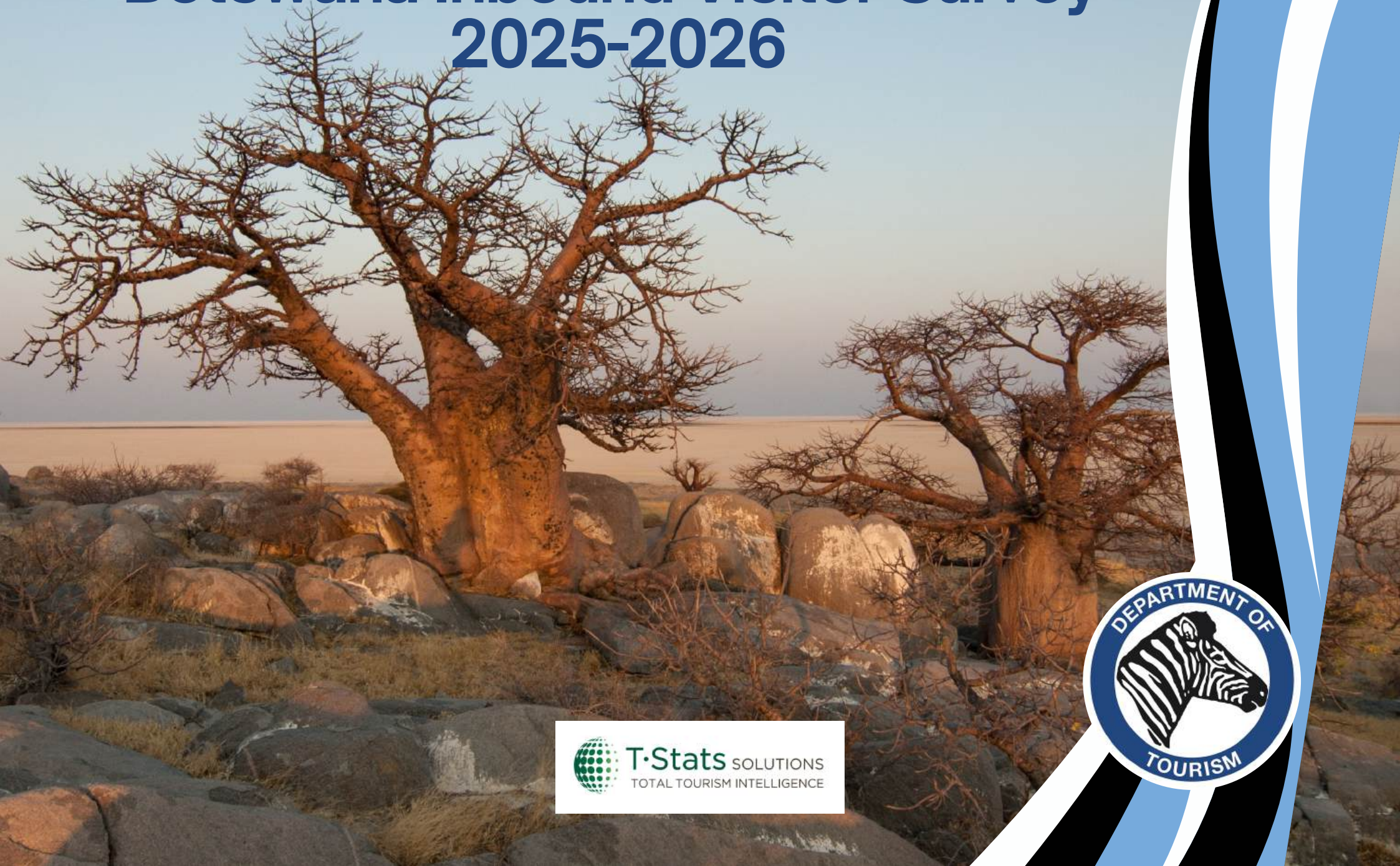


Botswana Inbound Visitor Survey 2025-2026



T-Stats SOLUTIONS
TOTAL TOURISM INTELLIGENCE



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INTRODUCTION

This report presents the findings from the Botswana Inbound Visitor Survey 2025-2026 and will be read by people from many different backgrounds and interests. Consequently, it is important to present the findings so that they can be of use to all – from those who have little understanding of tourism and statistics, right through to those who need to make complex strategic decisions regarding planning, marketing, policy making and regulation within the tourism sector.

Therefore, a three-tier approach to the presentation of the data has been developed, so that all readers, no matter what their background or interest, can get the most out of the findings from the survey.

The survey findings have been divided into 12 topics, such as how long visitors stay, where they visit, how much they spend, etc. Information on each of these is presented at three levels:

- **Infographics** – these one-page summaries are aimed at providing a quick snapshot of the most important information for those readers who want to instantly understand each topic. Each section starts with an infographic page that provides this information.
- **Summary of Findings** – these provide more detailed analysis, accompanied by some charts to provide greater insight into each topic, with particular focus on leisure/holiday visitors.
- **Detailed Tables** – these provide detailed data relating to each topic, showing the findings that correlate to the key markets (South Africa, Namibia, Zambia, Zimbabwe, Europe, North America, Rest of World), and the main purposes of visit (Holiday/Leisure, VFR, Shopping, Business, Transit). These appear in the Appendix.

Technical notes on the execution of the survey are provided before the appendix.



EXECUTIVE SUMMARY

The Botswana Inbound Visitor Survey shows a clear split between frequent regional visitors and first-time long-haul tourists. Only 26.4% of all visitors were first-time visitors, but this rises sharply for North America and Europe. Neighbouring markets are much more repeated, reflecting regular cross-border movement for VFR, business, shopping and transit purposes. Visitors are generally concentrated in mid-life age groups, while leisure and North American visitors have an older profile. This suggests Botswana is serving two distinct visitor systems: a regular regional travel market and a longer-haul leisure market with lower prior familiarity but higher tourism intent.

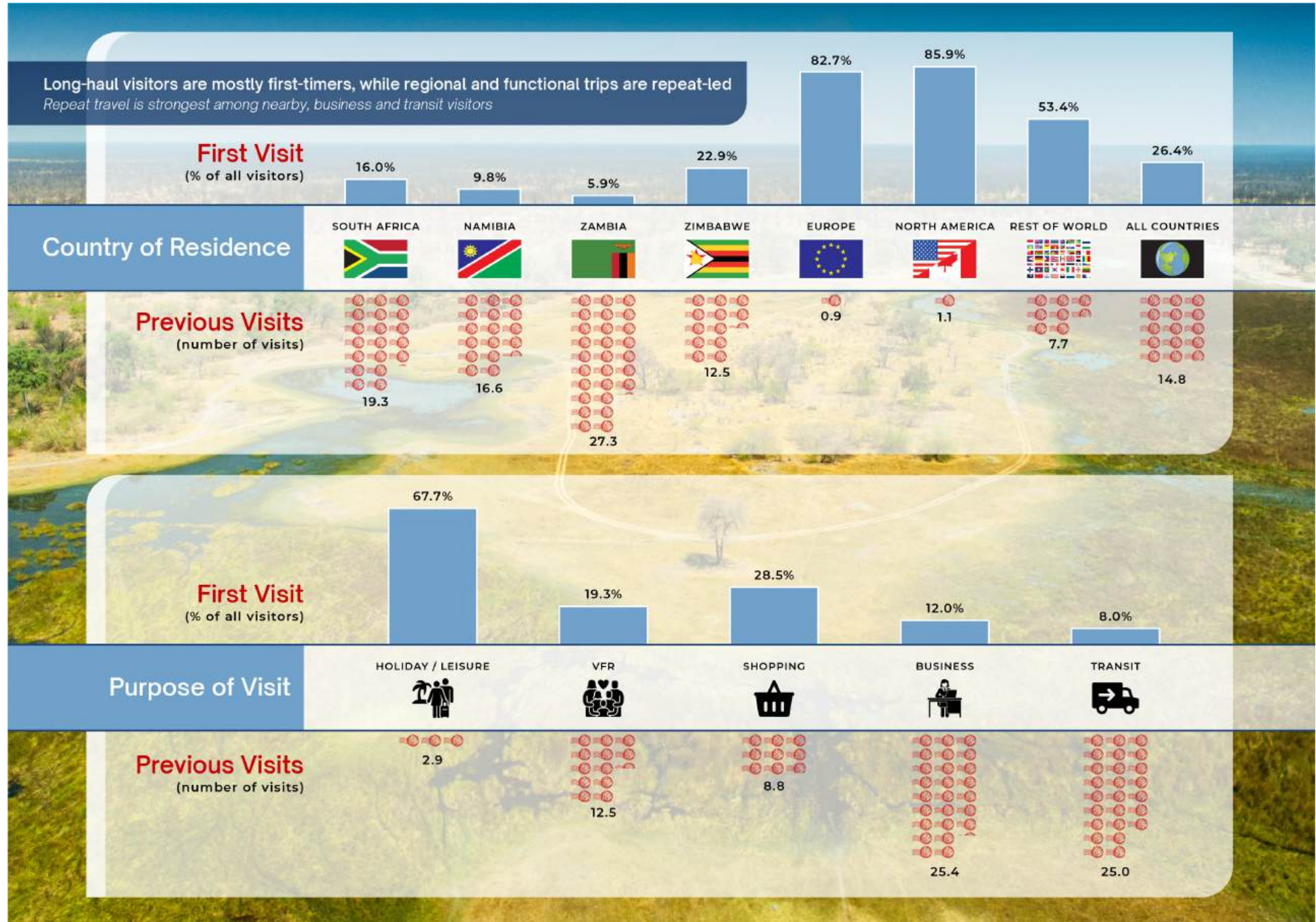
Botswana's leisure offer is strongly nature-led. Wildlife is the dominant reason for choosing Botswana, supported by adventure, wilderness and scenery. Long-haul leisure visitors, especially from Europe and North America, are particularly motivated by wildlife and wilderness, while regional leisure markets show broader motivations and greater familiarity with the destination. Leisure visitors are also more likely to stay longer, use formal tourism accommodation, and concentrate their itineraries around Chobe, the Okavango, Maun and Moremi. This confirms the importance of the northern wildlife circuit as Botswana's core leisure product, while also highlighting the opportunity to disperse visitors to secondary destinations.

Planning and booking behaviour differs sharply by market. Regional leisure visitors are more likely to self-arrange trips and rely on personal recommendations, previous experience and local knowledge. Long-haul visitors depend more on travel agents, tour operators, websites and guidebooks. This has clear marketing implications: regional audiences may respond better to direct, practical and repeat-visit messaging, while long-haul growth depends more on trade partnerships, digital visibility and destination storytelling. Transport patterns reinforce the same divide. Neighbouring visitors rely more on cars, public transport and overland movement, while long-haul leisure visitors use guided 4x4 tours, hire cars and coach/minibus tours.

Accommodation patterns reflect the purpose and structure of the trip. Leisure visitors mainly stay in hotels/lodges, luxury camps and self-camping/caravan accommodation, while VFR visitors stay largely with friends and family and transit visitors are more associated with in-vehicle stays. Activity patterns are similarly segmented. Wildlife watching is the core leisure activity, both as an activity undertaken and as the main activity, with bird watching, boat trips, camping and sightseeing acting as important add-ons. Visitor expenditure averages P1,183 per visitor per night, rising to P1,594 for Leisure/Shopping visitors. This underlines the economic value of tourism segments that combine formal accommodation, guided experiences, internal transport and shopping.

Satisfaction is very positive overall, with strong visit and recommendation scores, especially among leisure and long-haul visitors. Botswana's main strengths are wildlife, scenery, peacefulness, wilderness and welcoming people. These qualities provide a strong platform for destination positioning and repeat recommendation. However, the survey also identifies clear areas for improvement. Roads are consistently the weakest-rated element, and visitor comments also point to border processes, signage, visitor information, facilities, connectivity and service consistency. The strategic priority is therefore not to reinvent Botswana's tourism offer, but to strengthen the infrastructure and service environment around it, so that the country's natural and cultural strengths can stand out more clearly.

1. HOW FREQUENTLY DO THEY VISIT?



Summary of findings...

First-time visitation is shaped by market and trip purpose. Overall, 26.4% were first-time visitors, rising sharply for North America (85.9%) and Europe (82.7%), but much lower for neighbouring Zambia (5.9%) and Namibia (9.8%).

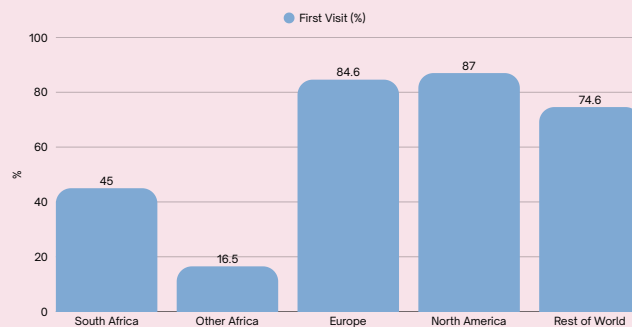
Holiday/Leisure visitors were far more likely to be first-timers (67.7%), while Business and Transit visitors were mostly repeat visitors.

Previous visits reinforce the divide between long-haul leisure tourism and repeat regional travel. Neighbouring-country visitors had usually visited before, reflecting frequent cross-border movement, while Europe and North America were dominated by first-time visitors, especially in the leisure market.

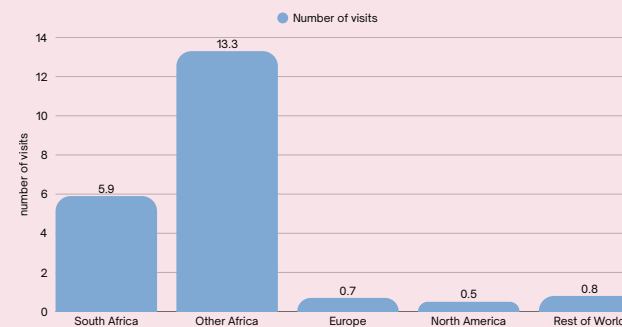
Deeper analysis of holiday/leisure visitors...

Leisure visitors show a clear split between regional repeat travel and long-haul first-time tourism. Europe, North America and Rest of World are dominated by first-time visitors, at 84.6%, 87.0% and 74.6% respectively. By contrast, Other Africa and South Africa have much higher previous-visit averages, suggesting more frequent repeat leisure travel.

First Time Leisure Visitors to Botswana

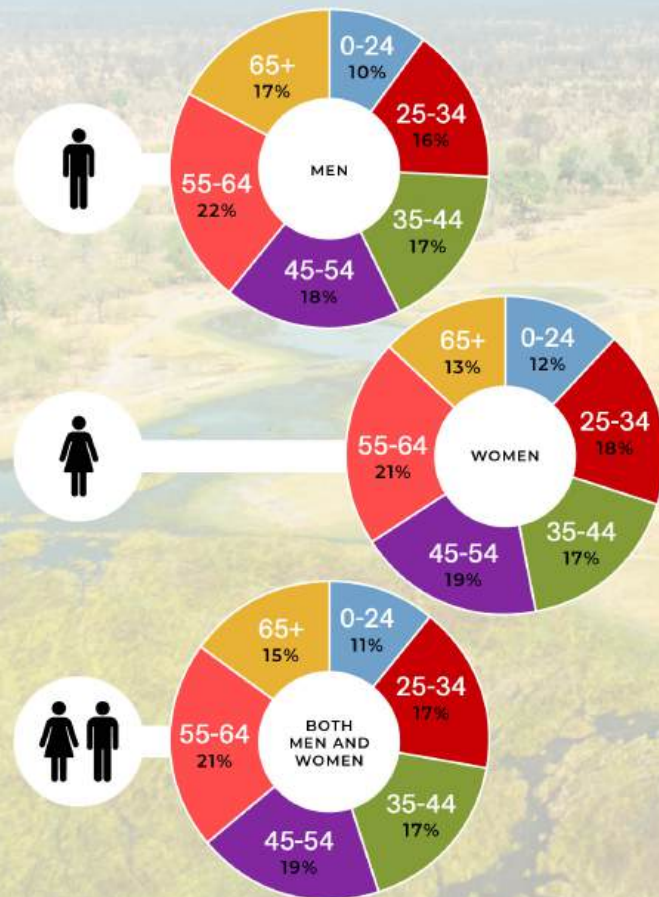


Previous Leisure Visits to Botswana



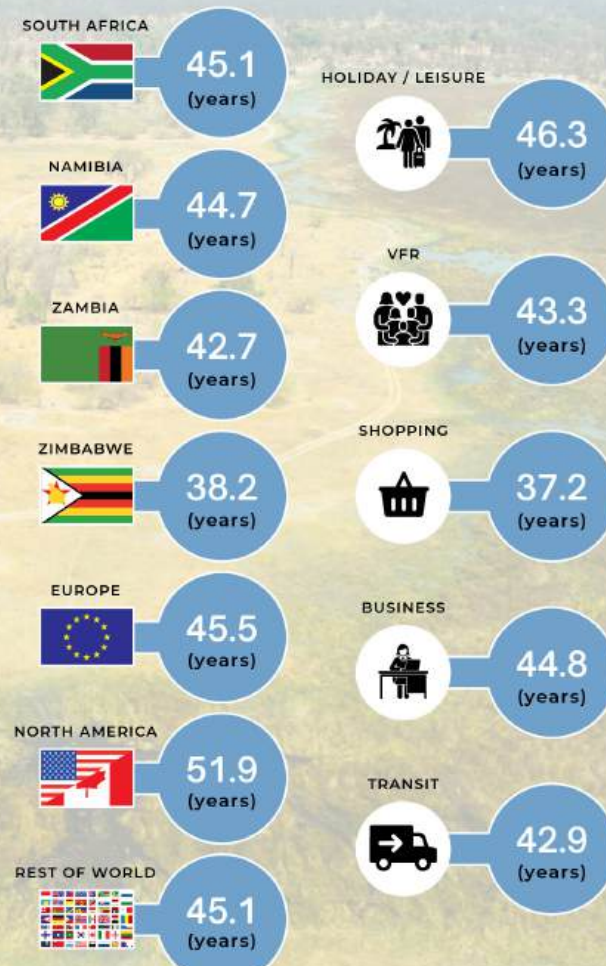
2. WHAT IS THEIR AGE AND GENDER?

Distribution of Age



Leisure and long-haul visitors are among Botswana's oldest segments
Most visitors are 35+, with North America and holiday/leisure showing the oldest profiles

Average Age



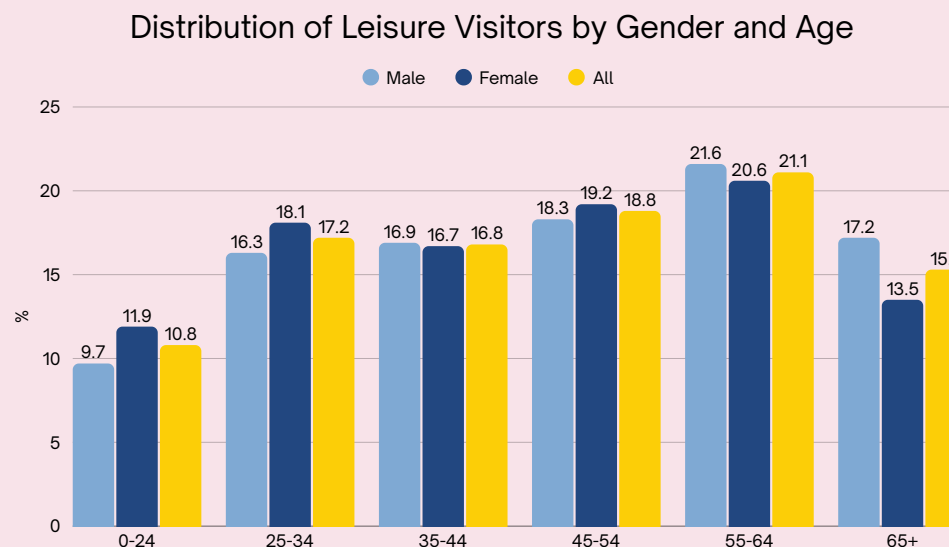
Summary of findings...

The overall visitor profile is concentrated in mid-life, with the largest shares aged 35–44, 45–54 and 55–64. Regional markets are generally younger and more working-age: Zimbabwe and Zambia peak strongly in the 25–44 and 35–54 bands, while North America is notably older, with 28.4% of all visitors aged 65+.

By purpose, Shopping, Business and Transit skew towards 25–54, while Holiday/Leisure visitors are older, with 36.4% aged 55+. Among leisure visitors by country, North America has the oldest profile, with 29.1% aged 65+, while South Africa and Other Africa include a broader family-age spread.

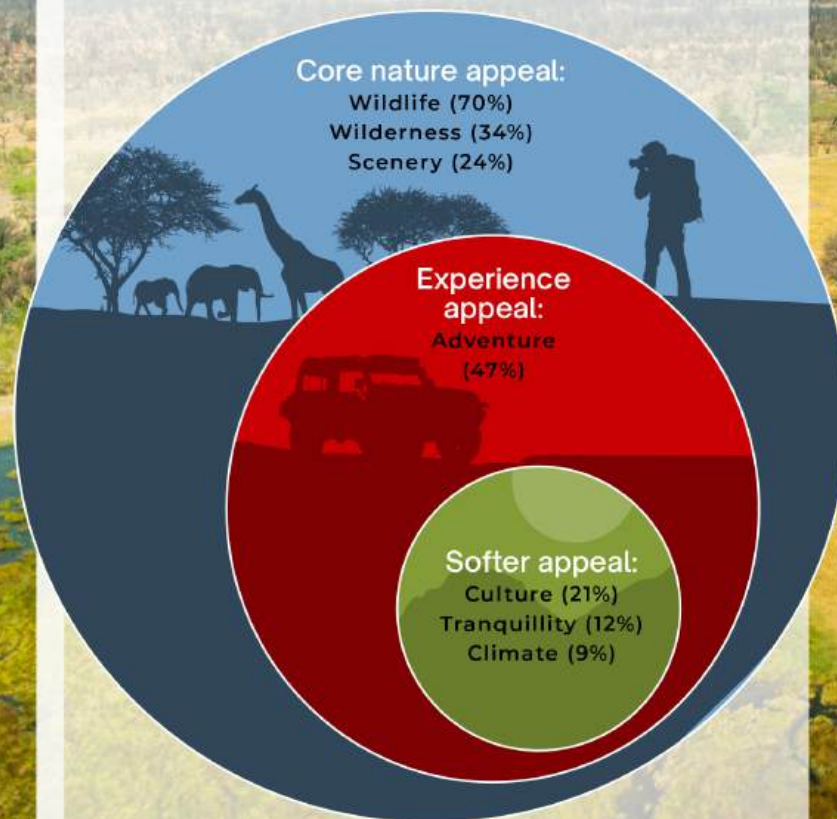
Deeper analysis of holiday/leisure visitors...

Leisure visitors are concentrated in older age groups, with 55–64 the largest segment overall (21.1%), followed by 45–54 (18.8%) and 25–34 (17.2%). Gender differences are modest, although males are more represented among 55–64 and 65+, while females are slightly higher in the younger 0–34 and 45–54 groups.



3. WHY DO THEY CHOOSE BOTSWANA AND HOW DO THEY BOOK?

Reasons for choosing Botswana...



...and how the trip was booked



Nature drives the choice of Botswana as a tourism destination, but booking routes are split

Leisure visitors are drawn mainly by wildlife and wilderness, then book through a near-even mix of agents, operators and independent planning

Summary of findings...

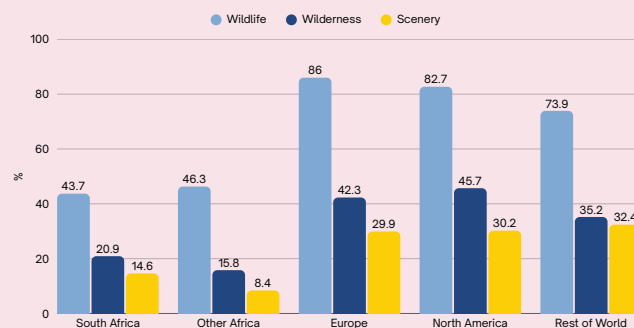
Among leisure visitors, Botswana is chosen primarily for its nature-based offer. Wildlife is the dominant motivation (69.5%), followed by adventure (46.9%), wilderness (34.0%) and scenery (24.4%). Europe and North America are especially wildlife- and wilderness-led, while South Africa and Other Africa show stronger adventure motivations but lower scenery, culture and wilderness scores.

Booking behaviour differs by market: South Africa and Other Africa mostly self-arrange their trips, while North America and Europe rely heavily on travel agents or tour operators outside Botswana. This suggests a dual market: independent regional leisure travellers and internationally intermediated long-haul wildlife tourists.

Deeper analysis of holiday/leisure visitors...

Long-haul leisure markets are strongly motivated by Botswana's core nature appeal and are more likely to book through intermediaries. Wildlife is especially important for Europe (86.0%), North America (82.7%) and Rest of World (73.9%), with wilderness and scenery also more prominent than among regional markets. South Africa and Other Africa show lower nature motivation scores, suggesting a broader or more familiar leisure offer. Booking behaviour mirrors this split: South Africa and Other Africa are mainly self-arranged, at 78.4% and 66.7%, while North America is heavily agent-booked at 82.2%. Europe is also more agent-led, though with a sizeable self-arranged segment.

Reasons for Choosing Botswana: Core Nature Appeal by Country of Residence



How the Trip was Booked

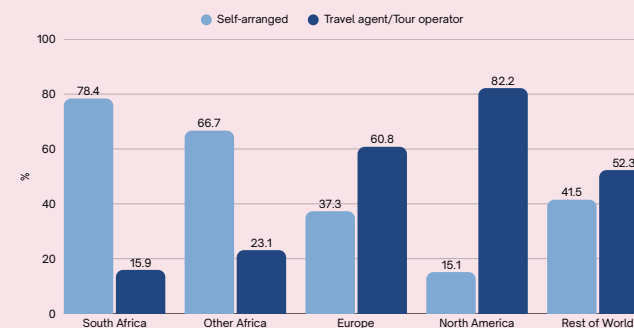
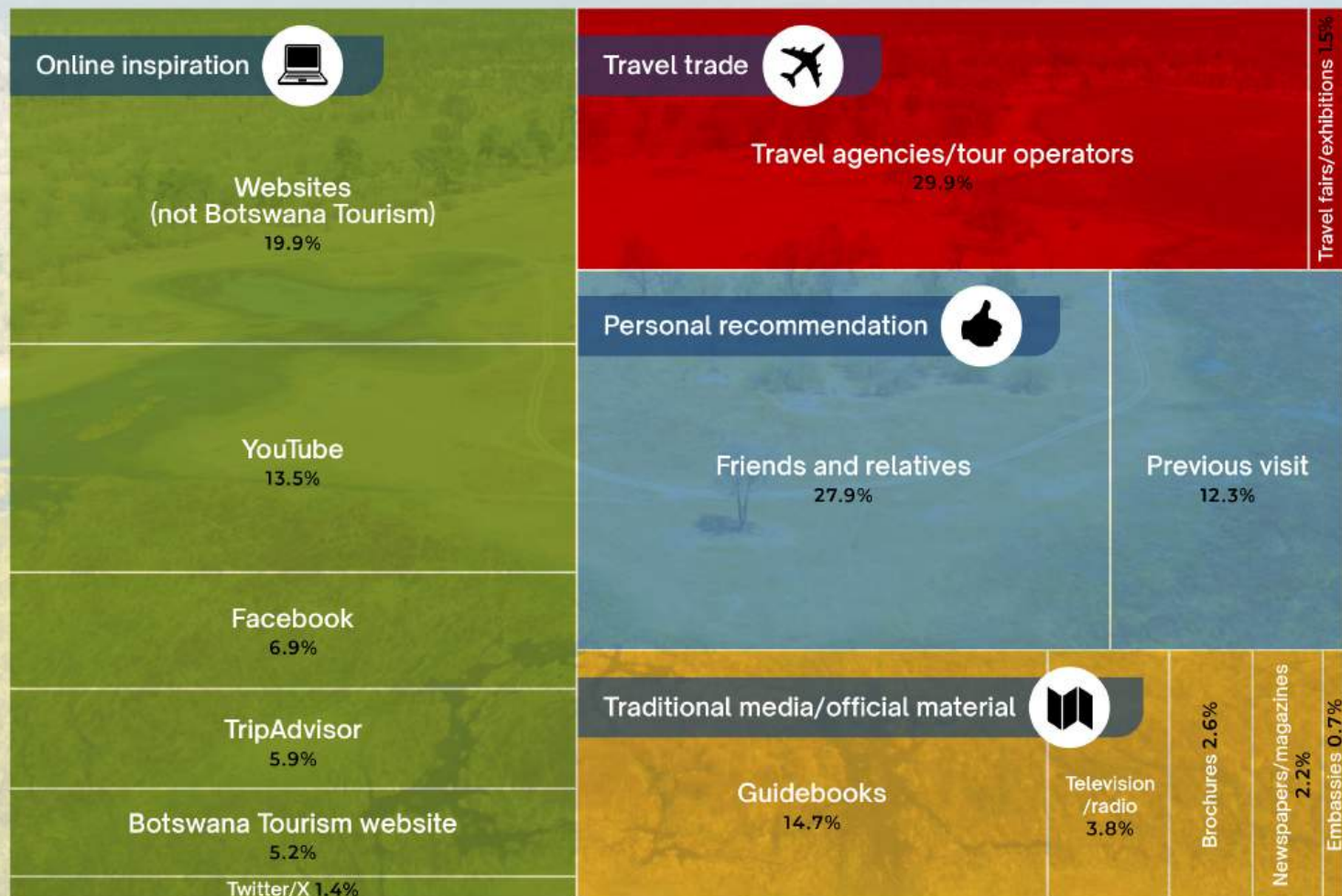


Chart shows self-arranged and travel-agent/tour operator bookings only

4. HOW DO THEY RESEARCH THEIR TRIPS?

Leisure trip planning is driven by trade, word-of-mouth and digital channels

Travel agents and personal recommendations lead, but online sources are now a major part of how visitors research Botswana



Percentages add up to more than 100% as more than one activity can be selected.

Summary of findings...

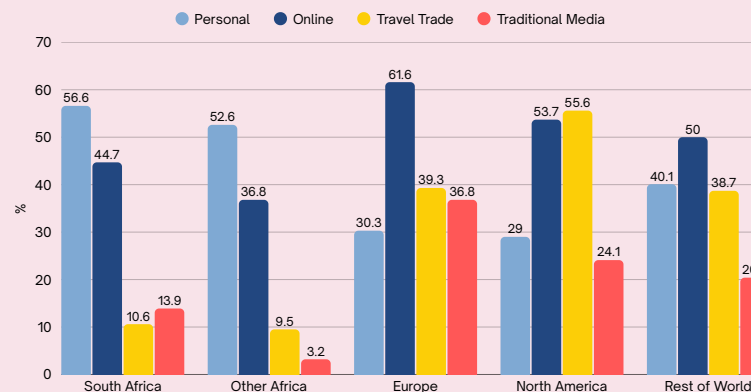
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Deeper analysis of holiday/leisure visitors...

Leisure visitors use different planning channels by market. South Africa and Other Africa rely most on personal sources, reflecting repeat travel and familiarity with Botswana. Europe and North America are more externally influenced, with online and travel trade sources especially important. North America has the highest travel trade use at 55.6%, while Europe records the highest online use at 61.6%. Traditional media is secondary overall, but more relevant for Europe than regional markets. This suggests regional visitors plan informally, while long-haul visitors use more structured research and booking channels.

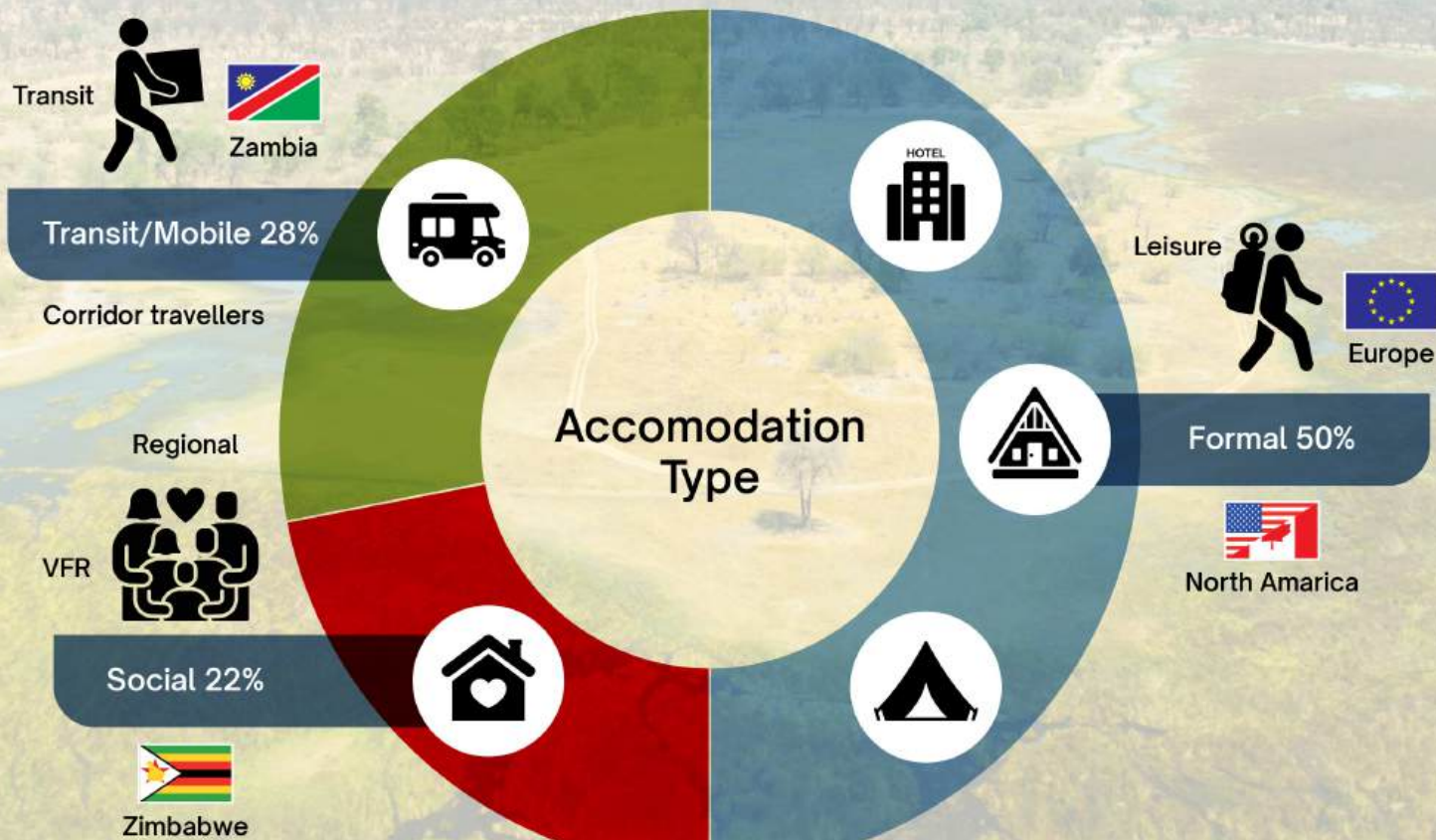
Sources of Information used by Leisure Visitors



5. WHERE DO THEY STAY?

Where visitors stay reflects why they are travelling

Leisure visitors use Botswana's tourism accommodation; VFR and transit visitors follow more informal or mobile patterns



Summary of findings...

Accommodation patterns split clearly between leisure tourism, regional travel and transit. Overall, hotels/lodges (27.7%), in-vehicle stays (around 30%) and friends/family (21.5%) are the main categories, but this varies sharply. Long-haul markets favour formal tourism accommodation: Europe and North America are high on hotels/lodges, luxury camps and self-camping, while Zimbabwe is strongly associated with friends/family stays and Zambia with in-vehicle stays.

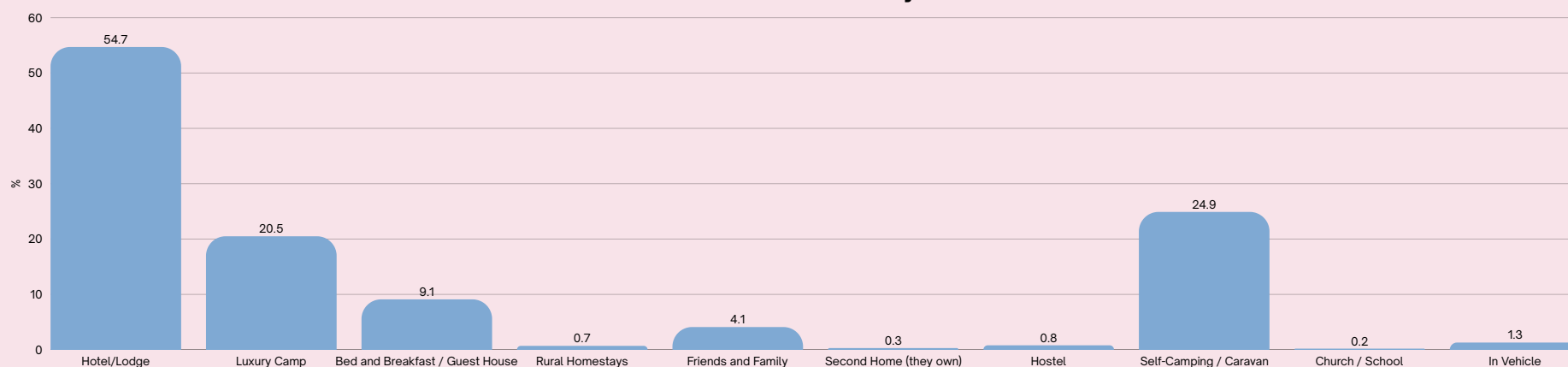
By purpose, Holiday/Leisure visitors mainly use hotels/lodges (54.7%), luxury camps (20.5%) and self-camping (24.9%); VFR is dominated by friends/family (73.8%), and Transit by in-vehicle accommodation (85.3%).

Deeper analysis of holiday/leisure visitors...

Leisure visitors mainly stay in formal tourism accommodation, led by hotels/lodges at 54.7%. Nature-based accommodation is also important, with self-camping/caravan at 24.9% and luxury camps at 20.5%, reflecting Botswana's safari and wilderness offer. Smaller shares use guest houses, friends and family, or vehicles.

Overall, the pattern shows leisure tourism is strongly linked to commercial accommodation, especially lodges, camps and self-drive camping.

Accommodation Stayed In

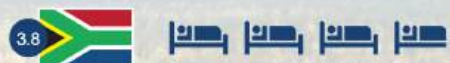


6. HOW LONG DO THEY STAY?

Longer stays are driven by VFR and leisure travel

Average stay is 4.9 nights overall, rising to 7.6 for VFR and 6.9 for holiday/leisure visitors, but falling to 2.1 for transit trips

SOUTH AFRICA



NAMIBIA



ZAMBIA



ZIMBABWE



EUROPE



NORTH AMERICA



REST OF WORLD



ALL VISITORS



HOLIDAY / LEISURE



VFR



SHOPPING



BUSINESS



TRANSIT

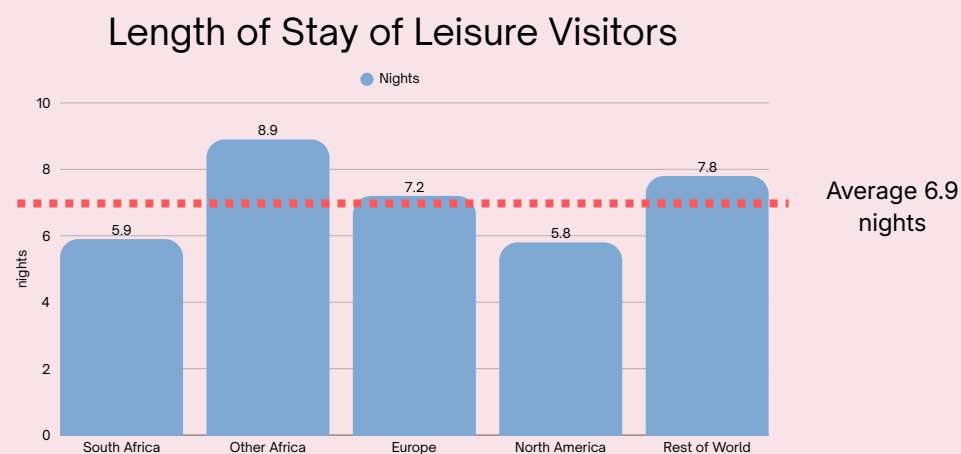


Summary of findings...

Average stay is 4.9 nights overall, but it varies substantially by market and trip purpose. Regional and functional trips tend to be shorter, especially Zambia at 2.4 nights and Transit at 2.1 nights, reflecting border, business and through-travel patterns. Leisure visitors stay longer, averaging 6.9 nights, with Other Africa (8.9), Rest of World (7.8) and Europe (7.2) above average. This suggests that higher-value holiday markets are not only more activity-focused, but also spend more time in-country, particularly where itineraries include northern wildlife areas and multi-stop touring.

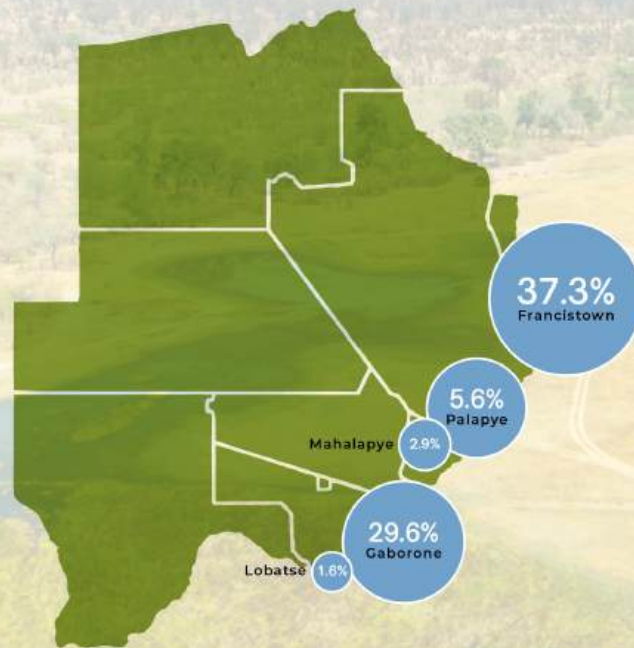
Deeper analysis of holiday/leisure visitors...

Leisure visitors stay an average of 6.9 nights in Botswana, but length of stay varies by market. Other Africa records the longest average stay at 8.9 nights, followed by Rest of World at 7.8 and Europe at 7.2, all above average. South Africa and North America are below average at 5.9 and 5.8 nights respectively, suggesting shorter or more focused leisure itineraries.

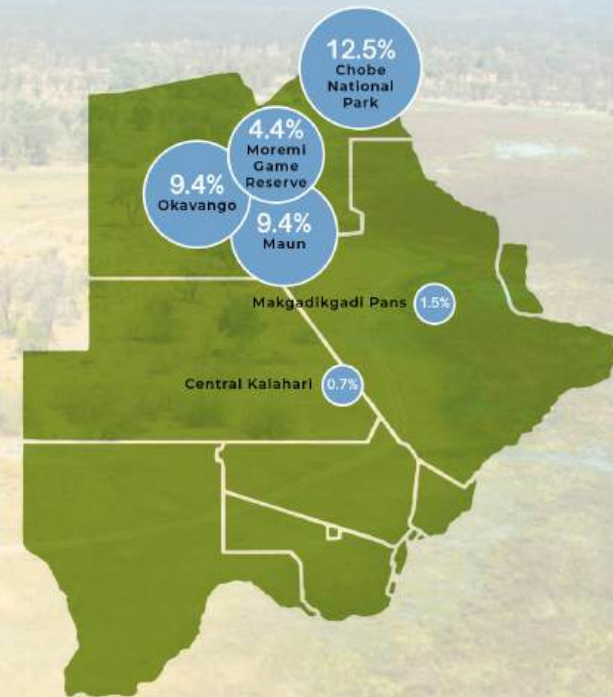


7. WHERE DO THEY VISIT?

Urban and corridor destinations



Tourism and wildlife destinations



SOUTH AFRICA

Strongest association with Gaborone



ZIMBABWE



ZAMBIA

Heavily concentrated in Francistown



EUROPE



NORTH AMERICA

Much more likely to visit Chobe, Maun, Okavango and Moremi

Urban gateways dominate, but the northern wildlife circuit drives leisure tourism

Francistown and Gaborone lead overall movement, while Chobe, Okavango, Maun and Moremi anchor long-haul leisure itineraries

Summary of findings...

Places visited show two very different Botswana itineraries. Overall, regional visitors are concentrated around gateway and urban locations such as Francistown and Gaborone, while long-haul visitors are concentrated in wildlife and northern tourism areas. Europe and North America report high visitation to Chobe, Maun, Moremi and the Okavango, whereas South Africa, Zambia and Zimbabwe show stronger use of Gaborone, Francistown and corridor towns.

By purpose, Holiday/Leisure visitors overwhelmingly drive the iconic tourism geography: Chobe, Maun, Okavango and Moremi dominate. For leisure-only visitors, this pattern is reinforced, with Chobe (52.5%), Okavango (40.9%) and Maun (35.1%) central to the holiday product.

Deeper analysis of holiday/leisure visitors...

Leisure visitor itineraries are strongly concentrated in Botswana's northern wildlife circuit. Chobe National Park is the leading destination, visited by 52.5%, followed by the Okavango (40.9%), Maun (35.1%) and Moremi Game Reserve (19.3%). Gaborone remains relevant at 18.1%, but most other destinations attract much smaller shares. This highlights the dominance of iconic nature and safari destinations in the leisure market.



8. WHAT DO THEY DO?



Summary of findings...

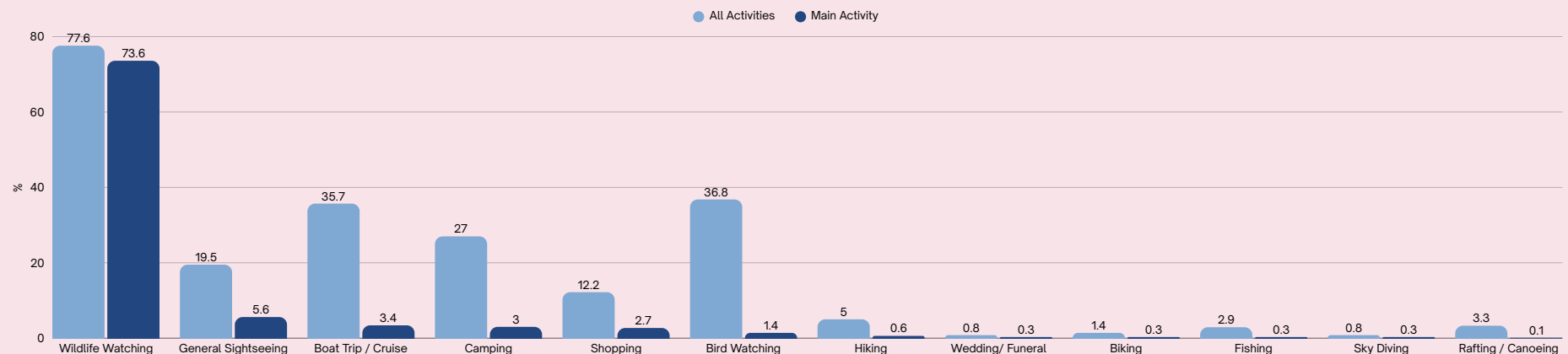
Activity participation is concentrated among leisure and long-haul visitors. Wildlife watching is the leading activity overall, with Europe and North America participating much more than neighbouring markets. Holiday/Leisure visitors are the core activity market, especially for wildlife watching (77.6%), bird watching (36.8%), boat trips/cruises (35.7%) and camping (27.0%).

As a main activity, wildlife watching leads at 40.0%, followed by shopping (25.8%) and “none” (18.2%). Holiday/Leisure visitors are strongly wildlife-led (73.6%), while Shopping visitors are almost entirely shopping-led (93.7%). Among leisure visitors, wildlife watching is strongest among North America, Europe and Rest of World.

Deeper analysis of holiday/leisure visitors...

Wildlife watching dominates leisure visitor activity, both as something undertaken (77.6%) and as the main activity (73.6%), confirming it as the core Botswana leisure experience. Other activities are much more likely to be secondary add-ons: bird watching (36.8%), boat trips/cruises (35.7%) and camping (27.0%) are widely undertaken, but rarely the main focus. General sightseeing also plays a supporting role. Shopping and adventure activities are relatively minor within the leisure market, reinforcing the strength of wildlife-led tourism.

Activities Engaged in by Leisure Visitors



9. HOW DO THEY TRAVEL AROUND BOTSWANA?

Transport in Botswana reflects two different visitor systems: regional road travel and organised tourism touring
 Nearby visitors rely on cars and public transport, while long-haul leisure visitors use guided 4x4s, hire cars and coach/minibus tours



Own Car



Own 4x4



HOLIDAY / LEISURE



Own Car



Hire Car



Guided
4x4



Coach /
Mini Bus



ZAMBIA



Truck



VFR



Own Car



Public
Transport



ZIMBABWE



Public
Transport



SHOPPING



Public
Transport



EUROPE



Hire Car



Coach /
Mini Bus



Guided
4x4



BUSINESS



Own Car



Public
Transport



NORTH AMERICA



Guided
4x4



Airline



TRANSIT



Truck



Own Car

Summary of findings...

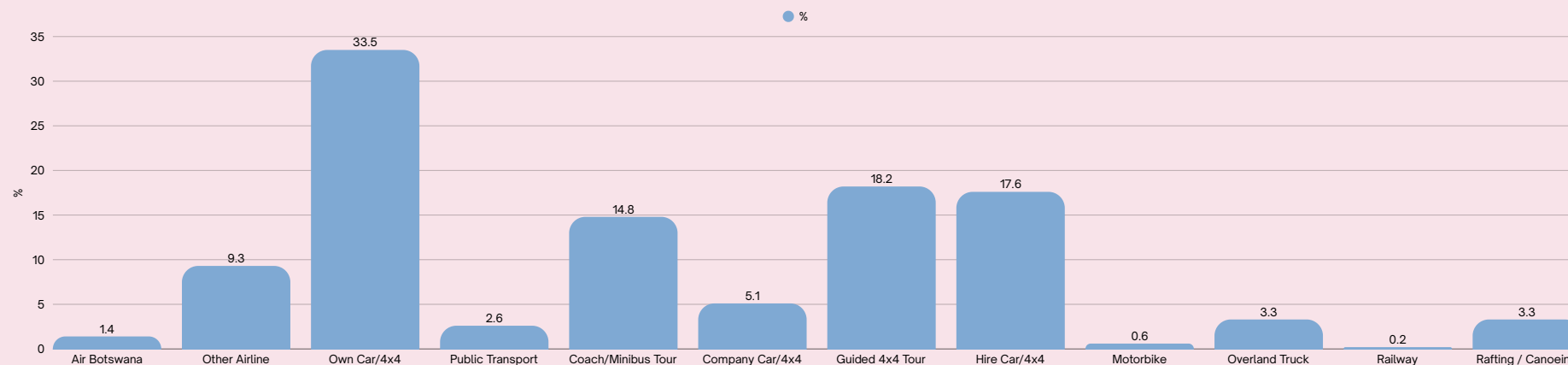
Transport use reflects how visitors engage with Botswana. Regional travel is strongly road-based: South Africa and Namibia rely mainly on own car/4x4, Zimbabwe on public transport, and Zambia on overland trucks. Long-haul markets have a more tourism-oriented mix, with Europe using hire cars, coach/minibus tours and guided 4x4s, while North America stands out for guided 4x4 tours.

By purpose, Holiday/Leisure visitors use the widest transport mix. VFR visitors are mainly own-car and public-transport users, Shopping is public-transport led, Business centres on own cars and company vehicles, and Transit has the strongest overland truck component.

Deeper analysis of holiday/leisure visitors...

Leisure visitor transport is split between regional self-drive travel and organised long-haul touring. Overall, own car/4x4 is the leading mode (33.5%), followed by guided 4x4 tours (18.2%), hire car/4x4 (17.6%) and coach/minibus tours (14.8%). South Africa and Other Africa are strongly self-drive, while Europe and Rest of World use a broader mix of hire cars, guided 4x4s and coach tours. North America is the most tour-based market, with 43.2% using guided 4x4 tours. Public transport is minimal among leisure visitors, confirming that leisure mobility is largely private, hired or organised.

Transport Used by Leisure Visitors in Botswana

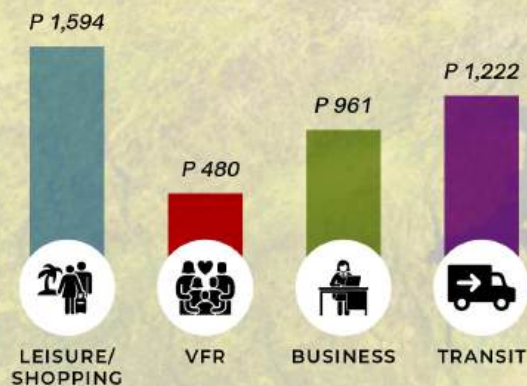


10. HOW MUCH DO THEY SPEND?

Average spend per person per night



Purpose of Visit



Country of Residence



Leisure and shopping visitors generate the highest nightly spend

Average spend is P1,183 per visitor per night, rising to P1,594 for Holiday/Leisure/Shopping visitors

Summary of findings...

Visitor expenditure averages P1,183 per person per night overall, but spend varies considerably by trip purpose and market. Holiday/Leisure/Shopping visitors record the highest spend at P1,594, driven by accommodation, guides and tours, and shopping. Transit spend is also relatively high at P1,222, although this is more transport-led.

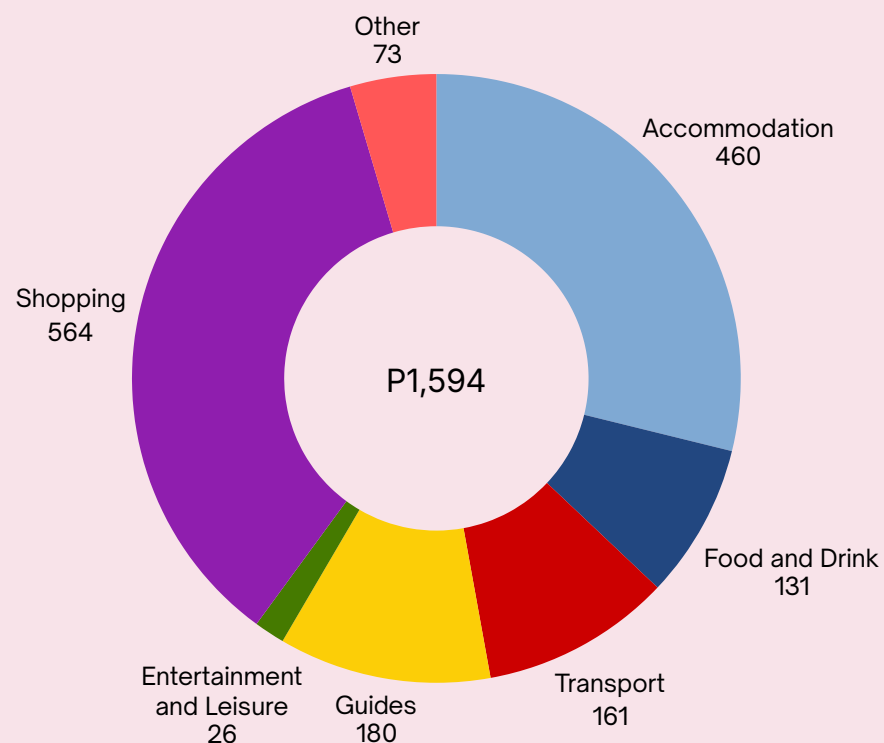
South African visitors spend less per night than visitors from other markets, while long-haul leisure visitors generate higher-value spend through formal accommodation, organised activities and guided travel. The pattern reinforces the economic importance of leisure tourism, particularly wildlife-based long-haul markets, while also showing the distinct but narrower value of transit and shopping trips.

Deeper analysis of holiday/leisure/shopping visitors...

Holiday/leisure/shopping visitors spend an average of P1,594 per visitor per night, making this a high-value segment.

The largest component is shopping at P564, followed by accommodation at P460, showing the importance of retail and commercial lodging. Guides and tours account for P180, while local transport adds P161, reflecting organised travel and movement within Botswana.

Food and drink contributed P131, with smaller amounts spent on leisure/entertainment and other items. Overall, this segment generates value across several parts of the visitor economy.



11. HOW SATISFIED ARE THEY?

Visitors rate Botswana highly, but roads remain the weakest part of the experience
Overall satisfaction and recommendation are strong, especially among leisure and long-haul visitors



Overall Trip Rating by Country of Residence and Purpose of Visit



Summary of findings...

Trip ratings are consistently positive, with an overall visit rating of 4.5 out of 5 and recommendation score of 4.7. Long-haul markets are most satisfied: Europe and North America rate the overall visit at 4.9, with high scores for attractions and activities. Regional markets are still positive but slightly lower, especially Zambia and Zimbabwe on attractions and accommodation.

By purpose, Holiday/Leisure visitors are the most satisfied, rating the visit 4.8 and recommendation 4.9, while Shopping and Transit are lower. Roads are the weakest element throughout, averaging 3.2, making infrastructure the clearest recurring area for improvement.

Deeper analysis of holiday/leisure visitors...

Leisure visitors rate Botswana very positively overall. The visit rating is high at 4.8 out of 5, while willingness to recommend Botswana is even stronger at 4.9, suggesting very high satisfaction and advocacy. Attractions visited and activities participated in also score well, both at 4.6, reinforcing the strength of the leisure experience. Accommodation staff are rated positively at 4.5, while border officials and the overall border experience both score 4.3. The clear weakness is roads in Botswana, rated only 3.2, well below all other measures and the main area for improvement.



Overall Trip
Rating



Recommendation of
Botswana to others



12. WHAT DO THEY SAY ABOUT BOTSWANA?

Summary of findings...

The visitor survey comments present a strongly positive picture of Botswana as a tourism destination. Visitors repeatedly highlight the country's wildlife, natural scenery, peaceful atmosphere and welcoming people as the defining strengths of the experience. Botswana's core tourism offer appears to be especially strong for visitors seeking nature, safari, wilderness and authentic encounters with the environment.

Wildlife is one of the most powerful and memorable aspects of the trip. Many visitors mention animals, safaris, game drives, elephants, lions and general wildlife viewing as key highlights. Chobe National Park, the Chobe River and boat cruise experiences stand out particularly strongly, while the Okavango Delta, Moremi, Khwai and Maun are also important highlights for visitors interested in wilderness and water-based landscapes.

Visitors also respond very positively to Botswana's scenery and atmosphere. Comments frequently refer to beautiful landscapes, sunsets, open spaces, peace and quiet. This suggests that Botswana is valued not only for specific attractions, but also for its broader sense of calm, space and unspoilt natural beauty.

The people of Botswana are another major strength. Visitors often describe local people as friendly, welcoming, helpful and hospitable. This human element appears to reinforce the wider destination experience and contributes significantly to overall satisfaction.

The main weaknesses relate less to the tourism product itself and more to supporting infrastructure. Road quality is the clearest concern, with repeated references to potholes, poor road conditions and difficult journeys, particularly on routes such as Nata to Francistown and Nata to Gweta. Poor roads risk undermining the experience, especially for self-drive tourists.

Border processes are another source of frustration. Some visitors mention delays, poor communication and unfriendly or unhelpful officials. Since borders often shape first and last impressions, improving efficiency and customer care at these points would be valuable.

A smaller number of comments point to inconsistent customer service, limited signage and visitor information, accommodation or facility issues, connectivity problems and concerns around pricing or currency acceptance.

Overall, Botswana is perceived as a beautiful, peaceful and wildlife-rich destination with warm and welcoming people. The main opportunity is to improve the infrastructure and service environment around the core experience. Better roads, smoother border processes, clearer visitor information, more consistent service and improved facilities would help reduce frustration and allow Botswana's natural and cultural strengths to stand out even more clearly.

The principal unit of measurement of the Botswana Inbound Visitor Survey is the *visitor* and the *visitor trip*. All definitions used within the survey adhere to UN Tourism (UNWTO) concepts and classifications of tourism. The definitions of a *visitor trip* and a *visitor* are shown below.

A visitor trip is one that takes a traveller to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal) other than to be employed by a resident entity in the place visited. These travellers are called visitors.

Consequently, a visitor includes overnight visitors (also called tourists), and day visitors.

The survey was carried out over two periods: 2nd June 2025 to 7th July 2025 and 14th February 2026 to 9th March 2026 through face-to-face questionnaires. These two periods cover both high and low seasons and were selected to reduce any bias that might otherwise be generated by seasonality of tourism.

Interviews were conducted at key air and land borders and yielded 5,079 complete and validated responses, representing 7,753 people.

Abbreviations:

P - Pula the currency of Botswana

UNWTO - United Nations World Tourism Organization

VFR – Visiting Friends and Relatives



APPENDIX: TABLES

First Visit to Botswana

Country of Residence	First Visit (%)
South Africa	16.0
Namibia	9.8
Zambia	5.9
Zimbabwe	22.9
Europe	82.7
North America	85.9
Rest of World	53.4
Average	26.4

Previous Visits to Botswana (including those who have not visited)

Country of Residence	Previous Visits (number)
South Africa	19.3
Namibia	16.6
Zambia	27.3
Zimbabwe	12.5
Europe	0.9
North America	1.1
Rest of World	7.7
Average	14.8

Visitors to Botswana by Age and Gender

Country of Residence	Male: 0-11 (%)	Male: 12-17 (%)	Male: 18-24 (%)	Male: 25-34 (%)	Male: 35-44 (%)	Male: 45-54 (%)	Male: 55-64 (%)	Male: 65+ (%)
South Africa	1.3	1.1	2.0	13.0	32.7	27.5	15.9	6.6
Namibia	1.8	2.8	1.8	16.4	28.8	24.2	18.9	5.3
Zambia	0.0	0.3	2.2	21.9	35.5	29.2	10.2	0.6
Zimbabwe	1.2	1.8	4.1	22.4	36.9	25.5	7.3	0.9
Europe	2.8	1.5	6.3	20.4	12.9	17.7	20.8	17.7
North America	0.0	0.5	2.1	19.5	13.8	11.8	21.5	30.8
Rest of World	1.3	1.3	3.2	19.2	29.9	23.1	13.3	8.8
Total	1.2	1.2	2.9	17.6	30.4	25.3	14.4	6.9

Country of Residence	Female: 0-11 (%)	Female: 12-17 (%)	Female: 18-24 (%)	Female: 25-34 (%)	Female: 35-44 (%)	Female: 45-54 (%)	Female: 55-64 (%)	Female: 65+ (%)
South Africa	3.6	3.2	5.2	14.7	23.4	20.6	19.5	9.8
Namibia	3.0	3.0	6.0	10.5	19.5	31.6	16.5	9.8
Zambia	1.9	1.9	3.7	5.6	16.7	40.7	27.8	1.9
Zimbabwe	2.0	1.9	7.7	32.0	37.1	14.5	4.3	0.5
Europe	3.1	2.1	6.2	23.0	16.0	17.3	19.7	12.5
North America	0.4	0.4	3.9	15.6	14.3	15.6	23.4	26.4
Rest of World	1.2	1.9	2.5	19.1	19.1	23.5	21.0	11.7
Total	2.6	2.3	5.9	21.4	25.0	18.8	15.3	8.7

Country of Residence	All: 0-11 (%)	All: 12-17 (%)	All: 17-24 (%)	All: 25-34 (%)	All: 35-44 (%)	All: 45-54 (%)	All: 55-64 (%)	All: 65+ (%)
South Africa	2.0	1.8	3.0	13.6	29.7	25.3	17.1	7.6
Namibia	2.2	2.9	3.1	14.5	25.8	26.6	18.1	6.8
Zambia	0.1	0.4	2.3	21.0	34.4	29.9	11.2	0.6
Zimbabwe	1.7	1.9	6.1	27.8	37.0	19.3	5.6	0.6
Europe	2.9	1.8	6.3	21.7	14.4	17.5	20.3	15.2
North America	0.2	0.5	3.1	17.4	14.1	13.8	22.5	28.4
Rest of World	1.3	1.5	3.0	19.1	26.2	23.2	16.0	9.8
Total	1.7	1.6	4.0	19.1	28.4	22.9	14.8	7.6

Accommodation Stayed In (more than one answer allowed so % might add up to more than 100)

Country of Residence	Hotel/Lodge (%)	Luxury Camp (%)	Bed and Breakfast / Guest House (%)	Rural Homestays (%)	Friends and Family (%)
South Africa	23.5	3.1	11.5	0.4	30.1
Namibia	30.3	2.6	7.7	0.0	11.0
Zambia	3.5	0.7	1.2	0.0	2.5
Zimbabwe	9.4	0.7	3.9	0.2	44.0
Europe	64.5	16.9	5.6	0.4	2.7
North America	52.5	54.3	3.7	0.0	0.6
Rest of World	47.9	19.2	7.8	0.5	10.5
Total	27.7	7.9	7.3	0.3	21.5

Country of Residence	Second Home (they own) (%)	Hostel (%)	Self-Camping / Caravan (%)	Church / School (%)	In Vehicle (%)
South Africa	2.1	0.2	6.3	0.8	25.9
Namibia	0.0	0.6	10.3	0.0	43.9
Zambia	0.2	0.0	0.2	0.2	91.6
Zimbabwe	9.5	0.2	1.5	2.8	28.6
Europe	0.0	1.1	33.0	0.2	1.3
North America	0.0	0.0	9.3	0.6	0.0
Rest of World	3.2	0.9	15.1	0.5	16.4
Total	2.7	0.4	9.3	0.9	30.1

Places Visited (more than one answer allowed so % might add up to more than 100)

Country of Residence	Central Kalahari Game Reserve (%)	Chobe National Park (%)	Francistown (%)	Gaborone (%)	Gcwihaba Caves and Aha Hills (%)	Gemsbok National Park (%)	Ghanzi (%)	Goo Moremi (%)
South Africa	0.2	4.0	21.3	48.8	0.3	0.1	2.1	0.3
Namibia	0.0	11.0	9.1	10.0	0.5	0.0	13.7	2.3
Zambia	0.0	2.0	76.9	17.6	0.0	0.0	0.6	0.4
Zimbabwe	0.0	0.7	57.9	24.2	0.0	0.0	0.6	0.1
Europe	5.0	73.9	6.5	5.2	0.0	0.0	14.9	3.7
North America	2.4	50.0	3.5	7.1	0.0	0.0	3.5	1.8
Rest of World	1.5	32.8	23.4	32.8	0.0	0.4	2.6	1.1
Total	0.7	12.6	37.3	29.6	0.1	0.1	3.2	0.7

Country of Residence	Kgalagadi Transfrontier Park (%)	Khama Rhino Sanctuary (%)	Khutse Game Reserve (%)	Lobatse (%)	Mahalapye (%)	Makgadikgadi Pans National Park (%)	Maun (%)	Mokolodi Nature Reserve (%)
South Africa	0.1	0.8	0.2	2.7	3.3	0.5	4.6	0.3
Namibia	0.0	0.5	0.0	2.3	0.9	0.0	12.8	0.0
Zambia	0.3	0.1	0.0	1.6	5.8	0.1	0.9	0.0
Zimbabwe	0.0	0.7	0.0	0.9	1.8	0.0	1.7	0.0
Europe	1.1	2.2	0.2	0.0	0.0	10.1	48.8	0.9
North America	0.6	1.2	0.0	0.0	0.0	5.9	31.2	1.8
Rest of World	1.9	1.5	0.0	0.8	5.3	4.2	26.0	0.0
Total	0.3	0.8	0.1	1.6	2.9	1.5	9.4	0.2

Country of Residence	Moremi Game Reserve (%)	North Tuli Game Reserve (%)	Okavango (%)	Palapye (%)	Selibe Phikwe (%)	Serowe (%)	Tsodilo Hills (%)	Tswapong Hills (%)
South Africa	1.3	0.1	2.4	7.5	1.0	2.0	0.2	0.1
Namibia	3.2	0.0	2.7	1.4	0.5	0.5	0.0	0.0
Zambia	0.1	0.0	0.3	9.9	1.8	0.5	0.0	0.0
Zimbabwe	0.0	0.0	0.3	3.4	0.1	0.2	0.0	0.0
Europe	29.3	0.4	54.7	0.4	0.0	4.5	4.7	0.0
North America	14.7	0.6	54.7	1.2	0.0	2.4	1.8	0.0
Rest of World	12.1	0.4	27.9	5.7	1.1	4.2	0.0	0.0
Total	4.4	0.1	9.4	5.6	0.7	1.6	0.6	0.0

Activities Engaged In (more than one answer allowed so % might add up to more than 100)

Country of Residence	Attended a Wedding/ Funeral (%)	Biking (e.g. quads, mountain and motorbikes) (%)	Bird Watching (%)	Boat Trip / Cruise (%)	Camping (%)	Fishing (%)	General Sightseeing (%)
South Africa	3.5	0.8	4.2	3.3	4.1	0.7	8.6
Namibia	0.9	1.0	9.1	8.7	6.4	0.9	5.5
Zambia	0.3	0.2	1.9	0.5	0.4	0.1	14.7
Zimbabwe	0.8	0.2	0.2	0.4	0.3	0.1	7.5
Europe	0.2	2.6	41.4	47.8	34.7	2.4	17.9
North America	0.0	0.0	50.6	34.7	12.4	2.4	20.0
Rest of World	0.8	0.8	23.0	24.5	15.1	3.0	17.7
Total	1.6	0.6	8.9	8.5	6.2	0.8	10.8

Country of Residence	Hiking (%)	Shopping (%)	Sky Diving (%)	White Water Rafting / Canoeing (%)	Wildlife Watching (%)	None (%)
South Africa	1.1	10.4	0.1	0.2	11.1	52.1
Namibia	0.0	5.5	0.5	0.5	19.2	65.3
Zambia	0.0	17.8	0.0	0.0	25.2	36.0
Zimbabwe	0.1	45.6	0.1	0.1	2.8	28.6
Europe	5.6	9.5	1.1	3.2	90.7	3.4
North America	8.2	5.9	0.0	8.2	90.6	2.4
Rest of World	2.3	13.6	0.4	2.6	49.1	24.5
Total	1.3	20.6	0.2	0.8	23.3	36.4

Main Activity on Trip

Country of Residence	Attended a Wedding/ Funeral	Biking (e.g. quads, mountain and motorbikes)	Bird Watching	Boat Trip / Cruise	Camping	Fishing	General Sightseeing
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	12.2	0.3	1.8	1.5	2.5	0.5	10.9
Namibia	0.0	0.0	0.0	2.3	4.5	0.0	2.3
Zambia	0.7	0.7	2.0	0.0	0.0	0.0	10.1
Zimbabwe	2.1	0.7	0.0	0.0	0.5	0.7	6.7
Europe	0.0	0.0	0.9	3.1	2.3	0.0	2.0
North America	0.0	0.0	2.5	4.1	0.8	0.0	0.8
Rest of World	0.8	0.0	2.3	3.1	2.3	0.8	5.4
Total	3.7	0.3	1.2	1.7	1.6	0.4	6.3

Country of Residence	Hiking	Shopping	Sky Diving	White Water Rafting / Canoeing	Wildlife Watching	None
	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	1.8	10.4	0.0	0.0	27.4	30.7
Namibia	0.0	9.1	0.0	0.0	52.3	29.5
Zambia	0.0	24.8	0.7	0.0	14.1	47.0
Zimbabwe	0.2	75.3	0.0	0.0	5.9	7.8
Europe	0.3	0.9	0.3	0.3	79.3	10.8
North America	0.0	1.7	0.0	0.0	85.1	5.0
Rest of World	0.8	8.5	0.8	0.0	66.2	9.2
Total	0.6	25.8	0.2	0.1	40.0	18.2

Average Length of Stay (nights)

Country of Residence	Length of Stay (nights)
South Africa	3.8
Namibia	3.7
Zambia	2.4
Zimbabwe	8.2
Europe	7.1
North America	6.0
Rest of World	6.8
Average	4.9

Mode of Transport Used in Botswana (more than one answer allowed so % might add up to more than 100)

Country of Residence	Air Botswana (%)	Other Airline (%)	Own Car/4x4 (%)	Public Transport (%)	Coach/Minibus Tour (%)	Company Car/4x4 (%)
South Africa	0.2	1.2	64.2	16.2	1.4	7.2
Namibia	0.0	3.0	58.5	13.3	7.4	6.7
Zambia	0.0	0.7	6.9	6.9	2.0	11.5
Zimbabwe	0.0	0.3	13.8	78.9	0.6	2.6
Europe	2.0	7.8	15.1	2.9	22.7	6.2
North America	2.5	23.9	5.7	1.3	17.0	5.0
Rest of World	2.8	10.8	23.6	12.3	14.2	9.9
Total	0.6	3.3	33.2	31.6	5.5	6.1

Country of Residence	Guided 4x4 Tour (%)	Hire Car/4x4 (%)	Motorbike (%)	Overland Truck (%)	Railway (%)
South Africa	1.2	1.5	0.5	7.7	0.2
Namibia	1.5	3.7	0.7	5.9	0.0
Zambia	0.3	1.0	0.7	69.8	0.3
Zimbabwe	0.1	1.0	0.3	3.4	0.0
Europe	19.8	31.3	0.4	3.1	0.0
North America	45.9	13.8	0.0	11.3	0.0
Rest of World	14.2	14.6	0.0	8.5	0.0
Total	5.8	6.3	0.4	11.2	0.1

Trip Ratings

Country of Residence	Overall Visit Rating (out of 5)	Recommend Botswana (out of 5)	Politeness of Border Officials (out of 5)	Overall Border Experience (out of 5)	Staff at Accommodation (out of 5)	Roads in Botswana (out of 5)	Attractions Visited (out of 5)	Activities Participated In (out of 5)
South Africa	4.5	4.7	4.0	4.0	4.3	3.1	4.2	4.2
Namibia	4.5	4.7	4.2	4.2	4.4	3.0	4.4	4.6
Zambia	4.3	4.7	3.9	4.1	3.8	3.0	3.4	3.6
Zimbabwe	4.2	4.4	4.1	4.1	3.9	3.3	3.7	3.8
Europe	4.9	4.9	4.3	4.3	4.5	3.1	4.6	4.7
North America	4.9	4.9	4.5	4.5	4.8	3.8	4.8	4.9
Rest of World	4.7	4.8	4.2	4.2	4.5	3.3	4.5	4.6
Total	4.5	4.7	4.1	4.1	4.3	3.2	4.4	4.4

First Visit to Botswana

Purpose of Visit	First Visit (%)
Holiday/Leisure	67.7
VFR	19.3
Shopping	28.5
Business	12.0
Transit	8.0
Average	26.4

Previous Visits to Botswana (including those who have not visited)

Purpose of Visit	Previous Visits (number)
Holiday/Leisure	2.9
VFR	12.5
Shopping	8.8
Business	25.4
Transit	25.0
Average	14.8

Visitors to Botswana by Age and Gender

Purpose of Visit	Male: 0-11 (%)	Male: 12-17 (%)	Male: 18-24 (%)	Male: 25-34 (%)	Male: 35-44 (%)	Male: 45-54 (%)	Male: 55-64 (%)	Male: 65+ (%)
Holiday/Leisure	2.7	2.7	4.3	16.3	16.9	18.3	21.6	17.2
VFR	1.6	1.5	3.6	17.9	29.1	23.4	15.1	7.8
Shopping	0.9	0.9	4.3	30.4	41.7	14.8	6.1	0.9
Business	0.0	0.1	1.1	14.3	38.8	30.3	13.5	1.8
Transit	0.4	0.5	2.2	18.9	36.8	29.8	9.9	1.6
Total	1.2	1.2	2.9	17.6	30.4	25.3	14.4	6.9

Purpose of Visit	Female: 0-11 (%)	Female: 12-17 (%)	Female: 18-24 (%)	Female: 25-34 (%)	Female: 35-44 (%)	Female: 45-54 (%)	Female: 55-64 (%)	Female: 65+ (%)
Holiday/Leisure	2.8	3.5	5.5	18.1	16.7	19.2	20.6	13.5
VFR	4.0	1.3	6.1	20.5	26.9	19.4	14.2	7.6
Shopping	0.7	1.4	6.8	32.9	41.8	12.7	3.3	0.5
Business	0.0	0.8	1.6	14.2	28.3	33.1	19.7	2.4
Transit	3.6	1.0	7.8	17.7	25.0	22.9	14.6	7.3
Total	2.6	2.3	5.9	21.4	25.0	18.8	15.3	8.7

Purpose of Visit	All: 0-11 (%)	All: 12-17 (%)	All: 17-24 (%)	All: 25-34 (%)	All: 35-44 (%)	All: 45-54 (%)	All: 55-64 (%)	All: 65+ (%)
Holiday/Leisure	2.8	3.1	4.9	17.2	16.8	18.8	21.1	15.3
VFR	2.7	1.4	4.8	19.1	28.0	21.5	14.7	7.8
Shopping	0.7	1.3	6.4	32.5	41.8	13.0	3.7	0.6
Business	0.0	0.2	1.2	14.3	37.2	30.8	14.4	1.9
Transit	0.7	0.5	2.7	18.8	35.7	29.2	10.3	2.1
Total	1.7	1.6	4.0	19.1	28.4	22.9	14.8	7.6

Accommodation Stayed In (more than one answer allowed so % might add up to more than 100)

Purpose of Visit	Hotel/Lodge (%)	Luxury Camp (%)	Bed and Breakfast / Guest House (%)	Rural Homestays (%)	Friends and Family (%)
Holiday/Leisure	54.7	20.5	9.1	0.7	4.1
VFR	9.7	0.1	4.5	0.0	73.8
Shopping	21.0	3.0	9.0	1.0	29.0
Business	37.3	3.0	13.4	0.0	8.2
Transit	4.8	0.9	4.5	0.1	3.0
Total	27.7	7.9	7.3	0.3	21.5

Purpose of Visit	Second Home (they own) (%)	Hostel (%)	Self-Camping / Caravan (%)	Church / School (%)	In Vehicle (%)
Holiday/Leisure	0.3	0.8	24.9	0.2	1.3
VFR	7.1	0.0	0.5	3.1	2.9
Shopping	5.0	1.0	1.0	0.0	32.0
Business	5.2	0.3	1.1	0.5	33.2
Transit	0.7	0.1	1.2	0.1	85.3
Total	2.7	0.4	9.4	0.9	30.2

Places Visited (more than one answer allowed so % might add up to more than 100)

Purpose of Visit	Central Kalahari Game Reserve (%)	Chobe National Park (%)	Francistown (%)	Gaborone (%)	Gcwihaba Caves and Aha Hills (%)	Gemsbok National Park (%)	Ghanzi (%)	Goo Moremi (%)
Holiday/Leisure	3.0	52.5	9.2	18.1	0.4	0.2	9.8	2.6
VFR	0.0	0.8	15.3	74.5	0.2	0.2	2.0	0.0
Shopping	0.2	0.3	91.8	6.6	0.0	0.0	0.2	0.2
Business	0.0	1.2	17.6	77.2	0.0	0.0	2.5	0.8
Transit	0.0	2.0	77.8	27.4	0.0	0.0	1.9	0.2
Total	0.8	15.2	45.5	36.1	0.1	0.1	3.9	0.9

Purpose of Visit	Kgalagadi Transfrontier Park (%)	Khama Rhino Sanctuary (%)	Khutse Game Reserve (%)	Lobatse (%)	Mahalapye (%)	Makgadikgadi Pans National Park (%)	Maun (%)	Mokolodi Nature Reserve (%)
Holiday/Leisure	1.1	2.5	0.3	0.4	1.1	6.7	35.1	1.0
VFR	0.0	0.5	0.2	3.3	1.8	0.0	4.0	0.0
Shopping	0.0	1.4	0.0	0.0	0.0	0.0	0.5	0.0
Business	0.0	0.2	0.0	2.5	2.5	0.0	5.2	0.0
Transit	0.1	0.1	0.0	3.1	8.0	0.1	1.9	0.1
Total	0.4	1.0	0.1	2.0	3.5	1.9	11.5	0.3

Purpose of Visit	Moremi Game Reserve (%)	North Tuli Game Reserve (%)	Okavango (%)	Palapye (%)	Selibe Phikwe (%)	Serowe (%)	Tsodilo Hills (%)	Tswapong Hills (%)
Holiday/Leisure	19.3	0.4	40.9	2.1	0.5	4.0	2.3	0.0
VFR	0.2	0.0	0.3	4.1	0.9	1.5	0.3	0.0
Shopping	0.0	0.0	0.3	0.3	0.0	0.2	0.2	0.0
Business	0.8	0.0	1.4	7.0	0.8	2.1	0.0	0.0
Transit	0.1	0.1	0.2	14.4	1.6	1.1	0.1	0.1
Total	5.4	0.1	11.5	6.8	0.9	2.0	0.7	0.0

Activities Engaged In (more than one answer allowed so % might add up to more than 100)

Purpose of Visit	Attended a Wedding/ Funeral (%)	Biking (e.g. quads, mountain and motorbikes) (%)	Bird Watching (%)	Boat Trip / Cruise (%)	Camping (%)	Fishing (%)	General Sightseeing (%)
Holiday/Leisure	0.8	1.4	36.8	35.7	27.0	2.9	19.5
VFR	7.1	0.0	0.7	0.9	0.3	0.1	10.8
Shopping	0.0	0.0	0.5	0.3	0.3	0.0	1.4
Business	0.3	0.0	1.3	1.7	0.2	0.5	5.6
Transit	0.3	0.1	1.1	0.3	0.3	0.1	10.0
Total	1.6	0.3	8.9	8.5	6.2	0.8	10.8

Purpose of Visit	Hiking (%)	Shopping (%)	Sky Diving (%)	White Water Rafting / Canoeing (%)	Wildlife Watching (%)	None (%)
Holiday/Leisure	5.0	12.2	0.8	3.3	77.6	4.5
VFR	0.6	10.4	0.1	0.1	2.0	52.6
Shopping	0.2	86.0	0.0	0.2	0.5	4.8
Business	0.3	13.0	0.0	0.0	3.5	62.5
Transit	0.1	10.8	0.0	0.0	14.8	50.6
Total	1.3	20.6	0.2	0.8	23.5	36.4

Main Activity on Trip

Purpose of Visit	Attended a Wedding/ Funeral	Biking (e.g. quads, mountain and motorbikes)	Bird Watching	Boat Trip / Cruise	Camping	Fishing	General Sightseeing
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Holiday/Leisure	0.3	0.3	1.4	3.4	3.0	0.3	5.6
VFR	30.1	0.6	1.1	0.0	0.6	0.6	13.6
Shopping	0.7	0.0	0.7	0.0	0.3	0.7	1.7
Business	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Transit	0.8	0.8	1.6	0.0	0.0	0.4	9.8
Total	3.7	0.3	1.2	1.7	1.6	0.4	6.3

Purpose of Visit	Hiking	Shopping	Sky Diving	White Water Rafting / Canoeing	Wildlife Watching	None
	(%)	(%)	(%)	(%)	(%)	(%)
Holiday/Leisure	0.6	2.7	0.3	0.1	73.6	8.5
VFR	2.3	22.2	0.0	0.0	6.8	22.2
Shopping	0.0	93.7	0.0	0.0	0.7	1.7
Business	0.0	20.5	1.1	0.0	14.8	59.1
Transit	0.4	20.7	0.0	0.0	14.8	50.8
Total	0.6	25.8	0.2	0.1	40.0	18.2

Average Length of Stay (nights)

Purpose of Visit	Length of Stay (nights)
Holiday/Leisure	6.9
VFR	7.6
Shopping	4.0
Business	5.3
Transit	2.1
Average	4.9

Mode of Transport Used in Botswana (More than one answer allowed)

Purpose of Visit	Air Botswana (%)	Other Airline (%)	Own Car/4x4 (%)	Public Transport (%)	Coach/Minibus Tour (%)	Company Car/4x4 (%)
Holiday/Leisure	1.4	9.3	33.5	2.6	14.8	5.1
VFR	0.5	0.3	65.5	63.4	1.4	1.8
Shopping	0.0	0.3	8.5	93.2	0.9	0.0
Business	0.4	1.0	32.5	11.2	1.5	13.5
Transit	0.1	0.4	13.6	7.6	0.7	6.1
Total	0.5	2.9	29.1	27.7	4.8	5.3

Purpose of Visit	Guided 4x4 Tour (%)	Hire Car/4x4 (%)	Motorbike (%)	Overland Truck (%)	Railway (%)
Holiday/Leisure	18.2	17.6	0.6	3.3	0.2
VFR	0.0	1.7	0.6	0.9	0.0
Shopping	0.3	0.9	0.2	0.0	0.0
Business	0.4	1.9	0.2	1.7	0.0
Transit	0.1	0.4	0.1	26.0	0.1
Total	5.1	5.6	0.3	9.8	0.1

Trip Ratings

Purpose of Visit	Overall Visit Rating <i>(out of 5)</i>	Recommend Botswana <i>(out of 5)</i>	Politeness of Border Officials <i>(out of 5)</i>	Overall Border Experience <i>(out of 5)</i>	Staff at Accommodation <i>(out of 5)</i>	Roads in Botswana <i>(out of 5)</i>	Attractions Visited <i>(out of 5)</i>	Activities Participated In <i>(out of 5)</i>
Holiday/Leisure	4.8	4.9	4.3	4.3	4.5	3.2	4.6	4.6
VFR	4.5	4.7	4.1	4.0	4.1	3.2	3.8	4.0
Shopping	4.1	4.3	4.0	4.0	3.7	3.3	3.6	3.8
Business	4.4	4.7	3.9	3.9	4.2	3.2	4.1	3.9
Transit	4.3	4.7	4.0	4.1	4.1	3.1	3.5	3.7
Total	4.5	4.7	4.1	4.1	4.3	3.2	4.4	4.4

Expenditure per Visitor per Night

Type of Tourist	International Transport Air Botswana (pula)	Accommodation (pula)	Food and Drink (pula)	Transport (pula)	Guides and Tours (pula)	Leisure and Entertainment (pula)	Shopping (pula)	Other (pula)	Total Spend (excluding Air Botswana) (pula)
Purpose of Visit									
Holiday/Leisure/Shop	56	480	131	161	180	26	564	73	1,594
VFR	5	61	130	154	2	14	111	9	480
Business	6	258	178	389	5	21	93	18	961
Transit	1	48	127	989	3	6	36	14	1,222
Country of Residence									
South Africa	6	186	159	498	14	17	29	17	921
Others	27	209	119	544	84	14	334	41	1,344
All Tourists	19	200	134	527	58	15	217	32	1,183

First Visit to Botswana

Country of Residence	First Visit (%)
South Africa	45.0
Other Africa	16.5
Europe	84.6
North America	87.0
Rest of World	74.6
Average	67.7

Previous Visits to Botswana (including those who have not visited)

Country of Residence	Previous Visits (number)
South Africa	5.9
Other Africa	13.3
Europe	0.7
North America	0.5
Rest of World	0.8
Average	2.9

Visitors to Botswana by Age and Gender

Country of Residence	Male: 0-11 (%)	Male: 12-17 (%)	Male: 18-24 (%)	Male: 25-34 (%)	Male: 35-44 (%)	Male: 45-54 (%)	Male: 55-64 (%)	Male: 65+ (%)
South Africa	4.2	2.9	2.3	8.6	24.3	20.1	25.1	12.5
Other Africa	3.6	9.5	7.3	13.1	14.6	19.0	21.2	11.7
Europe	2.5	1.5	6.4	20.7	12.5	17.6	21.0	17.8
North America	0.0	0.5	2.1	19.5	13.2	12.1	21.6	31.1
Rest of World	2.5	2.5	1.9	19.6	19.6	23.4	15.8	14.6
Total	2.7	2.7	4.3	16.3	16.9	18.3	21.6	17.2

Country of Residence	Female: 0-11 (%)	Female: 12-17 (%)	Female: 18-24 (%)	Female: 25-34 (%)	Female: 35-44 (%)	Female: 45-54 (%)	Female: 55-64 (%)	Female: 65+ (%)
South Africa	3.5	5.9	5.7	14.4	19.3	21.0	21.0	9.2
Other Africa	6.5	7.3	6.5	16.3	18.7	19.5	16.3	8.9
Europe	2.8	2.2	6.5	23.3	15.2	17.6	19.8	12.6
North America	0.5	0.5	4.2	15.7	13.0	16.2	22.7	27.3
Rest of World	1.5	2.2	2.9	16.2	18.4	24.3	22.8	11.8
Total	2.8	3.5	5.5	18.1	16.7	19.2	20.6	13.5

Country of Residence	All: 0-11 (%)	All: 12-17 (%)	All: 17-24 (%)	All: 25-34 (%)	All: 35-44 (%)	All: 45-54 (%)	All: 55-64 (%)	All: 65+ (%)
South Africa	3.8	4.4	4.1	11.6	21.7	20.6	23.0	10.8
Other Africa	5.0	8.5	6.9	14.6	16.5	19.2	18.8	10.4
Europe	2.7	1.9	6.4	21.9	13.8	17.6	20.5	15.2
North America	0.2	0.5	3.2	17.5	13.1	14.3	22.2	29.1
Rest of World	2.0	2.4	2.4	18.0	19.0	23.8	19.0	13.3
Total	2.8	3.1	4.9	17.2	16.8	18.8	21.1	15.3

Reason for Choosing Botswana as a Destination (more than one answer allowed so % might add up to more than 100)

Country of Residence	Adventure (%)	Climate (%)	Culture (%)	Scenery (%)	Tranquility (%)	Wilderness (%)	Wildlife (%)
South Africa	51.3	5.0	14.2	14.6	8.9	20.9	43.7
Other Africa	44.2	3.2	12.6	8.4	5.3	15.8	46.3
Europe	46.2	9.9	25.1	29.9	11.3	42.3	86.0
North America	43.8	16.0	29.0	30.2	19.8	45.7	82.7
Rest of World	45.1	7.7	16.9	32.4	14.1	35.2	73.9
Total	46.9	8.6	20.7	24.4	11.7	34.0	69.5

Responsibility for Booking Trip

Country of Residence	Airline Office (%)	Family or Friends in Botswana (%)	I/We Arranged Most/ All of it Myself/ Ourselves (%)	Travel Agent/ Tour Operator in Another Country (%)	Travel Agent/ Tour Operator in Botswana (%)
South Africa	0.0	5.7	78.4	9.5	6.4
Other Africa	2.6	7.7	66.7	12.8	10.3
Europe	0.0	1.9	37.3	47.9	12.8
North America	1.3	1.3	15.1	68.4	13.8
Rest of World	0.0	6.2	41.5	36.2	16.2
Total	0.4	3.8	47.3	37.0	11.6

Sources of Information when Planning Trip (more than one answer allowed so % might add up to more than 100)

Country of Residence	Botswana Embassies Abroad (%)	Botswana Tourism Brochures (%)	Facebook (%)	Friends and Relatives (%)	Guide Books (%)	Newspapers/ Magazines (%)	Other Websites (%)	Previous Visit to Botswana (%)
South Africa	0.0	2.6	11.6	35.8	6.6	2.3	12.9	20.9
Other Africa	0.0	1.1	6.3	28.4	2.1	0.0	6.3	24.2
Europe	0.9	2.5	6.0	22.3	25.1	2.8	26.0	8.0
North America	0.6	4.3	1.9	24.7	14.2	2.5	26.5	4.3
Rest of World	2.1	2.1	5.6	31.7	9.2	1.4	15.5	8.5
Total	0.7	2.6	6.9	27.9	14.7	2.2	19.6	12.3

Country of Residence	Television/ Radio (%)	Trade Fair/ Exhibition (%)	Travel Agencies/ Tour Operators (%)	TripAdvisor (%)	Twitter (%)	www. Botswanaturism .co.bw (%)	YouTube (%)
South Africa	2.3	1.0	9.6	2.3	3.3	3.6	10.9
Other Africa	0.0	1.1	8.4	3.2	0.0	8.4	12.6
Europe	5.5	2.5	36.8	7.4	0.7	6.7	14.9
North America	2.5	0.6	54.9	9.3	0.0	3.1	13.0
Rest of World	5.6	0.7	38.0	7.0	2.1	4.2	15.5
Total	3.8	1.5	29.9	5.9	1.4	5.2	13.5

Accommodation Stayed In (more than one answer allowed so % might add up to more than 100)

Country of Residence	Hotel/Lodge (%)	Luxury Camp (%)	Bed and Breakfast / Guest House (%)	Rural Homestays (%)	Friends and Family (%)
South Africa	42.4	9.6	19.2	1.3	6.0
Other Africa	46.3	5.3	7.4	0.0	21.1
Europe	63.9	16.8	5.1	0.7	0.9
North America	50.0	51.9	3.1	0.0	0.6
Rest of World	63.4	29.6	7.7	0.7	2.8
Total	54.7	20.5	9.1	0.7	4.1

Country of Residence	Second Home (they own) (%)	Hostel (%)	Self-Camping / Caravan (%)	Church / School (%)	In Vehicle (%)
South Africa	0.0	0.3	24.8	0.0	1.0
Other Africa	3.2	1.1	18.9	0.0	2.1
Europe	0.0	1.1	32.9	0.2	1.6
North America	0.0	0.0	8.6	0.6	0.0
Rest of World	0.0	1.4	23.2	0.0	2.1
Total	0.3	0.8	24.9	0.2	1.3

Places Visited (more than one answer allowed so % might add up to more than 100)

Country of Residence	Central Kalahari Game Reserve (%)	Chobe National Park (%)	Francistown (%)	Gaborone (%)	Gcwihaba Caves and Aha Hills (%)	Gemsbok National Park (%)	Ghanzi (%)	Goo Moremi (%)
South Africa	1.3	21.2	15.2	44.7	1.3	0.3	6.0	1.7
Other Africa	0.0	28.4	13.7	25.3	1.1	0.0	13.7	2.1
Europe	5.3	77.5	6.4	3.4	0.0	0.0	15.6	3.9
North America	1.9	51.2	3.1	6.2	0.0	0.0	3.1	1.9
Rest of World	2.8	59.9	9.2	15.5	0.0	0.7	4.9	2.1
Total	3.0	52.5	9.2	18.1	0.4	0.2	9.8	2.6

Country of Residence	Kgalagadi Transfrontier Park (%)	Khama Rhino Sanctuary (%)	Khutse Game Reserve (%)	Lobatse (%)	Mahalapye (%)	Makgadikgadi Pans National Park (%)	Maun (%)	Mokolodi Nature Reserve (%)
South Africa	0.7	4.0	0.7	1.3	3.0	3.0	17.9	1.3
Other Africa	0.0	1.1	0.0	0.0	2.1	0.0	23.2	0.0
Europe	1.1	2.3	0.2	0.0	0.0	10.6	48.0	0.9
North America	0.6	1.2	0.0	0.0	0.0	6.2	32.7	1.9
Rest of World	3.5	2.1	0.0	0.0	0.7	7.7	43.0	0.0
Total	1.1	2.5	0.3	0.4	1.1	6.7	35.1	1.0

Country of Residence	Moremi Game Reserve (%)	North Tuli Game Reserve (%)	Okavango (%)	Palapye (%)	Selibe Phikwe (%)	Serowe (%)	Tsodilo Hills (%)
South Africa	7.0	0.7	13.6	5.3	2.0	3.3	0.7
Other Africa	6.3	0.0	10.5	1.1	0.0	0.0	0.0
Europe	31.3	0.2	57.9	0.5	0.0	5.3	5.1
North America	14.8	0.6	54.9	1.2	0.0	2.5	1.2
Rest of World	22.5	0.7	51.4	2.1	0.0	6.3	0.0
Total	19.3	0.4	40.9	2.1	0.5	4.0	2.3

Activities Engaged In (more than one answer allowed so % might add up to more than 100)

Country of Residence	Attended a Wedding/ Funeral	Biking (e.g. quads, mountain and motorbikes)	Bird Watching	Boat Trip / Cruise	Camping	Fishing	General Sightseeing
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	1.7	2.3	23.2	17.2	23.8	3.3	24.5
Other Africa	2.1	2.1	21.1	22.1	18.9	3.2	9.5
Europe	0.2	1.4	43.2	49.4	36.1	2.3	18.6
North America	0.0	0.0	50.6	34.6	12.3	2.5	19.1
Rest of World	0.7	0.7	40.8	43.7	28.2	4.2	19.0
Total	0.8	1.4	36.8	35.7	27.0	2.9	19.5

Country of Residence	Hiking	Shopping	Sky Diving	White Water Rafting / Canoeing	Wildlife Watching	None
	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	4.3	20.2	0.7	0.7	50.3	7.3
Other Africa	0.0	21.1	2.1	2.1	54.7	13.7
Europe	6.0	7.4	0.9	3.2	94.3	2.3
North America	8.6	5.6	0.0	8.0	92.0	1.2
Rest of World	2.8	12.0	0.7	4.9	83.1	2.8
Total	5.0	12.2	0.8	3.3	77.6	4.5

Main Activity on Trip

Country of Residence	Attended a Wedding/ Funeral	Biking (e.g. quads, mountain and motorbikes)	Bird Watching	Boat Trip / Cruise	Camping	Fishing	General Sightseeing
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	0.6	0.0	2.8	3.4	5.0	1.1	16.8
Other Africa	2.0	4.0	0.0	2.0	6.0	0.0	2.0
Europe	0.0	0.0	0.9	3.3	2.4	0.0	2.1
North America	0.0	0.0	0.9	4.3	0.9	0.0	0.9
Rest of World	0.0	0.0	1.9	3.7	2.8	0.0	4.7
Total	0.3	0.3	1.4	3.4	3.0	0.3	5.6

Country of Residence	Hiking	Shopping	Sky Diving	White Water Rafting / Canoeing	Wildlife Watching	None
	(%)	(%)	(%)	(%)	(%)	(%)
South Africa	2.2	5.6	0.0	0.0	53.6	8.9
Other Africa	0.0	10.0	0.0	0.0	62.0	12.0
Europe	0.3	0.3	0.3	0.3	80.4	9.8
North America	0.0	1.7	0.0	0.0	86.2	5.2
Rest of World	0.0	2.8	0.9	0.0	77.6	5.6
Total	0.6	2.7	0.3	0.1	73.6	8.5

Average Length of Stay (nights)

Country of Residence	Length of Stay (nights)
South Africa	5.9
Other Africa	8.9
Europe	7.2
North America	5.8
Rest of World	7.8
Average	6.9

Mode of Transport Used in Botswana (more than one answer allowed so % might add up to more than 100)

Country of Residence	Air Botswana (%)	Other Airline (%)	Own Car/4x4 (%)	Public Transport (%)	Coach/Minibus Tour (%)	Company Car/4x4 (%)
South Africa	0.3	3.3	80.8	1.0	3.3	1.7
Other Africa	0.0	0.0	53.7	11.6	8.4	8.4
Europe	1.8	8.0	13.3	1.1	23.0	6.4
North America	2.5	23.5	4.9	0.6	14.2	4.9
Rest of World	2.1	16.2	14.1	7.0	19.0	6.3
Total	1.4	9.3	33.5	2.6	14.8	5.1

Country of Residence	Guided 4x4 Tour (%)	Hire Car/4x4 (%)	Motorbike (%)	Overland Truck (%)	Railway (%)
South Africa	5.3	2.3	1.0	0.3	0.7
Other Africa	3.2	8.4	2.1	0.0	0.0
Europe	20.5	31.0	0.5	3.2	0.0
North America	43.2	12.3	0.0	11.1	0.0
Rest of World	20.4	21.1	0.0	3.5	0.0
Total	18.2	17.6	0.6	3.3	0.2

Trip Ratings

Country of Residence	Rate Visit (out of 5)	Recommend Botswana (out of 5)	Politeness of Border Officials (out of 5)	Overall Border Experience (out of 5)	Staff at Accommodation (out of 5)	Roads in Botswana (out of 5)	Attractions Visited (out of 5)	Activities Participated In (out of 5)
South Africa	4.7	4.8	4.1	4.1	4.4	3.1	4.4	4.4
Other Africa	4.7	4.8	4.3	4.3	4.4	3.3	4.4	4.6
Europe	4.9	4.9	4.3	4.3	4.5	3.1	4.6	4.7
North America	4.9	4.9	4.5	4.5	4.8	3.7	4.8	4.9
Rest of World	4.9	4.9	4.3	4.2	4.6	3.3	4.6	4.6
Total	4.8	4.9	4.3	4.3	4.5	3.2	4.6	4.6

