

SURVEY OF DEPARTING FOREIGN TOURISTS FROM SRI LANKA 2017



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SRI LANKA TOURISM

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Acknowledgement

The Research & International Relations Division of the Sri Lanka Tourism Development Authority would like to thank the individuals and organizations who contributed towards the successful completion of the Survey of Departing Foreign Tourists from Sri Lanka in 2017.

We wish to extend our thanks to the Ministry of Tourism Development and Christian Religious Affairs, Airport and Aviation Authority of Sri Lanka, Sri Lanka Institute of Tourism & Hotel Management, University of Colombo, University of Kelaniya, University of Sri Jayewardenepura, all the enumerators and data entry operators for providing assistance and facilities. Our special thanks go to all the interviewees who spent their valuable time by participating in the survey and to the interviewers who conducted the survey.

We would like to express our appreciation to the staff members of SLTDA for their support throughout the process.

Photos courtesy of: SLTDA, SLRC Lovingly Sri Lanka Programme



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SURVEY FINDINGS

► In the year 2017, the survey sample included 24 countries / regions, namely: 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.

► The highest respondents of the sample of departing foreign tourists based on their country of residence were from India (11.81%), followed by China (11.30%) and United Kingdom (10.31%).

► The number of female tourists (52.1%) who visited Sri Lanka was higher than that of male tourists (47.9%).

► The highest number of tourists (41.9%) who visited Sri Lanka belonged to the 20-29-year age group.

► The top four professions cited by tourists who visited Sri Lanka in 2017 were: Professionals (25.4%), Students (14.9%), Business People (13.2%), and Educationalists (7.7%).

► The average duration of stay of the tourists sampled was 11.11 nights. Tourists from Germany had stayed for more than 21 nights, followed by tourists from United Kingdom and Benelux.

► The majority of tourists (85%) had come to Sri Lanka for the first time. The largest proportion of first timers were from Canada (94.6%), Austria (93.2%), Poland (92.9%), and Czech Republic (91.6%).

► The majority of tourists (36.0%) had visited Sri Lanka only once before and 21.7% tourists had visited at least twice before.

► The highest number of tourists had made their travel arrangements one month prior to their departure (27.5%), while 26.4% of tourists had organized their travel arrangements three months prior to departure.

► The majority of tourists had travelled with friends and relatives (41.6%), while 28.8% and 18.1% had travelled with spouse only and travelled alone respectively.

▶ Around 40% of the tourists who travelled to Sri Lanka made their own travel arrangements, while almost 37% made their payments online. 78.2% of tourists had used credit cards for transactions online. Around 18% of the tourists had made payments through an Operator / Travel agent in their country of residence.

▶ 81.5% of the sampled tourists had used non-package tours, while 18.5% had used package tours.

▶ The main sources of information which influenced tourists to visit Sri Lanka were the Internet (29.55%) and recommendations made by friends and relatives (27.49%).

▶ Almost 90% of the tourists had come to Sri Lanka for the purpose of holidaying, while around 7% had visited for business purposes.

▶ The first preferred reason for selecting Sri Lanka as a place to holiday was for Sun and Beach (29.01%), while the second preferred reason was Sightseeing (22.83%).

▶ Respondents who had come for business purposes had stated 'Corporate Travel' (35.70%) as their reason for visit, while out of those who came for other purposes, 49.48% had stated 'Visiting Friends & Relatives' as their reason for visit.

▶ Nearly 90% of tourists had stated their main destination during this trip was Sri Lanka.

▶ The most visited Asian country during the past 5 years among the sample was Thailand (34.11%), followed by Singapore (21.34%) and Indonesia (17.50%). Over a quarter of respondents (28.15%) had not visited an Asian country in the last 5 years.

▶ The most outstanding attractions within Sri Lanka for foreign tourists were Beaches (17.12%) and Nature (16.10%). The most popular place of attraction was considered Kandy (71.86%).

▶ Sea Bathing was the most popular activity engaged in by 63.38% of the respondents. Sightseeing and Excursions (61.61%), Visiting Historical Sites (59.05%), and Shopping (52.56%) were the other popular activities engaged in by tourists while in Sri Lanka.

▶ 70% of tourists had engaged in shopping while in Sri Lanka. The most popular items purchased were Souvenirs (23.43%) and Tea (23.28%). A large percentage (88.04%) of those who engaged in shopping were satisfied with their purchases.

▶ A considerable proportion (56.69%) of respondents had used hotels for accommodation, whereas 27.36% had stayed in guest houses and rest houses. 82.36% of tourists had rated the accommodation facilities as 'Good' and 'Excellent'.

▶ Cars, Taxis, Limos, and Cabs were the most popular modes of transport for tourists (28.31%).

▶ The largest number of transit passengers were recorded from India (42.57%).

▶ 39.90% of tourists had used guide services during their stay in Sri Lanka.

▶ Most of the transit passengers surveyed were male (67.3%), while 32.7% were female.

▶ The highest proportion of respondents (63.79%) thought that Sri Lanka is a 'Beautiful tropical country' and around 53.44% said that Sri Lankans are 'Nice people'.

▶ According to the survey results, most of the transit passengers were Professionals (27.8%) and 22.1% belonged to the Businessman category.

▶ According to the survey, there were no vast differences in the tourists' expectations against the real experience.

▶ By age group, 38.7% of the transit passengers belonged to the 30-39 age group.

▶ The majority of tourists (65.7%) were delighted with their overall visit to Sri Lanka, while 32.5% of tourists were satisfied with their visit.

▶ A large number of passengers (20.4%) had stayed around 10 to 20 hours in transit, while 17.3% had stayed 3 hours in transit.

▶ Around 61.5% of respondents had stated that they have an intention of visiting Sri Lanka again.

▶ Most of the transit passengers (91.5%) had not left the airport. Out of this percentage, 62.10% had used hotel accommodation during their transit.

▶ Tourists on a package tour, on average, spent USD 188.32, excluding airfare. With airfare, the average daily spending was at USD 259.98. Tourists without a package tour, on average, spent USD 170.08, excluding airfare. With airfare, the average daily spending was at USD 247.49.

▶ Among the transit passenger respondents 54.15% mentioned that they had plans to visit Sri Lanka in future.

