri Lanka

Country of Residence	1	2	3	4	5	6	7	8	9	10+	15+	20+	N/A
UK	26.1	17.8	10.2	10.2	8.9	5.1	2.5	0.0	1.3	8.3	0.6	3.8	5.1
India	29.3	19.5	14.6	9.8	4.9	7.3	2.4	1.2	0.0	3.7	2.4	2.4	2.4
Germany	30.6	8.1	14.5	4.8	12.9	8.1	3.2	1.6	0.0	3.2	3.2	6.5	3.2
Australia	37.9	25.9	3.4	6.9	0.0	6.9	3.4	1.7	1.7	6.9	0.0	1.7	3.4
Benelux	35.4	10.4	18.8	10.4	0.0	0.0	0.0	2.1	0.0	8.3	4.2	6.3	4.2
France	28.3	28.3	13.0	6.5	6.5	2.2	2.2	0.0	0.0	2.2	2.2	4.3	4.3
Middle East	31.8	22.7	11.4	2.3	4.5	0.0	0.0	0.0	2.3	11.4	2.3	6.8	4.5
China	31.3	25.0	15.6	6.3	0.0	3.1	0.0	3.1	3.1	6.3	0.0	3.1	3.1
Italy	25.9	22.2	7.4	7.4	0.0	0.0	3.7	0.0	0.0	7.4	3.7	18.5	3.7
Spain	20.8	20.8	8.3	16.7	16.7	0.0	4.2	4.2	0.0	4.2	0.0	0.0	4.2
Scandinavia	60.9	8.7	13.0	4.3	4.3	0.0	0.0	0.0	0.0	0.0	4.3	4.3	0.0
Ukraine	30.4	21.7	8.7	21.7	8.7	0.0	0.0	0.0	0.0	4.3	0.0	0.0	4.3
USA	14.3	33.3	9.5	19.0	14.3	0.0	0.0	4.8	0.0	4.8	0.0	0.0	0.0
Poland	25.0	20.0	5.0	5.0	5.0	10.0	10.0	5.0	0.0	10.0	5.0	0.0	0.0
Austria	33.3	27.8	5.6	11.1	5.6	0.0	0.0	0.0	0.0	5.6	0.0	5.6	5.6
Switzerland	22.2	5.6	5.6	11.1	16.7	0.0	0.0	0.0	5.6	5.6	0.0	16.7	11.1
Russia	46.7	20.0	6.7	6.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0	13.3	0.0
Czech Republic	36.4	18.2	18.2	0.0	0.0	0.0	9.1	0.0	0.0	9.1	0.0	0.0	9.1
New Zealand	28.6	28.6	14.3	0.0	14.3	0.0	0.0	14.3	0.0	0.0	0.0	0.0	0.0
South Africa	0.0	0.0	57.1	0.0	0.0	0.0	0.0	0.0	14.3	14.3	14.3	0.0	0.0
Japan	33.3	0.0	16.7	16.7	0.0	0.0	16.7	0.0	0.0	0.0	0.0	16.7	0.0
Singapore	33.3	16.7	33.3	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0
Canada	60.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0
South Korea	0.0	60.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0
Malaysia	25.0	0.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	25.0	0.0	25.0	0.0
Philippines	75.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0
Thailand	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total [N= 777]	238	147	91	65	48	27	18	10	7	47	14	36	29
%	30.6	18.9	11.7	8.4	6.2	3.5	2.3	1.3	0.9	6.0	1.8	4.6	3.7

A large elephant with white tusks stands in a lush green savanna. The elephant is facing forward, with its trunk slightly curled. The background is filled with dense green foliage and trees. The text "TRIP PLANNING" is overlaid in a stylized, white, outlined font at the top right of the image.

TRIP PLANNING

4

This chapter provides an overview of the trip planning behavior of the tourists. The tourist life cycle consists of pre-trip, on-trip and post-trip phases and pre trip planning phase is of utmost importance for a destination to formulate successful marketing strategies.

4.1

Trip Lead Time by Country of Residence

The purpose of the analysis of trip lead time is to gather insight into the tourist's trip planning habits. The trip lead time distribution is presented in Chart 15 and analyzed by country of residence in Table 17.

Most of the tourists surveyed had made their travel arrangements about one month (29.8%) and three months (27.3%) before departure. The highest percentage of tourists from Japan (46.7%) and India (36.6%) had made their travel arrangements only one month prior to their departure. Among tourists who made their travel arrangements three months prior to the departure, tourists from Poland (42.4%), both Canada and New Zealand (40.0%) recorded the highest proportion while tourists from New Zealand (28.0%) and Benelux (26.1%) have recorded the highest percentages in terms of travel arrangements six months ahead of departure. It is noteworthy that tourists from Philippines tend to make quick decisions and travel arrangements.

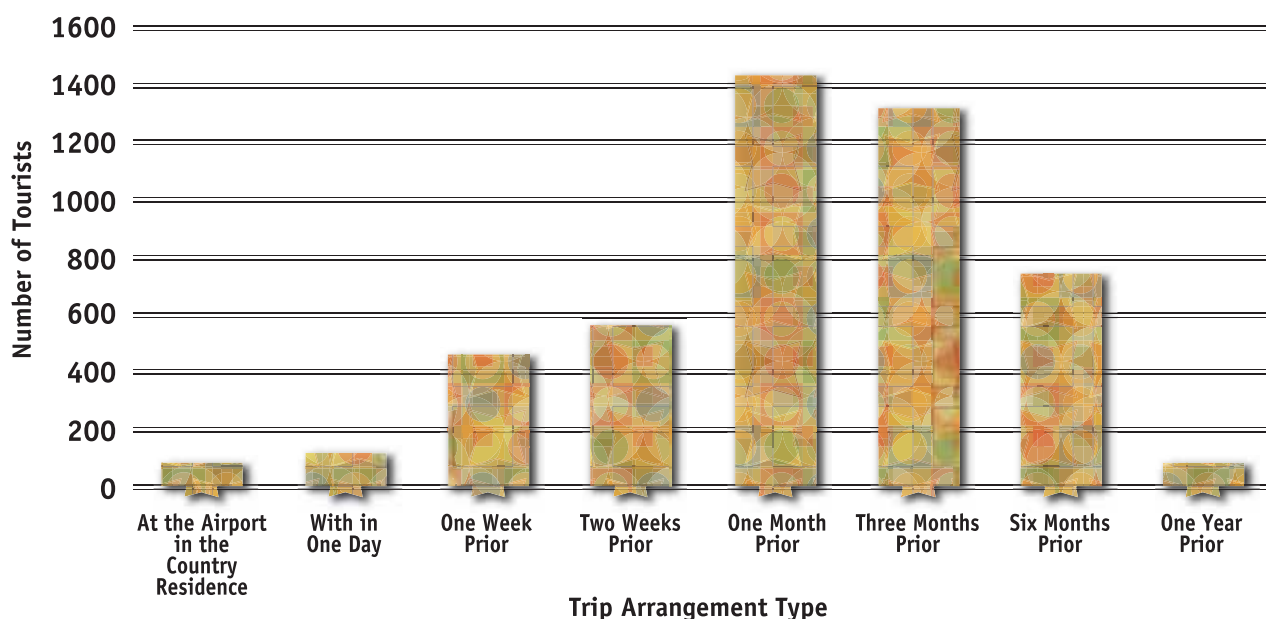
Table 17

Trip Lead Time by Country of Residence

Country of Residence	At the Airport in the Country of Residence	Within One Day	One Week Prior	Two Weeks Prior	One Month Prior	Three Months Prior	Six Months Prior	One Year Prior	Total
UK	0.5	1.9	6.0	6.6	25.8	31.3	24.7	3.1	100.00[N=619]
India	1.0	4.0	18.3	20.9	36.6	15.5	3.6	0.2	100.00[N=618]
Germany	0.9	1.7	5.3	9.4	34.2	29.2	17.7	1.5	100.00[N=530]
Australia	0.2	1.8	5.6	7.4	24.0	33.0	23.4	4.5	100.00[N=445]
Benelux	0.9	2.3	5.1	3.7	25.6	34.7	26.1	1.7	100.00[N=352]
France	3.0	3.0	6.6	11.6	26.1	30.7	17.5	1.7	100.00[N=303]
China	4.9	3.7	14.9	17.2	34.3	17.2	7.1	0.7	100.00[N=268]
Middle East	2.8	3.3	22.2	17.0	36.3	17.0	0.9	0.5	100.00[N=212]
Russia	5.0	1.0	9.0	19.4	35.8	19.4	9.5	1.0	100.00[N=201]
USA	0.0	1.2	7.1	10.1	23.2	36.9	19.0	2.4	100.00[N=168]
Scandinavia	0.0	0.6	8.9	5.7	23.6	35.7	23.6	1.9	100.00[N=157]
Ukraine	2.0	6.8	21.1	15.0	24.5	21.8	6.8	2.0	100.00[N=147]
Italy	5.6	2.1	5.6	15.5	31.7	22.5	16.2	0.7	100.00[N=142]
Spain	5.4	2.7	1.8	8.9	34.8	38.4	8.0	0.0	100.00[N=112]
Poland	2.2	3.3	6.5	7.6	14.1	42.4	20.7	3.3	100.00[N=92]
Czech Republic	3.1	3.1	9.2	7.7	30.8	26.2	20.0	0.0	100.00[N=65]
Switzerland	4.8	0.0	4.8	6.5	33.9	30.6	14.5	4.8	100.00[N=62]
Austria	1.8	0.0	1.8	8.8	31.6	38.6	12.3	5.3	100.00[N=57]
Canada	0.0	1.8	3.6	5.5	34.5	40.0	10.9	3.6	100.00[N=55]
Japan	4.4	2.2	8.9	8.9	46.7	15.6	13.3	0.0	100.00[N=45]
Singapore	0.0	5.1	12.8	28.2	28.2	15.4	10.3	0.0	100.00[N=39]
Malaysia	0.0	0.0	27.3	18.2	36.4	18.2	0.0	0.0	100.00[N=33]
New Zealand	4.0	0.0	8.0	0.0	20.0	40.0	28.0	0.0	100.00[N=25]
South Africa	0.0	0.0	14.3	23.8	14.3	38.1	9.5	0.0	100.00[N=21]
South Korea	4.8	4.8	4.8	28.6	23.8	23.8	9.5	0.0	100.00[N=21]
Thailand	0.0	0.0	27.8	5.6	33.3	22.2	11.1	0.0	100.00[N=18]
Philippines	5.9	5.9	23.5	11.8	29.4	17.6	5.9	0.0	100.00[N=17]
Other	0.0	0.0	30.0	30.0	30.0	10.0	0.0	0.0	100.00[N=10]
Total [N=4,834]	86	120	467	564	1,442	1,322	747	86	
%	1.8	2.5	9.7	11.7	29.8	27.3	15.5	1.8	

*199 did not respond.

Chart 15
Analysis of Trip Lead Time



4.1a

Trip Lead Time by Age Group

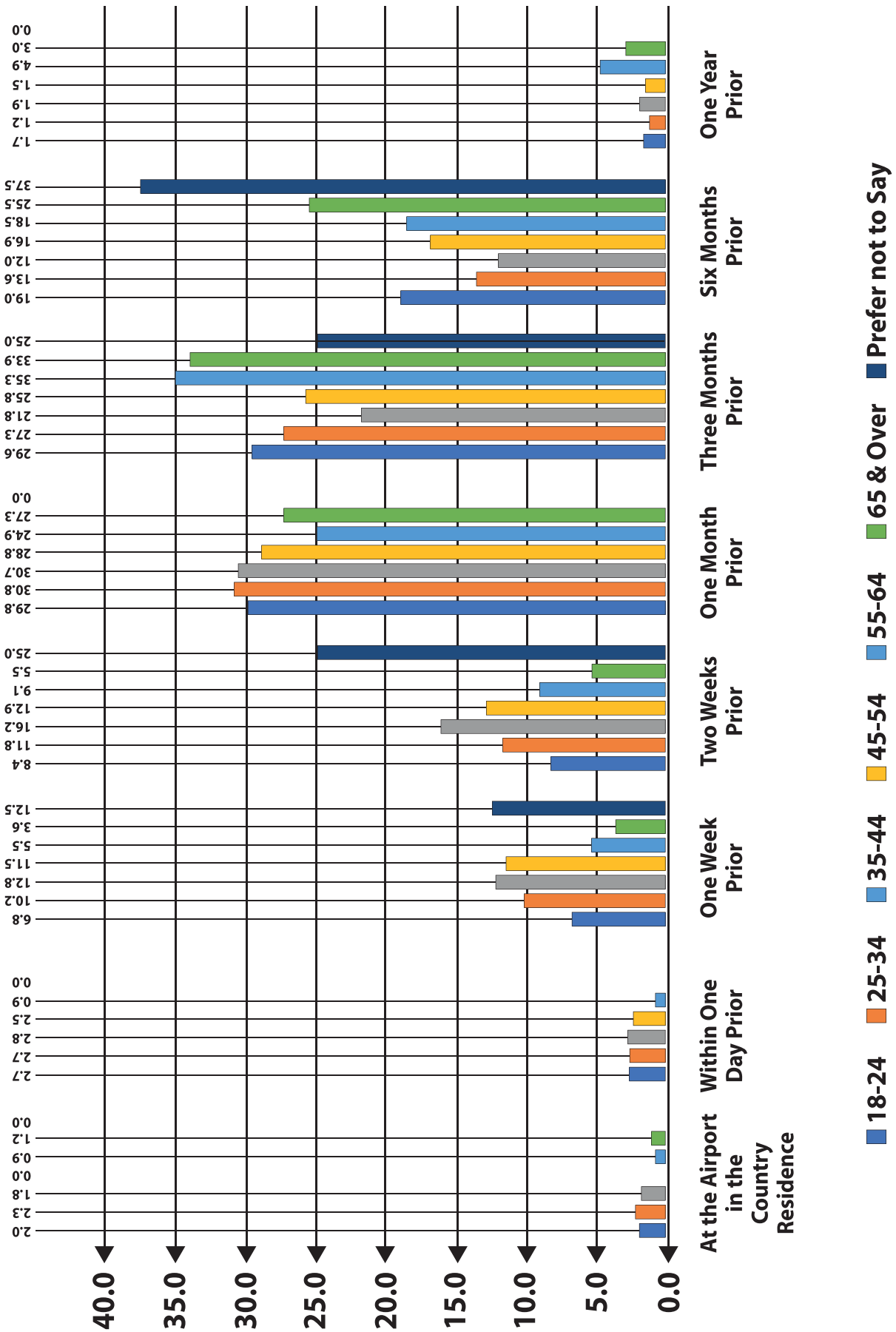
An analysis of trip lead time by age group reveals that the tourists belonging to the age groups of 18-24, 25-34, 35-44 and 45- 54 had made their travel arrangements only one month prior to their departure. However, tourists in the age categories of 55-64 and 65 and over tend to make their travel arrangements three months prior to their departure.

Table 17a
Trip Lead Time by Age Group

Age Group	At the Airport in The Country of Residence	Within One Day	One Week Prior	Two Weeks Prior	One Months Prior	Three Months Prior	Six Months Prior	One Year Prior	No of Respondents
18 - 24	2.0	2.7	6.8	8.4	29.8	29.6	19.0	1.7	862
25 - 34	2.3	2.7	10.2	11.8	30.8	27.3	13.6	1.2	2,114
35 - 44	1.8	2.8	12.8	16.2	30.7	21.8	12.0	1.9	822
45 - 54	0.0	2.5	11.5	12.9	28.8	25.8	16.9	1.5	520
55 - 64	0.9	0.9	5.5	9.1	24.9	35.3	18.5	4.9	329
65 and over	1.2	0.0	3.6	5.5	27.3	33.9	25.5	3.0	165
Prefer not to Say	0.0	0.0	12.5	25.0	0.0	25.0	37.5	0.0	8
Total	86	119	465	562	1438	1320	744	86	4,820
%	1.8	2.5	9.6	11.6	29.9	27.4	15.4	1.8	100%

*213 did not respond

Chart 15a
Trip Lead Time by Age Group



4.1b

Trip Lead Time by Occupation

Table 17b depicts the trip lead time by occupational category. The findings mirror that irrespective of their occupation, tourists from all occupational categories tend to make their trip arrangements either one month or three months before departure.

Table 17b
Trip Lead Time by Occupation

Occupation	At the Airport in your Country	Within One Day before Departure	One Week before Departure	Two Weeks before Departure	One Month before Departure	Three Months before Departure	Six Months before Departure	One Year before Departure	No of Respondents
Chief Executive, Director and Senior Official	2.2	3.9	15.4	15.4	31.2	19.4	11.1	1.4	279
Professional	1.3	2.0	10.0	12.2	28.5	28.7	15.6	1.7	1,633
Military	13.3	6.7	16.7	6.7	20.0	23.3	13.3	0.0	30
Administrative and Secretarial	2.0	0.8	8.4	7.6	29.2	29.6	19.2	3.2	250
Skilled Trades	1.9	5.6	7.5	12.1	23.8	28.0	17.8	3.3	214
Unskilled Trades	3.6	7.1	3.6	7.1	32.1	21.4	25.0	0.0	28
Caring, Leisure and Other Service	3.4	2.2	7.3	10.6	26.3	30.2	19.0	1.1	179
Sales and Customer Service	2.7	3.0	9.7	11.1	29.5	26.5	15.4	2.2	370
Not applicable	2.0	2.0	9.1	9.3	31.9	26.9	17.6	1.2	495
Total	67	87	344	398	1006	954	560	62	3,478
%	1.9	2.5	9.9	11.4	28.9	27.4	16.1	1.8	100%

*1,455 did not respond

4.2

Source of Information by Country of Residence

The purpose of analyzing main sources of information is to find out the most effective channels for destination promotion. The statistics on main sources of information which influenced tourist visits by country of residence is explained in Table 18. The main sources of information which influenced tourist to visit Sri Lanka are the recommendations of friends and relatives (59.8%) and online sources (29.8%). Mostly tourists from New Zealand (84.0%) and Canada (73.0%) rely on recommendations by friends and relatives. South Koreans (42.9%) and Czech Republic (41.2%) have used online sources as main sources of information. It is noteworthy that for 16.9% tourists, the main source of information had been online advertising and tourists from Poland (24.5%) had recorded the highest percentage. In order of popularity, the least popular source of information for tourists is trade fairs and exhibitions.

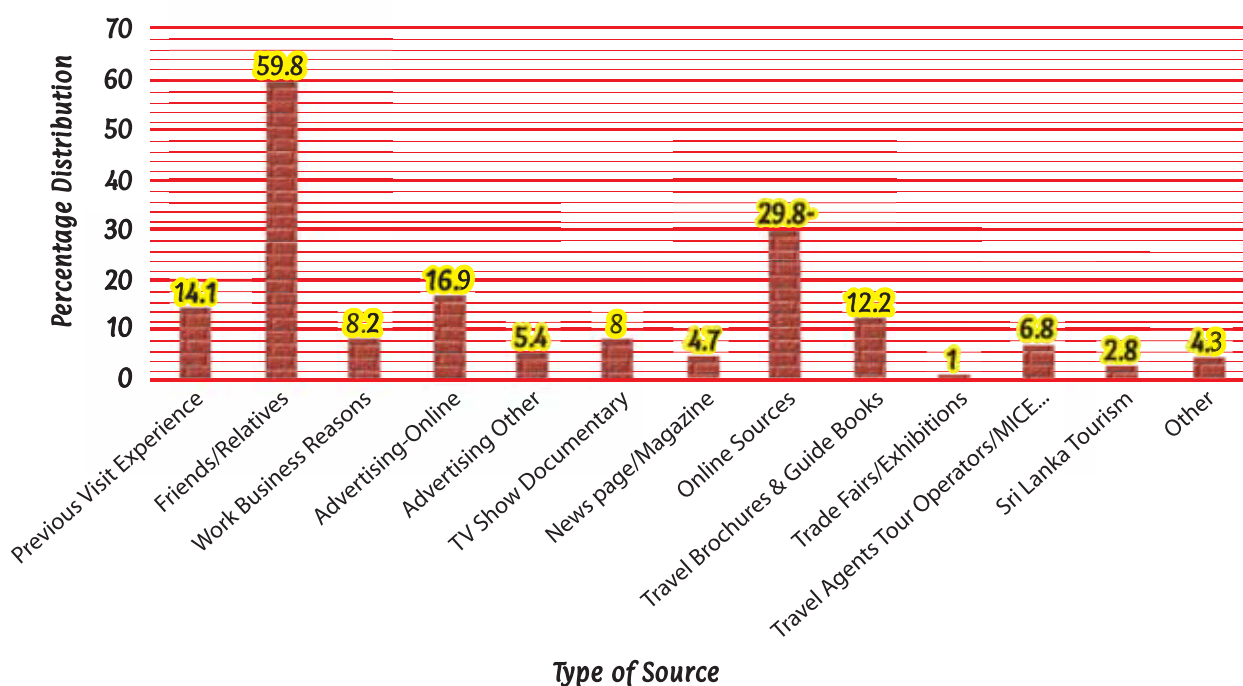
Table 18

Source of Information by Country of Residence

Country of Residence	Previous Visit Experience	Friends/Relatives	Work Business Reasons	Advertising - Online	Advertising Other	TV Show Documentary	News Paper/Magazine	Online Sources	Travel Brochures and Guide Books	Trade fairs/Exhibitions	Travel Agents Tour Operators/MICE Organizer	Sri Lanka Tourism	Other	
India	25.6	58.7	19.4	15.7	9.3	10.5	9.7	25.1	6.7	1.2	9.6	3.9	6.1	100.00[N=669]
UK	12.5	60.5	6.0	16.8	4.4	5.6	3.2	30.3	12.9	0.3	7.8	2.1	5.1	100.00[N=630]
Germany	14.1	60.6	4.2	21.3	6.4	11.6	5.7	38.3	18.3	0.6	5.3	3.3	2.2	100.00[N=545]
Australia	10.9	69.2	4.7	15.5	4.7	7.5	4.2	22.0	9.3	0.7	7.3	1.8	4.7	100.00[N=451]
Benelux	7.2	61.3	3.0	21.0	5.5	6.9	4.4	34.3	26.5	0.8	10.5	2.2	3.3	100.00[N=362]
France	10.2	61.8	1.9	18.8	4.1	13.7	3.8	32.5	20.7	1.0	5.1	1.3	4.1	100.00[N=314]
China	12.0	47.3	15.9	7.8	2.1	6.7	4.2	35.0	6.7	0.7	3.9	2.5	2.1	100.00[N=283]
Middle East	15.1	61.8	7.1	18.2	7.6	5.8	5.3	20.9	6.2	0.4	4.9	2.2	3.1	100.00[N=225]
Russia	15.8	56.0	1.9	16.3	3.8	7.7	1.0	40.7	5.3	0.5	5.7	7.7	1.9	100.00[N=209]
USA	11.2	58.7	11.2	13.4	5.6	5.0	2.2	22.3	7.8	1.1	3.9	2.8	8.4	100.00[N=179]
Scandinavia	15.9	61.0	9.1	16.5	3.0	4.3	3.7	23.8	9.1	1.8	5.5	2.4	4.3	100.00[N=164]
Ukraine	16.3	47.1	2.0	14.4	3.9	5.9	3.3	36.6	7.8	2.0	12.4	7.8	0.0	100.00[N=153]
Italy	8.8	57.8	8.2	18.4	8.2	4.1	4.1	27.9	15.6	2.0	10.9	0.7	5.4	100.00[N=147]
Spain	11.1	72.6	7.7	17.9	6.0	12.0	3.4	26.5	17.1	1.7	4.3	0.9	5.1	100.00[N=117]
Poland	12.8	61.7	10.6	24.5	5.3	7.4	3.2	37.2	14.9	0.0	4.3	1.1	12.8	100.00[N=94]
Czech Republic	13.2	55.9	4.4	19.1	1.5	8.8	1.5	41.2	20.6	0.0	10.3	1.5	2.9	100.00[N=68]
Canada	9.5	73.0	3.2	22.2	6.3	7.9	4.8	28.6	11.1	3.2	1.6	0.0	3.2	100.00[N=63]
Switzerland	17.7	66.1	6.5	12.9	3.2	6.5	8.1	25.8	11.3	1.6	1.6	4.8	3.2	100.00[N=62]
Austria	10.3	58.6	17.2	20.7	8.6	8.6	3.4	34.5	10.3	6.9	5.2	6.9	5.2	100.00[N=58]
Japan	26.7	40.0	4.4	20.0	0.0	11.1	6.7	17.8	2.2	2.2	2.2	0.0	0.0	100.00[N=45]
Singapore	9.8	51.2	19.5	9.8	4.9	4.9	7.3	22.0	9.8	0.0	4.9	2.4	9.8	100.00[N=41]
Malaysia	11.4	57.1	20.0	5.7	2.9	2.9	0.0	22.9	2.9	0.0	2.9	0.0	0.0	100.00[N=35]
New Zealand	8.0	84.0	0.0	20.0	0.0	0.0	0.0	24.0	4.0	0.0	4.0	4.0	0.0	100.00[N=25]
South Africa	13.0	56.5	8.7	13.0	0.0	0.0	0.0	21.7	4.3	0.0	0.0	0.0	8.7	100.00[N=23]
South Korea	4.8	28.6	19.0	14.3	0.0	0.0	4.8	42.9	4.8	4.8	0.0	0.0	4.8	100.00[N=21]
Philippines	5.3	47.4	31.6	15.8	0.0	5.3	0.0	10.5	0.0	0.0	0.0	0.0	5.3	100.00[N=19]
Thailand	33.3	50.0	16.7	11.1	0.0	0.0	0.0	27.8	0.0	0.0	5.6	5.6	0.0	100.00[N=18]
Other	15.4	53.8	0.0	15.4	15.4	15.4	7.7	0.0	7.7	0.0	15.4	0.0	7.7	100.00[N=13]
Total[N=5,033]	711	3,010	414	853	272	401	236	1,500	615	48	343	140	214	
%	14.1	59.8	8.2	16.9	5.4	8.0	4.7	29.8	12.2	1.0	6.8	2.8	4.3	

*1,455 did not respond

Chart 16
Sources of Information



4.2

Source of Information by Age Group

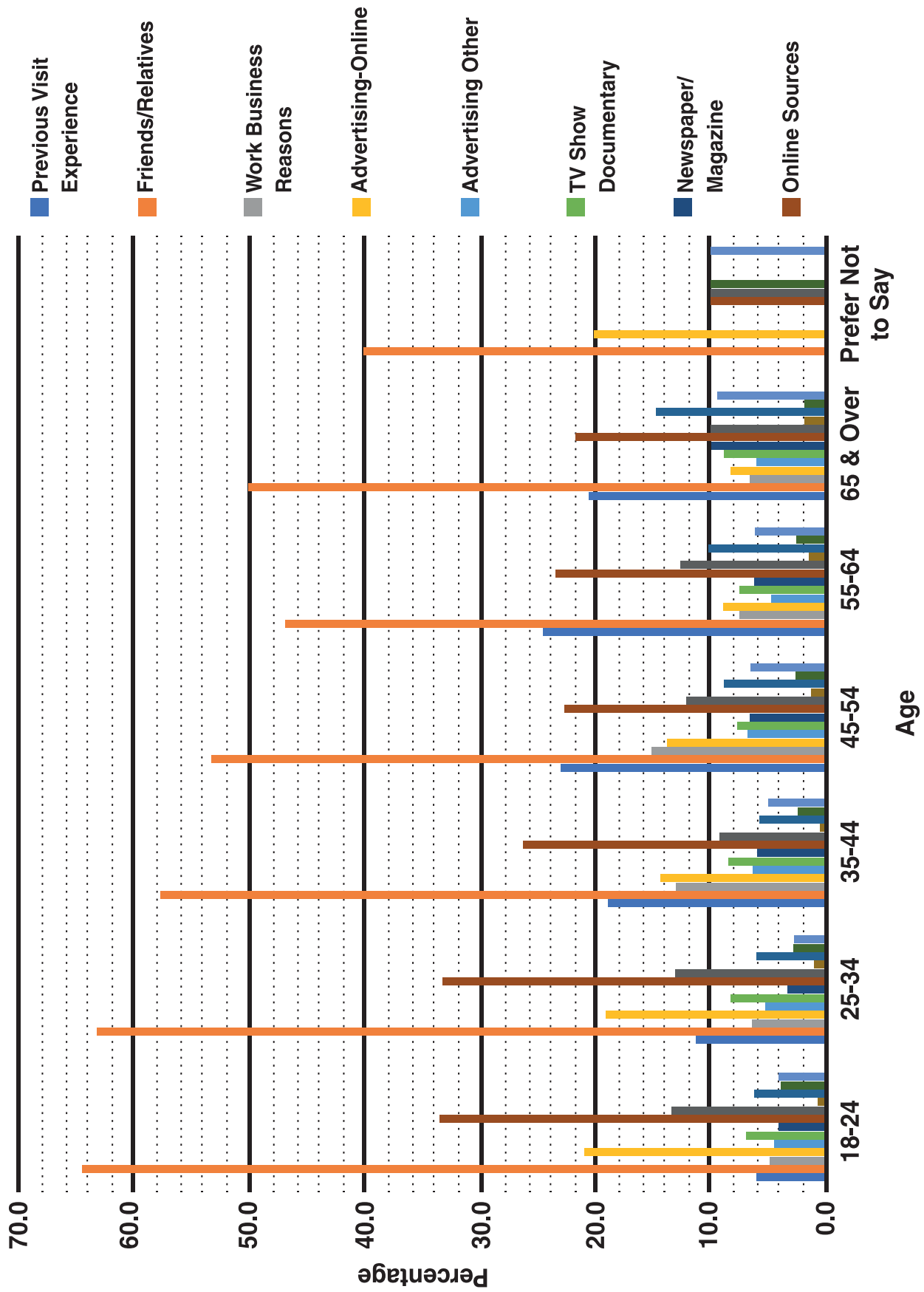
Analysis of sources of information by age group reconfirm the popularity of recommendations of friends and relatives and online sources among all age groups as main sources of information. It is noteworthy that for tourists in the age categories of 55-64 and 65 & over the previous visit experience (45.1%) had been a reliable source of information.

Table 18a
Sources of Information by Age Group

Age Group	Previous Visit Experience	Friends/Relatives	Work Business Reasons	Advertising-Online	Advertising Other	TV Show Documentary	NewsPaper/Magazine	Online Sources	Travel Brochures and Guide Books	Trade Fairs/Exhibitions	Travel Agents Tour Operators/MICE Organizer	Sri Lanka Tourism	Other	No of Respondents
18 - 24	6.0	64.5	4.8	20.9	4.4	6.9	4.0	33.5	13.4	0.7	6.2	3.8	4.0	N=893
25 - 34	11.3	63.2	6.4	19.1	5.2	8.3	3.3	33.2	13.2	1.0	5.9	2.7	2.7	N=2,186
35 - 44	18.9	57.6	13.0	14.4	6.4	8.4	6.0	26.3	9.2	0.6	5.9	2.4	4.9	N = 870
45 - 54	23.0	53.3	15.1	13.8	6.8	7.7	6.6	22.6	11.9	1.3	8.8	2.6	6.6	N=544
55 - 64	24.5	46.9	7.6	8.7	4.7	7.6	6.1	23.3	12.5	1.5	10.2	2.6	6.1	N=343
65 and over	20.6	50.0	6.5	8.2	5.9	8.8	10.0	21.8	10.0	1.8	14.7	1.8	9.4	N=170
Prefer Not to Say	0.0	40.0	0.0	20.0	0.0	0.0	0.0	10.0	10.0	10.0	0.0	0.0	10.0	N=10
Total	710	2,999	414	851	271	399	235	1,494	614	48	343	141	213	N=5,016
%	14.2	59.8	8.3	17.0	5.4	8.0	4.7	29.8	12.2	1.0	6.8	2.8	4.2	

*17 did not respond.

Chart 16a
Sources of Information by Age Group



TRAVEL WITHIN SRI LANKA



Endless stunning beaches, timeless ruins, alluring wildlife, rolling surf, make Sri Lanka irresistible. This chapter provides an overview of the tourist visitation to popular destinations in Sri Lanka. Tourists were given a list of places of attraction for them to select according to their preference. The information which they provided was used for the analysis of this section. In addition, most popular geographical areas visited and analysis of activities engaged while in Sri Lanka are also discussed.

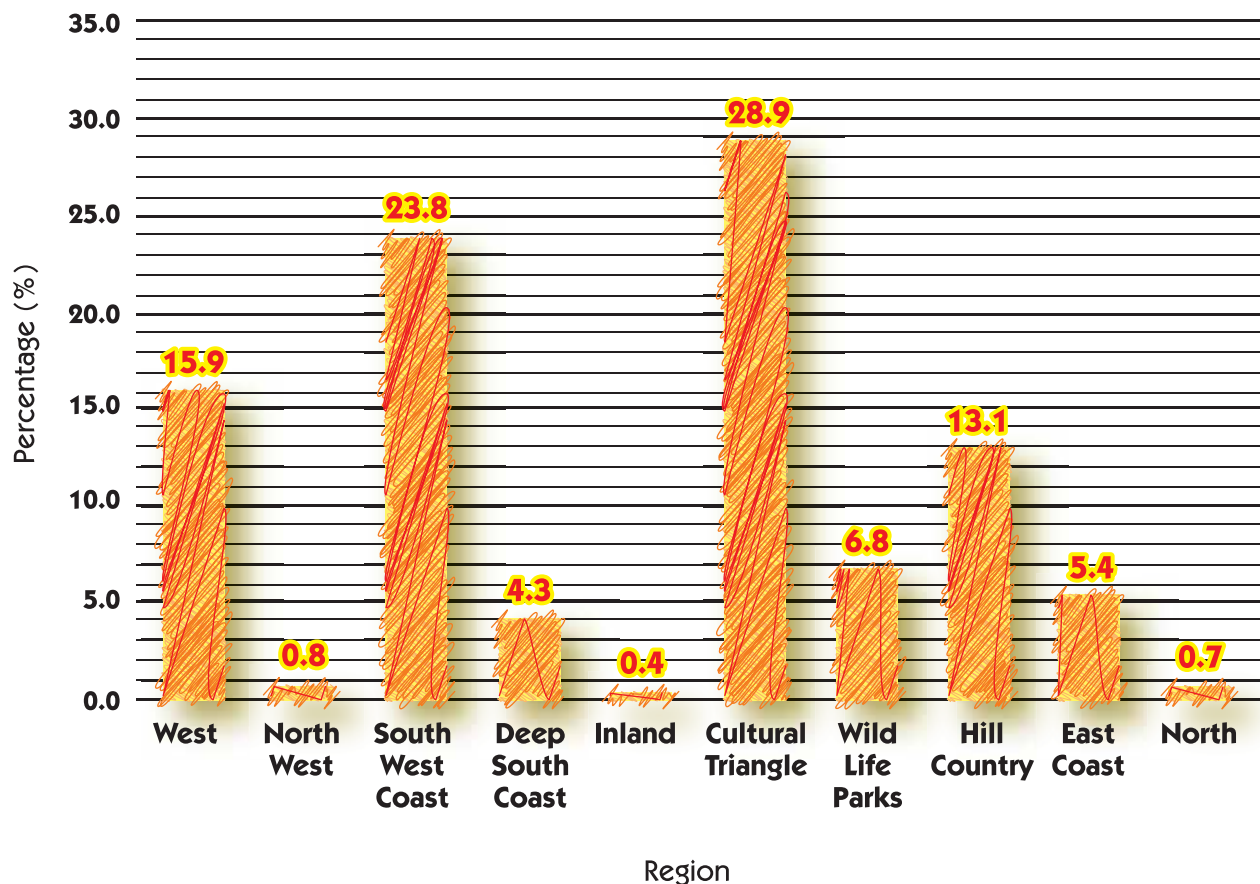
5.1

Places of Attraction Visited

Places of attraction visited are categorized in to 10 main geographical areas namely West, North West, South West Coast, Deep South Coast, Inland, Cultural Triangle, Wild-life Parks, Hill Country, East Coast and North. Accordingly, as a region, Cultural Triangle (28.9%) followed by South West Coast (23.8%) and West (15.9%) are the substantially popular regions for foreign visitors to Sri Lanka.

Table 19
Places of Attraction Visited

Country	(West)	(North West)	(South West Coast)	(Deep South Coast)	(Inland)	(Cultural Triangle)	(Wild Life Parks)	(Hill Country)	(East Coast)	(North)
Australia	15.2	0.9	21.6	4.2	0.2	30.0	7.4	13.4	6.6	0.6
Austria	12.6	0.3	24.4	3.6	0.0	35.5	6.4	12.9	3.9	0.5
Benelux	12.8	0.9	22.3	3.9	0.2	29.8	8.9	13.9	6.3	0.9
Canada	15.9	1.0	31.3	5.1	0.5	24.8	4.8	12.8	3.1	0.7
China	20.4	0.9	24.2	4.4	0.4	27.9	5.9	11.4	4.0	0.6
Czech Republic	12.8	0.9	21.8	5.5	0.5	32.7	7.4	14.0	4.0	0.3
France	13.7	0.9	20.4	4.9	0.6	32.3	6.5	14.6	5.5	0.7
Germany	13.9	0.4	25.2	5.2	0.4	27.2	7.8	12.9	6.5	0.5
India	23.3	0.9	23.6	2.8	0.8	25.8	3.2	13.3	4.8	1.5
Italy	11.9	0.4	22.0	5.3	0.4	35.5	6.4	12.9	4.6	0.5
Japan	21.4	0.4	17.5	3.2	0.8	34.1	7.1	9.9	4.8	0.8
Malaysia	20.6	0.0	19.6	3.1	1.0	29.9	5.7	12.9	5.2	2.1
Middle East	15.1	1.1	22.1	3.1	0.5	30.8	6.0	14.6	6.1	0.6
New Zealand	13.8	1.1	18.4	5.7	0.0	27.0	7.5	13.2	13.2	0.0
Philippines	31.0	0.0	24.1	3.4	1.7	22.4	5.2	12.1	0.0	0.0
Poland	15.1	0.9	32.1	7.0	0.6	24.4	7.2	11.5	1.0	0.1
Russia	14.2	0.4	34.4	4.6	0.3	23.5	5.3	12.7	4.3	0.2
Scandinavia	17.1	0.5	27.1	4.6	0.3	25.2	7.3	12.3	4.8	0.7
Singapore	24.3	0.9	20.8	2.2	0.9	28.3	7.5	11.9	2.2	0.9
South Africa	12.9	0.0	25.2	8.2	0.0	27.9	5.4	15.0	5.4	0.0
South Korea	22.8	0.0	16.7	4.4	1.8	27.2	7.0	10.5	9.6	0.0
Spain	13.0	0.6	20.9	3.6	0.4	32.9	7.5	14.5	5.9	0.5
Switzerland	15.3	1.8	21.4	5.0	0.0	27.9	7.2	15.1	5.4	0.9
Thailand	20.4	0.9	26.5	5.3	0.0	25.7	3.5	12.4	5.3	0.0
UK	15.3	0.7	22.4	4.1	0.4	30.6	8.4	12.3	5.4	0.5
Ukraine	14.2	0.6	35.5	5.2	0.3	23.0	5.0	10.3	5.7	0.1
USA	18.7	1.0	23.2	3.0	0.3	27.6	6.8	13.6	5.0	0.9
Other	31.3	0.0	25.0	0.0	2.1	25.0	2.1	12.5	2.1	0.0
Total (%)	15.9	0.8	23.8	4.3	0.4	28.9	6.8	13.1	5.4	0.7



5.2

Places of Attraction – Specific Locations

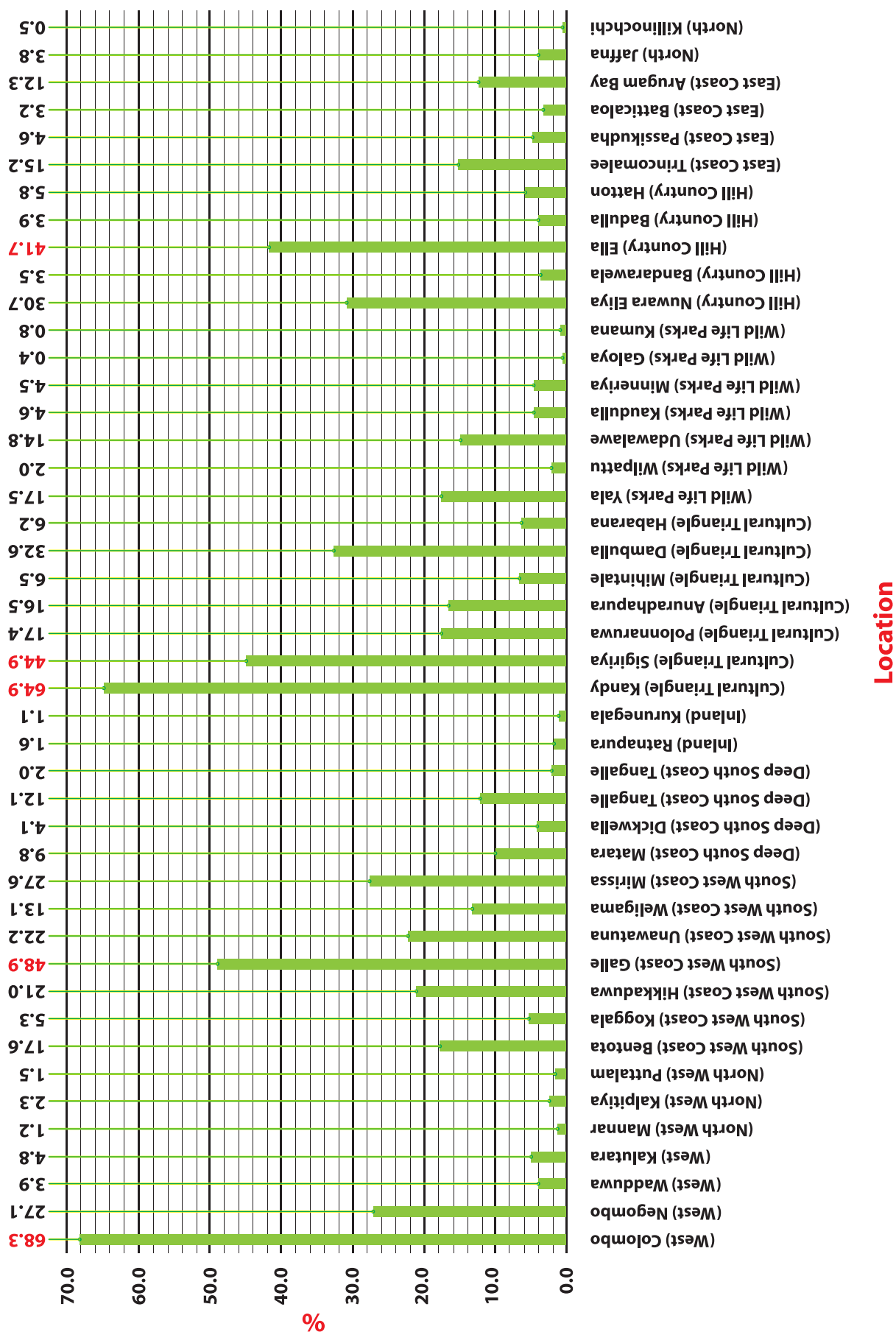
Based on results in table 20 the most popular geographical area within Sri Lanka was Colombo (68.3 %) followed by Kandy (64.9%) and Galle (48.9%). The other top five popular geographical areas within Sri Lanka in order of popularity were Sigiriya 44.9%, Ella 41.7%, Dambulla 32.6%, Nuwara Eliya (30.7%). Colombo is mostly popular among tourists from South Korea (90.5%) while Kandy is mostly visited by tourists from Benelux (76.8%). Galle is the most preferred destination for the Polish tourists (66%) while Sigiriya (66.2%) and Dambulla (52.9%) are the most preferred destinations among tourists from Czech Republic. Tourists from New Zealand (68%) had opted mostly for Ella. Nuwara Eliya is mostly popular among tourists from Czech Republic (45.6%) and Spain (45.3%).

Wild life parks being one of the unique attractions of Sri Lanka, is an inevitable destination in the itineraries of tourists who visit Sri Lanka. An analysis of visitation patterns reveals that Yala is the most popular wildlife park visited by tourists and is patronized mostly by the tourists from South Korea (28.6%)

Table 20
Places of Attraction - Specific Locations

	(West) Colombo	(West) Negambo	(West) Wadduwa	(West) Kalutara	(North West) Mannar	(North West) Kalpitiya	(North West) Puttalam	(South West Coast) Benthota	(South West Coast) Kogala	(South West Coast) Hikkaduwa	(South West Coast) Galle	(South West Coast) Unawatuna	(South West Coast) Welligama	(South West Coast) Mirissa	(Deep South Coast)Matara	(Deep South Coast)Dickwella	(Deep South Coast)Tangalle	(Deep South Coast)Tangalle	(Inland) Ratnapura	(Inland) Kurunegala	(Cultural Triangle) Kandy	(Cultural Triangle) Sigiriya	(Cultural Triangle) Polonnaruwa	(Cultural Triangle) Mihintale	(Cultural Triangle) Dambulla	(Cultural Triangle) Habarana	(Wild Life Parks) Yala	(Wild Life Parks) Wilpattu	(Wild Life Parks) Udawalawe	(Wild Life Parks) Kaudulla	(Wild Life Parks) Minneriya	(Wild Life Parks) Galoya	(Wild Life Parks) Kumana	(Hill Country) Nuwara Eliya	(Hill Country) Bandarawela	(Hill Country) Ella	(Hill Country) Badulla	(Hill Country) Hatton	(East Coast) Trincomalee	(East Coast) Passikudah	(East Coast) Batticaloa	(East Coast) Arugam Bay	(North) Jaffna	(North) Kilinochchi	Total		
Australia	670	306	40	27	24	29	11	157	49	164	514	224	111	259	98	55	109	24	09	04	683	521	184	171	71	337	91	206	22	133	53	67	13	13	315	33	479	42	49	160	55	47	193	35	04	100 (N=451)	
Austria	707	121	00	17	00	17	00	34	34	293	534	259	121	362	52	34	138	17	00	00	655	586	207	276	121	500	34	121	00	259	34	00	17	00	259	69	483	17	34	121	52	17	69	34	00	100 (N=58)	
Benelux	605	392	44	30	11	39	25	102	91	229	594	323	152	370	113	55	157	03	08	08	768	586	254	271	116	417	80	279	25	254	86	77	06	17	384	72	588	44	72	257	39	44	191	72	03	100 (N=362)	
Canada	698	254	32	63	00	32	32	206	16	365	603	190	270	413	111	95	127	00	16	16	603	429	95	111	48	302	48	63	48	95	79	32	00	00	270	32	476	32	32	32	48	95	48	00	100 (N=63)		
China	799	343	32	64	11	32	11	106	46	208	502	205	117	283	110	42	99	14	07	18	654	445	99	117	42	304	32	155	32	99	35	32	04	00	258	18	343	25	49	113	35	18	78	28	07	100 (N=283)	
Czech Republic	676	324	29	59	15	44	15	162	74	221	588	206	206	397	206	29	235	00	29	15	721	662	368	309	74	529	118	206	29	265	59	59	00	15	456	44	500	44	147	206	59	00	74	29	00	100 (N=68)	
France	682	299	38	51	13	38	19	118	48	178	557	239	134	325	108	35	217	22	22	25	736	599	283	239	146	436	92	197	10	188	61	41	03	06	392	54	551	61	83	185	80	38	124	48	06	100 (N=314)	
German	628	215	39	77	04	11	13	200	55	229	521	264	165	303	130	39	169	24	18	07	666	473	161	141	39	345	44	198	13	228	48	29	04	18	251	31	488	37	84	182	66	44	154	29	02	100 (N=545)	
India	824	230	48	51	15	15	16	324	45	143	365	90	55	143	64	12	43	21	24	13	587	268	82	105	27	179	27	61	12	49	13	15	03	03	360	28	199	22	49	112	34	37	51	64	07	100 (N=669)	
Italy	524	245	27	48	00	14	14	95	48	163	490	231	170	361	136	41	177	20	14	14	707	551	306	245	143	469	88	136	34	143	75	68	00	00	299	14	476	61	61	156	82	14	75	27	07	100 (N=147)	
Japan	733	444	00	22	00	22	00	67	44	89	333	111	111	222	44	44	89	00	22	22	600	600	156	133	44	333	44	200	22	133	22	22	00	00	156	22	267	00	111	111	22	00	133	44	00	100 (N=45)	
Malaysia	829	286	29	00	00	00	00	171	29	114	486	86	00	200	57	29	86	00	57	00	571	371	200	143	57	229	86	171	00	57	29	57	00	00	286	29	343	29	29	171	29	29	57	114	00	100 (N=35)	
Middle East	653	178	22	22	13	31	22	240	40	173	333	178	76	240	62	22	71	27	31	00	680	404	142	107	40	342	71	133	22	93	22	71	00	04	382	49	329	58	27	147	31	40	133	31	04	100 (N=225)	
New Zealand	640	320	00	00	00	40	40	00	40	160	440	200	200	240	80	160	160	00	00	00	680	480	120	80	40	400	80	200	00	280	00	40	00	00	200	00	640	00	80	280	120	40	480	00	00	100 (N=25)	
Other	769	308	00	77	00	00	00	308	00	154	154	77	77	154	00	00	00	00	77	462	154	00	77	77	154	00	77	154	00	00	77	00	00	00	308	00	154	00	00	77	00	00	00	00	100 (N=13)		
Philippines	737	158	00	53	00	00	00	00	00	105	368	158	00	105	53	00	53	00	00	53	316	105	105	53	00	105	00	53	00	53	53	00	00	00	211	00	158	00	00	00	00	00	00	00	00	100 (N=19)	
Poland	702	298	32	43	21	32	11	149	53	277	660	415	234	500	138	117	234	11	21	21	670	415	85	138	64	309	53	138	21	223	85	43	00	00	330	32	426	11	21	21	11	11	32	11	00	100 (N=94)	
Russia	545	139	43	67	05	14	05	177	81	330	493	335	215	292	110	38	81	29	10	10	512	344	110	91	14	225	19	144	19	67	33	19	10	05	220	24	383	53	29	124	19	19	77	10	00	100 (N=209)	
Scandinavia	659	293	30	12	18	12	00	165	18	238	433	244	159	323	116	43	110	00	12	06	591	354	110	85	43	238	43	165	12	152	18	61	00	18	232	18	396	12	55	85	30	18	146	37	06	100 (N=164)	
Singapore	878	415	24	24	00	24	24	171	00	220	415	122	49	171	98	00	00	24	24	24	585	366	98	122	73	317	00	171	00	122	73	49	00	00	317	00	244	24	73	49	00	00	73	24	24	100 (N=41)	
South Africa	652	174	00	00	00	00	00	217	43	174	478	261	130	304	130	174	174	43	00	00	609	391	174	130	43	391	43	130	00	130	87	00	00	348	00	435	87	87	43	00	217	00	00	00	100 (N=23)		
South Korea	905	286	00	48	00	00	00	95	48	95	333	95	48	190	48	00	143	48	48	48	571	429	95	95	00	286	00	286	00	48	00	48	00	00	238	00	333	00	00	190	95	143	95	00	00	100 (N=21)	
Spain	718	291	26	17	09	26	17	171	26	222	538	291	128	308	85	09	197	00	17	17	744	632	316	274	128	444	111	239	26	171	120	34	09	09	453	26	598	26	68	222	34	34	188	34	09	100 (N=117)	
Switzerland	710	290	32	65	16	97	16	129	32	194	565	210	161	242	129	97	97	32	00	00	677	500	145	194	16	403	65	161	65	210	65	16	00	00	387	32	597	32	32	129	32	65	161	65	00	100 (N=62)	
Thailand	778	389	56	56	00	00	56	56	111	167	444	333	222	333	111	56	167	00	00	00	500	444	111	167	00	389	00	167	56	00	00	00	00	00	111	00	444	00	222	111	00	00	222	00	00	00	100 (N=18)
UK	668	287	51	52	10	17	21	170	51	217	508	216	125	265	86	43	124	32	17	08	654	487	241	213	78	365	89	252	29	178	49	65	05	06	271	37	456	38	54	173	49	21	129	29	05	100 (N=630)	
Ukraine	477	183	59	78	07	26	00	196	144	431	536	301	150	235	105	65	98	26	13	07	516	288	105	65	33	235	52	124	07	78	39	26	07	00	170	39	275	52	46	131	85	20	85	07	00	100 (N=153)	
USA	732	313	61	56	22	17	22	123	34	207	458	184	184	257	73	34	61	17	11	06	575	341	156	201	84	268	89	173	22	134	17	67	00	11	279	45	369	95	56	123	22	34	134	45	11	100 (N=179)	
Total (%)	683	271	39	48	12	23	15	176	53	210	489	222	131	276	98	41	121	20	16	11	649	449	174	165	65	326	62	175	20	148	46	45	04	08	307	35	417	39	58	152	46	32	123	38	05	100 (N=5033)	

Chart 18
Places of Attraction - Specific Locations



5.3

Duration of Stay in Popular Destinations

Table 21 shows the duration of stay of respondents at popular destinations. According to the survey findings tourists tend to stay longer in Arugam bay and the average number of days recorded are 8.6 days. The destinations which recorded longer stays more than 5 days are Dikwella (6.2%) Koggala (5.6%), Hikkaduwa (5.5%) and Kaluthara (5.3%). Even though Colombo and kandy are popular detinations the average duration of stay recorded are 3.5 and 2.6 days respectively.

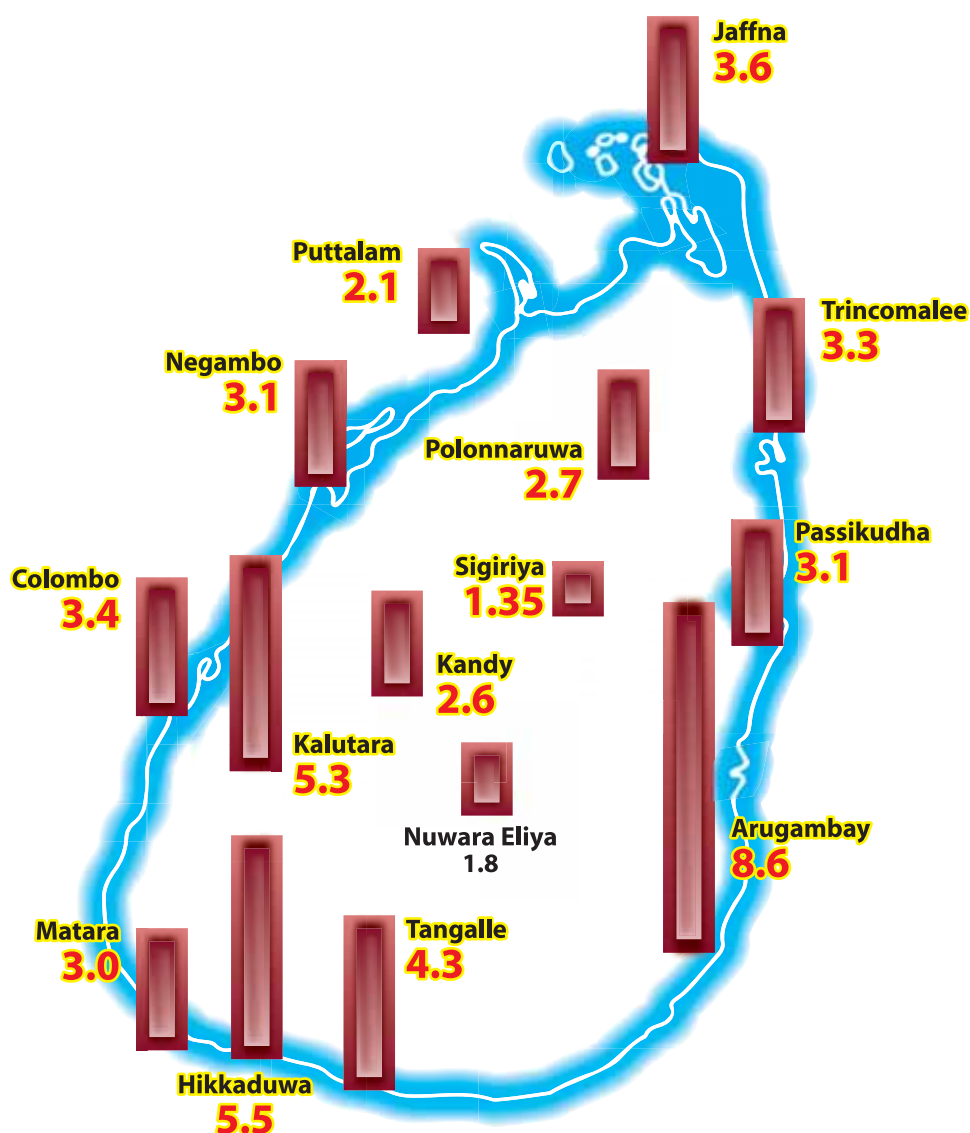
Table 21

Duration of Stay in Popular Destinations

City	Average Duration of Stay
Arugambay	8.6
Dickwella	6.2
Koggala	5.6
Hikkaduwa	5.5
Kalutara	5.3
Benthota	4.4
Tangalle	4.3
Mirissa	4.0
Weligama	3.8
Jaffna	3.7
Unawatuna	3.5
Colombo	3.5
Trincomalee	3.3
Negambo	3.1
Passikudah	3.1
Matara	3.0
Ella	3.0
Galle	2.9
Puttalam	2.8
Habarana	2.8
Polonnaruwa	2.7
Kandy	2.6
Wadduwa	2.4
Anuradhapura	2.1
Dambulla	2.1
Hambantota	1.9
Nuwara Eliya	1.8
Udawalawe	1.6
Sigiriya	1.4
Batticaloa	1.3
Mihintale	1.0
Minneriya	1.0
Hatton	1.0



Duration of Stay in Popular Destinations



5.4

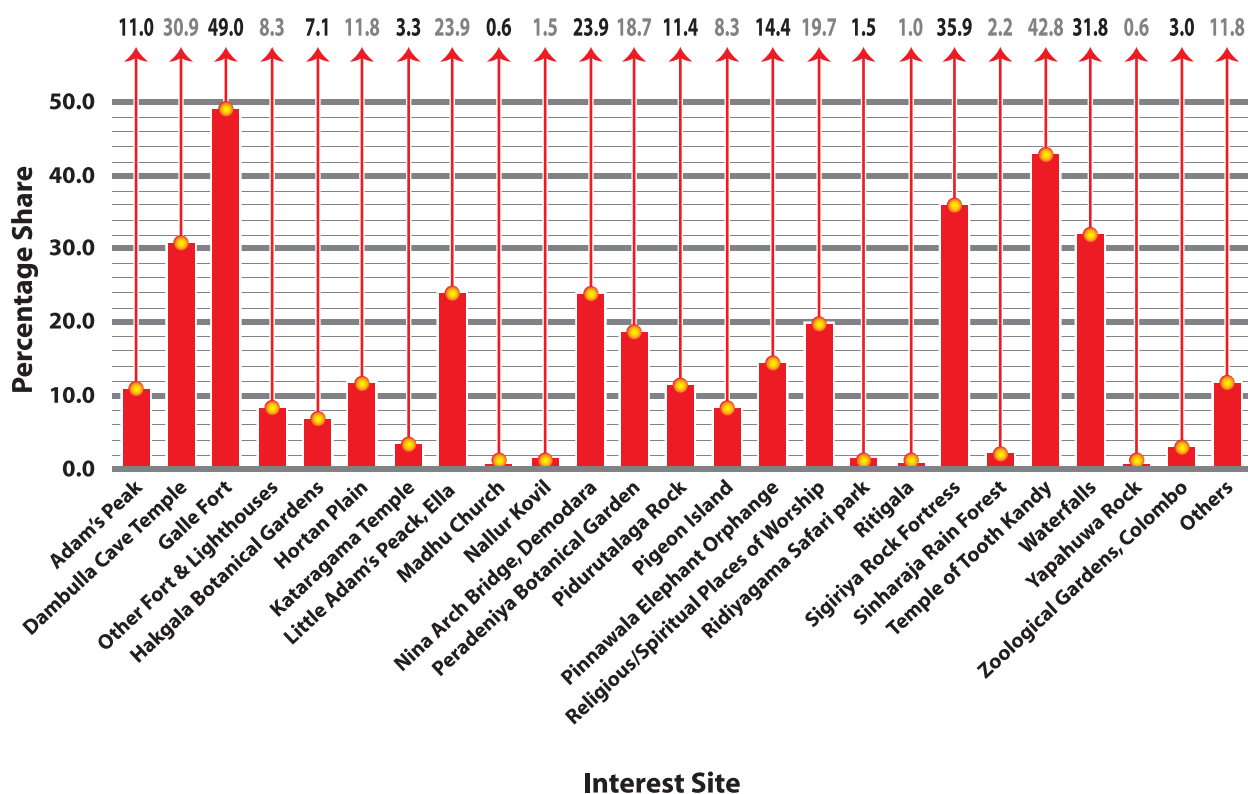
Special Interest Sites

An analysis of special interest sites reveals that Galle fort (49%), followed by Temple of Tooth (42.8%) and Sigiriya Rock Fortress (35.9%) are the most preferred special interest sites of the respondents. Galle Fort has been patronized mainly by Austrians (67.2%) while tourists from Benelux countries (53.3%) were the most regular visitors to Temple of Tooth, Kandy. Sigiriya Rock Fortress is substantially popular among tourists from Czech Republic (55.9%).

Table 22
Special Interest Sites Visited (Multiple Answer Question)

Country	Adam's Peak	Dambulla Cave Temple	Galle Fort	Other Forts & Lighthouses	Hakgala Botanical Gardens	Hortan Plain	Kataragama Temple	Little Adam's Peak, Ella	Madhu Church	Nallur Kovil	Nine Arch Bridge, Demodara	Peraadeniya Botanical Garden	Pidurangala Rock	Pigeon Island	Pinnawala Elephant Orphanage	Religious/Spiritual Places of Worship	Ridiyagama Safari Park	Ritigala	Sigiriya Rock Fortress	Sinharaja Rain Forest	Temple of Tooth Kandy	Waterfalls	Yapahuwa Rock	Zoological Gardens, Colombo	Others	Total
India	4.2	16.0	30.9	6.4	13.8	12.7	3.7	10.0	1.2	3.6	10.0	18.4	4.2	4.6	15.7	15.5	0.3	0.4	19.0	0.6	38.1	19.4	0.4	5.4	13.8	100.00[N=669]
UK	9.5	33.0	52.2	7.1	5.6	10.6	3.2	26.5	0.2	1.3	26.5	19.8	11.1	8.1	17.6	21.3	1.4	1.3	40.3	3.2	44.3	31.9	0.5	2.4	12.7	100.00[N=630]
Germany	14.1	32.7	52.8	10.3	4.6	12.5	2.9	29.5	0.2	0.4	29.5	17.8	15.0	11.0	15.6	18.5	0.7	0.9	37.8	3.7	44.2	35.0	1.1	2.9	9.9	100.00[N=545]
Australia	10.4	35.3	54.1	9.8	7.3	10.9	3.3	27.1	0.9	1.3	27.1	20.2	9.1	11.3	16.6	28.2	2.0	1.1	43.0	1.8	46.3	35.5	0.7	1.8	12.0	100.00[N=451]
Benelux	12.4	38.1	63.3	11.9	8.6	16.9	2.8	37.6	1.1	2.2	37.6	21.5	18.0	16.3	14.6	24.6	1.9	3.3	42.5	1.7	53.3	45.6	0.0	1.7	12.2	100.00[N=362]
France	15.6	40.8	56.1	7.0	6.7	12.4	4.5	26.1	1.0	0.6	26.1	21.3	19.7	11.1	10.2	21.7	2.2	1.3	46.8	1.9	50.6	36.9	1.0	2.9	8.0	100.00[N=314]
China	8.5	28.6	51.2	11.7	5.7	13.4	2.8	15.2	0.7	0.4	15.2	14.1	7.4	4.6	13.1	8.5	2.8	0.7	33.9	2.5	39.2	19.1	1.8	2.5	9.9	100.00[N=283]
Middle East	9.8	29.8	37.3	9.3	9.3	11.1	4.0	21.3	0.4	1.3	21.3	18.2	7.6	9.8	16.9	17.8	4.0	1.3	36.0	1.8	43.6	34.7	0.9	5.3	13.8	100.00[N=225]
Russia	12.9	22.0	49.8	4.3	6.2	8.1	2.9	22.5	1.9	1.4	22.5	17.2	8.6	6.7	9.6	12.0	1.4	1.4	30.6	2.4	31.1	33.5	1.0	1.0	10.5	100.00[N=209]
USA	10.1	31.8	46.4	7.3	4.5	7.3	3.4	16.8	0.6	2.2	16.8	12.3	10.6	6.1	14.5	24.6	1.7	1.1	30.7	1.7	36.9	26.8	0.6	3.4	17.3	100.00[N=179]
Scandinavia	11.6	25.6	45.1	7.3	7.3	8.5	2.4	18.3	0.0	1.2	18.3	23.8	7.3	6.7	11.0	26.2	1.2	0.6	31.7	2.4	41.5	29.9	0.0	1.8	9.1	100.00[N=164]
Ukraine	8.5	20.9	50.3	7.2	5.9	8.5	3.9	19.0	0.0	0.0	19.0	23.5	7.2	3.9	12.4	9.2	2.0	0.0	24.2	2.6	32.7	25.5	0.0	2.0	8.5	100.00[N=153]
Italy	10.9	44.2	44.2	4.1	4.1	8.8	4.1	26.5	0.0	0.0	26.5	12.9	10.2	8.8	12.9	22.4	0.7	0.7	47.6	2.0	47.6	32.7	0.7	0.7	12.2	100.00[N=147]
Spain	19.7	35.9	53.8	7.7	8.5	19.7	2.6	38.5	0.9	0.0	38.5	26.5	22.2	9.4	18.8	23.9	1.7	0.0	44.4	2.6	50.4	49.6	0.0	1.7	16.2	100.00[N=117]
Poland	9.6	33.0	64.9	8.5	4.3	10.6	3.2	37.2	1.1	1.1	37.2	22.3	13.8	1.1	14.9	20.2	1.1	0.0	35.1	1.1	46.8	34.0	1.1	3.2	9.6	100.00[N=94]
Czech Republic	36.8	50.0	55.9	11.8	4.4	17.6	5.9	23.5	0.0	1.5	23.5	22.1	16.2	10.3	17.6	25.0	1.5	1.5	55.9	1.5	47.1	51.5	0.0	2.9	14.7	100.00[N=68]
Canada	14.3	33.3	52.4	7.9	4.8	6.3	3.2	33.3	0.0	0.0	33.3	14.3	14.3	0.0	12.7	15.9	1.6	0.0	38.1	1.6	39.7	36.5	0.0	1.6	6.3	100.00[N=63]
Switzerland	8.1	43.5	46.8	9.7	6.5	12.9	1.6	16.1	0.0	0.0	16.1	21.0	14.5	8.1	11.3	21.0	0.0	0.0	33.9	4.8	41.9	38.7	1.6	0.0	9.7	100.00[N=62]
Austria	12.1	46.6	67.2	6.9	1.7	19.0	0.0	43.1	0.0	1.7	43.1	20.7	24.1	1.7	8.6	13.8	0.0	0.0	43.1	1.7	43.1	37.9	0.0	3.4	10.3	100.00[N=58]
Japan	8.9	42.2	44.4	6.7	4.4	13.3	0.0	22.2	0.0	6.7	22.2	11.1	13.3	11.1	8.9	26.7	0.0	0.0	42.2	4.4	37.8	24.4	0.0	8.9	11.1	100.00[N=45]
Singapore	9.8	26.8	26.8	7.3	7.3	9.8	7.3	14.6	2.4	2.4	14.6	14.6	2.4	2.4	7.3	14.6	0.0	0.0	29.3	7.3	34.1	19.5	0.0	2.4	9.8	100.00[N=41]
Malaysia	11.4	22.9	40.0	11.4	5.7	17.1	5.7	22.9	0.0	11.4	22.9	8.6	20.0	5.7	11.4	20.0	0.0	0.0	34.3	0.0	40.0	14.3	0.0	0.0	11.4	100.00[N=35]
New Zealand	24.0	24.0	48.0	8.0	0.0	8.0	8.0	24.0	0.0	0.0	24.0	16.0	24.0	12.0	12.0	24.0	0.0	0.0	20.0	0.0	36.0	48.0	0.0	0.0	16.0	100.00[N=25]
South Africa	17.4	26.1	43.5	8.7	4.3	8.7	0.0	21.7	0.0	0.0	21.7	17.4	8.7	8.7	4.3	21.7	0.0	4.3	39.1	0.0	30.4	30.4	0.0	8.7	26.1	100.00[N=23]
South Korea	9.5	19.0	42.9	4.8	4.8	9.5	9.5	19.0	0.0	0.0	19.0	9.5	4.8	14.3	4.8	9.5	4.8	0.0	33.3	4.8	28.6	19.0	0.0	14.3	9.5	100.00[N=21]
Philippines	0.0	5.3	42.1	15.8	5.3	5.3	0.0	15.8	0.0	0.0	15.8	5.3	5.3	0.0	5.3	31.6	0.0	0.0	21.1	5.3	26.3	21.1	0.0	15.8	21.1	100.00[N=19]
Thailand	22.2	33.3	55.6	11.1	0.0	5.6	0.0	38.9	0.0	0.0	38.9	5.6	33.3	5.6	5.6	27.8	5.6	0.0	38.9	11.1	33.3	33.3	0.0	0.0	22.2	100.00[N=18]
Other	7.7	15.4	15.4	0.0	0.0	15.4	0.0	7.7	0.0	0.0	7.7	0.0	0.0	7.7	7.7	15.4	0.0	0.0	23.1	0.0	7.7	23.1	0.0	15.4	7.7	100.00[N=13]
Total	552	1,553	2,464	418	357	596	167	1,203	32	74	1,203	941	573	420	725	992	74	51	1,808	113	2,154	1,603	31	149	595	
%	11.0	30.9	49.0	8.3	7.1	11.8	3.3	23.9	0.6	1.5	23.9	18.7	11.4	8.3	14.4	19.7	1.5	1.0	35.9	2.2	42.8	31.8	0.6	3.0	11.8	

Special Interest Sites Visited



5.5

Water based Activities Participated during the Visit

Being a country endowed with variety of natural resources, Sri Lanka is well known and have won several accolades for adventure tourism. Under the umbrella of adventure tourism, the adventure activities were categorized into water based, land and air based and other activities. Water based activities engaged by tourists while in Sri Lanka were categorized in to eight activates namely; Beach & Sea, Fishing/Deep Sea Fishing, SCUBA/Shipwreck diving, Snorkeling, Surfing, Water Sports, Whale & Dolphin Watching and White water rafting.

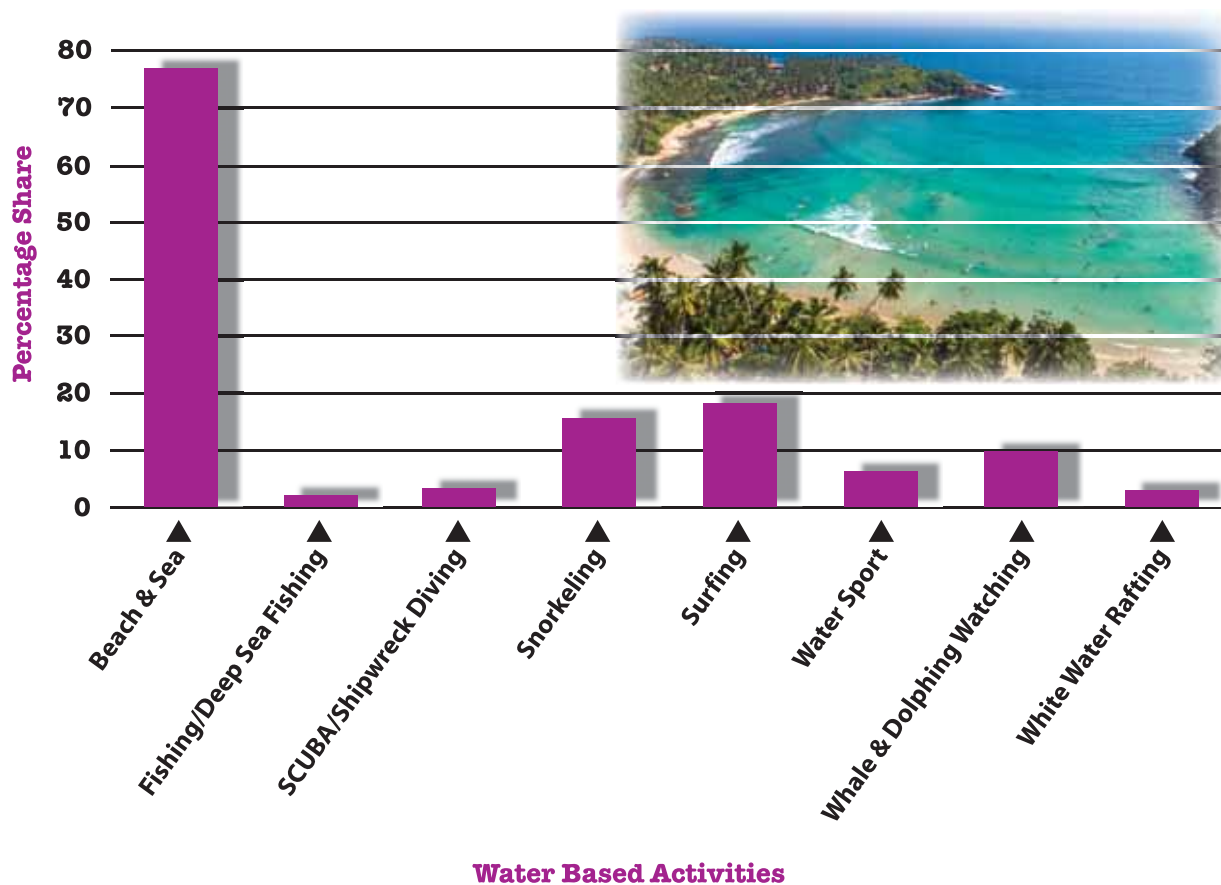
According to the survey results, under the water based activities Beach & Sea based activities (77.2%) was the most popular activity engaged by respondents. Surfing 18.6%, Snorkeling 15.8% and Whale & Dolphin Watching 9.8% were the subsequent most popular activates engaged by tourists. Further water sports 6.7%, SCUBA/Shipwreck diving 3.6%, White water rafting 3.0% Fishing/Deep Sea Fishing 2.5% were the other water based activities indulged by tourists. Beach and sea is most popular among tourist from Czech Republic (86.8%) while Surfing was popular among tourist from New Zealand (44.0%). Benelux tourists (26.5%) have indulged mostly in snorkeling while tourists from Poland (18.1%) had engaged in Whale & Dolphin Watching while tourists from Switzerland had engaged mostly in Watersport (17.7%) and SCUBA/Shipwreck diving (8.1%) White water rafting is the favorite activity among tourists from South Africa (8.7%) while Fishing/Deep Sea Fishing is the most popular activity among tourist from Malaysia (8.6%)

Table 23

Water based Activities Participated during the Visit by Country of Residence

Country of Residence	Beach & Sea	Fishing/Deep Sea Fishing	SCUBA/Ship Wreck Diving	Snorkeling	Surfing	Water Sport	Whale & Dolphin Watching	White Water Rafting	Total
India	72.5	1.8	2.1	5.8	5.8	9.7	6.9	3.6	100.00[N=669]
UK	79.7	2.7	3.0	16.3	16.7	5.1	11.4	3.7	100.00[N=630]
Germany	78.9	2.0	5.3	23.9	25.9	6.2	9.7	2.0	100.00[N=545]
Australia	69.4	2.0	1.8	13.5	19.1	4.9	6.9	2.9	100.00[N=451]
Benelux	82.3	1.4	5.8	26.5	21.5	5.5	14.1	4.1	100.00[N=362]
France	80.3	2.9	4.1	21.3	18.5	8.3	5.7	3.8	100.00[N=314]
China	79.2	4.2	3.9	7.8	16.6	9.9	12.7	2.1	100.00[N=283]
Middle East	78.7	2.7	2.2	11.1	17.8	6.7	11.6	4.4	100.00[N=225]
Russia	84.7	5.7	1.9	18.7	25.8	3.8	9.6	1.0	100.00[N=209]
USA	74.3	3.4	3.4	15.1	16.8	2.8	3.9	3.9	100.00[N=179]
Scandinavia	78.0	2.4	4.9	15.9	19.5	4.9	13.4	0.6	100.00[N=164]
Ukraine	81.0	1.3	5.9	17.0	23.5	7.8	9.8	0.7	100.00[N=153]
Italy	76.9	2.0	2.0	19.7	23.1	5.4	10.2	2.7	100.00[N=147]
Spain	79.5	1.7	7.7	23.1	26.5	6.0	15.4	5.1	100.00[N=117]
Poland	83.0	4.3	3.2	16.0	23.4	6.4	18.1	2.1	100.00[N=94]
Czech Republic	86.8	2.9	2.9	25.0	20.6	4.4	17.6	1.5	100.00[N=68]
Canada	71.4	3.2	6.3	12.7	36.5	6.3	12.7	4.8	100.00[N=63]
Switzerland	82.3	0.0	8.1	12.9	25.8	17.7	8.1	3.2	100.00[N=62]
Austria	79.3	1.7	1.7	12.1	17.2	8.6	8.6	1.7	100.00[N=58]
Japan	60.0	4.4	2.2	13.3	17.8	11.1	6.7	4.4	100.00[N=45]
Singapore	58.5	2.4	7.3	2.4	7.3	9.8	7.3	0.0	100.00[N=41]
Malaysia	65.7	8.6	0.0	5.7	5.7	5.7	11.4	2.9	100.00[N=35]
New Zealand	80.0	0.0	0.0	20.0	44.0	8.0	0.0	4.0	100.00[N=25]
South Africa	82.6	4.3	0.0	17.4	26.1	0.0	8.7	8.7	100.00[N=23]
South Korea	61.9	4.8	4.8	19.0	9.5	9.5	4.8	0.0	100.00[N=21]
Philippines	47.4	5.3	0.0	5.3	10.5	0.0	5.3	0.0	100.00[N=19]
Thailand	83.3	0.0	0.0	5.6	33.3	0.0	11.1	0.0	100.00[N=18]
Other	53.8	0.0	0.0	7.7	15.4	7.7	0.0	0.0	100.00[N=13]
Total [N=5,033]	3,885	128	179	797	938	335	493	150	
%	77.2	2.5	3.6	15.8	18.6	6.7	9.8	3.0	

Water based Activities Participated during the Visit



5.6

Land and Air-based Activities Participated

Land and air-based activities engaged by tourists while in Sri Lanka were categorized in to 9 activities in the survey such as Adventure Sports, Agri Tourism, Wildlife Safari, Bird Watching, Cycling/Mountain Biking, Golf, Hiking/Trekking Visits, Museum & Gallery visits and Sightseeing Excursions.

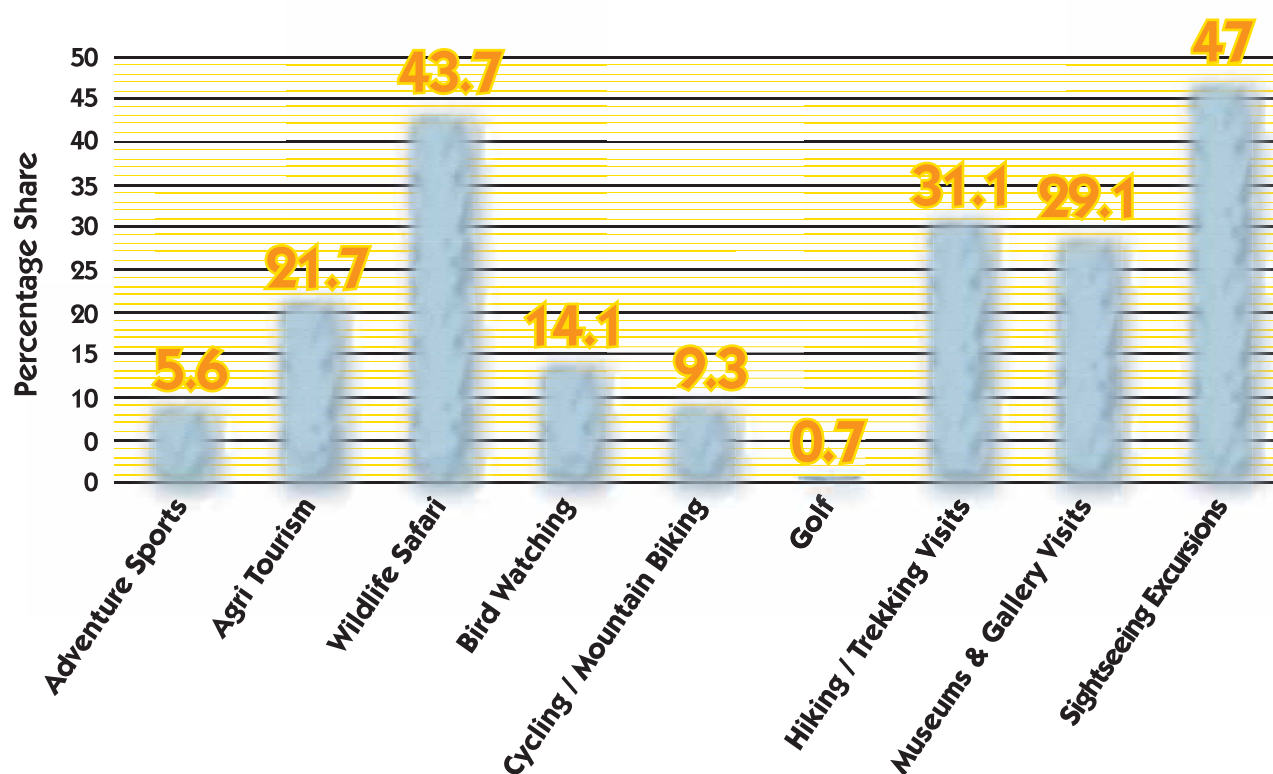
According to the results Sightseeing Excursions (47.0%) was the most popular Land based activity indulged by the tourists who visited Sri Lanka. Wildlife Safari (43.7%), Hiking/Trekking Visits (31.1) % and Museum & Gallery visits 29.1% were the subsequent most popular Land and air-based activities engaged by the tourists.

A proportion of 63.4% of tourists from Singapore had engaged mostly in Sightseeing Excursions while the majority (63.5%) of tourists from Benelux had indulged in Wildlife Safaris. The majority (52.0%) of tourists from New Zealand had gone for Hiking or Trekking Visits while visits to Museums and Galleries (36.6%) is the most popular activity reported from French and Singaporean tourists. Agri Tourism is popular among tourists from Czech Republic (32.4%) whereas 24.0% of tourists from New Zealand had opt mostly for Bird Watching and Cycling/Mountain Biking (20%).

Land and Air-based Activities Participated by Country of Residence

Country of Residence	Adventure Sports	Agri Tourism	Wildlife Safari	Bird Watching	Cycling/Mountain Biking	Golf	Hiking/Trekking Visits	Museum & Gallery visits	Sightseeing Excursions	Total
India	4.9	12.3	14.6	7.0	4.5	1.2	11.4	32.0	52.8	100.00[N=669]
UK	3.7	23.8	53.7	18.1	10.2	0.2	36.2	29.0	50.3	100.00[N=630]
Germany	5.1	23.3	52.1	15.6	7.5	0.2	39.3	25.7	48.8	100.00[N=545]
Australia	4.2	23.7	54.3	16.2	8.0	1.3	33.5	30.4	47.9	100.00[N=451]
Benelux	6.1	26.2	63.5	23.2	13.3	0.6	45.6	32.3	47.5	100.00[N=362]
France	8.3	25.5	51.3	16.9	16.9	0.6	39.5	36.6	41.4	100.00[N=314]
China	7.4	19.4	36.7	11.7	8.5	1.4	21.9	26.1	45.6	100.00[N=283]
Middle East	5.8	23.1	41.3	16.4	10.2	0.0	28.4	34.7	43.6	100.00[N=225]
Russia	9.6	20.6	29.7	10.0	6.2	0.5	18.2	26.8	48.3	100.00[N=209]
USA	3.9	22.9	41.3	14.0	10.1	1.7	32.4	24.0	45.8	100.00[N=179]
Scandinavia	5.5	23.8	45.7	15.9	8.5	0.6	28.7	26.8	32.3	100.00[N=164]
Ukraine	7.8	17.6	29.4	11.8	9.8	0.7	18.3	20.3	50.3	100.00[N=153]
Italy	4.8	25.2	47.6	8.2	7.5	0.0	28.6	30.6	42.9	100.00[N=147]
Spain	9.4	23.1	54.7	14.5	12.0	0.0	44.4	30.8	44.4	100.00[N=117]
Poland	4.3	21.3	58.5	16.0	6.4	0.0	36.2	27.7	42.6	100.00[N=94]
Czech Republic	2.9	32.4	55.9	11.8	13.2	1.5	44.1	25.0	50.0	100.00[N=68]
Canada	6.3	22.2	41.3	11.1	15.9	0.0	34.9	33.3	34.9	100.00[N=63]
Switzerland	3.2	21.0	54.8	8.1	8.1	0.0	41.9	22.6	43.5	100.00[N=62]
Austria	8.6	25.9	44.8	10.3	17.2	0.0	44.8	34.5	43.1	100.00[N=58]
Japan	0.0	22.2	42.2	11.1	11.1	0.0	37.8	20.0	40.0	100.00[N=45]
Singapore	12.2	14.6	14.6	2.4	7.3	0.0	17.1	36.6	63.4	100.00[N=41]
Malaysia	5.7	11.4	31.4	8.6	17.1	0.0	34.3	28.6	57.1	100.00[N=35]
New Zealand	4.0	24.0	56.0	24.0	20.0	0.0	52.0	12.0	40.0	100.00[N=25]
South Africa	4.3	21.7	34.8	21.7	8.7	0.0	39.1	21.7	52.2	100.00[N=23]
South Korea	14.3	19.0	23.8	4.8	9.5	0.0	19.0	28.6	33.3	100.00[N=21]
Philippines	5.3	10.5	26.3	10.5	5.3	5.3	31.6	5.3	26.3	100.00[N=19]
Thailand	0.0	27.8	33.3	11.1	5.6	5.6	44.4	33.3	27.8	100.00[N=18]
Other	0.0	15.4	15.4	0.0	7.7	0.0	23.1	0.0	23.1	100.00[N=13]
Total [N=5,033]	281	1,090	2,198	711	470	33	1,566	1,466	2,363	
%	5.6	21.7	43.7	14.1	9.3	0.7	31.1	29.1	47.0	

Land and Air-based Activities Engaged by Tourists



Land & Air based Activities

5.7

Other Activities Indulged by Tourists

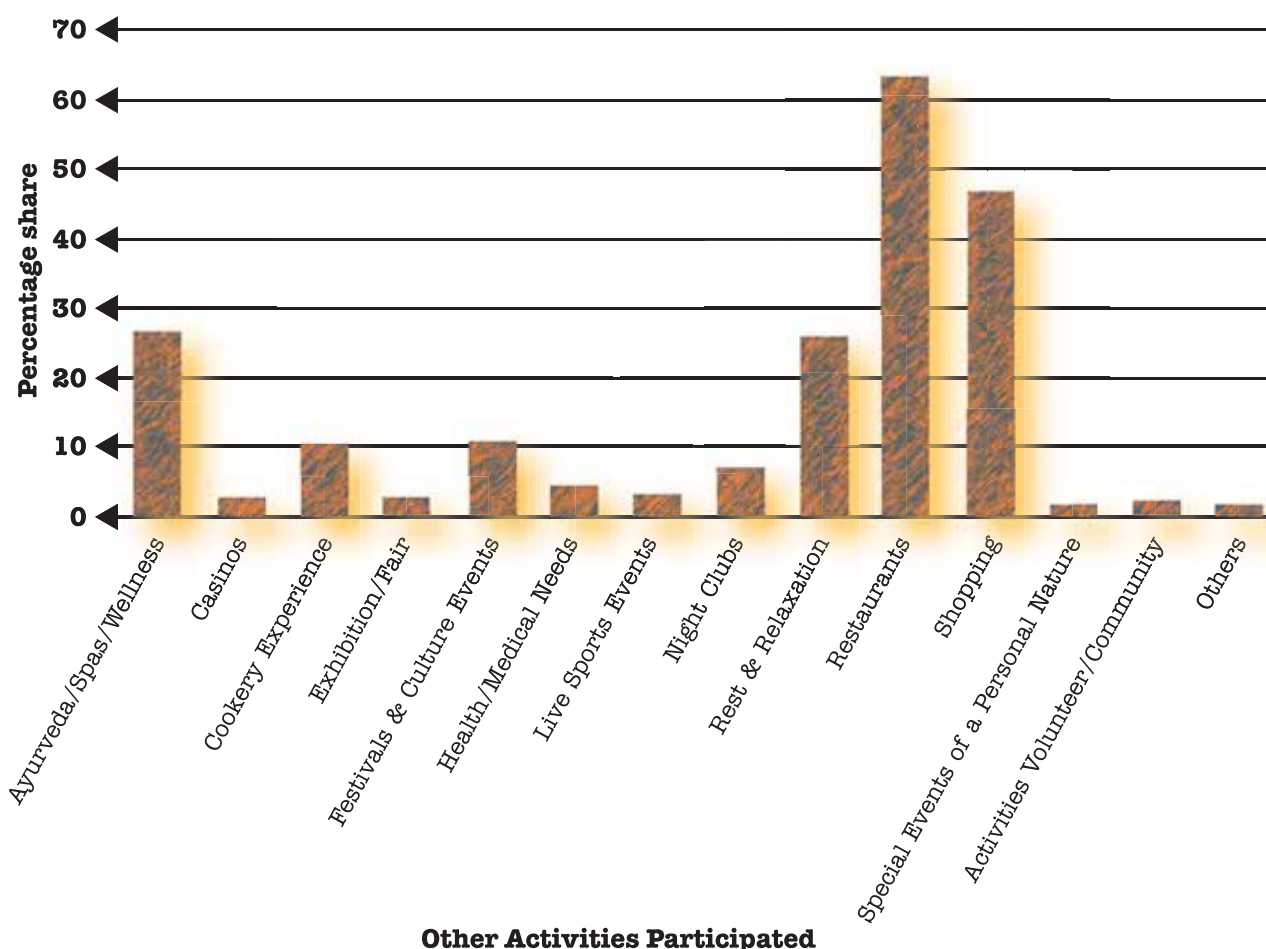
Other activities participated by tourists while in Sri Lanka were categorized into 14 activities in the survey namely: Ayurveda/Spas /Wellness, Casinos, Cookery Experience, Exhibition/ Fair, Festivals & Cultural Events, Health/Medical Needs, Live Sports Events, Night Clubs, Rest & Relaxation, Restaurants, Shopping, Special event of a Personal nature, Volunteer/Community Activities. According to the survey, Restaurant based activities was the most popular activity engaged by respondents (63.2%). Shopping (46.7%), Visits to Ayurveda/Spas /Wellness (26.6%) and Rest & relaxation (25.6%) were the subsequent most popular activities engaged by tourists. Tourists from Benelux have indulged mostly in Restaurant based activities (76.5%) and the majority (62.2%) of Japanese tourists had gone for Shopping while Ayurveda/Spas /Wellness is mostly popular among Canadian tourists (95.2%). Tourists from Thailand have indulged mostly in Rest & relaxation (33.3%) and for the Swiss tourists (21.0%) participating at Festivals & Cultural Events was a popular activity while tourists from Canada (15.9%) has opted mostly for Nightclubs. It is noteworthy that mostly tourists from Japan (8.9%) have engaged in volunteer and community activities. The majority of respondents (12.0%) who have visited Sri Lanka for casinos have been reported from India. The highest proportion of tourists (11.8%) who have involved in activities related to health and medical needs have been reported from Czech Republic.

Table 25

Other Activities Indulged by Tourists by Country of Residence (Multiple Answer Question)

Country of Residence	Ayurveda/Spas /Wellness	Casinos	Cookery Experience	Exhibition/ Fair	Festivals & Culture Events	Health/Medical Needs	Live Sports Events	Night Clubs	Rest & Relaxation	Restaurants	Shopping	Special event of a Personal nature	Activities Volunteer/Community	Other
India	20.8	12.0	6.3	3.0	8.8	2.2	2.2	8.4	33.2	53.4	57.8	1.8	1.0	1.9
UK	26.0	1.0	10.0	2.4	11.7	4.6	4.9	5.6	25.9	68.3	12.4	1.7	3.3	0.0
German	28.8	1.1	8.8	2.4	9.0	5.5	1.8	6.4	22.0	64.0	50.3	1.1	0.9	1.7
Australia	31.0	1.6	14.2	1.3	15.1	4.7	2.9	7.5	29.9	67.6	49.0	1.8	2.9	1.6
Benelux	24.6	1.1	15.7	1.9	10.2	2.8	2.2	5.5	24.0	76.5	55.2	1.1	3.0	1.1
France	26.1	1.3	10.5	2.5	9.2	5.1	2.2	4.5	25.5	68.2	50.3	1.6	1.6	0.3
China	21.2	2.8	6.4	4.6	9.5	3.5	3.5	5.3	18.4	60.8	60.1	0.7	3.2	0.7
Middle East	21.8	2.2	6.7	2.7	13.8	5.8	0.9	8.0	24.4	60.9	54.2	1.3	2.2	0.9
Russia	17.7	0.5	10.0	2.9	7.2	7.7	3.8	5.3	24.9	57.4	49.8	1.9	0.5	1.4
USA	27.9	0.6	12.3	2.8	10.6	5.0	2.2	8.4	31.3	66.5	50.8	1.7	5.0	2.2
Scandinavia	27.4	1.2	11.6	1.8	6.7	4.3	1.8	6.1	18.3	55.5	47.0	3.7	0.6	4.9
Ukraine	17.0	0.7	7.8	2.6	6.5	4.6	2.0	3.9	26.1	60.8	51.0	2.0	1.3	1.3
Italy	30.6	0.0	9.5	3.4	14.3	3.4	0.7	7.5	20.4	59.2	47.6	3.4	1.4	2.0
Spain	33.3	0.9	15.4	6.8	14.5	2.6	3.4	8.5	27.4	73.5	40.2	0.9	2.6	0.9
Poland	26.6	1.1	7.4	0.0	8.5	2.1	21.3	5.3	23.4	73.4	53.2	0.0	2.1	0.0
Czech Republic	35.3	1.5	11.8	1.5	19.1	11.8	0.0	10.3	26.5	50.0	55.9	0.0	0.0	1.5
Canada	95.2	3.2	17.5	1.6	1.6	1.6	3.2	15.9	28.6	39.7	36.5	3.2	1.6	0.0
Switzerland	38.7	0.0	24.2	0.0	21.0	4.8	4.8	3.2	22.6	67.7	41.9	3.2	1.6	0.0
Austria	25.9	0.0	15.5	10.3	12.1	10.3	5.2	8.6	27.6	74.1	39.7	0.0	0.0	3.4
Japan	44.4	0.0	11.1	0.0	11.1	6.7	6.7	8.9	17.8	48.9	62.2	4.4	8.9	0.0
Singapore	29.3	0.0	2.4	4.9	4.9	0.0	2.4	4.9	14.6	48.8	39.0	0.0	2.4	2.4
Malaysia	31.4	8.6	2.9	5.7	11.4	0.0	2.9	8.6	25.7	65.7	45.7	5.7	2.9	0.0
New Zealand	36.0	4.0	24.0	4.0	8.0	0.0	4.0	0.0	24.0	68.0	44.0	0.0	0.0	0.0
South Africa	30.4	0.0	8.7	0.0	17.4	0.0	0.0	4.3	26.1	47.8	43.5	0.0	0.0	0.0
South Korea	14.3	4.8	9.5	0.0	4.8	0.0	4.8	14.3	9.5	57.1	28.6	4.8	4.8	0.0
Philippines	21.1	0.0	10.5	5.3	5.3	5.3	0.0	10.5	10.5	36.8	36.8	0.0	0.0	10.5
Thailand	16.7	0.0	11.1	0.0	11.1	11.1	0.0	11.1	33.3	61.1	44.4	0.0	5.6	5.6
Other	0.0	7.7	7.7	0.0	7.7	0.0	0.0	15.4	7.7	69.2	69.2	0.0	0.0	0.0
Total [N=5,033]	1,339	136	518	133	531	217	154	338	1,288	3,182	2,348	82	106	80
%	26.6	2.7	10.3	2.6	10.6	4.3	3.1	6.7	25.6	63.2	46.7	1.6	2.1	1.6

Other Activities Indulged by Tourists



5.8

Type of Accommodation used by Country of Residence

Table 26 depicts the percentage of tourists who stayed in a particular accommodation type. Accommodation facilities used by tourists is categorized under nine types: Hotels, Villas, Guest house/lodges, Hostels, Homestays, Camping, Apartments, with friends and relatives and other. Table 26 represents the type of facilities used by country of residence.

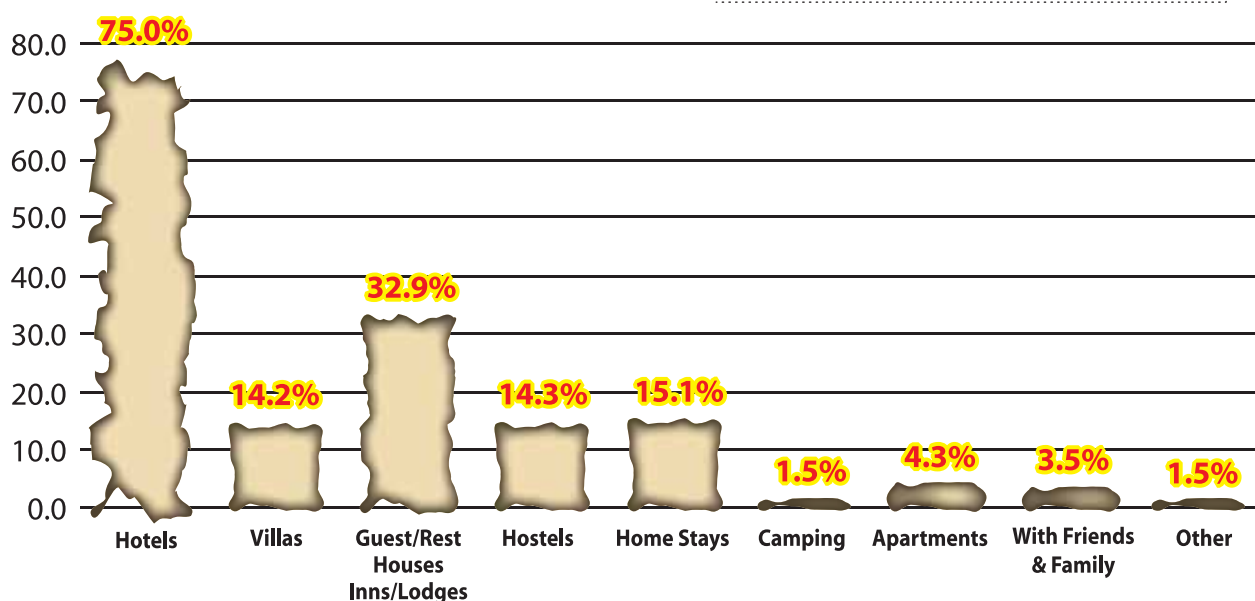
Majority of respondents 75.0% had used hotels for their accommodation. Guest/ Rest house, Inns and Lodges were used by 32.9% of the sample while those who stayed in Home Stays and in Hostels constituted 15.1% and 14.3% respectively. Villas had been used by 14.2% of tourists while 4.3% of tourists had used Apartments. Only 3.5% of tourists in the sample had stayed with Friends and families during their visit out of which the highest percentage was seen among respondents from Czech Republic (7.4%). It is noteworthy that Homestays have been utilized mostly by New Zealand tourists (36.0%) while Hostels are most popular among Tourists from Thailand (33.3%), Switzerland and Spain (Both 27.4%). Further the findings mirror that Spanish tourists (23.9%) had stayed mostly in villas and apartments had been mostly used by tourist from South Africa (17.4%)

Table 26

Type of Accommodation used by Country of Residence (Multiple Answer Question)

Country of Residence	Hotels	Villas	Guest/Rest houses Inns/Lodges	Hostels	Home Stays	Camping	Apartments	With friends and Family	Other	
India	81.6	8.7	15.7	5.1	8.8	0.4	3.9	5.4	1.0	100.00[N=669]
UK	77.6	14.9	33.7	14.8	13.8	1.4	3.3	2.9	1.1	100.00[N=630]
Germany	73.4	12.5	38.7	19.3	17.2	1.3	5.7	3.7	0.6	100.00[N=545]
Australia	76.3	16.0	37.3	15.3	12.9	2.4	5.1	3.8	1.3	100.00[N=451]
Benelux	81.2	14.1	40.3	16.6	25.4	2.2	3.6	2.2	1.9	100.00[N=362]
France	67.2	12.1	44.3	16.2	21.0	2.2	1.6	2.5	1.9	100.00[N=314]
China	86.9	11.7	26.5	12.0	14.1	0.7	3.5	1.8	1.1	100.00[N=283]
Middle East	77.3	14.7	26.2	16.0	9.8	1.8	3.6	2.7	2.2	100.00[N=225]
Russia	58.4	23.4	32.1	10.5	12.9	0.5	6.2	1.0	1.0	100.00[N=209]
USA	72.1	20.1	30.7	12.3	12.3	1.7	3.9	6.1	3.9	100.00[N=179]
Scandinavia	74.4	14.6	34.1	14.6	10.4	1.2	4.9	6.1	1.8	100.00[N=164]
Ukraine	75.8	20.9	24.8	7.8	4.6	0.7	3.3	2.0	1.3	100.00[N=153]
Italy	67.3	10.2	42.2	15.6	19.7	3.4	4.1	3.4	0.7	100.00[N=147]
Spain	66.7	23.9	46.2	27.4	20.5	2.6	5.1	1.7	3.4	100.00[N=117]
Poland	73.4	14.9	31.9	19.1	13.8	0.0	0.0	4.3	1.1	100.00[N=194]
Czech Republic	63.2	20.6	48.5	19.1	22.1	2.9	10.3	7.4	1.5	100.00[N=68]
Canada	69.8	11.1	38.1	25.4	23.8	1.6	3.2	1.6	1.6	100.00[N=63]
Switzerland	75.8	8.1	32.3	27.4	19.4	3.2	9.7	3.2	3.2	100.00[N=62]
Austria	65.5	19.0	37.9	8.6	25.9	3.4	1.7	3.4	1.7	100.00[N=58]
Japan	57.8	13.3	26.7	13.3	24.4	2.2	2.2	4.4	0.0	100.00[N=45]
Singapore	75.6	19.5	26.8	12.2	7.3	0.0	4.9	4.9	2.4	100.00[N=41]
Malaysia	71.4	11.4	40.0	14.3	25.7	2.9	11.4	5.7	0.0	100.00[N=35]
New Zealand	68.0	20.0	56.0	24.0	36.0	0.0	16.0	0.0	4.0	100.00[N=25]
South Africa	60.9	17.4	52.2	4.3	30.4	0.0	17.4	4.3	0.0	100.00[N=23]
South Korea	71.4	0.0	23.8	14.3	9.5	0.0	0.0	4.8	14.3	100.00[N=21]
Philippines	73.7	10.5	15.8	5.3	5.3	0.0	5.3	0.0	0.0	100.00[N=19]
Thailand	66.7	11.1	38.9	33.3	16.7	5.6	5.6	5.6	5.6	100.00[N=18]
Other	61.5	7.7	7.7	15.4	15.4	0.0	0.0	0.0	0.0	100.00[N=13]
Total	3,773	714	1,655	721	761	76	215	174	75	
%	75.0	14.2	32.9	14.3	15.1	1.5	4.3	3.5	1.5	

Chart 23
Type of Accommodation Used



5.8a

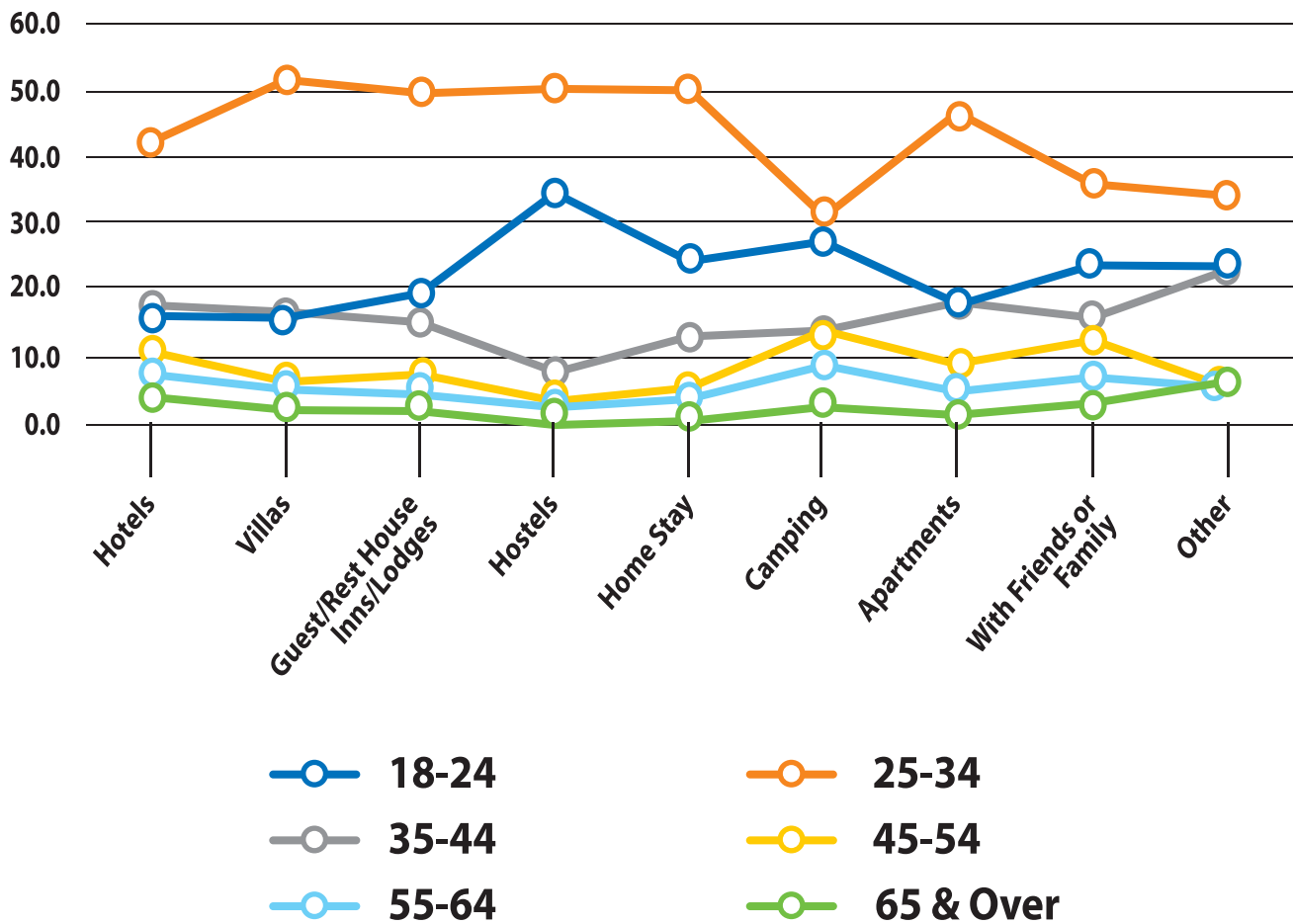
Type of Accommodation Used by Age

Table 26a depicts the percentage of tourists who stayed in particular accommodation type by age group. Findings reveals that tourists in the age bracket of 18-24 had opted for Hostels (34.5%) as their preferred type of accommodation while tourists in the age bracket of 25-34 had mostly stayed in villas (51.3%) homestays (50.2%) and Hostels (50.3%). Further it was revealed that the tourists in the age brackets of 45-54, 55-64, 65 and over tend to prefer camping and Hotels for accommodation.

Table 26a
Type of Accommodation by Age Category

	Type of Accommodation	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and over	Prefer not to say	Total
1	Hotels	16.4	42.4	18.0	11.9	7.3	3.8	0.1	100 [N=3,758]
2	Villas	16.6	51.3	17.0	7.0	5.6	2.1	0.3	100 [N=711]
3	Guest / Rest houses / Inns / Lodges	20.2	49.8	15.4	7.5	5.1	2.0	0.1	100 [N=1,651]
4	Hostels	34.5	50.3	7.8	3.9	2.9	0.3	0.3	100 [N=719]
5	Home Stays	25.0	50.2	13.4	5.4	4.3	1.2	0.4	100 [N=759]
6	Camping	27.6	31.6	14.5	14.5	9.2	2.6	0.0	100 [N=76]
7	Apartments	18.6	46.5	18.6	8.8	5.6	1.9	0.0	101 [N=215]
8	With friends and/or Family	24.1	36.2	16.1	12.6	7.5	3.4	0.0	101 [N=174]
9	Other	24.0	34.7	22.7	6.7	5.3	6.7	0.0	101 [N=75]

Type of Accommodation by Age Category



5.9

Transport Facilities

Table 27 shows the type of the transport facilities used by tourists during their stay in Sri Lanka. Hired Vehicles were the most popular mode of transportation (65.9%) followed by Three- Wheelers/Tuk Tuk (50.6%) and Trains (46.9%). Further 42.4% of tourists had used Buses as their mode of transportation. The majority of tourists from India (85.3%) had used hired vehicles. It is noteworthy that majority of respondents from New Zealand had used Buses (70.8%), Trains (79.2%) and Tuk-Uuks (95.8%) as their mode of transportation.

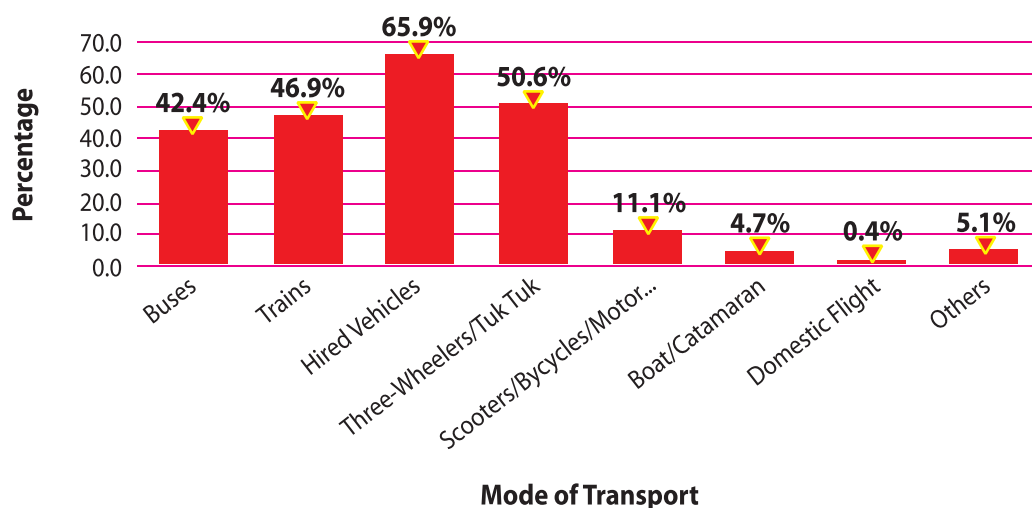
Table 27

Transport Facilities (Multiple Answer Question)

Country of Residence	Buses	Trains	Hired Vehicle	Three-Wheelers /Tuk Tuk	Scooters /Bicycles Motor Bikes	Boat / Catamaran	Domestic Flight	Other	Total
India	23.3	22.1	85.3	27.7	4.0	2.2	0.5	2.9	100.00[N=669]
UK	42.9	53.0	69.4	59.1	11.1	5.8	0.5	6.3	100.00[N=630]
Germany	57.6	59.5	59.9	65.3	14.7	6.7	0.6	5.4	100.00[N=545]
Australia	33.3	48.8	74.8	52.8	11.5	4.9	0.7	7.6	100.00[N=451]
Benelux	44.3	54.0	61.0	54.3	12.0	5.3	0.0	7.2	100.00[N=362]
France	58.8	60.4	55.2	57.1	17.9	6.5	0.3	4.5	100.00[N=314]
China	41.5	49.1	67.5	34.3	8.3	3.6	0.4	1.4	100.00[N=283]
Middle East	36.5	34.7	71.7	47.9	10.0	4.1	0.5	5.5	100.00[N=225]
Russia	59.9	56.9	43.6	62.4	18.3	5.4	0.5	2.5	100.00[N=209]
USA	36.0	39.3	76.4	43.3	7.9	3.4	0.6	3.4	100.00[N=179]
Scandinavia	36.5	44.7	77.4	46.5	8.8	3.8	0.0	5.0	100.00[N=164]
Ukraine	62.1	44.4	45.1	65.4	16.3	8.5	0.0	5.9	100.00[N=153]
Italy	43.4	46.2	61.4	53.1	9.0	6.2	0.0	7.6	100.00[N=147]
Spain	45.6	49.1	66.7	54.4	13.2	4.4	0.9	8.8	100.00[N=117]
Poland	36.6	63.4	67.7	62.4	9.7	6.5	0.0	4.3	100.00[N=94]
Czech Republic	63.6	59.1	51.5	57.6	12.1	1.5	0.0	7.6	100.00[N=68]
Canada	49.2	66.7	50.8	65.1	23.8	3.2	1.6	9.5	100.00[N=63]
Switzerland	48.4	45.2	66.1	53.2	17.7	8.1	1.6	6.5	100.00[N=62]
Austria	61.4	57.9	66.7	64.9	12.3	1.8	0.0	1.8	100.00[N=58]
Japan	48.9	46.7	57.8	40.0	4.4	2.2	0.0	4.4	100.00[N=45]
Singapore	29.3	41.5	73.2	51.2	7.3	0.0	0.0	0.0	100.00[N=41]
Malaysia	46.9	43.8	78.1	50.0	9.4	3.1	0.0	6.3	100.00[N=35]
New Zealand	70.8	79.2	66.7	95.8	20.8	4.2	0.0	4.2	100.00[N=25]
South Africa	47.8	56.5	60.9	52.2	8.7	4.3	0.0	0.0	100.00[N=23]
South Korea	31.6	31.6	52.6	26.3	0.0	5.3	5.3	21.1	100.00[N=21]
Philippines	22.2	27.8	77.8	33.3	5.6	16.7	0.0	0.0	100.00[N=19]
Thailand	50.0	55.6	83.3	55.6	22.2	0.0	0.0	11.1	100.00[N=18]
Other	16.7	33.3	50.0	58.3	8.3	0.0	0.0	8.3	100.00[N=13]
Total(N=5,033)	2,134	2,359	3,317	2,545	557	239	21	258	
%	42.4	46.9	65.9	50.6	11.1	4.7	0.4	5.1	

Chart 24

Transport Facilities



5.9a

Type of Transport used by Age Category

Analysis of usage of transport facilities by age reveals that irrespective of the age hired vehicles (29.1%) are the most preferred type of transport Buses (21%) trains (22.7%) Scooters, Bicycles and motor bikes (6.2%) have been mostly used by tourists in the age brackets of 18-24 while Hired vehicles have been used by tourists who are 65 and over. Usage of Tuk Tucs is popular among tourists in the age brackets of 25-34 (22.8%) and 18-24 (22.4%)

Table 27a

Type of Transport used by Age Category

Age Group	Buses (Public transport)	Trains (Public transport)	Hired Vehicles (E.g. Car / Van / Jeep / Coach)	Three-Wheeler / Tuk Tuk	Scooters / Bicycles / Motor Bikes	Boat / Catamaran	Domestic Flight	Other
18 - 24	21.0	22.7	23.1	22.4	6.2	2.2	0.2	2.2
25 - 34	19.5	21.6	26.3	22.8	5.4	2.0	0.2	2.2
35 - 44	17.1	19.0	33.7	21.9	3.9	2.0	0.2	2.1
45 - 54	15.3	17.7	38.1	21.2	2.8	2.6	0.2	2.2
55 - 64	14.4	17.6	38.4	21.1	3.1	1.6	0.1	3.6
65 and over	15.9	14.2	42.1	18.8	2.9	3.2	0.3	2.6
Prefer not to say	34.8	34.8	13.0	8.7	4.3	4.3	0.0	0.0
Total	18.7	20.6	29.1	22.2	4.9	2.1	0.2	2.3

5.10

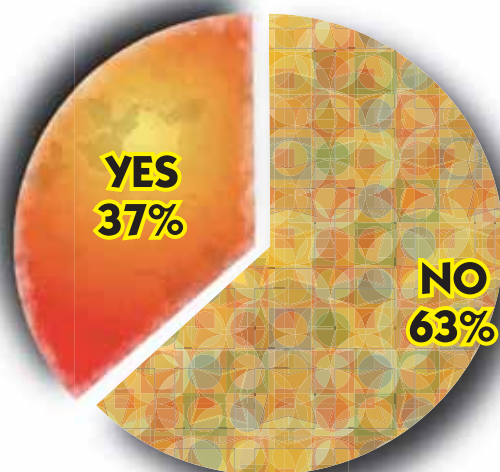
Usage of Services of Guide

According to the survey and presented in Table 28 the majority of tourists had not used guide services (63.2%). Only 36.8% of Tourists out of 4939 had used guide services.

Table 28
Usage of Services of Guide by Country of Residence

Country of Residence	No	Yes	Total
India	60.0	40.0	100.00[N=647]
UK	59.6	40.4	100.00[N=624]
Germany	53.5	46.5	100.00[N=536]
Australia	58.7	41.3	100.00[N=445]
Benelux	66.4	33.6	100.00[N=359]
France	62.1	37.9	100.00[N=308]
China	66.2	33.8	100.00[N=277]
Middle East	64.0	36.0	100.00[N=219]
Russia	72.8	27.2	100.00[N=202]
USA	60.0	40.0	100.00[N=178]
Scandinavia	55.6	44.4	100.00[N=159]
Ukraine	71.9	28.1	100.00[N=153]
Italy	55.3	44.7	100.00[N=145]
Spain	66.7	33.3	100.00[N=114]
Poland	58.3	41.7	100.00[N=93]
Czech Republic	66.7	33.3	100.00[N=66]
Canada	74.2	25.8	100.00[N=63]
Switzerland	74.3	25.7	100.00[N=62]
Austria	55.3	44.7	100.00[N=57]
Japan	75.6	24.4	100.00[N=45]
Singapore	60.9	39.1	100.00[N=41]
Malaysia	68.4	31.6	100.00[N=32]
New Zealand	61.4	38.6	100.00[N=24]
South Africa	62.9	37.1	100.00[N=23]
South Korea	83.3	16.7	100.00[N=19]
Philippines	58.2	41.8	100.00[N=18]
Thailand	62.7	37.3	100.00[N=18]
Other	60.1	39.9	100.00[N=12]
Total	3,119	1,820	4,939
%	63.2	36.8	100

Chart 25
Usage of Services of Guide



5.11

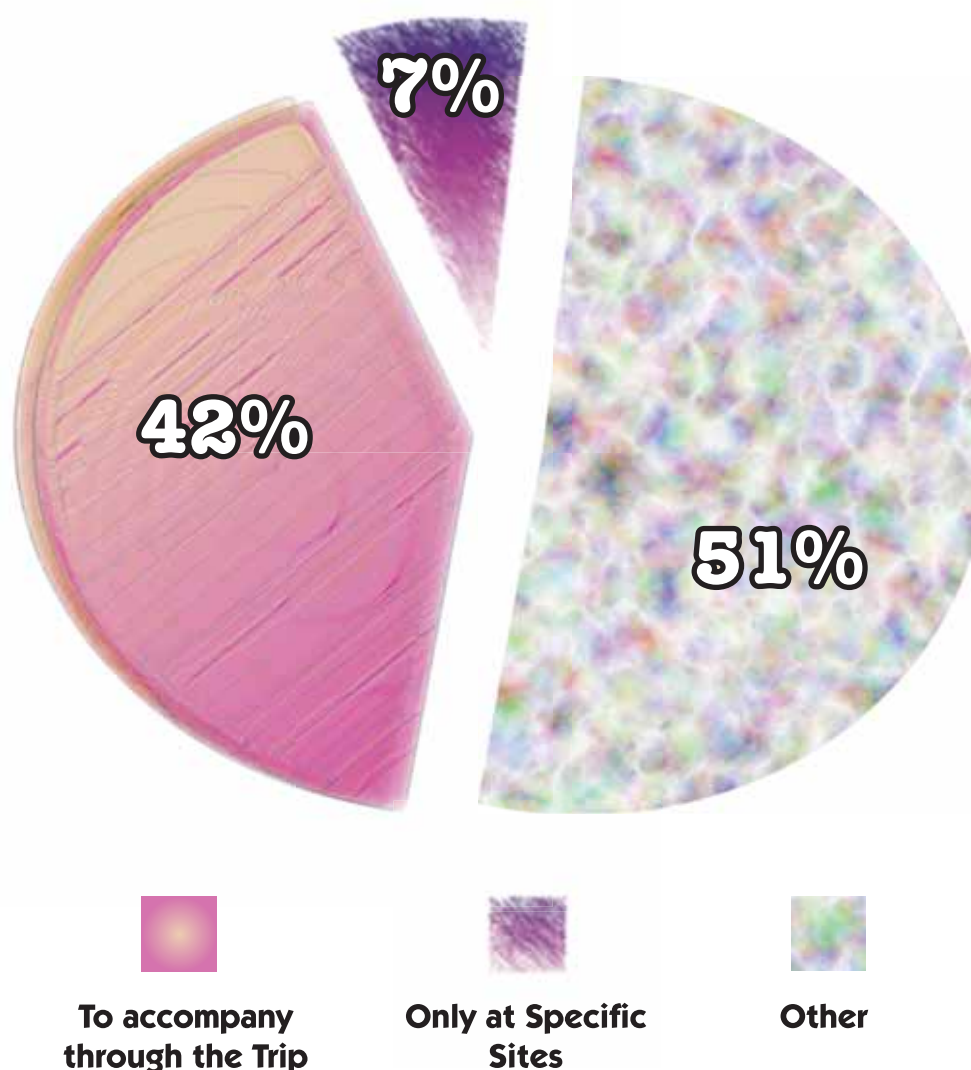
Nature of Guide Services Used

Further analysis of hiring of guide services reveals that majority of tourists had hired the services of guides to accompany them throughout their trip (50.8%). Among the tourists who hired guides throughout the trip, tourists from Malaysia (66.7%) had recorded the highest number while majority of tourists from New Zealand (75%) had hired guide services only at specific sites.

Table 29
Nature of Guide Services Used by Country of Residence

Country of Residence	To Accompany throughout the Trip	Only at Specific Sites	Other	Total
UK	51.7	39.7	8.6	100.00[N=267]
Germany	46.8	45.8	7.5	100.00[N=201]
India	55.9	36.7	7.4	100.00[N=188]
Australia	50.5	43.5	5.9	100.00[N=186]
Benelux	49.7	45.8	4.5	100.00[N=177]
Middle East	52.3	36.7	11.0	100.00[N=109]
France	53.8	39.6	6.6	100.00[N=106]
China	59.4	34.4	6.3	100.00[N=96]
USA	50.0	40.8	9.2	100.00[N=76]
Scandinavia	42.5	53.4	4.1	100.00[N=73]
Italy	64.4	25.4	10.2	100.00[N=59]
Ukraine	61.0	33.9	5.1	100.00[N=59]
Russia	44.8	43.1	12.1	100.00[N=58]
Spain	38.8	46.9	14.3	100.00[N=49]
Canada	42.9	50.0	7.1	100.00[N=28]
Czech Republic	65.4	34.6	0.0	100.00[N=26]
Poland	26.9	69.2	3.8	100.00[N=26]
Austria	36.0	56.0	8.0	100.00[N=25]
Switzerland	52.2	47.8	0.0	100.00[N=23]
Japan	52.6	47.4	0.0	100.00[N=19]
Singapore	53.8	30.8	15.4	100.00[N=13]
South Africa	36.4	45.5	18.2	100.00[N=11]
Malaysia	66.7	33.3	0.0	100.00[N=9]
New Zealand	0.0	75.0	25.0	100.00[N=8]
Philippines	28.6	71.4	0.0	100.00[N=7]
South Korea	42.9	42.9	14.3	100.00[N=7]
Thailand	40.0	40.0	20.0	100.00[N=5]
Other	80.0	0.0	20.0	100.00[N=5]
Total	973	800	143	1,916
%	50.8	41.7	7.5	100

Nature of Guide Services used by Country of Residence



5.12

Activities Engaged After the Trip

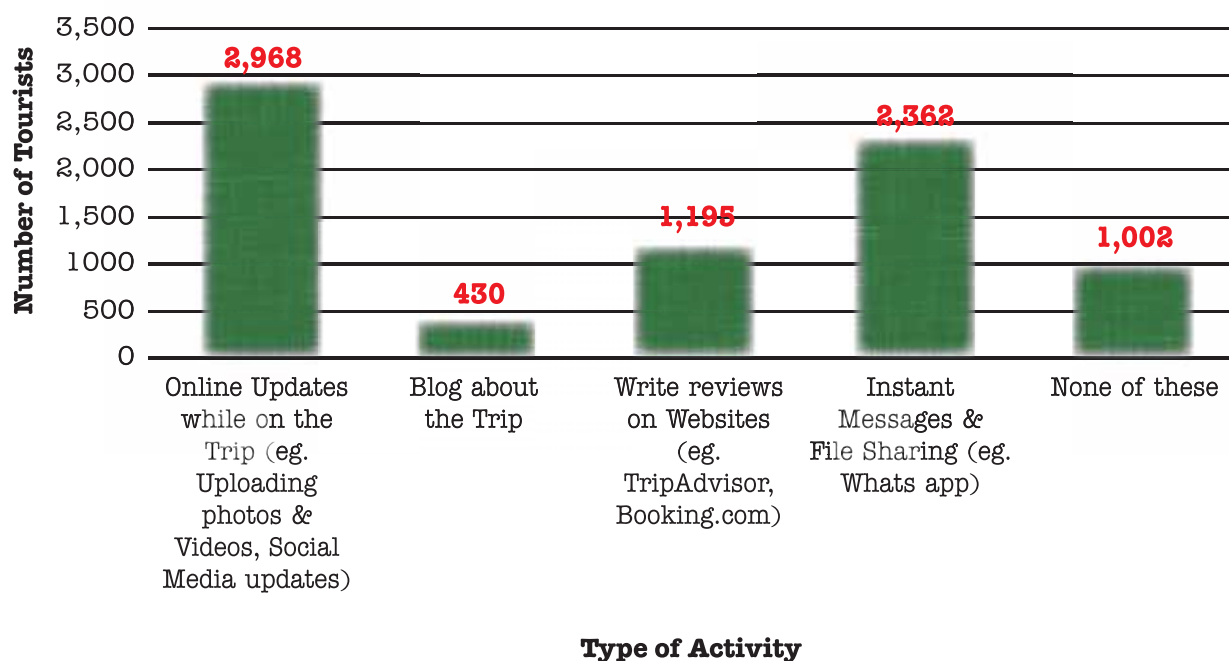
Sharing of tourism experiences is a popular activity especially among millennials and such information provides useful insights to the development of marketing strategies. In the survey, post trip activities engaged after the trip were categorized in to five activities namely, Online updates, Blog about the trip, Write reviews on websites, Instant messaging, file sharing and none of these. According to the findings online updates (59.0%) was the most engaged activity while on their trip. 46.9% of tourists had shared files and instant messaging while 23.7% of tourists had written reviews on websites. Majority of tourists from Philippines (71.1%) have indulged in online updates while instant messaging and file sharing (65.2%) and blogging (17.4%) is mostly popular among tourists from Singapore. The findings mirror that French tourists had mostly involved in and writing of reviews on websites (38.2%).

Activities Engaged After the Trip by Country of Residence (Multiple Answer question)

Country of Residence	Online Updates while on the Trip (e.g. Uploading photos and videos, social media updates)	Blog about the Trip	Write Reviews on Websites (e.g. TripAdvisor, Booking.com)	Instant Messaging and File Sharing (e.g. Whats app)	None of These	Total
India	61.0	6.2	27.7	43.0	19.5	100.00[N=669]
UK	55.2	10.3	24.1	50.0	15.5	100.00[N=630]
Germany	57.2	12.4	27.9	50.0	19.6	100.00[N=545]
Australia	57.1	12.7	28.6	61.9	22.2	100.00[N=451]
Benelux	53.4	12.4	23.3	34.3	20.1	100.00[N=362]
France	51.5	10.3	38.2	51.5	20.6	100.00[N=314]
China	52.2	8.6	29.9	49.0	16.6	100.00[N=283]
Middle East	52.7	5.5	22.8	54.7	21.7	100.00[N=225]
Russia	57.2	7.3	9.7	38.7	22.4	100.00[N=209]
USA	54.4	6.1	27.2	59.9	15.6	100.00[N=179]
Scandinavia	51.1	15.6	26.7	37.8	31.1	100.00[N=164]
Ukraine	54.3	8.6	11.4	60.0	17.1	100.00[N=153]
Italy	57.8	8.0	27.6	50.2	17.3	100.00[N=147]
Spain	60.0	12.0	36.0	52.0	24.0	100.00[N=117]
Poland	38.5	0.0	15.4	15.4	38.5	100.00[N=94]
Czech Republic	52.6	5.3	26.3	42.1	26.3	100.00[N=68]
Canada	66.0	7.4	27.7	56.4	18.1	100.00[N=63]
Switzerland	54.5	12.9	24.9	42.1	16.3	100.00[N=62]
Austria	61.6	8.5	27.4	37.8	21.3	100.00[N=58]
Japan	65.9	9.8	9.8	46.3	17.1	100.00[N=45]
Singapore	56.5	17.4	26.1	65.2	13.0	100.00[N=41]
Malaysia	42.9	14.3	33.3	33.3	14.3	100.00[N=35]
New Zealand	59.0	8.5	34.2	55.6	17.1	100.00[N=25]
South Africa	54.8	9.7	22.6	41.9	21.0	100.00[N=23]
South Korea	55.6	5.6	27.8	50.0	22.2	100.00[N=21]
Philippines	71.1	7.1	25.9	53.2	19.5	100.00[N=19]
Thailand	56.2	13.1	14.4	34.0	20.9	100.00[N=18]
Other	79.9	7.3	24.6	46.4	22.3	100.00[N=13]
Total[N=5,033]	2,968	430	1,195	2,362	1,002	
%	59.0	8.5	23.7	46.9	19.9	

Chart 27

Activities Engaged After the Trip



5.12a

Activities Engaged After the Trip by Age

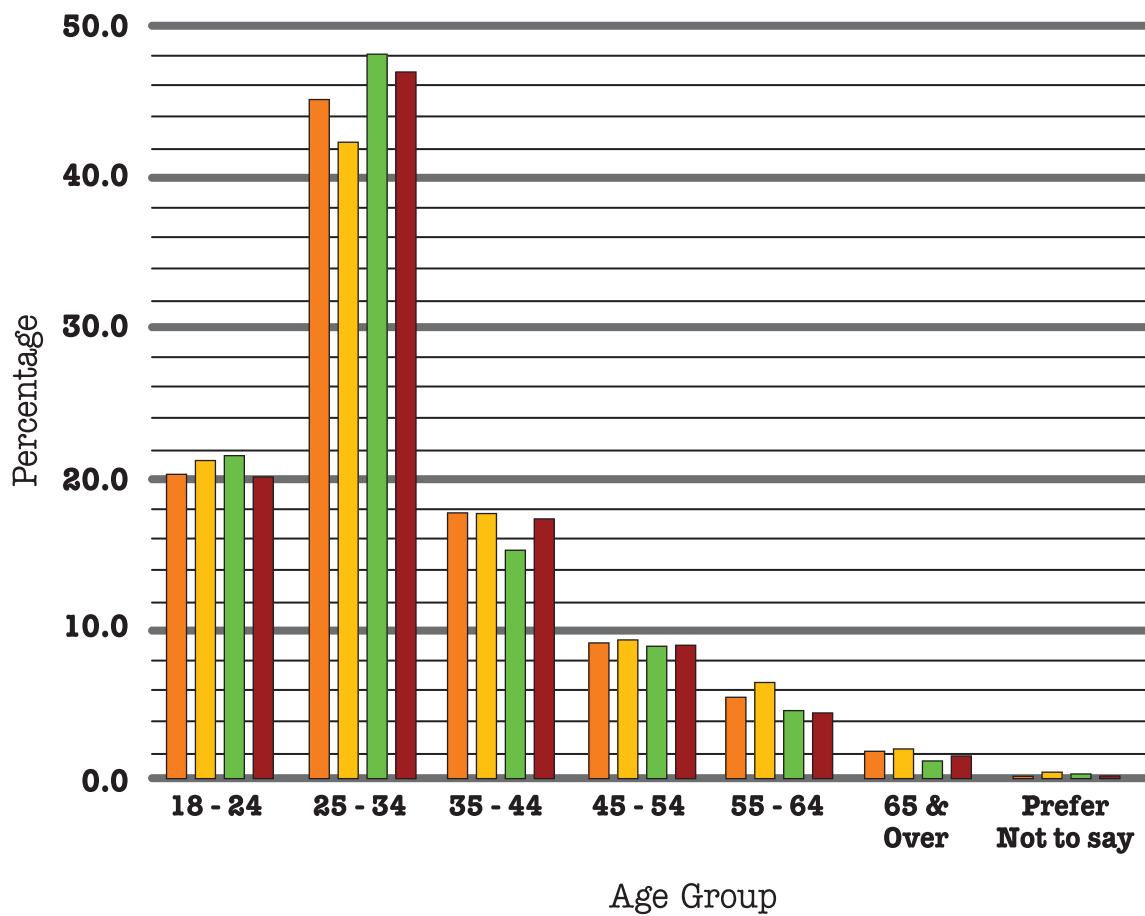
An analysis of activities engaged after the trip by age group reveals that the tourists in the age bracket of 25-34 had mostly involved in online updates, blogging, writing reviews and instant messaging more than the tourists in other age groups.

Table 30a

Activities Engaged After the Trip by Age

	Type of Upload	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and Over	Prefer Not to Say	Total
17.1	Online updates while on your trip (e.g. Uploading photos and videos, social media updates)	20.2	46.2	17.6	9.1	5.4	2.3	0.2	100 [N=2,829]
17.2	Blog about your trip	21.2	42.2	17.9	9.3	6.5	2.3	0.5	100 [N=429]
17.3	Write reviews on websites (e.g. TripAdvisor, Booking.com)	21.6	48.2	15.2	9.0	4.5	1.3	0.3	100 [N=1,191]
17.4	Instant messaging and file sharing (e.g. WhatsApp)	20.1	46.9	17.3	8.9	4.5	2.2	0.2	100 [N=2,359]
17.5	None of these	13.6	39.2	15.1	15.5	10.1	6.0	0.4	100 [N=999]
	Total (Multiple Answer)	27.7	62.4	23.1	12.2	6.8	2.8	0.3	100 [N=5,033]

Activities Engaged After the Trip by Age



Online Updates while on the Trip
(eg. Uploading Photos & Videos, Social Media updates)

Blog about the Trip

Write reviews on Websites
(eg. TripAdvisor, Booking.com)

Instant Messages & File Sharing
(eg. Whatsup)

EXPENDITURE



The objective of this chapter is to find out the level of spending of international tourists who visit Sri Lanka. During the survey, respondents typically provided expenditure information in their own currency, but for analysis purposes, these were converted into USD based on the average exchange rate of Sri Lanka.

6.1

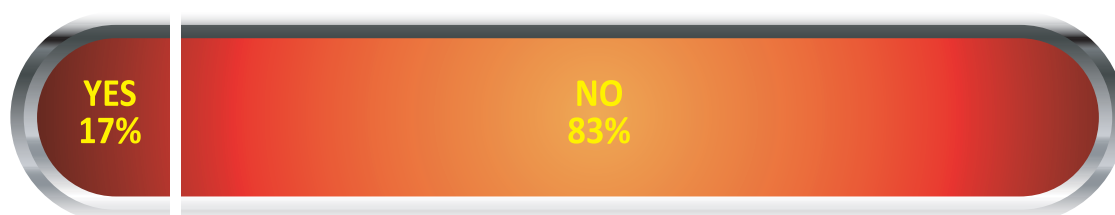
Nature of the Trip: Package and Non-Package

As per the survey findings 83% of the sampled tourists were non package tourists while 17% of tourist are on a package tour. Out of the tourists who were on package tour, tourists from Ukrain (33.6%) had substantially used package tours to visit Sri Lanka. It was noteworthy that none of tourists from Canada and Austria had used package tours when visiting Sri Lanka.

Table 31
Nature of Package

Country of Residence	No	Yes	Total
India	76.4	23.6	100.00[N=644]
UK	80.9	19.1	100.00[N=601]
Germany	89.5	10.5	100.00[N=504]
Australia	82.6	17.4	100.00[N=442]
Benelux	79.1	20.9	100.00[N=340]
France	83.0	17.0	100.00[N=300]
China	86.3	13.7	100.00[N=277]
Middle East	86.4	13.6	100.00[N=214]
Russia	81.5	18.5	100.00[N=200]
USA	82.9	17.1	100.00[N=170]
Scandinavia	85.6	14.4	100.00[N=160]
Ukraine	66.4	33.6	100.00[N=146]
Italy	78.1	21.9	100.00[N=137]
Spain	88.7	11.3	100.00[N=115]
Poland	98.9	1.1	100.00[N=94]
Canada	100.0	0.0	100.00[N=63]
Czech Republic	83.6	16.4	100.00[N=61]
Switzerland	85.0	15.0	100.00[N=60]
Austria	100.0	0.0	100.00[N=58]
Japan	79.5	20.5	100.00[N=44]
Singapore	84.6	15.4	100.00[N=39]
Malaysia	91.2	8.8	100.00[N=34]
New Zealand	96.0	4.0	100.00[N=25]
South Africa	87.0	13.0	100.00[N=23]
South Korea	95.0	5.0	100.00[N=20]
Philippines	83.3	16.7	100.00[N=18]
Thailand	88.9	11.1	100.00[N=18]
Other	84.6	15.4	100.00[N=13]
Total	4,003	817	4,820
%	83.0	17.0	100

*213 did not respond

Chart 28
Nature of Package

6.2

Number of Nights in the Package

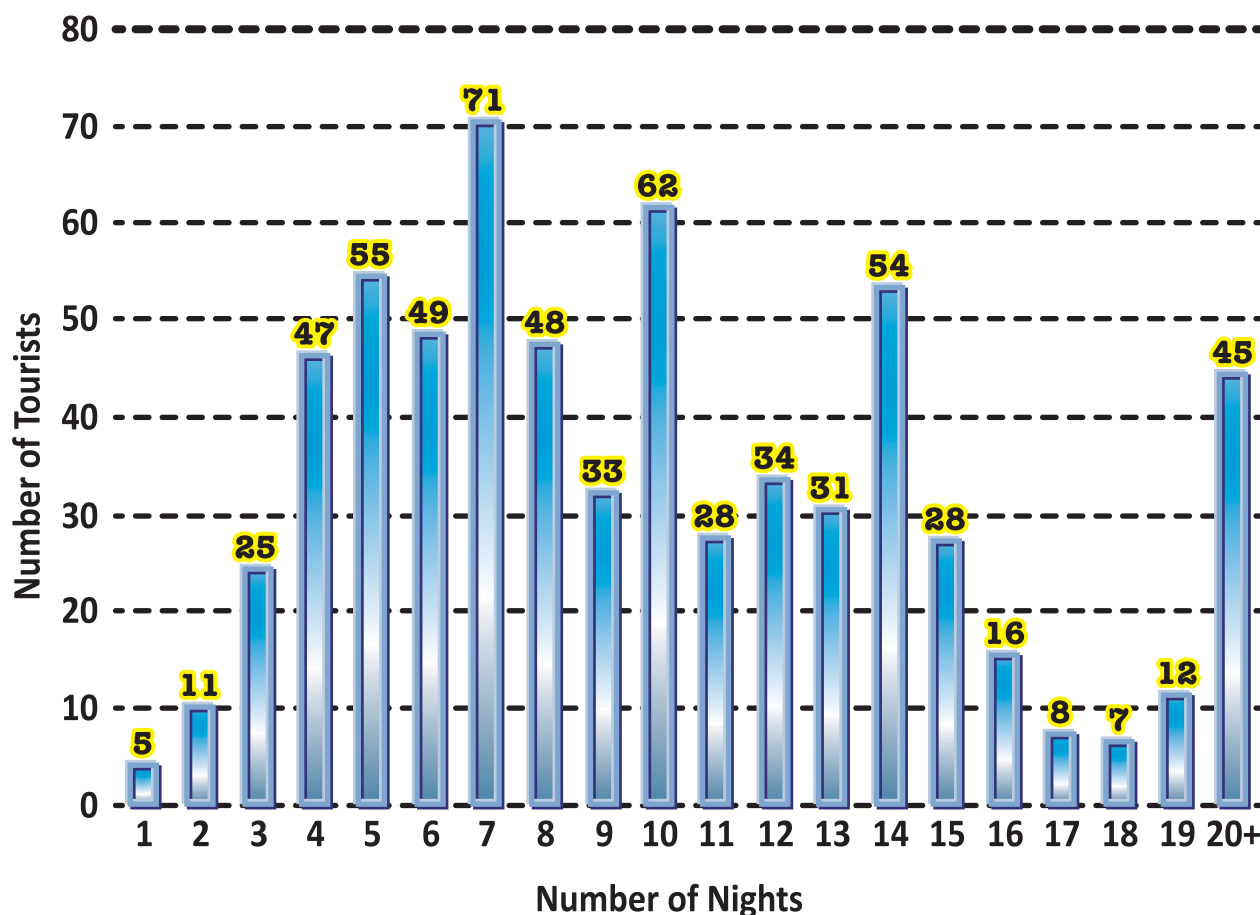
An analysis of number of nights in the package tours of tourists who visited Sri Lanka, it was revealed that the majority of tourists had opted for the package with 7 nights followed by 10 and 5 nights. Out of the tourists who had visited Sri Lanka on a package of 7 nights Indians (16) followed by Ukrainians (10) recorded the highest numbers.

Table 32
Number of Nights in the Package by Country of Residence

Country	No of Nights																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20+	
India	0	7	14	24	17	14	16	13	1	0	0	0	0	0	0	0	0	0	0	0	100.00[N=106]
UK	0	0	1	2	5	3	6	4	4	21	10	4	4	11	3	0	0	1	0	8	100.00[N=87]
Australia	0	1	1	1	0	3	7	5	4	4	3	6	6	12	0	6	1	2	2	2	100.00[N=66]
Benelux	1	0	0	0	0	0	1	0	3	2	0	2	2	7	13	8	4	2	3	16	100.00[N=64]
Germany	1	0	0	2	3	2	0	1	2	3	1	3	7	7	2	1	2	1	2	7	100.00[N=47]
France	1	0	0	0	3	4	5	2	2	6	2	4	3	1	4	1	0	0	0	2	100.00[N=40]
Middle East	0	0	0	5	5	4	8	4	4	3	0	0	0	0	0	0	0	0	0	1	100.00[N=34]
Russia	0	0	1	0	0	3	0	1	7	5	3	6	1	6	0	0	1	0	0	0	100.00[N=34]
Ukraine	0	0	0	0	1	6	10	3	1	7	0	1	2	1	0	0	0	0	1	0	100.00[N=33]
China	0	1	2	4	12	1	2	0	2	0	0	0	1	0	0	0	0	0	0	1	100.00[N=26]
Italy	0	1	0	2	1	1	3	4	0	3	6	2	1	1	0	0	0	0	0	0	100.00[N=25]
Scandinavia	0	0	0	0	0	0	3	3	2	6	1	1	0	2	2	0	0	0	2	2	100.00[N=24]
USA	0	0	1	1	2	4	2	3	0	0	0	3	1	2	0	0	0	0	1	3	100.00[N=23]
Spain	0	0	1	0	2	0	1	2	0	0	0	0	1	2	1	0	0	0	0	0	100.00[N=10]
Czech Republic	0	0	0	0	0	0	1	2	0	1	1	1	0	1	0	0	0	0	1	1	100.00[N=9]
Japan	0	0	1	4	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=9]
Switzerland	1	0	0	0	0	0	2	0	1	0	1	1	0	0	1	0	0	1	0	1	100.00[N=9]
Poland	0	0	0	0	1	0	0	0	0	0	0	0	2	1	1	0	0	0	0	0	100.00[N=5]
Malaysia	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=4]
Singapore	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=3]
Philippines	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	100.00[N=2]
South Korea	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=2]
New Zealand	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	100.00[N=1]
South Africa	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=1]
Thailand	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	100.00[N=1]
Other	0	0	0	1	0	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	100.00[N=4]
Total	5	11	25	47	55	49	71	48	33	62	28	34	31	54	28	16	8	7	12	45	

*4,364 did not respond

Number of Nights in the Package



6.3

General Expenditure of Tourists on a Package Tour

According to the survey (Table 33) tourists on a package tour, on average spent USD 213.1, excluding airfare. With airfare, the average daily spending was at USD 256.7.

Among the tourists who were travelling on a package tour tourist from Japan, Poland and Switzerland reported the three highest daily expenditures of USD 293.8, USD 284.7 and USD 274.7 respectively. Once airfare was included, Japanese tourists reported spending USD 349.4 while Polish tourists spending rose to USD 339.8. Tourists from Switzerland and France also had high daily expenditures including airfare of USD 355.9 and USD 328.6.

Tourist from India and China who are recorded as the largest group of tourists visiting Sri Lanka, spent USD 134 and USD 191.2 excluding airfare respectively. Once airfare included their average spending rose to USD 166.9 for Indian tourists and USD 249.1 for tourists from China.

Therefore, as per the sample of package tourists (without air fare) the top five highest spending tourists in Sri Lanka were from Japan, Poland, Switzerland, UK and France and lowest spending tourist were from Philippines, India, Czech Republic, Benelux and Austria.

Analysis of Expenditure by Country of Residence (Package Tourists)

Country	Package without Airfare	Package with Airfare
Australia	229.2	255.2
Austria	167.8	250.2
Benelux	165.2	211.2
Canada	235.8	271.9
China	191.2	249.1
Czech Republic	155.7	205.1
France	268.4	328.6
Germany	176.7	223.7
India	134.0	166.9
Italy	241.2	273.6
Japan	293.8	349.4
Malaysia	195.6	229.1
Middle East	231.7	278.3
New Zealand	185.5	230.3
Philippines	130.6	180.6
Poland	284.7	339.8
Russia	176.6	241.1
Scandinavia	228.1	245.1
Singapore	177.7	201.1
South Africa	231.8	270.5
South Korea	236.4	291.2
Spain	253.5	278.7
Switzerland	274.4	355.9
Thailand	202.7	229.3
UK	273.6	309.2
Ukraine	185.1	213.5
USA	247.8	285.1
Other	192.3	225.4
Total Average	213.1	256.7

6.4

General Expenditure of Tourists without a Package Tour

Tourists without a package tour, on average, spent USD 181.16 excluding airfare. With airfare, the average daily spending was at USD 233.27. This is detailed in Table 34.

The highest daily spending was reported from Japanese tourist at USD 239.82 followed by visitors from USA with USD 207.61 and Thailand with USD 207.19 excluding airfare. Once airfare was included in the average daily spending of Japanese tourists rose to USD 311.47, USA tourist's expenditure rose to USD 294.11 and Thailand tourists USD 238.04.

Tourists from China who had arranged their travels without a package tour reported spending USD 162.72 excluding airfare and USD 202.72 with airfare while for those from India, it was USD 205.44 without airfare and USD 259.63 with airfare respectively.

Therefore, as per the sample of non- package tourists (without airfare) the top five highest spending tourists in Sri Lanka were from Japan, USA, Thailand, India and Singapore and the five lowest spending tourists are from Poland, China, Russia, Ukrain and South Africa.

Table 34

Analysis of Expenditure by Country of Residence (Non- Package Tourists)

Country	Non-Package without Airfare	Non-Package with Airfare
Australia	165.59	234.19
Austria	169.37	223.18
Benelux	171.67	236.37
Canada	186.65	246.37
China	162.72	202.72
Czech Republic	166.58	217.32
France	175.07	220.94
Germany	174.35	232.08
India	205.44	259.63
Italy	177.91	236.59
Japan	239.82	311.47
Malaysia	169.61	219.63
Middle East	187.61	236.02
New Zealand	179.39	230.98
Philippines	174.91	212.32
Poland	159.44	207.19
Russia	162.94	204.13
Scandinavia	187.12	259.88
Singapore	196.28	247.87
South Africa	164.25	218.73
South Korea	187.08	243.38
Spain	177.85	197.11
Switzerland	183.72	199.82
Thailand	207.19	238.04
UK	179.81	239.03
Ukraine	164.24	212.88
USA	207.61	294.11
Other	187.89	249.65
Total Average	181.16	233.27

6.5

Share of Expenditure of Tourists without a Package Tour

As presented in Table 35 the respondents were inquired about the share of expenditure for items such as accommodation, transport, eating out and other activities and shopping. Accordingly, it was revealed that the share of expenditure for accommodation for tourists without a package tour was 35% while they have spent 20 % and 28% for transport and eating out and other activities respectively. The percentage share for shopping was 17%.

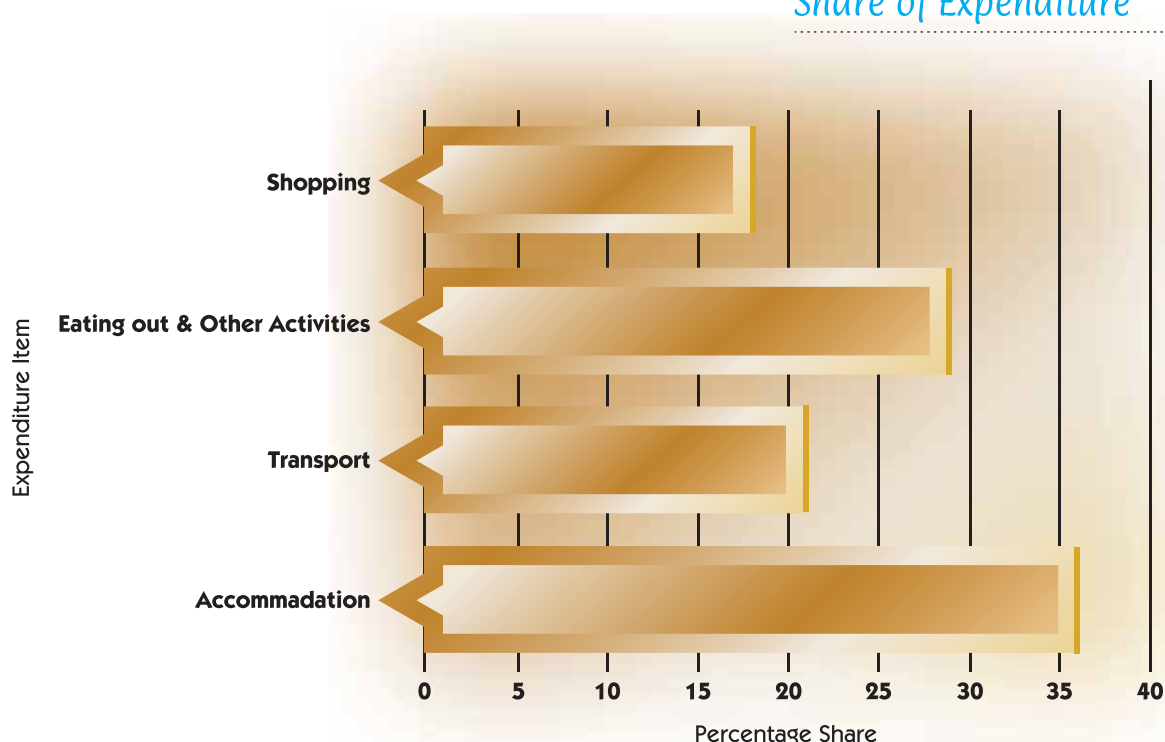
Table 35

Share of Expenditure of the Main Components of the Trip
(Non- Package Tourists)

Expenditure Item	Percentage share
Accommodation	35
Transport	20
Eating out and other activities	28
Shopping	17

Chart 30

Share of Expenditure



6.6

Method of Payment for the Trip

As presented in table 36 respondents were asked about the method of payment for this respective trip to Sri Lanka. Accordingly, the highest proportion of tourists (55%) had made the payments through online booking platforms. 30% of the respondents had made the payment directly with each service provider while 19.4% had made the payments through a tour operator/travel agent in their country of residence. Among the tourists who made their payments via online booking platforms and direct online payments to the service providers tourists from Spain and Philippines (Both 88% & 44%) have recorded the highest numbers.

Table 36

Method of Payment by Country of Residence

Country of Residence	Through an online booking platform	Online directly with each service provider	Through tour operator/travel agent in your country of residence	Through a travel agent in Sri Lanka	Through friends & family	Other	Total
India	54.5	38.1	19.5	6.7	5.8	12.6	100.00[N=669]
UK	58.6	32.8	15.5	3.4	5.2	19.0	100.00[N=630]
Germany	59.4	26.5	20.2	6.9	6.1	15.2	100.00[N=545]
Australia	10.9	31.7	17.5	7.9	6.3	20.6	100.00[N=451]
Benelux	55.5	25.8	9.9	6.4	4.6	20.8	100.00[N=362]
France	54.4	39.7	10.3	4.4	8.8	4.4	100.00[N=314]
China	55.7	31.5	18.5	2.9	5.4	13.1	100.00[N=283]
Middle East	59.1	33.2	14.1	3.9	3.7	12.3	100.00[N=225]
Russia	46.5	29.1	25.0	5.4	5.8	18.2	100.00[N=209]
USA	52.4	25.2	21.8	3.4	5.4	17.0	100.00[N=179]
Scandinavia	60.0	20.0	15.6	2.2	6.7	17.8	100.00[N=164]
Ukraine	48.6	31.4	20.0	5.7	2.9	17.1	100.00[N=153]
Italy	59.6	28.9	16.0	5.8	5.3	16.4	100.00[N=147]
Spain	88.0	44.0	0.0	0.0	4.0	16.0	100.00[N=117]
Philippines	88.0	44.0	0.0	0.0	23.1	7.7	100.00[N=94]
Czech Republic	42.1	31.6	15.8	0.0	10.5	10.5	100.00[N=68]
Canada	70.2	28.7	11.7	1.1	2.1	22.3	100.00[N=63]
Switzerland	46.4	30.1	19.1	2.4	5.3	13.9	100.00[N=62]
Austria	61.0	26.2	23.8	3.0	4.9	11.6	100.00[N=58]
Japan	48.8	34.1	14.6	12.2	12.2	12.2	100.00[N=45]
Singapore	73.9	21.7	13.0	8.7	4.3	8.7	100.00[N=41]
Malaysia	52.4	19.0	14.3	0.0	9.5	33.3	100.00[N=35]
New Zealand	62.4	29.9	17.1	5.1	7.7	15.4	100.00[N=25]
South Africa	62.9	33.9	17.7	4.8	11.3	12.9	100.00[N=23]
South Korea	61.1	38.9	0.0	0.0	11.1	0.0	100.00[N=21]
Poland	55.7	27.0	24.0	6.0	4.3	11.9	100.00[N=19]
Thailand	39.9	22.9	28.8	7.8	3.3	19.6	100.00[N=18]
Other	48.0	34.1	22.9	4.5	6.7	15.6	100.00[N=13]
Total [5,033]	2,766	1,511	974	257	271	753	
%	55.0	30.0	19.4	5.1	5.4	15.0	

6.6a

Method of Payment by Age Category

Method of payment is tabulated by age category in Table 36a. As per the findings tourists in all the age categories except those who are 65 and over have made their payments through an online booking platform. Payments through a tour operator in the country of origin is common only among used by tourists who are 65 and over.

Table 36a

Method of Payment by Age Category

Age Group	Through an Online Booking Platform (e.g. Booking.com, Agoda, Airbnb, Expedia, Trivago)	Online Directly with Each service Provider (e.g. hotel, vehicle hire)	Through a Tour Operator / Travel Agent in Your Country of Residence	Through a Travel Agent in Sri Lanka	Through Friends & Family	Other	Total
18 - 24	47.7	22.0	11.0	3.9	5.6	9.8	100 [N=1,177]
25 - 34	45.2	24.0	11.6	3.7	4.0	11.5	100 [N=2,856]
35 - 44	39.7	24.7	15.3	4.9	3.3	12.2	100 [N=1,154]
45 - 54	35.5	21.4	22.5	3.3	3.8	13.5	100 [N=688]
55 - 64	35.2	20.4	26.6	3.6	3.8	10.5	100 [N=421]
65 and over	25.1	19.2	33.5	4.9	3.4	13.8	100 [N=203]
Prefer not to say	38.5	30.8	0.0	0.0	15.4	15.4	100 [N=13]

6.7

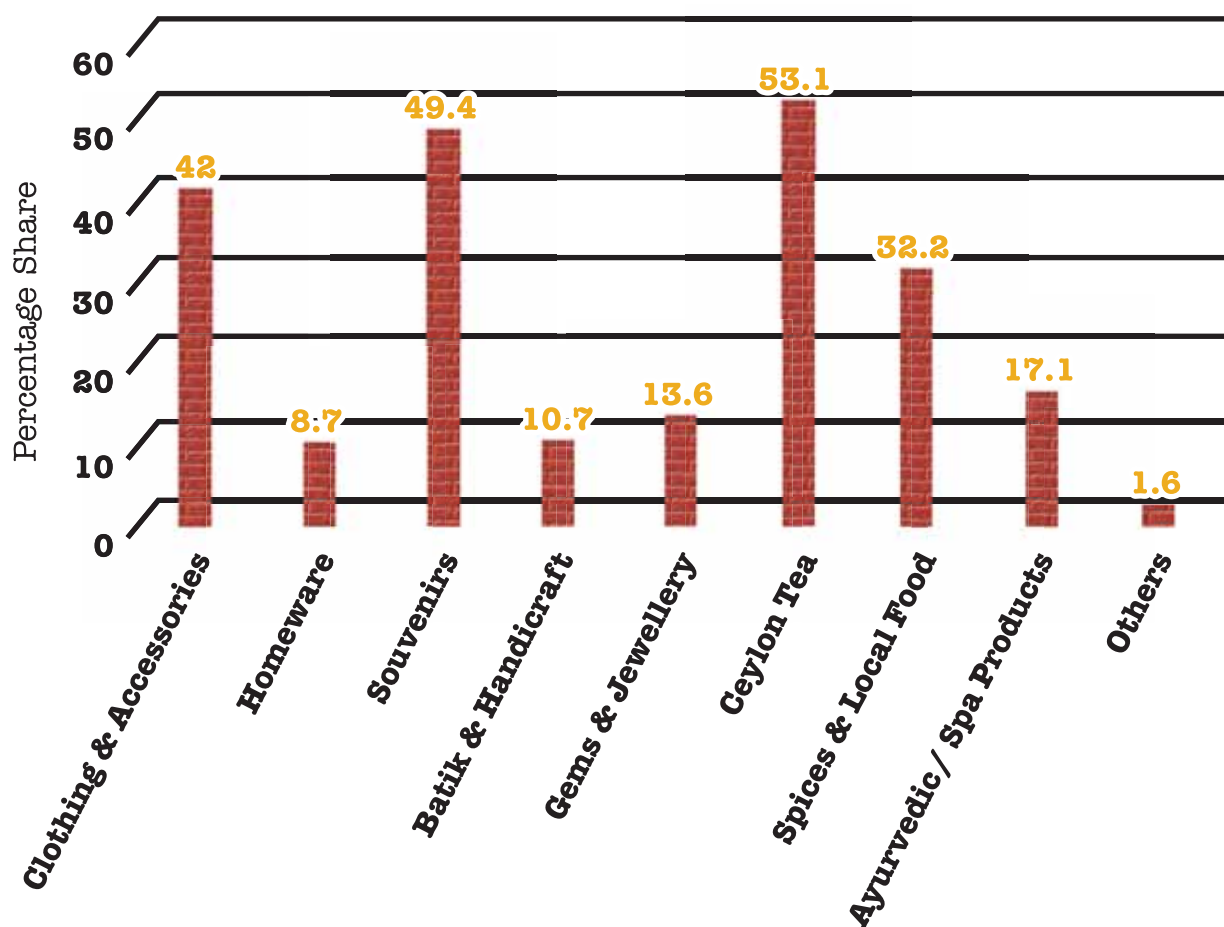
Items Purchased while in Sri Lanka

Table 37 presents the purchasing behaviour of sampled tourists while in Sri Lanka. As per the findings the items purchased in terms of popularity are Ceylon tea (53.1%), Souvenirs (49.4%) and Clothing Accessories (42%). Ceylon tea (72.1%) and Gems & Jewelry (20.8%) are the favourite item among tourists from China. Purchasing of Souvenirs is popular among Tourists from Ukraine (62.1%) while tourists from Japan (53.3%) are the main customers of clothing and accessories. Ayurvedic & Spa products and Spices & Local Foods are mostly purchased by tourists from Czech Republic.

Items Purchased by Country of Residence

Country of Residence	Clothing & Accessories	Homeware	Souvenirs	Batik & Handicrafts	Gems & Jewellery	Ceylon Tea	Spices & Local Food	Ayurvedic /Spa Products	Others	
India	50.1	13.6	42.3	16.3	17.8	47.4	28.6	17.6	2.5	100.00[N=669]
UK	41.0	5.7	52.2	8.7	15.6	52.7	35.2	15.9	1.7	100.00[N=630]
Germany	45.9	6.4	50.1	12.3	10.1	53.2	36.7	20.2	0.7	100.00[N=545]
Australia	42.8	11.1	44.1	9.1	18.2	48.3	27.5	15.1	2.0	100.00[N=451]
Benelux	35.6	10.5	56.6	9.1	11.3	45.6	30.1	11.6	1.7	100.00[N=362]
France	36.6	7.3	60.2	14.0	14.3	55.7	36.9	18.5	1.6	100.00[N=314]
China	38.9	5.3	41.3	13.1	20.8	72.1	29.0	14.1	1.1	100.00[N=283]
Middle East	44.9	9.3	51.6	9.8	12.4	56.4	30.7	16.4	1.8	100.00[N=225]
Russia	34.0	8.6	49.8	6.7	6.2	67.0	33.5	25.8	0.0	100.00[N=209]
USA	48.0	7.3	52.5	10.1	11.7	50.8	29.1	17.3	1.7	100.00[N=179]
Scandinavia	47.6	13.4	43.3	9.1	14.0	47.6	31.7	14.6	1.2	100.00[N=164]
Ukraine	47.1	8.5	62.1	8.5	7.2	62.1	40.5	20.9	5.2	100.00[N=153]
Italy	38.1	5.4	53.1	10.9	8.2	57.1	36.7	19.0	2.0	100.00[N=147]
Spain	41.9	10.3	59.8	12.0	10.3	53.0	29.1	15.4	0.0	100.00[N=117]
Poland	38.3	7.4	46.8	6.4	13.8	46.8	33.0	18.1	0.0	100.00[N=94]
Czech Republic	42.6	5.9	55.9	8.8	10.3	66.2	48.5	27.9	1.5	100.00[N=68]
Canada	33.3	9.5	42.9	4.8	7.9	46.0	22.2	12.7	0.0	100.00[N=63]
Switzerland	41.9	4.8	40.3	11.3	3.2	33.9	33.9	25.8	0.0	100.00[N=62]
Austria	31.0	12.1	50.0	5.2	13.8	50.0	34.5	13.8	0.0	100.00[N=58]
Japan	53.3	6.7	53.3	6.7	15.6	57.8	33.3	13.3	0.0	100.00[N=45]
Singapore	31.7	9.8	31.7	7.3	9.8	56.1	22.0	19.5	7.3	100.00[N=41]
Malaysia	25.7	0.0	40.0	2.9	11.4	60.0	28.6	17.1	5.7	100.00[N=35]
New Zealand	28.0	8.0	28.0	4.0	16.0	28.0	20.0	8.0	0.0	100.00[N=25]
South Africa	34.8	4.3	56.5	21.7	8.7	56.5	43.5	13.0	0.0	100.00[N=23]
South Korea	19.0	0.0	47.6	9.5	14.3	66.7	23.8	4.8	0.0	100.00[N=21]
Philippines	31.6	21.1	47.4	5.3	10.5	36.8	10.5	15.8	0.0	100.00[N=19]
Thailand	27.8	0.0	33.3	5.6	11.1	50.0	33.3	11.1	0.0	100.00[N=18]
Other	46.2	7.7	38.5	7.7	0.0	38.5	23.1	7.7	15.4	100.00[N=13]
Total (5,033)	2,115	437	2,487	541	682	2,671	1,621	860	83	5,033
%	42.0	8.7	49.4	10.7	13.6	53.1	32.2	17.1	1.6	

Items Purchased by Country of Residence



Items Purchased while in Sri Lanka

6.7a

Items Purchased by Age Category

Items purchased were also analyzed based on the age categories to find out whether there is a co-relation between the items purchased and age brackets. Accordingly, it was noted that tourists in the age category of 25-34 depicted a high purchasing behavior than the tourists in the other age categories. Tourists in the age category of 18- 24 were rather interested in purchasing clothing and accessories while batik and handicrafts were the most popular purchasing item among tourist from 35-44 age bracket. For the tourist in the age brackets of 45-54 and 55-64 gem and jewellery were the most favorites item while for the tourist who are 65 and over bathik and handicrafts and gem and Homeware are the most preferred items.

Table 37a

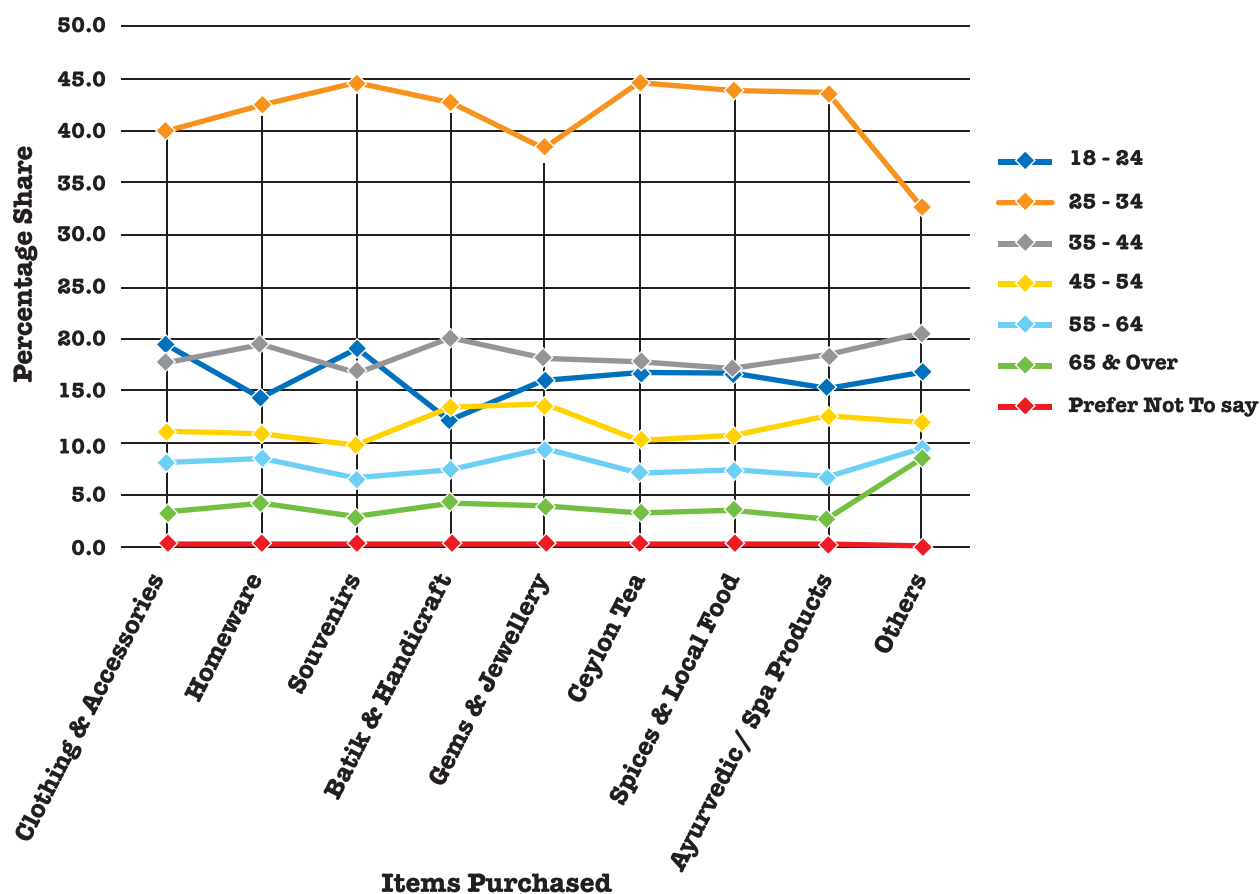
Items Purchased by Age Category

Age	Item								
	Clothing & Accessories	Homeware	Souvenirs	Batik & Handicrafts	Gems & Jewellery	Ceylon Tea	Spices & Local Food	Ayurvedic / Spa Products	Other
18 - 24	19.5	14.3	19.0	12.1	16.1	16.7	16.8	15.4	16.9
25 - 34	40.0	42.7	44.7	42.8	38.3	44.6	44.0	43.9	32.5
35 - 44	17.7	19.4	16.9	20.1	18.2	17.6	17.1	18.6	20.5
45 - 54	11.1	10.6	9.8	13.4	13.6	10.2	10.7	12.6	12.0
55 - 64	8.0	8.5	6.5	7.2	9.5	7.2	7.5	6.5	9.6
65 and over	3.4	4.2	2.9	4.3	4.1	3.4	3.7	2.8	8.4
Prefer not to say	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.0

*27 did not respond

Chart 31a

Items Purchased by Age Category



VISITOR SATISFACTION

7

7.1

Overall Experience in Sri Lanka

In an era where post experience economy and augmented hospitality are the norms, the importance of visitor satisfaction is being greatly felt. Tourism is no longer a service economy but has gradually transformed into an experience economy where the consumers have higher expectations, demand more personalized service and anticipate greater flexibility. Thus, tourism industry is faced with the challenge of rapid transitions thus requiring the constant monitoring of its service delivery as satisfaction is a critical factor that can make or break a business.

As per the findings of the survey 60 % of the tourists had rated their satisfaction level as excellent while 34.5 % of tourists had rated their level of satisfaction as good. Only 0.1% of tourists had rated their level of satisfaction as very poor. Among the tourists who rated their overall experience as excellent, tourists from Poland (76.1%) followed by tourists of Canada (74.6%) had the highest satisfaction levels.

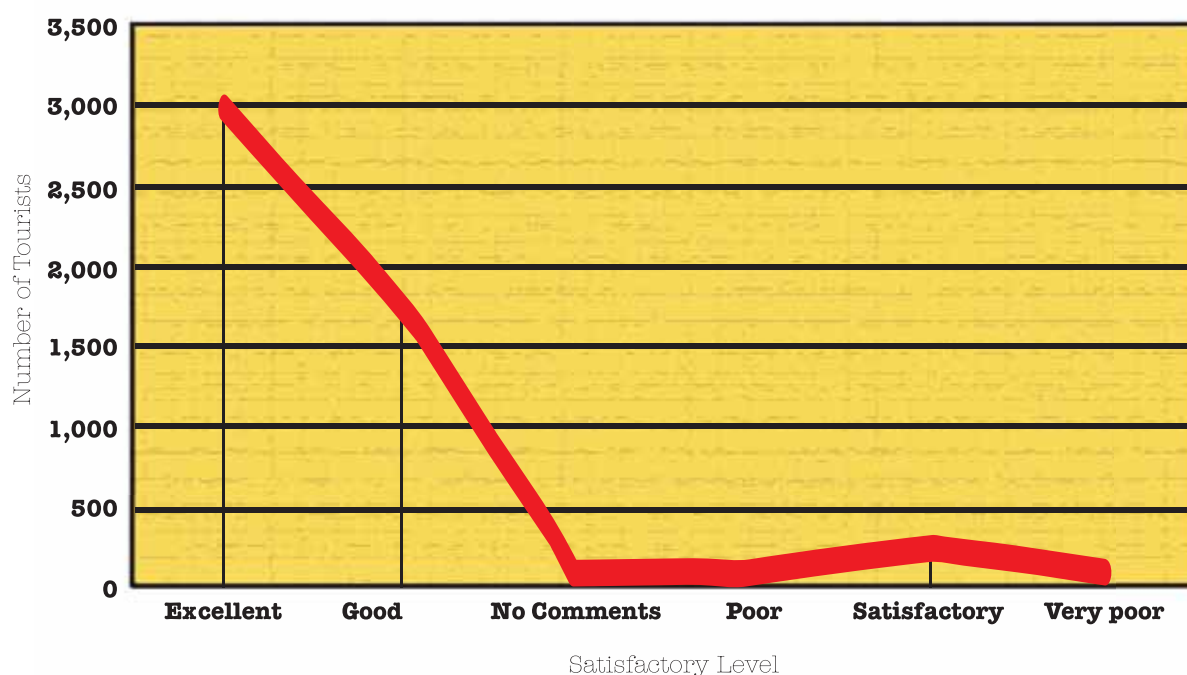
Table 38

Level of Satisfaction by Country of Residence (Overall Experience)

Country of Residence	Excellent	Good	No Comment	Poor	Satisfactory	Very Poor	No of Respondents
India	56.9	38.0	0.2	0.5	4.4	0.2	100[N=664]
UK	65.6	29.8	0.2	0.6	3.8	0.0	100[N=628]
Germany	58.0	37.0	0.6	0.2	4.3	0.0	100[N=540]
Australia	63.6	32.8	0.2	0.9	2.5	0.0	100[N=448]
Benelux	56.0	38.5	0.6	0.0	5.0	0.0	100[N=361]
France	62.9	31.6	0.0	0.3	4.8	0.3	100[N=310]
China	57.7	34.5	0.7	0.7	6.4	0.0	100[N=281]
Middle East	49.8	43.1	0.0	1.3	5.8	0.0	100[N=225]
Russia	57.9	36.8	0.5	0.0	4.3	0.5	100[N=209]
USA	67.6	28.5	0.0	0.0	3.9	0.0	100[N=179]
Scandinavia	58.3	35.0	0.6	0.6	5.5	0.0	100[N=163]
Ukraine	59.5	30.7	0.7	2.6	5.9	0.7	100[N=153]
Italy	58.3	38.9	0.0	1.4	0.7	0.7	100[N=144]
Spain	65.0	30.8	0.0	0.0	4.3	0.0	100[N=117]
Poland	76.1	20.7	0.0	0.0	3.3	0.0	100[N=92]
Czech Republic	58.2	32.8	0.0	1.5	7.5	0.0	100[N=67]
Canada	74.6	19.0	0.0	1.6	4.8	0.0	100[N=63]
Switzerland	59.7	35.5	0.0	0.0	4.8	0.0	100[N=62]
Austria	65.5	31.0	0.0	1.7	1.7	0.0	100[N=58]
Japan	55.6	40.0	0.0	0.0	4.4	0.0	100[N=45]
Singapore	48.8	43.9	0.0	0.0	7.3	0.0	100[N=41]
Malaysia	50.0	38.2	0.0	0.0	11.8	0.0	100[N=34]
New Zealand	60.0	28.0	0.0	0.0	12.0	0.0	100[N=25]
South Africa	47.8	43.5	0.0	0.0	8.7	0.0	100[N=23]
South Korea	61.9	23.8	0.0	4.8	9.5	0.0	100[N=21]
Philippines	47.4	26.3	5.3	0.0	21.1	0.0	100[N=19]
Thailand	44.4	50.0	0.0	0.0	5.6	0.0	100[N=18]
Other	30.8	61.5	0.0	0.0	7.7	0.0	100[N=13]
Total	3,000	1,727	14	29	228	5	5,003
%	60.0	34.5	0.3	0.6	4.6	0.1	100

* 30 did not respond

Level of Satisfaction by Country of Residence (Overall Experience)



7.2

Likelihood of Another Trip to Sri Lanka

Tourists intention of visiting Sri Lanka again is tabulated by country of Residence in table 39 and distribution presented in Chart 33. The majority of tourists (36%) claimed that they will definitely visit Sri Lanka again in the next five years. 32% had mentioned that they will probably visit while 16% had mentioned that it's fairly likely to visit Sri Lanka in the next 5 years. 1.6% had declared that they will not visit Sri Lanka again during the next 5 years.

Among the tourists who responded as having definite plans to visit during next 5 years Tourists from Malaysia (55.9%) and India (52.6%) had responded as having definite plans to visit Sri Lanka.

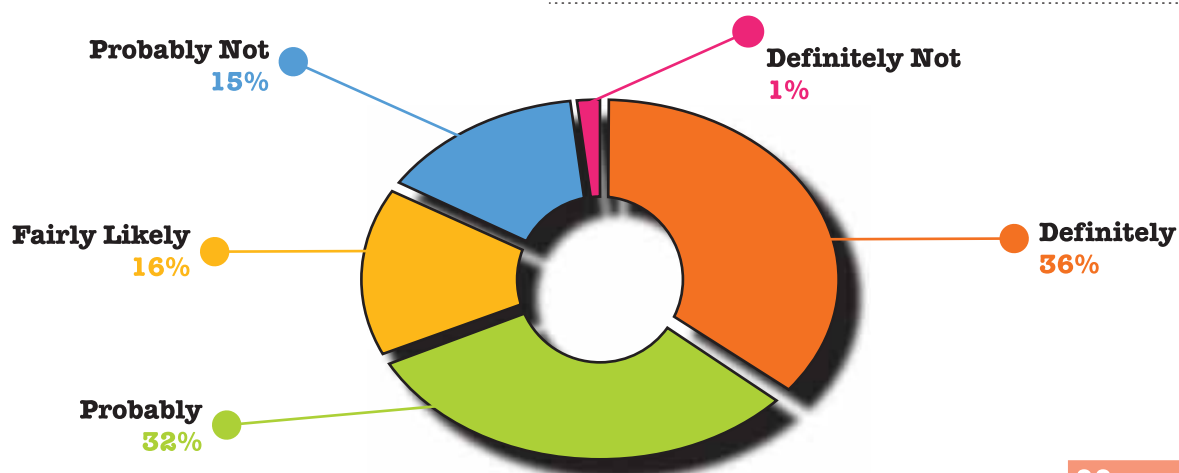


Table **39**
Likelihood of Another Trip to Sri Lanka

Country of Residence	Definitely	Probably	Fairly Likely	Probably Not	Definitely Not	Total
India	52.6	29.2	12.2	5.3	0.8	100[N=664]
UK	32.9	29.6	16.3	20.0	1.3	100[N=628]
Germany	35.4	31.5	17.0	14.7	1.3	100[N=540]
Australia	32.4	31.5	15.7	19.2	1.1	100[N=448]
Benelux	23.8	27.1	22.4	23.0	3.6	100[N=361]
France	26.6	32.5	21.1	17.5	2.3	100[N=310]
China	37.7	37.0	14.6	10.0	0.7	100[N=281]
Middle East	36.4	35.6	16.4	9.8	1.8	100[N=225]
Russia	40.4	35.1	9.1	13.9	1.4	100[N=209]
USA	43.0	27.9	14.0	13.4	1.7	100[N=179]
Scandinavia	34.0	30.9	20.4	13.6	1.2	100[N=163]
Ukraine	41.8	37.9	9.2	9.8	1.3	100[N=153]
Italy	30.8	35.0	14.7	16.1	3.5	100[N=144]
Spain	28.2	35.0	17.9	16.2	2.6	100[N=117]
Poland	39.8	29.0	15.1	16.1	0.0	100[N=92]
Czech Republic	27.9	41.2	7.4	20.6	2.9	100[N=67]
Canada	29.0	33.9	17.7	16.1	3.2	100[N=63]
Switzerland	33.9	33.9	11.3	21.0	0.0	100[N=62]
Austria	37.9	17.2	27.6	13.8	3.4	100[N=58]
Japan	42.2	35.6	8.9	13.3	0.0	100[N=45]
Singapore	31.7	53.7	9.8	2.4	2.4	100[N=41]
Malaysia	55.9	29.4	11.8	2.9	0.0	100[N=34]
New Zealand	28.0	24.0	28.0	20.0	0.0	100[N=25]
South Africa	34.8	17.4	21.7	26.1	0.0	100[N=23]
South Korea	28.6	57.1	14.3	0.0	0.0	100[N=21]
Philippines	47.4	31.6	10.5	10.5	0.0	100[N=19]
Thailand	33.3	27.8	22.2	16.7	0.0	100[N=18]
Other	46.2	46.2	7.7	0.0	0.0	100[N=13]
Total = [5,003]	1,810	1,588	791	733	81	
%	36.2	31.7	15.8	14.7	1.6	

*30 did not respond

Chart **33**
Likelihood of Another Trip to Sri Lanka



7.3

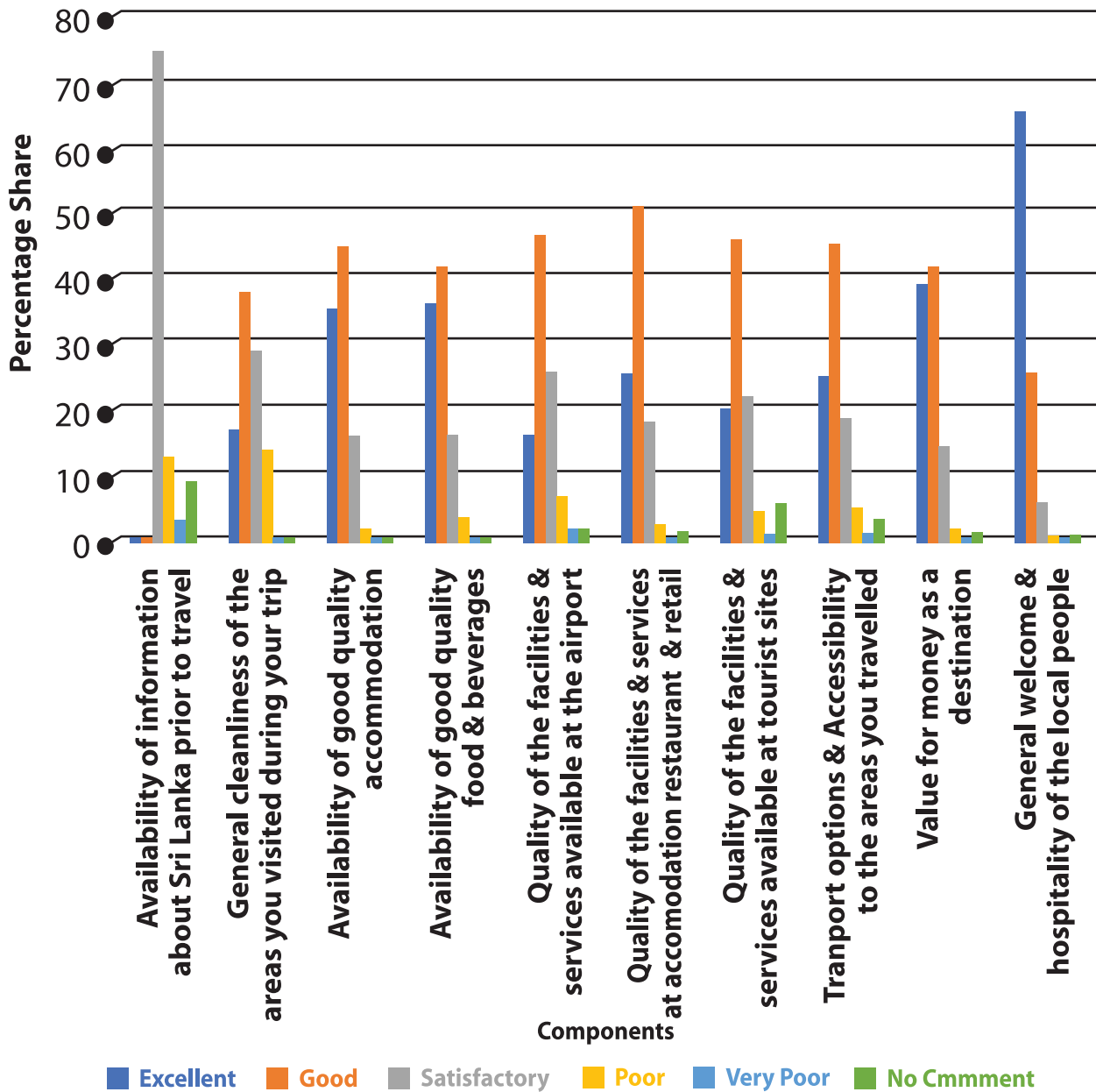
Level of Satisfaction on Various Components of the Trip

An analysis of the satisfaction levels in relation to different aspects of the trip of a tourist reveals that most of the tourists surveyed are generally satisfied (74.9%) about the availability of information about Sri Lanka prior to travel. 38.2% of tourists had rated cleanliness of the areas visited as good whereas 35.5% and 36.5% had rated availability of good quality accommodation and food and beverage as excellent. It is noteworthy that 65.9% of tourists had rated general welcome and hospitality of the local people as excellent. 45.6% of tourists had stated the transport options and accessibility as good where as 42.2% had mentioned that their experience in Sri Lanka is well worth the money spent on it.

Table 40
Level of Satisfaction on Various Components of the Trip

Components of the Trip	Excellent	Good	Satisfactory	Poor	Very poor	No comment
Availability of information about Sri Lanka prior to travel	0	0	74.9	12.8	3.2	9.2
General cleanliness of the areas you visited during your trip	17.2	38.2	29.1	14.2	0.7	0.6
Availability of good quality accommodation	35.5	45.4	16	1.9	0.4	0.7
Availability of good quality food and beverage	36.5	42	16.4	3.7	0.9	0.5
Quality of the facilities and services available at the international airport	16.2	46.9	26	7.1	1.9	2
Quality of the facilities and services at accommodation, restaurants and retail	25.6	51.5	18.2	2.6	0.6	1.6
Quality of the facilities and services available at tourist sites	20.3	46.3	22.2	4.4	1	5.9
Transport options and accessibility to the areas you travelled	25.4	45.6	19.1	5.2	1.2	3.5
Value for money as a destination	39.4	42.2	14.5	2.1	0.5	1.4
General welcome and hospitality of the local people	65.9	25.9	6.1	1	0.3	0.8

Level of Satisfaction on Various Components of the Trip



7.4

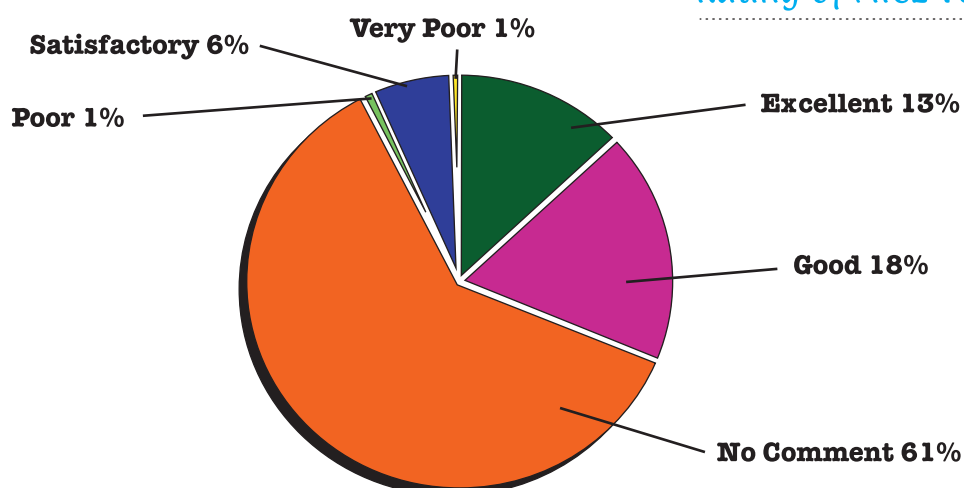
Rating of MICE Venues

Respondents were also inquired about their level of satisfaction in relation to MICE venues if they had visited Sri Lanka for a purpose of MICE. Hence the responses revealed that 18% had rated the quality of venues as excellent where as 13% had rated the quality as good.

Table **41**
Rating of MICE Venues

Country of residence	Excellent	Good	No Comment	Poor	Satisfactory	Very Poor	Total
India	19.3	18.8	55.1	0.6	5.7	0.6	100(N=352)
UK	10.4	15.7	65.3	1.5	6.7	0.4	100(N=268)
Germany	9.1	20.5	65.0	0.5	5.0	0.0	100(N=220)
China	19.1	20.6	49.0	1.5	9.8	0.0	100(N=194)
Australia	7.6	14.5	73.3	0.0	4.1	0.6	100(N=172)
Benelux	6.2	17.4	66.5	1.2	8.7	0.0	100(N=161)
France	14.9	15.6	58.9	2.1	7.1	1.4	100(N=141)
Russia	6.3	27.9	63.1	0.9	1.8	0.0	100(N=111)
Middle East	13.5	22.1	53.8	0.0	8.7	1.9	100(N=104)
Ukraine	15.7	20.5	57.8	1.2	4.8	0.0	100(N=83)
USA	9.2	9.2	78.9	0.0	1.3	1.3	100(N=76)
Scandinavia	15.3	13.6	64.4	0.0	5.1	1.7	100(N=59)
Italy	14.3	16.1	62.5	0.0	7.1	0.0	100(N=56)
Spain	17.0	17.0	61.7	0.0	4.3	0.0	100(N=47)
Czech Republic	11.4	17.1	68.6	2.9	0.0	0.0	100(N=35)
Poland	17.6	8.8	67.6	0.0	5.9	0.0	100(N=34)
Switzerland	6.9	24.1	58.6	6.9	3.4	0.0	100(N=29)
Canada	16.7	16.7	62.5	0.0	4.2	0.0	100(N=24)
Japan	22.7	22.7	50.0	0.0	4.5	0.0	100(N=22)
Malaysia	0.0	30.0	55.0	0.0	15.0	0.0	100(N=20)
Singapore	10.0	20.0	50.0	0.0	15.0	5.0	100(N=20)
Austria	21.1	10.5	63.2	5.3	0.0	0.0	100(N=19)
South Korea	15.4	15.4	38.5	0.0	30.8	0.0	100(N=13)
Philippines	33.3	25.0	25.0	0.0	16.7	0.0	100(N=12)
New Zealand	12.5	12.5	75.0	0.0	0.0	0.0	100(N=8)
South Africa	14.3	28.6	57.1	0.0	0.0	0.0	100(N=7)
Thailand	25.0	25.0	50.0	0.0	0.0	0.0	100(N=4)
Other	0.0	75.0	25.0	0.0	0.0	0.0	100(N=4)
Total (2,295)	299	420	1,403	21	141	11	2,295
%	13.0	18.3	61.2	0.9	6.1	0.5	100

Chart **35**
Rating of MICE Venues



7.5

The Most Enjoyed Item during the Trip

Tourists were asked about the most enjoyed item during the trip to Sri Lanka and the respondents had rated friendly people as the most enjoyed item followed by nature, beach, food and surfing. In addition to the above, sightseeing & scenery, beautiful landscapes, culture, Sigiriya and elephants had made a lasting impact on their mind in relation to the trip to Sri Lanka. In terms of locations Yala, Nuwara Eliya, Kandy, Ella, Arugam Bay, Galle, Adams Peak, Colombo, Hikkaduwa, Horton plains, Bentota, Mirissa, Dambulla, Pidurangala, Unawatuna, Udawalawe, Pinnawala and Anuradhapura were among the favourite locations that has mesmerized the tourists. Further, tourists have enjoyed activities such as sightseeing, Diving, Whale watching, snorkeling and kite surfing during their trip to Sri Lanka.

Table 42
The Most Enjoyed Item during the Trip

No	The Most Enjoyed Item during the Trip	Tourists
1	Friendly People	782
2	Nature	663
3	Beach	458
4	Foods	293
5	Surfing	127
6	Sightseeing & Scenery	114
7	The Beautiful Landscape	111
8	Culture	92
9	Sigiriya	87
10	Elephant	77

7.6

Tourist's Comments and Suggestions

The open-ended questions included at the end of the questionnaire allowed the tourists who took the survey to offer their suggestions and make comments freely. Nearly all of the sampled tourists responded with comments and suggestions. The responses can help to improve existing facilities and services and plan future developments as per the needs and preferences of tourists. Most of the tourists had positive feedback in relation to natural environment, people and food where as environmental pollution, price discrimination and issues with public transportation were highlighted as factors that created a negative impact on the trip. In addition , tourists were requested to give their suggestions for an improved visitor experience.

7.6a

Factors that Created a Negative Impact on the Trip

1. Hotels, Restaurants and Food

- Hotel prices were too expensive and staff members of certain Hotels were not up to the standard.
- Some Hotels lack good facilities like bathrooms and housekeeping should be standardized.

2. Airport, Immigration and Air Transportation Services

- Goods at the shops located at BIA including the taxi services are very expensive
- Airport facilities were not sufficient especially Wi-Fi
- Airport management was difficult and space is very limited
- The immigration officials are not friendly and their attitude towards visitors creates a negative impression of the country.

3. Roads and Road Transport

- Road traffic especially around the Colombo city needs to be minimized.
- Cleanliness of roads needs to be improved and the roads should be made garbage free.
- The standard of public transport should be upgraded.
- Lack of travel information is an issue and these information should be available online
- There are pick pocketers in the public transport and should be made safer
- Time taken for travelling by public transport is too long
- Train booking system should be upgraded.
- The behaviour of Tuk Tuk drivers is annoying as they repeatedly ask for hires even when it is not required
- Overcharging in public transport should be stopped

4. Environmental Protection

- Environment pollution is very high, especially plastic pollution
- Some beaches are polluted due to plastic and polythene

5. Pricing, Tourist Attractions and Infrastructure Facilities

- Entry fees to cultural sites and other attractions are very high compared to fees for locals
- Tourists are discriminated in terms of pricing for all goods and services
- Even though high entry fees have been imposed the facilities provided at the tourist attractions are very minimum including toilet facilities.

6. Tourist Information and Tourist Guide Service












- The tourist Guide services needs to be standardized as there are unauthorized guides at tourist attractions.

7. Harassments and Other Forms of Disturbances

- Thieves, beggars, beach boys and beach vendors are a nuisance for the tourists
- Locals conceive the tourists to be very rich and expect to pay more

7.6b

Suggestions for Improved Visitor Experience

-  More highways should be made available to reduce the travel time.
-  Airport should be developed and facilities including Wi-Fi should be upgraded.
-  Proficiency of English, positive attitudes and hospitality of the general public needs to be improved.
-  Public transport system needs to be improved with modern technology and facilities such as online booking. Further, passenger's security should be improved.
-  Improvements are required for the sanitary facilities in public places.
-  Standardization of guide services is required.
-  Stray dogs should be removed from popular tourist destinations including cultural sites and beaches. Further garbage management should be improved.
-  Taxi drivers including tuk tuks, guide services, and hotels should be regulated and monitored.
-  Credit card payments should be made available in tourist destinations.
-  Information on public transportation, tourists' sites, prices, restaurants, maps, currency exchange should be made available online through the official website.
-  Tourist sites should be developed with infrastructure facilities and more activities and price discrimination against tourists should be addressed.

QUESTIONNAIRE FOR DEPARTING FOREIGN TOURISTS (Annex 1)

Sri Lanka Tourism

Reference No: _____

Confidential

Airport Exit Survey – 2018 / 2019

Questionnaire 1

(For long stay tourists)

Serial No:
Sample No:
Date:

Enumerator:
Supervisor:

Ayubowan,

My name is representing Sri Lanka Tourism and I am conducting a survey for the Tourist Industry in Sri Lanka. The results of this survey will help us to improve our products and services for the benefit of fellow tourists. Therefore, we would be grateful if you could spare a few minutes with us to answer some questions. I give you an assurance that the information will be treated with confidentiality. To start with may I know whether you have been in Sri Lanka for more than 24 hours but less than one year during this trip?

☐ Yes

☐ No

(If yes, continue. If no, discontinue)

VISITOR PROFILE

1. a. May I know your nationality please? _____

1. b. In which country do you live now? (At least for one year)

- | | |
|-------------------|--------------------------------|
| 1. Canada | 12. Middle East (Specify.....) |
| 2. China | 13. Norway |
| 3. Czech Republic | 14. Poland |
| 4. Denmark | 15. Singapore |
| 5. Finland | 16. South Korea |
| 6. India | 17. Spain |
| 7. Ireland | 18. Sweden |
| 8. Italy | 19. Swizerland |
| 9. Japan | 20. Thailand |
| 10. Luxemburg | 21. USA |
| 11. Malaysia | |

2. May I please know your gender?

1. Male 2. Female 3. Prefer not to say

3. May I please know to which age group you belong?

1	18-24		4	45-54	
2	25-34		5	55-64	
3	35-44		6	65 and over	

4. A. What is your employment status?

1	Homemaker (housewife / househusband)	
2	Retired	
3	Student	
4	Employed	
5	Self Employed	

4.b. If employed, What is your occupation?

1	Chief Executive , Director and Senior Official	
2	Professional	
3	Military	
4	Administrative and Secretarial	
5	Skilled Trades	
6	Unskilled Trades	
7	Caring, Leisure and Other Service	
8	Sales and Customer Service	

5. When did you arrive in Sri Lanka?

Year	Month	Day	Date
------	-------	-----	------

6. Which airline did you travel with? _____

- | | |
|----------------------------|-----------------------|
| 1. Air Arabia | 10. Fly Dubai |
| 2. Air Asia | 11. Gulf Air |
| 3. Air China | 12. Jet Airways |
| 4. Air India | 13. Korean Air |
| 5. Cathay Pacific | 14. Kuwait Airways |
| 6. China Eastern Airlines | 15. Malaysia Airlines |
| 7. China Southern Airlines | 16. Malindo Air |
| 8. Emirates | 17. Oman Air |
| 9. Etihad Airways | 18. Qatar Airways |

19. Saudi Arabian Airlines
20. Silk Air
21. Singapore Airlines
22. Spice Jet

23. Sri Lankan Airlines
24. Thai Airways
25. Turkish Airlines
26. Ukrainian International Airlines

7a. Are you travelling to any other countries during this trip?

7 b. If so, which country/countries?

7 c. For what purpose/s are you travelling to the other country/countries? (Tick all that apply)

1	Holiday	
2	Business	
3	Education / Study	
4	Wedding / Honeymoon	
5	Medical / Healthcare	
6	Conference/convention/Meeting/Symposium/Exhibition	
7	Corporate/ Incentive Travel	
7	Special Offer	
8	Visiting Friends & Family	
9	Religious / Pilgrimage	
10	Other (specify)	

7 d. If other, please specify

8 a. For what purpose/s are you visiting Sri Lanka? (Tick all that apply)

1	Holiday	
2	Business	
3	Education / Study	
4	Wedding / Honeymoon	
5	Medical / Healthcare	
6	Conference/convention/Meeting/Symposium/Exhibition	
7	Corporate/ Incentive Travel	
7	Special Offer	
8	Visiting Friends & Family	
9	Religious / Pilgrimage	
10	Other (specify)	

8 a.1.If other, please specify**9 a. With whom are you travelling on this trip?** (Exclude anyone you met while in Sri Lanka)

1	Travelled alone	
2	With spouse only	
3	With children only	
4	with spouse and children	
5	with friends and /or relatives	
6	With business colleagues	
7	Other (specify)	

9 a. 1. If other, please specify**9 c. How many people are you travelling with on your visit to Sri Lanka, including yourself?****10 a. Have you visited Sri Lanka before?**

Yes

No

10 b. If 'Yes', how many times?**TRIP PLANNING****11. When did you make the trip arrangements?**

- | | |
|------------------------------------|----------------------------------|
| 1. At the airport in your country | 5. One month before departure |
| 2. Within one day before departure | 6. Three months before departure |
| 3. One week before departure | 7. Six months before departure |
| 4. Two weeks before departure | 8. One year before departure |

12 a. Which of the following sources of information prompted you to visit Sri Lanka?
(Tick all that apply)

1. Previous visit to Sri Lanka
2. Friends / Relatives
3. Work / Business reasons
4. Advertising – Online (e.g.Web, social media)
5. Advertising – Other (e.g. Print, television, radio, external)
6. TV show / Documentary
7. Newspaper / Magazine
8. Online sources (e.g. YouTube, social media)
9. Travel brochures and guidebooks
10. Trade fairs / Exhibitions
11. Travel agents / Tour operators /MICE organiser
12. Sri Lanka Tourism
13. Other (Specify).....

12 a.1. If other, please specify**TRAVEL WITHIN SRI LANKA****13 a. 1. Which of the following geographical areas did you visit and for how many days in each location while in Sri Lanka?**

1. West – Colombo, Negombo, Wadduwa, Kalutara
2. North West – Mannar, Kalpitiya, Puttalam
3. South West Coast – Bentota, Koggala, Hikkaduwa, Galle, Unawatuna, Weligama, Mirissa
4. Deep South Coast – Matara, Dikwella, Tangalle, Hambantota
5. Inland – Ratnapura, Kurunegala
6. Cultural Triangle – Kandy, Sigiriya, Polonnaruwa, Anuradhapura, Mihintale, Dambulla, Habarana
7. Wildlife Parks – Yala, Wilpattu, Udawalawe, Kaudulla, Minneriya, Gal Oya, Kumana
8. Hill Country – Nuwara Eliya, Bandarawela, Ella, Badulla, Hatton
9. East Coast – Trincomalee, Passikudah, Batticaloa, Arugam Bay
10. North – Jaffna, Kilinochchi
11. Other

13 a.2. Referring to previous question mention, how many days in each location you've been in Sri Lanka?**13 a.3. If other, please specify the place****13.a.4 If other, please specify the number of days.****13 b. Which of the following special interest sites did you visit? (Tick all that apply)**

1. Adam's Peak
2. Dambulla Cave Temple
3. Galle Fort
4. Other Forts & Lighthouses
5. Hakgala Botanical Gardens
6. Horton Plains
7. Kataragama Temple
8. Little Adam's Peak, Ella
9. Madu Church
10. Nallur Kovil
11. Nine Arch Bridge, Demodara
12. Peradeniya Botanical Gardens, Kandy
13. Pidurangala Rock

14. Pigeon Island, Trincomalee
15. Pinnawela Elephant Orphanage
16. Religious / spiritual places of worship
17. Ridiyagama Safari Park
18. Ritigala
19. Sigiriya Rock Fortress
20. Sinharaja Rainforest
21. Temple of the Tooth, Kandy
22. Waterfalls
23. Yapahuwa Rock
24. Zoological Gardens, Colombo
25. Other (Specify).....

13 c.1. If other, please specify

14. What activities did you participate in during your visit?

(Tick all that apply)

1. Water-based activities

- | | |
|-------------------------------|-----------------------------|
| 1. Beach & sea | 5. Surfing |
| 2. Fishing / Deep sea fishing | 6. Watersports |
| 3. SCUBA / Shipwreck diving | 7. Whale & Dolphin watching |
| 4. Snorkeling | 8. Whitewater rafting |

2. Land and Air-based activities

1. Adventure sports (e.g. caving, abseiling)
2. Agri-business (e.g. tea factory, spice garden)
3. Wildlife safari
4. Bird watching
5. Cycling / Mountain biking
6. Golf
7. Hiking / Trekking
8. Museum & amp : relaxation
9. Sightseeing excursions

3. Other Activities

- | | |
|--------------------------------|--|
| 1. Ayurveda / spas / wellness | 9. Rest & relaxation |
| 2. Casinos | 10. Restaurants |
| 3. Cookery experience | 11. Shopping |
| 4. Exhibition / fair | 12. Special event of a personal nature
(e.g. wedding) |
| 5. Festivals & cultural events | 13. Volunteer / community activities |
| 6. Health / medical needs | 14. Other (Specify) |
| 7. Live sports events | |
| 8. Nightclubs | |

14 c.1. If other, please specify**15 a. Where did you stay?** *(Tick all that apply)*

1. Hotels
2. Villas
3. Guest / Rest houses / Inns / Lodges
4. Hostels
5. Home Stays
6. Camping
7. Apartments
8. With friends and/or family
9. Other (Specify) _____

15 a.1. If other, please specify**15 b. Why did you choose this type of accommodation?****15 c. How did you travel around Sri Lanka?** *(Tick all that apply)*

1. Buses (Public transport)
2. Trains (Public transport)
3. Hired Vehicles (E.g. Car / Van / SUV / Jeep / Coach)
4. Three-Wheeler / Tuk Tuk
5. Scooters / Bicycles / Motor Bikes
6. Boat / Catamaran
7. Domestic flight
8. Other (Specify)

15 c.1. If other, please specify**16 a. Did you use the services of a guide?**

Yes

No

16 b. If yes, did you hire the guide services ...

1. To accompany you throughout your trip
2. Only at specific sites
3. Other (Specify).....

16 b.1. If other, please specify**17. Did you do any of the following during or after your trip?** *(Tick all that apply)*

1. Online updates while on your trip (e.g. Uploading photos and videos, social media updates)
2. Blog about your trip
3. Write reviews on websites (e.g. TripAdvisor, Booking.com)
4. Instant messaging and file sharing (e.g. WhatsApp)
6. None of these

EXPENDITURE

18 a. What method did you use to pay for this trip? (Tick all that apply)

1. Through an online booking platform (e.g. Booking.com, Agoda, Airbnb, Expedia, Trivago)
2. Online directly with each service provider (e.g. hotel, vehicle hire)
3. Through a tour operator / travel agent in your country of residence
4. Through a travel agent in Sri Lanka
5. Through friends & family
6. Other (Specify) _____

18 a.1. If other, please specify

19 a. Are you on a package tour? (If yes, continue with questions. If no, go to Q.21 a)

Yes

No

19 b. How much did you pay for the package tour per person? (Indicate currency)

19 c. How many nights did the entire package cover?

19 d. Does this package price include your stay in other countries?

Yes

No

19 f. What items are included in the package?

- | | |
|--------------------------------------|-------------------------------------|
| 1. Airfare | 8. Excursion / Guide fees |
| 2. Room only charges | 9. Round tours |
| 3. Room including breakfast | 10. Entrance fees |
| 4. Room breakfast and one main meal | 11. Levies & taxes |
| 5. Room and 3 main meals | 12. Expenditures in other countries |
| 6. Room with all meals and beverages | 13. Any other services (Specify) |
| 7. Airport transfers | 14. Other: |

19 f.1. If other, please specify

20. In addition to the package price how much did you spend per person in Sri Lanka?

21 a. If you are not on a package tour, how much did you spend altogether on this trip to Sri Lanka per person?

21 b. What was the cost of airfare?

21 c. Can you estimate as a percentage (%) how much of your total spend was utilized for the following during your trip to Sri Lanka?

21 c.1. Accommodation

21 c.2. Transport within country

21 c.3. Eating out & activities

21 c .4. Shopping

21 c.5. Other

22 a. Did you do any shopping while in Sri Lanka?

Yes

No

22 b. What were the items you purchased?

1. Clothing & accessories
2. Homeware
3. Souvenirs
4. Batik & handicrafts
5. Gems & jewellery

6. Ceylon Tea
7. Spices & local food
8. Ayurvedic / Spa products
9. Other (Specify) _____

22 b.1. If other, please specify

VISITOR SATISFACTION

23. How would you rate your overall experience of this destination?

- | | |
|-----------------|---------------|
| 1. Excellent | 4. Poor |
| 2. Good | 5. Very Poor |
| 3. Satisfactory | 6. No Comment |

24. How likely are you to take another trip to Sri Lanka again in the next 5 years?

- | | |
|------------------|-------------------|
| 1. Definitely | 4. Probably Not |
| 2. Probably | 5. Definitely Not |
| 3. Fairly Likely | |

25. Thinking about your trip to Sri Lanka overall, how satisfied were you with each of the following aspects?

- General cleanliness of the areas you visited during your trip

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Availability of good quality accommodation

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Availability of good quality food

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Quality of the facilities and services available at the international airport

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Quality of the facilities and services available at tourist sites

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Transport options and accessibility to the areas you travelled

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- Value for money as a destination

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

- General welcome and hospitality of the local people

Excellent / Good / Satisfactory / Poor / Very Poor / No Comment

25 b. If you visited Sri Lanka for MICE (Meeting, Incentives, Conference, Exhibition or Event), what is your rating of the MICE venue/s?

1. Excellent
2. Good
3. Satisfactory
4. Poor
5. Very Poor
6. No Comment

26 a. Thinking about your trip to Sri Lanka overall, what did you enjoy the most?

.....

26 b. Is there anything that negatively impacted your trip to Sri Lanka?

26 c. Is there anything that could have improved your visitor experience?.....

**Thank you for your co-operation &
I wish you a pleasant journey**

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