

Agenda



- 1 Travel Purpose and Age Group Distribution.
- 2 Age Distribution of Tourist and Count by Gender.
- 3 Top 10 Tourist Countries Visiting Tanzania and Their Travel Companions
- 4 Highlights of Tourists' Most Impressive Experiences and Feedback
- 5 First Trip to Tanzania or Not
- 6 Tourists Information Sources for Learning About Tourism in Tanzania
- 7 Conclusions and Recommendations

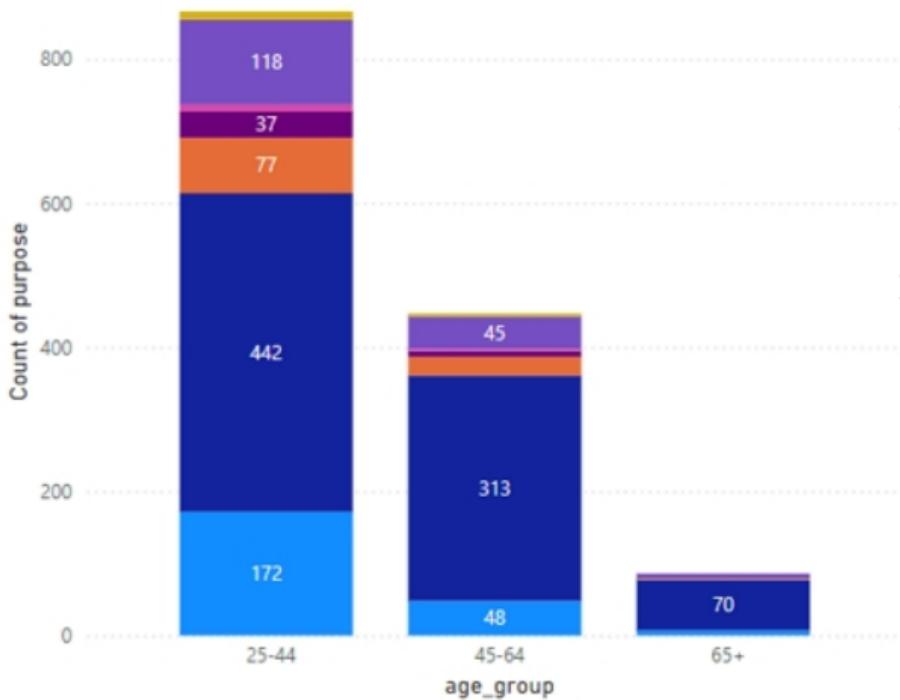


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COUNT OF PURPOSE BY AGE_GROUP AND PURPOSE (GROUPS)

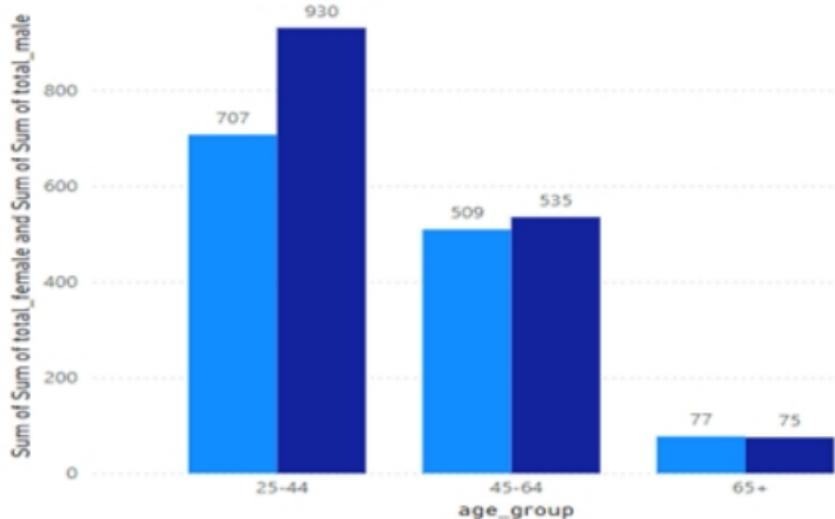
Table view

- Business
- Leisure a...
- Meetings ...
- Other
- Scientific ...
- Visiting ...
- Volunte...

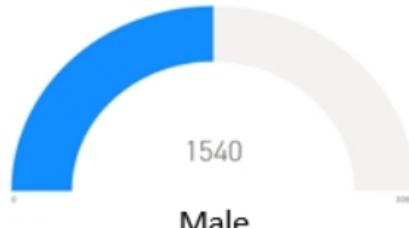
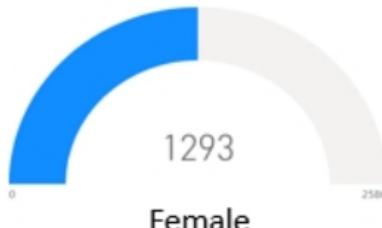


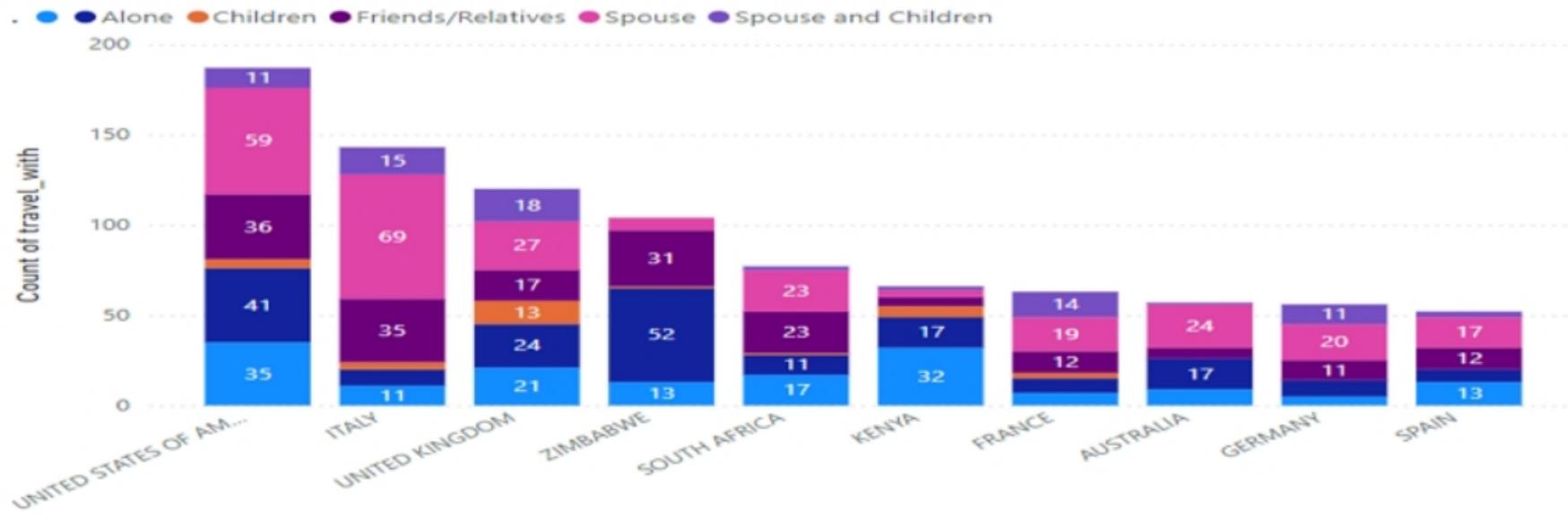
- **Leisure and Holidays** dominate travel purposes for all age groups, indicating a strong preference for recreational travel. This preference is particularly high among younger adults (25-44 years).
- **Volunteering and Scientific and Academic** travel are minimal across all age groups, suggesting these purposes are less common overall.
- **Tailor Services to Age Demographics:** Recognize and adapt to the different travel needs and preferences across age groups to maximize engagement and satisfaction.

● Sum of total_female ● Sum of total_male



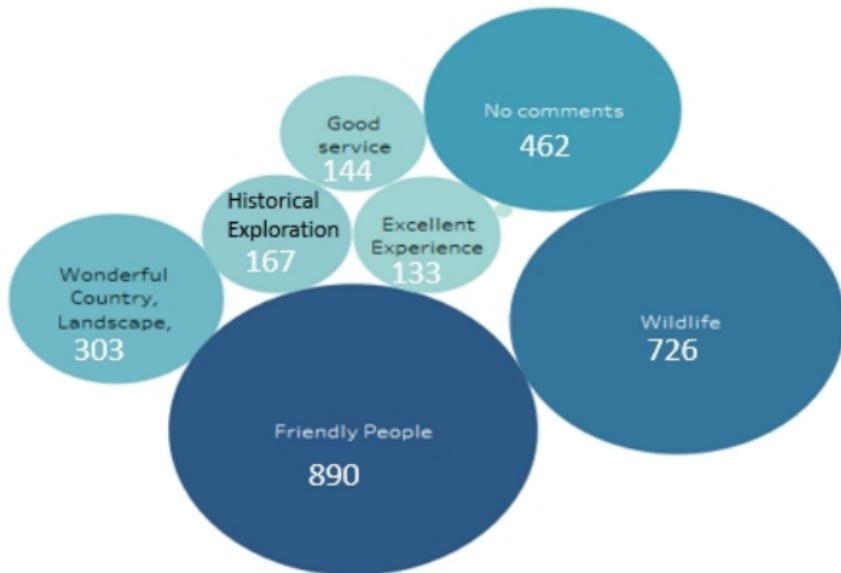
- **25-44 Age Group** dominate traveller population of both genders into the country with approximately **57.8%** of all traveller in the country.
- **44-64 Age Group** represents the second-largest segment of travellers of both genders entering the country, accounting for approximately **36.85%** of all travellers.
- **65+ Age Group** represents the smallest proportion of travellers of both genders entering the country, accounting for approximately **5.37%** of all travellers.
- There is no significant difference between the genders of travellers, where the female made up to 45.64% of the tourist while the male made up to 54.35% of tourist.



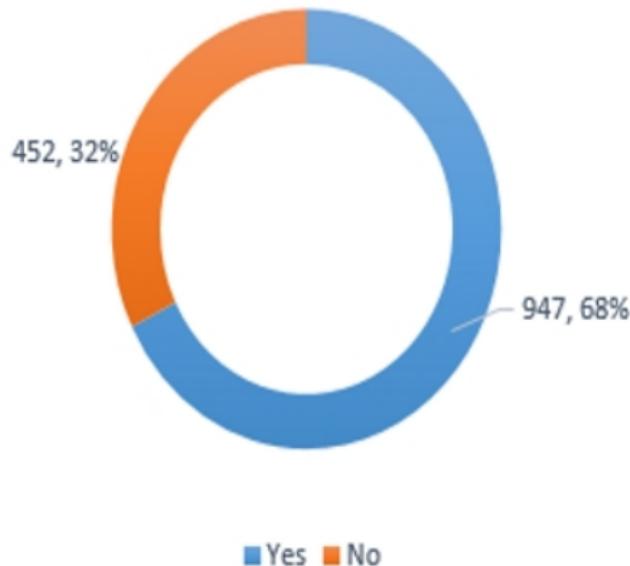


- The **United States** shows high number of traveller from the top 10 tourist country to Tanzania
- **Italy** and the **United States** are the top countries where travellers frequently visit with a spouse. Italy leads with 69 counts, followed by the USA with 59 counts
- **Zimbabwe** has the highest number of solo travellers at 52, followed by the **United States** with 41 solo travellers
- The **United States** leads with 36 counts, followed closely by **Italy** with 35 counts, while **Zimbabwe** and **South Africa** also show a significant number of travellers visiting with friends/relatives

Tourist Most Impressive Experiences



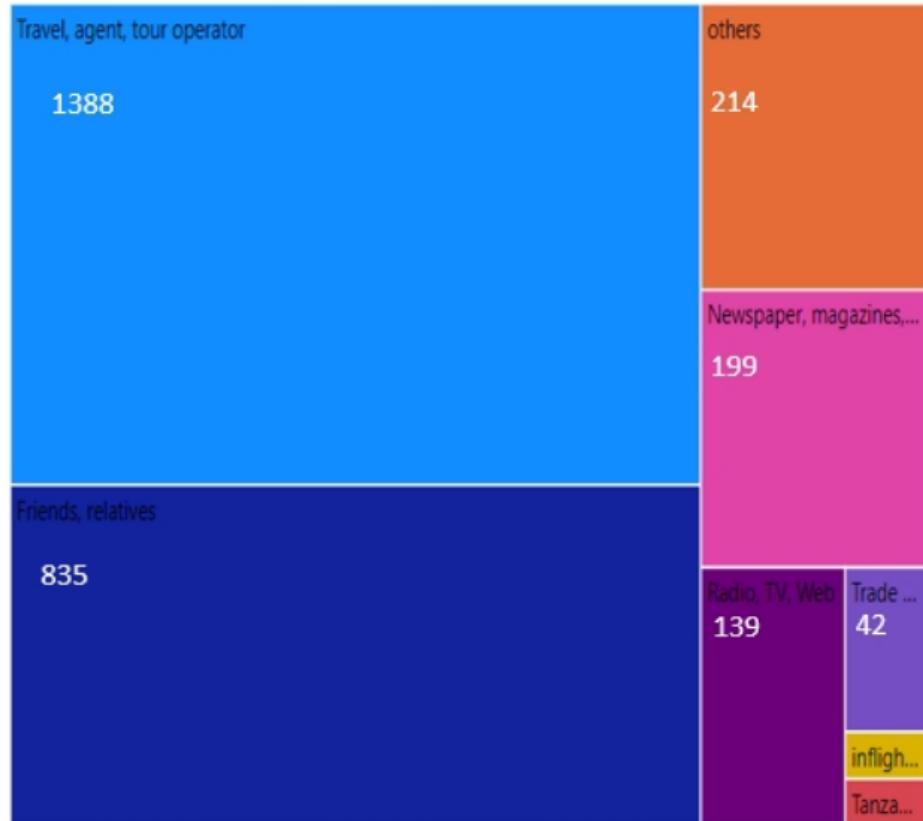
First Trip to Tanzania



- The most remarkable aspect of tourists' experiences in Tanzania, revealing that only 4.7% of visitors rated their overall experience as excellent, making it the least impressive among various factors. In contrast, tourists found the people of Tanzania to be friendly, with this aspect being the most impressive experience for 31.5% of visitors. The second most impressive experience was Tanzania's wildlife, which was highlighted by 25.7% of tourists.

- The low overall experience reported by most tourists is believed to be a key reason for the low return rate among visitors to Tanzania. Data indicates that only 32% of tourists have visited Tanzania before, while a significant 68% are first-time visitors to the country.

Effectiveness of Awareness Sources for Tanzania Tourism



- It was found that nearly half (49.3%) of tourists in Tanzania became aware of the country's tourism opportunities through travel agents and tour operators. This indicates that many tourists prefer to consult travel experts, such as agents or operators, before planning their trips to ensure they have an enjoyable experience tailored to their travel purposes.
- It was found that the second-largest group of tourists in Tanzania, accounting for 29.6%, learned about the country's tourism through friends, family, and close acquaintances who had first-hand experience or heard about it. This underscores the importance of ensuring that tourists in Tanzania have a great experience, encouraging them to return and recommend the destination to their close circles.
- All other sources of awareness for Tanzania tourism collectively accounted for 21.1%, making them the least effective.

Recommendations

➤ ***Strengthen Partnerships with Travel Agents and Tour Operators:***

- Collaborate to create attractive packages and provide up-to-date promotional materials.

➤ ***Improve Overall Tourist Experiences:***

- Address areas where tourist satisfaction is low, such as overall experience, and take steps to improve these aspects.
- Improve on building new evolving attractions and infrastructure to enhance satisfaction.
- Regularly gather and act on tourist feedback to refine the experience.-

➤ ***Leverage Word-of-Mouth Referrals:***

- Encourage satisfied tourists to share experiences with friends, family, and online.
- Implement referral programs offering discounts for recommendations.

➤ ***Enhance Recreational and Leisure Activities:***

- Develop a variety of activities catering majorly to the 25-44 age group and other age group, including adventure tourism and cultural experiences.

➤ ***Target Key Markets – USA and Italy:***

- Increase marketing efforts in the United States and Italy, focusing on the high number of tourists from these countries
- Develop special packages for couples, given the significant number of travellers visiting with a spouse or partner.

