

APPENDIX 11



The Republic of Uganda

CONFIDENTIAL

(The Information provided here will be kept confidential and only used for statistical purposes)

UGANDA TOURISM INFORMATION DATA BASE

VISITOR EXPENDITURE AND MOTIVATION SURVEY (AUGUST – OCTOBER, 2001)

SURVEY QUESTIONNAIRE

For Official Use:

Name of interviewer: -----

Date:

Day	Month

Flight Number: (For Air Visitors Only)

Border post:

Objective of the Survey

The aim of this Survey is to collect more detailed information on our visitors with a view to improving our Planning and development of future tourism in Uganda. Only the visitor who has stayed at least one night and not longer than 12 months (1 year) is eligible for this survey.

INTRODUCTORY QUESTIONS

1 Have you been a visitor to Uganda?

(a) a Visitor YES NO

(b) a Ugandan Citizen living in a foreign country? YES NO

2 If visitor or Ugandan Citizen living in a foreign country: When did you arrive in Uganda?

Day	Month	Year

3 Sex: Male Female

PERSONAL AND VISITOR PROFILE QUESTIONS

4 What is your usual country of residence?

5 What is your Nationality?

6 What is your occupation?

7 To which of the following age groups do you belong? (Please tick (√))

12-24	<input type="checkbox"/> 1	25-34	<input type="checkbox"/> 2	35-44	<input type="checkbox"/> 3
45-54	<input type="checkbox"/> 4	55-64	<input type="checkbox"/> 5	65 and above	<input type="checkbox"/> 6

8 What was your main purpose of visiting Uganda?

Holiday/Leisure/Vacation	<input type="checkbox"/>	Business/Conference/Official	<input type="checkbox"/>
Visiting Friends/Relatives	<input type="checkbox"/>	Transit/Stopover	<input type="checkbox"/>
		Pilgrimage/Religion	<input type="checkbox"/>
Other purposes (specify) -----			

9 How many times have you visited Uganda before?

Once (1)	<input type="checkbox"/>	Twice (2)	<input type="checkbox"/>	3 or more	<input type="checkbox"/>	None	<input type="checkbox"/>
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10 What were your main sources of information on Uganda?

Travel agent/Tour Operator	<input type="checkbox"/>	Friends/Relatives (Word of mouth)	<input type="checkbox"/>
Newspapers/Magazines Radio, TV	<input type="checkbox"/>	Uganda Tourist Board	<input type="checkbox"/>
General reading	<input type="checkbox"/>	Previous visits	<input type="checkbox"/>
Business/Government sources	<input type="checkbox"/>	Airline	<input type="checkbox"/>
Travel guidebooks/Brochures	<input type="checkbox"/>	Internet	<input type="checkbox"/>
Other sources (specify) -----			

TRAVEL BEHAVIOUR PATTERN QUESTIONS

11 Are you accompanied or travelling alone on this trip?

Alone	<input type="checkbox"/>	Accompanied	<input type="checkbox"/>
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IF ACCOMPANIED CONTINUE
IF TRAVELLING ALONE: GO TO QUESTION 13

12 If accompanied, who else is travelling with you?

FAMILY MEMBERS		NON-FAMILY MEMBERS	
	Numbers		Numbers
Spouse Partner (s)		Number of Adults	
Number of family Children		Number of Children	
Number of other family adults		TOTAL non-family companions	
TOTAL in family			

ADULTS: 12 years of age and above
 CHILDREN: Under 12 years of age.

13 What are the other African countries you are visiting on this trip?

1		4	
2		5	
3		None	

14 Which of the following tours, excursions and boat cruises did you take?

Kampala city tours South Western Uganda 1 2 3
L. Mbuoro QENP L. Bunyonyi

Kazinga Channel boat trip Gorilla Tracking 1 2
Bwindi Mgahinga

Grand Uganda tour (western Uganda, Queen Elizabeth & Murchison Falls) Mountain Trekking 1 2
Rwenzori Mountains Mt. Elgon

Murchison Falls Water Rafting on the Nile

Kidepo National Park Ssese & other L. Victoria Islands

Other tours (specify) -----

NONE

15 If **NONE**, why?

16 Which of the following places, national parks and attractions did you visit while in Uganda?

QENP – North (Mweya) Ssese/L. Victoria Islands Murchison Falls NP

QENP – South (Ishasha) Bwindi Impenetrable Forest NP L..Mbuoro NP

Mgahinga gorilla NP Kidepo Valley National Park Sipi Falls/Mt Elgon

Rwenzori National Park Source of the Nile Jinja Bujagali Falls

Nyero rock painting Kasubi Tombs L. Bunyonyi

Other (specify)

Note: QENP = Queen Elizabeth National Park

17 Where did you stay in Uganda?

Type of Accommodation		Please Tick (√)	Location (Town, national park or district)	Number of nights
i	Hotel			
ii	Motel/Inn/Guest House			
iii	Safari Lodge & Luxury Tented Camp			
iv	Cottages & Bandas			
v	Hostel/Campsites			
vi	Private			
TOTAL (number of nights should be same as in Question 2)				

18 Are you travelling on an inclusive package tour or did you make your own travel arrangements?

Package Tour 1 Own Arrangements 2

IF PACKAGE TOUR: CONTINUE

IF OWN ARRANGEMENT: GO TO QUESTION 22

19 (a) How much did you pay for your package? (Include expenses by yourself/family members, if any)

Amount Currency

(b) How many persons does this expenditure cover?

20 Apart from the **INTERNATIONAL AIRFARE**, what else did the package include?

Accommodation All meals National Park Visit
 Breakfast Airport transfers Sightseeing tours
 Breakfast and one Domestic airfares Other services
 One main meal

21 Does the price of the package tour include any Stays in other countries?

YES NO

Visitors travelling on OWN ARRANGEMENT only.

22 Apart from your **international airfare**, which of the following services did you pay for in advance, before coming to Uganda?

Services	Tick please (√)	Amount	Currency
Accommodation			
Any meals			
Domestic air fair			
Car rental			
National Park visits			
Sightseeing tours			
Other Services			
NONE			

(b) How many persons does this expenditure cover?

ALL VISITORS

23 (a) In all, how much did you (and your family members/friends travelling with you, if any) spend during your stay here in Uganda (excluding all pre-paid expenditure items)?

Amount Currency

(b) How many persons does this expenditure cover?

24 Try to give a breakdown of your total expenditure, to the best of your recollection, according to the following broad categories (excluding all pre-paid expenditure and items included in package tours):

Category		Amount	Currency
i	Accommodation (including room charges, food and beverage and other services, but excluding shopping)		
ii	Restaurants and bars outside places of stay		
iii	Domestic air transport		
iv	Organized sightseeing tours and excursions		
v	National park visits		
vi	Other transport (car hire, fuel, buses, taxis, boat trips, guide fees, etc)		
vii	Handicrafts and souvenirs		
viii	Other shopping (including duty free shopping, textiles, etc)		
ix	Miscellaneous (tips, donations, etc)		
	TOTAL AMOUNT		

VISITOR RATING QUESTIONS

25 If you have used any of the following facilities & services, how would you in general rate their standards?

5 4 3 2 1
 Excellent Good Adequate Moderate Poor

Please rank:

Hotels Restaurants Tours/Excursions Local Transport
 Entertainments National Parks Duty Free Shopping Visitor information
 Attitude of Immigration Officials Attitude of Customs Officials Banking facilities/Forex Bureau Airport Passenger Handling
 Other Shopping Ugandan people

26 Did the stay fulfil your expectations?

YES Partly NO

27 (a) How likely is it that you will return to Uganda for a holiday visit during the next five years?

Very likely

Likely

Uncertain

Unlikely

Very unlikely

(b) Please give reasons;

28 Would you recommend Uganda to your friends and relatives for a holiday visit?

Definitely

Perhaps

Not sure

NO

29 What is:

(a) Your best memory or/or experience of Uganda?

(b) Your most Unpleasant experience of Uganda?

30 Please give suggestions or comments to improve tourism in Uganda

