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|  | **Malawi Government** |
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| **THE FIRST MALAWI DOMESTIC AND OUTBOUND TOURISM SURVEY REPORT (2019)** | |

**May, 2021**

**Published by National Statistical Office**

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# **FOREWORD**

According to the United Nations World Tourism Organisation (UNWTO), in 2018 a total of 9 billion domestic trips were made worldwide which was six times more than international tourism. Further, the World Travel and Tourism Council (WTTC) found that in 2017 domestic tourism accounted for 73 percent of total global travel and tourism expenditure. In Malawi, in 2019, WTTC estimates that domestic tourism accounted for 91 percent of total travel and tourism spending.

Globally, domestic tourism is considered a key driver of the tourism sector and also cushions the local tourism when international tourism suffers external shocks. Domestic tourism also keeps the sector to remain viable during low season when international and regional tourism is almost non-existent. It also encourages development and utilization of tourism facilities in remote areas not frequented by foreign tourists. In times of crisis such as the Covid 19 pandemic, domestic tourism will be the first to recover before foreign tourism.

The National Tourism Policy identifies domestic tourism as a key driver for the country’s tourism and provides direction for the effective development and promotion of this market segment. Currently the country is developing its Domestic Tourism Marketing Strategy (DTMS) and the Domestic and Outbound Tourism survey comes at an opportune time when the key findings of the survey will be used to finalise the strategy. Further, the findings will also contribute to development of Tourism Satellite Account.

I am hopeful that all key stakeholders in the tourism sector will partner with the Department of Tourism in supporting the sustainable development and promotion of domestic tourism in Malawi.

# **PREFACE**

The Malawi Domestic and Outbound Tourism Survey has been prepared by the National Statistical Office in conjunction with the Department of Tourism. This is the first report of this nature and it provides detailed information that will form part of the consolidation for compilation of Tourism Satellite Account (TSA) and provides accurate estimates of tourisms contribution to the Gross Domestic Product.



This report provides the necessary data about the reality of domestic tourism and the domestic tourism expenditure volume, tourism purposes and it also provides some selected indicators of tourism sector in Malawi. This data will help the Malawi government to formulate and implement policies that will help to develop and promote tourism sector.

The report has been produced using data that was collected during the Malawi Domestic and Outbound Tourism Survey (MDOTS) which was conducted in 2019. This is a detailed survey that collected information on the number of domestic tourists, purpose of visit and travel destinations, average expenditure and length of stay for domestic tourists, means of transport used by domestic tourists, type of accommodation of domestic tourists and level of satisfaction of domestic tourists on local services and tourist facilities. The survey results will help to produce tourism profile of the country which feeds into Malawi 2063.

I wish to express my appreciation to the Department of Tourism and other governmental agencies for their valuable comments that were provided during consultations on the indicators of tourism which provided important input for the successful completion of the report.

Lastly, I would like to acknowledge the important role played by the report writing team from NSO and Department of Tourism in producing this report.

Mercy Kanyuka

COMMISSIONER OF STATISTICS

# **EXECUTIVE SUMMARY**

Over the years, Malawi has only published official tourism statistics for inbound tourism and none on domestic and outbound tourism. In the absence of such statistics, it has been challenging for the country to formulate appropriate policies and strategies to effectively develop and promote domestic tourism. As part of developing the Tourism Satellite Account, the Department of Tourism in conjunction with the National Statistical Office (NSO) conducted the first baseline nationwide Domestic and Outbound Tourism Survey for 2019 from the 7th September to 4th November, 2020 to obtain statistical data that will contribute to the development of Malawi’s TSA and also measure the value and volume of domestic and outbound tourism.

The highlights of the survey findings showed that nationally:

* + Malawi residents undertook a total of 255,479,485 overnight domestic trips and 364,281 outbound trips whose total estimates of expenditures were MK111.4 billion and MK120.0 billion respectively;
  + Malawi residents undertook a total of 2,850,000 same day domestic trips and 244,485 same day outbound trips whose total estimates of expenditures were MK92.9 billion and MK6.4 billion respectively;
  + The main purpose of overnight domestic trips were Visiting Friends and Relatives (42.8 percent), attending funerals (12.7 percent) and holiday, leisure or recreation (1.9 percent)
  + The main purpose of overnight outbound trips were Visiting Friends and Relatives (32.4 percent), work/professional (24.8 percent) and holiday, leisure or recreation (2.1 percent)
  + The most visited districts by domestic tourists were Machinga (29.3 percent).
  + The most popular mode of transport used was road for both domestic and outbound trips.
  + The most popular means of transport used was bus for both domestic and outbound trips.
  + In terms of knowledge of tourist attractions, 71.9 percent of the respondents became aware of tourist attractions through word of mouth.

The report, being the first of its kind, provides baseline information on domestic and outbound tourism statistics in Malawi which will help inform policy formulation, development and promotion of domestic tourism.

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# **ABBREVIATIONS**

|  |  |  |
| --- | --- | --- |
| CAPI | : | Computer Assisted Personal Interviews |
| CSPro | : | Census and Survey Processing System |
| DOT | : | Department of Tourism |
| DTMS | : | Domestic Tourism Marketing Strategy |
| EA | : | Enumeration Area |
| GDP | : | Gross Domestic Product |
| MDOTS | : | Malawi Domestic and Outbound Tourism Survey |
| MICE | : | Meetings, Incentives, Conferencing and Exhibitions |
| MK | : | Malawi Kwacha |
| NSO | : | National Statistical Office |
| PICTS | : | Promoting Investment and Competitiveness in the Tourism Sector |
| PSU | : | Primary Sampling Unit |
| STS | : | System of Tourism Statistics |
| TSA | : | Tourism Satellite Account |
| UNWTO | : | United Nations World Tourism Organisation |
| VFR | : | Visiting Friends and Relatives |

WTTC : World Travel and Tourism Council

# **INTRODUCTION/BACKGROUND**

**Definitions**

1. **Tourism:** Activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.
2. **Satellite Account:** Supplementary statistics that allow analysis of a particular aspect of the economy, such as spending on travel and tourism.
3. **Domestic Tourists:** A Person who travels to places of attractions or participate in tourism activity within a country of residence for at least a period of 24 hours but not more than 265 days**.**

## **General Background**

According to the UNWTO, tourism is the world’s fastest growing industry accounting for 10 percent of global GDP. One in every 10 jobs in the world are in the tourism sector and in the last six years, before the Covid 19 pandemic outbreak in 2019, one in every 5 new jobs created in the world was in the tourism sector. As an economic activity, Tourism cuts across many sectors of the economy and has several sub-sectors that include transport, accommodation, catering, and entertainment among others. Furthermore, the sector also promotes inclusive growth as it involves the participation of local communities, women, youth and other groups through employment opportunities in both urban and rural set-up. Tourism can also be used as a tool for improving livelihoods and equitable wealth distribution across a country. Several countries have adopted tourism as a key sector for driving economic growth and poverty reduction.

In Malawi, in 2019, the tourism sector’s total contribution to GDP is 6.7 percent. In the same year, the sector also contributed a total of 525,900 jobs representing 6.2 percent of total employment. The Malawi Government has, under the Malawi Growth and Development Strategy III, recognized tourism as a key priority sector that has potential to contribute to the country’s economic growth. In addition, the Malawi Vision 2063, which is Malawi’s long term development blue print for the country, places tourism as key driver for Urbanization, which is one of its three pillars of the national vision.

As a tourist destination, Malawi is endowed with a rich biodiversity set against a backdrop of dramatic and scenic landscapes, beautiful freshwater lakes and islands, national parks and wildlife reserves with a wide variety of wildlife, mountains (and plateaus) and cultural heritage which create a great potential for tourism development. In spite of the country’s existing potential for development of the sector and its contribution to socio-economic development, its growth is slow due to a number of challenges include limited and untimely tourism statistical information for planning, marketing, policy formulation by the Government and development of tourism strategies and business decisions by tourism operators.

Currently, the country only publishes official statistics on inbound tourism and there is very limited statistics on domestic and outbound tourism. The country does not yet have a fully organised, systematic and fully developed System of Tourism Statistics (STS) that meets all the criteria for such systems as identified by the United Nations World Tourism Organization (UNWTO) in its current Standards and Guidelines. The current system of statistics in Malawi has some dispersed and fragmentary components of such of the recommended system which require overall management structures; the necessary organizational and technical linkages, the integrative systems and key analytical syntheses, as well as certain key content coverage areas required for a fully developed STS.

Malawi, therefore, found it necessary to develop a proper System of Tourism S as per international standards to provide a basic framework for coordinating and integrating statistical information across the economy to support evidence-based policy formulation, development planning, marketing and promotion, monitoring and evaluation and regulation. The development of STS will also provide a sound basis for the development of a Tourism Satellite Account (TSA) for Malawi.

## **1.2 Introduction**

To address the challenge of not having a robust system of tourism statistics, the Malawi Government, through the Department of Tourism, with funding from the Africa Development Bank (ADB) under the Promoting Investment and Competitiveness in the Tourism Sector (PICTS) Project is in the process of strengthening its System of Tourism Statistics and developing a Tourism Satellite Account (TSA). The aim of the exercise is to develop a sound statistical information system which will measure accurately the size of the sector and also the contribution of tourism to the national economy. It will also provide readily available statistical information for decision making and policy direction. One of the significant components of TSA is Domestic and Outbound Tourism Survey.

The Department of Tourism in collaboration with the National Statistical Office conducted a baseline nationwide Domestic and Outbound Tourism Survey from the 7th September to 4th November, 2020 to obtain statistical data that will contribute to the development of Malawi’s TSA. The survey aimed at collecting travel information from Malawian residents travelling within and outside Malawi in 2019. It mainly focused on the following:

* The number of domestic tourists in the country, patterns of domestic tourism in terms of the purpose of visit and travel destinations,
* The average expenditure and length of stay, type of transport and accommodation used,
* Level of satisfaction,
* Type of trips undertaken, knowledge and perceptions of locals on tourism.

# **DOMESTIC TOURISM**

## **Domestic Excursions/Same Day Trips**

This chapter presents demographic characteristics of the population that made same day trips in Malawi, purpose for undertaking the trips, means of transport used and expenditure during the trips.

### **Travellers for Same Day Trips in Malawi**

Nationally, 30.3 percent of the households made same day trips in Malawi in 2019. Analysis by place of residence shows that rural areas had a higher proportion of households that made same days trips in Malawi at 41.2 percent than the households in urban areas at 28.2 percent (Figure 2.1).

**Definitions**

1. **Domestic Tourism:** Tourism involving residents of one country traveling only within that country; they can be nationals or foreigners of that country. They do not cross-national borders
2. **Excursions**: A short trip or outing to some place, usually for a special purpose and with the intention of a prompt return
3. **Traveller** : A person who moves between different geographic locations, for any purpose and any duration
4. **Intermediaries:** Distribution agents that participate in a tourism-product sales process from its creation until the time it is consumed by final clients
5. **Household** : A person or a group of persons (generally bound by ties of kinship) who normally reside together in the same compound under one roof or several roofs, are answerable to the same head and share a common source of food
6. **Household Head**: A usual resident member of the household who is the key decision maker and whose authority is acknowledged by all the members of the household
7. **Tourists Accommodation:** Any facility that regularly provides overnight accommodation for tourists. It is divided into collective tourist establishments and private tourist accommodation*.*
8. **Hotel/Inn:** Any premises, wherein or whereon the business of supplying lodging and meals for reward is or is intended to be concluded and includes an Inn
9. **Private House Accommodation:** Accommodation in private homes and /or houses, serviced or not, paid for or not
10. **Same Day Trips :** A visit to a [tourist destination](https://en.wikipedia.org/wiki/Tourist_destination) or [visitor attraction](https://en.wikipedia.org/wiki/Visitor_attraction) from a person's home, hotel, or [hostel](https://en.wikipedia.org/wiki/Hostel) in the morning, returning to the same lodging in the evening.
11. **Overnight Trips :** Trips that covers at least 30km and a traveller stays at the destination for at least one night in a collective or private accommodation and spends in the place(s) visited
12. **Tourism package:** A pre-arrangement, prepaid trip that combines two or more travel components like airfare, airport transfer, accommodation, and other services.

**Figure 2.1: Proportion of Household Travellers by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Households Trips Arranged by Intermediaries**

The survey also sought to establish whether the travellers used intermediaries to arrange their trips. The results show that 7.3 percent of the same day trips in Malawi in 2019 were arranged by intermediaries. The proportion was higher for households in urban areas at 11.3 percent than for households in rural areas at 6.1 percent (Figure 2.2).

**Figure 2.2: Proportion of Households Trips Arranged by Intermediaries, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Demographic Characteristics of Travelers for Same Day Trips in**

Analysis by sex of heads of households shows that 34.2 percent of the male headed households made same day trips in 2019 compared to 21.1 percent of the female headed households (Figure 2.3)

**Figure 2.3: Proportion of Travellers by Sex of Household Heads, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Travellers by Level of Education for Household Heads.**

Analysis by level of education shows that 69.1 percent of members from households headed by individuals with tertiary education made same day trips in Malawi followed by 40.7 percent with secondary education and 28.8 percent with primary education (Figure 2.4)

**Figure 2.4: Proportion of Travellers by Level of Education of Household Heads, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Travellers by Age Group of Household Heads.**

Analysis by age group of household heads shows that 34.2 percent of members from household heads aged 25-34 years old made same day trips in Malawi followed by 33.3 percent aged 45-54 years and 32.6 percent aged 35-44 years. The least proportion (18 percent) was the one with household heads aged 65+ (Figure 2.5).

**Figure 2.5: Proportion of Travellers by Age group of Household Heads.**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Travel Companions for Same Day Trips in Malawi**

Overall, 79.8 percent of the same day trips were individual trips (1 member) followed by 8.1 percent that were made by 2 members, 5.6 percent made by at least 5 members, 4.8 percent by 3 members and 1.7 percent by 4 members (Figure 2.6).

**Figure 2.6: Proportion of Travelers by Number of Members involved in a Trip, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Travellers by Number of Members involved in a Trip and Place of Residence.**

Analysis by place of residence shows that 81.2 percent of the same day trips in rural areas were individual trips (1 member) compared to 75.1 percent of the trips in urban areas. The proportion of the same day trips made by at least 5 members was high in urban areas at 8.9 percent compared to 4.6 percent in rural areas (Figure 2.7)

**Figure 2.7: Proportion of Travellers by Number of Members involved in a Trip and Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Destination for Same Day Trips in Malawi**

The results show that 9.7 percent of the travellers reported that they travelled to Blantyre City followed by Lilongwe City at 8.7 percent and Mchinji at 6.5 percent. Nsanje, Mwanza and Neno recorded the lowest proportion of trips at 0.5 percent, 0.3 percent and 0.2 percent, respectively (Figure 2.8)

**Figure 2.8: Percentage Distribution of Trips by Destination for the Same Day Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose for Undertaking Same Day Trips in Malawi**

Overall, 29.8 percent of the people who undertook same day trips within Malawi travelled to visit friends and relatives, 14.3 percent travelled for trading and 10.9 percent to attend funerals. About 3 percent of the people who undertook same day trips within Malawi travelled for holidays, leisure and recreation (Figure 2.9)

**Figure 2.9: Percentage Distribution of Same Day Trips by Main Purpose, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Same Day Trips by Main Purpose and Place of Residence.**

Analysis by place of residence shows that 30.5 percent of people who undertook same day trips within Malawi from rural areas travelled to visit friends and relatives, 14.8 percent travelled to do trading and 11.5 percent travelled to receive health and medical care. About 28 percent of travellers in urban areas made same day trips within Malawi to visit friends and relatives, 19.1 percent travelled to attend funerals and 12.9 percent travelled for trading purposes (Figure 2.10)

**Figure 2.10: Percentage Distribution of Same Day Trips by Main Purpose and Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Number of Domestic Same Day Trips undertaken, by Starting Month of the Trip.**

The analysis shows the percentage of overnight trips by starting month of the trips undertaken in 2019. The peak season for domestic overnight trips was from June to August with most of the trips (13.5 percent) undertaken in June. The least number of trips were undertaken from January to April with January being the lowest (3.38 percent). (Figure 2.11).

**Figure 2.11: Number of Domestic same day Trips undertaken, by Starting Month of the Trip, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Mode of Transport for Same Day Trips in Malawi.**

Nationally, 99.8 percent of the population who undertook same day trips within Malawi travelled by road, 0.1 percent travelled by water and 0.1 percent travelled by rail (Table 2.1).

**Table 2.1: Percent Distribution of Main Mode of Transport for Same Day Trips in Malawi**

|  |  |
| --- | --- |
| **Mode of Transport** | **Percentage** |
| Road | 99.8 |
| Rail | 0.1 |
| Water | 0.1 |
| Air | 0.0 |
|  |  |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Means of Transport for Same Day Trips in Malawi**

About 49 percent of the population who undertook same day trips within Malawi travelled by bus, 26.9 percent travelled by car and 12.3 percent travelled by bicycle. Almost none of the people who undertook same day trips within Malawi travelled by air (Figure 2.12)

**Figure 2.12: Percentage Distribution of Same Day Trips by Main Means of Transport, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Same Day Trips by Main Means of Transport by Place of Residence.**

About 49 percent of the population who undertook same day trips within Malawi travelled by bus, 26.8 percent travelled by car and 12.3 percent travelled by bicycle. Almost none of the people who undertook same day trips within Malawi travelled by air (Figure 2.13).

**Figure 2.13: Percentage Distribution of Same Day Trips by Main Means of Transport, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Expenditure (MK) on Tourism for the Same Day Trip and Item.**

The survey also sought to establish expenditure on tourism for the same day trips in Malawi by type of expenditure. The analysis shows that total expenditure on tourism for the same day trip in Malawi in 2019 was MK92.9 billion.

Analysis by specific item shows that the highest expenditure (MK33.8 billion) was on shopping with an average of MK24,249 per trip followed by transport at MK31.4 billion with an average expenditure per trip of MK8,671. The least expenditure was on game reserves/national park fees at MK71.5 million with an average expenditure of MK6,788 per trip (Table 2.2)

.

**Table 2.2: Total and Average Expenditures (MK) on Tourism for the Same Day Trip and Item, Malawi 2019.**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Item** | **Expenditure (MK’000,000)** | **Average**  **Expenditure/Trip (MK)** |
| 1 | Shopping | 33,788.6 | 24,248.9 |
| 2 | Transport | 31,353.8 | 8,670.9 |
| 3 | Food | 6,554.6 | 2,245.6 |
| 4 | Tourism package | 5,275.7 | 15,864.0 |
| 5 | Gifts | 3,368.3 | 5,361.9 |
| 6 | Medical | 1,190.6 | 4,909.6 |
| 7 | Entertainment | 747.9 | 7,502.5 |
| 8 | Game/Park entry fees | 71.5 | 6,787.9 |
| 9 | Other things | 10,552.9 | 15,954.0 |
| **Total** |  | **92,904.9** |  |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Expenditure for the Same Day Trip by Purpose (MK).**

Analysis by purpose shows that highest expenditure (MK 23.1 billion) on same day trips in Malawi was on shopping followed by trading at MK19.5 billion and third was visiting friends and relatives at MK14.7 billion. (Figure 2.14).

**Figure 2.14: Expenditure for the Same Day Trip by Purpose (MK’000,000), Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

## **Domestic Overnight Trips**

This section presents demographic and travel characteristics of households that undertook domestic overnight trips in 2019.

### **Number of Overnight Trips Undertaken by Travellers.**

Nationally, results show that 36.7 percent of Malawian residents undertook overnight trips in Malawi.

Analysis by region shows that 44.1 percent of households in the Northern region undertook overnight trips, followed by the central region (40.6 percent) and Southern region (31.1 percent).

The survey further looked at the households that undertook overnight trips by education levels of their household heads. Overnight trips were higher among the households headed by individuals who attained tertiary education (73.6 percent), followed by secondary education (48.4 percent). Households headed by those who had no education had the lowest percentage (20.7 percent).

Sex distribution patterns shows that 39.4 percent of female-headed households undertook overnight trips compared to 30.5 percent of male-headed households.

Analysis by place of residence shows that 55.4 percent of rural households undertook overnight trips compared to 33.2 percent of urban households (Figure 2.15).

**Figure 2.15: Percentage of Overnight Trips Undertaken by Background Characteristics,**

**Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Number of Overnight Trips Undertaken in Malawi.**

The survey results show that 74.6 percent of households undertook one domestic overnight trip and 25.4 percent of households undertook two or more domestic overnight trips (Figure 2.16)

**Figure 2.16: Percentage of number of overnight trips undertaken, Malawi 2019**

*Source: NSO, Domestic and Outbound Tourism Survey 2019*

**2.2.3Travel Companion size**

The study sought to establish the size of the trip companions. Results show that 73.5 percent of the trips were individual. About 10 percent of the trips were made by two people and 7.3 percent were made by more than five people (Figure 2.17).

**Figure 2.17: Percentage of Travel Group size, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Overnight Trips by Occupational Status of Household Head.**

The survey results show that the highest proportion of people (71.7 percent) who undertook overnight trips were from households whose head was an employee in the public sector, followed by those whose household head was working in the private sector at 54.4 percent and those headed by an employer at 50.0 percent. (Figure 2.18).

**Figure 2.18: Proportion of People who Undertook Overnight Trips by Occupational Status of Household Heads, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Duration of Domestic Overnight Trips in Days**

Information was collected from households on duration of the domestic overnight trips. Results show that most households trips (79.2 percent) took 7 or less days away from their usual environment or home, 9.5 percent of the trips lasted 15 to 30 days, 5.6 of the trips lasted 8 to 14 days and very few (0.7 percent) lasted more than 180 days (Figure 2.19)

**Figure 2.19: Percentage Distribution of Duration of Domestic Overnight Trips in Days**

**, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Average Length of Stay for Domestic Overnight Trips by Destination.**

The survey results show that at national level, the average length of stay was 11.5 days. Analysis by district shows that visits to Machinga last longer with an average of 29 days, followed by Mwanza at 25 days and Likoma at 22.5 days. Ntchisi had the lowest average number of days at 4.4. (Figure 2.).

**Figure 2.20: Average Length of Stay for Domestic Overnight Trips by Destination, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose for Undertaking Overnight Trips within Malawi**

The study assessed reasons for undertaking domestic overnight trips. About 42 percent of domestic overnight trips were made to visit friends and relatives, followed by attending funerals at about 13.0 percent and 8.3 percent of overnight trips were for health and medical care. The least proportion of domestic trips were for volunteerism (0.05 percent) (Figure 2.24).

Analysis by place of residence shows that 43.9 percent of people who undertook domestic overnight trips from rural areas travelled to visit friends and relatives followed by attending funeral at 10.7 percent. For travellers in urban areas, 37.6 percent that made domestic overnight trips travelled to visit friends and relatives followed by 17.9 percent that travelled to attend funerals (Figure 2.24).

**Figure 2.21: Percentage Distribution of Domestic Overnight Trips by Main Purpose, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Figure 2.22:Percentage Distribution of Domestic Overnight Trips by Main Purpose by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Type of Accommodation for Domestic Overnight Trips**

The survey also assessed the various types of accommodation facilities used during overnight domestic trips. About 78 percent of travellers used private houses and the least used accommodation was Caravan camping at 1.0 percent (Figure 2.25).

The analysis further provides disaggregation of the types of accommodation facilities used by the sex of household head. About 80.0 percent of travellers from female-headed households lodged at private houses compared to 77.0 percent from male-headed households.

The results also show that 6.1 percent travellers from male headed households stayed in rest houses compared to 1.4 percent of travellers from female headed households (Figure 2.25)

**Figure 2.23: Percentage Distribution of the Main Type of Accommodation for Domestic Overnight Trips by Sex of the Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main type of accommodation by place of residence**

Analysis by place of residence shows that Private houses were the most used type of accommodation with 80.6 percent for rural and 70.2 percent for urban areas. About 23 percent of urban travellers used hotels and lodges while in rural areas it was 12.4 percent (Figure 2.28).

**Figure 2.24: Percentage Distribution of Main Type of Accommodation by Place of Residence, Malawi 2019**.

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

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### **Ownership of Means of Transport, Malawi 2019**

Overall, 73.4 percent of travellers used public transport to go to the various destinations, 13.4 percent used hired transport and 9.2 percent used their own transport (Figure 2.25).

**Figure 2.25: Percentage distribution of ownership of means of transport, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Ownership of Means of Transport of Place of Residence**

Analysis by place of residence shows that 74.8 percent of travellers in rural used public transport compared to 69.9 percent in urban areas (Figure 2.26).

**Figure 2.26: Percentage distribution of ownership of means of transport by Place of residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Mode of Transport**

Overall, 98.9 percent of travellers used road transport, 0.6 percent used water transport, 0.4 used railway and 0.1 percent used air (Figure 2.27).

**Figure 2.27: Percentage Distribution of Mode of Transport for Domestic Overnight Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Mode of Transport by place of residence**

Analysis by place of residence shows that 98.6 percent of the travellers in rural areas that undertook domestic overnight trips travelled by road, 0.9 percent by water and 0.4 percent by rail while for urban areas, 99.5 percent used road transport, 0.3 percent used rail and 0.2 used air (Figure 2.28).

**Figure 2.28: Percentage Distribution of Mode of Transport by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Type of Transportation for Domestic Overnight Trips**

At national level, 64.6 percent of travellers used buses, 24.7 percent used cars. The least used means of transport was plane at 0.1 percent (Figure 2.29).

Analysis by sex of household heads reveals that 66.8 percent of travellers from female-headed households used buses compared to 63.9 percent from male headed households (Figure 2.29).

**Figure 2.29: Percentage Distribution of Main Type of Transportation for Domestic Overnight Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Type of Transportation for Domestic Overnight Trips by place of Residence.**

Analysis by place of residence shows that highest percentage of travellers from both urban (66.0 percent) and rural (64.1 percent) areas reported to have used buses as their main means of transport. The least means of transport used was plane at 0.2 percent for urban areas and 0.1 percent for rural areas (Figure 2.30).

**Figure 2.30: Percentage Distribution of Means of Transportation for Domestic Overnight Trips by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Expenditure on Tourism for Domestic Overnight Trips by item, Malawi 2019**

The survey sought to establish expenditures made on tourism by type of items accessed. Results show that total expenditure on tourism for overnight trips in Malawi was MK111.4 billion and the average expenditure was MK 30,479. Expenditure on transport was the highest at MK51.80 billion with an average of MK15,783 per trip, followed by accommodation at MK14,8 billion with an average of MK23,375 The least expenditure was made on Game / Parks entry fee at MK242 million (Table 2.3).

**Table 2.3: Expenditure on Tourism for Domestic Overnight Trips by item, Malawi 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Item** | **Total expenditure (MK'mn)** | **Mean Expenditure (MK)** |
| 1 | Transport | 51,849.0 | 15,782.7 |
| 2 | Accommodations | 14,776.9 | 23,374.5 |
| 3 | Shopping | 11,933.3 | 15,816.2 |
| 4 | Food and beverages | 10,595.9 | 3,405.0 |
| 5 | Tourism package | 5,474.8 | 24,160.4 |
| 6 | Gifts/presents | 4,687.9 | 7,518.5 |
| 7 | Entertainment | 1,360.0 | 8,832.0 |
| 8 | Medical and treatment | 1,157.9 | 5,892.5 |
| 9 | National parks | 241.6 | 17,312.4 |
| 10 | Others | 9,282.2 | 20,288.5 |
|  | **Total** | **111,359.5** | **30,479.0** |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Expenditure and Domestic Overnight trips by Purpose.**

The survey results show that the highest expenditure of MK25 billion with a mean of MK 17,960 was made by people who were visiting friends and relatives (Table 2.4)

**Table 2.4:** **Total and Average Expenditure and Domestic Overnight trips by Purpose, Malawi 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Reason of travel** | **Total Expenditure (MK'mn)** | **Mean Expenditure (MK)** |
| 1 | Visiting Friends and Relatives (VFR) | 24,824.6 | 17,959.6 |
| 2 | Work/Professional | 18,169.5 | 48,562.9 |
| 3 | Trading | 15,380.6 | 40,085.4 |
| 4 | Funeral | 10,906.4 | 29,638.8 |
| 5 | Holidays, leisure and recreation | 7,420.6 | 82,313.7 |
| 6 | Events | 6,398.3 | 47,183.3 |
| 7 | Shopping | 5,637.7 | 98,054.7 |
| 8 | Health and medical care | 4,889.7 | 20,576.7 |
| 9 | Weddings | 4,210.4 | 28,887.7 |
| 10 | Education and training | 3,443.6 | 42,139.6 |
| 11 | Conferences/Conventions | 2,564.2 | 70,275.3 |
| 12 | Meetings | 2,433.9 | 50,765.2 |
| 13 | Religion/pilgrimages | 2,137.7 | 17,391.5 |
| 14 | Other | 1,299.5 | 25,502.7 |
| 15 | Transit | 813.0 | 66,408.8 |
| 16 | Festivals | 771.7 | 33,758.2 |
| 17 | Voluntourism (Volunteer tourism) | 58.0 | 18,833.0 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

# **OUTBOUND TOURISM**

Outbound tourism comprises the activities of a resident visitor outside the country of reference neither part of a domestic tourism trip nor an outbound tourism trip. Outbound travel is the act of moving from the usual place of residence to another country by a person who is a resident of Malawi for an activity other than to be employed in the country of travel.

**Definitions**

1. **Outbound Tourism :** The tourism of resident visitors outside the economic territory of the country of reference
2. **Visitor** : Any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited

## **Outbound Overnight Trips.**

This section presents demographics and travel characteristics of any household member who undertook an outbound overnight trip between January and December 2019.

### **Visitors Demography.**

Survey results show that at national level, 5.8 percent of the population reported to have undertaken an overnight trip abroad.

Analysis by place of residence shows that 7.7 percent of people in urban areas undertook an overnight trip abroad compared to 5.4 percent in rural areas (Figure 3.1).

**Figure 3.1: Percentage Distribution of Overnight Trips Abroad by Place of Residence, Malawi 2019.**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Travellers for Same Day Trips in Malawi**

Analysis by region shows that 6.0 percent of people in the Southern region undertook overnight trips abroad followed by 5.7 percent in the Central region and 5.2 percent in the Northern region (Figure 3.2).

**Figure 3.2: Percentage of Over Night Trips Abroad by Region, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Overnight Trips Abroad by Sex of Household Head.**

Analysis by sex of household head shows that 6.7 percent of people in male-headed households undertook overnight trips abroad compared to 3.5 percent of people in female headed households (Figure 3.3).

**Figure 3.3: Percentage of Overnight Trips Abroad by Sex of Household Head, Malawi 2019.**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Over Night Trips Abroad by Education Level of Household Head**

The survey results show that 15.2 percent of people that undertook overnight trips abroad were from household heads with tertiary education followed by 6.7 percent from household heads with secondary education and the least were 3.5 percent from household heads with no education (Figure 3.4).

**Figure 3.4: Percentage Distribution of Over Night Trips Abroad by Education Level of Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Number of Overnight Trips Abroad.**

At national level, 80.2 percent of travellers made one outbound trip while 19.8 percent made two or more trips.

Analysis by place of residence shows that 84.3 percent of travellers in rural areas made one overnight trip abroad compared to 65.6 percent in urban areas (Figure 3.5).

**Figure 3.5: Percentage Distribution of Number of Trips Undertaken Over Night Abroad, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Overnight Trips Abroad by Sex of Household Head.**

Analysis by sex of household head shows that 86.8 percent of travellers from female headed households made one overnight trip abroad compared to 78.8 percent from male headed households. A higher proportion of travellers from male headed households (21.2 percent) made two or more outbound trips compared to 13.2 percent of travellers from female headed households (Figure 3.6).

**Figure 3.6: Percentage of Overnight Trips Abroad by Sex of Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Number of People on Overnight Trips Abroad**

At national level, 80.4 percent of travellers made individual trips while 20 percent made groups of more than one individual.

Out of all travellers from urban areas, 81 percent made individual trips compared to 80.2 percent of the rural travellers (Figure 3.7).

### **Figure 3.7: Percentage Distribution of Number of People on Overnight Trips Abroad, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Overnight Trips Abroad by Sex of Household Head.**

Analysis by sex of household head shows that 82.1 percent of travellers from male-headed households made an Individual trip compared to 71.9 percent of travellers from female-headed households. Group trips were higher for female-headed households than male-headed households as shown in the 5 plus member group with 8.6 percent of travellers from female headed households compared to 4.3 percent travellers from male headed households (Figure 3.8)

**Figure 3.8: Percentage of Overnight Trips Abroad by Sex of Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose of Overnight Trips Abroad**

About 32 percent of households reported that visiting friends and relatives was the main reason for overnight trips abroad, followed by work or professional at 24.8 percent and trading at 19.0 percent. Health and medical care (0.7 percent), Transit (0.3 percent) and Volunteerism (0.2 percent) were the less important purposes of overnight trips abroad (Figure 3.9).

**Figure 3.9: Percentage Distribution of Main Purpose of Overnight Trips Abroad, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose of Overnight Trips Abroad by Place of Residence.**

Analysis by place of residence shows that urban households (36.7 percent) reported that trading was the main reason for overnight trips abroad followed by visiting friends and relatives (13.3 percent) and work or professional (10.9 percent). Voluntourism was a minor reason for overnight trips abroad.

In the rural areas, 38.3 percent reported that visiting friends and relatives was the main reason for overnight trips abroad followed by work or professional 29.2 percent and trading at 13.5 percent (Figure 3.10).

**Figure 3.10: Percentage Distribution of Main Purpose of Overnight Trips Abroad by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose of Overnight Trips Abroad by Sex of Head of the Household.**

Analysis by sex of household head shows that visiting friends and relatives was the main purpose of overnight trips for both female and male-headed households. However, female headed households had a higher percentage at 42.5 percent compared to the male headed households at 30.5 percent. For the second purpose which is work/professional, 27 percent of the male headed households made overnight trips abroad for work compared to 14 percent of female headed households (Figure 3.11).

**Figure 3.11: Percentage of Main Purpose of Overnight Trips Abroad by Sex of Head of the Household, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Purpose of Overnight Trips Abroad by Education level of the Head of the Household**

The survey results show that visiting friends and relatives was the main purpose of overnight trips for the household heads with no education (53.9 percent), 37.5 percent for the household heads that had primary education, 24.3 percent for those with secondary education and 9.3 percent for those with tertiary education. About 13 percent of travellers with tertiary education made overnight trips abroad to attend conferences/conventions (Figure 3.12).

**Figure 3.12: Percentage of Main Purpose of Overnight Trips Abroad by Education level of the Head of the Household, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main type of Accommodation for Overnight Trips Abroad**

At national level, 77.0 percent of households used private houses for accommodation for overnight trips abroad followed by hotels or lodges (11.6 percent) and 7.8 percent for rest houses (Figure 3.13).

**Figure 3.13: Percentage Distribution of Main Type of Accommodation for Overnight Trips Abroad, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Means of Transport**

At national level, the main means of transport for overnight trips abroad were buses at 31.4 percent followed by bicycles at 28.0 percent. Boat or ship were not used much as means of transport (0.8 percent) (Figure 3.14).

**Figure 3.14: Percentage Distribution of Main Means of Transport for Overnight Trips Abroad, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Means of Transport for Overnight Trips Abroad by Place of Residence.**

Results by place of residence show that 36.4 percent of overnight trips abroad from the rural areas used bicycles and the least used means of transport were plane and train at 0.9 percent for each.

For urban travellers, about 52 percent of them used buses followed by plane at 28.3 percent. The least means of transport was bicycles and motorcycles at 0.7 percent each (Figure 3.15).

**Figure 3.15: Percentage Distribution of Main Means of Transport for Overnight Trips Abroad by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Means of Transport for Overnight Trips Abroad by Sex of the Household Head**

Analysis by sex of household head shows that both female and male headed households used buses as the main means of transport for overnight trips abroad. Female-headed households had a higher proportion (38.8 percent) compared to male headed households (29.8 percent) (Figure 3.16).

**Figure 3.16: Percentage of Main Means of Transport for Overnight Trips Abroad by Sex of the Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 201**9*

### **Main Means of Transport for Overnight Trips Abroad by Level of Education of the Household Head**

Analysis by education level of the household head shows that 50.4 percent of household heads with tertiary education used aeroplane as main means of transport for overnight trips abroad (Figure 3.17).

**Figure 3.17: Percentage of Main Means of Transport for Overnight Trips Abroad by Level of Education of the Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Overnight Outbound Total and Mean Expenditure by item**

This section shows expenditure related to overnight trips abroad. The total expenditure for outbound overnight trips in 2019 was MK119, 646,536,704.0 with the mean outbound overnight trip expenditure of MK 24,639.8. The survey results shows that the highest mean expenditure was on accommodation MK 92,870.9 followed by transport MK 81,967.0, shopping MK 24,454.3 and Food MK 22,276.1 (Figure 3.18).

**Figure 3.18: Mean and Total Expenditure for Overnight Trips Abroad in Malawi Kwacha, Malawi 2019**

Mean expenditure

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019.*

**Outbound Same Day Trips**

This section presents demographics and travel characteristics of travellers who undertook outbound same day trips

### **Main purpose of Outbound Excursion Trips**

At national level the main reason for same day outbound travel was trading with a proportion of about 31 percent, visiting friends and relatives (VFR) at 25.3 percent and shopping at 15.7 percent. The least proportion of same day trips were undertaken for weddings (0.6 percent), health and medical care (0.6 percent) and events (0.3 percent).

Analysis by place of residence shows that rural areas had 48.3 percent of same day outbound trips going for trading whilst in urban areas it was 27.1 percent. For urban areas, visiting friends and relatives had the highest proportion (28.6 percent) compared to 10.3 percent for rural areas (Figure 3.19).

**Figure 3.19: Main Purpose of Outbound Excursion Trips by Place Of Residence**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Sex of Household Head by Purpose of Trip.**

Analysis by sex shows that 86.7 percent of same day outbound trips were from male headed households whilst female headed households contributed 13.3 percent (Figure 3.20).

**Figure 3.20: Proportion of Male and Female Headed Households by Purpose of Outbound Excursion Trip, Malawi 2019**

*Source: Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Percentage of Same Day Outbound Trips by Age Group of the Household Head.**

The most travelled age group was from 25–34 years headed households (33.4 percent) followed by 34-44 age group (26.0 percent). The 65 years and over age group headed households was the least to travel (3.1 percent) (Figure 3.21).

**Figure 3.21: Percentage of Same Day Outbound Trips by Age Group, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Means of Transport for Same Day Outbound Trips.**

Overall, bicycles were the most frequently used means of transport for same day outbound trips at 32.9 percent followed by cars at 23.7 percent and buses at 23.1 percent. Ship and train were the least used means of transport at 0.9 percent each.

Analysis by place of residence shows that in rural areas, bicycles was the most frequently used transport at 40.1 percent followed by cars (19.9 percent). In urban areas buses were mostly used at 53.5 percent and cars at 41.4 percent (Figure 3.22).

**Figure 3.22: Means of Transport for Same Day Outbound Trips by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Ownership of Transport Equipment Used for Same Day Outbound Trips.**

Overall, 45.5 percent of travellers used public transport, 40.1 percent used own transport and 8.3 percent used hired transport.

In urban areas 81.0 percent of travellers used public transport, 10.3 percent used own transport and 3.5 percent used hired transport. In rural areas the largest proportion (46.9 percent) used owned transport, 37.5 percent used public transport and 9.4 percent used hired transport (Figure 3.23).

**Figure 3.23: Percentage Distribution of Ownership of Transport Used for Same Day Outbound Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Means of Transport of Outbound Excursion by Occupation Status.**

Within the categories of occupation of the household head, there are variations in the use of means of transport for the same day outbound trips. Outbound trips from employees headed households in the public service headed households mostly used buses at 66.7 percent followed by cars (26.7 percent). bicycles was mostly used by heads from Unpaid family workers (39.4 percent) followed by motorcycles at 12.2 percent. Heads from Own account workers also use mostly bicycles (38.6 percent) followed by cars at 24.7 percent. Ship/boat and train are the least means of transportation used across all occupation categories of heads and ranges from zero percent to 6.7 percent (Figure 3.24)

**Figure 3.24: Propotion of Means of Transport by Categories of Occupation Taking Outbound Excursion Of The Household Head, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Sponsor of Main Part of Same Day Outbound Trip**

Information was collected from households on the main sponsor of the large part of the outbound same day trip during the survey period. About 93 percent of the trips’ expenditures were sponsored within the households and 7.0 percent were sponsored outside the household.

Analysis by place of residence shows the same trend of the national. Both rural and urban same day outbound trips were largely sponsored within the household (about 93 percent for each). (Figure 3.25).

**Figure 3.25: Main Sponsor of Outbound Trips by Place of Residence, Malawi 2019.**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Booking Patterns/ Use of Intermediaries.**

Overall, 9.3 percent of outbound same day trips used intermediaries to book for the trips. In rural areas, 6.8 percent of those taking outbound trips used intermediaries whilst in urban areas, the proportion was 20.7 percent (Figure 3.26)

**Figure 3.26: Use of Intermediaries in Same day Outbound Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Proportion of Months of Start of Tourism Trip**

At national level, the peak period for outbound same day trips was from June to August with most of the trips (14.2 percent) undertaken in August. The least number of trips were taken in January. Analysis by place of residence shows that rural areas have a larger proportion of trips compared to urban areas during the peak period. The peak month for trips in rural areas was August (15.8 percent) whilst in urban areas was December at 19.0 percent (Figure 3.27).

**Figure 3.27: Proportion of Same Day Outbound Trips by Start Month, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Expenditure by Item and Purpose of Same Day Outbound Trips**

Total expenditure by same day outbound visitors was MK 6.4 billion.

At national level, proportion of expenditure by items shows that expenditure on transport has the largest share (33.1 percent) followed by shopping (16.1 percent), food and beverages (9.8 percent), gifts/ presents (4.6 percent), entertainment (2.2 percent), and tourist package at 0.1 percent.

Analysis by purpose shows that highest expenditure on same day trips abroad was trading (MK 2789.2 million) followed by shopping at MK 1761.6 million and meetings at M 718.2 million. The least expenditure was health and medical care at MK 2.5 million (Figure 3.29).

Average expenditure on same day trips abroad was highest on transportation (MK38,666) followed by food and beverages at (MK 11,760.1) and shopping (MK6,424.0) (Table 4).

**Table 3.1: Same Day Outbound Trips Expenditure by Items, Malawi 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEM** | **Total Expenditure Mn'(MK)** | **Mean Expenditure (MK)** | **Proportion of expenditure** |
| Transport | 2,113.8 | 38,666.0 | 33.1 |
| Shopping | 1,026.1 | 6,424.0 | 16.1 |
| Food and beverages | 626.0 | 11,760.1 | 9.8 |
| Gifts/presents | 291.6 | 2,691.7 | 4.6 |
| Entertainment | 141.5 | 5,316.7 | 2.2 |
| Package | 9.3 | 4,837.4 | 0.1 |
| Medical and treatment | 6.0 | 6,133.3 | 0.1 |
| Others | 2,172.5 | 295.5 | 34.0 |
|  |  |  |  |
| **Total** | **6,386.8** | **19,016.9** | **100.0** |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

# **KNOWLEDGE AND PERCEPTIONS**

## **Knowledge and Perceptions on Tourism Attractions**

The survey collected data to know if residents were aware of Malawi’s tourism attractions.

**Definitions**

1. **Tourism Expenditure:** Amount paid for the acquisition of consumption goods and services, as well as valuables, for own use
2. **Tourist attractions :** Places that people visit for pleasure and interest, usually while they are on holiday

### 

### **Knowledge of Tourist Attractions**

At national level, 73.5 percent of households reported to have knowledge of tourist attractions.

Analysis by region shows that about 84 percent of households from the Central region had knowledge of tourist attractions followed by the Northern region at 71.9 percent and 64 percent for the Southern region (Figure 4.1).

**Figure 4.1: Percentage of Knowledge of Tourist Attractions by Region, Malawi 2019**.

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Knowledge of Tourist Attractions by Place of Residence**

Analysis by place of residence shows that a higher proportion of urban residents (83.9 percent) had knowledge of tourist attraction sites compared to 71.4 percent of rural residents (Figure 4.2).

**Figure 4.2: Percentage on Knowledge of Tourist Attractions by Place of Residence, Malawi 2019**.

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Knowledge of Tourists Attraction by Sex**

About 78 percent of male-headed households knew tourist attraction sites in Malawi compared to 63.8 percent of female-headed households (Figure 4.3).

**Figure 4.3: Percent Distribution of Knowledge of Tourist Attractions by Sex**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Willingness to Spend on Tourism Activities by Place of Residence**

At national level 64.1 percent of households, expressed willingness to spend on tourism activities. Analysis by place of residence shows that willingness to visit tourist attractions was 75.1 percent in urban areas and 61.9 percent in rural areas (Figure 4.4).

**Figure 4.4: Proportion of Households’ Willingness to Spend on Tourism Activities by Place of Residence, Malawi 2019**.

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Willingness to Spend on Tourism activities by Region.**

Analysis by region shows that 72.4 percent of respondents in Central region expressed willingness to spend on tourism trips followed by Southern region at 60.9 percent and Northern region at 45.7 percent (Figure 4.5).

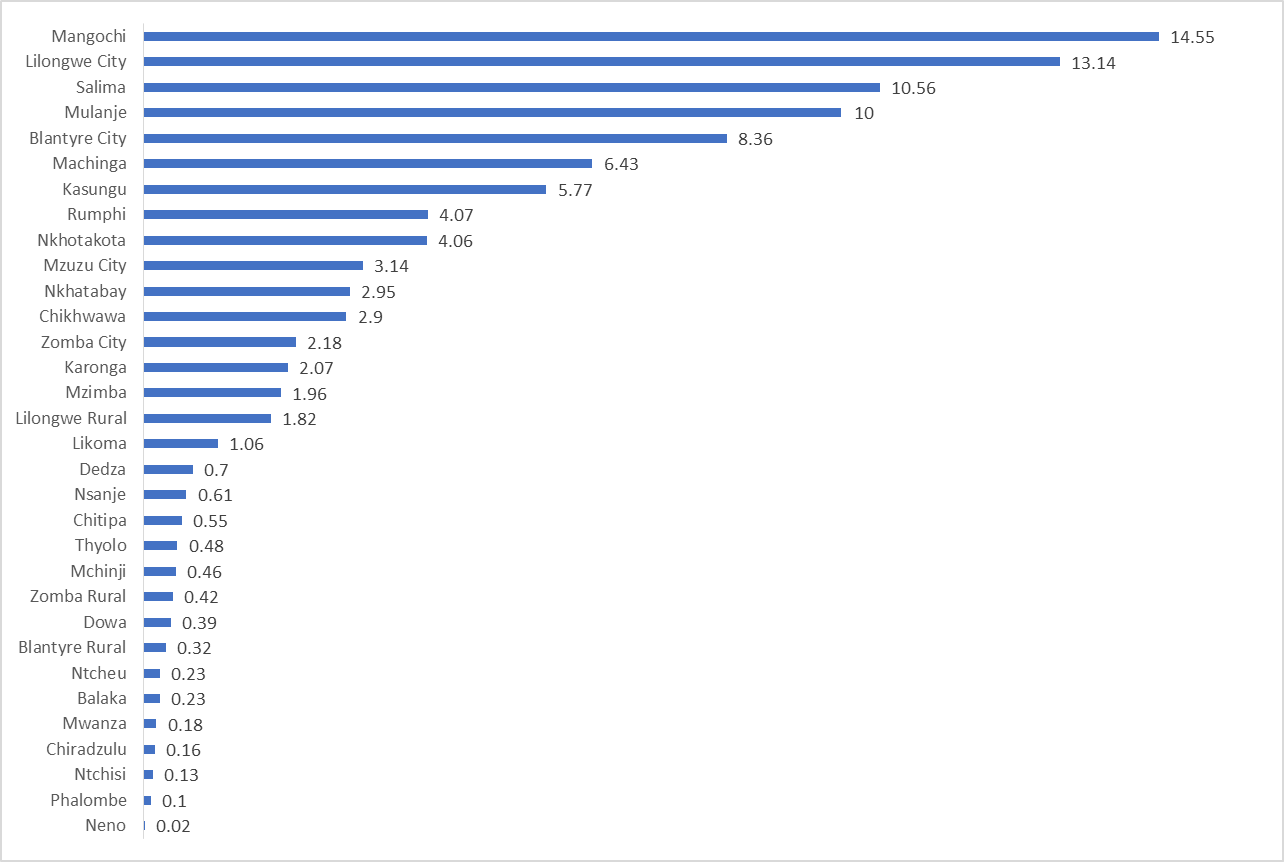
**Figure 4.5: Percentage Distribution on Households’ Willingness to Spend on Tourism by Region, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Districts of Attractions Desired to Visit**

About 15 percent of respondents desired to visit Mangochi, followed by Lilongwe City (13.1 percent) and Salima district (10.6 percent). The least desired district was Neno at 0.02 percent (Figure 4.6)

**Figure 4.6: Percentage Distribution of Districts of Attractions Desired to Visit, Malawi 2019**

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*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Desired Attractions to Visit**

The places that respondents desired to visit were broadly categorized into five groups namely; Mountains, cultural heritages, wildernesses, waterbodies and Meetings, Incentives, Conferencing and Exibitions (MICE). About 66 percent of respondents desired to visit water bodies followed by MICE (20.7 percent). The least desired destination to visit was cultural heritage (1.5 percent) (Figure 4.7).

**Figure 4.7: Percent Distribution of Desired Attractions to Visit, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Desired Attractions to Visit by Place of Residence**

Analysis by place of residence shows that households from rural area wished to visit water bodies (66.0 percent) followed by MICE (20.7 percent) and wilderness (7.7 percent).

In urban areas 63.2 percent of households wished to visit water bodies followed MICE (20.3 percent) and wilderness at 9.9 percent (Figure 4.8).

**Figure 4.8: Percent Distribution of Desired Attractions to Visit by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Reasons for Not Taking Tourism Trips**

Financial constraints were the major reason for not taking tourism trips as reported by 87.5 percent of the respondents followed by lack of interest (5.8 percent). The least popular reason for not taking touristic trips was old age (0.8 percent) ( Figure 4.9).

**Figure 4.9: Percentage Distribution on Reasons for not Taking Touristic Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### Percentage Distribution on Reasons for not Taking **Touristic** Trips by Place of Residence

Analysis by place of residence shows that both in rural and urban areas had financial constraints as the major reason for not taking tourist trips. Urban households reported 87.8 percent while rural households reported 85.4 percent.

**Figure 4.10: Percentage Distribution on Reasons for not Taking Touristic Trips by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Sources of Information on Tourist Attractions**

The survey sought to establish main sources from which households got information about the tourist attractions and the results show that 71.9 percent knew about the attractions by word of mouth followed by 13.8 percent by virtue of visiting or staying at the site while 3.9 percent accessed this information from their schools and 0.1 percent got this information through internet (Figure 4.11).

**Figure 4.11: Percentage of Sources of Information on Attraction Sites**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Sources of Information on Tourist Attractions by Place of Residents**

Analysis by place of resident shows that 75.1 percent of households in rural areas reported to have accessed information by word of mouth compared to 58.9 percent in urban households followed by visiting and staying at the place of attraction (Rural households reported 12.4 percent while urban households was at 19.9 percent). The third popular information source for rural households was from schools (4.5 percent) while for urban households was television (11.4 percent). Both areas reported the use of internet as the least popular source of information (Figure 4.12).

**Figure 4.12: Percentage of Households by Sources of Information on Tourism Attractions by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Attractions Visited**

At national level, 72 percent of visits were made to natural sites followed by man-made sites (24 percent). The least visited were cultural/ historic sites at 4.0 percent. The results further indicate that the preference for urban and rural households was almost the same as that depicted at national level (Figure 4.13).

**Figure 4.13: Visitors by Attractions Visited, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Activities Undertaken During Tourism Visits**

The survey results show that overall, the most undertaken activity during the visits was sight-seeing (54.5 percent) followed by swimming (14.9 percent) business and church visits (1.9 percent each), birding (1.6 percent) and snorkeling (0.1 percent) (Figure 4.14).

**Figure 4.14: Percentage of Households by Main Activities Undertaken During Visits, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Main Activities Undertaken During Tourism Visits by Place of Residence**

Analysis by place of residence show that 53.5 percent of respondents from rural areas and 56.7 percent from urban areas indicated sight-seeing as the most undertaken activity followed by swimming (14.6 percent of tourists from rural and 15.6 percent from urban). Business (10.5 percent) was reported as the third undertaken activity in rural areas while in urban area it was entertainment (10.1 percent). The least undertaken activity in both urban and rural areas was snorkeling (0.1 percent in each) (Figure 4.15).

**Figure 4.15: Percentage of Households by Main Activities Undertaken during Visits by Place of Residence, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

### **Tourists Level of Satisfaction on Various Services/Elements**

The survey sought to establish levels of satisfaction of tourists on various services and other elements during their visits. The results show that 47.7 percent were satisfied with tourist information, 47.1 were satisfied with the natural attractions, 38.4 percent were satisfied with public transportation and 44.2 percent expressed value for money on the various services and visitor elements. Only 27.0 percent of households were satisfied with the quality of accommodation (Figure 4.16).

**Figure 4.16: Percentage Distribution on Tourists’ Level of Satisfaction on Various Services/Elements**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

# **APPENDICES**

## **Appendix I: Methodology**

##### Methodology and Approach to the Survey

###### Survey Design

The survey used a two-stage stratified sampling with the primary sampling unit (PSU) being the Enumerations Areas (EAs) defined for 2018 Malawi Population and Housing Census. An EA is the smallest operational area established for the census with well-defined boundaries, corresponding to the workload of one census enumerator. The second stage involved selection of households in the Enumeration Areas (EA). Twenty households were selected from each Enumeration Area using systematic random sampling. Malawi is divided into 28 districts and 4 cities. The distribution of the EAs and households by district, rural and urban is presented in Appendix 1**.**

###### Survey Sample

The survey used 2018 Malawi Population and Housing Census frame to draw a sample of 10,000 households that were interviewed during the survey period. At the first stage, a sample of 500 EAs was drawn from the total number of 18,468 EAs. There were variations in the number of EAs that were selected for each district because the selection was based on the proportion to population size for each district. The number of EAs selected in each district was in the range of 1 to 57. For example, 1 EA was selected for Likoma and 57 EAs were selected for Lilongwe Rural. At the second stage, listing of households was done within each selected EA and a sample of 20 households was drawn from the listed households.

###### Data Collection Method

Enumerators interviewed respondents using tablets to collect information required in the survey. The survey used Computer Assisted Personal Interviews (CAPI) based on the Census and Survey Processing System (CSPro) software for data collection.

##### Research Tools Development

###### Survey Questionnaire

The survey was designed to collect information from respondents using a structured questionnaire. A standard questionnaire was designed to collect data on Malawi Domestic Tourism and Outbound Trips survey (MDOTS) at both household and individual level. This questionnaire design was done through a consultative process NSO and Department of Tourism technical staff.

###### Enumerators’ Manual

Enumerators’ manual was developed for use during training and fieldwork. The manual had the following important information:

* Defined concepts used in the survey;
* Discussed how to approach and identify households;
* How questions should be asked and
* Discussed how selecting of households in the selected enumeration areas.

###### Listing and Household Selection

In each selected enumeration area, the team firstly listed all households in the area from which a sample of 20 households was drawn. These 20 households were selected using systematic random sampling. The team later interviewed each of the selected 20 households. Listing was done in order to update the households list. A form was designed to facilitate the listing of all households in the selected EA. The procedure used in listing the households in the EAs is detailed in the Enumerators’ Manual.

###### Training of Enumerators and Field Practice

A total of 40 enumerators were recruited and trained. The enumerators were trained at The Village at Mandevu Farm in Machinga from 31st August to 4th September 2020. Senior officials from NSO and Department of Tourism conducted the training. It involved going through the survey manual and questionnaire. During the training 10 enumerators were identified to be supervisors. Facilitators, supervisors and enumerators discussed questions on how best to capture the intended data. It was also during the training that each and every question in the questionnaire was translated into vernacular language of Chichewa. This was done to improve understanding of the questions by the enumerators. The enumerators were also involved in field practice and mock interviews to enhance enumerators’ understanding of the questionnaire.

###### Enumeration Area Maps and Questionnaires

Digital maps for these EAs and households’ questionnaires were loaded into the tablet of each enumerator and were supplemented with printed copies. District maps were also printed for use by the supervisors. Similarly, questionnaires were printed for use by enumerators in case of tablet failure.

###### Advocacy

Advocacy was conducted during the survey period through electronic media, print media and face to face with local leaders (traditional authorities and village heads).The main objective of advocacy was public awareness and to request them for their cooperation during the time when the survey was conducted. This type of advocacy was done through jingles in selected radio stations and brochures. Local leaders, police and District Commissioners were approached to enhance the campaign.

##### Fieldwork Organization and Data Collection

Ten (10) teams comprising a team leader, three enumerators, driver and motor vehicle were formed and deployed to conduct the survey. The survey management team from NSO headquarters and Department of Tourism throughout the fieldwork period jointly supervised the data collection teams.

##### Data Processing

To ensure data quality and timely availability of data, MDOTS implementation used the CSPro CAPI software. To carry out the activity each team member had a GPS enabled Lenovo tablet. NSO management team at the headquarters assigned work to supervisors based on their regions of coverage. Supervisors then made assignments to the enumerators linked to their supervisor account. The work assignments and synchronization of completed interviews took place through a Wi-Fi connection to the MDOTS drop box. The data was available in real time and it was monitored closely throughout the entire data collection period. Upon receipt of the data at headquarters, data was exported to STATA for other consistency checks, data cleaning and analysis.

## **Appendix II: Statistical Tables**

Table A2.: Percentage Distribution of Domestic Overnight Trips by Group Size, Malawi 2019

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Background characteristics** | **Individual** | **2 Members** | **3 Members** | **4 Members** | **5+ Members** | **Total** |
| **Malawi** | **73.5** | **9.7** | **7.5** | **2.0** | **7.3** | **100.0** |
| **Place of residence** |  |  |  |  |  |  |
| Rural | 69.0 | 9.3 | 8.0 | 3.2 | 10.5 | 100.0 |
| Urban | 75.2 | 9.8 | 7.3 | 1.6 | 6.1 | 100.0 |
| **Region** |  |  |  |  |  |  |
| Northern | 69.3 | 14.5 | 7.8 | 2.0 | 6.3 | 100.0 |
| Central | 71.1 | 9.6 | 7.8 | 2.0 | 9.5 | 100.0 |
| Southern | 78.4 | 7.8 | 6.9 | 2.1 | 4.7 | 100.0 |
| **Sex of household head** |  |  |  |  |  |  |
| Female | 72.7 | 9.8 | 7.7 | 2.1 | 7.7 | 100.0 |
| Male | 76.0 | 9.2 | 6.9 | 1.8 | 6.1 | 100.0 |
| **Age of household head** |  |  |  |  |  |  |
| 15-24 | 74.0 | 8.7 | 6.7 | 1.4 | 9.2 | 100.0 |
| 25-34 | 73.2 | 9.9 | 6.8 | 2.9 | 7.2 | 100.0 |
| 35-44 | 72.4 | 1.0 | 7.7 | 2.7 | 7.3 | 100.0 |
| 45-54 | 73.8 | 8.3 | 8.3 | 1.2 | 8.5 | 100.0 |
| 55-64 | 75.6 | 9.7 | 7.8 | 1.1 | 5.8 | 100.0 |
| 65+ | 74.3 | 12.1 | 7.6 | 0.8 | 5.2 | 100.0 |
| **Marital Status of household head** | |  |  |  |  |  |
| Never married | 82.2 | 7.9 | 0.8 | 1.6 | 7.6 | 100.0 |
| Married | 72.1 | 9.6 | 0.8 | 2.2 | 8.1 | 100.0 |
| Divorced/Separated | 78.3 | 9.2 | 0.8 | 1.7 | 2.8 | 100.0 |
| Widow/Widower | 77.6 | 11.5 | 4.8 | 1.1 | 0.5 | 100.0 |
| **Education Level of household head** | |  |  |  |  |  |
| None | 76.8 | 8.2 | 5.4 | 1.3 | 8.3 | 100.0 |
| Primary | 73.9 | 11.3 | 7.3 | 1.8 | 5.8 | 100.0 |
| Secondary | 73.0 | 8.1 | 8.2 | 2.7 | 8.0 | 100.0 |
| Tertiary | 68.3 | 8.5 | 8.7 | 2.2 | 12.3 | 100.0 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

Table A2.: Percentage distribution of Domestic Overnight Trips by Group Size, Malawi 2019

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Reasons for the visit** | **Individual** | **2 Members** | **3 Members** | **4 Members** | **5+ Members** | **Total** |
| Visiting Friends and Relatives (VFR) | 69.0 | 9.3 | 8.0 | 3.2 | 10.5 | 100.0 |
| Education and training | 75.2 | 9.8 | 7.3 | 1.6 | 6.1 | 100.0 |
| Health and medical care |  |  |  |  |  |  |
| Religion/pilgrimages | 69.3 | 14.5 | 7.8 | 2.0 | 6.3 | 100.0 |
| Shopping | 71.1 | 9.6 | 7.8 | 2.0 | 9.5 | 100.0 |
| Voluntourism (Volunteer tourism) | 78.4 | 7.8 | 6.9 | 2.1 | 4.7 | 100.0 |
| Transit |  |  |  |  |  |  |
| Funeral | 72.7 | 9.8 | 7.7 | 2.1 | 7.7 | 100.0 |
| Weddings | 76.0 | 9.2 | 6.9 | 1.8 | 6.1 | 100.0 |
| Festivals |  |  |  |  |  |  |
| Meetings | 74.0 | 8.7 | 6.7 | 1.4 | 9.2 | 100.0 |
| Conferences/Conventions | 73.2 | 9.9 | 6.8 | 2.9 | 7.2 | 100.0 |
| Events | 72.4 | 10.0 | 7.7 | 2.7 | 7.3 | 100.0 |
| Trading | 73.8 | 8.3 | 8.3 | 1.2 | 8.5 | 100.0 |
| Work/Professional | 74.3 | 12.1 | 7.6 | 0.8 | 5.2 | 100.0 |
| Other | 75.6 | 9.7 | 7.8 | 1.1 | 5.8 | 100.0 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

Table A2.3: Percentage distribution of Domestic Overnight Trips by Purpose of Visit and Means of Transport used, Malawi 2019

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Reasons for visit** | **Car** | **Plane** | **Bus** | **Train** | **Ship/Boat** | **Motorcycle** | **Bicycle** | **Other** | **Total** |
| **Malawi** | **24.7** | **0.1** | **64.6** | **0.4** | **0.6** | **3.5** | **5.8** | **0.2** | **100.0** |
| Holidays, leisure and recreation | 48.5 | 0.0 | 51.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Visiting Friends and Relatives (VFR) | 18.4 | 0.1 | 70.6 | 0.5 | 0.2 | 3.5 | 6.4 | 0.3 | 100.0 |
| Education and training | 21.4 | 0.0 | 75.9 | 0.0 | 0.0 | 2.0 | 0.8 | 0.0 | 100.0 |
| Health and medical care | 30.9 | 0.3 | 55.2 | 0.0 | 0.3 | 7.8 | 5.3 | 0.3 | 100.0 |
| Religion/pilgrimages | 43.0 | 0.6 | 50.4 | 0.0 | 0.7 | 2.4 | 2.9 | 0.0 | 100.0 |
| Shopping | 38.2 | 0.0 | 38.0 | 2.1 | 6.9 | 2.5 | 11.1 | 1.3 | 100.0 |
| Voluntourism (Volunteer tourism) | 37.4 | 0.0 | 62.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Transit | 31.5 | 0.0 | 65.3 | 0.0 | 3.1 | 0.0 | 0.0 | 0.0 | 100.0 |
| Funeral | 23.9 | 0.0 | 64.2 | 0.6 | 0.7 | 4.1 | 6.4 | 0.2 | 100.0 |
| Weddings | 26.2 | 0.0 | 68.4 | 0.0 | 0.0 | 3.3 | 2.1 | 0.0 | 100.0 |
| Festivals | 34.7 | 0.0 | 54.4 | 0.0 | 0.0 | 5.1 | 5.8 | 0.0 | 100.0 |
| Meetings | 39.2 | 0.0 | 52.9 | 0.0 | 0.0 | 4.2 | 3.7 | 0.0 | 100.0 |
| Conferences/Conventions | 52.8 | 3.1 | 44.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Events | 22.5 | 0.0 | 65.7 | 0.9 | 0.0 | 4.1 | 6.8 | 0.0 | 100.0 |
| Trading | 26.1 | 0.0 | 60.1 | 0.6 | 2.0 | 1.4 | 9.9 | 0.0 | 100.0 |
| Other | 24.3 | 0.0 | 67.3 | 0.0 | 0.0 | 3.0 | 5.4 | 0.0 | 100.0 |
| Work/Professional | 28.4 | 0.0 | 61.6 | 0.2 | 1.9 | 2.7 | 5.2 | 0.0 | 100.0 |
|  |  |  |  |  |  |  |  |  |  |
| *Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019* | | | | | | | | |  |

Table A2.4: Percentage Distribution of Main Type of Accommodation for Domestic Overnight Trips, Malawi 2019

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Hotel/Inn Lodge** | **Private House** | **Rest house** | **Caravan Camping** | **Other** | **Total** |
| **Malawi** | **12.4** | **80.6** | **5.1** | **0.8** | **1.1** | **100.0** |
| Chitipa | 22.3 | 75.4 | 2.3 | 0.0 | 0.0 | 100.0 |
| Karonga | 24.2 | 65.9 | 6.8 | 2.0 | 1.1 | 100.0 |
| Nkhatabay | 9.4 | 76.0 | 13.0 | 1.6 | 0.0 | 100.0 |
| Rumphi | 18.5 | 76.2 | 4.1 | 1.2 | 0.0 | 100.0 |
| Mzimba | 4.5 | 89.9 | 4.6 | 0.7 | 0.2 | 100.0 |
| Mzuzu City | 20.7 | 67.9 | 9.4 | 1.7 | 0.4 | 100.0 |
| Kasungu | 8.1 | 84.5 | 5.8 | 0.4 | 1.2 | 100.0 |
| Nkhotakota | 4.6 | 90.1 | 4.8 | 0.0 | 0.5 | 100.0 |
| Ntchisi | 1.3 | 94.0 | 3.6 | 0.0 | 1.1 | 100.0 |
| Dowa | 9.8 | 85.8 | 3.5 | 0.4 | 0.4 | 100.0 |
| Salima | 18.6 | 69.1 | 8.2 | 3.6 | 0.6 | 100.0 |
| Lilongwe Rural | 13.4 | 82.5 | 2.7 | 0.0 | 1.4 | 100.0 |
| Mchinji | 8.3 | 88.1 | 3.7 | 0.0 | 0.0 | 100.0 |
| Dedza | 14.9 | 81.0 | 3.6 | 0.0 | 0.5 | 100.0 |
| Ntcheu | 16.5 | 73.5 | 6.5 | 1.2 | 2.3 | 100.0 |
| Lilongwe City | 13.6 | 78.6 | 6.9 | 0.9 | 0.0 | 100.0 |
| Mangochi | 20.8 | 69.9 | 5.8 | 1.3 | 2.3 | 100.0 |
| Machinga | 10.1 | 78.3 | 7.0 | 2.8 | 1.8 | 100.0 |
| Zomba Rural | 15.3 | 75.7 | 4.3 | 1.3 | 3.4 | 100.0 |
| Chiradzulu | 13.9 | 84.0 | 0.0 | 0.0 | 2.1 | 100.0 |
| Blantyre Rural | 26.9 | 70.6 | 1.4 | 0.0 | 1.2 | 100.0 |
| Mwanza | 12.6 | 83.6 | 3.8 | 0.0 | 0.0 | 100.0 |
| Thyolo | 18.4 | 78.0 | 0.8 | 1.8 | 1.0 | 100.0 |
| Mulanje | 30.7 | 61.7 | 5.2 | 0.7 | 1.7 | 100.0 |
| Phalombe | 18.9 | 78.4 | 0.0 | 0.0 | 2.7 | 100.0 |
| Chikhwawa | 49.4 | 46.2 | 3.3 | 1.2 | 0.0 | 100.0 |
| Nsanje | 39.6 | 55.8 | 4.6 | 0.0 | 0.0 | 100.0 |
| Balaka | 11.5 | 86.7 | 0.9 | 0.9 | 0.0 | 100.0 |
| Neno | 29.1 | 62.1 | 4.2 | 4.5 | 0.0 | 100.0 |
| Zomba City | 20.7 | 74.9 | 1.0 | 2.1 | 1.2 | 100.0 |
| Blantyre City | 15.0 | 77.8 | 5.0 | 1.3 | 1.0 | 100.0 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

Table A3.: Percentage distribution of Overnight Trips Abroad by Number of Trips taken, Malawi 2019

|  |  |  |  |
| --- | --- | --- | --- |
| **Background characteristics** | **Overnight Trips Abroad** | **One Trip** | **Two or More Trips** |
| **Malawi** | **5.8** | **80.2** | **19.8** |
| **Place of residence** |  |  |  |
| Rural | 5.4 | 84.3 | 15.7 |
| Urban | 7.7 | 65.6 | 34.4 |
| **Region** |  |  |  |
| North | 5.2 | 82.1 | 17.9 |
| Centre | 5.7 | 77.3 | 22.7 |
| South | 6.0 | 82.5 | 17.5 |
| **Sex of household head** |  |  |  |
| Female | 3.5 | 86.8 | 13.2 |
| Male | 6.7 | 78.8 | 21.2 |
| **Age of household head** |  |  |  |
| 15-24 | 6.0 | 87.0 | 13.0 |
| 25-34 | 6.9 | 83.2 | 16.8 |
| 35-44 | 6.1 | 78.8 | 16.8 |
| 45-54 | 6.2 | 76.2 | 23.8 |
| 55-64 | 4.1 | 71.6 | 28.4 |
| 65+ | 3.2 | 82.1 | 17.9 |
| **Marital Status of household head** |  |  |  |
| Never married | 4.1 | 52.3 | 47.7 |
| Married | 6.7 | 79.9 | 20.1 |
| Divorced/Separated | 3.4 | 87.8 | 12.2 |
| Widow/Widower | 2.9 | 87.8 | 12.2 |
| **Education Level of household head** |  |  |  |
| None | 3.5 | 84.9 | 15.1 |
| Primary | 5.6 | 86.2 | 13.8 |
| Secondary | 6.7 | 76.8 | 23.2 |
| Tertiary | 15.2 | 53.6 | 46.4 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

Table A3.: Percentage Distribution of Number of people who undertook Overnight Trips Abroad, Malawi 2019

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Background characteristics** | **Individual** | **2 Members** | **3 Members** | **4 Members** | **5+ Members** | **Total** |
| **Malawi** | **80.4** | **8.4** | **4.6** | **1.6** | **5.0** | **100.0** |
| **Place of residence** |  |  |  |  |  |  |
| Rural | 80.2 | 9.7 | 4.4 | 1.4 | 4.3 | 100.0 |
| Urban | 81.0 | 4.0 | 5.4 | 2.1 | 7.4 | 100.0 |
| **Region** |  |  |  |  |  |  |
| North | 73.2 | 12.4 | 5.8 | 2.2 | 6.5 | 100.0 |
| Centre | 77.5 | 9.1 | 4.6 | 0.8 | 8.1 | 100.0 |
| South | 84.8 | 6.8 | 4.4 | 2.1 | 1.8 | 100.0 |
| **Sex of household head** |  |  |  |  |  |  |
| Female | 71.9 | 12.4 | 5.0 | 2.1 | 8.6 | 100.0 |
| Male | 82.1 | 7.6 | 4.6 | 1.5 | 4.3 | 100.0 |
| **Age of household head** |  |  |  |  |  |  |
| 15-24 | 67.0 | 16.5 | 7.1 | 0.0 | 9.4 | 100.0 |
| 25-34 | 82.8 | 9.4 | 1.8 | 1.7 | 4.3 | 100.0 |
| 35-44 | 84.8 | 6.3 | 3.3 | 1.2 | 4.3 | 100.0 |
| 45-54 | 82.7 | 3.3 | 7.1 | 0.0 | 6.9 | 100.0 |
| 55-64 | 75.7 | 10.4 | 7.9 | 6.1 | 0.0 | 100.0 |
| 65+ | 72.8 | 9.1 | 8.7 | 4.2 | 5.2 | 100.0 |
| **Marital Status of household head** | |  |  |  |  |  |
| Never married | 95.7 | 0.0 | 0.0 | 0.0 | 4.3 | 100.0 |
| Married | 81.4 | 7.8 | 4.7 | 1.4 | 4.6 | 100.0 |
| Divorced/Separated | 68.0 | 16 | 6.8 | 4.7 | 4.6 | 100.0 |
| Widow/Widower | 72.9 | 11.2 | 3.3 | 0.0 | 12.6 | 100.0 |
| **Education Level of household head** | |  |  |  |  |  |
| None | 81.9 | 8.3 | 2.6 | 1.5 | 5.7 | 100.0 |
| Primary | 79.4 | 9.6 | 6.1 | 1.0 | 3.8 | 100.0 |
| Secondary | 78.8 | 8.3 | 3.3 | 3.3 | 6.3 | 100.0 |
| Tertiary | 86.5 | 3.3 | 3.5 | 0.0 | 6.8 | 100.0 |
| *Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019* | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Background characteristics** | | **Bus** | **Bicycle** | **Car** | **Motorcycle** | **Plane** | **On Foot** | **Ship/boat** | **Train** | **Other** | **Total** |
| **Malawi** | | **31.4** | **28** | **18.1** | **7.4** | **7.4** | **5.8** | **0.8** | **1.0** | **0.2** | **100.0** |
| **Place of residence** | |  |  |  |  |  |  |  |  |  |  |
| Rural | | 25.0 | 36.4 | 18.4 | 9.4 | 0.9 | 7.7 | 1.0 | 0.9 | 0.3 | 100.0 |
| Urban | | 51.8 | 0.7 | 17.1 | 0.7 | 28.3 | 0.0 | 0.0 | 1.4 | 0.0 | 100.0 |
| **Region** | |  |  |  |  |  |  |  |  |  |  |
| North | | 40.0 | 9.8 | 36.7 | 3.4 | 0.0 | 8.2 | 1.5 | 0.0 | 0.5 | 100.0 |
| Centre | | 31.1 | 22.5 | 15.9 | 11.8 | 12.9 | 5.3 | 0.0 | 0.4 | 0.0 | 100.0 |
| South | | 29.5 | 37.4 | 15.7 | 4.2 | 4.0 | 5.8 | 1.4 | 1.7 | 0.4 | 100.0 |
| **Sex of household head** | | |  |  |  |  |  |  |  |  |  |
| Female | | 38.8 | 13.9 | 18.6 | 7.3 | 12.3 | 6.1 | 0.7 | 1.0 | 1.3 | 100.0 |
| Male | | 29.9 | 30.8 | 18.0 | 7.4 | 6.4 | 5.8 | 0.8 | 1.0 | 0.0 | 100.0 |
| **Age of household head** | | |  |  |  |  |  |  |  |  |  |
| 15-24 | | 25.9 | 30.1 | 21.8 | 12.8 | 1.5 | 8.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| 25-34 | | 33.5 | 31.8 | 16.4 | 8.9 | 1.2 | 5.8 | 0.8 | 1.7 | 0.0 | 100.0 |
| 35-44 | | 30.1 | 30.2 | 17.9 | 5.5 | 9.7 | 4.8 | 1.3 | 0.0 | 0.6 | 100.0 |
| 45-54 | | 26.8 | 24.5 | 17.7 | 6.5 | 14.9 | 6.2 | 0.3 | 2.7 | 0.3 | 100.0 |
| 55-64 | | 30.0 | 13.5 | 30.1 | 4.8 | 11.1 | 8.2 | 2.2 | 0.0 | 0.0 | 100.0 |
| 65+ | | 50.3 | 21.6 | 7.6 | 4.2 | 13.0 | 3.2 | 0.0 | 0.0 | 0.0 | 100.0 |
| **Marital Status of household head** | | | |  |  |  |  |  |  |  |  |
| Never married | | 38 | 6.2 | 14.2 | 0.0 | 41.7 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Married | | 31.6 | 29.8 | 17.8 | 7.7 | 5.9 | 5.4 | 0.8 | 1.0 | 0.0 | 100.0 |
| Divorced/Separated | | 22.5 | 19.2 | 28.3 | 9.7 | 4.7 | 8.8 | 1.5 | 2.3 | 3.0 | 100.0 |
| Widow/Widower | | 37.6 | 17.3 | 11.1 | 2.7 | 19.9 | 11.4 | 0.0 | 0.0 | 0.0 | 100.0 |
| **Education Level of household head** | | | |  |  |  |  |  |  |  |  |
| None | | 23.8 | 32.2 | 19.7 | 9.7 | 1.5 | 10.6 | 0.5 | 0.0 | 2.0 | 100.0 |
| Primary | | 23.3 | 39.8 | 19.3 | 7.5 | 0.3 | 8.2 | 0.7 | 1.0 | 0.0 | 100.0 |
| Secondary | | 45.5 | 15.7 | 19.5 | 9.2 | 4.9 | 2.0 | 1.4 | 1.8 | 0.0 | 100.0 |
| Tertiary | | 41.5 | 0.0 | 8.1 | 0.0 | 50.4 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| *Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019* | | | | | | | | | | |

**Table A3.3: Percentage Distribution for Overnight Trips Abroad by Main Means of Transport, Malawi 2019**

**Table A3.4: Percentage Distribution of Overnight Trips Abroad by Main Purpose of the Trips, Malawi 2019**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Background characteristics** | **Visiting Friends and Relatives (VFR)** | **Work/ Professional** | **Trading** | **Funeral** | **Shopping** | **Religion/ pilgrimages** | **Education and training** | **Holidays, leisure and recreation** |
| Malawi | 32.4 | 24.8 | 19.0 | 4.2 | 4.0 | 3.2 | 2.3 | 2.1 |
| **Place of residence** | |  |  |  |  |  |  |  |
| Rural | 38.3 | 29.2 | 13.5 | 4.9 | 3.7 | 3.1 | 0.1 | 1.2 |
| Urban | 13.3 | 10.9 | 36.7 | 2.0 | 5.2 | 3.4 | 9.5 | 5.2 |
| **Region** |  |  |  |  |  |  |  |  |
| North | 42 | 17 | 17.6 | 6.6 | 8.0 | 3.2 | 0.5 | 3.2 |
| Centre | 23 | 22.1 | 25 | 5.2 | 2.0 | 2.7 | 4.8 | 2.5 |
| South | 38.9 | 13.8 | 13.8 | 2.8 | 5.0 | 3.6 | 0.3 | 1.5 |
| **Sex of household head** | | |  |  |  |  |  |  |
| Female | 42.5 | 14 | 16.1 | 5.3 | 4.6 | 3.1 | 4.2 | 0.6 |
| Male | 30.4 | 27 | 19.6 | 4.0 | 3.9 | 3.2 | 1.9 | 2.4 |
| **Age of household head** | | |  |  |  |  |  |  |
| 15-24 | 35.3 | 34.6 | 17.6 | 1.6 | 3.1 | 1.8 | 0.0 | 1.5 |
| 25-34 | 32.8 | 34.3 | 17.3 | 4.4 | 4.5 | 1.7 | 0.5 | 0.5 |
| 35-44 | 29.2 | 23.5 | 19.1 | 3.5 | 5.2 | 2.3 | 4.7 | 3.0 |
| 45-54 | 27.5 | 19.1 | 22.2 | 6.9 | 2.6 | 5.2 | 4.0 | 3.7 |
| 55-64 | 30.7 | 9.1 | 25.3 | 2.9 | 6.1 | 7.9 | 2.2 | 4.5 |
| 65+ | 55.5 | 4.1 | 10.3 | 5.6 | 0.0 | 5.5 | 0.0 | 0.0 |
| **Marital Status of household head** | | | |  |  |  |  |  |
| Never married | 18 | 7.1 | 26.8 | 0.0 | 12.7 | 8.1 | 13.6 | 13.5 |
| Married | 31.3 | 26.7 | 19.8 | 4.1 | 3.6 | 2.8 | 1.9 | 2.1 |
| Divorced/Separated | 39.2 | 16.0 | 14.4 | 5.1 | 7.6 | 6.5 | 2.3 | 0.0 |
| Widow/Widower | 49.6 | 16.0 | 0.0 | 0.0 | 10.4 | 0.0 0.0 | | 0.0 |
| **Education Level of household head** | | | |  |  |  |  |  |
| None | 53.9 | 26.8 | 4.3 | 5.4 | 2.0 | 1.5 | 0.0 | 1.5 |
| Primary | 37.5 | 29.2 | 13.5 | 5.9 | 4.2 | 2.2 | 0.0 | 0.2 |
| Secondary | 24.2 | 21.2 | 31.7 | 2.4 | 3.8 | 4.0 | 3.3 | 4.1 |
| Tertiary | 9.3 | 13.3 | 24.7 | 0.0 | 6.3 | 7.9 | 11.3 | 6.7 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Background characteristics** | **Conferences/Conventions** | **Meetings** | **Evens** | **Weddings** | **Festivals** | **Health and medical care** | **Transit** | **Voluntourism** | **Other** | Total |
| Malawi | 1.5 | 1.4 | 1.1 | 0.8 | 0.8 | 0.7 | 0.3 | 0.2 | 1.1 | 100.0 |
| **Place of residence** | |  |  |  |  |  |  |  |  |  |
| Rural | 0.4 | 1.2 | 1.2 | 0.6 | 0.6 | 0.9 | 0.1 | 0.0 | 1.0 | 100.0 |
| Urban | 5.1 | 2.2 | 0.7 | 1.6 | 1.3 | 0.0 | 0.7 | 0.7 | 1.5 | 100.0 |
| **Region** |  |  |  |  |  |  |  |  |  |  |
| North | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 | 100.0 |
| Centre | 2.8 | 1.2 | 1.7 | 1.6 | 1.5 | 1.2 | 0.4 | 0.4 | 1.7 | 100.0 |
| South | 0.6 | 1.7 | 0.7 | 0.3 | 0.4 | 0.4 | 0.0 | 0.0 | 0.8 | 100.0 |
| **Sex of household head** | | |  |  |  |  |  |  |  |  |
| Female | 3.0 | 0.0 | 1.0 | 1.8 | 1.0 | 2.9 | 0.0 | 0.0 | 0.0 | 100.0 |
| Male | 1.2 | 1.7 | 1.1 | 0.6 | 0.8 | 0.2 | 0.3 | 0.2 | 1.3 | 100.0 |
| **Age of household head** | | |  |  |  |  |  |  |  |  |
| 15-24 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 3.3 | 100.0 |
| 25-34 | 0.4 | 1.1 | 0.0 | 0.4 | 0.6 | 0.4 | 0.3 | 0.0 | 0.5 | 100.0 |
| 35-44 | 1.9 | 1.5 | 2.8 | 0.0 | 0.0 | 1.3 | 0.6 | 0.0 | 1.5 | 100.0 |
| 45-54 | 2.9 | 2.0 | 0.0 | 1.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| 55-64 | 0.0 | 0.0 | 4.3 | 2.2 | 0.0 | 2.6 | 0.0 | 2.2 | 0.0 | 100.0 |
| 65+ | 5.4 | 5.3 | 0.0 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 100.0 |
| **Marital Status of household head** | | | |  |  |  |  |  |  |  |
| Never married | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Married | 1.2 | 1.7 | 1.1 | 0.6 | 0.9 | 0.4 | 0.3 | 0.2 | 1.3 | 100.0 |
| Divorced/Separated | 0.0 | 0.0 | 2.3 | 1.8 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 100.0 |
| Widow/Widower | |  |  |  |  |  |  |  |  | 100.0 |
| **Education Level of household head** | | | |  |  |  |  |  |  |  |
| None | 0.0 | 1.6 | 0.0 | 1.5 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Primary | 0.0 | 0.5 | 1.8 | 1.0 | 0.6 | 1.1 | 0.5 | 0.0 | 1.8 | 100.0 |
| Secondary | 0.6 | 1.7 | 0.0 | 0.6 | 1.2 | 0.5 | 0.0 | 0.0 | 0.7 | 100.0 |
| Tertiary | 12.5 | 4.8 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 100.0 |

**Table A3.5: Percentage Distribution of Overnight Trips Abroad by Main Purpose of the Trips, Malawi 2019**

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Table A3.6: Percentage Distribution of Same Day Outbound Trip by Main purpose of Trip and Qualification of the Household Head, Malawi, 2019**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MAIN purpose of the TRIP** | **None** | **PSLCE** | **JCE** | **MSCE/GCS** | | | **Diploma** | | **Degree** | | **Masters** | | **Other** | **Total** | |
|  |  |  |  |  |  |  | |  | |  | |  | | |
| Holidays, leisure | 33.3 | 0.0 | 0.0 | 11.1 | | | 44.4 | | 0.0 | | 0.0 | | 11.1 | 100.0 | |
| Visiting Friends | 58.8 | 25.0 | 7.4 | 5.9 | | | 2.9 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Health and medical care | 100.0 | 0.0 | 0.0 | 0.0 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Religion/pilgrimages | 0.0 | 28.6 | 0.0 | 42.9 | | | 0.0 | | 14.3 | | 0.0 | | 14.3 | 100.0 | |
| Shopping | 34.6 | 13.5 | 13.5 | 19.2 | | | 5.8 | | 3.8 | | 1.9 | | 7.7 | 100.0 | |
| Transit | 0.0 | 0.0 | 33.3 | 66.7 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Funeral | 71.4 | 7.1 | 7.1 | 7.1 | | | 0.0 | | 7.1 | | 0.0 | | 0.0 | 100.0 | |
| Weddings | 100.0 | 0.0 | 0.0 | 0.0 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Festivals | 0.0 | 33.3 | 33.3 | 33.3 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Meetings | 0.0 | 0.0 | 0.0 | 100.0 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Trading | 42.5 | 18.4 | 12.6 | 11.5 | | | 12.6 | | 2.3 | | 0.0 | | 0.0 | 100.0 | |
| Other | 60.6 | 12.1 | 15.2 | 9.1 | | | 3.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
| Work/Professional | 76.9 | 0.0 | 7.7 | 15.4 | | | 0.0 | | 0.0 | | 0.0 | | 0.0 | 100.0 | |
|  |  |  |  |  | | |  | |  | |  | |  |  | |
| **Total** | **48.1** | **16.3** | **10.8** | **13.2** | | | **7.1** | | **2.0** | | **0.3** | | **2.0** | **100.0** | |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Table A3.7: Percentage Distribution of Outbound Excursion Trips by Main Purpose and Age Group, Malawi 2019**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Age group** | **Holidays,** | **Visiting** | **Health** | **Religion/Pilgrim** | **Shopping** | **Transit** | **Funeral** | **Weddings** | **Festivals** | **Meetings** | **Trading** | **Other** | **Work/prof** | **Total** |
| **15-24** | 7.9 | 26.3 | 0.0 | 2.6 | 10.5 | 0.0 | 5.3 | 2.6 | 0.0 | 0.0 | 31.6 | 10.5 | 2.6 | 100.0 |
| **25-34** | 0.9 | 24.1 | 0.9 | 1.9 | 17.6 | 1.9 | 2.8 | 0.0 | 0.9 | 2.8 | 26.9 | 12.0 | 7.4 | 100.0 |
| **35-44** | 1.2 | 29.8 | 0.0 | 3.6 | 15.5 | 1.2 | 2.4 | 1.2 | 0.0 | 0.0 | 31.0 | 9.5 | 4.8 | 100.0 |
| **45-54** | 3.4 | 23.7 | 0.0 | 1.7 | 16.9 | 0.0 | 10.2 | 0.0 | 3.4 | 0.0 | 30.5 | 10.2 | 0.0 | 100.0 |
| **55-64** | 4.2 | 20.8 | 4.2 | 4.2 | 16.7 | 0.0 | 16.7 | 0.0 | 0.0 | 0.0 | 16.7 | 8.3 | 8.3 | 100.0 |
| **65 and over** | 10.0 | 30.0 | 0.0 | 0.0 | 20.0 | 0.0 | 10.0 | 0.0 | 0.0 | 0.0 | 30.0 | 0.0 | 0.0 | 100.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Malawi** | 2.8 | 25.7 | 0.6 | 2.5 | 16.1 | 0.9 | 5.6 | 0.6 | 0.9 | 0.9 | 28.5 | 10.2 | 4.6 | 100.0 |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Table A3.8: Type of Expenditure by Purpose for Same Day Outbound Trips, Malawi 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Trip Purpose | Total expenditure (MK) | Mean Expenditure(MK) | Percentage Share |
| Events | 3,792,000 | 8,000 | 0.1 |
| Festivals | 23,898,000 | 17,242 | 0.4 |
| Funeral | 55,937,400 | 6,968 | 0.9 |
| Health and medical care | 2,534,100 | 2,999 | 0.0 |
| Holidays, leisure and recreation | 106,947,250 | 25,129 | 1.7 |
| Meetings | 718,283,000 | 38,988 | 11.2 |
| Religion/pilgrimages | 51,979,500 | 14,495 | 0.8 |
| Shopping | 1,761,610,800 | 37,766 | 27.6 |
| Trading | 2,789,208,580 | 20,538 | 43.7 |
| Transit | 95,955,200 | 18,665 | 1.5 |
| Visiting Friends and Relatives (VFR) | 324,385,820 | 7,229 | 5.1 |
| Weddings | 66,047,500 | 35,682 | 1.0 |
| Work/Professional | 386,182,800 | 12,537 | 6.0 |
|  |  |  |  |
| **Total** | **6,386,761,950.00** |  | **100.0** |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Table A3.9: Type of Expenditure by Item for Same Day Outbound Trips, Malawi 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEM** | **Total expenditure (MK)** | **Mean Expenditure(MK)** | **Percentage Share** |
| Transport | 2,113,792,100 | 6,424 | 33.1 |
| Food and beverages | 626,002,700 | 2,692 | 9.8 |
| Entertainment | 141,532,500 | 4,837 | 2.2 |
| Shopping | 1,026,064,900 | 11,760 | 16.1 |
| Medical and treatment | 6,009,050 | 296 | 0.1 |
| Gifts/presents | 291,565,100 | 5,317 | 4.6 |
| Package | 9,310,400 | 6,133 | 0.1 |
| Others | 2,172,485,200 | 38,666 | 34.0 |
|  |  |  |  |
| **Total** | **6,386,761,950.0** |  | **100.0** |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

**Table A3.10: Total Expenditure by Type of trips**

|  |  |
| --- | --- |
| **Total expenditure abroad** | **126,345,087,465** |
| Overnight trips abroad | 119,958,325,515 |
| Same day trips abroad | 6,386,761,950 |
| **Total expenditure domestic** | **204,263,389,248** |
| Domestic overnight trips | 111,359,452,961 |
| Domestic excursions | 92,903,936,287 |
|  |  |
| **Total Expenditure (Domestic and Abroad)** | **330,608,476,713** |

*Source: NSO, Malawi Domestic and Outbound Tourism Survey 2019*

## **Appendix III: Authors of the report**

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