FOREWORD

The 2004 Survey of Outgoing Tourists was the eleventh conducted by the Ministry of Tourism, Leisure and External Communications. The first survey was organised in 1984 and since then, such study has been carried out every two years.

The primary objective of the Survey of Outgoing Tourists is to collect qualitative and quantitative information from tourists leaving the country so as to supplement data on tourism statistics compiled from embarkation and disembarkation cards and from other sources.

The survey focused on aspects such as purpose of visit, mode of travel, party size, length of stay, expenditure patterns and items purchased, frequency of visits etc. Respondents were also asked to evaluate their stay in the country and to make suggestions for the improvement of tourist facilities.

The statistics presented in this report are subject to sampling error and in particular those based on 100 respondents or less should be interpreted with care.

The results of the survey provide the Ministry of Tourism, Leisure and External Communications and other partners of the tourist industry with a more rigorous basis for better planning and marketing decisions.

The assistance provided by the Civil Aviation Department, the Central Information Systems Division and the Travel Trade in general is gratefully acknowledged.

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