



# **TANZANIA TOURISTS PREDICTION PRESENTED BY GROUP 4**

# INTRODUCTION

The Tanzanian tourism sector plays a significant role in the Tanzanian economy, contributing about 17% to the country's GDP and 25% of all foreign exchange revenues. The sector, which provides direct employment for more than 600,000 people and up to 2 million people indirectly, generated approximately \$2.4 billion in 2018 according to government statistics. Tanzania received a record 1.1 million international visitor arrivals in 2014, mostly from Europe, the US and Africa. Tanzania is the only country in the world which has allocated more than 25% of its total area for wildlife, national parks, and protected areas. There are 16 national parks in Tanzania, 28 game reserves, 44 game-controlled areas, two marine parks and one conservation area.

# OBJECTIVE

The objective of this project is to explore and build a regression model that will predict the spending behavior of tourists visiting Tanzania. The model can be used by different tour operators and the Tanzania Tourism Board to automatically help tourists across the world estimate their expenditure before visiting Tanzania.

# DATA DESCRIPTION

The dataset describes 6476 rows of up-to-date information on tourist expenditure collected by the National Bureau of Statistics (NBS) in Tanzania. The dataset was collected to gain a better understanding of the status of the tourism sector and provide an instrument that will enable sector growth. The survey covers seven departure points, namely: Julius Nyerere International Airport, Kilimanjaro International Airport, Abeid Amani Karume International Airport, and the Namanga, Tunduma, Mtukula and Manyovu border points.

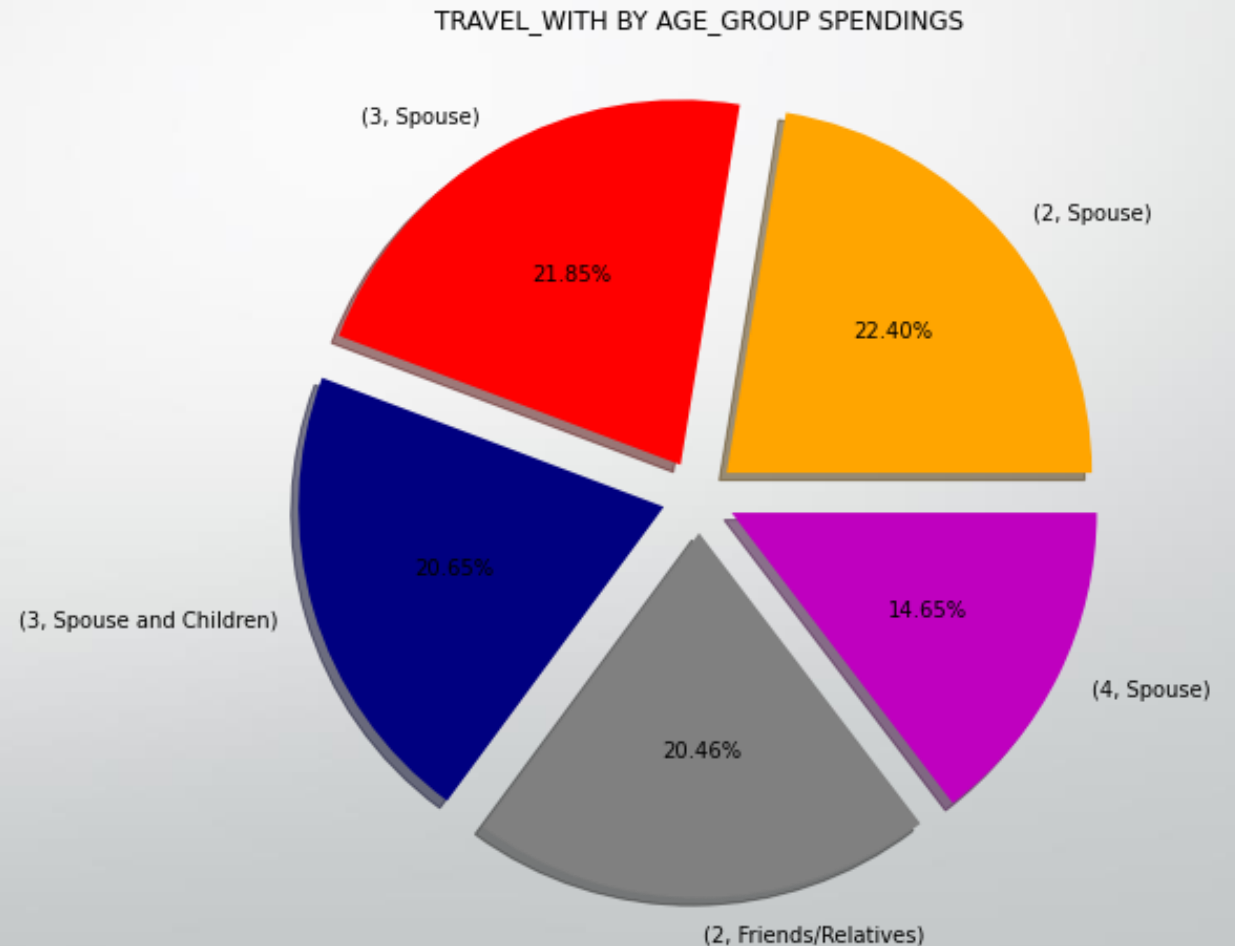
# BOX PLOT VISUALIZING TRAVEL WITH, PURPOSE, MAIN ACTIVITY AND PAYMENT MODE BY TOURISTS.



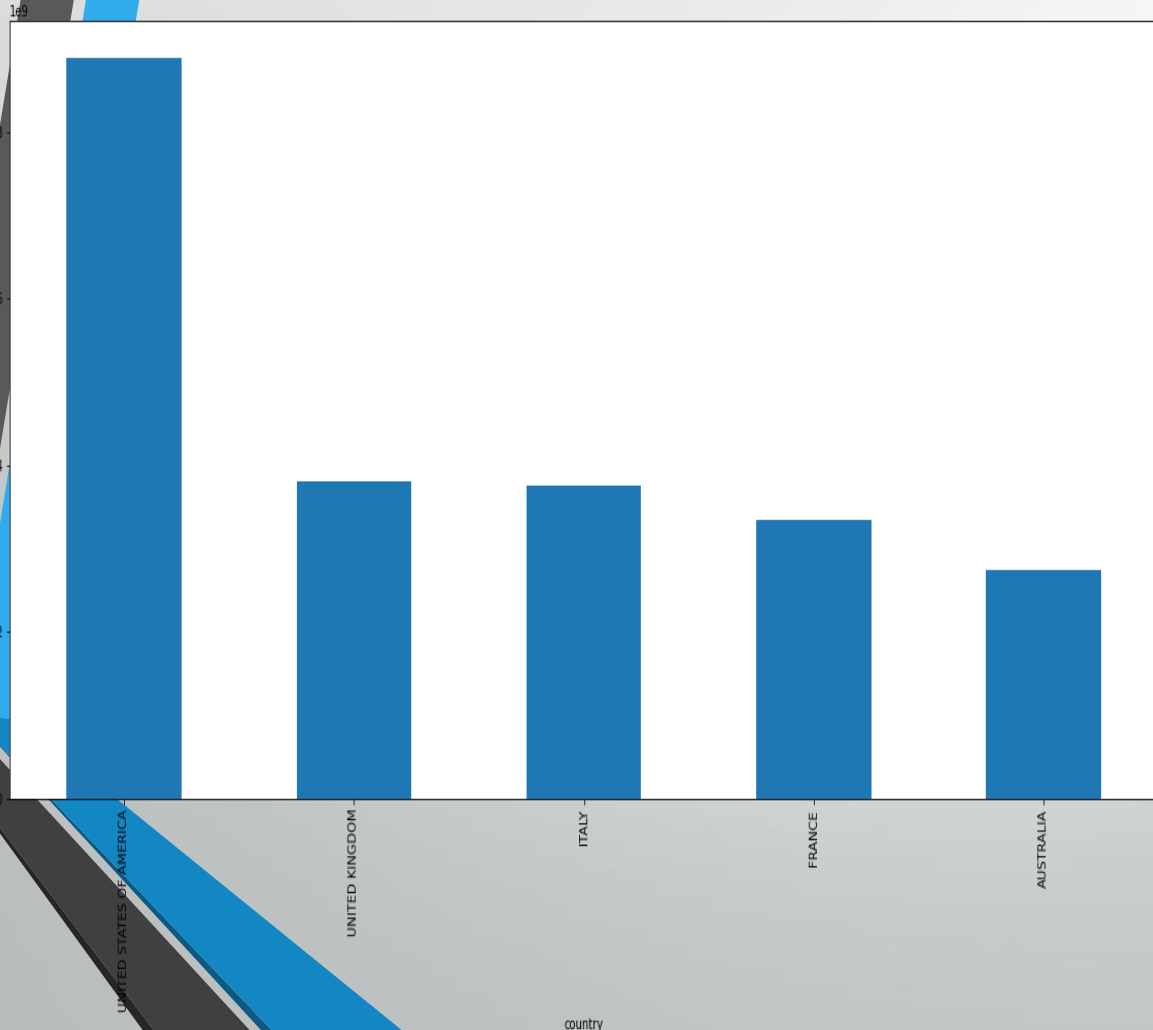
- From The Visualization, It Can Be Seen That Majority Of The Tourists Travelled Alone To The Tourist Site.
- Also,the visualization indicated that tourism attraction was the major purpose of their visit.
- Amongst the activities during the tour, wild life tourism was seen to be the most sort for activity in during the tour.
- The mostly used payment was by cash against card and other modes of payment.

# VISUALIZATION SHOWING MOST SPENDERS BY AGE GROUP

From the chart it can be seen that people who travelled with their spouse happen to be the most spenders.



# VISUALIZATION SHOWING COUNTRIES WITH HIGHEST SPENDING STATISTICS



- From the visualization, United State Of America (USA) had the highest spending rate in the tourist site

# CONCLUSION

The model was aimed at helping tourists, Tanzania Tourism Board and National Bureau of Statistics in Tanzania to determine actual prices for tourists who have intentions of visiting Tanzania for various tourism activities.