

# 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: 

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Flight Number: 

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 (For Air Visitors Only)

Border post: 

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##### 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 

1
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 NO 

2
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(b) a Ugandan Citizen living in a foreign country? YES 

1
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 NO 

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

Day	Month	Year

3 Sex: Male 

1
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 Female 

2
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##### PERSONAL AND VISITOR PROFILE QUESTIONS

4 What is your usual country of residence? 

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5 What is your Nationality? 

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6 What is your occupation? 

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- 7 To which of the following age groups do you belong? (Please tick (√))
- 12-24 ☐ 1 25-34 ☐ 2 35-44 ☐ 3
- 45-54 ☐ 4 55-64 ☐ 5 65 and above ☐ 6
- 8 What was your main purpose of visiting Uganda?
- Holiday/Leisure/Vacation ☐ Business/Conference/Official ☐
- Visiting Friends/Relatives ☐ Transit/Stopover ☐ Pilgrimage/Religion ☐
- Other purposes (specify) -----
- 9 How many times have you visited Uganda before?
- Once (1) ☐ Twice (2) ☐ 3 or more ☐ None ☐
- 10 What were your main sources of information on Uganda?
- Travel agent/Tour Operator ☐ Friends/Relatives (Word of mouth) ☐
- Newspapers/Magazines Radio, TV ☐ Uganda Tourist Board ☐
- General reading ☐ Previous visits ☐
- Business/Government sources ☐ Airline ☐
- Travel guidebooks/Brochures ☐ Internet ☐
- Other sources (specify) -----

### TRAVEL BEHAVIOUR PATTERN QUESTIONS

- 11 Are you accompanied or travelling alone on this trip?
- Alone ☐ Accompanied ☐

**IF ACCOMPANIED** CONTINUE

**IF TRAVELLING ALONE:** GO TO QUESTION 13

- 12 If accompanied, who else is travelling with you?

FAMILY MEMBERS		Numbers		NON-FAMILY MEMBERS		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	<input type="checkbox"/>	South Western Uganda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			L. Mburo	QENP	L.Bunyonyi	
Kazinga Channel boat trip	<input type="checkbox"/>	Gorilla Tracking	<input type="checkbox"/>	<input type="checkbox"/>		
			Bwindi	Mgahinga		
Grand Uganda tour (western Uganda, Queen Elizabeth & Murchison Falls)	<input type="checkbox"/>	Mountain Trekking	<input type="checkbox"/>	<input type="checkbox"/>		
			Rwenzori Mountains	Mt. Elgon		
Murchison Falls	<input type="checkbox"/>	Water Rafting on the Nile	<input type="checkbox"/>			
Kidepo National Park	<input type="checkbox"/>	Ssese & other L. Victoria Islands	<input type="checkbox"/>			

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)	<input type="checkbox"/>	Ssese/L. Victoria Islands	<input type="checkbox"/>	Murchison Falls NP	<input type="checkbox"/>
QENP – South (Ishasha)	<input type="checkbox"/>	Bwindi Impenetrable Forest NP	<input type="checkbox"/>	L..Mburo NP	<input type="checkbox"/>
Mgahinga gorilla NP	<input type="checkbox"/>	Kidepo Valley National Park	<input type="checkbox"/>	Sipi Falls/Mt Elgon	<input type="checkbox"/>
Rwenzori National Park	<input type="checkbox"/>	Source of the Nile Jinja	<input type="checkbox"/>	Bujagali Falls	<input type="checkbox"/>
Nyero rock painting	<input type="checkbox"/>	Kasubi Tombs	<input type="checkbox"/>	L. Bunyonyi	<input type="checkbox"/>

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  Own Arrangements

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	<input type="text"/>	All meals	<input type="text"/>	National Park Visit	<input type="text"/>
Breakfast	<input type="text"/>	Airport transfers	<input type="text"/>	Sightseeing tours	<input type="text"/>
Breakfast and one One main meal	<input type="text"/>	Domestic airfares	<input type="text"/>	Other services	<input type="text"/>

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?

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;

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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?

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(b) Your most Unpleasant experience of Uganda?

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30 Please give suggestions or comments to improve tourism in Uganda

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