

# **SURVEY OF DEPARTING FOREIGN TOURISTS FROM SRI LANKA 2017**



**sri lanka**  
SRI LANKA TOURISM

**SRI LANKA TOURISM DEVELOPMENT AUTHORITY**



# Acknowledgement

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# SURVEY FINDINGS

- ▶ In the year 2017, the survey sample included 24 countries / regions, namely: India, China, United Kingdom, Germany, Middle East, France, Australia, Benelux, Russia, Scandinavia, Ukraine, United States, Czech Republic, Italy, Switzerland, Spain, Poland, Malaysia, Japan, Singapore, Thailand, Austria, Canada, and South Korea.
- ▶ The average duration of stay of the tourists sampled was 11.11 nights. Tourists from Germany had stayed for more than 21 nights, followed by tourists from United Kingdom and Benelux.
- ▶ The majority of tourists (85%) had come to Sri Lanka for the first time. The largest proportion of first timers were from Canada (94.6%), Austria (93.2%), Poland (92.9%), and Czech Republic (91.6%).
- ▶ The highest respondents of the sample of departing foreign tourists based on their country of residence were from India (11.81%), followed by China (11.30%) and United Kingdom (10.31%).
- ▶ The majority of tourists (36.0%) had visited Sri Lanka only once before and 21.7% tourists had visited at least twice before.
- ▶ The number of female tourists (52.1%) who visited Sri Lanka was higher than that of male tourists (47.9%).
- ▶ The highest number of tourists (41.9%) who visited Sri Lanka belonged to the 20-29-year age group.
- ▶ The highest number of tourists had made their travel arrangements one month prior to their departure (27.5%), while 26.4% of tourists had organized their travel arrangements three months prior to departure.
- ▶ The top four professions cited by tourists who visited Sri Lanka in 2017 were: Professionals (25.4%), Students (14.9%), Business People (13.2%), and Educationalists (7.7%).
- ▶ The majority of tourists had travelled with friends and relatives (41.6%), while 28.8% and 18.1% had travelled with spouse only and travelled alone respectively.



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

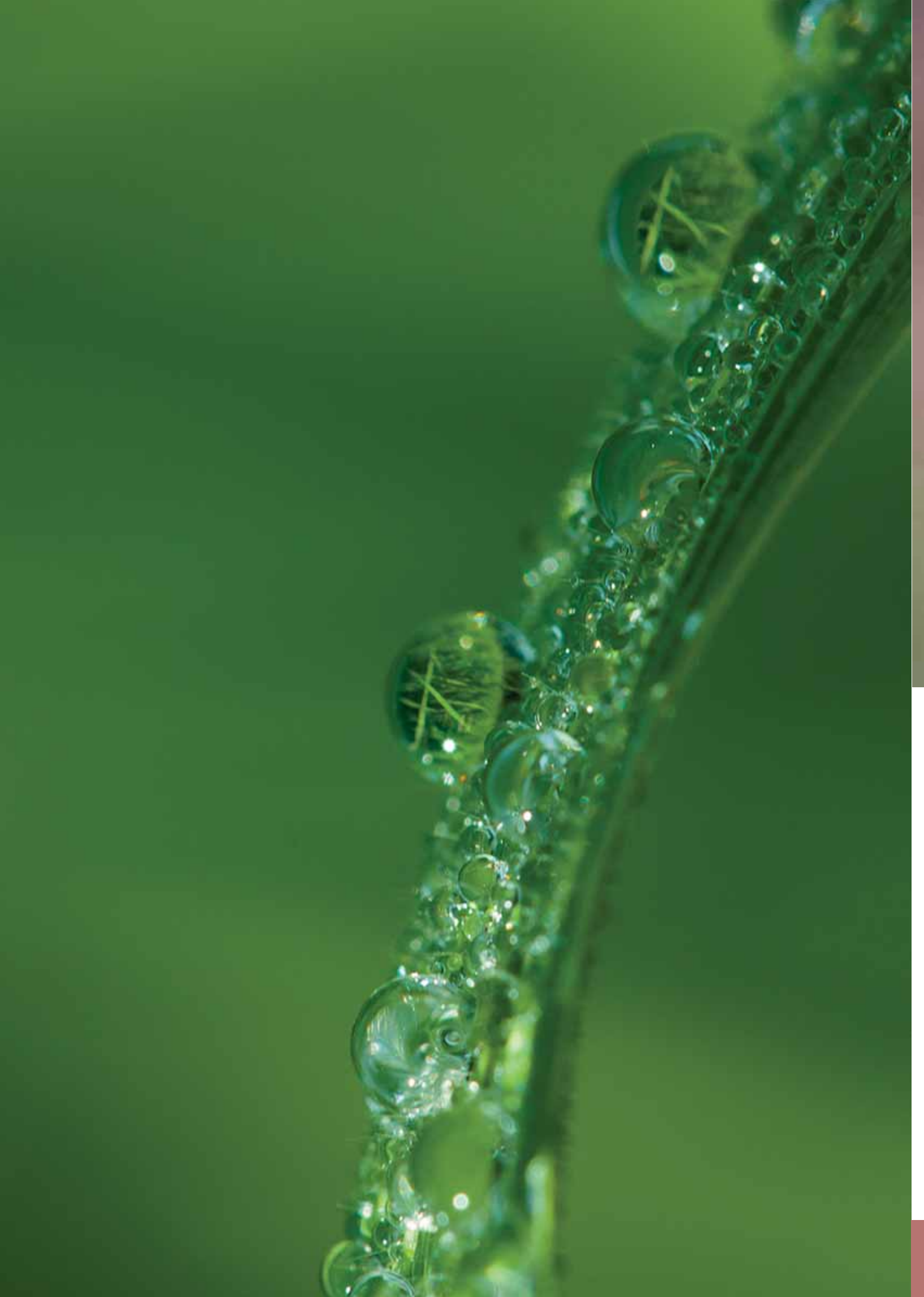
- ▶ A large number of passengers (20.4%) had stayed around 10 to 20 hours in transit, while 17.3% had stayed 3 hours in transit.

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

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

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

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







# INTRODUCTION

## 2.1 Preface

Tourism is one of the largest and fastest growing sectors of the global economy, contributing significantly to the economies of both developed and developing countries. Sri Lanka too continues to reap the benefits of a growing tourism industry over the last decade. In order to continue with future success and to drive Sri Lanka's tourism sector sustainably, it is crucial to better understand the travel patterns of international tourists visiting Sri Lanka.

The Research and International Relations Division of the Sri Lanka Tourism Development Authority (SLTDA) conducts an annual Airport Survey of Departing Foreign Tourists from Sri Lanka. Findings of the survey are important for private and public sector stakeholders in

the tourism industry to take decisions with respect to planning, promotion and marketing. Further, survey findings provide insights to drive sustainable tourism development in Sri Lanka.

## 2.2 Objectives

Overall objectives are as follows:

- ▶ To build a detailed profile of departing foreign tourists from Sri Lanka;
- ▶ To enrich tourism statistics with additional information from both qualitative and quantitative data;
- ▶ To identify the factors influencing present and potential tourist arrivals; and

- ▶ To make information readily available to the public and private sectors for strategic decision-making.

### 2.3 Specific objectives

The specific objectives of the survey are as follows:

- ▶ To analyze the personal and demographic data of foreign tourists who visited Sri Lanka during the period of January to December 2017.
- ▶ To identify the purpose of tourists' visits to Sri Lanka and reasons behind Sri Lanka becoming a tourist destination of choice.
- ▶ To identify the travel behavior patterns, tourists' expenditure patterns and overall experience of tourists visiting Sri Lanka.
- ▶ To recognize the places of tourist attractions and sources of information that influenced their visit.
- ▶ To understand the perceptions tourists have of Sri Lanka and to assess whether their expectations have been met.
- ▶ To identify the facilities used by the tourists during their stay in Sri Lanka.
- ▶ To gather opinions, comments and impressions expressed by foreign tourists for future planning of the industry.

### 2.4 Target Group of the Survey

The target group of this survey included all the international tourists who did not have Sri Lankan passports and departed Sri Lanka during the period of January to December 2017. When conducting the survey, international respondents were categorized into two sections, namely tourists and transit passengers. (Definitions provided in Section 2.9.)

### 2.5 Period of Study

The survey was conducted from January to December 2017.

### 2.6 Sample Coverage

- ▶ Information in this survey was collected from only a subset of the tourist population (a sample) who visited Sri Lanka during a specific time.
- ▶ Descriptive research with a cross-sectional sample was used in the study. The sample of study population consisted of international tourists and international transit passengers leaving Sri Lanka during a specific time period.
- ▶ This survey was conducted by using the stratified sampling method for international tourists, while random sampling method was used for transit passengers. The quotas were based on the average number of tourist arrivals to Sri Lanka between 2016 and 2017. The sample for the survey was selected by country of residence proportionate to the respective market dominance in the year 2016. (Detailed in Table 1.)
- ▶ The survey included departing tourists from: India, China, United Kingdom, Germany, Middle East, France, Australia, Benelux, Russia, Scandinavia, Ukraine, United States, Czech Republic, Italy, Switzerland, Spain, Poland, Malaysia, Japan, Singapore, Thailand, Austria, Canada, and South Korea.
- ▶ A total of 6,559 interviews with departing foreign tourists were conducted - 5,502 tourists and 1,057 transit passengers.

### 2.7 Data Collection

- ▶ Interviewers approached the tourists directly and gathered information using a questionnaire.
- ▶ Interviews took place at the departure lounge area, pier area and transit lounge of Bandaranaike International Airport (BIA).
- ▶ The survey team consisted of 12 interviewers. They were recruited through an open advertisement published in the local print media.
- ▶ The interviewers were trained before

deploying them for the survey. Most of them were young professionals, either graduates or undergraduates from the universities and advanced certificate holders from recognized language centers.

- ▶ The team of interviewers worked under the guidance of supervisors attached to the SLTDA. They worked on day and night shifts depending on flight departures.
- ▶ Tourists were interviewed using a questionnaire after they had completed Immigration and Customs formalities.
- ▶ Two different questionnaires were used for the survey. The questionnaire used for departing tourists consisted of 37 questions (Annex 1) and the questionnaire used for transit passengers consisted of 19 questions (Annex 2). Both questionnaires included open ended questions and questions with multiple choice answers.
- ▶ The survey was conducted in: Chinese, English, French, German, Hindi, Japanese, Korean, and Russian languages.
- ▶ The average duration of an interview was 10-15 minutes.
- ▶ Special attention was paid to obtain comments and recommendations in an unstructured manner from tourists at the end of the questionnaire. The comments and recommendations have been summarized at the end of this report.
- ▶ Limitations of the survey included: utilizing a paper-based questionnaire, lack of cooperation of some tourists, tourists' reluctance to provide answers to certain questions, and time and resource restrictions.

## 2.8 Data Analysis

- ▶ The completed questionnaires were examined and carefully edited by the field supervisors for completeness and consistency.

- ▶ Editing, coding, tabulation and analysis of all survey data was conducted at the Research Division of the SLTDA.
- ▶ The data entry and analysis processes were performed by using the SPSS statistical software program.
- ▶ Strict procedures were followed to ensure error free data, and reliability tests and program validation checks were applied at the end. All the data was manually checked against each questionnaire for completeness and accuracy of inputs.
- ▶ Subsequently, the error free data was read for processing and statistical tables were generated.
- ▶ The results of the data analysis are given separately for each category, namely departing tourists and transit passengers.

## 2.9 Definitions

*Tourism:* Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

*Visitor:* A visitor is any person travelling to a place other than his/her usual environment and staying there for no longer than 12 consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the country visited.

*Tourist:* Tourist is a visitor who is staying away from home for one or more nights for any of the purposes noted under tourism and who is not remunerated at the place visited. For the purpose of this survey, 'tourist' means a non-Sri Lankan passport holder aged 16 years or above who leaves the airport and who has stayed in Sri Lanka for at least 24 hours and less than one year.

*Transit passenger:* For the purpose of this survey, 'transit passenger' means a passenger aged 16 years and above who remained or left the airport on arrival but spent less than 24 hours in the country.



Regions and unions included into the survey are as follows:

United Kingdom is commonly known as the UK and consists of England, Scotland, Wales and Northern Ireland.

Middle East countries include: Iran, Iraq, Israel, Saudi Arabia, Egypt, Qatar, United Arab Emirates, Bahrain, Kuwait, Libya, Oman, Turkey, Jordan, Syria, Yemen, and Lebanon.

Benelux is a union in Western Europe that comprises three neighboring countries: Belgium, Netherlands and Luxembourg which are situated

in the North Western Europe region. The name Benelux is formed from the starting letters of each country's name.

Scandinavia consists of Norway, Sweden and Denmark.

Australasia includes the countries Australia and New Zealand.

Other category to this survey includes tourists who arrived in Sri Lanka except from the above-mentioned regions and countries which are already included in Table 1.

**Table 1:** Sample Size and Number of Tourists Interviewed

	Market	2015	2016	2017	Targeted Sample Size	Number of Tourists Interviewed
1	India	316,247	356,729	384,628	700	650
2	China	214,783	271,577	268,952	650	622
3	UK	161,845	188,159	201,879	550	567
4	Germany	115,868	133,275	130,227	500	564
6	Middle East	101,066	107,635	95,581	400	300
5	France	82,126	96,440	97,282	400	354
7	Australia	63,554	74,496	81,281	400	342
8	Benelux	55,760	56,292	66,380	350	300
9	Russia	61,846	58,176	59,191	350	233
10	Scandinavia	49,463	57,815	64,782	250	224
11	Ukraine	23,853	31,302	32,346	200	209
12	USA	47,211	54,254	57,479	200	205
13	Czech Republic	15,278	17,858	15,712	120	112
14	Italy	24,293	29,791	31,428	120	107
15	Switzerland	22,418	26,282	28,402	120	107
16	Spain	15,582	19,425	22,361	100	102
17	Poland	13,245	14,432	15,346	100	102
18	Malaysia	22,772	24,727	26,414	100	101
19	Japan	39,358	43,110	44,988	80	70
20	Singapore	15,846	19,033	19,457	80	69
21	Thailand	10,112	9,462	10,828	80	56
22	Austria	14,253	16,995	17,466	50	46
23	Canada	37,732	44,122	46,896	50	37
24	South Korea	14,373	14,520	15,963	50	23
	<b>Total</b>	<b>1,473,012</b>	<b>1,765,907</b>	<b>1,835,269</b>	<b>6,000</b>	<b>5,502</b>



## GENERAL PROFILE

The general profile illustrates the distribution by nationality and country of residence of the sample as well as the demographic factors of age group, gender, and profession. The statistics on general profile aim to provide an overview of the geographical and socio-demographic factors. The findings of this chapter present the demographic trends of foreign tourists visiting Sri Lanka in order to identify the major current and emerging source markets.

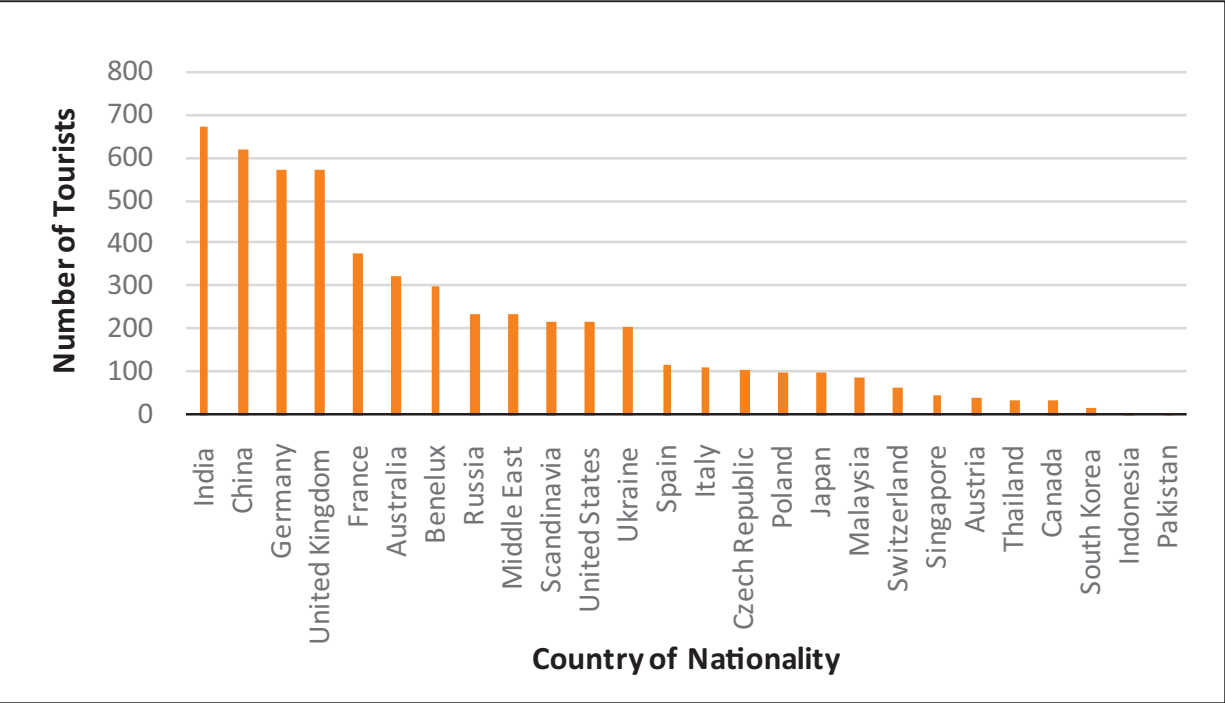
### 3.1 Distribution by Country of Nationality

Analysis of the sample of departing foreign tourists by country of nationality is provided in Table 2 and Chart 1. The highest respondents of the sample were from India (12.25%), followed by China (11.27%) and Germany (10.49%). Around 34% of the respondents belonged to the aforementioned three countries.

Table 2: Distribution by Country of Nationality

	Country of Nationality	Number of Tourists	%
1	India	674	12.25
2	China	620	11.27
3	Germany	577	10.49
4	United Kingdom	575	10.45
5	France	382	6.94
6	Australia	329	5.98
7	Benelux	304	5.53
8	Russia	240	4.36
9	Middle East	240	4.36
10	Scandinavia	223	4.05
11	United States	220	4.00
12	Ukraine	210	3.82
13	Spain	121	2.20
14	Italy	112	2.04
15	Czech Republic	110	2.00
16	Poland	105	1.91
17	Japan	104	1.89
18	Malaysia	92	1.67
19	Switzerland	69	1.25
20	Singapore	48	0.87
21	Austria	42	0.76
22	Thailand	38	0.69
23	Canada	37	0.67
24	South Korea	22	0.40
25	Indonesia	6	0.11
26	Pakistan	2	0.04
	Total	5,502	100.0

Chart 1: Distribution by Country of Nationality





### 3.2 Distribution by Country of Residence

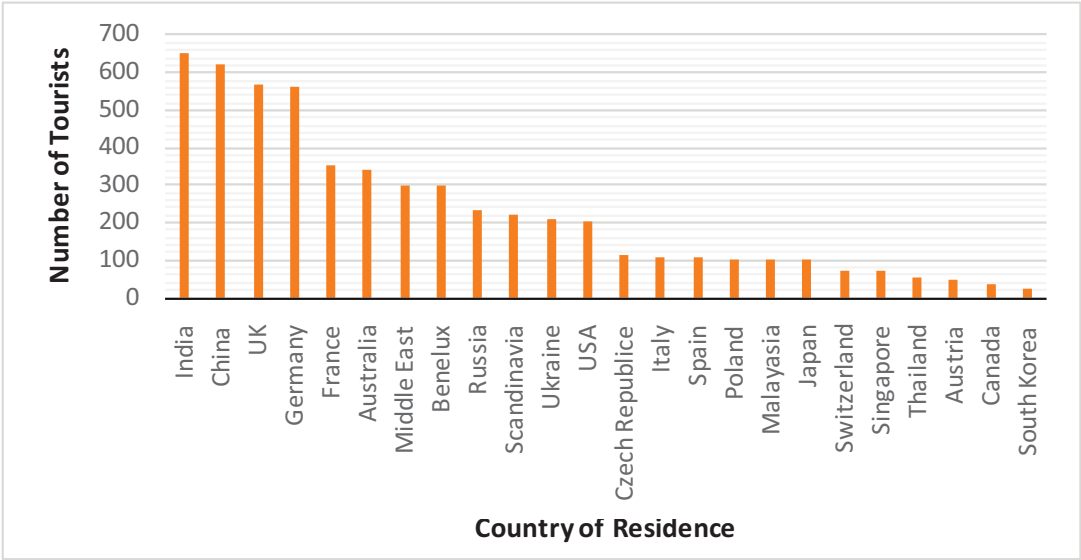
The sample was limited to 24 countries based on the country of residence of the tourists (Table 3 and Chart 2). Analysis throughout the report

is based on these 24 countries. According to the distribution by country of residence, the highest number of respondents were from India (11.81%), followed by China (11.30%) and the UK (10.31%) respectively.

Table 3: Distribution by Country of Residence

	Country of Residence	Number of Tourists	%
1	India	650	11.81
2	China	622	11.30
3	United Kingdom	567	10.31
4	Germany	564	10.25
5	France	354	6.43
6	Australia	342	6.22
7	Middle East	300	5.45
8	Benelux	300	5.45
9	Russia	233	4.23
10	Scandinavia	224	4.07
11	Ukraine	209	3.80
12	United States	205	3.73
13	Czech Republic	112	2.04
14	Italy	107	1.94
15	Spain	107	1.94
16	Poland	102	1.85
17	Malaysia	102	1.85
18	Japan	101	1.84
19	Switzerland	70	1.27
20	Singapore	69	1.25
21	Thailand	56	1.02
22	Austria	46	0.84
23	Canada	37	0.67
24	South Korea	23	0.42
	<b>Total</b>	<b>5,502</b>	<b>100.0</b>

Chart 2: Distribution by Country of Residence



### 3.3 Gender by Country of Residence

Table 4 shows the gender mix of visitors from the 24 countries. 47.9% of the tourists surveyed are male and 52.1% are female. The gap between male and female tourists is significantly highest for India and China, while females outnumbered

male tourists from Austria, China, Canada, Scandinavia, Spain, and Switzerland. Austria represents the highest disparity between male to female tourists, with a ratio of 32:67. In addition, female tourists outnumbered male tourists by significant numbers in China and Canada.

Table 4: Gender by Country of Residence

	Country of Residence	Male %	Female %	Total
1	India	65.4	34.6	100.0[N=650]
2	China	35.4	64.6	100.0[N=622]
3	United Kingdom	44.3	55.7	100.0[N=567]
4	Germany	47.3	52.7	100.0[N=564]
5	France	52.0	48.0	100.0[N=354]
6	Australia	45.3	54.7	100.0[N=342]
7	Middle East	56.7	43.3	100.0[N=300]
8	Benelux	45.3	54.7	100.0[N=300]
9	Russia	42.9	57.1	100.0[N=233]
10	Scandinavia	40.2	59.8	100.0[N=224]
11	Ukraine	44.5	55.5	100.0[N=209]
12	United States	53.7	46.3	100.0[N=205]
13	Czech Republic	44.6	55.4	100.0[N=112]
14	Italy	42.1	57.9	100.0[N=107]
15	Spain	40.2	59.8	100.0[N=107]
16	Poland	46.1	53.9	100.0[N=102]
17	Malaysia	55.9	44.1	100.0[N=102]
18	Japan	44.6	55.4	100.0[N=101]
19	Switzerland	42.9	57.1	100.0[N=70]
20	Singapore	59.4	40.6	100.0[N=69]
21	Thailand	55.4	44.6	100.0[N=56]
22	Austria	32.6	67.4	100.0[N=46]
23	Canada	37.8	62.2	100.0[N=37]
24	Korea	60.9	39.1	100.0[N=23]
	<b>Total</b>	<b>47.9</b>	<b>52.1</b>	<b>100.0[N=5,502]</b>

### 3.4 Age Group by Country of Residence

The age distribution of visitors is presented in Chart 3 and age distribution based on their country of residence is illustrated in Table 5. It is categorized into six age groups: 'Less than 20', '20-29', '30-39', '40-49', '50-59', '60 & Over'.

The highest number of tourists surveyed belonged to the age group 20-29 (41.9%), followed by the 30-39 (27.7%) and 40-49 (11.9%) age groups

respectively. As a general observation, the highest number of tourists in the age group of 20-29 years were from Austria, Ukraine and Czech Republic. The highest number of tourists within the age group of Less than 20 was from Singapore (11.8%). Similarly, the highest number of visitors within the age range of 20-29 had arrived from Austria (67.4%), 30-39 from Italy (37.4%), 40-49 from Malaysia (27.5%), 50-59 from Switzerland (14.3%), and 60 & Over from Canada (21.6%).

Chart 3: Age Group Distribution

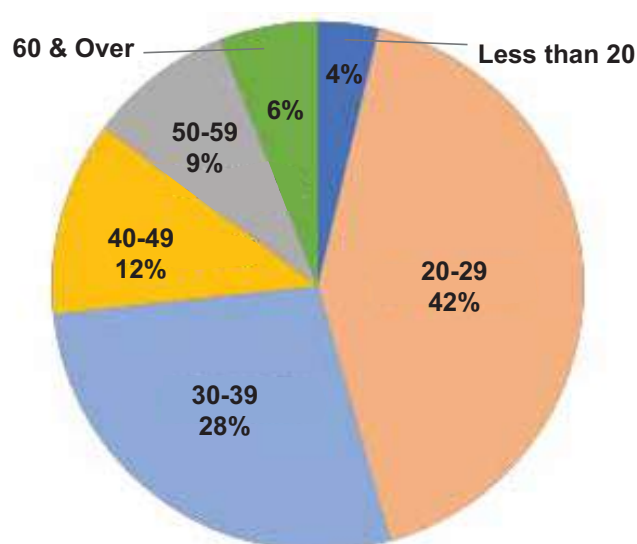


Table 5: Age Group by Country of Residence

Country of Residence	Less than 20 %	20-29 %	30-39 %	40-49 %	50-59 %	60 & Over %
India	2.5	24.3	34.7	18.6	12.6	7.2
China	4.8	49.5	28.9	8.8	5.6	2.3
United Kingdom	5.5	44.1	18.9	10.2	11.6	9.7
Germany	5.0	47.3	25.0	7.1	10.1	5.5
France	4.0	43.8	27.4	10.2	9.6	5.1
Australia	2.6	36.8	21.6	15.2	11.7	12.0
Middle East	1.7	49.7	31.3	10.7	4.3	2.3
Benelux	5.7	49	17	12.7	8.3	7.3
Russia	1.7	49.8	36.1	5.2	5.2	2.1
Scandinavia	4.9	40.6	24.6	11.2	12.9	5.8
Ukraine	3.8	52.2	33.0	6.7	3.8	0.5
United States	1.5	36.8	24.5	12.7	11.3	13.2
Czech Republic	3.6	50.9	31.3	9.8	2.7	1.8
Italy	1.9	31.8	37.4	13.1	11.2	4.7
Spain	0.0	49.1	34.0	14.2	0.9	1.9
Poland	1.0	38.2	37.3	16.7	4.9	2
Malaysia	4.9	23.5	29.4	27.5	6.9	7.8
Japan	0.0	44.0	30.0	18.0	3.0	5.0
Switzerland	2.9	35.7	31.4	7.1	14.3	8.6
Singapore	11.8	16.2	30.9	20.6	10.3	10.3
Thailand	1.8	23.2	35.7	23.2	7.1	8.9
Austria	4.3	67.4	23.9	4.3	0.0	0.0
Canada	2.7	35.1	18.9	13.5	8.1	21.6
South Korea	8.7	43.5	21.7	17.4	8.7	0.0
<b>Total [N=5,497]</b>	<b>3.7</b>	<b>41.9</b>	<b>27.7</b>	<b>11.9</b>	<b>8.8</b>	<b>6.0</b>

\*5 did not respond



3.5 Profession by Country of Residence

Profession is considered under the following categories: Executive, Businessman, Scientist, Professional, Educationalist, Clerical & Allied, Sales / Marketing Professional, IT Professional, Police/Army/Navy/Air Force, Technical Writer, Driver / Chauffeur, Estate Holder, Retired Person, Housewife, Student, Dependents, and Other. Chart 4 is an analysis by profession and Table 7

explores further by country of residence.

The highest number of tourists who visited Sri Lanka were Professionals (25.4%), followed by Students (14.9%). A considerable number of people surveyed were from the categories of Businessman (13.2%), Educationalist (7.7%) and Sales / Marketing Professionals (7.4%). A point of note is that the largest number of Businessman category interviewed were from South Korea.

Chart 4: Analysis by Profession

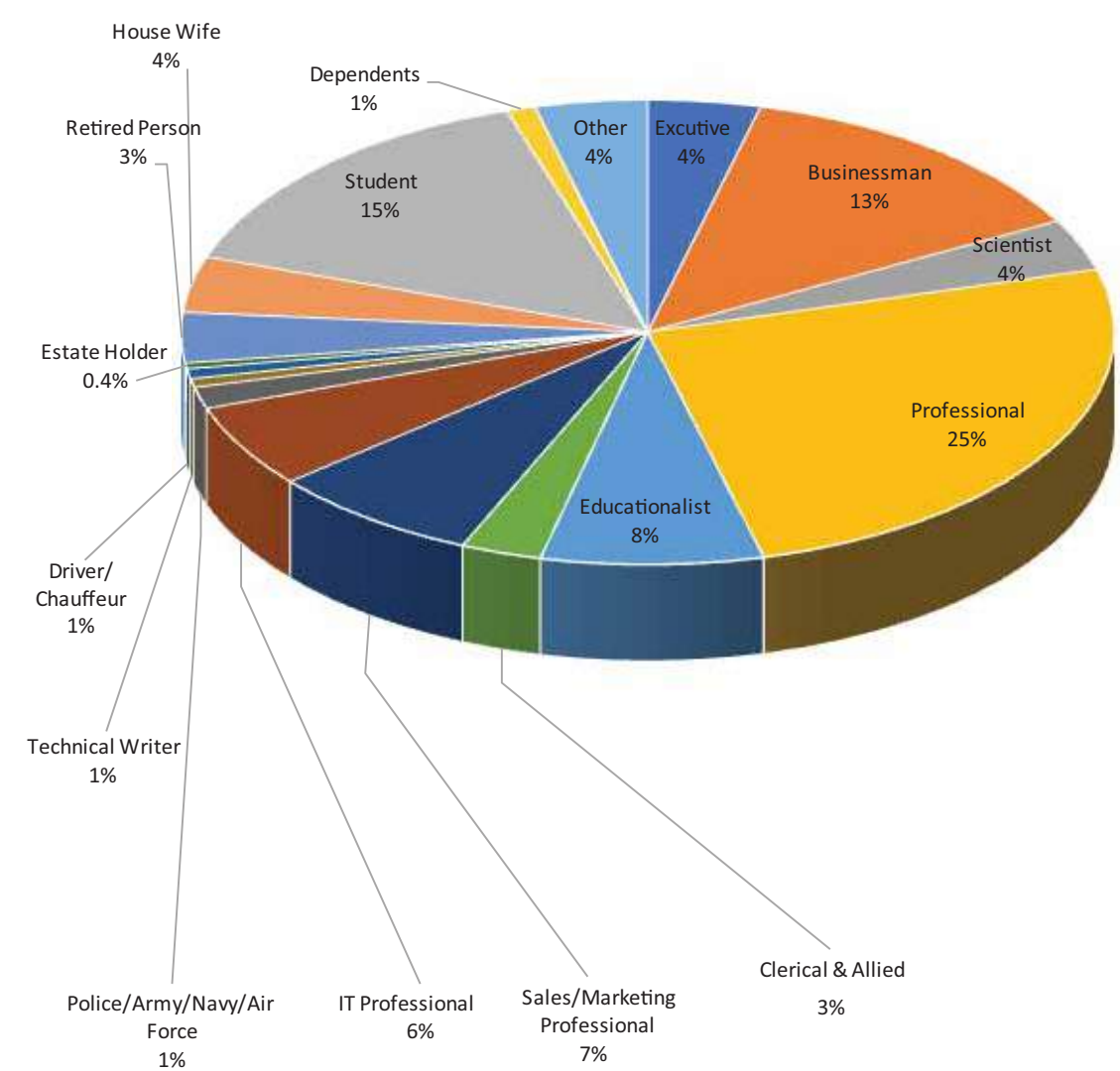


Table 6: Profession by Country of Residence

Country of Residence	Executive	Businessman	Scientist	Professional	Educationalist	Clerical & Allied	Sales/Marketing Professional	IT Professional	Police/Army/Navy/Air Force	Technical Writer	Driver/ Chauffeur	Estate Holder	Retired Person	Housewife	Student	Dependents	Other
India	6.6	21.5	1.7	27	5.8	0.9	6.4	6.9	0.8	0.5	0.8	0.3	3.6	6.9	6.8	0.9	2.4
China	3.2	15.8	1.0	15.4	9.5	1.5	7.5	4.7	1.2	0.7	0.8	0.5	2.5	8.5	18.6	0.8	7.6
United Kingdom	3.4	7.1	2.4	34.4	8.1	4.7	5.2	2.4	1.8	0.4	0.7	0.7	5.6	2.9	16.8	0.2	3.3
Germany	2.7	11.2	4.9	19.8	8.5	2.0	4.7	4.5	1.8	1.1	0.2	0.0	3.4	4.0	27.6	0.5	3.2
France	5.8	10.7	6.7	24.9	3.8	3.2	10.7	2.3	2.3	0.3	0.9	0.9	4.1	1.4	17.1	2.3	2.6
Australia	4.2	7.1	4.2	30.9	13.4	6.5	6.8	2.1	1.5	0.3	1.2	0.6	4.2	1.8	10.4	0.3	4.7
Middle East	5.1	12.6	2.4	26.6	8.9	3.4	7.8	5.1	2.4	0.3	0.3	0.0	0.7	4.4	15.0	1.4	3.4
Benelux	2.7	13.4	5.5	26.4	7.9	5.8	4.8	5.5	1.4	0.3	0.0	0.0	4.8	1.0	14.7	0.3	5.5
Russia	1.8	12.8	7.0	29.5	5.3	1.8	13.2	11.9	0.9	0.4	0.9	0.0	1.8	5.3	5.3	0.9	1.3
Scandinavia	3.6	8.6	3.6	21.3	8.1	2.7	5.4	9.0	4.1	0.9	2.7	0.5	3.6	1.8	19.5	0.5	4.1
Ukraine	1.0	15.2	3.4	21.6	5.4	2.0	11.3	19.1	2.0	1.0	0.0	0.5	2.0	2.0	7.8	0.5	5.4
United States	4.5	10.1	4.0	33.2	7.0	3.0	6.0	4.5	.0.0	0.5	0.0	0.5	7.0	4.0	12.1	0.0	3.5
Czech Republic	1.8	9.9	4.5	24.3	5.4	2.7	15.3	7.2	4.5	0.0	2.7	0.0	0.9	1.8	15.3	0.0	3.6
Italy	2.9	13.7	4.9	24.5	5.9	2.0	5.9	2.9	0.0	1.0	2.0	2.0	2.9	0.0	8.8	14.7	5.9
Spain	0.0	9.4	6.6	33.0	7.5	2.8	16.0	8.5	0.0	1.9	0.0	0.9	0.0	0.9	5.7	1.9	4.7
Poland	2.9	15.7	2.9	35.3	3.9	1.0	12.7	5.9	0.0	1.0	1.0	1.0	3.9	1.0	11.8	0.0	0.0
Malaysia	12.2	11.2	4.1	18.4	6.1	2.0	9.2	11.2	0.0	0.0	1.0	0.0	2.0	8.2	12.2	0.0	2.0
Japan	1.0	33.0	2.1	21.6	9.3	0.0	6.2	5.2	1.0	0.0	0.0	0.0	0.0	3.1	13.4	1.0	3.1
Switzerland	2.9	14.3	7.1	20.0	5.7	7.1	4.3	4.3	0.0	1.4	0.0	0.0	1.4	4.3	20.0	0.0	7.1
Singapore	10.6	4.5	0.0	33.3	6.1	3.0	1.5	7.6	1.5	0.0	0.0	0.0	4.5	6.1	19.7	0.0	1.5
Thailand	1.9	26.9	3.8	21.2	9.6	0.0	7.7	11.5	0.0	1.9	0.0	0.0	5.8	0.0	7.7	0.0	1.9
Austria	2.2	4.3	6.5	19.6	17.4	0.0	8.7	6.5	0.0	0.0	0.0	0.0	0.0	0.0	30.4	0.0	4.3
Canada	0.0	16.7	2.8	16.7	11.1	2.8	5.6	5.6	0.0	0.0	0.0	0.0	19.4	0.0	16.7	0.0	2.8
South Korea	0.0	50.0	4.5	13.6	4.5	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	4.5	18.2	0.0	0.0
Tota(N=5,360)	207	707	194	1,359	412	151	397	312	78	31	38	21	186	210	799	51	207
%	3.9	13.2	3.6	25.4	7.7	2.8	7.4	5.8	1.5	0.6	0.7	0.4	3.5	3.9	14.9	1.0	3.9





# TRAVEL PATTERNS AND BEHAVIOUR

The purpose for the review of travel patterns and behaviour is to understand the factors which influence individuals' travel to and within Sri Lanka.

Travel patterns and behaviour are interpreted with the statistics of:

- ▶ Length of Stay
- ▶ Analysis of Previous Visits
- ▶ Frequency of Visits
- ▶ Trip Lead Time
- ▶ Travel Partner
- ▶ Payments Behavior
- ▶ Type of Tour
- ▶ Information Source
- ▶ Other Countries Already Visited
- ▶ Countries to be Visited

## 4.1 Length of Stay by Country of Residence

The distribution of the length of stay in nights is given in Chart 7 and analyzed by country of residence in Table 7. The average duration of stay of tourists surveyed was 11.11 nights. The most number of visitors had stayed for 21 and 14 days respectively. Tourists from Germany (114) had stayed for more than 21 nights, while tourists from the UK (90) Benelux (84) and France (64) respectively. According to the survey, the average length of stay for Indian tourists is 5.9 days, Chinese tourists is 7.4 days, and UK tourists is 13.1 days.

Chart 5: Distribution of Length of Stay (in Nights)

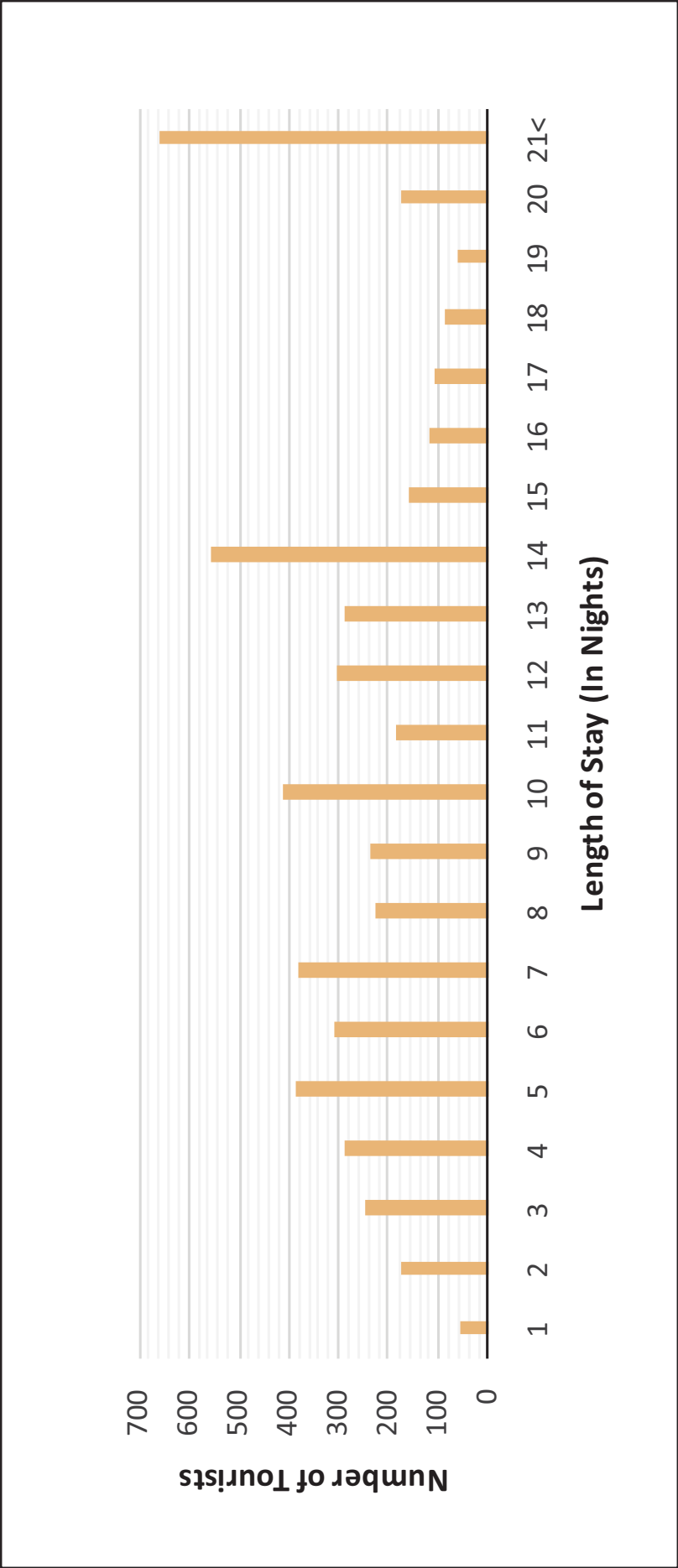


Table 7: Length of Stay (in Nights) by Country of Residence

Country of Residence	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21>
India	15	59	111	117	92	75	38	31	16	35	4	7	3	4	3	2	2	2	0	3	25
China	7	18	38	58	139	71	65	46	37	38	10	16	10	15	8	3	4	4	1	1	24
United Kingdom	1	8	6	7	10	16	50	15	21	41	17	30	36	143	23	6	6	11	5	14	90
Germany	3	7	4	5	5	15	21	9	11	25	10	36	57	101	27	24	18	20	12	33	114
France	4	4	0	3	3	7	15	14	19	29	23	31	24	35	16	15	9	12	7	17	64
Australia	1	1	7	9	13	12	29	19	5	19	22	27	25	29	19	21	9	2	3	15	48
Middle East	6	21	16	18	30	29	27	16	18	17	6	5	10	16	5	5	3	1	0	3	47
Benelux	0	1	2	0	1	1	9	8	4	9	7	15	10	45	9	10	14	12	10	43	84
Russia	2	0	4	10	3	9	10	7	17	40	18	27	19	27	7	3	4	2	3	6	11
Scandinavia	0	4	1	4	8	10	11	10	10	14	7	19	15	22	14	2	9	4	6	12	35
Ukraine	2	4	2	1	10	9	25	24	30	50	14	4	10	7	4	0	4	0	0	0	6
United States	3	6	7	8	14	8	15	2	12	13	6	19	15	18	7	3	4	2	0	8	30
Czech Republic	0	0	0	0	0	2	5	4	5	9	6	17	17	15	3	3	3	0	0	6	17
Italy	0	2	2	3	3	1	2	3	9	10	11	11	3	16	3	3	3	1	4	3	11
Spain	1	1	0	0	2	4	6	3	5	10	5	14	10	17	7	4	5	2	2	3	5
Poland	0	1	2	4	3	3	4	3	1	27	3	8	6	13	1	4	4	3	0	1	10
Malaysia	3	13	14	4	11	16	14	5	2	2	1	1	0	4	0	1	0	2	0	2	6
Japan	3	5	16	17	14	13	17	2	0	4	1	2	1	4	0	0	0	0	0	0	0
Switzerland	0	0	0	2	3	1	2	0	1	4	3	4	5	12	0	7	2	6	4	3	10
Singapore	1	11	6	11	7	3	4	1	8	5	2	1	0	1	1	0	1	2	0	0	2
Thailand	2	5	8	2	9	4	6	2	1	2	1	1	1	6	1	1	2	0	0	1	1
Austria	0	0	1	0	4	0	0	0	2	1	2	6	6	4	1	0	0	1	3	2	12
Canada	0	0	0	1	0	0	4	3	3	6	4	1	2	3	0	0	2	1	0	1	5
South Korea	2	2	0	5	2	1	3	2	0	2	0	0	2	0	0	0	0	0	0	0	2
Total [N=5,420]	56	173	247	289	386	310	382	229	237	412	183	302	287	557	159	117	108	90	60	177	659
%	1.1	3.2	4.6	5.3	7.1	5.7	7.0	4.2	4.4	7.6	3.4	5.6	5.3	10.3	2.9	2.2	2.0	1.7	1.1	3.3	12.2

\*82 did not respond

**4.2 Previous Visits to Sri Lanka**

The purpose of the analysis of previous visits is to determine the repeat tourist visits to the country. Chart 6 graphically presents the percentage of tourists who had previously visited Sri Lanka and this is detailed by country of residence in Table 8.

According to the survey, the overall proportion of repeat tourists was 15.0% and the highest

proportion of repeats (32.1%) was recorded from Thailand. 85.0% of tourists were on their first visit to Sri Lanka. The highest proportion of first timers came from Canada (94.6%) followed by Austria (93.2%), Poland (92.9%), and Czech Republic (91.6%) respectively. This was the first visit to Sri Lanka by most tourists except for visitors from Thailand and India.

Chart 6: Analysis of Previous Visits to Sri Lanka

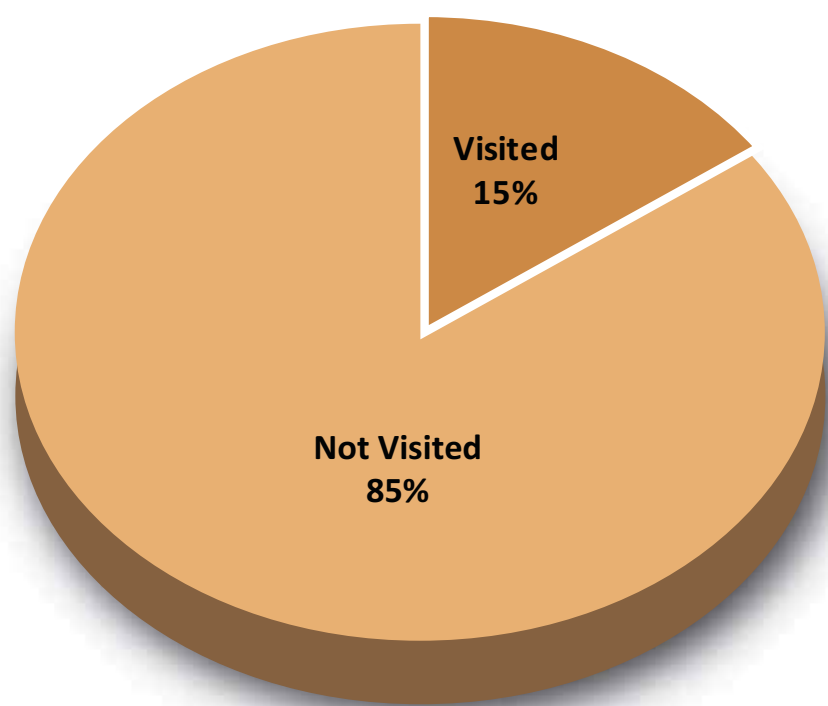




Table 8: Previous Visits to Sri Lanka by Country of Residence

Country of Residence	Visited %	Not Visited %	Total
India	28.10	71.90	100.00[N=584]
China	16.00	84.00	100.00[N=331]
United Kingdom	9.50	90.50	100.00[N=538]
Germany	8.80	91.20	100.00[N=487]
France	9.00	91.00	100.00[N=323]
Australia	14.50	85.50	100.00[N=311]
Middle East	19.30	80.70	100.00[N=275]
Benelux	8.70	91.30	100.00[N=276]
Russia	21.40	78.40	100.00[N=224]
Scandinavia	14.50	85.50	100.00[N=220]
Ukraine	17.50	82.50	100.00[N=189]
United States	16.30	83.70	100.00[N=184]
Czech Republic	8.40	91.60	100.00[N=107]
Italy	10.80	89.20	100.00[N=102]
Spain	8.90	91.10	100.00[N=101]
Poland	7.10	92.90	100.00[N=99]
Malaysia	19.50	80.50	100.00[N=87]
Japan	19.20	80.80	100.00[N=78]
Switzerland	9.50	90.50	100.00[N=63]
Singapore	25.00	75.00	100.00[N=64]
Thailand	32.10	67.90	100.00[N=53]
Austria	6.80	93.20	100.00[N=44]
Canada	5.40	94.60	100.00[N=37]
South Korea	20.00	80.00	100.00[N=20]
<b>Total [N=4,797]</b>	<b>721</b>	<b>4,076</b>	<b>4,797</b>
%	15.00	85.00	100.00

*\*705 did not respond*

#### 4.3 Number of Previous Visits to Sri Lanka

The purpose of the analysis of number of visits to Sri Lanka is to find out the frequency of tourists visits by country of residence. This will help to determine the marketing strategies for potential tourist source markets. Chart 7 depicts the distribution of number of times a respondent had visited Sri Lanka and Table 9 presents an analysis by country of residence.

Out of 721 tourists who stated they had previously visited Sri Lanka, only 484 respondents mentioned their number of previous visits. The majority of these tourists (36.0%) have visited Sri Lanka only once before and 21.7% of tourists had visited at least twice before. Visitors from India had made the most number of previous visits to Sri Lanka.

Chart 7: Distribution of Number of Previous Visits to Sri Lanka

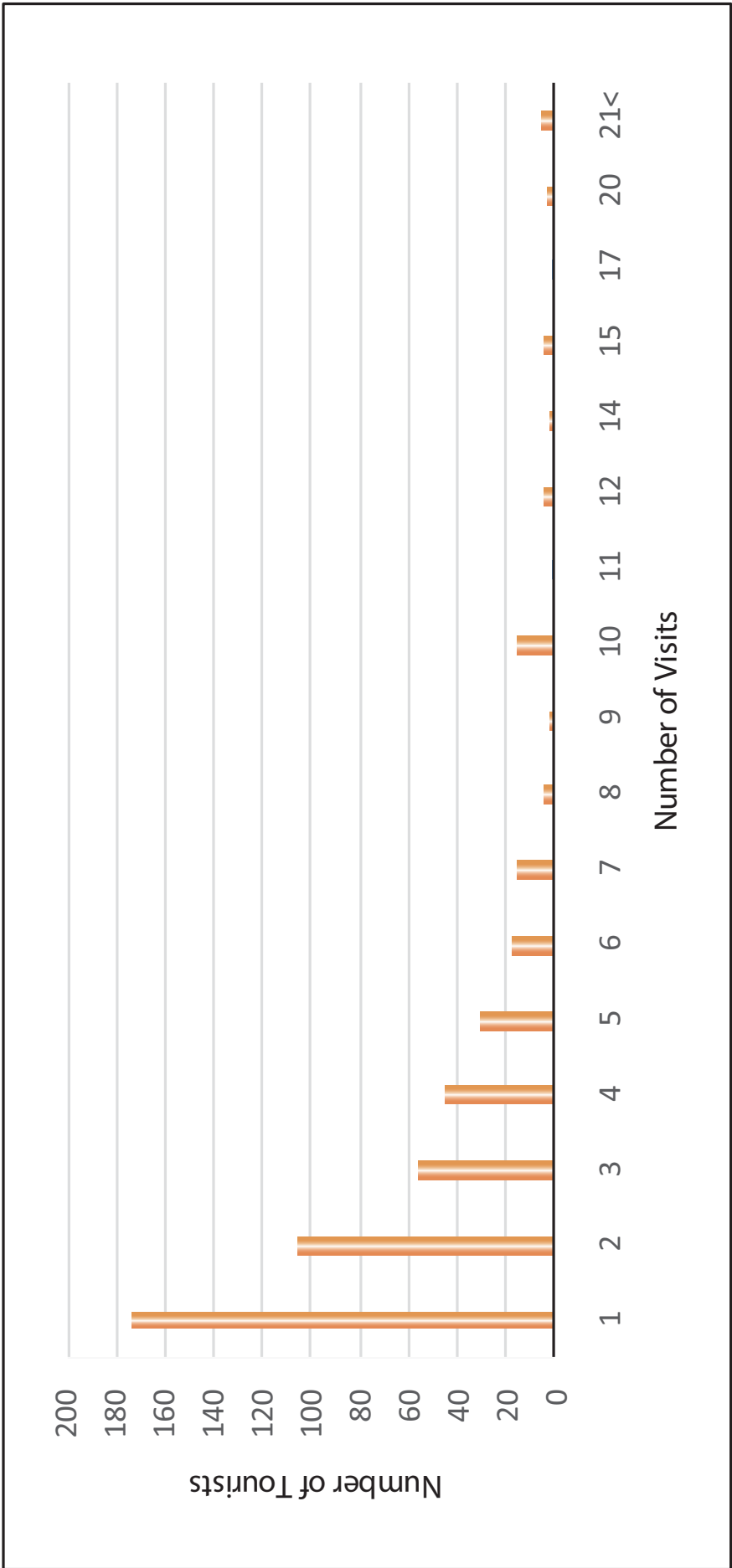


Table 9: Number of Previous Visits to Sri Lanka by Country of Residence

Country of Residence	1	2	3	4	5	6	7	8	9	10	11	12	14	15	17	20	21≥	Total
India	37	25	23	13	11	2	3	0	0	4	0	1	0	0	0	2	1	122
China	7	9	3	3	1	3	2	1	0	2	0	1	0	0	0	0	0	32
United Kingdom	16	6	6	3	1	2	2	0	0	1	0	0	0	1	0	0	1	39
Germany	11	6	1	2	1	1	2	0	1	0	0	1	0	1	0	0	0	27
France	11	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	13
Australia	16	6	2	4	3	1	0	0	0	3	0	1	0	0	0	0	0	36
Middle East	12	6	3	4	1	1	2	1	0	4	0	0	0	0	0	0	0	34
Benelux	7	3	1	3	1	0	2	0	0	0	0	0	0	0	0	0	0	17
Russia	11	8	1	2	2	0	1	0	0	0	0	0	1	0	0	0	0	26
Scandinavia	10	4	1	2	1	2	0	0	1	0	0	0	0	1	0	0	1	23
Ukraine	7	4	2	0	0	0	0	0	0	0	0	0	1	1	0	1	0	16
United States	7	10	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0	22
Czech Republic	1	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Italy	3	2	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	7
Spain	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Poland	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Malaysia	1	2	1	2	3	2	1	0	0	0	0	0	0	0	0	0	0	12
Japan	6	1	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	11
Switzerland	4	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Singapore	2	2	1	2	1	1	0	1	0	1	0	0	0	0	0	0	1	12
Thailand	3	2	3	1	1	0	0	1	0	0	0	0	0	0	0	0	1	12
Austria	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Canada	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
South Korea	0	0	2	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3
Total [N=484]	174	105	56	45	31	17	15	4	2	15	1	4	2	4	1	3	5	484
%	36.0	21.7	11.6	9.3	6.4	3.5	3.1	0.8	0.4	3.1	0.2	0.8	0.4	0.8	0.2	0.6	1.0	100

4.4 Trip Lead Time by Country of Residence

The purpose of the analysis of trip lead time is to gather insight into the tourist’s trip planning habits for travel to Sri Lanka. The trip lead time distribution is presented in Chart 8 and analyzed by country of residence in Table 10.

Most of the tourists surveyed had made their travel arrangements about one month (27.5%) and three months (26.4%) before departure. The

highest percentage of tourists from Switzerland (34.3%) and Benelux (34.2%) had made their travel arrangements about three months before departure. A closer look at the trip lead time reveals that mostly Thai (41.4%) and Italian (40.4%) tourists have made their travel arrangements only one month prior to their departure. Further, among the tourists who have made their travel arrangements six months prior to departure, tourists from Benelux (31.5%) and Austria (28.3%) recorded the highest proportion.

Chart 8: Analysis of Trip Lead Time

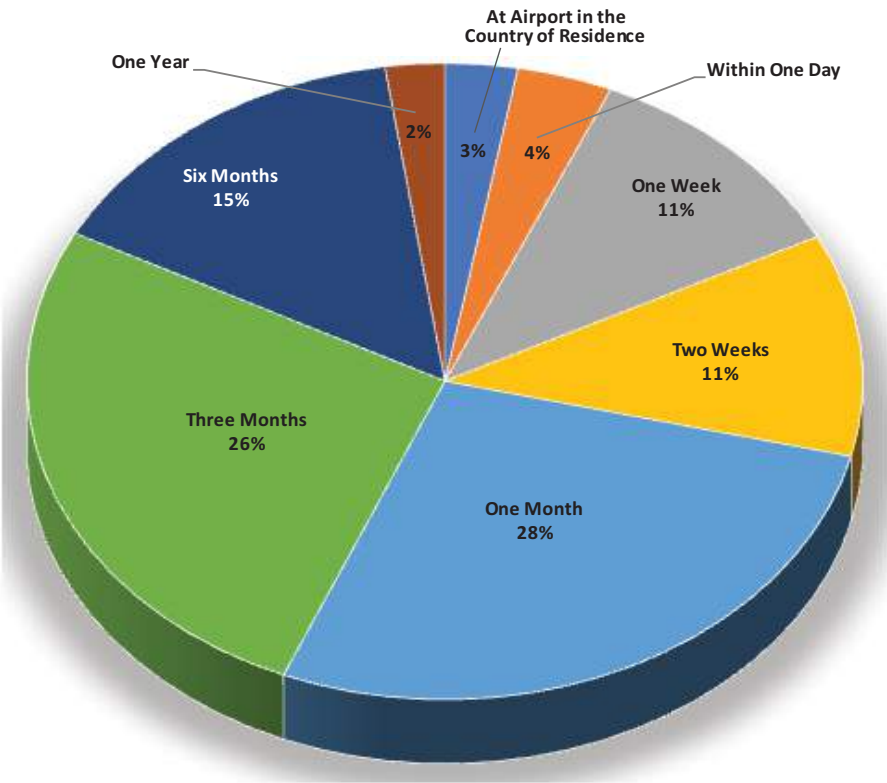




Table 10: Trip Lead Time by Country of Residence

Country of Residence	At Airport in the Country of Residence	Within One Day	One Week	Two Weeks	One Month	Three Months	Six Months	One Year	Total
India	1.3	5.6	19.0	17.9	29.8	18.7	6.1	1.6	100.00[N=638]
China	1.8	2.9	11.6	11.7	30.0	30.6	9.9	1.5	100.00[N=614]
United Kingdom	1.4	2.0	5.4	7.3	23.8	32.1	23.4	4.6	100.00[N=560]
Germany	2.9	3.4	7.8	7.1	25.8	32.8	18.7	1.5	100.00[N=561]
France	6.7	2.6	9.0	11.3	23.3	29.9	15.7	1.5	100.00[N=344]
Australia	1.2	3.3	6.5	6.5	22.8	33.1	22.2	4.4	100.00[N=338]
Middle East	4.4	6.1	17.9	14.2	35.8	14.2	5.4	2.0	100.00[N=296]
Benelux	2.0	3.0	6.4	6.0	14.4	34.2	31.6	2.4	100.00[N=298]
Russia	5.8	1.8	14.2	12.8	31.4	22.1	9.3	2.6	100.00[N=226]
Scandinavia	0.9	2.3	6.9	8.3	29.4	30.3	18.8	3.2	100.00[N=218]
Ukraine	7.8	6.9	14.2	18.1	26.5	18.1	6.9	1.5	100.00[N=204]
United States	1.5	3.9	6.9	13.3	34.0	19.7	19.2	1.6	100.00[N=203]
Czech Republic	4.5	2.7	12.7	11.8	20.9	28.2	18.2	0.9	100.00[N=110]
Italy	3.8	6.7	6.7	13.5	40.4	21.2	6.7	1.0	100.00[N=104]
Spain	3.9	2.9	8.7	5.8	30.1	26.2	20.5	1.9	100.00[N=103]
Poland	2.0	6.0	12.0	19.0	31.0	16.0	11.0	3.0	100.00[N=100]
Malaysia	1.0	3.0	16.8	12.9	27.7	23.8	11.8	3.0	100.00[N=101]
Japan	6.9	3.0	13.9	8.9	34.7	19.8	9.9	3.0	100.00[N=101]
Switzerland	0.0	8.6	10.0	5.7	25.7	34.3	12.9	2.9	100.00[N=70]
Singapore	1.4	7.2	15.9	20.3	27.5	14.5	11.8	1.4	100.00[N=69]
Thailand	1.8	0.0	16.1	16.1	41.1	17.9	7.0	0.0	100.00[N=56]
Austria	0.0	2.2	13.0	15.2	17.4	21.7	28.3	2.2	100.00[N=46]
Canada	2.7	2.7	13.5	10.8	21.6	24.3	24.4	0.0	100.00[N=37]
South Korea	8.7	4.3	17.4	8.7	30.4	26.1	4.4	0.0	100.00[N=23]
Total [N=5,420]	2.8	3.7	11.0	11.3	27.5	26.4	15.0	2.3	5,420

\*82 did not respond

4.5 Travel Partner

For the survey, travel partner is categorized into seven groups: Spouse Only, Friends and Relatives, Travelled Alone, Spouse and Children, Children Only, Business Colleagues, and Other. Chart 9 presents the analysis of travel partner, while Table 11a indicates travel partner by country of residence and Table 11b explains the age distribution of any accompanying children.

Most of the tourists (41.6%) had mentioned they were travelling with Friends and/or Relatives, while 28.8% travelled with Spouse Only. The highest percentage of tourists who travelled with

Friends and/or Relatives and with Spouse Only were from Europe (63.6%) and China (59.2%) respectively. 18.1% of tourists travelled alone. Nearly 4.9% had travelled with their Spouse and Children only and 3.8% had traveled with their business colleagues.

As seen in Table 11a, nearly 64% of children who accompanied their parents were below the age of 15 years and out of this, the majority of them were between 11-15 Years (25.74%). The highest percentage of children were recorded in the age group of 11-15 while the lowest percentage of children were recorded in the age group of 6-10.

Chart 9: Analysis of Travel Partner

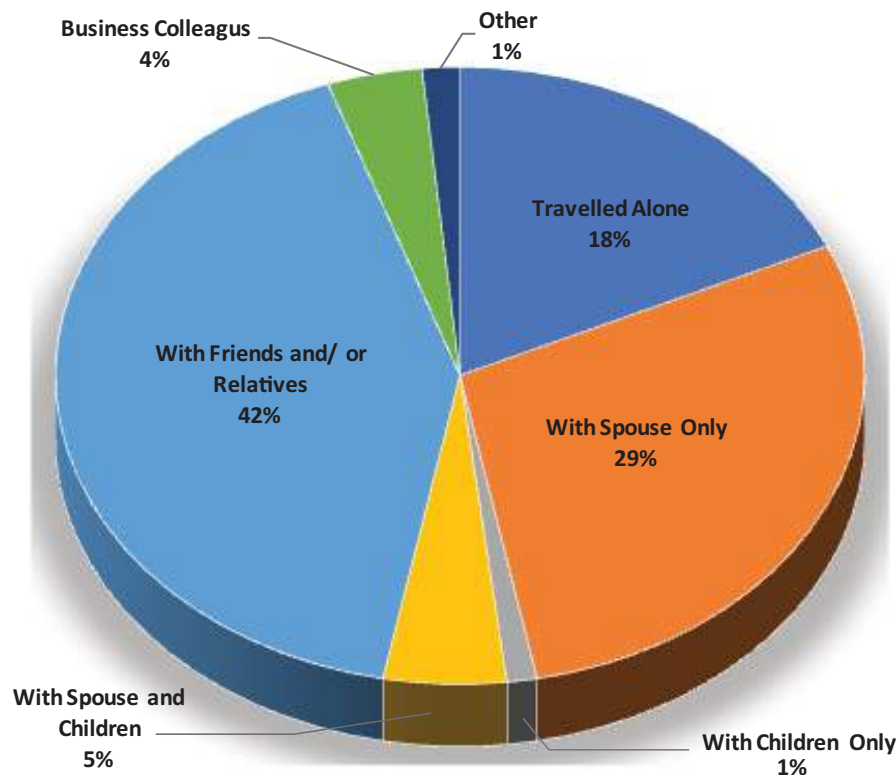


Table 11a: Travel Partner by Country of Residence

Country of Residence	With Friends and/ or Relatives	With Spouse Only	Travelled Alone	With Spouse and Children	Business Colleagues	With Children Only	Other
India	38.9	18.7	27.1	6.1	7.3	1.0	1.0
China	59.2	13.5	16.0	3.2	6.2	1.3	0.5
United Kingdom	33.5	43.5	15.5	3.8	1.5	1.3	0.9
Germany	44.9	31.1	15.3	3.7	0.7	2.0	2.2
France	33.2	42.6	14.9	6.4	0.9	0.3	1.7
Australia	40.8	29.9	15.4	7.6	2.7	2.1	1.5
Middle East	38.2	30.5	22.1	3.2	4.2	1.4	0.4
Benelux	31.7	42.3	10.2	9.5	1.4	1.1	3.9
Russia	45.1	29.6	16.4	6.2	0.4	0.9	1.3
Scandinavia	38.9	29.6	17.1	6.5	3.7	0.9	3.2
Ukraine	33.2	41.2	14.1	6.0	2.5	2.5	0.5
United States	39.2	26.1	28.1	2.5	2.0	1.0	1.0
Czech Republic	63.6	18.7	9.3	2.8	0.9	1.9	2.8
Italy	51.0	20.4	17.3	4.1	2.0	1.0	4.1
Spain	52.4	32.0	9.7	2.9	1.0	0.0	1.9
Poland	42.4	39.4	10.1	6.1	1.0	0.0	1.0
Malaysia	36.7	14.3	22.4	2.0	23.5	0.0	1.0
Japan	41.2	8.2	40.2	3.1	7.2	0.0	0.0
Switzerland	33.3	30.4	26.1	4.3	0.0	1.4	4.3
Singapore	32.4	14.7	30.9	7.4	13.2	1.5	0.0
Thailand	34.0	22.6	17.0	5.7	20.8	0.0	0.0
Austria	59.1	31.8	2.3	2.3	2.3	0.0	2.3
Canada	40.6	21.9	37.5	0.0	0.0	0.0	0.0
South Korea	34.8	17.4	21.7	0.0	26.1	0.0	0.0
<b>Total [N=5,286]</b>	<b>2,201</b>	<b>1,524</b>	<b>959</b>	<b>259</b>	<b>203</b>	<b>63</b>	<b>77</b>
<b>%</b>	<b>41.6</b>	<b>28.8</b>	<b>18.1</b>	<b>4.9</b>	<b>3.8</b>	<b>1.2</b>	<b>1.5</b>

\*216 did not respond

Table 11b: Number of Children Accompanied

Age Group	Number of Children	%
1 to 5	122	22.43
6 to 10	87	15.99
11 to 15	140	25.74
16 to 18	105	19.30
Over 18	90	16.54
<b>Total</b>	<b>544</b>	<b>100.00</b>

4.6 Mode of Payment

The purpose of the analysis of mode of payment is to investigate the tourist’s payment behavior for travel planning. The statistics on mode of payment and breakdown of transactions by country of residence are illustrated in Chart 10, Table 12a and Table 12b.

Around 40.2% had made their own arrangements and made payments directly. Tourists from Czech Republic recorded the highest percentage of 55.5%. Around 36.9% of the respondents had arranged their trip online, and France recorded

the highest percentage (49.4%), followed by Scandinavia (43.2%) and Germany (41.5%) respectively. It is noteworthy that around 17% had paid through a travel operator in the country of residence and the highest number of tourists who used this mode were from Ukraine (49.8%) followed by Canada (26.2%) and China (22.9%).

According to the Table 12b which shows the transactions via internet, majority of respondents (78.2%) who paid through internet have used credit cards when paying for their trip while 13.9% have used bank transfers.

Chart 10: Analysis of Mode of Payment

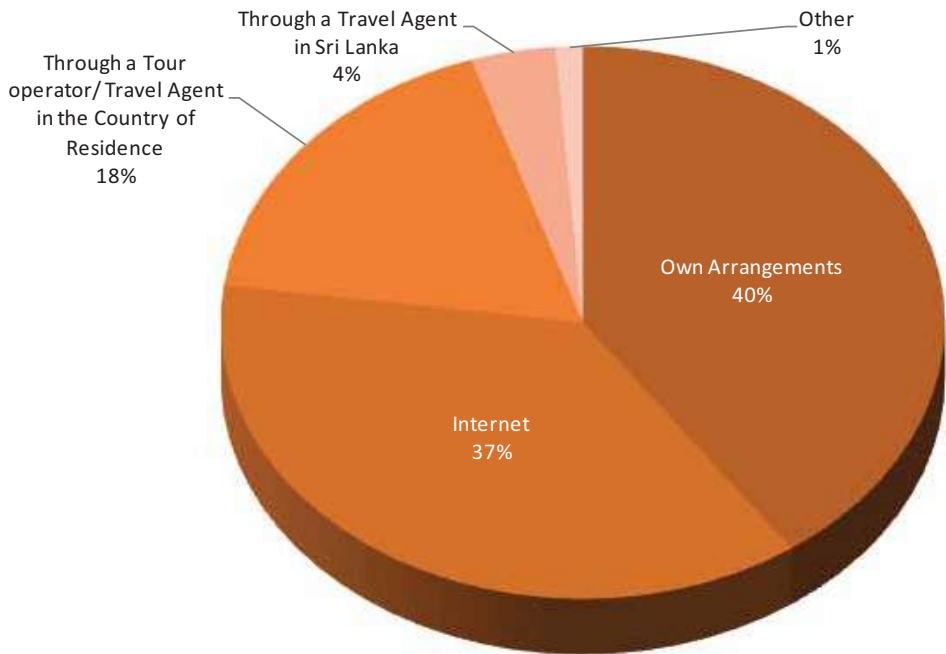




Table 12a: Mode of Payment by Country of Residence

Country of Residence	Own Arrangements	Internet	Through a Tour Operator/ Travel Agent in the Country of Residence	Through a Travel Agent in Sri Lanka	Other	Total
India	46.82	27.44	18.14	4.96	2.64	645
China	32.37	40.38	22.92	3.37	0.96	624
United Kingdom	39.66	36.55	19.75	3.27	0.78	643
Germany	43.60	41.16	11.74	2.44	1.07	656
France	36.95	49.35	10.59	2.07	1.03	387
Australia	38.10	35.84	20.55	3.51	2.01	399
Middle East	45.66	38.59	10.29	4.82	0.64	311
Benelux	43.13	38.27	16.17	1.62	0.81	371
Russia	38.20	36.33	20.60	4.87	0.00	267
Scandinavia	37.59	43.23	14.66	4.14	0.38	266
Ukraine	18.34	28.38	49.78	2.62	0.87	229
United States	45.73	37.18	12.82	2.56	1.71	234
Czech Republic	55.64	30.83	9.02	3.76	0.75	133
Italy	39.68	35.71	18.25	5.56	0.79	126
Spain	42.86	37.59	12.03	6.02	1.50	133
Poland	52.17	27.83	13.04	5.22	1.74	115
Malaysia	34.00	34.00	19.00	10.00	3.00	100
Japan	36.27	40.20	17.65	5.88	0.00	102
Switzerland	37.50	36.36	17.05	7.95	1.14	88
Singapore	35.44	30.38	22.78	8.86	2.53	79
Thailand	54.10	24.59	16.39	3.28	1.64	61
Austria	45.16	37.10	16.13	1.61	0.00	62
Canada	40.48	28.57	26.19	0.00	4.76	42
South Korea	36.36	36.36	18.18	9.09	0.00	22
<b>Total [N=6,095]</b>	<b>2,452</b>	<b>2,251</b>	<b>1,088</b>	<b>230</b>	<b>74</b>	<b>6,095</b>
<b>%</b>	<b>40.23</b>	<b>36.93</b>	<b>17.85</b>	<b>3.78</b>	<b>1.21</b>	<b>100.00</b>

Table 12b: Transactions via the Internet

Transaction	%
Credit Card	78.1
Bank Transfer	13.9
Other Means	8.0
<b>Total</b>	<b>100.0</b>

\*2,344 did not respond

**4.7 Type of Tour**

The purpose of analyzing the type of tour is to investigate the demand on package and non-package tours on travel planning arrangements. The statistics on type of tour by country of residence is explained in Table 13 and the graphical representation illustrated in Chart 11.

Out of the 5,421 respondents, only 18.5% of the tourists had used a package tour for this trip. The

incidences of package tours were much higher in the case of Ukraine (39.5%), Canada (29.7%) and Austria (28.9%) respectively. According to the survey, 81.5% tourists had not used packages and the highest number of tourists who had not used package tours were from Thailand (91.1%).

Chart 11: Type of Tour

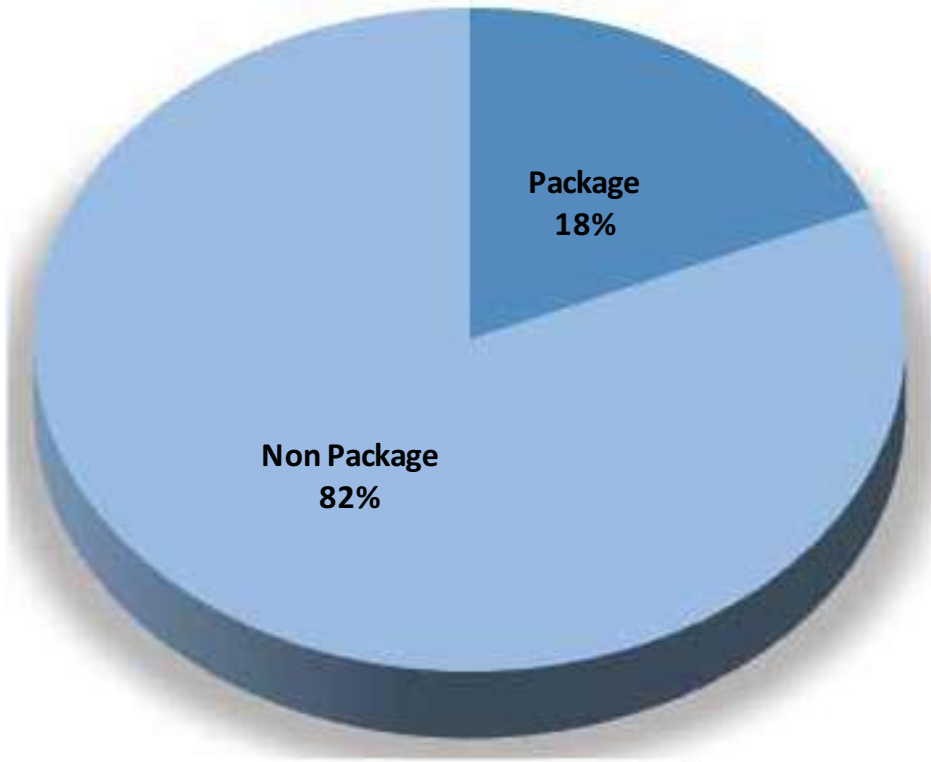


Table 13: Type of Tour by Country of Residence

Country of Residence	Package	Non Package
India	22.3	77.7
China	21.6	78.4
United Kingdom	25.0	75.0
Germany	13.6	86.4
France	13.1	86.9
Australia	15.5	84.5
Middle East	13.8	86.2
Benelux	19.5	80.5
Russia	20.7	79.3
Scandinavia	11.8	88.2
Ukraine	39.5	60.5
United States	11.8	88.2
Czech Republic	11.7	88.3
Italy	17.9	82.1
Spain	9.7	90.3
Poland	16.8	83.2
Malaysia	12.2	87.8
Japan	13.3	86.7
Switzerland	18.8	81.2
Singapore	20.3	79.7
Thailand	8.9	91.1
Austria	28.9	71.1
Canada	29.7	70.3
South Korea	0.0	100.0
<b>Total [N=5,421]</b>	<b>1,004</b>	<b>4,417</b>
<b>%</b>	<b>18.5</b>	<b>81.5</b>

*\*81 did not respond*

#### 4.8 Main Sources of Information

The purpose of analyzing main sources of information is to find out the most effective channels for destination promotion. The statistics on main sources of information which influence tourist visits by country of residence is explained in Table 14. The survey questionnaire indicated 17 sources of information namely:

- ▶ Internet
- ▶ Friends/Relatives
- ▶ Previous Visit Experience
- ▶ Travel Guide Book
- ▶ Tour Operator
- ▶ Own Initiative

- ▶ Business Reasons
- ▶ Travel Agent
- ▶ TV/Radio
- ▶ Newspapers and Magazines
- ▶ Advertisement
- ▶ Travel Brochure
- ▶ Airline
- ▶ Trade Fairs
- ▶ Sri Lankan Tourist Board
- ▶ MICE Organizer

The main sources of information which influenced tourists to visit Sri Lanka are the internet (29.55%) and recommendation of friends / relatives (27.49%), 57.04% in total. This trend was seen among the different countries.

Table 14: Main Sources of Information which Influenced the Visit by Country of Residence (Multiple Answer Question)

Country of Residence	Internet	Friends/ Relatives	Travel Guide Bools	Own Initiative	Travel Agent	Previous Visit Experience	Tour Operator	Business Reasons	TV/Radio	News papers and Magazines	Advertise- ment	Trade Fairs	Travel Brochure	Airline	Other	Sri Lanka Tourist Board	MICE Organizer
India	208	249	40	54	30	60	59	79	27	37	37	6	5	2	9	9	2
China	350	227	84	14	85	46	28	36	32	36	28	26	8	12	5	4	2
United Kingdom	273	298	125	97	44	43	39	16	16	19	10	8	19	10	7	4	0
Germany	302	291	117	100	36	48	15	7	22	21	17	13	11	6	5	4	0
France	194	176	89	53	22	20	14	9	21	20	8	1	5	2	2	1	1
Australia	149	184	65	33	35	25	21	12	13	14	8	3	9	4	2		0
Middle East	138	150	13	23	22	27	9	24	8	8	11	1	0	8	2	1	1
Benelux	171	167	77	41	28	23	21	3	20	7	6	7	4	4	5	5	0
Russia	152	89	22	26	12	17	28	1	16	10	5	2	4	4	0	3	1
Scandinavia	102	119	20	35	12	26	11	13	2	5	7	1	2	2	1	0	0
Ukraine	130	78	10	22	36	9	35	4	9	6	6	4	2	0	1	2	0
United States	95	92	24	23	12	15	12	13	6	6	3	3	1	6	5	0	1
Czech Republic	74	60	41	16	6	8	2	1	4	6	1	1	5	1	2	1	0
Italy	58	59	29	21	11	8	9	4	4	6	3	2	2	2	1	1	0
Spain	59	58	29	26	8	4	1	3	5	4	4	1	0	1	1	1	1
Poland	76	41	37	15	9	5	7	1	4	1	4	2	4	3	1	0	0
Malaysia	29	36	4	10	8	4	8	22	5	4	3	2	0	1	1	0	2
Japan	50	29	23	4	7	7	0	7	8	6	1	1	0	1	3	1	0
Switzerland	40	41	9	8	7	5	5	2	2	1	1	2	2	1	0	1	1
Singapore	20	31	2	5	2	5	2	14	1	1	2	3	0	2	1	2	0
Thailand	21	18	6	4	2	7	3	12	2	2	1	0	0	0	1	0	0
Austria	26	34	10	5	3	4	3	0	2	2	0	0	1	0	0	0	0
Canada	14	20	7	5	5	3	2	1	0	0	1	0	1	0	1	0	0
South Korea	10	3	2	2	0	0	0	3	1	1	0	0	0	1	0	0	0
Total [N=5,502]	2,741	2,550	885	642	442	419	334	287	230	223	167	89	85	73	56	40	12
%	29.55	27.49	9.54	6.92	4.77	4.52	3.60	3.09	2.48	2.40	1.80	0.96	0.92	0.79	0.60	0.43	0.13

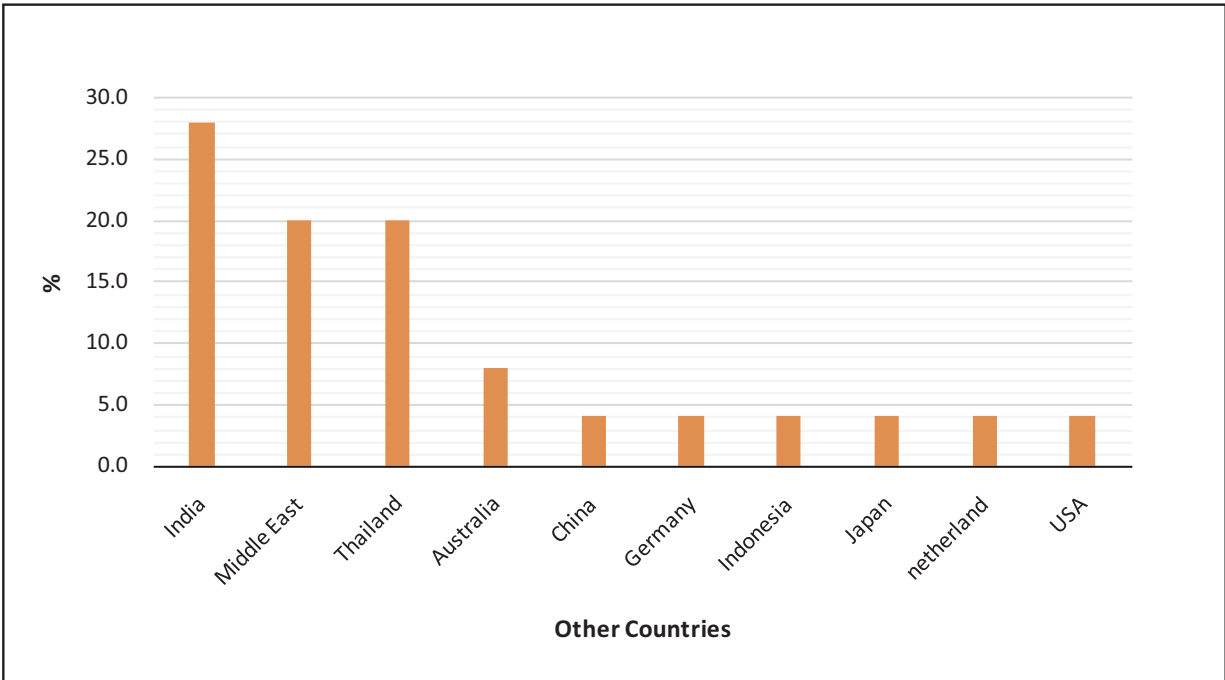


**4.9 Other Countries Already Visited on this Trip**

Chart 12 shows the countries that tourists visited prior to their visit to Sri Lanka on this trip. India

was recorded as the country that received the highest number (28.0%) of tourists who had visited other countries prior to their visit to Sri Lanka.

Chart 12: Countries Already Visited on this Trip

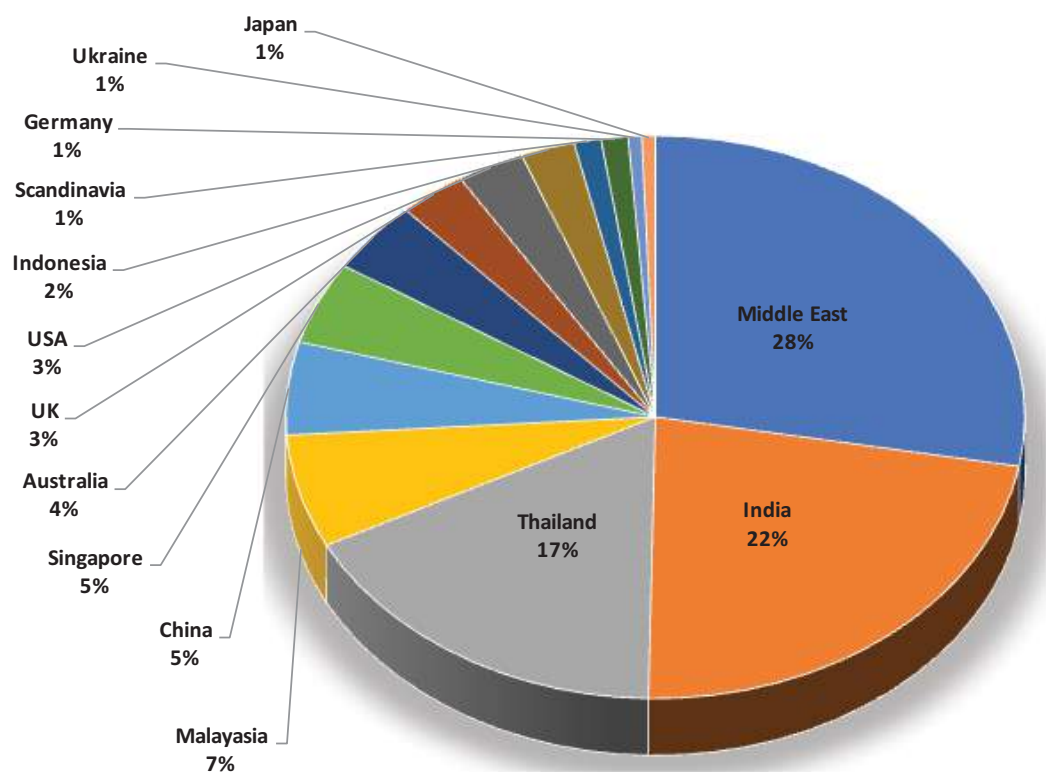


**4.10 Other Countries to be Visited on this Trip**

Countries to be visited on the same trip are given in Chart 13. Countries in the Middle East (27.80%) were the most popular destinations

that respondents plan to visit after leaving Sri Lanka on this trip. India (22.49%) and Thailand (17.16%) were the next most popular countries that respondents would visit after leaving Sri Lanka on this trip.

Chart 13: Other Countries to be Visited on this Trip



# PURPOSE OF VISIT

The objective of reviewing the purpose of visit is to examine the compelling reasons for selecting Sri Lanka as their destination of choice.

## 5.1 Main Purpose of Visit

Main purpose of visit is first categorized into: Holiday, Business and any Other reasons. Table

15 shows the main purpose of visit by country of residence. As seen in Chart 14, around 90% of the tourists have declared that their main purpose of visit was holidaying, while about 7% have come for business purposes. Approximately 3% of respondents had visited Sri Lanka for other purposes. There are disparities between individual countries in this distribution.

Chart 14: Main Purpose of Visit

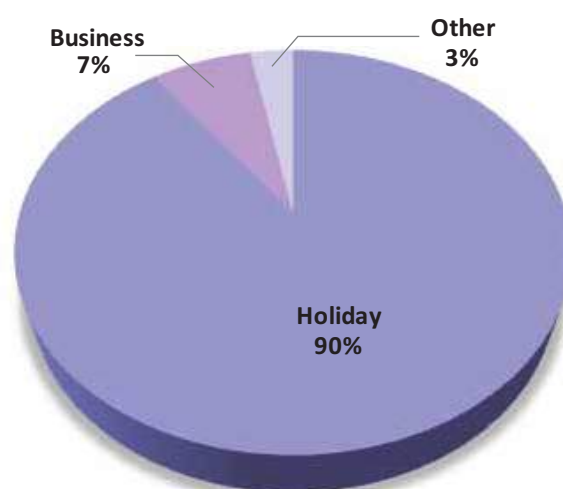


Table 15: Main Purpose of Visit to Sri Lanka by Country of Residence

Country of Residence	Holiday	Business	Other	Total
India	77.34	16.72	5.94	100.00[N=640]
China	89.11	8.62	2.28	100.00[N=615]
United Kingdom	93.18	4.67	2.15	100.00[N=557]
Germany	96.09	1.95	1.95	100.00[N=563]
France	95.73	3.42	0.85	100.00[N=351]
Australia	91.15	4.42	4.42	100.00[N=339]
Middle East	84.07	9.15	6.78	100.00[N=295]
Benelux	96.32	2.01	1.67	100.00[N=299]
Russia	95.71	3.43	0.86	100.00[N=233]
Scandinavia	91.52	6.25	2.23	100.00[N=224]
Ukraine	96.12	1.94	1.94	100.00[N=206]
United States	86.07	8.46	5.47	100.00[N=201]
Czech Republic	99.10	0.90	0.00	100.00[N=111]
Italy	92.52	4.67	2.80	100.00[N=107]
Spain	97.17	1.89	0.94	100.00[N=106]
Poland	96.00	4.00	0.00	100.00[N=100]
Malaysia	72.00	24.00	4.00	100.00[N=100]
Japan	88.12	10.89	0.99	100.00[N=101]
Switzerland	92.86	1.43	5.71	100.00[N=70]
Singapore	77.27	16.67	6.06	100.00[N=66]
Thailand	63.64	30.91	5.45	100.00[N=55]
Austria	97.78	0.00	2.22	100.00[N=45]
Canada	94.59	2.70	2.70	100.00[N=37]
South Korea	60.87	30.43	8.70	100.00[N=23]
<b>Total</b>	<b>4,896</b>	<b>384</b>	<b>164</b>	<b>[N=5,444]</b>
<b>%</b>	<b>89.93</b>	<b>7.05</b>	<b>3.02</b>	<b>100.00</b>

## 5.2 Main Purpose of Visit – Holiday

This question aims to find out a tourist's reasons for selecting Sri Lanka as a place to holiday, and the data is presented in Table 16 and Chart 15. The survey provides the following 13 categories which were to be evaluated as first, second and third preferences: Sun and Beach, Sightseeing, Cultural

Events, Historical Sites, Wildlife, Shopping, Adventure, Water Sports, Religious, Wellness/ Ayurveda, Wedding Location/ Family Occasion, Honeymoon, and Special Offers. According to the survey, the first preferred reason for selecting Sri Lanka as a place to holiday was for Sun and Beach (29.01%) and the second preferred reason is for Sightseeing (22.83%).



Table 16: Holidaying as Main Purpose of Visit by Country of Residence (Multiple Answer Question)

Country of Residence	Sun and Beach			Sightseeing			Cultural Events			Historical Sites			Wildlife			Shopping		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
India	347	1	3	102	287	1	7	44	136	12	32	92	6	15	41	1	17	38
China	470	3	2	59	359	2	6	80	242	3	37	107	5	16	49	0	4	32
United Kingdom	422	10	16	70	382	10	9	27	163	3	30	144	8	18	77	0	5	11
Germany	455	9	10	42	388	8	5	42	175	1	28	117	10	17	95	2	3	7
France	272	8	7	25	178	2	4	56	94	20	56	114	5	21	50	2	4	13
Australia	227	8	4	65	192	7	6	18	90	1	34	82	1	13	48	0	1	6
Middle East	185	2	3	41	120	0	2	29	54	4	24	40	3	14	38	1	6	8
Benelux	231	4	10	40	214	1	3	27	122	6	22	71	2	7	46	1	0	6
Russia	209	0	1	5	113	1	2	28	46	2	20	37	1	7	23	0	3	16
Scandinavia	162	4	4	25	128	7	3	9	66	1	20	41	3	9	25	0	0	5
Ukraine	191	0	3	4	112	2	2	23	30	1	19	47	1	7	23	0	4	11
United States	122	4	2	34	100	4	2	12	60	4	24	30	3	7	23	1	1	8
Czech Republic	99	2	2	8	89	0	1	6	36	1	6	34	2	4	16	0	0	3
Italy	85	2	0	8	59	2	2	8	30	1	20	23	1	4	19	0	0	5
Spain	79	1	1	12	63	1	4	5	29	4	23	23	5	4	20	0	0	2
Poland	77	4	1	16	69	1	1	4	20	0	8	36	1	5	19	0	0	4
Malaysia	34	2	1	22	31	1	0	8	20	8	6	11	1	3	3	3	3	6
Japan	38	0	0	40	30	0	1	3	18	4	11	4	0	3	3	0	5	5
Switzerland	49	3	0	8	35	1	1	6	15	4	7	20	0	6	8	0	0	7
Singapore	32	0	0	9	25	2	2	6	15	0	4	8	1	3	5	1	1	2
Thailand	22	1	0	8	16	2	2	2	8	0	6	5	1	1	6	1	1	1
Austria	36	1	2	6	35	0	0	2	17	0	2	11	0	2	7	0	1	0
Canada	24	0	0	8	20	1	0	1	13	1	3	4	0	3	3	1	2	2
South Korea	10	0	0	3	7	0	0	3	0	1	1	3	0	1	3	0	0	0
Total (N=5,502)	3,878	69	72	660	3,052	56	65	449	1,499	82	443	1104	60	190	650	14	61	198
%	29.01	0.52	0.54	4.94	22.83	0.42	0.49	3.36	11.21	0.61	3.31	8.26	0.45	1.42	4.86	0.10	0.46	1.48

1 - First Preference

2 - Second Preference

3 - Third Preference



Contd...

Table 16: Holidaying as Main Purpose of Visit by Country of Residence (Multiple Answer Question)

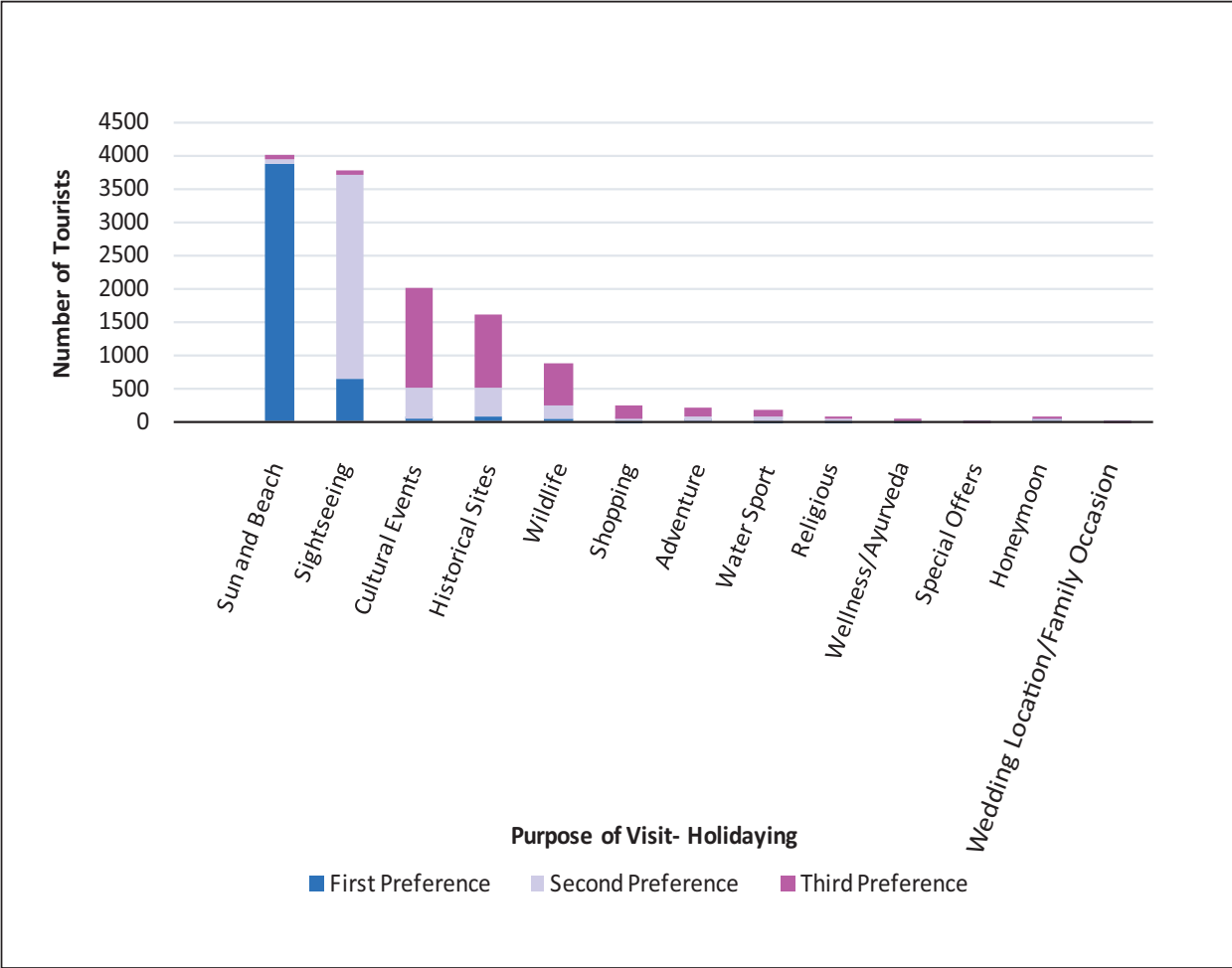
Adventure			Water Sport			Religious			Wellness/Ayurveda			Special Offers			Honeymoon			Wedding Location/ Family Occasion		
1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
3	8	11	0	2	14	6	2	11	4	1	2	1	2	1	3	1	0	4	0	0
0	2	8	0	2	7	2	2	8	1	0	0	0	0	1	5	2	3	1	1	0
5	5	6	2	4	6	2	3	2	1	3	2	0	0	0	6	2	1	3	1	0
6	4	15	3	7	15	2	3	5	9	1	4	5	1	0	3	0	1	0	1	1
5	4	14	1	0	4	3	0	8	0	0	6	2	0	0	1	2	3	1	0	0
2	3	5	3	6	7	0	2	2	1	1	4	0	0	0	0	0	2	3	2	0
1	4	14	4	11	8	3	3	3	0	0	2	1	0	2	11	1	2	1	1	2
1	5	4	3	1	2	0	0	0	2	0	2	0	1	1	1	1	1	2	0	0
0	7	16	2	13	10	0	2	7	0	0	0	0	1	0	3	2	3	1	0	2
1	4	7	3	4	5	0	5	0	4	1	4	2	0	0	0	0	0	2	1	1
0	4	11	0	3	7	0	0	3	0	0	1	0	0	0	1	2	6	1	0	2
1	5	4	2	4	3	3	0	4	1	1	2	0	0	0	5	0	0	2	0	1
1	0	9	0	1	3	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
0	2	2	0	1	3	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
1	0	5	0	0	2	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0
0	3	2	0	2	4	0	0	1	0	0	1	0	0	1	1	0	2	0	0	1
0	1	1	0	0	0	0	2	1	0	0	1	0	0	0	0	0	0	0	0	0
2	6	3	1	0	0	0	0	1	0	0	6	1	0	1	0	0	0	0	1	0
0	2	1	2	0	2	0	0	1	2	0	0	0	1	0	0	0	0	1	0	0
1	0	0	0	0	1	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0
0	0	0	2	0	0	1	0	0	0	2	0	1	0	0	0	0	0	0	0	0
3	0	1	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
33	69	139	28	62	106	24	24	59	26	11	38	14	6	7	42	13	26	22	8	10
0.25	0.52	1.04	0.21	0.46	0.79	0.18	0.18	0.44	0.19	0.08	0.28	0.10	0.04	0.05	0.31	0.10	0.19	0.16	0.06	0.07

1 - First Preference

2 - Second Preference

3 - Third Preference

Chart 15: Holidaying as Main Purpose of Visit (Multiple Answer Question)



5.3 Main Purpose of Visit – Business

This question aims to learn more about travellers whose main purpose of visiting Sri Lanka had been for business, and the data is presented in Table 17 and Chart 16. For respondents who stated their main purpose of visit was for business, the following reasons were offered in the survey: Corporate Travel, MICE (Meeting, Incentives, Convention and Exhibitions), Sport Events, Working Expatriate, Volunteer, Trading, and Special Offers.

The highest percentage of respondents were in the Corporate Travel category (35.70%), in which Indian visitors had the highest proportion. The second highest business tourists were in the Trading category (16.96%). Respondents in the Working Expatriate (13.67%) and MICE (6.84%) categories were in third and fourth positions. The highest proportion in the category of MICE was also recorded from India.

Table 17: Business as Main Purpose of Visit by Country of Residence

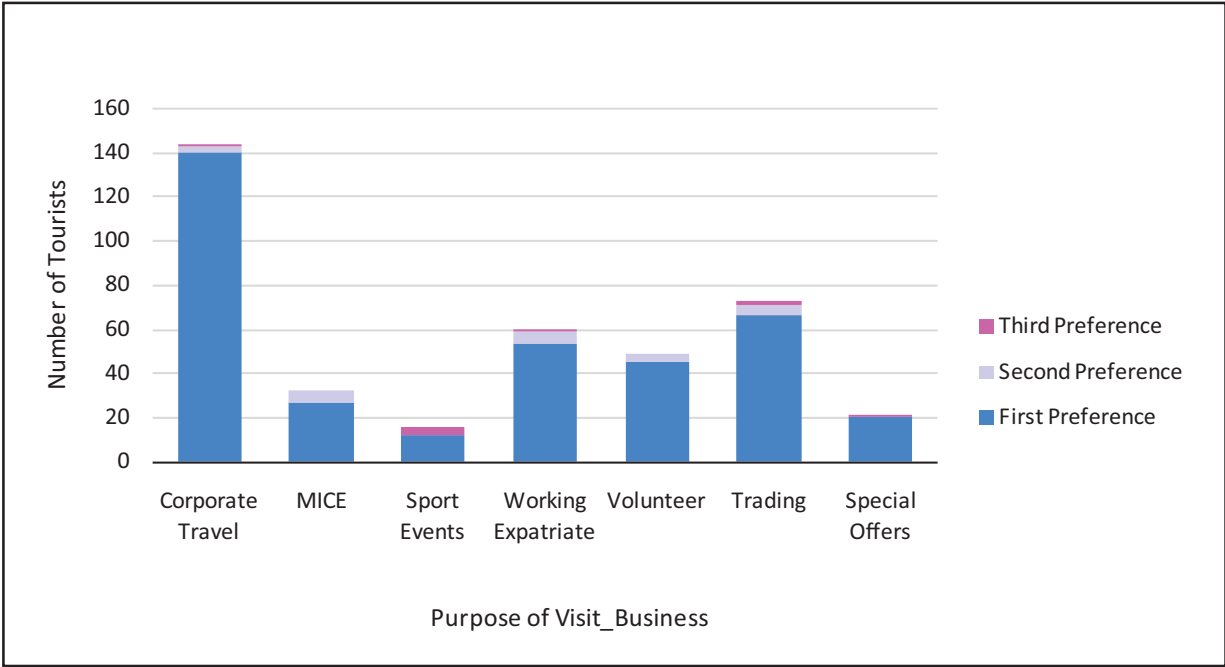
Country of Residence	Corporate Travel			MICE		Sport Events			Working Expatriate			Volunteer		Trading			Special Offers	
	1	2	3	1	2	1	2	3	1	2	3	1	2	1	2	3	1	3
India	44	0	1	14	3	4	1	1	7	2	0	0	1	18	0	0	4	0
China	10	0	0	0	2	1	1	1	14	0	0	8	0	18	0	1	1	0
United Kingdom	5	0	0	0	0	0	0	1	0	0	0	11	0	2	0	0	1	0
Germany	4	0	0	1	0	1	0	0	0	0	0	5	1	0	0	0	0	0
France	4	0	0	0	0	3	0	1	1	1	0	0	1	2	0	1	1	0
Australia	9	0	0	0	0	0	0	0	2	0	0	4	0	3	0	0	0	0
Middle East	7	0	0	0	0	1	0	0	5	0	0	1	1	4	1	0	1	0
Benelux	2	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0
Russia	1	0	0	0	0	1	0	1	1	0	0	3	0	1	0	0	2	0
Scandinavia	7	0	0	1	0	0	0	0	2	0	0	1	0	0	0	0	0	0
Ukraine	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	2	1
United States	8	1	0	2	0	0	1	1	3	0	1	4	0	2	1	0	1	0
Czech Republic	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0
Italy	3	0	0	1	0	0	0	0	0	0	0	1	0	2	0	0	0	0
Spain	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Poland	1	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	1	0
Malaysia	16	0	0	1	0	0	0	0	1	0	0	0	0	2	1	0	2	0
Japan	3	0	0	1	0	0	0	0	3	0	0	0	0	2	0	0	2	0
Switzerland	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Singapore	11	0	0	0	0	0	0	0	2	0	0	1	0	2	0	0	0	0
Thailand	4	0	0	3	0	0	0	0	3	0	0	0	0	3	1	0	2	0
Austria	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Canada	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
South Korea	0	0	0	2	0	0	0	0	2	0	0	2	0	2	0	0	0	0
<b>Total</b>	<b>142</b>	<b>2</b>	<b>1</b>	<b>27</b>	<b>5</b>	<b>12</b>	<b>4</b>	<b>1</b>	<b>48</b>	<b>5</b>	<b>0.25</b>	<b>11.39</b>	<b>4</b>	<b>67</b>	<b>4</b>	<b>0.51</b>	<b>20</b>	<b>1</b>
%	35.70	0.51	0.25	6.84	1.27	3.04	1.01	0.25	13.67	1.27	0.25	11.39	1.01	16.96	1.01	0.51	5.06	0.25

1 - First Preference

2 - Second Preference

3 - Third Preference

Chart 16: Business as Main Purpose of Visit



5.4 Main Purpose of Visit – Other Reasons

This question aims to learn more about travellers whose main purpose of visiting Sri Lanka had been for other reasons, and the data is presented in Table 18 and Chart 17. For respondents who stated their main purpose of visit was for other reasons, the following reasons were offered in the

survey: Visiting Friends and Relatives, Education or Study, In Transit, Born in Sri Lanka, No Special Reason, and Other. It reveals that 49.48% of the tourists had come for other reasons were in Sri Lanka to visit friends and relatives. The majority of visitors in this category were Indian tourists followed by UK tourists.

Table 18: Main Purpose of Visit – Other Reasons by Country of Residence

Country of Residence	Visiting Friends and Relatives			Education or Study			In Transit			Born In Sri Lanka			No Special Reason			Other	
	1	2		1	2	3	1	2	3	1	2		1	2		3	1
India	24	0		7	3		5	0	2	1		0	6	0		0	1
China	4	0		3	0		3	0	0	0		0	3	0		0	0
United Kingdom	21	0		9	0		1	0	0	0		1	5	0		0	1
Germany	12	0		7	0		3	0	1	0		0	2	0		0	1
France	3	0		3	2		1	0	1	0		0	2	0		0	0
Australia	16	0		2	0		6	0	0	1		1	2	0		0	1
Middle East	11	0		5	0		2	1	0	0		0	0	1		0	2
Benelux	5	0		3	1		0	0	0	0		0	2	0		0	1
Russia	4	0		1	0		0	0	0	0		0	2	0		0	0
Scandinavia	7	0		2	0		1	0	0	0		0	1	0		0	0
Ukraine	2	1		0	0		1	0	0	0		0	0	0		0	0
United States	16	0		2	2		4	0	0	0		2	1	0		1	1
Czech Republic	2	0		0	0		0	0	0	0		0	1	0		0	0
Italy	2	0		1	0		0	0	0	0		0	0	0		0	0
Spain	0	0		0	0		0	0	0	0		0	2	0		0	0
Poland	0	0		0	0		0	0	0	0		0	0	0		0	0
Malaysia	2	0		3	0		2	0	0	0		0	0	0		0	2
Japan	1	0		1	0		1	0	0	0		0	0	0		0	0
Switzerland	0	0		1	0		0	0	0	0		0	1	0		0	0
Singapore	3	0		1	0		0	0	0	0		0	1	0		0	1
Thailand	4	0		0	0		0	0	0	0		0	1	0		0	0
Austria	2	0		0	0		0	0	0	0		0	0	0		0	0
Canada	2	0		0	0		0	0	0	0		0	0	0		0	0
South Korea	0	0		0	0		0	0	0	0		0	0	0		0	0
<b>Total</b>	<b>143</b>	<b>1</b>		<b>51</b>	<b>8</b>		<b>30</b>	<b>1</b>	<b>4</b>	<b>2</b>		<b>4</b>	<b>32</b>	<b>1</b>		<b>1</b>	<b>11</b>
%	49.48	0.35		17.65	2.77		10.38	0.35	1.38	0.69		1.38	11.07	0.35		0.35	3.81

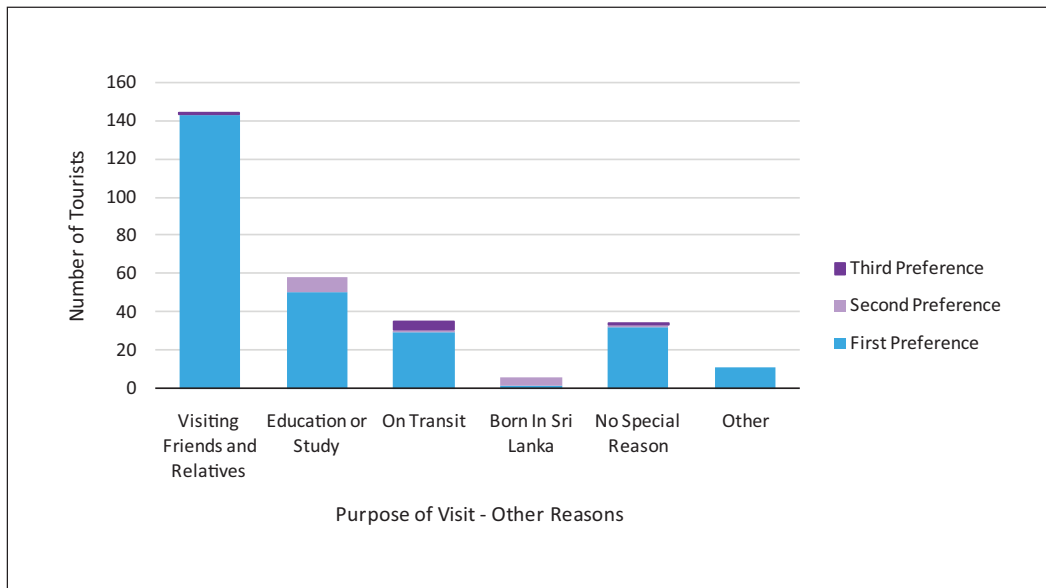
1 - First Preference

2 - Second Preference

3 - Third Preference



Chart 17: Main Purpose of Visit – Other Reasons



### 5.5 Purpose of Visit by Profession

An analysis of the purpose of visit by profession is given in Table 19. Seventeen types of professions were cross tabulated based on the purpose of visit. This analysis will help to identify whether the purpose of visit depended on the tourists' profession.

The majority of respondents (89.97%) had mentioned 'Holidaying' as their purpose of

visit. 6.98% and 3.05% of tourists had come for business and other purposes respectively. The majority of holiday makers were 'Housewives' (95.69%) followed by 'Retired Persons' (93.58%), 'Dependents' (95.63%), and 'Clerical & Allied' (94.04%) respectively. In addition, the majority of 'Other' respondents belonged to 'Students' (4.92%), 'Other Professionals' (4.33%), and 'Educationalists' (4.17%).

Table 19: Purpose of Visit by Profession

Profession	Holiday %	Business %	Other %	Total
Professional	91.16	6.46	2.38	1,346
Student	92.94	2.14	4.92	793
Businessman	79.94	17.34	2.72	698
Educationalist	91.67	4.17	4.16	408
Sales/Marketing Professional	92.27	6.44	1.29	388
IT Professional	89.58	8.79	1.63	307
Executive	82.67	13.86	3.47	202
Housewife	95.69	1.44	2.87	209
Scientist	90.72	6.70	2.58	194
Retired Person	95.63	1.09	3.28	183
Clerical & Allied	94.04	1.99	3.89	151
Police/Army/Navy/Air Force	92.21	3.90	3.90	77
Dependents	94.00	2.00	4.00	50
Driver/Chauffeur	92.11	7.89	0.00	38
Technical Writer	87.10	9.68	3.22	31
Estate Holder	90.48	9.52	0.00	21
Other	88.46	7.21	4.33	208
<b>Total[N=5,304]</b>	<b>4,772</b>	<b>370</b>	<b>162</b>	<b>5,304</b>
<b>%</b>	<b>89.97</b>	<b>6.98</b>	<b>3.05</b>	<b>100.00</b>

## 5.6 Number of Visits to Sri Lanka by Purpose

The frequency of previous visits to Sri Lanka is cross tabulated with the purpose of visit in Table 20. This analysis will help to check whether the

purpose of visit had an impact on the number of visits to Sri Lanka. Among those respondents who had visited Sri Lanka before, the highest proportion (67.89%) was on holiday and 23.58% of tourists had come for business purposes.

Table 20: Number of Visits to Sri Lanka by Purpose

Number of Visits	Holiday %	Business %	Other %	Total
1	80.46	16.67	2.87	174
2	78.43	17.65	3.92	102
3	64.81	31.48	3.71	54
4	44.19	46.51	9.30	43
5	63.33	30.00	6.67	30
6	64.71	23.53	11.76	17
7	80.00	13.33	6.67	15
8	25.00	50.00	25.00	4
9	50.00	50.00	0.00	2
10	26.67	46.67	26.68	15
11	100.00	0.00	0.00	1
12	100.00	0.00	0.00	4
14	100.00	0.00	0.00	2
15	50.00	25.00	25.00	4
17	100.00	0.00	0.00	1
20	0.00	100.00	0.00	3
21>	40.00	60.00	0.00	5
<b>Total[N=492]</b>	<b>334</b>	<b>116</b>	<b>42</b>	<b>492</b>
<b>%</b>	<b>67.89</b>	<b>23.58</b>	<b>8.54</b>	<b>100.00</b>

## 5.7 Duration of Stay by Main Purpose of Visit

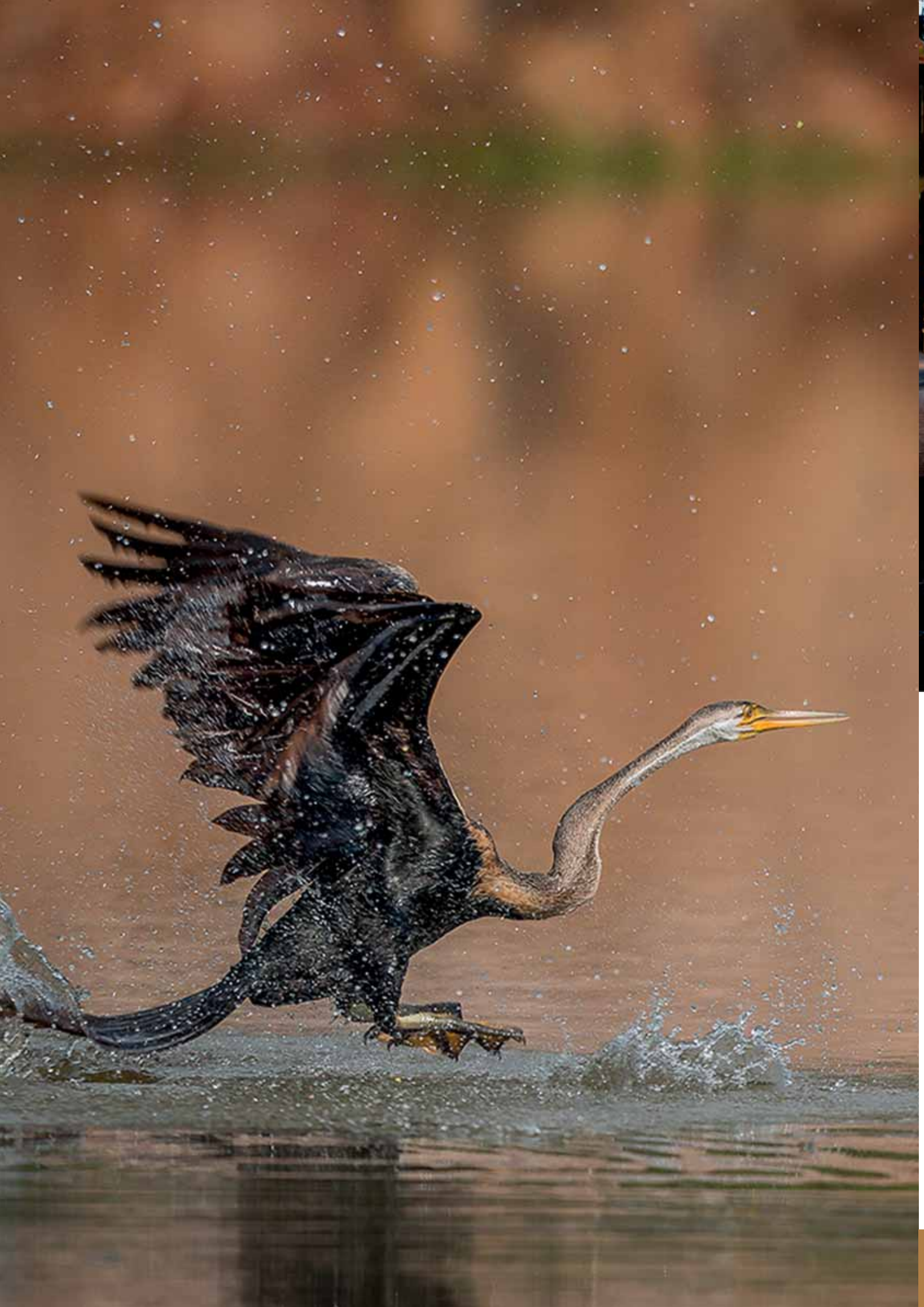
The length of stay (in nights) versus main purpose of visit is indicated in Table 21. When considering

the length of stay, the percentage of tourists on holiday was higher than 90.25% in most of the cases. When considering the length of stay, there is a progressive decrease in the category of business visitors.

Table 21: Duration of Stay (in Nights) by Main Purpose of Visit

Length of Stay	Holiday %	Business %	Other %	Total
1	36.36	38.18	25.46	55
2	51.20	42.77	6.03	166
3	75.00	18.85	6.15	244
4	80.35	15.44	4.21	285
5	87.93	9.71	2.36	381
6	90.35	7.40	2.25	311
7	92.25	5.61	2.14	374
8	94.71	3.08	2.21	227
9	94.87	3.42	1.71	234
10	94.61	3.43	1.96	408
11	96.70	2.20	1.10	182
12	95.68	3.65	0.67	301
13	96.17	2.44	1.39	287
14	96.56	1.99	1.45	552
15	95.60	1.89	2.51	159
16	97.39	1.74	0.87	115
17	96.30	1.85	1.85	108
18	98.89	1.11	0.00	90
19	98.33	0.00	1.67	60
20	99.43	0.57	0.00	174
21>	88.77	5.85	5.38	650
<b>Total</b>	<b>4,840</b>	<b>372</b>	<b>151</b>	<b>5,363</b>
<b>%</b>	<b>90.25</b>	<b>6.94</b>	<b>2.82</b>	<b>100.00</b>







# MAIN & ALTERNATIVE DESTINATIONS

The objective of reviewing the main and alternative destinations is to examine the relationship between Sri Lanka as the main destination and alternative main destination for tourism marketing and product development purposes. The chapter explains the statistical breakdown of Sri Lanka as the main destination, alternative main destination, visiting of alternative main destinations by purpose, visitors' next destination and comparison, and rating of Sri Lanka with other Asian destinations.

## 6.1 Sri Lanka as the Main Destination

The selection of Sri Lanka as the main destination based on the country of residence is revealed in Table 22. Sri Lanka was the main destination for 89.5% of tourists in the sample. The highest number of respondents who considered Sri Lanka as their main destination were from India (96.0%), followed by Thailand (95.9%), Czech Republic (94.6%), Singapore (94.0%), Poland (93.90%), Russia (93.80%), Benelux (93.2%), Japan (93.0%), and Ukraine (93.0%).



Table 22: Sri Lanka as the Main Destination by Country of Residence

Country of Residence	Yes %	No %
India	96.0	4.0
China	89.0	11.0
United Kingdom	83.9	16.1
Germany	89.1	10.9
France	89.0	11.0
Australia	88.1	11.9
Middle East	86.0	14.0
Benelux	93.2	6.8
Russia	93.8	6.2
Scandinavia	82.3	17.7
Ukraine	93.0	7.0
United States	78.4	21.6
Czech Republic	94.6	5.4
Italy	93.3	6.7
Spain	91.2	8.8
Poland	93.9	6.1
Malaysia	91.9	8.1
Japan	93.0	7.0
Switzerland	92.9	7.1
Singapore	94.0	6.0
Thailand	95.9	4.1
Austria	89.1	10.9
Canada	73.0	27.0
South Korea	90.9	9.1
<b>Total [N=5,349]</b>	<b>4,789</b>	<b>560</b>
<b>%</b>	<b>89.5</b>	<b>10.5</b>

*\*153 did not respond*

## 6.2 Alternative Main Destination to Sri Lanka

The survey questionnaire identified 12 countries / regions as main alternative destinations on this trip, namely: India, Middle East, China, United States, France, Australasia, Netherlands, Germany, Japan, Ukraine, Spain, Russia, Egypt, and East Asia. Chart 18 shows the main alternative

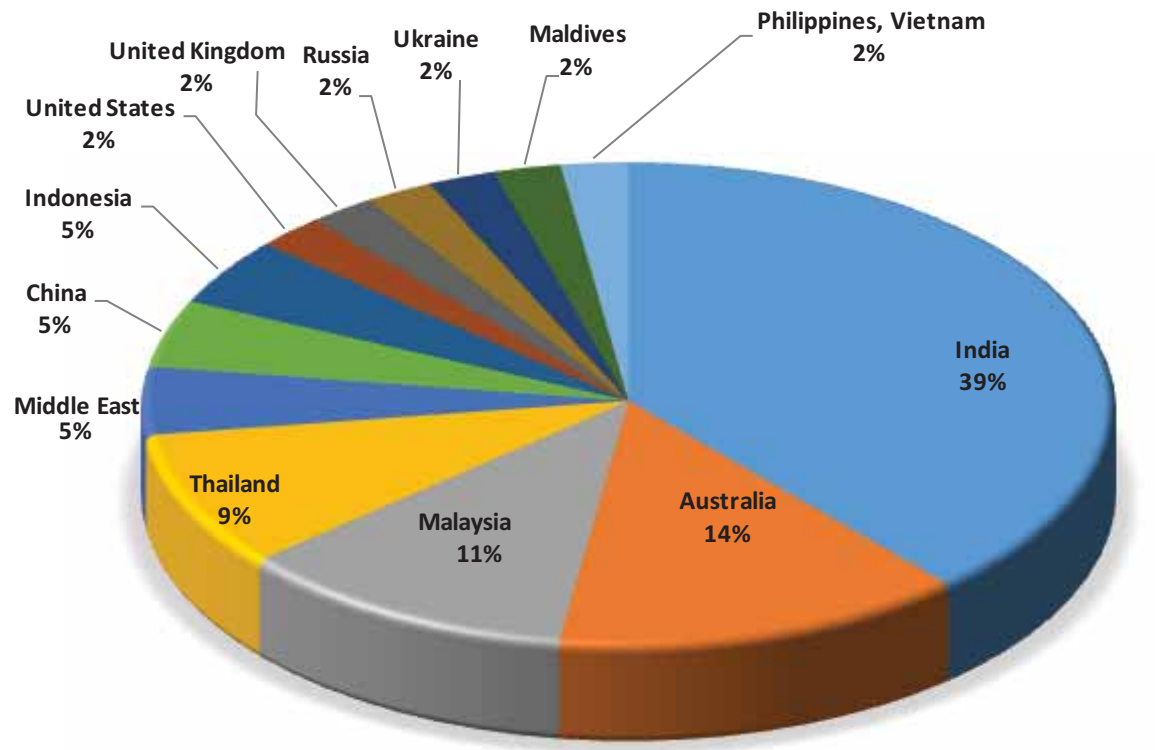
destination distribution and it is analyzed by country of residence in Table 23.

India (38.64%) was stated as the main alternative destination for respondents who mentioned that Sri Lanka was not their main destination during this trip. Further, Australasia (13.64%), Malaysia (11.36%) and Thailand (9.09%) were the other alternative main destinations for respondents.

Table 23: Alternative Main Destination by Country of Residence

Alternative Destination Countries Country of Residence	India	Australasia	Malaysia	Thailand	Middle East	China	Indonesia	United States	United Kingdom	Russia	Ukraine	Maldives	Philippines, Vietnam	Total
India	2	0	0	0	0	0	1	0	0	0	0	0	0	3
China	0	0	1	0	0	1	0	1	0	0	0	0	0	3
United Kingdom	3	1	0	1	1	0	0	0	1	0	0	0	0	7
Germany	1	3	0	1	1	0	1	0	0	0	0	0	0	7
France	2	1	1	0	0	0	0	0	0	0	0	0	0	4
Australia	3	1	1	0	0	0	0	0	0	0	0	0	0	5
Middle East	0	0	1	0	0	1	0	0	0	0	0	0	1	3
Benelux	1	0	1	1	0	0	0	0	0	0	0	0	0	3
Russia	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Scandinavia	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Ukraine	0	0	0	0	0	0	0	0	0	0	1	0	0	1
United States	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Czech Republic	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Italy	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Spain	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Poland	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Malaysia	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Japan	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Switzerland	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Austria	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Canada	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Korea	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	17	6	5	4	2	2	2	1	1	1	1	1	1	44
%	38.64	13.64	11.36	9.09	4.55	4.55	4.55	2.27	2.27	2.27	2.27	2.27	2.27	100.00

Chart 18: Alternative Main Destination



**6.3 Purpose of Visiting Alternative Main Destination(s)**

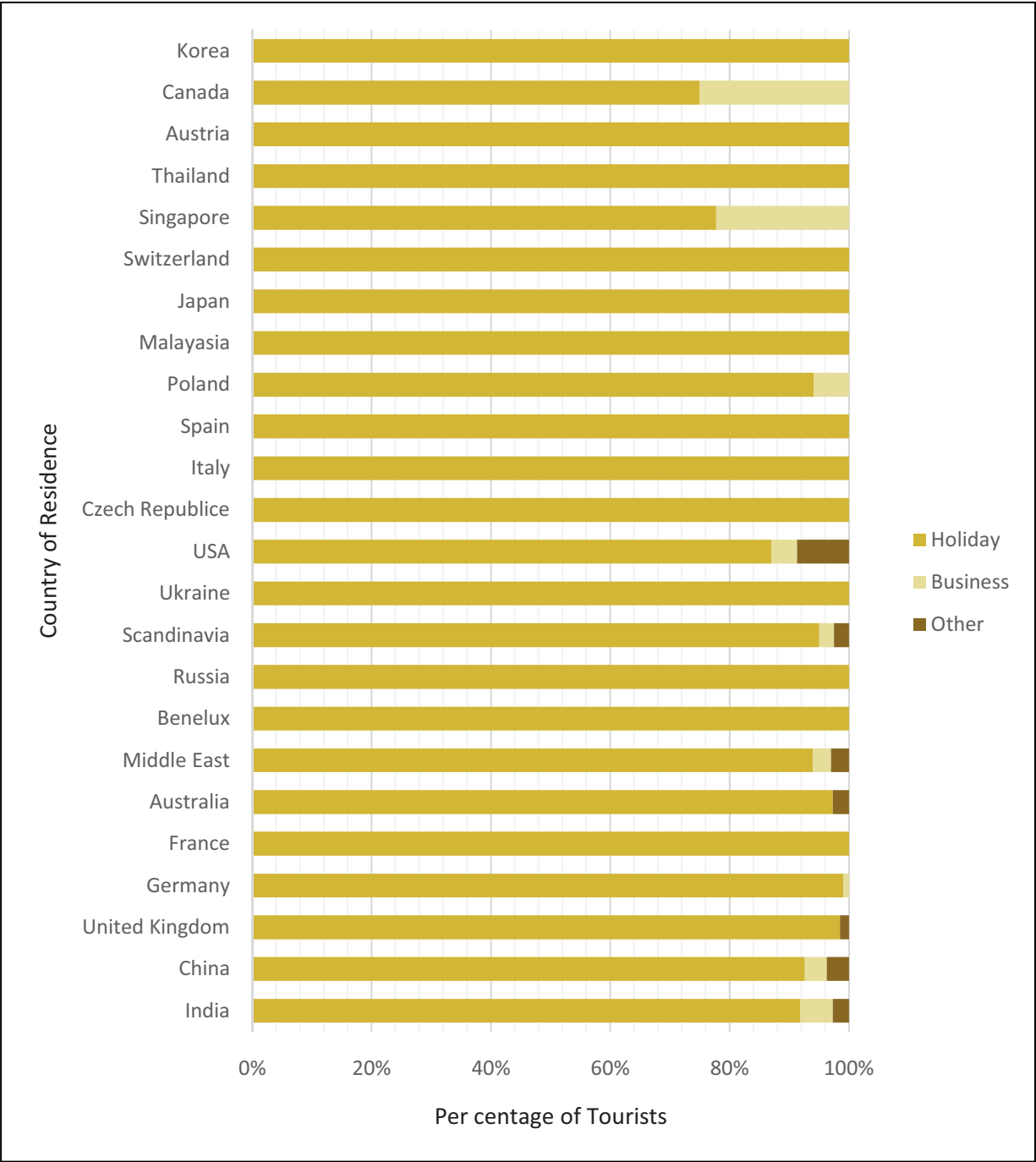
Alternative main destinations were also analyzed based on the tourist's purpose of visit. This explains the purpose of selecting alternative destinations compared to Sri Lanka. Table 24 shows the cross tabulation of purpose of visiting alternative main destination by country of residence and this is illustrated in Chart 19.

Out of 766 respondents who said Sri Lanka was not their main destination, holidaying (96.87%) was the main purpose of visit, while 1.70% of respondents visited for business, and 1.44% of respondents visited for other purposes.

Table 24: Purpose of Visiting Alternative Main Destination by Country of Residence

Country of Residence	Purpose of Visiting Alternative Main Destination			
	Holiday	Business	Other	Total
India	91.78	5.48	2.74	100.00(N=73)
China	92.59	3.70	3.71	100.00(N=27)
United Kingdom	98.51	0.00	1.49	100.00(N=134)
Germany	99.06	0.94	0.00	100.00(N=106)
France	100.00	0.00	0.00	100.00(N=25)
Australia	97.30	0.00	2.70	100.00(N=74)
Middle East	93.94	3.03	3.03	100.00(N=33)
Benelux	100.00	0.00	0.00	100.00(N=73)
Russia	100.00	0.00	0.00	100.00(N=24)
Scandinavia	95.00	2.50	2.50	100.00(N=40)
Ukraine	100.00	0.00	0.00	100.00(N=15)
United States	86.96	4.34	8.70	100.00(N=23)
Czech Republic	100.00	0.00	0.00	100.00(N=13)
Italy	100.00	0.00	0.00	100.00(N=8)
Spain	100.00	0.00	0.00	100.00(N=17)
Poland	94.12	5.88	0.00	100.00(N=17)
Malaysia	100.00	0.00	0.00	100.00(N=14)
Japan	100.00	0.00	0.00	100.00(N=5)
Switzerland	100.00	0.00	0.00	100.00(N=10)
Singapore	77.78	22.22	0.00	100.00(N=9)
Thailand	100.00	0.00	0.00	100.00(N=3)
Austria	100.00	0.00	0.00	100.00(N=18)
Canada	75.00	25.00	0.00	100.00(N=4)
South Korea	100.00	0.00	0.00	100.00(N=1)
<b>Total (N=766)</b>	<b>742</b>	<b>13</b>	<b>11</b>	<b>766</b>
%	96.87	1.70	1.44	100.00

Chart 19: Purpose of Visiting Alternative Main Destination by Country of Residence



6.4 Next Destination(s)

Chart 20 represents the next destinations respondents were due to travel to in the same trip

and Table 25 details this by country of residence. Around 34.31% of the respondents had declared Middle East as the next destination followed by India (14.48%) and China (9.46%).

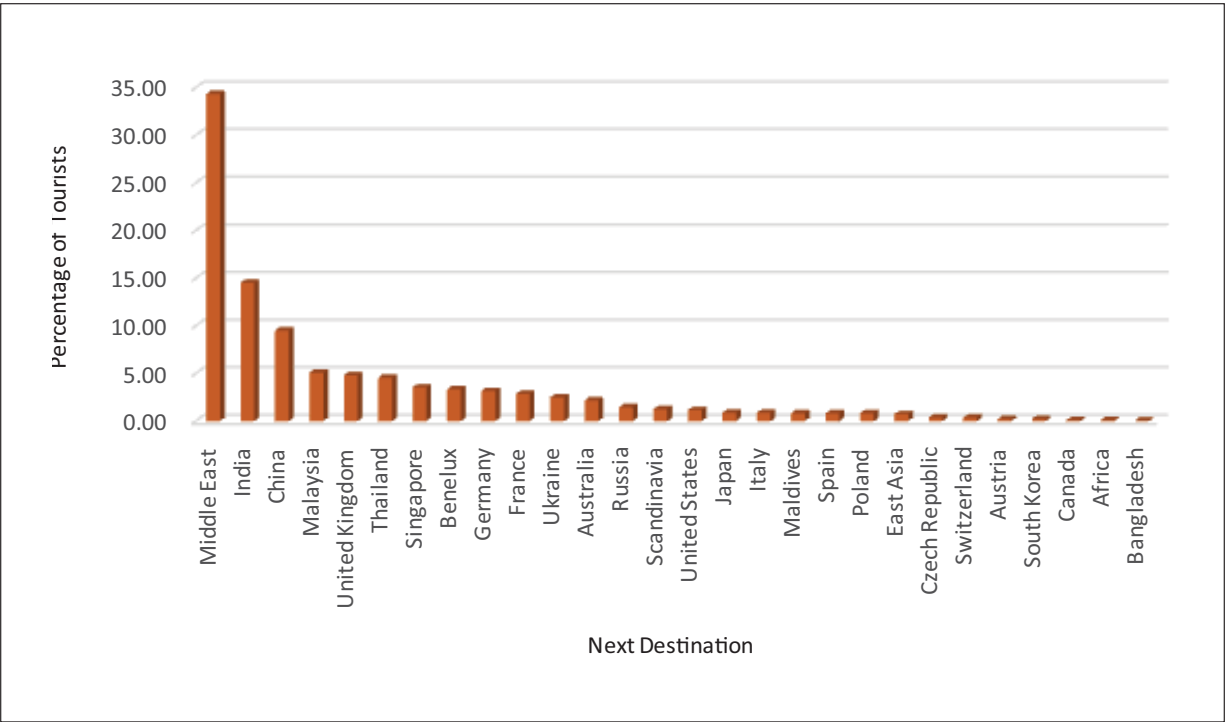


Table 25: Next Destination(s) by Country of Residence

Country of Residence \ Next Destination Countries	Middle East	India	China	Malaysia	United Kingdom	Thailand	Singapore	Benelux	Germany	France	Ukraine	Australia	Russia	Scandinavia	United States	Japan	Italy	Maldives	Spaia	Poland	East Asia	Czech Republic	Switzerland	Austria	South Korea	Canada	Africa	Bangladesh	Total
India	13	553	7	10	2	15	9	3	1	0	0	0	1	0	3	0	0	2	1	1	0	0	0	0	0	0	0	0	621
China	30	10	437	30	2	43	18	0	0	3	3	4	1	0	4	3	1	20	1	0	7	0	0	0	0	0	0	0	617
United Kingdom	220	41	8	25	187	19	9	8	11	1	3	6	2	0	3	0	2	0	0	0	4	1	1	0	0	0	0	1	552
Germany	349	17	2	6	10	5	2	7	131	1	4	3	0	0	1	0	2	6	1	0	2	0	1	0	0	0	0	0	550
France	134	22	5	5	8	3	4	10	4	137	0	4	0	0	2	0	0	1	2	0	0	0	0	0	0	0	2	0	343
Australia	59	18	3	65	6	25	44	3	0	3	0	88	0	0	0	0	1	3	1	0	10	0	0	3	0	0	0	0	332
Middle East	221	25	6	4	6	11	0	1	1	0	7	1	0	1	1	1	0	2	0	0	3	0	0	0	3	0	0	0	294
Benelux	117	8	0	3	5	4	5	131	5	1	0	0	0	0	0	1	0	1	0	0	2	0	4	1	0	0	0	0	288
Russia	123	12	0	3	0	2	8	0	1	0	4	1	66	0	0	0	0	1	0	0	1	1	0	0	0	0	0	1	224
Scandinavia	95	10	1	8	6	15	2	7	3	1	0	2	0	61	0	0	0	0	0	2	3	0	1	0	0	0	0	0	217
Ukraine	90	3	0	3	0	1	0	0	0	0	96	0	4	1	0	1	1	0	0	2	0	0	0	0	0	0	0	1	203
United States	77	11	8	4	9	14	8	2	3	0	2	3	1	0	40	2	0	0	1	1	2	0	0	0	0	1	0	2	191
Czech Republic	79	2	0	2	0	0	0	1	1	0	1	0	0	0	0	1	0	1	0	2	0	17	0	0	0	0	0	0	107
Italy	46	3	0	3	1	2	4	1	0	0	1	2	1	1	1	0	36	0	0	0	0	0	0	0	0	0	0	0	101
Spaia	48	6	0	0	4	0	4	0	0	0	0	1	1	0	0	1	0	1	36	0	0	0	0	0	0	0	0	0	102
Poland	30	5	1	0	4	2	1	2	3	1	9	0	0	1	0	0	1	3	0	33	0	1	0	0	0	0	0	0	97
Malaysia	3	2	0	82	0	2	3	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	94
Japan	4	7	12	8	0	25	5	0	0	0	0	0	0	0	0	35	0	1	0	0	1	0	0	0	0	0	0	0	98
Switzerland	45	4	0	3	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	11	0	0	0	0	0	68
Singapore	0	4	0	2	0	0	59	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	66
Thailand	0	1	3	1	2	46	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	54
Austria	26	3	1	0	0	0	1	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	42
Canada	10	2	5	3	1	1	1	0	0	0	1	0	0	0	6	0	0	0	0	1	0	0	0	0	1	5	0	0	37
South Korea	3	1	4	3	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	6	0	0	0	22
Total	1,822	770	503	268	254	240	187	177	167	150	132	115	77	65	61	45	44	43	43	42	38	20	18	11	11	5	4	3	5,317
%	34.31	14.48	9.46	5.04	4.78	4.51	3.52	3.33	3.14	2.82	2.48	2.16	1.45	1.22	1.15	0.85	0.83	0.81	0.81	0.79	0.71	0.38	0.34	0.21	0.21	0.09	0.08	0.06	100.00

\*185 did not respond

Chart 20: Next Destination



**6.5 Comparison with Other Asian Destination(s)**

Table 26 shows the Asian countries visited during the last 5 years by country of residence as per the sample. The most visited Asian countries during

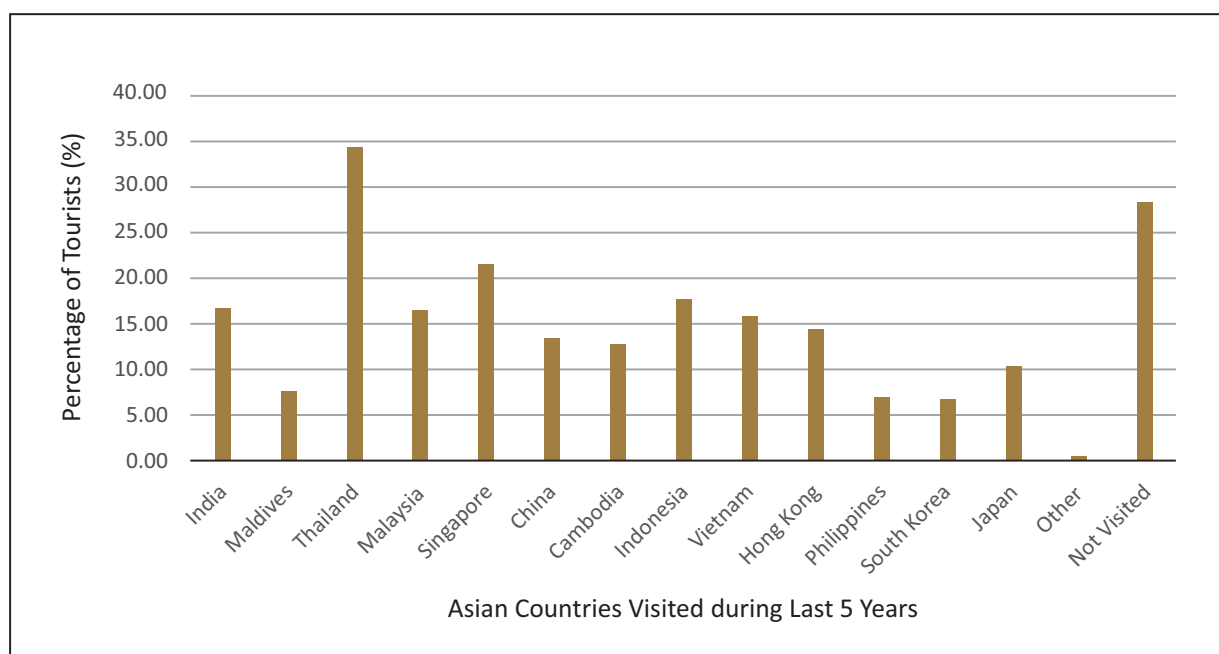
the past 5 years were Thailand (34.11%), followed by Singapore (21.34%) and Indonesia (17.50%). Around 28% of the sample had not visited any Asian countries during the past 5 years. The graphical presentation of Asian countries visited during the last five years is depicted in Chart 21.



Table 26: Asian Countries Visited During Last 5 Years by Country of Residence (Multiple Answer Question)

Country of Residence	India	Maldives	Thailand	Malaysia	Singapore	China	Cambodia	Indonesia	Vietnam	Hong Kong	Philippines	South Korea	Japan	Other	Not Visited
India	19.69	10.15	31.38	21.23	32.00	12.00	4.62	9.08	6.62	11.38	4.15	2.46	4.46	0.46	23.69
China	7.88	8.04	31.99	16.56	25.24	22.19	11.25	11.25	13.02	32.48	7.07	18.01	19.77	0.00	31.35
United Kingdom	22.22	7.05	32.63	14.99	18.17	11.29	15.70	16.23	16.75	11.82	6.00	3.00	6.53	0.53	25.57
Germany	10.64	5.67	30.50	12.23	14.89	7.80	10.46	19.50	13.30	8.33	6.03	1.60	2.84	0.53	37.94
France	14.97	6.21	31.64	11.86	11.86	8.47	13.84	21.47	16.10	8.47	4.80	3.39	7.63	0.28	25.71
Australia	19.88	3.51	42.98	19.30	30.41	13.16	19.88	33.92	30.12	15.20	6.14	7.31	16.67	0.58	15.79
Middle East	27.67	8.67	33.67	18.00	17.00	9.67	9.00	13.67	10.00	15.00	11.00	6.00	8.33	0.00	25.67
Benelux	12.67	6.00	29.33	15.67	11.67	7.67	11.00	29.33	15.00	5.67	4.33	2.00	6.00	0.67	33.00
Russia	17.17	4.29	39.91	9.44	10.73	15.02	8.58	9.87	20.60	7.73	7.30	3.86	6.44	0.00	32.62
Scandinavia	15.63	9.38	38.39	16.07	16.07	13.39	17.41	22.77	23.21	9.82	9.82	4.02	8.04	0.00	23.21
Ukraine	9.09	7.66	20.10	4.78	7.66	4.78	4.31	3.35	5.74	3.83	3.35	2.39	3.35	0.00	51.20
United States	19.02	8.29	34.15	14.63	26.34	13.66	16.59	19.51	17.56	17.07	7.80	6.34	16.59	0.49	28.29
Czech Republic	7.14	4.46	21.43	6.25	8.04	4.46	5.36	5.36	8.04	5.36	2.68	2.68	8.93	2.68	48.21
Italy	17.76	8.41	41.12	15.89	17.76	16.82	16.82	19.63	16.82	7.48	5.61	4.67	6.54	0.93	25.23
Spain	19.63	11.21	32.71	14.95	18.69	14.02	14.02	20.56	20.56	8.41	4.67	2.80	14.95	1.87	30.84
Poland	13.73	8.82	43.14	13.73	19.61	13.73	17.65	16.67	16.67	7.84	5.88	4.90	8.82	2.94	29.41
Malaysia	20.59	10.78	58.82	29.41	59.80	25.49	19.61	34.31	23.53	32.35	12.75	14.71	16.67	0.00	10.78
Japan	20.79	6.93	45.54	20.79	32.67	21.78	19.80	13.86	27.72	28.71	20.79	33.66	24.75	0.00	11.88
Switzerland	14.29	4.29	35.71	17.14	21.43	12.86	14.29	25.71	5.71	12.86	7.14	1.43	10.00	1.43	17.14
Singapore	34.78	11.59	59.42	59.42	44.93	37.68	27.54	44.93	30.43	34.78	24.64	24.64	26.09	0.00	11.59
Thailand	28.57	19.64	48.21	46.43	66.07	48.21	39.29	28.57	48.21	48.21	14.29	39.29	42.86	0.00	3.57
Austria	10.87	6.52	28.26	8.70	8.70	6.52	15.22	10.87	8.70	6.52	2.17	2.17	4.35	2.17	47.83
Canada	29.73	5.41	29.73	13.51	8.11	10.81	21.62	5.41	21.62	10.81	0.00	5.41	21.62	0.00	35.14
South Korea	17.39	4.35	34.78	13.04	30.43	34.78	8.70	13.04	26.09	39.13	21.74	47.83	47.83	0.00	13.04
Total (N=5,502)	912	411	1877	898	1174	731	692	963	865	786	375	370	560	26	1549
%	16.58	7.47	34.11	16.32	21.34	13.29	12.58	17.50	15.72	14.29	6.82	6.72	10.18	0.47	28.15

Chart 21: Asian Countries Visited During Last 5 Years



#### 6.6 Rating of Sri Lanka as a Tourist Destination compared to Other Asian Destination(s)

The rating of Sri Lanka as a tourist destination compared to other Asian destinations can be useful to examine the comparative perception of tourists. In Table 27, Sri Lanka is compared with

13 other Asian countries. Most of the sampled tourists (29.1%) had mentioned that Sri Lanka is the same as other Asian countries. Further, 26.5% and 19.9% of respondents had mentioned Sri Lanka to be a little better and much better respectively as a tourist destination when compared to 13 other Asian countries.

Table 27: Rating of Sri Lanka as a Tourist Destination compared to Other Asian Destination(s)

Sri Lanka Compared With	Much Better %	Little Better %	Same as %	Worse %	Much Worse %	No Comments %
India	31.6	31.8	24.6	6.3	1.2	4.5
Maldives	18.3	27.4	27.4	18.9	3.3	4.7
Thailand	16.7	27.9	34.3	16.8	0.8	3.5
Malaysia	17.8	26.7	33.8	16.3	1.9	3.5
Singapore	24.6	25.1	17.7	20.7	5.7	6.2
China	26.9	26.7	20.5	15.3	3.1	7.5
Cambodia	18.8	35.2	30.8	10.3	0.6	4.3
Indonesia	11.7	24.2	39.6	15.9	2.2	6.4
Vietnam	10.5	26.5	40.4	13.7	3.8	5.1
Hong Kong	24.1	24.5	21.0	18.8	4.8	6.8
Philippines	12.4	24.1	38.2	15.7	3.6	6.0
South Korea	24.0	22.5	2.0	19.5	17.1	14.9
Japan	20.3	12.3	23.0	27.6	9.7	7.1
Other	22.2	22.2	16.7	22.2	5.6	11.1
<b>Total</b>	<b>1,639</b>	<b>2,176</b>	<b>2,395</b>	<b>1,332</b>	<b>254</b>	<b>430</b>
<b>%</b>	<b>19.9</b>	<b>26.5</b>	<b>29.1</b>	<b>16.2</b>	<b>3.1</b>	<b>5.2</b>

## PLACES OF ATTRACTION

This chapter provides an overview of the tourist visitation to 16 popular places of attraction in Sri Lanka. Tourists were given a list of places of attraction for them to select according to their preference. The information which they provided was used in the analysis of this section. In addition, places of attraction visited, most outstanding attraction, and analysis of activities are also discussed.

### 7.1 Places of Attraction Visited

In the survey questionnaire, the places of attraction visited by tourists were listed as: Colombo City, Kandy, South/West Coast Beaches, Sigiriya, Dambulla, Hill Country, Wildlife Parks, Polonnaruwa, Pinnawala, Elephant Orphanage, Anuradhapura, East Coast, Beaches North of Colombo, Waterfalls, Habarana, Golf Courses, and Other. Chart 22 depicts the distribution of places of attraction visited, while Table 28a depicts the same by country of residence and Table 28b by age group.

According to the survey, the most popular place of attraction within Sri Lanka was Kandy (71.86%). The other places of attraction in order of popularity were: Colombo City (62.25%), South/West Coast Beaches (56.38%), Sigiriya (52.22%), Dambulla (39.86%), Wildlife Parks (37.82%), and Hill Country (32.17%). Only 4.42% had visited Jaffna and 0.85% to Golf Courses.

For the Indian tourist, Colombo City was the most popular place of attraction (85.69%), while for the Chinese tourist, both Kandy and Colombo City were popular (81.83% and 81.51% respectively). In the sample, Austrian tourists had visited the East Coast the most (54.35%).

Kandy and Colombo City had appealed to international tourists of all age groups. Tourists below the age of 29 were more likely to visit Wildlife Parks and Waterfalls in comparison with other age groups, while tourists who were 60 and over were the highest visitors to Anuradhapura and Polonnaruwa.



Chart 22: Places of Attraction Visited

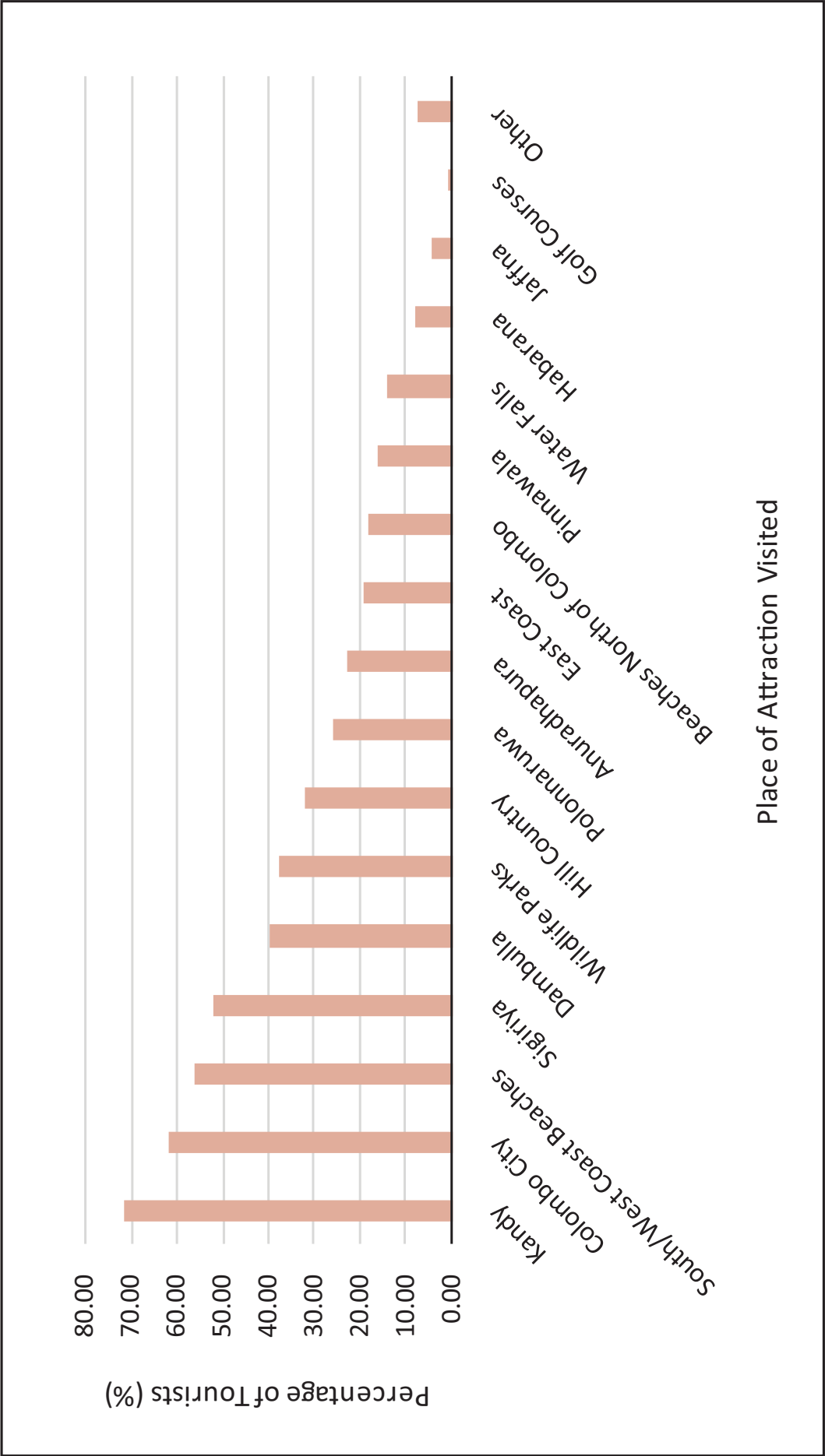


Table 28a: Places of Attraction Visited by Country of Residence (Multiple Answer Question)

Country of Residence	Kandy	Colombo City/ Shopping	South/West Coast Beaches	Sigiriya	Dambulla	Wildlife Parks	Hill Country	Polonnaruwa	Anuradhapura	East Coast	Beaches North of Colombo	Pinnawala	Waterfalls	Habarana	Jaffna	Golf Courses	Other
India	60.92	85.69	36.77	25.54	23.54	10.62	26.15	12.15	12.31	3.08	19.85	14.46	6.15	3.54	4.15	1.38	2.46
China	81.83	81.51	48.23	60.93	31.67	21.06	10.45	27.01	26.53	6.27	26.85	14.31	4.50	6.75	6.11	0.48	28.78
United Kingdom	68.43	51.32	65.96	52.20	39.51	50.44	41.09	22.57	13.23	20.28	17.11	20.11	14.46	8.29	4.06	1.06	3.53
Germany	75.35	50.18	62.41	59.93	43.44	54.43	40.07	28.90	24.82	33.87	19.15	13.30	19.15	10.46	4.96	0.71	8.33
France	86.44	49.72	62.71	80.51	69.49	50.28	28.53	51.41	48.87	32.77	22.60	12.99	19.49	12.15	6.21	0.85	5.08
Australia	73.10	59.06	54.09	58.19	45.03	47.66	50.00	25.73	23.10	26.90	19.01	15.50	13.74	7.89	5.26	1.46	4.68
Middle East	63.67	64.00	51.67	36.67	29.00	27.67	28.33	12.33	14.00	14.67	11.67	18.00	14.00	6.67	1.67	0.67	4.33
Benelux	84.00	47.33	78.67	70.33	58.00	69.00	58.67	42.67	41.67	40.33	26.67	16.00	32.00	12.67	8.00	0.67	6.67
Russia	60.52	50.21	67.38	33.05	26.18	24.89	19.74	13.30	12.02	9.87	10.30	15.02	11.16	6.01	1.72	0.00	3.86
Scandinavia	62.95	63.84	58.48	47.77	32.59	46.43	37.95	16.52	12.95	23.66	14.73	17.86	14.29	10.71	3.13	0.00	5.80
Ukraine	66.51	45.45	64.59	37.32	32.54	20.57	15.31	10.53	11.48	10.53	9.57	22.49	14.35	2.39	0.96	0.48	6.22
United States	66.34	65.37	62.93	40.49	32.68	39.51	36.59	27.32	25.37	14.63	20.49	16.59	9.27	8.78	6.83	0.98	2.93
Czech Republic	86.61	45.54	59.82	65.18	66.96	56.25	45.54	50.00	30.36	39.29	16.96	31.25	31.25	16.07	4.46	1.79	5.36
Italy	83.18	57.94	62.62	71.03	54.21	45.79	44.86	55.14	42.99	33.64	20.56	25.23	18.69	14.95	4.67	0.00	9.35
Spain	84.11	53.27	73.83	82.24	67.29	67.29	42.06	62.62	49.53	36.45	12.15	21.50	31.78	22.43	1.87	1.87	8.41
Poland	85.29	56.86	72.55	61.76	56.86	53.92	50.98	31.37	16.67	26.47	18.63	24.51	34.31	6.86	4.90	1.96	3.92
Malaysia	50.98	80.39	24.51	32.35	20.59	9.80	19.61	6.86	13.73	1.96	13.73	6.86	7.84	2.94	2.94	0.00	5.88
Japan	68.32	83.17	27.72	68.32	47.52	5.94	5.94	27.72	23.76	1.98	9.90	17.82	0.99	5.94	0.99	1.98	14.85
Switzerland	65.71	41.43	57.14	55.71	50.00	47.14	30.00	38.57	32.86	25.71	18.57	17.14	21.43	10.00	2.86	1.43	11.43
Singapore	60.87	73.91	42.03	40.58	34.78	30.43	24.64	17.39	14.49	4.35	15.94	8.70	5.80	4.35	2.90	1.45	1.45
Thailand	42.86	69.64	35.71	19.64	14.29	12.50	12.50	10.71	8.93	3.57	8.93	8.93	3.57	3.57	1.79	0.00	1.79
Austria	91.30	65.22	73.91	78.26	60.87	69.57	41.30	21.74	30.43	54.35	15.22	15.22	23.91	6.52	4.35	0.00	2.17
Canada	81.08	72.97	51.35	56.76	40.54	51.35	48.65	27.03	32.43	13.51	35.14	37.84	10.81	13.51	8.11	0.00	0.00
South Korea	52.17	69.57	21.74	30.43	8.70	17.39	4.35	8.70	8.70	13.04	8.70	4.35	4.35	0.00	0.00	0.00	13.04
Total (N=5,502)	3,954	3,425	3,102	2,873	2,193	2,081	1,770	1,435	1,266	1,072	1,028	909	789	454	243	47	434
%	71.86	62.25	56.38	52.22	39.86	37.82	32.17	26.08	23.01	19.48	18.68	16.52	14.34	8.25	4.42	0.85	7.89

Table 28b: Places of Attraction Visited by Age Group (Multiple Answer Question)

Age Group		Colombo City / Shopping	South /West Coast Beaches	Beaches North of Colombo	Kandy	Anuradhapura	Polonnaruwa	Sigiriya	Dambulla	Hill Country	East Coast	Wildlife Parks	Jaffna Area	Habarana	Pinnawala Elephant Orphanage	Waterfalls	Golf Courses	Others	Number of respondents for the survey by agewise
	Less than 20	65.20	58.33	15.69	79.41	16.67	19.61	50.98	37.75	29.90	18.63	45.59	4.90	5.39	23.53	21.57	0.98	9.31	204
	20 - 29	59.77	61.59	17.93	76.35	21.09	24.83	56.51	42.14	34.85	25.91	42.88	3.95	8.68	16.23	18.14	0.87	8.20	2,304
	30 -39	63.53	54.60	18.59	68.73	23.59	26.22	50.85	40.41	30.68	15.90	33.25	3.48	6.96	13.73	11.96	0.53	8.74	1,522
	40 -49	66.26	51.30	19.54	62.14	21.83	24.73	43.82	32.06	27.18	14.50	30.23	4.58	8.70	17.86	9.16	1.53	6.26	655
	50 - 59	62.58	46.78	19.75	71.73	26.82	30.77	52.18	39.09	28.27	11.85	34.72	5.82	9.15	18.09	9.15	1.25	7.48	481
60 & over	63.14	51.66	22.96	70.39	34.44	34.44	46.83	39.88	37.46	12.99	38.37	9.37	10.88	22.05	12.08	0.30	4.83	331	

## 7.2 Most Outstanding Attractions

In the survey, the most outstanding attractions of Sri Lanka were categorized on the basis of places, people, food, weather, and cultural activities (Table 29). The most outstanding attractions

as considered by the tourists were: Beaches (17.12%) and Nature (16.10%). Further, a large number of tourists considered Sigiriya (13.62%), Hill Country (9.61%), and Kandy (8.74%) as outstanding attractions in Sri Lanka.

Table 29: Most Outstanding Attractions

Attraction	Frequency	%
Beaches	691	17.12
Nature	650	16.10
Sigiriya	550	13.62
Hill Country	388	9.61
Kandy	353	8.74
Qualities & Attitudes of People	294	7.28
Wildlife Parks	236	5.85
Ancient & Historical Sites	197	4.88
Galle	143	3.54
Elephants	127	3.15
Adam's Peak	101	2.50
Colombo City & Shopping	97	2.40
Culture	62	1.54
Tea	53	1.31
Foods	40	0.99
Waterfalls	18	0.45
Other	37	0.92
<b>Total</b>	<b>4,037</b>	<b>100.00</b>

## 7.3 Activities Engaged While in Sri Lanka

Activities engaged by tourists while in Sri Lanka were categorized into 19 activities in the questionnaire: Sea Bathing, Swimming in the Pool, Shopping, Sightseeing Excursions, Round Tours, Visits to Historical Sites, Hiking/ Trekking, Wildlife, Snorkeling, Scuba Diving, Fishing, Deep Sea Fishing, Cultural Events, White Water Rafting, Museums, Night Clubs, Health Spas, Doing Nothing/Just Relaxing and Other. A graphical presentation of activities engaged while in Sri Lanka is shown in Chart 23. Statistical details of activities engaged while in Sri Lanka by country of residence and by age group are revealed in Table 30a and 30b.

According to the survey, Sea Bathing was the most popular activity engaged by respondents (63.38%). Sightseeing Excursions (61.61%), Visits to Historical Sites (59.05%), and Shopping

(52.56%) were the subsequent most popular activities engaged by tourists. The top five activities engaged by tourists in Sri Lanka can be listed as: Sea Bathing, Sightseeing Excursions, Visits to Historical Sites, Shopping, and Swimming in the Pool.

For the Indian and Chinese tourists, Shopping was their most popular activity (60.15% and 72.35% respectively); while for the UK tourist, it was Sightseeing Excursions (76.54%) and Sea Bathing for the German tourist (79.43%).

Sightseeing Excursions and Visits to Historical Sites appealed to tourists of all age groups. Tourists below the age of 29 were more likely to engage in Wildlife related activities, Hiking/ Trekking and Snorkeling. The 20-29 age group was the highest number that enjoyed Doing Nothing/ Just Relaxing.

Chart 23: Activities Engaged While in Sri Lanka

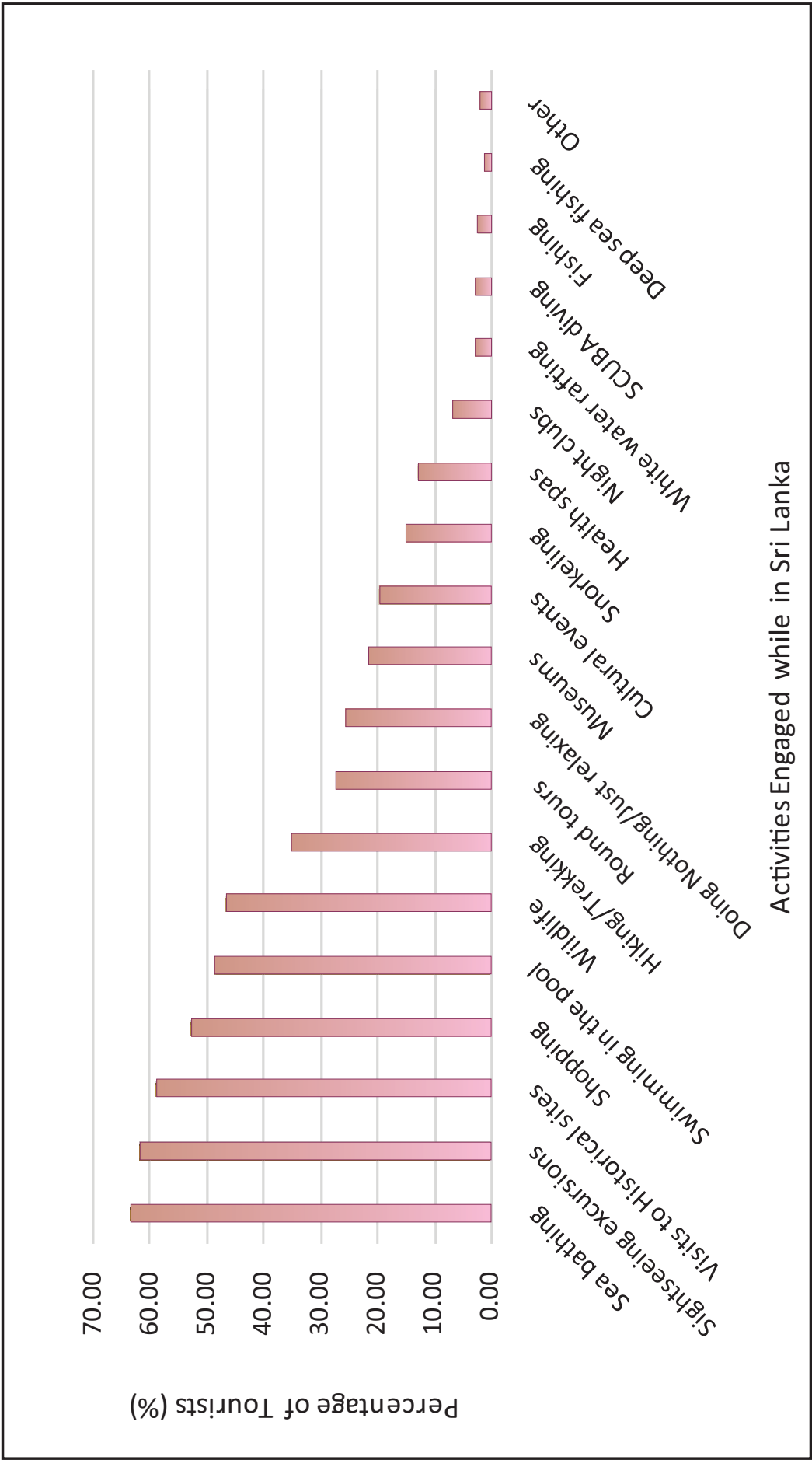




Table 30a: Activities Engaged While in Sri Lanka by Country of Residence (Multiple Answer Question)

Country of Residence	Sea bathing	Sightseeing excursions	Visits to historical sites	Shopping	Swimming in the pool	Wildlife	Hiking/Trekking	Round tours	Doing nothing /Just relaxing	Museums	Cultural events	Snorkeling	Health spas	Night clubs	White water rafting	Scuba diving	Fishing	Deep sea fishing	Other
India	42.92	54.15	36.00	60.15	40.77	20.00	9.69	21.85	11.08	21.23	15.69	3.23	8.31	9.85	1.69	0.92	2.15	1.38	1.23
China	61.41	50.00	58.68	72.35	35.69	22.99	18.49	40.84	8.68	11.25	10.93	4.34	5.79	3.05	1.45	1.29	0.32	1.13	1.45
United Kingdom	69.14	76.54	64.73	49.91	66.67	64.55	48.85	19.40	35.98	27.16	23.63	16.23	15.17	9.17	4.41	3.17	3.35	1.76	0.88
Germany	79.43	69.33	62.77	43.26	48.94	63.12	48.58	29.79	33.69	19.33	22.34	21.10	13.30	6.56	3.01	4.96	1.60	1.06	3.55
France	68.08	56.50	81.36	48.87	50.56	57.91	45.20	21.75	24.86	34.46	29.66	28.81	21.19	4.24	2.82	5.08	4.24	1.69	1.98
Australia	61.99	73.10	64.04	48.54	54.39	57.02	47.37	25.15	33.63	19.88	19.88	13.45	18.71	5.26	3.22	1.46	4.39	1.75	1.75
Middle East	53.33	52.33	47.00	47.00	43.67	37.67	30.67	27.00	22.00	20.67	17.33	12.67	12.67	10.67	7.67	4.33	7.67	0.67	4.00
Benelux	71.00	70.67	72.00	40.00	65.00	74.00	54.00	37.00	42.67	28.00	31.33	33.67	16.00	5.00	2.67	8.33	0.67	0.67	2.33
Russia	79.83	51.93	49.36	52.79	51.93	32.19	15.88	21.89	27.90	21.03	13.73	16.31	13.30	6.44	5.15	3.00	4.72	1.72	0.86
Scandinavia	70.54	59.38	57.14	39.73	58.48	51.34	48.21	33.93	33.04	23.21	23.66	21.88	18.30	8.93	2.68	3.13	3.13	1.34	3.57
Ukraine	81.82	57.42	55.50	54.55	60.29	31.10	11.48	25.36	26.32	22.49	18.18	12.92	4.31	6.22	0.48	1.91	4.31	1.91	0.96
United States	57.56	65.85	57.56	52.68	43.41	51.22	40.00	19.02	28.29	14.63	19.02	10.24	11.71	7.80	4.88	3.90	0.98	0.98	3.90
Czech Republic	85.71	75.00	78.57	55.36	40.18	70.54	57.14	41.07	31.25	30.36	27.68	22.32	11.61	8.93	6.25	5.36	1.79	2.68	0.89
Italy	69.16	67.29	73.83	48.60	43.93	61.68	40.19	29.91	28.97	30.84	22.43	27.10	20.56	2.80	3.74	2.80	0.93	0.00	4.67
Spain	58.88	71.96	82.24	43.93	44.86	72.90	62.62	18.69	29.91	28.04	21.50	29.91	14.02	3.74	0.93	2.80	0.00	0.00	3.74
Poland	80.39	68.63	70.59	60.78	48.04	64.71	50.00	43.14	43.14	31.37	16.67	19.61	9.80	5.88	7.84	2.94	10.78	1.96	0.98
Malaysia	27.45	45.10	37.25	61.76	31.37	21.57	13.73	26.47	16.67	8.82	11.76	1.96	4.90	8.82	2.94	1.96	0.98	0.98	3.92
Japan	29.70	52.48	54.46	60.40	19.80	15.84	13.86	19.80	4.95	10.89	5.94	2.97	17.82	1.98	0.99	1.98	0.99	0.99	6.93
Switzerland	70.00	60.00	68.57	35.71	62.86	55.71	50.00	37.14	35.71	18.57	21.43	17.14	28.57	4.29	1.43	7.14	0.00	1.43	4.29
Singapore	42.03	47.83	46.38	50.72	44.93	40.58	24.64	15.94	20.29	20.29	21.74	2.90	10.14	2.90	1.45	0.00	1.45	0.00	5.80
Thailand	23.21	50.00	32.14	46.43	33.93	21.43	12.50	19.64	14.29	10.71	5.36	1.79	7.14	0.00	0.00	0.00	0.00	0.00	5.36
Austria	82.61	82.61	89.13	50.00	50.00	78.26	73.91	39.13	45.65	28.26	32.61	32.61	15.22	28.26	8.70	6.52	4.35	2.17	8.70
Canada	51.35	59.46	56.76	56.76	59.46	48.65	37.84	10.81	40.54	32.43	29.73	16.22	10.81	13.51	10.81	0.00	0.00	2.70	2.70
South Korea	26.09	39.13	34.78	56.52	26.09	26.09	30.43	17.39	21.74	13.04	4.35	4.35	8.70	0.00	0.00	0.00	0.00	0.00	4.35
Total (N=5,502)	3,487	3,390	3,249	2,892	2,685	2,556	1,923	1,511	1,421	1,195	1,084	829	708	373	177	174	147	71	132
%	63.38	61.61	59.05	52.56	48.80	46.46	34.95	27.46	25.83	21.72	19.70	15.07	12.87	6.78	3.22	3.16	2.67	1.29	2.40

Table 30b: Activities Engaged While in Sri Lanka by Age Group (Multiple Answer Question)

	Total number of respondents by age																										
	Age Group																										
	Less than 20	20 - 29	30 -39	40 -49	50 - 59	60 & over	Sea Bathing	Swimming in the Pool	Shopping	Sightseeing Excursion	Round Tours	Visits to Historical Sites	Hiking / Trekking	Wildlife	Snorkeling	SCUBA Diving	Fishing	Deep Sea Fishing	Cultural Events	White Water Rafting	Museums	Night Clubs	Health Spas	Doing Nothing / Just Relaxing	Other	204	
	61.76	71.92	62.55	52.98	53.85	43.81	61.76	54.90	62.75	66.67	33.82	63.24	41.18	60.29	16.18	0.98	3.92	1.96	34.31	3.92	26.47	15.20	8.33	28.43	3.92	3.92	204
							71.92	48.65	51.13	64.80	27.21	63.76	47.01	53.34	20.14	4.56	2.91	1.13	22.14	3.78	24.87	9.85	13.85	33.38	2.78	2.78	2,304
							62.55	48.42	53.15	58.28	27.14	56.18	31.54	41.06	12.75	2.96	3.15	1.25	16.82	2.23	19.32	5.12	13.47	23.85	2.69	2.69	1,522
							52.98	50.69	54.81	57.56	25.80	51.91	19.85	37.25	11.15	2.29	1.98	0.92	16.95	3.51	16.79	2.90	13.89	18.93	1.83	1.83	655
							53.85	46.78	49.06	58.84	28.69	54.89	19.54	40.54	10.60	1.04	1.25	0.42	15.38	2.49	17.26	1.04	10.81	13.72	0.42	0.42	481
							43.81	47.43	54.38	64.35	28.40	57.70	15.71	41.69	4.23	0.60	1.51	1.81	16.62	1.51	22.05	1.51	6.95	12.39	0.91	0.91	331

## FACILITIES & SERVICES USED

This chapter provides an overview of the facilities and services used by tourists including accommodation facilities, services available at the airport, transport, and guide services. The insights from this section could help to improve the quality of facilities and services on offer for tourists.

### 8.1 Types of Accommodation

Accommodation facilities used by tourists is categorized under six types: Hotels, Guest Houses/Rest Houses, Homestays (Private Paying Homes), With Friends and Relatives, Apartment,

and Other. Table 31 represents the type of accommodation facilities used by country of residence.

The majority of respondents (56.69%) had used Hotels for accommodation. Guest Houses and Rest Houses were used by 27.36% of the sample, while those who stayed in Home Stays and in Apartments constituted 9.88% and 3.06% respectively. Only 2.28% of tourists in the sample stated they had stayed with Friends and Relatives during their visit; out of which the highest percentage was seen among respondents from Canada (5.88%).

Table 31: Type of Accommodation Used by Country of Residence

Country of Residence	Hotels	Guest Houses, Rest Houses	Home Stays (Private Paying Homes)	Apartments	With Friends and Relatives	Other
India	71.54	15.31	5.02	3.79	4.34	0.00
China	77.17	13.40	3.98	3.53	1.48	0.44
United Kingdom	53.78	27.53	12.55	2.82	2.18	1.14
Germany	46.19	33.95	14.90	2.31	1.50	1.15
France	47.05	41.88	7.75	0.92	1.85	0.55
Australia	51.90	28.14	12.38	3.39	3.19	1.00
Middle East	59.83	28.61	5.78	2.31	2.31	1.16
Benelux	44.49	31.25	14.34	7.54	2.02	0.36
Russia	63.73	27.11	5.99	1.06	2.11	0.00
Scandinavia	52.98	25.71	13.48	3.45	3.13	1.25
Ukraine	72.43	17.70	6.58	1.65	1.64	0.00
United States	55.36	23.57	11.43	2.50	4.64	2.50
Czech Republic	29.34	46.11	17.96	5.39	0.60	0.60
Italy	51.33	34.00	12.67	0.67	0.67	0.67
Spain	51.25	39.38	7.50	1.87	0.00	0.00
Poland	47.06	36.60	13.73	1.96	0.65	0.00
Malaysia	75.49	10.78	4.90	7.85	0.98	0.00
Japan	66.95	22.88	4.24	0.85	4.23	0.85
Switzerland	49.02	34.31	12.75	1.96	0.98	0.98
Singapore	71.79	19.23	3.85	0.00	5.13	0.00
Thailand	70.49	21.31	0.00	8.20	0.00	0.00
Austria	40.00	37.14	17.14	1.43	1.43	2.86
Canada	47.06	33.33	9.80	1.96	5.88	1.96
South Korea	73.91	17.39	4.35	4.35	0.00	0.00
<b>Total</b>	<b>4,171</b>	<b>2,013</b>	<b>727</b>	<b>225</b>	<b>168</b>	<b>54</b>
%	56.69	27.36	9.88	3.06	2.28	0.73

## 8.2 Accommodation Type by Resort Region

Table 32 depicts the percentage of tourists who stayed in a particular accommodation type in each resort region. The findings mirror the

most popular visitation areas, that is the highest number of tourists had stayed in hotels, guest houses & rest houses, and other accommodation types in Kandy.



Table 32: Accommodation Type by Resort Region

Resort Region	Percentage of Number of Nights stayed (Area wise) with category
<b>HOTELS</b>	
Colombo City	7.30
South / West Coast Beaches	6.31
Beaches of North Colombo	2.17
Kandy	8.33
Anuradhapura	2.76
Polonnaruwa	3.10
Sigiriya	6.06
Dambulla	4.58
Hill Country	3.50
East Coast	1.99
Wildlife Park areas	4.33
Jaffna Area	0.46
Habarana	0.99
Pinnawala	2.06
Other Areas	2.74
<b>Sub Total</b>	<b>56.69</b>
<b>Guest Houses &amp; Rest Houses</b>	
Colombo City	2.58
South / West Coast Beaches	3.22
Beaches of North Colombo	0.97
Kandy	3.73
Anuradhapura	1.26
Polonnaruwa	1.44
Sigiriya	2.93
Dambulla	2.38
Hill Country	2.21
East Coast	1.55
Wildlife Park areas	2.42
Jaffna Area	0.25
Habarana	0.46
Pinnawala	0.66
Other Areas	1.31
<b>Sub Total</b>	<b>27.36</b>
<b>Other Accommodation Types</b>	
Colombo City	1.64
South / West Coast Beaches	1.87
Beaches of North Colombo	0.54
Kandy	2.19
Anuradhapura	0.63
Polonnaruwa	0.74
Sigiriya	1.68
Dambulla	1.34
Hill Country	1.41
East Coast	0.89
Wildlife Park areas	1.37
Jaffna Area	0.17
Habarana	0.28
Pinnawala	0.42
Other Areas	0.79
<b>Sub Total</b>	<b>15.95</b>
<b>Total</b>	<b>100.00</b>



### 8.3 Rating of Accommodation Facilities

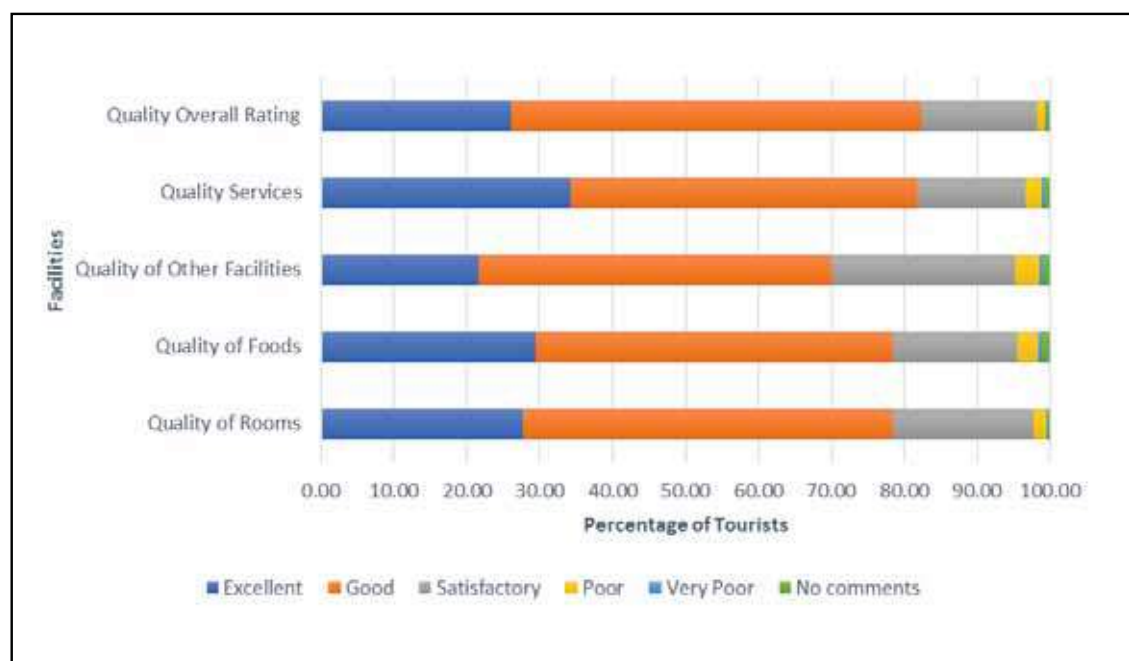
Table 33 and Chart 24 indicate the rating of accommodation facilities. 56.27% of tourists

had rated the accommodation facilities as good whereas 26.09% of tourists had rated it as excellent. 15.87% of tourists had responded that the accommodation facilities were satisfactory.

Table 33: Rating of Accommodation Facilities

	Facilities	Excellent	Good	Satisfactory	Poor	Very Poor	No Comments
Quality	Rooms	1,459	2,657	1,022	86	13	17
	%	27.77	50.57	19.45	1.64	0.25	0.32
	Foods	1,523	2,527	886	147	22	62
	%	29.48	48.91	17.15	2.84	0.43	1.20
	Other Facilities	1,109	2,481	1,281	175	23	50
	%	21.66	48.47	25.02	3.42	0.45	0.98
	Services	1,769	2,449	771	117	18	38
	%	34.27	47.44	14.94	2.27	0.35	0.74
	Overall Rating	1,333	2,875	811	55	9	26
	%	26.09	56.27	15.87	1.08	0.18	0.51

Chart 24: Rating of Accommodation Facilities



### 8.4 Rating of Facilities and Services at the Airport

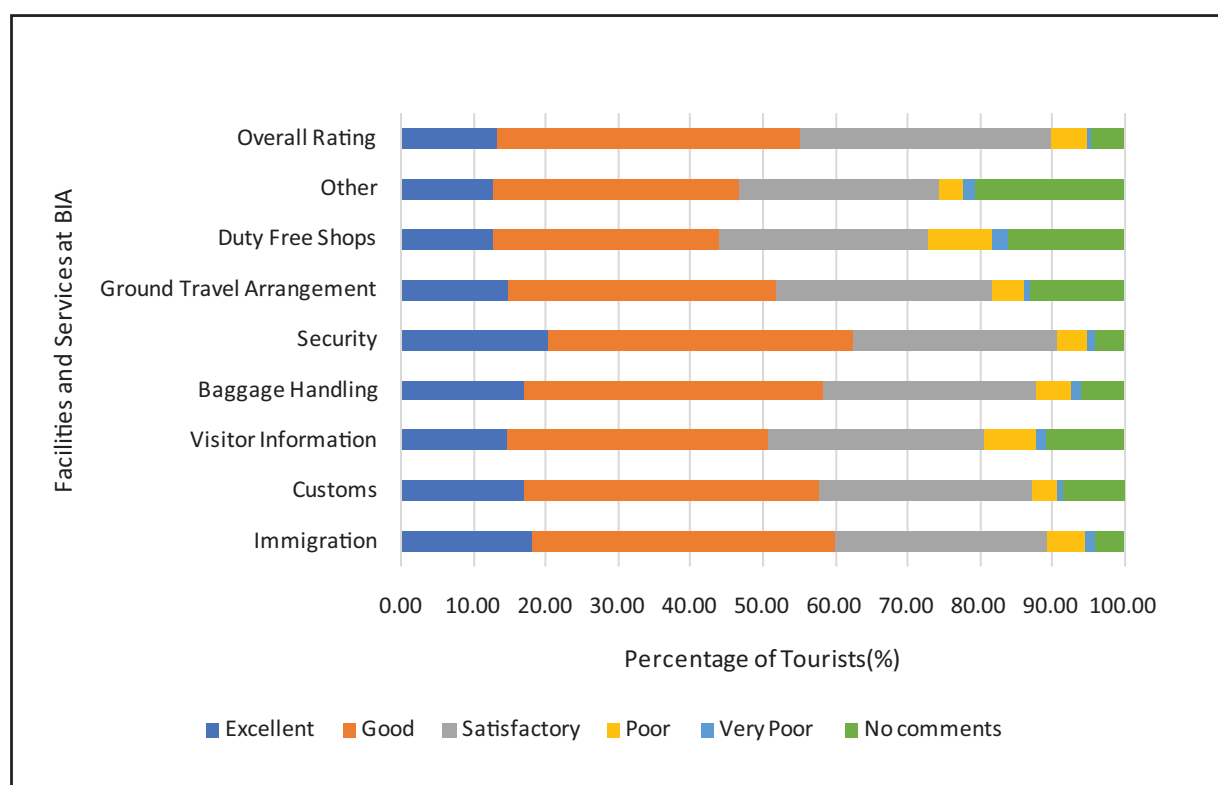
Quality of facilities and services at the airport is measured in terms of immigration, customs, visitor information, baggage handling, security, ground travel arrangements, duty free shops, and other services available at the Bandaranaike

International Airport (BIA). Rating of facilities and services at BIA is shown in Table 34. 42.04% of the tourists had stated that the facilities at BIA were good, while 34.63% had rated it satisfactory. 13.27% of respondents had rated the facilities as excellent. Graphical presentation of the rating of facilities and services at BIA is shown in Chart 25.

Table 34: Rating of Facilities and Services at BIA

Facilities	Excellent	Good	Satisfactory	Poor	Very Poor	No comments	Total
Immigration	953	2,206	1,556	269	86	204	5,274
%	18.07	41.83	29.50	5.10	1.63	3.87	100.00
Customs	874	2,103	1,529	180	40	439	5,165
%	16.9	40.7	29.6	3.5	0.8	8.5	100.0
Visitor Information	755	1,860	1,546	368	74	554	5,157
%	14.6	36.1	30.0	7.2	1.4	10.7	100.0
Baggage Handling	888	2,160	1,538	247	76	313	5,222
%	17.0	41.4	29.5	4.6	1.5	6.0	100.0
Security	1,064	2,218	1,466	234	59	201	5,242
%	20.3	42.3	28.0	4.5	1.1	3.8	100.0
Ground Travel Arrangement	737	1,851	1,495	222	49	647	5,001
%	14.74	37.01	29.89	4.44	0.98	12.94	100.00
Duty Free Shops	628	1,567	1,453	423	118	804	4,993
%	12.58	31.38	29.10	8.47	2.36	16.11	100.00
Other	491	1,337	1,070	134	68	804	3,904
%	12.58	34.25	27.41	3.43	1.74	20.59	100.00
Overall Rating	640	2,028	1,671	240	31	214	4,824
%	13.27	42.04	34.64	4.97	0.64	4.44	100.00

Chart 25: Rating of Facilities and Services at BIA



## 8.5 Transport Facilities

Table 35 shows the type of the transport facilities used by tourists during their stay in Sri Lanka. Car,

taxi, limo and cabs were the most popular mode of transportation (28.31%), followed by bus, van and coaches (21.87%), and three wheeler/tuk tuks (21.29%).

Table 35: Type of Transport Facilities Used (Multiple Answer Question)

Type of Transport	Number	%
Car/Taxi/Limo/Cabs	3,773	28.31
Bus/Van/Coaches	2,915	21.87
Three Wheeler/Tuk Tuk	2,837	21.29
Trains	2,404	18.04
Scooters/Bicycles/Motor Bikes	584	4.38
Jeeps	806	6.05
Other	8	0.06
<b>Total</b>	<b>13,327</b>	<b>100.00</b>

## 8.6 Guide Services

According to the survey and presented in Table 36, the majority of tourists did not use guide services (60.10%)

Table 36: Guide Services Used

Response	Number	%
Using Guide Services	2,054	39.90
Not Using Guide Services	3,091	60.10
<b>Total</b>	<b>5,145</b>	<b>100.00</b>



# PERCEPTIONS AND EXPECTATIONS

The main objective of this chapter is to find out what perceptions international tourists had about Sri Lanka prior to their visit and to gauge whether their expectations were met at the attractions and services offered in Sri Lanka. This section attempts to examine the satisfaction gap in relation to Sri Lanka's attractions and services offered.

## 9.1 Perceived Image Prior to the Visit

Respondents were asked about their perceived image of Sri Lanka, which is analyzed in Table 37 and graphically presented in Chart 26. The questionnaire offered the following responses and multiple answers could be selected: 'A

Beautiful Tropical Country', 'Nice People', 'Beaches with Golden Sands', 'A Small Island with Varied Attractions', 'Have Visited Before and Therefore Knew the Country', 'A Country with Political Problems and Violence', 'No Comments', and 'Other'.

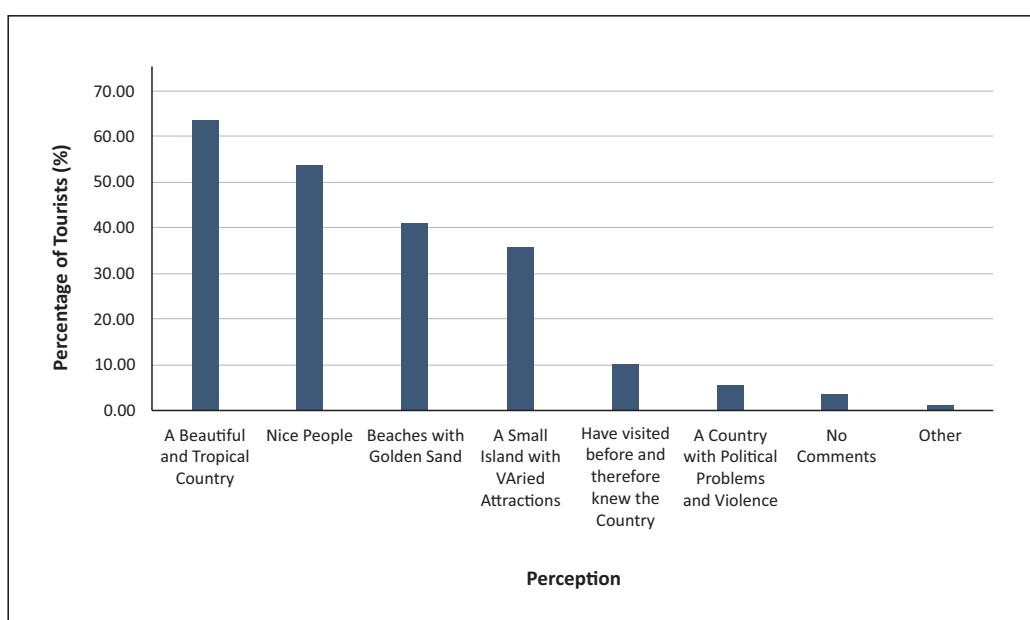
The highest proportion of respondents (63.79%) felt that Sri Lanka is 'A Beautiful Tropical Country' and around 53.44% said that Sri Lankans are 'Nice People'. Around 41% of the respondents had said that Sri Lanka has 'Beaches with Golden Sand' and 35.70% of respondents had considered Sri Lanka as 'A Small Island with Varied Attractions'. Only 5.45% of respondents perceived that the country had 'Political Problems and Violence'.

Table 37: Perceived Image Prior to the Visit by Country of Residence (Multiple Answer Question)

Country of Residence	A Beautiful and Tropical Country	Nice People	Beaches with Golden Sand	A Small Island with Varied Attractions	Have Visited before and therefore Knew the Country	A Country with Political Problems and Violence	No Comments	Other
India	58.62	49.23	43.08	29.38	18.46	2.46	3.23	0.31
China	53.38	68.01	36.82	22.51	6.27	2.25	2.57	0.16
United Kingdom	67.20	52.03	45.86	42.68	8.82	8.64	3.17	1.41
Germany	72.34	57.27	50.00	42.73	7.27	6.74	2.48	2.13
France	72.32	58.76	34.18	40.11	5.93	5.37	3.39	1.13
Australia	64.91	56.43	34.50	43.86	10.82	9.36	2.92	0.88
Middle East	64.33	50.67	44.33	28.00	12.33	3.33	4.00	0.67
Benelux	60.00	50.67	34.00	49.33	7.00	7.33	4.33	2.00
Russia	72.53	48.07	56.65	21.89	11.16	1.29	3.00	0.00
Scandinavia	66.07	50.45	44.20	44.64	15.63	7.59	3.57	0.89
Ukraine	83.25	54.07	52.63	16.75	7.18	0.48	2.39	0.00
United States	58.54	48.29	39.02	36.10	12.68	10.73	5.37	3.41
Czech Republic	72.32	41.07	47.32	46.43	8.93	3.57	2.68	2.68
Italy	60.75	56.07	31.78	51.40	8.41	6.54	2.80	1.87
Spain	59.81	45.79	35.51	47.66	5.61	4.67	8.41	1.87
Poland	74.51	56.86	45.10	44.12	8.82	10.78	0.98	0.00
Malaysia	48.04	33.33	15.69	22.55	7.84	8.82	12.75	0.00
Japan	41.58	49.50	18.81	26.73	8.91	1.98	1.98	5.94
Switzerland	58.57	52.86	34.29	40.00	10.00	10.00	5.71	1.43
Singapore	46.38	50.72	28.99	23.19	24.64	4.35	4.35	1.45
Thailand	42.86	48.21	33.93	35.71	19.64	7.14	8.93	3.57
Austria	86.96	56.52	52.17	52.17	6.52	4.35	0.00	2.17
Canada	59.46	32.43	37.84	43.24	8.11	8.11	5.41	0.00
South Korea	43.48	13.04	13.04	39.13	8.70	0.00	4.35	0.00
<b>Total</b>	<b>3,510</b>	<b>2,940</b>	<b>2,256</b>	<b>1,964</b>	<b>562</b>	<b>300</b>	<b>193</b>	<b>65</b>
%	63.79	53.44	41.00	35.70	10.21	5.45	3.51	1.18



**Chart 26: Perceived Image Prior to the Visit**



## 9.2 Comparison of Real Situation vs. Expectations

The questionnaire offered the following responses which had to be rated as Same as Expected, Above Expectation, Below Expectation, and No Comments: 'A Beautiful Tropical Country', 'Nice People', 'Beaches with Golden Sands', 'A Small Island with Varied Attractions', 'Have Visited Before and Therefore Knew the Country', 'A Country with Political Problems and Violence',

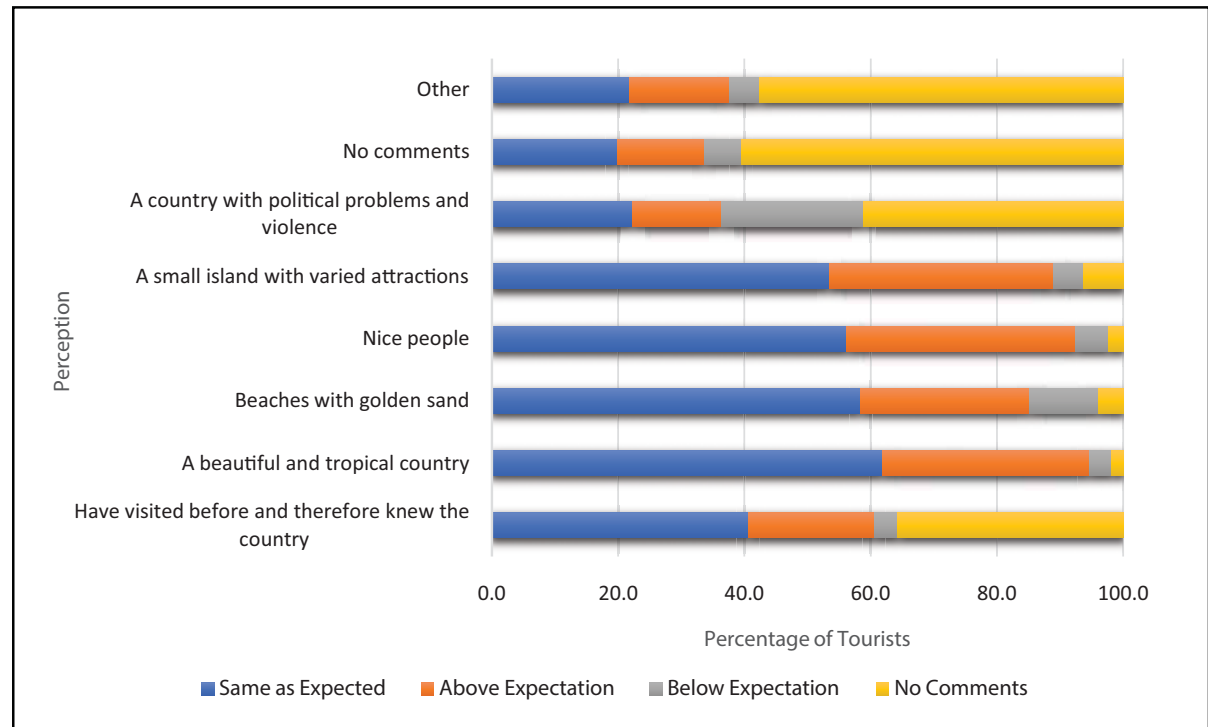
'No Comments' and 'Other'. A comparison of the real situation versus expectations of foreign tourists is indicated in Table 38 and graphically presented in Chart 27.

According to the perceived images, the expectations were in general either the same or had small variations. Approximately 21.8% of the respondents had stated that their perception of Sri Lanka was the 'Same as Expected' and 15.8% stated that it was 'Above Expectation' level.

**Table 38: Comparison of Real Situation vs. Expectations**

Perception	Same as Expected	Above Expectation	Below Expectation	No Comments
Have visited before and therefore knew the country	646	318	60	568
%	40.6	20.0	3.8	35.7
A beautiful and tropical country	2,277	1,208	132	66
%	61.8	32.8	3.6	1.8
Beaches with golden sand	1,843	842	344	125
%	58.4	26.7	10.9	4.0
Nice people	1,912	1,233	176	80
%	56.2	36.3	5.2	2.4
A small island with varied attractions	1,478	981	132	174
%	53.5	35.5	4.8	6.3
A country with political problems and violence	390	246	393	718
%	22.3	14.1	22.5	41.1
No comments	173	120	51	527
%	19.9	13.8	5.9	60.5
Other	150	109	33	397
%	21.8	15.8	4.8	57.6

Chart 27: Comparison of Real Situation vs. Expectations



### 9.3 Overall Experience in Sri Lanka

Data for the evaluation of the overall experience of respondents in Sri Lanka is shown in Table 39 and Chart 28. The majority of respondents were either delighted (65.7%) or satisfied (32.5%)

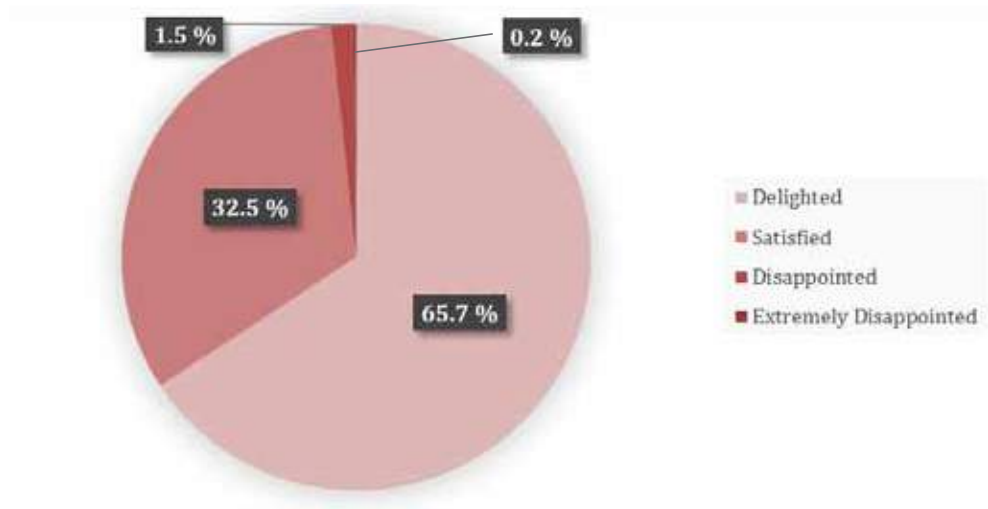
with their overall visit to Sri Lanka. Only 1.7% were found to be disappointed or extremely disappointed. The majority of tourists from UK (79.1%), Switzerland (77.9%), and Canada (72.2%) said they were delighted with their overall experience in Sri Lanka.



Table 39: Overall Experience in Sri Lanka by Country of Residence

Country of Residence	Delighted	Satisfied	Disappointed	Extremely Disappointed	Total
India	54.80	43.60	1.40	0.20	100.00[N=622]
China	71.40	26..9	1.50	0.20	100.00[N=605]
United Kingdom	79.10	20.20	0.70	0.00	100.00[N=550]
Germany	69.20	29.00	1.60	0.20	100.00[N=548]
France	61.40	37.20	1.40	0.00	100.00[N=339]
Australia	68.80	28.70	2.20	0.30	100.00[N=327]
Middle East	57.40	40.10	1.80	0.70	100.00[N=289]
Benelux	71.90	27.10	1.00	0.00	100.00[N=288]
Russia	67.40	31.20	0.90	0.50	100.00[N=221]
Scandinavia	65.00	33.60	1.40	0.00	100.00[N=217]
Ukraine	61.00	34.50	4.00	0.50	100.00[N=200]
United States	69.50	29.00	1.00	0.50	100.00[N=200]
Czech Republic	49.10	48.10	2.80	0.00	100.00[N=106]
Italy	55.80	43.20	1.00	0.00	100.00[N=104]
Spain	64.80	34.30	1.00	0.00	100.00[N=105]
Poland	58.80	39.20	2.00	0.00	100.00[N=102]
Malaysia	44.40	54.60	1.00	0.00	100.00[N=99]
Japan	68.40	30.60	1.00	0.00	100.00[N=98]
Switzerland	77.90	17.60	1.60	2.90	100.00[N=68]
Singapore	58.20	40.30	1.50	0.00	100.00[N=67]
Thailand	69.20	26.90	3.90	0.00	100.00[N=52]
Austria	64.40	33.40	2.20	0.00	100.00[N=45]
Canada	72.20	25.00	2.80	0.00	100.00[N=36]
South Korea	61.90	38.10	0.00	0.00	100.00[N=21]
Total	3,489	1,728	81	11	5,309
%	65.70	32.50	1.60	0.20	100

Chart 28: Overall Experience in Sri Lanka



#### 9.4 Intention to Visit Sri Lanka Again

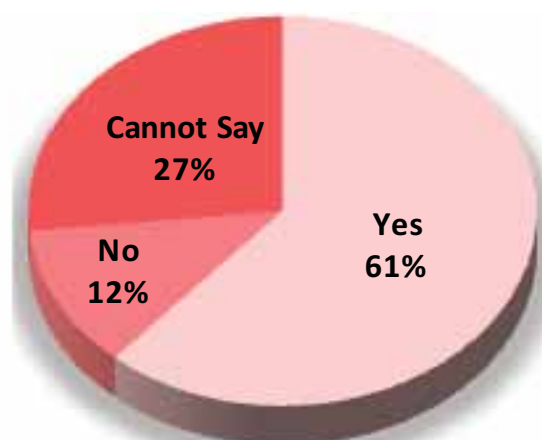
Tourists' intention of visiting Sri Lanka again is tabulated by Country of Residence in Table 40 and the distribution presented in Chart 29. The majority of tourists (61.5%) claimed they had an intention to visit Sri Lanka again, while 11.9% said

they didn't have an intention to visit again. 26.7% of respondents were unable to say about their plans to visit Sri Lanka again. According to the survey, tourists from Singapore were most likely to report they had intentions to revisit Sri Lanka (80.6%), followed by tourists from Japan (75%).

Table 40: Intention to Visit Sri Lanka Again by Country of Residence

Country of Residence	Yes	No	Cannot Say	Total
India	72.30	10.50	17.20	100.00[N=631]
China	66.60	8.40	25.00	100.00[N=605]
United Kingdom	68.40	11.80	19.80	100.00[N=551]
Germany	56.00	11.60	32.40	100.00[N=534]
France	46.30	15.00	38.70	100.00[N=341]
Australia	60.70	13.20	26.10	100.00[N=326]
Middle East	66.90	12.30	20.80	100.00[N=293]
Benelux	41.20	17.70	41.10	100.00[N=294]
Russia	67.30	10.10	22.60	100.00[N=226]
Scandinavia	48.20	13.20	38.60	100.00[N=220]
Ukraine	63.70	13.40	22.90	100.00[N=201]
United States	68.50	8.70	22.80	100.00[N=197]
Czech Republic	47.70	14.70	37.60	100.00[N=109]
Italy	53.80	15.40	30.80	100.00[N=104]
Spain	52.90	15.40	31.70	100.00[N=104]
Poland	56.10	12.30	31.60	100.00[N=98]
Malaysia	67.30	5.10	27.60	100.00[N=98]
Japan	75.00	8.30	16.70	100.00[N=96]
Switzerland	56.70	16.40	26.90	100.00[N=67]
Singapore	80.60	11.90	7.50	100.00[N=67]
Thailand	69.30	1.90	28.80	100.00[N=52]
Austria	51.10	17.80	31.10	100.00[N=45]
Canada	48.60	14.30	37.10	100.00[N=35]
South Korea	68.20	9.10	22.70	100.00[N=22]
<b>Total</b>	<b>3,268</b>	<b>630</b>	<b>1,418</b>	<b>5,316</b>
<b>%</b>	<b>61.50</b>	<b>11.80</b>	<b>26.70</b>	<b>100</b>

Chart 29: Intention to Visit Sri Lanka Again



## 9.5 Shopping by Country of Residence

Table 41 presents whether the sampled tourists engaged in shopping or not while in Sri Lanka by country of residence. The majority of tourists

(70%) had engaged in shopping while in Sri Lanka and the highest proportion of tourists who reported they had shopped were from China (88.10%).

Table 41: Shopping by Country of Residence

Country of Residence	Yes %	No %	Total %
India	69.60	30.40	100.00[N=615]
China	88.10	11.90	100.00[N=599]
United Kingdom	63.80	36.20	100.00[N=538]
Germany	64.40	35.60	100.00[N=537]
France	69.80	30.20	100.00[N=344]
Australia	62.70	37.30	100.00[N=324]
Middle East	66.30	33.70	100.00[N=282]
Benelux	63.00	37.00	100.00[N=292]
Russia	72.30	27.70	100.00[N=224]
Scandinavia	57.30	42.70	100.00[N=213]
Ukraine	73.40	26.60	100.00[N=199]
United States	68.20	31.80	100.00[N=198]
Czech Republic	70.00	30.00	100.00[N=110]
Italy	78.80	21.20	100.00[N=104]
Spain	71.60	28.40	100.00[N=102]
Poland	81.40	18.60	100.00[N=97]
Malaysia	70.10	29.90	100.00[N=97]
Japan	80.60	19.40	100.00[N=98]
Switzerland	62.70	37.30	100.00[N=67]
Singapore	67.70	32.30	100.00[N=65]
Thailand	64.80	35.20	100.00[N=54]
Austria	84.40	15.60	100.00[N=45]
Canada	73.50	26.50	100.00[N=34]
South Korea	78.90	21.10	100.00[N=19]
<b>Total</b>	<b>3,681</b>	<b>1,576</b>	<b>5,257</b>
<b>%</b>	<b>70.00</b>	<b>30.00</b>	<b>100.00</b>

## 9.6 Evaluation of Purchases

This section provides an overview of the type of products purchased by tourists and helps to identify high demand products in the Sri Lankan market for international visitors. Table 42 presents an evaluation of purchases by country of residence. It can be seen that most of the

respondents were interested in buying Souvenirs (23.43%) and Tea (23.28%). The largest proportion of tea buyers were respondents from South Korea (69.23%), while the largest proportion of tourists who bought souvenirs were from of Benelux (55.41%). Respondents from Singapore (26.32%) were recorded as the largest proportion of tourists who bought clothes.



Table 42: Evaluation of Purchase by Country of Residence (Multiple Answer Question)

Country of Residence	Souvenirs	Tea	Clothes	Food Items	Handi-crafts	Books	Coffee	Gifts	Cosmetics	Gems and Jewellery	Coconut Oil	Ayurvedic Medicine	Other
India	7.83	22.45	24.28	8.62	4.44	3.92	1.83	6.01	2.61	9.14	6.79	1.83	0.26
China	4.48	46.78	2.34	4.29	3.51	7.60	21.83	0.19	3.70	1.56	3.70	0.00	0.00
United Kingdom	29.39	13.62	8.60	15.41	9.32	1.43	1.43	7.17	5.02	3.23	2.15	1.43	1.79
Germany	31.48	16.39	9.84	15.08	5.90	5.90	0.66	5.25	3.28	1.97	2.30	1.97	0.00
France	27.27	20.86	7.49	14.44	2.67	5.88	2.67	5.35	6.42	2.14	2.67	1.60	0.53
Australia	25.28	11.80	23.03	11.24	7.87	1.12	1.12	4.49	5.06	5.06	2.81	1.12	0.00
Middle East	22.00	16.67	16.67	11.33	8.67	4.00	2.00	8.67	2.00	4.67	1.33	2.00	0.00
Benelux	55.41	9.55	10.19	5.10	2.55	1.27	0.00	2.55	3.18	5.10	3.18	1.27	0.64
Russia	38.97	19.12	9.56	7.35	4.41	7.35	1.47	5.15	2.94	1.47	2.21	0.00	0.00
Scandinavia	26.17	14.02	10.28	14.95	4.67	9.35	0.93	5.61	2.80	5.61	3.74	0.93	0.93
Ukraine	33.61	20.49	3.28	14.75	2.46	7.38	4.10	3.28	4.92	1.64	0.82	0.82	2.46
United States	20.00	20.00	20.87	6.96	8.70	2.61	1.74	6.96	3.48	6.09	1.74	0.00	0.87
Czech Republic	40.91	12.12	3.03	16.67	3.03	1.52	4.55	4.55	9.09	0.00	4.55	0.00	0.00
Italy	34.21	17.11	14.47	2.63	7.89	1.32	6.58	3.95	3.95	1.32	2.63	3.95	0.00
Spain	42.65	16.18	4.41	8.82	2.94	8.82	0.00	4.41	4.41	2.94	1.47	2.94	0.00
Poland	41.18	23.53	4.41	8.82	4.41	11.76	1.47	0.00	1.47	0.00	1.47	0.00	1.47
Malaysia	10.91	34.55	10.91	1.82	9.09	5.45	1.82	3.64	5.45	10.91	1.82	1.82	1.82
Japan	11.43	47.14	4.29	10.00	2.86	7.14	1.43	0.00	4.29	2.86	5.71	2.86	0.00
Switzerland	25.00	17.50	10.00	15.00	7.50	2.50	2.50	0.00	2.50	2.50	7.50	7.50	0.00
Singapore	13.16	15.79	26.32	18.42	2.63	10.53	2.63	2.63	0.00	2.63	0.00	0.00	5.26
Thailand	7.14	39.29	10.71	7.14	7.14	7.14	0.00	10.71	3.57	3.57	3.57	0.00	0.00
Austria	34.38	25.00	12.50	12.50	3.13	3.13	6.25	0.00	3.13	0.00	0.00	0.00	0.00
Canada	34.78	13.04	17.39	13.04	4.35	4.35	4.35	4.35	0.00	0.00	4.35	0.00	0.00
South Korea	0.00	69.23	0.00	0.00	0.00	7.69	0.00	7.69	0.00	0.00	15.38	0.00	0.00
<b>Total (N=5,502)</b>	<b>752</b>	<b>747</b>	<b>360</b>	<b>323</b>	<b>167</b>	<b>163</b>	<b>161</b>	<b>137</b>	<b>121</b>	<b>117</b>	<b>104</b>	<b>40</b>	<b>17</b>
%	23.43	23.28	11.22	10.07	5.20	5.08	5.02	4.27	3.76	3.65	3.24	1.25	0.53

## 9.7 Level of Satisfaction Regarding Purchases

A large number of tourists (88.04%) who engaged in shopping showed high levels of satisfaction

with their purchases as revealed in Table 43. Only 2.89% of tourists were not satisfied with their purchases.

Table 43: Level of Satisfaction Regarding Purchases by Country of Residence

Country of Residence	Yes %	No %	Cannot Say %	Total
India	87.90	4.25	7.85	100.00[N=471]
China	94.08	1.91	4.01	100.00[N=574]
United Kingdom	88.48	2.62	8.90	100.00[N=382]
Germany	83.21	5.35	11.44	100.00[N=411]
France	88.19	3.15	8.66	100.00[N=254]
Australia	87.88	3.03	9.09	100.00[N=231]
Middle East	84.54	2.42	13.04	100.00[N=207]
Benelux	86.63	2.48	10.89	100.00[N=202]
Russia	90.23	2.87	6.90	100.00[N=174]
Scandinavia	85.43	2.65	11.92	100.00[N=151]
Ukraine	87.58	3.11	9.31	100.00[N=161]
United States	89.26	3.36	7.38	100.00[N=149]
Czech Republic	74.71	1.15	24.14	100.00[N=87]
Italy	89.53	2.33	8.14	100.00[N=86]
Spain	90.00	0.00	10.00	100.00[N=80]
Poland	84.09	3.41	12.50	100.00[N=88]
Malaysia	81.58	1.31	17.11	100.00[N=76]
Japan	94.25	0.00	5.75	100.00[N=87]
Switzerland	97.78	0.00	2.22	100.00[N=45]
Singapore	89.13	2.17	8.70	100.00[N=46]
Thailand	92.50	2.50	5.00	100.00[N=40]
Austria	82.50	2.50	15.00	100.00[N=40]
Canada	84.37	3.13	12.50	100.00[N=32]
South Korea	100.00	0.00	0.00	100.00[N=14]
<b>Total</b>	<b>3,599</b>	<b>118</b>	<b>371</b>	<b>4,088</b>
<b>%</b>	<b>88.03</b>	<b>2.89</b>	<b>9.08</b>	<b>100.00</b>

*\*1,414 did not respond*

## 9.8 Possible Harassment

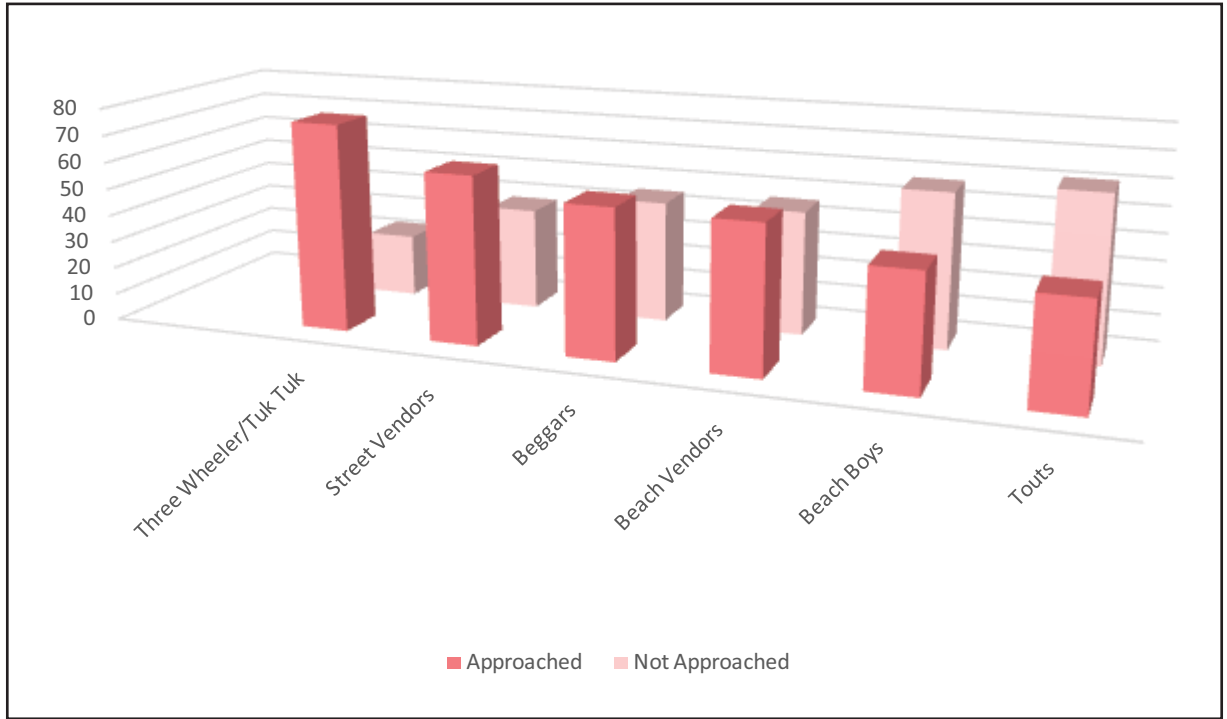
As presented in Table 44 and Chart 30, respondents had been approached by touts, beggars, beach

boys, beach vendors, and three-wheeler/tuk tuk drivers during their visit to Sri Lanka. Most of the tourists sampled (76.75%) were approached by three-wheeler/tuk tuk drivers.

Table 44: Types of Possible Harassment

Type of Harassment	Approached		Not Approached	
	Number	%	Number	%
Three Wheeler/Tuk Tuk	3,165	76.75	959	23.25
Street Vendors	2,325	62.13	1,417	37.87
Beggars	2,066	55.01	1,690	44.99
Beach Vendors	2,008	54.15	1,700	45.85
Beach Boys	1,542	42.86	2,056	57.14
Touts	1,228	38.96	1,924	61.04

Chart 30: Types of Possible Harassment



# EXPENDITURE OF TOURISTS

The objective of this chapter is to find out the level of spending of international tourists who visit Sri Lanka and compare the expenditure between package and non-package users. During the survey, respondents typically provided expenditure information in their own currency, but for analysis purposes, these were converted into USD based on the Central Bank of Sri Lanka average exchange rate for 2017.

## 10.1 General Expenditure of Tourists on a Package Tour

According to the survey (Table 45), tourists on a package tour, on average, spent USD 188.32, excluding airfare. With airfare, the average daily spending was at USD 259.98.

Among tourists who were travelling on a package tour, tourists from South Korea, Japan and Ukraine reported the three highest daily expenditures of USD 266.86, USD 243.35 and USD

237.20 respectively. Once airfare was included, South Koreans' spending rose to USD 375.64 and Japanese tourists reported spending USD 335.76. Tourists from Singapore and Canada also had high daily expenditure including airfare of USD 317.42 and USD 316.16 respectively.

Tourists from India and China, who are recorded as the largest group of tourists visiting Sri Lanka, spent USD 124.83 and USD 156.41 excluding airfare respectively. Once airfare is included, their average spending rose to USD 223.85 for Indian tourists and USD 233.13 for tourists from China.

Therefore, as per the sample of package tourists (without airfare) in 2017, the top five highest spending tourists in Sri Lanka are from: South Korea, Japan, Ukraine, Singapore, and Thailand; and the five lowest spending tourists are from: India, USA, Czech Republic, Switzerland, and China.

Table 45: Analysis of Expenditure by Country of Residence [Package Users]

Country of Residence	Package Without Airfare (in \$US)	Package With Airfare (in \$US)
India	124.83	223.85
China	156.41	233.13
United Kingdom	198.31	248.39
Germany	199.72	222.38
France	194.55	250.64
Australia	176.80	281.45
Middle East	194.01	238.33
Benelux	162.48	242.51
Russia	164.18	214.37
Scandinavia	209.93	275.54
Ukraine	237.20	279.56
United States	145.35	280.42
Czech Republic	145.97	179.85
Italy	176.09	259.85
Spain	168.24	240.55
Poland	182.86	213.48
Malaysia	204.11	220.19
Japan	243.35	335.76
Switzerland	148.08	217.98
Singapore	230.22	317.42
Thailand	228.35	311.28
Austria	166.57	260.88
Canada	195.31	316.16
South Korea	266.86	375.64
<b>Total Average</b>	<b>188.32</b>	<b>259.98</b>

\* 744 responded out of 1,004 tourists on a package tour.

## 10.2 General Expenditure of Tourists Without a Package Tour

Tourists without a package tour, on average, spent USD 170.08, excluding airfare. With airfare, the average daily spending was at USD 247.49. This is detailed in Table 46.

The highest average daily spending was reported from Japanese tourists at USD 278.85, followed by visitors from South Korea with USD 266.86 and Austria with USD 224.77, excluding airfare. Once airfare was included in the average daily expenditure, South Korean tourists' spending rose to USD 375.64, Japanese tourists USD 371.26 and Austrian tourists USD 349.08.

Tourists from China who had arranged their travels without a package tour reported spending USD 203.17 excluding airfare and USD 279.89 with airfare, while for those from India, it was USD 205.44 without airfare and USD 304.46 with airfare respectively.

Therefore, as per the sample of non-package tourists (without airfare) in 2017, the top five highest spending tourists in Sri Lanka are from: Japan, South Korea, Austria, Singapore, and Thailand; and the five lowest spending tourists are from: Benelux, Ukraine, Poland, Spain, and Czech Republic.



Table 46: Analysis of Expenditure by Country of Residence [Non-Package Users]

Country of Residence	Non-Package Without Airfare (in \$US)	Non-Package With Airfare (in \$US)
India	205.44	304.46
China	203.17	279.89
United Kingdom	142.41	192.49
Germany	142.58	165.24
France	139.95	196.04
Australia	163.78	268.43
Middle East	189.72	234.04
Benelux	113.99	194.02
Russia	132.32	182.51
Scandinavia	156.78	270.39
Ukraine	122.08	164.44
United States	207.55	342.62
Czech Republic	125.95	159.83
Italy	128.56	212.32
Spain	125.01	197.32
Poland	123.16	153.78
Malaysia	177.67	193.75
Japan	278.85	371.26
Switzerland	156.52	226.42
Singapore	211.03	298.23
Thailand	207.64	290.57
Austria	224.77	349.08
Canada	136.27	317.03
South Korea	266.86	375.64
<b>Total Average</b>	<b>170.08</b>	<b>247.49</b>

*\*3,846 responded out of 4,417 tourists without a package tour*







# ANALYSIS OF TRANSIT PASSENGERS

This section investigates the demographics, number of hours spent in transit, accommodation facilities, potential plans to visit Sri Lanka, purchase behavior, and purpose of entire trip of transit passengers.

## 11.1 Distribution by Country of Nationality

Table 47 is an analysis of the sample of transit passengers by country of nationality. The highest number of transit passengers were from India (42.57%), followed by Pakistan (25.64%), Bangladesh (7.00%), and China (5.58%) respectively.

Table 47: Distribution by Country of Nationality

	Country of Nationality	Number of Tourists	%
1	India	450	42.57
2	Pakistan	271	25.64
3	Bangladesh	74	7.00
4	China	59	5.58
5	United States	26	2.46
6	Germany	21	1.99
7	Australia	19	1.80
8	Middle East	18	1.70
9	United Kingdom	15	1.42
10	Malaysia	13	1.23
11	Philippines	12	1.14
12	Indonesia	11	1.04
13	Singapore	11	1.04
14	France	9	0.85
15	Thailand	9	0.85
16	Japan	8	0.76
17	Ukraine	7	0.66
18	Italy	4	0.38
19	Russia	4	0.38
20	Spain	3	0.28
21	Czech Republic	3	0.28
22	Korea South	2	0.19
23	Poland	1	0.09
24	Other	7	0.67
25	Total	1,057	100.00

## 11.2 Distribution by Country of Residence

Table 48 represents the distribution of the sample by country of residence. Respondents from India

(38.69%) represented the largest proportion of transit passengers, followed by Pakistan (23.46%), Bangladesh (6.62%), and China (5.49%) respectively.

Table 48: Distribution by Country of Residence

	Country of Residence	Number of Tourists	%
1	India	409	38.69
2	Pakistan	248	23.46
3	Bangladesh	70	6.62
4	China	58	5.49
5	Australia	41	3.88
6	Singapore	29	2.74
7	Middle East	28	2.65
8	United States	26	2.46
9	Malaysia	25	2.37
10	Germany	20	1.89
11	Maldives	12	1.14
12	Thailand	11	1.04
13	Indonesia	11	1.04
14	Philippines	11	1.04
15	United Kingdom	10	0.96
16	Japan	9	0.85
17	France	9	0.85
18	Ukraine	7	0.66
19	Italy	4	0.38
20	Russia	4	0.38
21	Switzerland	2	0.19
22	Czech Republic	2	0.19
23	Korea	2	0.19
24	Poland	1	0.09
25	Spain	1	0.09
26	Other	7	0.66
27	<b>Total</b>	<b>1057</b>	<b>100.0</b>

### 11.3 Profession by Country of Residence

Table 49 shows that most of the transit passengers were Professionals (27.8%),

followed by Businessmen (22.1%) and Students (10.5%) respectively. The largest proportion of Professionals transiting in Sri Lanka were from Singapore, followed by Italy and Russia.



Table 49: Profession by Country of Residence

Country of Residence	Professional	Businessman	Student	Housewife	Educationalist	IT Professional	Sales / Marketing Professional	Executive	Scientist	police / Army / Navy/Air Force	Retired Person	Clerical & Allied	Technical Writer	Driver/ Chauffeur	Dependents	Estate Holder	Other	Total
India	28.2	23.3	6.7	8.2	3.8	8.0	4.2	4.0	1.3	1.6	1.3	0.7	0.9	0.2	0.2	0.7	6.7	450
Pakistan	30.6	25.8	13.7	6.3	4.1	2.6	2.2	1.5	1.8	0.4	1.5	0.0	1.1	0.0	0.0	0.4	8.1	271
Bangladesh	35.1	25.7	10.8	2.7	0.0	0.0	9.5	2.7	0.0	1.4	1.4	0.0	0.0	4.1	1.4	0.0	5.4	74
China	13.6	18.6	22.0	5.1	3.4	3.4	1.7	1.7	1.7	0.0	0.0	1.7	0.0	1.7	3.4	0.0	22.0	59
United States	15.4	7.7	3.8	0.0	34.6	3.8	3.8	7.7	7.7	3.8	0.0	0.0	0.0	3.8	0.0	0.0	7.7	26
Germany	14.3	9.5	19.0	0.0	14.3	9.5	4.8	0.0	4.8	0.0	0.0	9.5	4.8	0.0	0.0	4.8	4.8	21
Australia	10.5	10.5	21.1	5.3	0.0	0.0	0.0	10.5	0.0	5.3	10.5	5.3	0.0	0.0	0.0	0.0	21.1	19
Middle East	38.9	16.7	11.1	0.0	11.1	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	18
United Kingdom	33.3	13.3	13.3	6.7	6.7	0.0	6.7	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	15
Malaysia	38.5	7.7	7.7	7.7	15.4	0.0	7.7	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	13
Philippines	41.7	16.7	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.0	25.0	12
Indonesia	9.1	36.4	9.1	18.2	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	9.1	0.0	9.1	11
Singapore	54.5	9.1	9.1	0.0	18.2	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11
France	11.1	0.0	22.2	0.0	11.1	0.0	22.2	0.0	11.1	11.1	0.0	0.0	11.1	0.0	0.0	0.0	0.0	9
Thailand	44.4	11.1	0.0	0.0	0.0	11.1	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	11.1	9
Japan	0.0	25.0	12.5	0.0	12.5	12.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	8
Ukraine	0.0	42.9	0.0	14.3	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	7
Italy	50.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4
Russia	50.0	0.0	25.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4
Spain	33.3	0.0	33.3	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3
Czech Republic	0.0	0.0	0.0	0.0	33.3	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3
South Korea	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2
Poland	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1
Other	28.6	42.9	0.0	14.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7
Total	294	234	111	67	55	53	42	31	17	14	13	11	9	6	6	5	89	1,057
%	27.8	22.1	10.5	6.3	5.2	5.0	4.0	2.9	1.6	1.3	1.2	1.0	0.9	0.6	0.6	0.5	8.5	100.00

### 11.4 Gender by Country of Residence

As presented in Table 50, males represent 67.3% of overall transit passengers and the highest proportion were recorded from Czech Republic (100%) and Spain (100%), followed by

Bangladesh (81.4%) and Pakistan (76.2%). In the sample, 32.7% of transit passengers were female and the highest percentage of female passengers were from Switzerland, South Korea and Poland (100%), followed by Russia (75%) and Indonesia (72.7%).

Table 50: Gender by Country of Residence

Country of Residence	Male %	Female %	Total
India	70.9	29.1	409
Pakistan	76.2	23.8	248
Bangladesh	81.4	18.6	70
China	41.4	58.6	58
Australia	63.4	36.6	41
Singapore	62.1	37.9	29
Middle East	53.6	46.4	28
United States	53.8	46.2	26
Malaysia	76.0	24.0	25
Germany	35.0	65.0	20
Maldives	75.0	25.0	12
Thailand	45.5	54.5	11
Indonesia	27.3	72.7	11
Philippines	54.5	45.5	11
United Kingdom	50.0	50.0	10
Japan	55.6	44.4	9
France	66.7	33.3	9
Ukraine	57.1	42.9	7
Italy	75.0	25.0	4
Russia	25.0	75.0	4
Switzerland	0.0	100.0	2
Czech Republic	100.0	0.0	2
South Korea	0.0	100.0	2
Poland	0.0	100.0	1
Spain	100.0	0.0	1
Other	28.6	71.4	7
<b>Total</b>	<b>711</b>	<b>346</b>	<b>1,057</b>
<b>%</b>	<b>67.3</b>	<b>32.7</b>	<b>100.00</b>

### 11.5 Age Group by Country of Residence

As indicated in Table 51, 38.7% of transit passengers belonged to the age group of 30-39 and the largest number in the sample were from

the Philippines (72.7%). Transit passengers who were in the 20-29 age group represented 34.1% of the sample and the largest number resided in Italy (75.0%).

Table 51: Age Group by Country of Residence

Country of Residence	Age Group %						
	Less than 20	20-29	30-39	40-49	50-59	60 & Over	Total
India	2.4	29.8	42.3	16.1	5.6	3.7	409
Pakistan	6.5	27.4	43.5	14.5	4.0	4.0	248
Bangladesh	0.0	48.6	40.0	8.6	1.4	1.4	70
China	3.4	58.6	20.7	10.3	5.2	1.7	58
Australia	2.4	46.3	24.4	4.9	14.6	7.3	41
Singapore	3.4	20.7	44.8	17.2	10.3	3.4	29
Middle East	3.6	35.7	39.3	10.7	10.7	0.0	28
United States	0.0	38.5	23.1	26.9	3.8	7.7	26
Malaysia	0.0	52.0	28.0	12.0	4.0	4.0	25
Germany	5.0	55.0	30.0	5.0	5.0	0.0	20
Maldives	0.0	41.7	41.7	8.3	8.3	0.0	12
Thailand	0.0	9.1	45.5	36.4	9.1	0.0	11
Indonesia	0.0	54.5	36.4	9.1	0.0	0.0	11
Philippines	0.0	0.0	72.7	0.0	27.3	0.0	11
United Kingdom	10.0	30.0	0.0	30.0	20.0	10.0	10
Japan	11.1	33.3	11.1	22.2	22.2	0.0	9
France	11.1	55.6	22.2	0.0	11.1	0.0	9
Ukraine	0.0	42.9	57.1	0.0	0.0	0.0	7
Italy	0.0	75.0	0.0	0.0	25.0	0.0	4
Russia	0.0	25.0	25.0	0.0	50.0	0.0	4
Switzerland	50.0	0.0	0.0	50.0	0.0	0.0	2
Czech Republic	0.0	50.0	50.0	0.0	0.0	0.0	2
South Korea	0.0	50.0	50.0	0.0	0.0	0.0	2
Poland	0.0	0.0	0.0	0.0	100.0	0.0	1
Spain	0.0	100.0	0.0	0.0	0.0	0.0	1
Other	0.0	0.0	42.9	57.1	0.0	0.0	7
<b>Total</b>	<b>36</b>	<b>360</b>	<b>409</b>	<b>151</b>	<b>66</b>	<b>35</b>	<b>1,057</b>
<b>%</b>	<b>3.4</b>	<b>34.1</b>	<b>38.7</b>	<b>14.3</b>	<b>6.2</b>	<b>3.3</b>	<b>100.00</b>

### 11.6 Number of Hours in Transit

Table 52 shows that a large number of passengers (20.4%) had stayed 10 to 20 hours in transit, while 17.3% of passengers had stayed nearly 3 hours in transit.

Table 52: Country of Residence vs. Number of Hours in Transit

Country of Residence	Number of Hours in Transit											Total
	1	2	3	4	5	6	7	8	9	10 to 20	21<	
India	3.2	7.4	17.5	11.4	10.6	9.8	9.8	8.2	4.0	17.2	1.1	378
Pakistan	1.3	2.5	28.0	30.1	8.9	5.1	1.7	2.5	5.9	13.1	0.8	236
Bangladesh	0.0	3.1	7.8	4.7	10.9	4.7	12.5	7.8	4.7	43.8	0.0	64
China	0.0	2.1	2.1	0.0	14.6	2.1	4.2	14.6	6.3	45.8	8.3	48
Australia	2.6	15.8	21.1	0.0	13.2	7.9	2.6	7.9	2.6	21.1	5.3	38
Singapore	3.6	0.0	17.9	32.1	3.6	7.1	7.1	0.0	10.7	14.3	3.6	28
Middle East	8.0	16.0	4.0	16.0	12.0	12.0	8.0	4.0	4.0	12.0	4.0	25
United States	0.0	12.0	12.0	16.0	8.0	0.0	4.0	12.0	16.0	20.0	0.0	25
Malaysia	0.0	9.1	18.2	13.6	13.6	9.1	0.0	4.5	4.5	27.3	0.0	22
Germany	0.0	0.0	0.0	0.0	25.0	5.0	15.0	5.0	10.0	40.0	0.0	20
Maldives	0.0	9.1	18.2	9.1	0.0	0.0	18.2	36.4	0.0	9.1	0.0	11
Thailand	9.1	18.2	9.1	27.3	0.0	9.1	0.0	0.0	0.0	9.1	18.2	11
Indonesia	0.0	0.0	0.0	27.3	18.2	18.2	9.1	0.0	0.0	27.3	0.0	11
Philippines	0.0	27.3	27.3	18.2	0.0	9.1	0.0	0.0	18.2	0.0	0.0	11
United Kingdom	0.0	0.0	0.0	40.0	0.0	20.0	0.0	0.0	10.0	30.0	0.0	10
Japan	0.0	0.0	0.0	12.5	0.0	0.0	0.0	25.0	12.5	37.5	12.5	8
France	0.0	0.0	0.0	0.0	33.3	0.0	0.0	16.7	0.0	33.3	16.7	6
Ukraine	0.0	0.0	28.6	0.0	0.0	0.0	0.0	0.0	42.9	28.6	0.0	7
Italy	0.0	0.0	0.0	50.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0	4
Russia	0.0	0.0	25.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	25.0	4
Switzerland	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	2
Czech Republic	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	2
South Korea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Poland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Spain	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1
Other	0.0	0.0	28.6	0.0	0.0	0.0	14.3	0.0	0.0	28.6	28.6	7
Total	20.0	58.0	170.0	155.0	100.0	71.0	65.0	67.0	54.0	200.0	21.0	981.0
%	2.0	5.9	17.3	15.8	10.2	7.2	6.6	6.8	5.5	20.4	2.3	100.0

\*76 did not respond

### 11.7 Number of Passengers Who Left the Airport

Table 53 presents the number of passengers who left the airport while in transit. Most of

the transit passengers (91.5%) had not left the airport. Around 8.5% of the sample had left the airport and passengers from India represent the highest number.

Table 53: Number of Passengers Who Left the Airport while in Transit

Country of Residence	Leaving the Airport While in Transit		
	Yes%	No%	Total
India	12.5	87.5	385
Pakistan	2.6	97.4	232
Bangladesh	3.2	96.8	62
China	5.4	94.6	56
Australia	7.3	92.7	41
Singapore	10.7	89.3	28
Middle East	9.1	90.9	22
United States	11.5	88.5	26
Malaysia	13.0	87.0	23
Germany	21.1	78.9	19
Maldives	8.3	91.7	12
Thailand	0.0	100.0	9
Indonesia	10.0	90.0	10
Philippines	0.0	100.0	11
United Kingdom	12.5	87.5	8
Japan	0.0	100.0	9
France	12.5	87.5	8
Ukraine	0.0	100.0	6
Italy	25.0	75.0	4
Russia	25.0	75.0	4
Switzerland	0.0	100.0	2
Czech Republic	50.0	50.0	2
South Korea	0.0	100.0	2
Spain	0.0	100.0	1
Other	0.0	100.0	7
<b>Total</b>	<b>84</b>	<b>905</b>	<b>989</b>
<b>%</b>	<b>8.5</b>	<b>91.5</b>	<b>100.0</b>

\*68 did not respond

### 11.8 Number of Hours in Transit vs. Leaving the Airport

When considering the number of hours in transit,

the highest proportion of transit passengers who left the airport were those who were in transit for 10 to 20 hours and more (Table 54).



Table 54: Number of Hours in Transit vs. Leaving the Airport

Number of Hours	Leaving the Airport while in Transit		
	Yes	No	Total
1	15.0	85.0	20
2	5.7	94.3	53
3	4.3	95.7	164
4	5.6	94.4	143
5	5.3	94.7	95
6	7.6	92.4	66
7	7.9	92.1	63
8	9.4	90.6	64
9	8.0	92.0	50
10 to 20	14.0	86.0	186
21>	15.8	84.2	19
<b>Total</b>	<b>75</b>	<b>848</b>	<b>923</b>
<b>%</b>	<b>8.1</b>	<b>91.9</b>	<b>100.0</b>

\*134 did not respond

\*9 did not mention the number of hours

### 11.9 Type of Accommodation While in Transit

Table 55 indicates the accommodation facilities used by transit passengers. According to the survey, most transit passengers (62.10%) used hotels for their accommodation while in transit.

Table 55: Type of Accommodation by Country of Residence

Country of Residence	Hotels	Guest House	Home Stay	Friends & Relatives	Other	Total
India	58.60	37.90	0.00	3.40	0.00	29
Pakistan	55.60	33.30	0.00	0.00	11.10	9
Bangladesh	100.00	0.00	0.00	0.00	0.00	1
China	100.00	0.00	0.00	0.00	0.00	1
Australia	0.00	0.00	0.00	0.00	0.00	0
Singapore	100.00	0.00	0.00	0.00	0.00	1
Middle East	40.00	40.00	20.00	0.00	0.00	5
United States	0.00	100.00	0.00	0.00	0.00	1
Malaysia	100.00	0.00	0.00	0.00	0.00	3
Germany	100.00	0.00	0.00	0.00	0.00	2
Maldives	0.00	0.00	0.00	0.00	0.00	0
Thailand	0.00	0.00	0.00	0.00	0.00	0
Indonesia	0.00	100.00	0.00	0.00	0.00	1
Philippines	100.00	0.00	0.00	0.00	0.00	2
United Kingdom	100.00	0.00	0.00	0.00	0.00	1
Japan	0.00	0.00	0.00	0.00	0.00	0
France	0.00	0.00	0.00	100.00	0.00	1
Ukraine	0.00	0.00	0.00	0.00	0.00	0
Italy	0.00	0.00	0.00	0.00	0.00	0
Russia	0.00	0.00	0.00	0.00	0.00	0
Switzerland	0.00	0.00	0.00	0.00	0.00	0
Czech Republic	100.00	0.00	0.00	0.00	0.00	1
South Korea	0.00	0.00	0.00	0.00	0.00	0
Spain	0.00	0.00	0.00	0.00	0.00	0
Other	0.00	0.00	0.00	0.00	0.00	0
<b>Total</b>	<b>36</b>	<b>18</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>58</b>
<b>%</b>	<b>62.10</b>	<b>31.00</b>	<b>1.70</b>	<b>3.40</b>	<b>1.80</b>	<b>100.00</b>

### 11.10 Who Paid for Facilities and Other Services

paid for the facilities and services by themselves (61.60%), while 25.86% of the sample had these services paid for by their company.

As shown in Table 56, most of the transit passengers who left the airport while in transit

Table 56: Who Paid for Facilities and Other Services vs. Country of Residence

Country of Residence	Self	Company	Airline	Other	Total
India	62.50	26.67	8.33	2.50	120
Pakistan	75.00	9.09	13.64	2.27	44
Bangladesh	55.56	22.22	22.22	0.00	9
China	100.00	0.00	0.00	0.00	3
Australia	90.00	10.00	0.00	0.00	10
Singapore	54.55	27.27	9.09	9.09	11
Middle East	18.18	54.55	9.09	18.18	11
United States	85.71	14.29	0.00	0.00	7
Malaysia	50.00	20.00	20.00	10.00	10
Germany	100.00	0.00	0.00	0.00	6
Maldives	37.50	62.50	0.00	0.00	8
Thailand	0.00	50.00	25.00	25.00	4
Indonesia	40.00	40.00	20.00	0.00	5
Philippines	0.00	100.00	0.00	0.00	4
United Kingdom	0.00	100.00	0.00	0.00	1
Japan	100.00	0.00	0.00	0.00	1
France	100.00	0.00	0.00	0.00	3
Poland	0.00	100.00	0.00	0.00	1
Italy	0.00	100.00	0.00	0.00	1
Russia	50.00	50.00	0.00	0.00	2
Switzerland	0.00	0.00	0.00	0.00	0
Czech Republic	100.00	0.00	0.00	0.00	1
South Korea	0.00	0.00	0.00	0.00	0
Spain	0.00	0.00	0.00	0.00	0
Other	100.00	0.00	0.00	0.00	1
<b>Total</b>	<b>162</b>	<b>68</b>	<b>24</b>	<b>9</b>	<b>263</b>
<b>%</b>	<b>61.60</b>	<b>25.86</b>	<b>9.13</b>	<b>3.41</b>	<b>100.00</b>

### 11.11 Plans to Visit Sri Lanka in Future

they have future plans of visiting Sri Lanka, while 25.95% said they had no plans to visit and 19.90% were uncertain of any such plans.

In Table 57, it shows that more than half of transit passengers sampled (54.15%) had stated that

Table 57: Plans to Visit Sri Lanka in Future vs. Country of Residence

Country of Residence	Yes	No	Cannot Say	Total
India	51.26	27.78	20.96	396
Pakistan	57.96	30.20	11.84	245
Bangladesh	38.46	49.23	12.31	65
China	56.60	7.55	35.85	53
Australia	56.10	24.39	19.51	41
Singapore	65.52	24.14	10.34	29
Middle East	67.86	14.29	17.86	28
United States	54.17	25.00	20.83	24
Malaysia	76.00	12.00	12.00	25
Germany	57.89	5.26	36.84	19
Maldives	75.00	0.00	25.00	12
Thailand	63.64	18.18	18.18	11
Indonesia	81.82	9.09	9.09	11
Philippines	45.45	9.09	45.45	11
United Kingdom	37.50	37.50	25.00	8
Japan	22.22	11.11	66.67	9
France	33.33	33.33	33.33	9
Ukraine	28.57	0.00	71.43	7
Italy	50.00	0.00	50.00	4
Russia	25.00	0.00	75.00	4
Switzerland	50.00	50.00	0.00	2
Czech Republic	0.00	50.00	50.00	2
South Korea	100.00	0.00	0.00	2
Poland	0.00	0.00	100.00	1
Spain	100.00	0.00	0.00	1
Other	66.67	33.33	0.00	6
<b>Total</b>	<b>555</b>	<b>266</b>	<b>204</b>	<b>1,025</b>
<b>%</b>	<b>54.15</b>	<b>25.95</b>	<b>19.90</b>	<b>100.00</b>

*\*32 did not respond*

### 11.12 Analysis of Purchases

As illustrated in Table 58, only 27.92% of the sample had mentioned that they purchased items while in transit.

Table 58: Purchases Made While in Transit vs. Country of Residence

Country of Residence	Yes	No	Total
India	28.65	71.35	377
Pakistan	19.82	80.18	227
Bangladesh	18.75	81.25	64
China	34.38	65.63	32
Australia	14.29	85.71	35
Singapore	48.28	51.72	29
Middle East	33.33	66.67	27
United States	33.33	66.67	24
Malaysia	37.50	62.50	24
Germany	18.75	81.25	16
Maldives	63.64	36.36	11
Thailand	44.44	55.56	9
Indonesia	44.44	55.56	9
Philippines	66.67	33.33	9
United Kingdom	25.00	75.00	8
Japan	28.57	71.43	7
France	12.50	87.50	8
Ukraine	50.00	50.00	6
Italy	50.00	50.00	4
Russia	25.00	75.00	4
Switzerland	100.00	0.00	2
Czech Republic	50.00	50.00	2
South Korea	0.00	100.00	1
Poland	0.00	100.00	1
Spain	100.00	0.00	1
Other	60.00	40.00	5
<b>Total</b>	<b>263</b>	<b>679</b>	<b>942</b>
<b>%</b>	<b>27.92</b>	<b>72.08</b>	<b>100.00</b>

*\*115 did not respond*

### 11.13 Country of Residence vs. Country of Arrival

An analysis of country of residence versus the

country of arrival can be seen in Table 59. The highest number of transit passengers arrived from Pakistan (26.21%), followed by India (23.27%), and Maldives (9.65%) respectively.

Table 59: Country of Residence vs. Country of Arrival

Country of Residence / Country of Arrival	India	Pakistan	Bangladesh	China	Australia	Singapore	Middle East	United States	Malaysia	Germany	Maldives	Thailand	Indonesia	United Kingdom	Japan	France	Ukraine	Italy	Other	Total
India	47.19	2.69	1.47	1.47	3.67	14.18	2.44	4.65	6.36	0.00	7.09	5.13	3.18	0.49	0.00	0.00	0.00	0.00	0.00	409.00
Pakistan	0.40	92.74	0.40	0.40	0.00	0.81	1.61	2.42	0.81	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	248.00
Bangladesh	8.57	0.00	27.14	1.43	0.00	0.00	0.00	1.43	8.57	0.00	48.57	4.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70.00
China	12.07	10.34	0.00	36.21	0.00	0.00	12.07	3.45	17.24	0.00	1.72	6.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	58.00
Australia	7.32	19.51	0.00	0.00	53.66	2.44	0.00	2.44	2.44	0.00	2.44	0.00	0.00	7.32	0.00	0.00	0.00	2.44	0.00	41.00
Singapore	17.24	17.24	0.00	0.00	0.00	58.62	3.45	0.00	0.00	0.00	3.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29.00
Middle East	10.71	14.29	3.57	3.57	0.00	10.71	25.00	10.71	7.14	0.00	14.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.00
United States	23.08	7.69	3.85	3.85	7.69	0.00	0.00	11.54	11.54	0.00	19.23	7.69	0.00	3.85	0.00	0.00	0.00	0.00	0.00	26.00
Malaysia	4.00	36.00	0.00	0.00	0.00	4.00	0.00	8.00	36.00	0.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00
Germany	20.00	0.00	0.00	0.00	0.00	0.00	5.00	10.00	20.00	15.00	20.00	5.00	0.00	0.00	0.00	5.00	0.00	0.00	0.00	20.00
Maldives	8.33	0.00	16.67	0.00	0.00	8.33	0.00	0.00	8.33	0.00	50.00	8.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.00
Thailand	9.09	9.09	0.00	0.00	0.00	0.00	9.09	0.00	0.00	0.00	18.18	45.45	9.09	0.00	0.00	0.00	0.00	0.00	0.00	11.00
Indonesia	9.09	0.00	0.00	0.00	0.00	18.18	18.18	27.27	0.00	0.00	9.09	0.00	18.18	0.00	0.00	0.00	0.00	0.00	0.00	11.00
Philippines	0.00	0.00	0.00	18.18	0.00	0.00	0.00	18.18	27.27	0.00	18.18	18.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.00
United Kingdom	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	0.00	10.00	40.00	0.00	0.00	0.00	0.00	0.00	10.00
Japan	11.11	11.11	0.00	0.00	0.00	0.00	11.11	0.00	22.22	0.00	33.33	0.00	0.00	0.00	11.11	0.00	0.00	0.00	0.00	9.00
France	11.11	0.00	0.00	0.00	0.00	0.00	33.33	11.11	22.22	0.00	0.00	0.00	0.00	11.11	0.00	11.11	0.00	0.00	0.00	9.00
Ukraine	14.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	57.14	0.00	0.00	7.00
Italy	25.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00	0.00	0.00	0.00	25.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00	4.00
Russia	50.00	0.00	0.00	0.00	0.00	25.00	0.00	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.00
Switzerland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
Czech Republic	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
South Korea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
Poland	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00
Spain	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00
Other	57.14	0.00	0.00	0.00	0.00	0.00	28.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.29	7.00
Total	246	277	30	33	39	87	40	47	74	3	102	40	18	11	1	2	4	2	1	1,057
%	23.27	26.21	2.84	3.12	3.69	8.23	3.78	4.45	7.00	0.28	9.65	3.78	1.70	1.04	0.11	0.19	0.38	0.19	0.09	100.00



#### 11.14 Country of Residence vs. Next Country to be Visited

According to the survey and shown in Table 60, India (29.6%) was the next destination to

be visited among transit passengers leaving Sri Lanka. Malaysia (15.6%) and Thailand (12.7%) were the next popular destinations for transit passengers.

Table 60: Country of Residence vs. Next Country to be Visited

Next Country of Residence	India	Pakistan	Bangladesh	China	Australia	Singapore	Middle East	USA	Malaysia	Germany	Maldives	Thailand	Indonesia	Philippines	UK	Japan	Ukraine	Russia	Benelux	Other	Total
India	55.5	0.0	1.2	2.0	2.0	7.8	1.2	4.6	9.5	0.2	3.9	8.8	0.0	0.0	2.4	0.0	0.7	0.0	0.0	0.0	409.0
Pakistan	7.3	4.8	0.4	4.8	0.4	22.2	0.0	1.6	33.1	0.0	2.0	23.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	248.0
Bangladesh	14.3	1.4	31.4	0.0	0.0	1.4	20.0	0.0	7.1	0.0	15.7	4.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	70.0
China	6.9	0.0	0.0	56.9	0.0	5.2	5.2	3.4	5.2	0.0	3.4	12.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	58.0
Australia	36.6	0.0	0.0	2.4	19.5	0.0	7.3	2.4	19.5	0.0	0.0	9.8	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	41.0
Singapore	37.9	0.0	3.4	0.0	13.8	34.5	0.0	3.4	3.4	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.0
Middle East	25.0	0.0	0.0	0.0	0.0	10.7	39.3	0.0	10.7	0.0	3.6	7.1	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	28.0
United States	30.8	0.0	3.8	11.5	3.8	0.0	15.4	11.5	3.8	0.0	0.0	19.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.0
Malaysia	16.0	4.0	0.0	4.0	0.0	8.0	0.0	4.0	56.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	25.0
Germany	5.0	0.0	0.0	0.0	0.0	0.0	50.0	10.0	0.0	10.0	5.0	10.0	0.0	0.0	5.0	5.0	0.0	0.0	0.0	0.0	20.0
Maldives	8.3	0.0	33.3	0.0	0.0	0.0	0.0	8.3	0.0	0.0	41.7	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0
Thailand	18.2	9.1	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	54.5	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	11.0
Indonesia	27.3	0.0	0.0	0.0	0.0	0.0	9.1	9.1	9.1	0.0	9.1	0.0	36.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.0
Philippines	0.0	0.0	0.0	0.0	0.0	0.0	9.1	9.1	18.2	0.0	0.0	27.3	0.0	36.4	0.0	0.0	0.0	0.0	0.0	0.0	11.0
United Kingdom	0.0	0.0	0.0	0.0	20.0	0.0	40.0	0.0	10.0	0.0	0.0	10.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	10.0
Japan	0.0	0.0	0.0	22.2	0.0	0.0	0.0	0.0	11.1	0.0	0.0	22.2	0.0	0.0	0.0	44.4	0.0	0.0	0.0	0.0	9.0
France	0.0	0.0	0.0	0.0	11.1	0.0	33.3	22.2	11.1	0.0	11.1	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	9.0
Ukraine	0.0	0.0	0.0	14.3	0.0	0.0	14.3	0.0	0.0	0.0	0.0	42.9	0.0	0.0	0.0	0.0	28.6	0.0	0.0	0.0	7.0
Italy	0.0	0.0	0.0	25.0	0.0	0.0	25.0	0.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Russia	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	4.0
Switzerland	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Czech Republic	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
South Korea	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Poland	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Spain	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0	0.0	0.0	0.0	0.0	14.3	28.6	0.0	14.3	0.0	0.0	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	28.6	7.0
<b>Total</b>	<b>313</b>	<b>15</b>	<b>34</b>	<b>62</b>	<b>25</b>	<b>107</b>	<b>67</b>	<b>39</b>	<b>165</b>	<b>4</b>	<b>46</b>	<b>134</b>	<b>8</b>	<b>5</b>	<b>18</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1,057</b>
<b>%</b>	<b>29.6</b>	<b>1.4</b>	<b>3.2</b>	<b>5.9</b>	<b>2.4</b>	<b>10.1</b>	<b>6.3</b>	<b>3.7</b>	<b>15.6</b>	<b>0.4</b>	<b>4.4</b>	<b>12.7</b>	<b>0.8</b>	<b>0.5</b>	<b>1.7</b>	<b>0.5</b>	<b>0.5</b>	<b>0.1</b>	<b>0.1</b>	<b>0.3</b>	<b>100.0</b>

### 11.15 Purpose of Visit of the Entire Trip

Analysis of the purpose of visit of the entire trip of transit passengers is shown in Table 61. The majority of transit passengers were on holiday (44.68%) while 41.21% stated the purpose as

‘other’. Out of the transit passengers who were holidaying, higher proportions were recorded from Switzerland, Czech Republic, Poland, and Spain (100%). Among business travellers, higher proportions were recorded from UK (54.55%) and Thailand (30.00%).

Table 61: Purpose of Visit of the Entire Trip vs. Country of Residence

Country of Residence	Holiday	Business	Other	Total
India	45.71	16.36	37.92	385
Pakistan	36.60	10.64	52.77	235
Bangladesh	27.69	6.15	66.15	65
China	40.00	8.57	51.43	35
Australia	55.81	13.95	30.23	43
Singapore	62.96	18.52	18.52	27
Middle East	70.83	12.50	16.67	24
United States	45.83	20.83	33.33	24
Malaysia	42.31	23.08	34.62	26
Germany	66.67	4.76	28.57	21
Maldives	57.14	21.43	21.43	14
Thailand	20.00	30.00	50.00	10
Indonesia	77.78	0.00	22.22	9
Philippines	66.67	0.00	33.33	6
United Kingdom	36.36	54.55	9.09	11
Japan	66.67	0.00	33.33	6
France	60.00	10.00	30.00	10
Ukraine	40.00	20.00	40.00	5
Italy	50.00	25.00	25.00	4
Russia	25.00	25.00	50.00	4
Switzerland	100.00	0.00	0.00	2
Czech Republic	100.00	0.00	0.00	2
South Korea	50.00	0.00	50.00	2
Poland	100.00	0.00	0.00	1
Spain	100.00	0.00	0.00	1
Other	33.33	16.67	50.00	6
<b>Total</b>	<b>437</b>	<b>138</b>	<b>403</b>	<b>978</b>
<b>%</b>	<b>44.68</b>	<b>14.11</b>	<b>41.21</b>	<b>100.00</b>

\*79 did not respond

### 11.16 Profession vs. Purpose of the Entire Trip

Analysis of profession versus purpose of the entire trip is indicated in Table 62. A higher proportion

of Professionals (21.97%), Businessmen (18.31%), and Students (14.42%) in the sample have traveled for vacation purposes.

Table 62: Profession vs. Purpose of Visit of the Entire Trip

Profession	Holiday	Business	Other	Total
Professional	21.97	23.91	36.23	275
Businessman	18.31	32.61	22.58	216
Student	14.42	0.00	9.93	103
Housewife	6.86	0.00	7.20	59
Educationalist	5.95	7.25	4.22	53
IT Professional	6.86	7.97	2.98	53
Sales/Marketing Professional	5.72	5.80	1.74	40
Executive	4.12	3.62	2.23	32
Scientist	1.83	2.90	1.74	19
Police/Army/Navy/Air Force	1.83	2.17	0.99	15
Clerical & Allied	1.14	2.90	0.50	11
Retired Person	1.37	0.00	1.24	11
Technical Writer	0.92	0.72	0.99	9
Dependents	0.92	0.72	0.25	6
Estate Holder	0.23	0.72	0.74	5
Driver/Chauffeur	0.69	0.00	0.00	3
Other	6.86	8.70	6.45	68
<b>Total</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>-</b>
	437	138	403	978
%	44.68	14.11	41.21	100.00

*\*79 did not respond*





# TOURISTS' COMMENTS AND SUGGESTIONS

The open-ended questions included at the end of the questionnaire allowed the tourists who took the survey to offer their suggestions and make comments freely. Nearly all of the sampled tourists responded with comments and suggestions. The responses could address improving existing facilities and services, and also planning future developments according to tourist needs and preferences.

The majority of the respondents expressed their satisfaction and indicated their desire to revisit Sri Lanka. Most of the visitors gave positive feedback on the natural environment, historical heritage, people and food. On the negative side, most of the visitors expressed their concern on environmental pollution and higher prices imposed on foreign tourists. The respondents' comments and suggestions are categorized into themes as follows:

## **Airport, Immigration and Air Transportation Services**

- ▶ The goods at the airport shops are very expensive.
- ▶ Infrastructure facilities at the airport including toilets are in a poor condition and should be improved.
- ▶ The immigration officials are not friendly and their attitude towards visitors creates a negative impression of the country as a whole.
- ▶ There should be more outlets with good quality food at the airport.
- ▶ The processing before departure was time consuming.

## **Hotels, Restaurants and Food**

- ▶ Rates in the hotels are very high.
- ▶ There should be CCTV cameras even outside the hotels.
- ▶ The concentration of hotels on the beach is very high and this impacts the scenic beauty.
- ▶ Food is delicious and good but more vegetarian food should be made available.
- ▶ Food is expensive and very spicy.



### **Roads and Road Transport**

- ▶ Generally, roads are good however there are certain roads that should be developed.
- ▶ There is litter on most roads and these should be cleaned.
- ▶ Road traffic should be minimized.
- ▶ Public transportation should be improved with more comfortable, faster buses and trains with air conditioning to main tourist destinations.

### **Environmental Protection**

- ▶ Sri Lanka is a beautiful country with natural flora and fauna, which should be protected.
- ▶ Management of garbage should be more methodical.
- ▶ Certain beaches and streets are polluted with garbage and steps should be taken to clean the beaches.
- ▶ Mosquito menace should be controlled.
- ▶ Cruelty towards captive elephants should be stopped and elephant-back rides should be discouraged.

### **Culture and Historical Locations**

- ▶ Sri Lanka is rich with cultural heritage.
- ▶ The entry fees at certain historical places are expensive when compared with the entry fees for locals.
- ▶ Stray dogs should be removed from

popular tourist destinations including cultural sites and beaches.

### **Shopping and Prices**

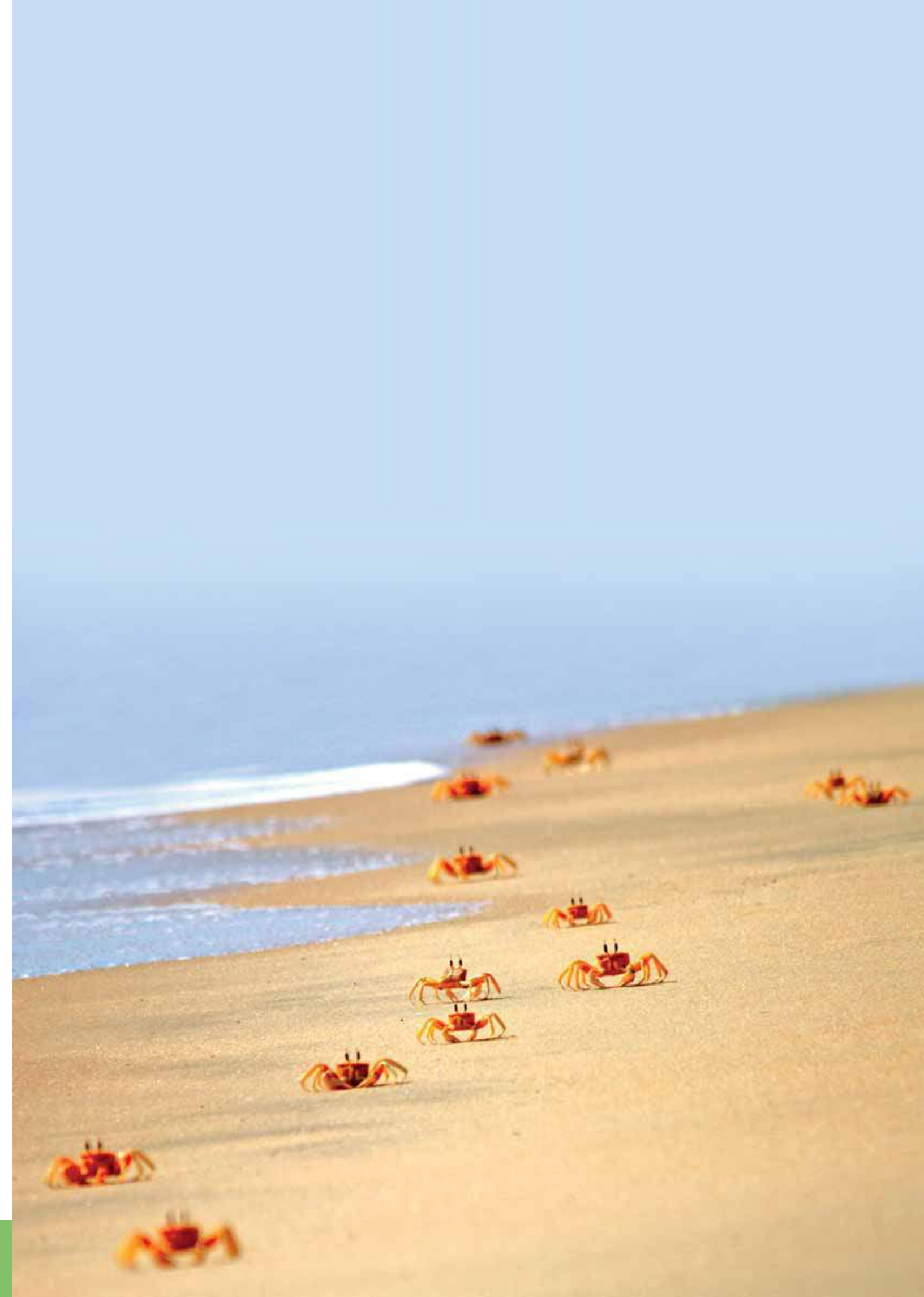
- ▶ There should be uniformity in prices when it comes to the commodities like tea.
- ▶ Price discrimination with regard to goods and services among locals and foreigners should be addressed.
- ▶ Tuk tuk drivers charge higher and unreasonable prices for tourists and they should be regulated.

### **Tourist Information and Tourist Guide Services**

- ▶ Timetables of public transport should be easily accessible.
- ▶ Taxi drivers lack tourism related information, which they should be made aware of.
- ▶ Clear information that is vital for tourist travel should be made readily available.
- ▶ Russian guides are very scarce.
- ▶ The government should take steps to provide good guide service to tourists.

### **Harassments and other Forms of Disturbances**

- ▶ Beggars, beach boys and beach vendors were a nuisance.
- ▶ Harassments and negative attitudes towards women should be eliminated.







## Questionnaire for Departing Tourists (Annex 1)

### Sri Lanka Tourism

Reference No: \_\_\_\_\_

Confidential

#### Airport Exit Survey – 2017

#### Questionnaire 1

(For long stay tourists)

Serial No:	<input type="text"/>
Sample No:	<input type="text"/>
Date:	<input type="text"/>

Enumerator:	<input type="text"/>
Supervisor:	<input type="text"/>

.....  
Ayubowan,

I am ..... representing Sri Lanka Tourism conducting a survey for the tourist industry in Sri Lanka. The results of this survey will help us to improve our product and services for the benefit of fellow tourists. Therefore, we would be grateful if you could spare a few minutes with us to answer some questions. I give you an assurance that the information will be treated with the strictest confidence. To start with may I know whether you have been in Sri Lanka for more than 24 hours but less than one year during this trip?

1. ☐ Yes      2. ☐ No

***(If yes continue, if no and less than 24 hours switch to questionnaire 2. if more than one year, discontinue)***

1. May I know your nationality please? \_\_\_\_\_
2. In which country do you live now? (At least for one year) \_\_\_\_\_
3. Name of city? \_\_\_\_\_
4. What is your place of birth? \_\_\_\_\_
5. Sex

1	Male	<input type="checkbox"/>
2	Female	<input type="checkbox"/>

6. May I please know to which age group you belong?

1	Less than 20	<input type="checkbox"/>	4	40-49	<input type="checkbox"/>
2	20-29	<input type="checkbox"/>	5	50-59	<input type="checkbox"/>
3	30-39	<input type="checkbox"/>	6	60 & over	<input type="checkbox"/>

7. What is your profession?

1	Executive	
2	Businessman	
3	Scientist	
4	Professional	
5	Educationalist	
6	Clerical & Allied	
7	Sales/Marketing Professional	
8	IT Professional	
9	Police/Army/Navy/Air Force	
10	Technical Writer	
11	Driver/Chauffeur	
12	Estate Holder	
13	Retired Person	
14	Housewife	
15	Student	
16	Dependents	

17. Other (Please Specify) \_\_\_\_\_

8. When did you arrive in Sri Lanka? (DD/MM/YY) \_\_\_\_\_

8.1. How many nights did you stay in Sri Lanka? \_\_\_\_\_ Nights  
(**Stop interview if you have stayed longer than one year**)

9. What is your flight number (**departing flight**)? \_\_\_\_\_

10. And your next destination (**country**)? \_\_\_\_\_

11. Is Sri Lanka your main destination on this trip? 1. ☐ Yes 2. ☐ No  
(**If No, go to Q. 11.1 & 11.2**)

11.1 What is (or was) your main destination? \_\_\_\_\_

11.2 And purpose of Visiting the main destination? \_\_\_\_\_

12.1 What are the other countries you have already visited on this trip? \_\_\_\_\_

12.2 And what are the other countries you are planning to visit? \_\_\_\_\_

13. What are the purpose of your visit to Sri Lanka?  
(**Please prioritize – 1 for main, 2 for next up to 3**)

(a)	Holidays/Vacation/Leisure/Special	
(b)	Business	
(c)	Other	

(a) Holidays/Vacation/Leisure/Special

1	Sun & Beach	
2	Sightseeing	
3	Cultural Events	
4	Historic Sites	
5	Wildlife	
6	Shopping	
7	Adventure	
8	Water Sports	
9	Religious	
10	Wellness/Ayurveda	
11	Special Offers	
12	Honeymoon	
13	Wedding Location/Family Occasion	

14. Other (Please Specify) \_\_\_\_\_

(c) Other

1	Visiting friends and relatives	
2	Education or Study	
3	On transit	
4	Born in Sri Lanka	
5	Special offers	
6	Child adoption	
7	No special reason	

8. Other (Please Specify) \_\_\_\_\_

14a. What was the accommodation facility that you used during your stay?

***(If the Hotels or Guest Houses/Rest Houses used, go to Q. 14.b)***

- Hotels
- Guest houses, Rest houses
- Home Stays (Private paying homes)
- Apartments
- With friends and relations
- Other (Please Specify) \_\_\_\_\_

(b) Business

1	Corporate Travel	
2	MICE	
3	Sports Events	
4	Working Expatriate	
5	Volunteer	
6	Trading	
7	Special Offers	

8. Other (Please Specify) \_\_\_\_\_

14b. How would you rate the accommodation facilities you used at hotels/guest house?

		Excellent	Good	Satisfactory	Poor	Very Poor	No Comments.
1	Quality of rooms	5	4	3	2	1	0
2	Quality of food	5	4	3	2	1	0
3	Quality of other facilities	5	4	3	2	1	0
4	Quality of services	5	4	3	2	1	0
5	Overall rating	5	4	3	2	1	0

15a. Have you visited Sri Lanka before during the past 5 years?

1. ☐ Yes 2. ☐ No

15b. If 'Yes', how many times? \_\_\_\_\_

16. What are the other Asian countries you have visited in the past 5 years?

- |                   |                                  |
|-------------------|----------------------------------|
| 1. India          | 9. Vietnam                       |
| 2. Maldives       | 10. Hong Kong                    |
| 3. Thailand       | 11. Philippines                  |
| 4. Malaysia South | 12. Korea                        |
| 5. Singapore      | 13. Japan                        |
| 6. China Others   | 14. Other (Please Specify) _____ |
| 7. Cambodia       | 15. Not visited                  |
| 8. Indonesia      |                                  |

***(If not visited, go to Q18)***

17. How would you rate Sri Lanka as a tourist destination in comparison to those countries?

	Sri Lanka is better, same or worse than	Much better	Little better	Same as	Worse	Much worse	No comments
1	India	5	4	3	2	1	0
2	Maldives	5	4	3	2	1	0
3	Thailand	5	4	3	2	1	0
4	Malaysia	5	4	3	2	1	0
5	Singapore	5	4	3	2	1	0
6	China	5	4	3	2	1	0
7	Cambodia	5	4	3	2	1	0
8	Indonesia	5	4	3	2	1	0
9	Vietnam	5	4	3	2	1	0
10	Hong Kong	5	4	3	2	1	0
11	Philippines	5	4	3	2	1	0
12	South Korea	5	4	3	2	1	0
13	Japan	5	4	3	2	1	0
14	Other	5	4	3	2	1	0



18. When did you make the trip arrangements?

- |                                    |                                  |
|------------------------------------|----------------------------------|
| 1. At the airport in your country  | 5. One month before departure    |
| 2. Within one day before departure | 6. Three months before departure |
| 3. One week before departure       | 7. Six months before departure   |
| 4. Two weeks before departure      | 8. One year before departure     |

19. What were the main sources of information that influenced you to visit Sri Lanka on this trip?

***(Circle one or more of the relevant sources listed below)***

- |                              |                             |                            |
|------------------------------|-----------------------------|----------------------------|
| 1. Previous visit experience | 8. Tour operator            | 15. Business reasons       |
| 2. TV/Radio                  | 9. Friends/Relatives        | 16. Own initiative         |
| 3. Newspapers and Magazines  | 10. Travel guide books      | 17. Other (Please Specify) |
| 4. Advertisement             | 11. Airline                 | _____                      |
| 5. Internet                  | 12. Sri Lanka Tourist Board |                            |
| 6. Trade fairs               | 13. MICE organizer          |                            |
| 7. Travel agent              | 14. Travel brochure         |                            |

***(If Internet used, ask Q.20 otherwise go to Q.21)***

20. Did you use the Internet only for information or for payment as well?

1	Information only	
2	Payment only	
3	Information and Payment	

21. Which of the following places and attractions did you visit while in Sri Lanka?

***(Multiple Answers Question)***

***(Circle one or more responses, enumerator should know areas)***

- |                             |                                  |
|-----------------------------|----------------------------------|
| 1. Colombo City/Shopping    | 9. Hill Country                  |
| 2. South/West Coast Beaches | 10. East Coast                   |
| 3. Beaches North of Colombo | 11. Wildlife Parks               |
| 4. Kandy                    | 12. Jaffna Area                  |
| 5. Anuradhapura             | 13. Habarana                     |
| 6. Polonnaruwa              | 14. Pinnawala Elephant Orphanage |
| 7. Sigiriya                 | 15. Water Falls - Specify_____   |
| 8. Dambulla                 | 16. Golf Courses - Specify_____  |
|                             | 17. Other (Please Specify) _____ |

22. What were the activities you were engaged in while in Sri Lanka?

*(Multiple Answers Question)*

- |                               |                                  |
|-------------------------------|----------------------------------|
| 1. Sea bathing                | 11. Fishing                      |
| 2. Swimming in the pool       | 12. Deep sea fishing             |
| 3. Shopping                   | 13. Cultural events              |
| 4. Sightseeing excursions     | 14. White water rafting          |
| 5. Round tours                | 15. Museums                      |
| 6. Visits to historical sites | 16. Night clubs                  |
| 7. Hiking/Trekking            | 17. Health spas                  |
| 8. Wildlife                   | 18. Doing nothing/Just relaxing  |
| 9. Snorkeling                 | 19. Other (Please Specify) _____ |
| 10. SCUBA diving              |                                  |

23. What are the facilities and services you used during your stay in Sri Lanka?

*(Please elaborate)*

1. Names of hotels with duration

	Hotel Name	Duration
1		
2		
3		
4		
5		

2. Transport facilities with type

1	Car/Taxi/Limo/Cabs	
2	Bus/Van/Coaches	
3	Three-Wheeler/Tuk Tuk	
4	Trains	
5	Scooters/Bicycles/Motor Bikes	
6	Jeeps	

7. Other (Please Specify) \_\_\_\_\_

3. Shopping locations

1	
2	
3	
4	

4. Using guide services 1. ☐ Yes 2. ☐ No
5. Entertainment 1. ☐ Yes 2. ☐ No

Casino	
Night Life	
Restaurant & Cafes	

***(If Yes, Please Specify)***

6. Other.....  
.....

24. How do you rate the following facilities and services at the airport?

		Excellent	Good	Satisfactory	Poor	Very Poor	No Comments.
1	Immigration	5	4	3	2	1	0
2	Customs	5	4	3	2	1	0
3	Visitor information	5	4	3	2	1	0
4	Baggage handling	5	4	3	2	1	0
5	Security	5	4	3	2	1	0
6	Ground travel arrangements	5	4	3	2	1	0
7	Duty free shops	5	4	3	2	1	0
8	Other	5	4	3	2	1	0
9	Overall rating	5	4	3	2	1	0

- 25a. Before you travelled to Sri Lanka what was your image & perception of the country?

***(Multiple Answers Question)***

- Have visited before and therefore knew the country
- A beautiful tropical country
- Beaches with golden sand
- Nice people
- A small island with varied attractions
- A country with political problems and violence
- No comments
- Other (Please Specify) \_\_\_\_\_

***(If 6 above is one of the answers, then ask Q.25b and Q.25c)***

***(If no comments go to Q.26a)***

- 25b. What exactly did you know about the current situation? \_\_\_\_\_

- 25c. Were you concerned about the situation? \_\_\_\_\_

25d. How do you feel about the real situation compared to your expectations?

	Same as expected	Above expectation	Below Expectation	No Comments
1. Have visited before and therefore knew the country	3	2	1	0
2. A beautiful tropical country	3	2	1	0
3. Beaches with golden sand	3	2	1	0
4. Nice people	3	2	1	0
5. A small island with varied attractions	3	2	1	0
6. A country with political problems and violence	3	2	1	0
7. No comments	3	2	1	0
8. Other (Please Specify)	3	2	1	0

26a. With whom are you traveling on this trip?

***(Exclude anyone you met while in Sri Lanka)***

- |                             |                                  |
|-----------------------------|----------------------------------|
| 1. Travelled alone          | 5. With friends and/or relatives |
| 2. With spouse only         | 6. Business colleague            |
| 3. With children only       | 7. Other (Please Specify) _____  |
| 4. With spouse and children |                                  |

26b. How many people did you travel with on your visit to Sri Lanka, including yourself?

.....

26c. If with children, how many of that party were children?

Age Group	No. of Children
1 to 5	
6 to 10	
11 to 15	
16 to 18	
Over 18	

27a. How did you pay for this trip?

- Through a tour operator/travel agent in the country of residence
- Through a travel agent in Sri Lanka
- Internet
- Own arrangements
- Other (Please Specify) \_\_\_\_\_

27b. If Internet, what was your mode of payment?

1. Bank transfer
2. Credit card
3. Other means

28. Are you on a package tour? 1. ☐ Yes 2. ☐ No

***(If yes, ask Q28 a-i and continue with Q.30, if No, go to Q.29)***

28a. How much did you pay for the package tour per person? ***(Indicate currency)***

---

28b. How many nights did the entire package cover?

---

28c. Does this package price include your stay in other destinations?

1. ☐ Yes 2. ☐ No

28d. How many nights of this package included in Sri Lanka? \_\_\_\_\_

28e. How many nights of this package excluded Sri Lanka? \_\_\_\_\_

28f. What is the name of the company in your country from which you bought your package?

---

28g. Name of the local handling agent in Sri Lanka? \_\_\_\_\_

28h. What items are included in the package?

- |                                      |   |
|--------------------------------------|---|
| 1. Airfare                           | 8. Excursion/Guide fees                 |
| 2. Room charges only                 | 9. Round tours                          |
| 3. Room including breakfast          | 10. Entrance fees                       |
| 4. Room breakfast and one main meal  | 11. Levies & taxes                      |
| 5. Room and 3 main meals             | 12. Expenditures in other countries     |
| 6. Room with all meals and beverages | 13. Any other services (Please specify) |
| 7. Airport transfers                 | _____                                   |

28i. In addition to the package price how much did you spend per person in Sri Lanka?

---

29a. How much did you spend altogether on this trip to Sri Lanka per person?

---



29b. 1.  2.

29c. If with airfare, what was the cost of airfare? \_\_\_\_\_

30. Did you do any shopping while in Sri Lanka? 1.  2.

**(If yes, ask Q. 30a and 30b)**

30a. What were the items? \_\_\_\_\_

30b. Are you happy with your purchases? 1.  2.  3.

31. What would you say about your overall visit to Sri Lanka?

1	<input type="text" value="Delighted"/>		3	<input type="text" value="Disappointed"/>	
2	<input type="text" value="Satisfied"/>		4	<input type="text" value="Extremely Disappointed"/>	

32. Do you have an intention to visit Sri Lanka? 1.  2.  3.

33. Why do you say that? \_\_\_\_\_

34. What would you consider as the most outstanding attraction in Sri Lanka? \_\_\_\_\_

35. What would you consider as the worst thing in Sri Lanka? \_\_\_\_\_

36. During your entire stay, were you approached by:

	Yes	No
1. Touts	<input type="text" value="1"/>	<input type="text" value="2"/>
2. Beggars	<input type="text" value="1"/>	<input type="text" value="2"/>
3. Beach boys	<input type="text" value="1"/>	<input type="text" value="2"/>
4. Beach vendors	<input type="text" value="1"/>	<input type="text" value="2"/>
5. Street vendors	<input type="text" value="1"/>	<input type="text" value="2"/>
6. Three-wheeler /Tuk Tuk	<input type="text" value="1"/>	<input type="text" value="2"/>

7. Others \_\_\_\_\_

37. Any other comments you wish to make \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

THANK YOU FOR YOUR CO-OPERATION AND I WISH  
YOU A PLEASANT JOURNEY!

## Questionnaire for Transit Passengers (Annex 2)

### Sri Lanka Tourism

Reference No: \_\_\_\_\_

Confidential

#### Questionnaire 2

(Includes short stays)

#### Airport Exit Survey – 2017

Serial No:	<input type="text"/>
Sample No:	<input type="text"/>
Date:	<input type="text"/>

Enumerator:	<input type="text"/>
Supervisor:	<input type="text"/>

.....  
Ayubowan,

I am ..... representing Sri Lanka Tourism conducting a survey for the tourist industry in Sri Lanka. The results of this survey will help us to improve our product and services for the benefit of fellow tourists. Therefore, we would be grateful if you could spare a few minutes with us to answer some questions. I give you an assurance that the information will be treated with the strictest confidence. To start with may I know whether how many hours ago you arrived in Sri Lanka?

Number of Hours?

And your purpose of the visit? **(Discontinue if employment)**

1. May I know your nationality please? \_\_\_\_\_
2. In which country do you live now? **(At least for one year)** \_\_\_\_\_
3. Name of city? \_\_\_\_\_
4. What is your place of birth? \_\_\_\_\_
5. Sex

1	Male	<input type="checkbox"/>
2	Female	<input type="checkbox"/>

6. May I please know to which age group you belong?

1	Less than 20	<input type="checkbox"/>	4	40-49	<input type="checkbox"/>
2	20-29	<input type="checkbox"/>	5	50-59	<input type="checkbox"/>
3	30-39	<input type="checkbox"/>	6	60 & over	<input type="checkbox"/>

7. What is your profession?

1	Executive	
2	Businessman	
3	Scientist	
4	Professional	
5	Educationalist	
6	Clerical & Allied	
7	Sales/Marketing Professional	
8	IT Professional	
9	Police/Army/Navy/Air Force	
10	Technical Writer	
11	Driver/Chauffeur	
12	Estate Holder	
13	Retired Person	
14	Housewife	
15	Student	
16	Dependents	

17. Other (Please Specify) \_\_\_\_\_

8. When did you arrive in Sri Lanka? (DD/MM/YY) \_\_\_\_\_

8.1. For how many hours are you in transit altogether? \_\_\_\_\_

9. Are there any specific reasons why you did not think of staying a few days in Sri Lanka?

\_\_\_\_\_

10.1. Did you go out of this airport?

1. ☐ Yes

2. ☐ No

**(If No, go to Q.11.a)**

10.2. If yes, what was the main reason for you to leave the airport?

\_\_\_\_\_

10.3. What were the accommodation facilities you used during your short stay in Sri Lanka?

1. Hotels

4. Friends & Relations

2. Guesthouse

5. Other (Please Specify) \_\_\_\_\_

3. Paying Homes

10.4. Any other services used?

1. Transport (Specify)

3. Excursions

2. Guides

4. Other (Specify) \_\_\_\_\_

10.5 Who paid for the above facilities and services?

1. 

Airline
2. 

Company
3. 

Self
4. 

Other

11a. From which country did you arrive? \_\_\_\_\_ 11b. Flight No. \_\_\_\_\_

12a. To which country are you going next? \_\_\_\_\_ 12b. Flight No. \_\_\_\_\_

13. What are the purposes of your entire trip?

**(Please prioritize-1 for main, 2 for next up to 3)**

(a)	Holidays/Vacation/Leisure/Special	
(b)	Business	
(c)	Other	

(a) Holiday/Vacation/Leisure/Special Interest

(b) Business

1. Sun & Beach
2. Cultural Events
3. Historic Sites
4. Wildlife
5. Shopping
6. Adventure
7. Water Sports
8. Religious
9. Wellness
- 
- 
- 
- 
- 
- 
- 
- 
- 

1. Corporate Travel
2. MICE
3. Sports Events
4. Working Expatriate
5. Volunteer
6. Trading
7. Other (Please Specify) \_\_\_\_\_

10. Other (Please Specify) \_\_\_\_\_

(c) Other

1. Visiting friends and relatives
2. In transit
3. Visit place of birth
4. To obtain visas
5. Other (Please specify) \_\_\_\_\_

14. Do you have any plans to visit Sri Lanka in the future?

1. 

Yes
2. 

No
3. 

Cannot say

15. Why do you say that?

---

16. Did you make purchases while in transit?

1. ☐ Yes

2. ☐ No

17. If yes, what are the items and how much did you pay? (**Note Currency**)

	At Airport	Outside Airport
1. Batiks	<input type="text"/>	<input type="text"/>
2. Clothes	<input type="text"/>	<input type="text"/>
3. Electronics	<input type="text"/>	<input type="text"/>
4. Liquor	<input type="text"/>	<input type="text"/>
5. Cigarettes	<input type="text"/>	<input type="text"/>
6. Perfumes	<input type="text"/>	<input type="text"/>
7. Food & Beverages	<input type="text"/>	<input type="text"/>
8. Handicrafts	<input type="text"/>	<input type="text"/>
9. Gem & Jewelry	<input type="text"/>	<input type="text"/>
10. Tea	<input type="text"/>	<input type="text"/>
11. Spices	<input type="text"/>	<input type="text"/>
12. Chocolates	<input type="text"/>	<input type="text"/>

13. Other (Please Specify) \_\_\_\_\_

18. How do you rate the following facilities and services at this airport?

		Excel- lent	Good	Satisfac- tory	Poor	Very poor	No com- ments
1	Duty Free	5	4	3	2	1	0
2	Internet services	5	4	3	2	1	0
3	Wellness services	5	4	3	2	1	0
4	Cafeteria	5	4	3	2	1	0
5	Information services	5	4	3	2	1	0
6	Signs, Direction boards, etc.	5	4	3	2	1	0
7	Airline staff	5	4	3	2	1	0
8	Any other	5	4	3	2	1	0

19. What are the Asian countries you have visited in the past 5 years?

1.India	
2.Maldives	
3. Thailand	
4. Malaysia	
5. Singapore	
6. China	
7. Cambodia	

8. Indonesia	
9. Vietnam	
10. Hong Kong	
11. Philippines	
12. South Korea	
13. Japan	
14. Not visited	

15. Others (Please Specify) \_\_\_\_\_

THANK YOU FOR YOUR CO-OPERATION AND I WISH  
YOU A PLEASANT JOURNEY!









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