



Tourism in Tanzania



BUSINESS OVERVIEW



LAND AREA

Tanzania is the only country in the World that allocated more than 25% of its total land area for Wildlife, National Parks and Protected Areas.



ASSETS

Mount Kilimanjaro, the highest mountain in Africa is in Tanzania.



GDP

Tourism contributes 17% of Tanzania's Gross Domestic Product and 25% of all the foreign exchange revenues.



REVENUE

In 2018, Tourism generated about 2.4 billion dollars in Tanzania.



EMPLOYMENT

Tourism creates jobs for over 2.6 million Tanzanians (directly and indirectly).



ARRIVALS

The number of tourist arrivals has increased from about 500,000 in 2000 to over 1.1 million international visitors in 2014.



The aim of this analysis is to get a better understanding of the Tourism Sector & provide an instrument for sector growth.

Analyzing
Spending
Habits

- This would help tour operators identify which tour groups spend the most and the most profitable tour activities for the Tanzanian tourism sector.

Predicting
Tourists
Expenditure

- This would help tour operators estimate expenditure during tour visits
- Useful for tour boards to help tourists estimate expenditure before visiting



INSIGHTS



DOMINICIA

Country with highest average spending habit

Spent: TZS 33.15 MILLION



TOUR GROUPS

- › Tourists who travel alone spend the least
- › Tourists who travel with families spend most



2.30 Nights

ZANZIBAR

8.49 Nights

MAINLAND

Tourists tend to spend more time, on average in Mainland than in Zanzibar

Most Profitable Tour Activities

Diving and Sport Fishing (TZS 17.1 MIL)

Wildlife Tourism (TZS 10.6 MIL)

Conference Tourism (TZS 10.3 MIL)

Payment Methods

86.7%

Cash

12.9%

Card

Most tourists prefer to pay in Cash and Card. There are also other payment methods accounting for about 0.4% of payment methods used.



First time tourists spend more, on average than other tourists.



More tourists opt for the Independent plan than the Package plan. Tourists who opt for the Package Plan spend more.



The primary purpose of tourism is Leisure and Holidays



MODEL OVERVIEW

MODEL

The linear regression model was applied to predict the expenditure of a tourist/tour group would spend visiting Tanzania.

TOOL

For testing for Linear Model Assumptions, Modelling and Model Evaluation, the Statsmodels library in Python was applied.

EVALUATION

The Mean Absolute Error and Root Mean Squared Error were computed and found to be 5627882 and 9640520 respectively.



CONCLUSIONS AND RECOMMENDATIONS



- 💡 Tourism is a Major Source of revenue for the Tanzanian Economy.
- 💡 The main aim of tourism is Leisure, it is also the most profitable purpose.
- 💡 Cashless payment is not a popular means of payment for tourists.
- 💡 Family tour groups spend more than other groups.
- 💡 Tourists spend more time in Mainland than in Zanzibar.
- 💡 Sport Fishing and Wildlife Tourism are the most profitable tour activities.

The tour operators and business partners should research the reasons behind the above highlighted and other key insights and leverage them to improve customer experience and generate more revenue. Some possible suggestions are:

- 💡 Making cashless payments more convenient for tourists.
- 💡 Creating a family tour plan to encourage more families to visit.
- 💡 Restructuring Zanzibar to encourage tourists to spend more time there etc.



Predictive Analysis was done using Linear Regression in an attempt to predict the estimated budget of a tourist/tour group based on some factors, including those highlighted in the key insights.

- 💡 In order to boost model performance, other regression models can also be explored.
- 💡 For better accessibility for the tour operators, tour boards and tourists; the Data Team can partner with the Software Engineering team by deploying the model as a Web Application.



THANK
YOU