



# Tourism Survey for state of Arunachal Pradesh

Final Report

(June 2014 - May 2015)

Ministry of Tourism

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We express our thanks to all other officials especially Shri. S K Mohanta (Programmer) who was associated with this study at the Ministry of Tourism.

Last but not the least we would like to thank our entire team of research professionals as well as our field staff and support team for their co-operation and team spirit for keeping up the momentum and time schedule of the study.

# 1 Executive Summary

Ministry of Tourism (hereinafter referred to as “MOT”) compiles data on domestic and foreign tourist visits in States/ UTs based on the information received from the State/ UT Governments. Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. Doubts have been also expressed by experts about the reliability of the data on domestic and foreign tourist visits released every year.

A need was felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments. This methodology should enable the compilation of such data on monthly basis. In the absence of reliable state level data, the methodology would necessarily have to include large scale survey. However, the methodology should also help in preparation of estimates of number of visitors, for some years after the base line survey, mainly based on the information to be collected from the accommodation units, without resorting to regular large scale survey.

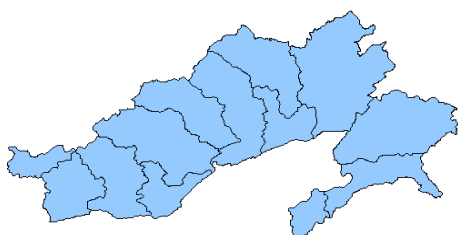
Keeping these requirements in view, a methodology has been prepared which was initially used in the tourism surveys commissioned by the Ministry of Tourism in 5 states namely, Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab. Now the same methodology, with some improvements, is being used in commissioning tourism survey in the state of Arunachal Pradesh

## 1.1 Objective

The field survey in Arunachal Pradesh was conducted for a period of 12 months in the districts of the State. The survey was done to obtain the following month-wise information for each district

- Estimated number of visits
  - Visits by overnight visitors
    - Staying at accommodation units;
    - Staying with friends and relatives
    - Others, such as those staying in tented accommodations provided by State Government or by any other charitable organisations.
  - Visits by same-day visitors
- Profile of visitors, their expenditure pattern, purpose of visits, etc.
- Occupancy rates and direct employment in accommodation units.

## 1.2 Arunachal Pradesh - The Study Region



Arunachal Pradesh located at the top of North-Eastern India lies between 26<sup>o</sup>30' north and 29<sup>o</sup>30' north Latitude and 91<sup>o</sup>30' east and 97<sup>o</sup>30' east Longitude. It is bounded by Bhutan in the west, China in the north and Burma in the east and the state of Assam in the south, covers an area of 83,743 sq. km. Picturesque and hilly terrain, Arunachal Pradesh is criss-crossed by innumerable mighty rivers and rivulets which drain the waters of this vast area to empty in the Brahmaputra. The state is endowed with number

of rare and endangered flora & fauna. Evergreen forest covers more than 60% of Arunachal Pradesh and is rich in magnificent trees of high economic value.

Being located in part of the Eastern Himalayan ranges, Arunachal Pradesh is the most picturesque tourist destination of India. With its numerous turbulent streams, roaring rivers, deep gorges, lofty mountains, snow-clad peaks, thousands of species of flora and fauna and an endless variation of scenic beauty, there is tremendous scope for tourism in Arunachal Pradesh.

### 1.2.1 Demographic Details – Arunachal Pradesh

The population of Arunachal Pradesh according to the Census 2001 is estimated to be 1,091,611. The population according to the Census 2001 is divided into 13 districts. The district-wise distribution of population and major towns is provided in the table 1.1 below

Table 1.1: Demographic Details of Arunachal Pradesh

Name of district	Area (Sq. KM)	Population (Total)	Population (Urban)	Urban Centres (Town)	Population of Urban Centres (Town)
<b>Tawang</b>	2085	38924	8376	Tawang	8376
<b>West Kameng</b>	7422	74599	6693	Bomdila	6693
<b>East Kameng</b>	4134	57179	15002	Seppa	15002
<b>Papum Pare</b>	2875	122003	62042	Itanagar Naharlagun	35022 27020
<b>Lower Subansiri</b>	3460	98244	12384	Ziro	12384
<b>Upper Subansiri</b>	7032	55346	15756	Daporijo	15756
<b>West Siang</b>	8325	103918	21112	Along Basar	17033 4079
<b>East Siang</b>	4005	87397	87397	Pasighat	21965
<b>Upper Siang</b>	6188	33363	0	-	-
<b>Dibang Valley</b>	-	57720	10107	Roing	10107
<b>Lohit</b>	2402	143527	26762	Tezu Namsai	15015 11747
<b>Changlang</b>	4662	125422	12388	Changlang Jairampur	6469 5919
<b>Tirap</b>	2362	100326	15294	Deomali Khonsa	6061 9233

Source: Census 2001

Table 1.1 shows that amongst the districts West Siang has the largest geographical area with Lohit having the largest population in the state.

### 1.2.2 Inception Workshop – Arunachal Pradesh

The inception workshop for Arunachal Pradesh was organised at the state capital of Itanagar on the following date:

Table 1.2: Inception workshop

Group	Location	Date of Workshop	Venue
<b>1</b>	Itanagar, Arunachal Pradesh	18th December, 2013	Directorate of Tourism, Itanagar

### 1.2.2.1 Inception Workshop on “Tourism Survey in Arunachal Pradesh, Tourism Department, Arunachal Pradesh

The Inception Workshop on the “**Tourist Statistics Survey**” in Arunachal Pradesh was conducted on 18<sup>th</sup> December 2013 at the Directorate of Tourism Office, Itanagar. The lists of participants attending the Workshop were:

1. Shri T.K.Kopak
2. Shri Jemar Jeram
3. Shri Loki Borang
4. Shri Bomtem Tayeng
5. Shri Pem Norbu
6. Smt. H. Asung
7. Shri Tale Yaying
8. Shri Ritu Gurung
9. Ms. Y. Gamlin
10. Shri Medam Romin
11. Ms. Obanty Pertin
12. Smti. Deepti Bora
13. Ms. Rimpi Kalita
14. Ms. Yabin Komut
15. Shri Tagam Tatak
16. Smt. Api Modi
17. Mr. Subash Nimashow

Mott MacDonald in consultation with the state tourism department finalised tourist destinations to conduct tourist surveys. The destinations were approved by Directorate of Tourism, Arunachal Pradesh.

### 1.2.3 Tourist Destination for Survey – Arunachal Pradesh

The consultants have finalised the tourist destinations for survey in consultation with Arunachal Pradesh Tourism Department. The tourist destination finalised for the survey are as given in the table 1.3.

Table 1.3: Approved tourist Destinations – Arunachal Pradesh

District	Tourist Destinations	Survey Period	Festival	Entry-Exit Point
Changlang	Namdapha National Park	Throughout the year	-	District Bus Stand/Taxi Stand
Dibang Valley(Lower & Upper)	Mehao Wildlife Sanctuary		-	District Bus Stand/Taxi Stand
East Kameng	Pakhui Tiger Reserve		-	District Bus Stand/Taxi Stand
East Siang	Daying Ering Wild		-	District Bus Stand/Taxi Stand
Lohit & Anjaw	Parasuram Kund		-	District Bus Stand/Taxi Stand
Lower Subansiri	Talley Wildlife Sanctuary		-	District Bus Stand/Taxi Stand
Kurang Kumey	Palin and Nyapin		-	District Bus Stand/Taxi Stand
Papum Pare	Ganga Lake		-	District Bus Stand/Taxi Stand
Tawang	Tawang Monastery		Tawang Festival	District Bus Stand/Taxi Stand

District	Tourist Destinations	Survey Period	Festival	Entry-Exit Point
Upper Siang	Moulong National Wildlife Sanctuary	Throughout the year	-	District Bus Stand/Taxi Stand
Upper Subansiri	Daporijo		-	District Bus Stand/Taxi Stand
West Kameng	Sela Pass		-	District Bus Stand/Taxi Stand
West Siang	Malinithan		-	District Bus Stand/Taxi Stand
Tirap	-	-	-	-

As indicated in the Methodology for the current study in the tender document, the number of districts and population of towns to be considered are as per the data of census 2001. The sample distribution was on the basis of the 2001 census however the survey was conducted at all the districts and important destinations of the state

### 1.3 Key Survey Findings

Table 1.4: Key Survey Findings

Description	Value	Unit
Average Duration of Stay for Domestic Tourists	1.13	Nights
Average Duration of Stay for Foreign Tourists	1.0	Nights
Overnight Domestic Tourists	429597	Nos
Overnight Foreign Tourists	4746	Nos
Same Day Domestic Tourists	1501743	Nos
Same Day Foreign Tourist	6015	Nos

### 1.4 Comments and Approval on Draft Report by Arunachal Pradesh Tourism Department

A presentation and discussion on the findings of the draft report was undertaken by Mott MacDonald representative on 17<sup>th</sup> March 2016 at Arunachal Pradesh Tourism Directorate office in Itanagar where Shri. Shailesh Kumar (Dy. Director), representing Ministry of Tourism and from Arunachal Pradesh Tourism department Shri. Joram Beda (Secretary), Shri. Karma Leki (Director), Shri. Takom Kena (Tourist Information officer) was present.

The presentation contained the brief approach and methodology; inception workshop conducted in Itanagar on 18<sup>th</sup> December 2013, Tourism destinations where survey was carried out, Key findings and Visitor profile. Subsequently the department conveyed the approval along with the following comments on the revised draft report by letter dated 8<sup>th</sup> April 2016:

- Non-inclusion of Home-stay data under accommodation
- Pilgrims members were underestimated, as some of the pilgrims site were not surveyed
- Exit points data were not accurate as many of tourists who visit the state travel by hired car and personal vehicles which were not undertaken
- Hotel Tariffs on the survey report was under-priced as hotel charges are higher in the state compared to the survey data

The comments of the state government department were reviewed and the necessary changes have been incorporated in the final report.



## 2 Sampling Plan

### 2.1 Visitor Survey at Tourism Destinations

According to Census 2001, since the total number of districts in the state of Arunachal Pradesh is 13, The total estimated sample size of brief survey at tourist destination is estimated to be 93600 (600 per district per month). The district-wise monthly sampling plan for brief survey at tourist destination is provided below:

Table 2.1: District wise sampling plan for survey.

Sr.No.	Tourist Destination	Sample Size per Month	Sample Size Yearly
1	Changlang	600	7200
2	Dibang Valley(Lower & Upper)	600	7200
3	East Kameng	600	7200
4	East Siang	600	7200
5	Lohit & Anjaw	600	7200
6	Lower Subansiri	600	7200
7	Kurang Kumey	600	7200
8	Papum Pare	600	7200
9	Tawang	600	7200
10	Upper Siang	600	7200
11	Upper Subansiri	600	7200
12	West Kameng	600	7200
13	West Siang	600	7200
	Total (Arunachal Pradesh)	8400	93600

**As indicated in the Methodology for the current study in the tender document, the number of districts and population of towns have to be considered as per the data of census 2001. The census data was considered only for the calculation and distribution of the survey samples and the survey covered all the new districts of the state and the important destinations falling under these districts.**

The survey was conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations were collected in advance for the 12-month period. In a particular month at a particular destination, survey was done during 2 weeks. In the first week, first 3 days of the week was covered, and in the second week last 4 days of the week were covered. For this purpose, first day of the month was considered as the first day of the week. The dates of survey at a tourist destination during the 12 months was as follows.

Table 2.2: Short Survey Schedule

Month	Weeks	Days of Weeks	Dates of the month
<b>First</b>	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
<b>Second</b>	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
<b>Third</b>	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
<b>Fourth</b>	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21
<b>Fifth</b>	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
<b>Sixth</b>	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17, 25,26,27,28
<b>Seventh to Twelve</b>	Above pattern will be repeated		

The date and week on which important tourism event is scheduled to take place at the selected tourist destination was positively covered. In the case of the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates were substituted by the week/dates of the special event.

## 2.2 Accommodation Unit

Every Month, all the classified hotels were covered for collecting both the information (Particulars of the accommodation unit & Information about overnight visitors). For the remaining 3 categories (Having more than 20 rooms, having 10-20 rooms & having less than 10 rooms) of accommodation units, 10% of the units in each were covered in every month. These 10% accommodation units were selected by using circular systematic sampling method. This information was collected every month for the preceding month. Every quarter the frame-list of accommodation units was updated to capture any change in the accommodation units in the district.

## 2.3 Entry – Exit Point

As per 2001 census the State of Arunachal Pradesh has 13 districts, total sample size for exit survey is estimated to be 20800 (400 per Quarter per district). As the information collected in the exit survey is to be used for estimating the number of non-leisure visitors in the district, the exit survey was conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month were covered on representative basis. Taking into consideration, the terms of reference, the district-wise sampling plans at entry-exit point was provided in the table 2.3:

Table 2.3: District wise distribution of the entry-exit survey

Sr. No.	Tourist Destination	First Quarter (First Month of Every Quarter)	Second Quarter (First Month of Every Quarter)	Third Quarter (First Month of Every Quarter)	Fourth Quarter (First Month of Every Quarter)	Total
1	Changlang	400	400	400	400	1600
2	Dibang Valley(Lower & Upper)	400	400	400	400	1600
3	East Kameng	400	400	400	400	1600
4	East Siang	400	400	400	400	1600
5	Lohit & Anjaw	400	400	400	400	1600
6	Lower Subansiri	400	400	400	400	1600
7	Kurang Kumey	400	400	400	400	1600
8	Papum Pare	400	400	400	400	1600
9	Tawang	400	400	400	400	1600
10	Upper Siang	400	400	400	400	1600
11	Upper Subansiri	400	400	400	400	1600
12	West Kameng	400	400	400	400	1600
13	West Siang	400	400	400	400	1600
	Total (Arunachal Pradesh)	5200	5200	5200	5200	20800

Source: IMM Analysis

Ideally the sample size should be equally distributed among domestic and foreign visitors however, in places where foreign visitors, were not available throughout the month the sample size allocated for them was

allocated to domestic visitors. The timetable for the survey in the first quarter would form the basis of exit survey for the remaining part of the year. Thus during the 1<sup>st</sup> Quarter the distribution of sample size was as follows:

Table 2.4: Exit survey schedule

Sr.	Weeks	Days	Dates of the month	Sample Size
1	1st week	1-3	1,2,3	50
2	2nd week	4-7	11, 12, 13, 14	50
3	3rd week	1-3	15, 16, 17	50
4	4th week	4-7	25, 26, 27, 28	50

Within given week, the sample size was equally distributed among the entry-exit points. The remaining sample of 200 were distributed accordingly based on the secondary information about the flow of travellers' traffic. For the remaining 3 quarters the sample size was reallocated among the week days as per the experience of daily tourist flow in the 1<sup>st</sup> quarter.

## 2.4 Sample Distribution among States for the Exit Survey

The sample size for each district covered in the Exit Survey was 400 per quarter. Initially equal number of domestics and foreign visitors were to be covered, but as adequate foreign visitors were not available throughout the month, the sample size allocated for them was allocated to domestic visitors as specified in the RFP. The distribution of tourists interviewed in the Exit survey for each of the 4 Quarters (June 2014, September 2014, December 2014, and March 2015).

## 2.5 Exit Survey Details

Table 2.5: Exit survey Details (June 2014-May 2015)

Sr. No	District	Jun	Sep	Dec	Mar	Apr	May	Total
1	Changlang	402	340	558	420	222	184	2126
2	Dibang Valley(Lower & Upper)	516	204	324	0	440	360	1844
3	East Kameng	453	400	636	456	208	222	2375
4	East Siang	336	204	317	0	0	0	857
5	KurangKumey	420	190	294	0	242	226	1372
6	Lohit & Anjaw	400	108	174	0	120	188	990
7	Lower Subansiri	450	100	270	204	204	0	1228
8	Papum Pare	398	160	756	140	0	0	1454
9	Tawang	406	146	358	320	0	0	1230
10	Upper Siang	416	650	464	419	0	0	1949
11	Upper Subansiri	740	160	332	600	0	0	1832
12	West Kameng	178	0	440	0	420	0	1038
13	West Siang	400	406	512	1002	234	256	2810
		5515	3068	5435	3561	2090	1436	21105

Table 2.5 gives exit survey details.

## 2.6 Month Wise Short Survey Sample Covered in the Study

Table 2.6: Distribution of Short Survey Samples (June 2014-May 2015)

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
<b>Aggregate Sample Size</b>		5341	4424	2232	2356	6371	6422	9433	12985	15791	15903	15628	16034	112920
<b>Overnight Visitors</b>	Foreigner	0.02%	0.05%	0.13%	0.04%	0.09%	0.28%	0.45%	0.10%	0.49%	0.34%	0.44%	0.28%	0.29%
	Domestic from other state	6.03%	2.89%	0.81%	14.60%	2.48%	0.34%	0.45%	0.31%	0.75%	0.00%	0.24%	1.27%	1.27%
	Domestic from same city	0.22%	1.58%	0.00%	0.04%	0.06%	0.09%	0.06%	0.00%	0.00%	0.58%	0.96%	0.21%	0.33%
	Domestic from same district	6.27%	5.06%	0.00%	5.81%	5.21%	0.31%	13.87%	8.47%	9.78%	10.66%	4.33%	1.88%	6.80%
	Domestic from same state other district	21.76%	17.99%	1.25%	35.23%	28.25%	21.08%	9.94%	5.11%	8.89%	5.86%	15.41%	23.05%	14.18%
	<b>Total</b>	<b>34.30%</b>	<b>27.58%</b>	<b>2.20%</b>	<b>55.73%</b>	<b>36.10%</b>	<b>22.11%</b>	<b>24.76%</b>	<b>13.99%</b>	<b>19.90%</b>	<b>17.44%</b>	<b>21.37%</b>	<b>26.70%</b>	<b>22.87%</b>
<b>Same Day Visitor</b>	Foreigner	0.17%	0.23%	0.22%	0.17%	0.02%	0.06%	0.05%	0.05%	0.03%	0.03%	0.04%	0.04%	0.06%
	Domestic from other state	0.26%	0.95%	0.00%	0.38%	2.64%	0.59%	0.00%	0.05%	0.28%	0.00%	0.17%	0.00%	0.31%
	Domestic from same city	21.44%	20.12%	0.00%	8.02%	5.40%	1.71%	35.28%	36.32%	28.56%	9.88%	31.94%	37.31%	24.60%
	Domestic from same district	32.43%	36.93%	7.53%	23.90%	40.97%	3.61%	29.11%	47.15%	38.84%	66.57%	35.22%	28.72%	37.76%
	Domestic from same state other district	11.40%	14.20%	90.05%	11.80%	14.88%	71.91%	10.79%	2.45%	12.39%	6.07%	11.26%	7.23%	14.41%
	<b>Total</b>	<b>65.70%</b>	<b>72.42%</b>	<b>97.80%</b>	<b>44.27%</b>	<b>63.90%</b>	<b>77.89%</b>	<b>75.24%</b>	<b>86.01%</b>	<b>80.10%</b>	<b>82.56%</b>	<b>78.63%</b>	<b>73.30%</b>	<b>77.13%</b>

## 2.7 Month Wise Domestic Visitor in Arunachal Pradesh

Table 2.7: District and month Wise domestic visitor in Arunachal Pradesh (June 2014-May 2015)

		Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
<b>1</b>	Changlang	22512	17661	14454	24942	33499	23786	3152	5704	5419	7837	8593	7813	175372
<b>2</b>	East Kameng	4319	0	7975	16451	33273	23897	8808	15090	12344	14028	14695	14135	165015
<b>3</b>	West Kameng	10978	24246	0	7600	5632	4269	8993	16837	14080	14157	14619	15420	136831
<b>4</b>	East Siang	1135	23301	0	7365	9180	6840	3462	6894	5500	8373	8263	8513	88826
<b>5</b>	West Siang	1400	11947	11444	12083	12108	6227	3509	6965	6133	6434	6435	6465	91150
<b>6</b>	Upper Siang	6226	0	0	11519	22553	18909	24979	40519	36648	38121	38120	41683	279277
<b>7</b>	Kurung Kumey	9445	8445	12930	12513	28393	18376	15699	23245	21062	23771	24374	25614	223867
<b>8</b>	Lohit Distt.(Lohit&A njaw)	2609	3251	0	8228	12646	13660	3300	5778	4622	4925	4970	5489	69478
<b>9</b>	Dibang Valley(Lower & Upper)	432	2994	0	11079	15737	13914	2668	4070	3770	5633	5709	5951	71957
<b>10</b>	Lower Subansiri	7302	7166	7391	9592	7529	4841	19399	41102	37932	40423	43851	42713	269241
<b>11</b>	Upper Subansiri	5367	4086	0	10679	7311	5370	7350	15530	13653	13328	12404	12019	107097
<b>12</b>	Papum Pare	4445	3143	1997	9926	10545	9998	8285	11212	10515	10682	9536	9263	99547
<b>13</b>	Tawang	1871	12055	7633	9603	24549	20954	10388	13131	13723	13922	12815	13038	153682
	<b>Total</b>	<b>78041</b>	<b>118295</b>	<b>63824</b>	<b>151580</b>	<b>222955</b>	<b>171041</b>	<b>119992</b>	<b>206077</b>	<b>185401</b>	<b>201634</b>	<b>204384</b>	<b>208116</b>	<b>1931340</b>

Table 2.7 gives district wise and month wise domestic visitor's details in Arunachal Pradesh. October has the highest number of domestic visitor and August has the least number of domestic visitors. Amongst the districts Upper Siang has the highest number of domestic visitors and Lohit has the minimum number of domestic visitors.

## 2.8 Month Wise Foreign Visitor in Arunachal Pradesh

Table 2.8: District and month Wise foreign visitors in Arunachal Pradesh (June 2015-May 2016)

	District	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
1	Changlang	0	0	0	0	0	0	0	0	0	0	0	0	0
2	East Kameng	0	0	0	0	0	0	0	0	0	0	0	110	110
3	West Kameng	13	51	60	101	120	130	140	163	160	110	90	120	1258
4	East Siang	64	75	65	140	135	110	90	110	110	130	105	50	1184
5	West Siang	0	0	0	0	0	0	0	0	0	0	0	0	0
6	Upper Siang	0	0	0	0	0	0	0	0	0	0	0	0	0
7	Kurung Kumey	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Lohit Distt.(Lohit&Anjaw)	0	0	0	0	0	0	0	0	0	0	0	0	0
9	Dibang Valley (Lower & Upper)	0	0	0	0	0	0	0	0	0	0	0	0	0
10	Lower Subansiri	0	0	0	0	0	0	0	0	0	0	0	0	0
11	Upper Subansiri	17	30	0	0	0	0	0	0	0	0	0	260	307
12	Papum Pare	268	185	158	434	465	455	615	505	530	490	410	435	4950
13	Tawang	97	118	110	145	270	238	380	384	340	360	300	210	2952
	Total	459	459	393	820	990	933	1225	1162	1140	1090	905	1185	10761

Table 2.8 shows that highest number of foreign visitors come to Arunachal Pradesh in February and minimum visit the state in August. Papum Pare district has the highest number of foreign visitors.

## 2.9 Month Wise Total Visitors in Arunachal Pradesh

Table 2.9 shows that highest number of total visitors visits Arunachal Pradesh in October and least number in August. Similarly, district wise Upper Siang has the maximum number of total visitors and Lohit has the minimum number of total visitors.

Table 2.9: District and month Wise Total visitors in Arunachal Pradesh (June 2014-May 2015)

	District	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
1	Changlang	22512	17661	14454	24942	33499	23786	3152	5704	5419	7837	8593	7813	175372
2	East Kameng	4319	0	7975	16451	33273	23897	8808	15090	12344	14028	14695	14245	165125
3	West Kameng	10991	24297	60	7701	5752	4399	9133	17000	14240	14267	14709	15540	138089
4	East Siang	1199	23376	65	7505	9315	6950	3552	7004	5610	8503	8368	8563	90010
5	West Siang	1400	11947	11444	12083	12108	6227	3509	6965	6133	6434	6435	6465	91150
6	Upper Siang	6226	0	0	11519	22553	18909	24979	40519	36648	38121	38120	41683	279277
7	Kurung Kumey	9445	8445	12930	12513	28393	18376	15699	23245	21062	23771	24374	25614	223867
8	Lohit Distt (Lohit&Anjaw)	2609	3251	0	8228	12646	13660	3300	5778	4622	4925	4970	5489	69478
9	Dibang Valley(Lower & Upper)	432	2994	0	11079	15737	13914	2668	4070	3770	5633	5709	5951	71957
10	Lower Subansiri	7302	7166	7391	9592	7529	4841	19399	41102	37932	40423	43851	42713	269241
11	Upper Subansiri	5384	4116	0	10679	7311	5370	7350	15530	13653	13328	12404	12279	107404
12	Papum Pare	4713	3328	2155	10360	11010	10453	8900	11717	11045	11172	9946	9698	104497
13	Tawang	1968	12173	7743	9748	24819	21192	10768	13515	14063	14282	13115	13248	156634
	Total	78500	118754	64217	152400	223945	171974	121217	207239	186541	202724	205289	209301	1942101

## 3 Key Survey Findings

The key survey findings are provided in the subsequent sections.

### 3.1 Findings on visitors

Table 3.1: Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Month	No of visits by domestic visitors			No of visits by Foreign visitors		
	Over Night	Same Day	Total	Over Night	Same Day	Total
Jun-14	15616	11175	26791	116	124	240
Jul-14	5953	17716	23669	157	267	424
Aug-14	270	13299	13569	160	210	370
Sep-14	16753	13019	29772	274	501	775
Oct-14	9683	15548	25231	335	560	895
Nov-14	4563	15090	19653	285	603	888
Dec-14	6041	17284	23325	400	710	1110
Jan-15	9066	30250	39316	518	589	1107
Feb-15	6821	28264	35085	520	550	1070
Mar-15	6571	31748	38319	530	480	1010
Apr-15	8053	30205	38258	480	365	845
May-15	10101	29073	39174	550	590	1140
<b>Total</b>	<b>99491</b>	<b>252671</b>	<b>352162</b>	<b>4325</b>	<b>5549</b>	<b>9874</b>

Table 3.1 shows that total numbers of visits to tourist destinations by domestic leisure were maximum in January and minimum in August. Maximum number of domestic overnight leisure visits were in September and minimum were in August. Maximum number of same day domestic leisure visits occurs in March and minimum in June. Similarly, maximum number of foreign leisure visits were during December to May.

Table 3.2: Total number of domestic and foreign leisure tourists & same day No. of visitors

Month	No. of Visitors – Domestic			No. of Visitors – Foreign		
	Overnight	Same Day	Total	Overnight	Same Day	Total
Jun-14	13233	3257	16490	116	124	240
Jul-14	5835	16303	22138	157	267	424
Aug-14	270	12835	13105	160	210	370
Sep-14	15821	12577	28398	274	501	775
Oct-14	9299	14892	24191	335	560	895
Nov-14	4246	14624	18870	285	603	888
Dec-14	5945	17110	23055	400	710	1110
Jan-15	8933	29930	38863	518	589	1107
Feb-15	6727	27956	34683	520	550	1070
Mar-15	6394	31551	37945	530	480	1010
Apr-15	7951	29998	37949	480	365	845
May-15	10152	28307	38459	550	590	1140
<b>Total</b>	<b>94806</b>	<b>239340</b>	<b>334146</b>	<b>4325</b>	<b>5549</b>	<b>9874</b>

Table 3.2 shows that March & May has the maximum and June has the minimum of total number of domestic leisure tourists. Similarly, May has the maximum and June has the minimum of total number of foreign leisure tourists.

Table 3.3: Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Month	Number of Tourists			Number of Same day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
Jun-14	13233	5518	18751	3257	56033	59290

Month	Number of Tourists			Number of Same day Visitors		
Jul-14	5835	12340	18175	16303	83817	100120
Aug-14	270	4530	4800	12835	46189	59024
Sep-14	15821	7358	23179	12577	115824	128401
Oct-14	9299	44631	53930	14892	154133	169025
Nov-14	4246	34254	38500	14624	117917	132541
Dec-14	5945	24940	30885	17110	71997	89107
Jan-15	8933	43350	52283	29930	123864	153794
Feb-15	6727	38282	45009	27956	112436	140392
Mar-15	6394	39334	45728	31551	124355	155906
Apr-15	7951	39758	47709	29998	126677	156675
May-15	10152	40496	50648	28307	129161	157468
<b>Total</b>	<b>94806</b>	<b>334791</b>	<b>429597</b>	<b>239340</b>	<b>1262403</b>	<b>1501743</b>

Table 3.3 shows that total numbers of leisure and non-leisure domestic tourists were maximum in October and minimum in August. Similarly, total number of leisure and non-leisure same day visitors were maximum in October and minimum were in June.

Table 3.4: Total Number of Leisure and Non-Leisure Foreign Tourists and Same Day Visitors

Month	Number of Tourists			Number of Same day Visitors		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
Jun-14	116	81	197	124	138	262
Jul-14	157	25	182	267	10	277
Aug-14	160	15	175	210	8	218
Sept-14	274	40	314	501	5	506
Oct-14	335	30	365	560	65	625
Nov-14	285	15	300	603	30	633
Dec-14	400	55	455	710	60	770
Jan-15	518	40	558	589	15	604
Feb-15	520	15	535	550	55	605
Mar-15	530	25	555	480	55	535
Apr-15	480	50	530	365	10	375
May-15	550	30	580	590	15	605
<b>Total</b>	<b>4325</b>	<b>421</b>	<b>4746</b>	<b>5549</b>	<b>466</b>	<b>6015</b>

Table 3.4 shows that total number of leisure and non-leisure foreign tourists were maximum in May and minimum in August. Similarly, total numbers of same day visitors were maximum in in December and minimum in August.

Table 3.5: Total Number of Domestic and Foreign Tourists and Day Visitors

Month	Number of Tourists			Number of Same day Visitors		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Jun-14	18751	197	18948	59290	262	59552
Jul-14	18175	182	18357	100120	277	100397
Aug-14	4800	175	4975	59024	218	59242
Sept-14	23179	314	23493	128401	506	128907
Oct-14	53930	365	54295	169025	625	169650
Nov-14	38500	300	38800	132541	633	133174
Dec-14	30885	455	31340	89107	770	89877
Jan-15	52283	558	52841	153794	604	154398
Feb-15	45009	535	45544	140392	605	140997

Month	Number of Tourists			Number of Same day Visitors		
Mar-15	45728	555	46283	155906	535	156441
Apr-15	47709	530	48239	156675	375	157050
May-15	50648	580	51228	157468	605	158073
<b>Total</b>	<b>429597</b>	<b>4746</b>	<b>434343</b>	<b>1501743</b>	<b>6015</b>	<b>1507758</b>

Table 3.5 shows that total numbers of domestic and foreign tourists were maximum in October and minimum in August. Similarly, total numbers of domestic and foreign day visitors were maximum in October and minimum in August.

Table 3.6: Distribution of Domestic and Foreign Tourists by place of Stay

Month	Number of Domestic Tourists				Number of Foreign Tourists			
	Staying in Hotels	Staying with friends and relatives	Staying Else where	Total	Staying in Hotels	Staying with friends and relatives	Staying Else where	Total
Jun-14	2876	10543	5332	18751	116	81	0	197
Jul-14	5704	6844	5627	18175	157	25	0	182
Aug-14	1958	476	2366	4800	160	15	0	175
Sep-14	10338	6855	5986	23179	274	40	0	314
Oct-14	33991	15382	4557	53930	335	30	0	365
Nov-14	24409	10620	3471	38500	285	15	0	300
Dec-14	19398	9673	1814	30885	400	55	0	455
Jan-15	32811	16636	2836	52283	518	40	0	558
Feb-15	29269	13401	2339	45009	520	15	0	535
Mar-15	30274	13162	2292	45728	530	25	0	555
Apr-15	30649	14653	2407	47709	480	50	0	530
May-15	31592	16222	2834	50648	550	30	0	580
<b>Total</b>	<b>253269</b>	<b>134467</b>	<b>41861</b>	<b>429597</b>	<b>4325</b>	<b>421</b>	<b>0</b>	<b>4746</b>

Table 3.6 shows that Maximum number of domestic tourists stayed in Hotel followed by staying with friends and relatives. Similarly, maximum numbers of foreign tourists stay in hotels followed by staying with friends and relatives.

### 3.2 Findings based on Survey of Accommodation units

Table 3.7: No. of accommodation units, Rooms / Beds Available and Bed Occupancy Rate

Month	No. of Accommodation Units	No. of Rooms	Nos of Beds	No of Beds Occupied per month	Occupancy rate
Jun-14	95	1130	2178	4132	6%
Jul-14	95	1130	2178	5827	9%
Aug-14	95	1130	2178	3535	5%
Sep-14	95	1130	2178	12228	19%
Oct-14	95	1130	2178	49592	73%
Nov-14	95	1130	2178	25257	39%
Dec-14	95	1130	2178	25736	38%
Jan-15	95	1130	2178	35921	55%
Feb-15	95	1130	2178	32573	53%
Mar-15	95	1130	2178	32451	48%
Apr-15	95	1130	2178	34795	53%



Month	No. of Accommodation Units	No. of Rooms	Nos of Beds	No of Beds Occupied per month	Occupancy rate
<b>May-15</b>	95	1130	2178	34899	52%

Table 3.7 shows that maximum number of be occupancy rate was in October and minimum was in August.

Table 3.8: Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Month	No. of Guests checked in			Total No. of bed night spent			Average Duration of Stay (Bed Nights/Tourist)		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
<b>Jun-14</b>	3640	104	3744	4018	114	4132	1.10	1.10	1.10
<b>Jul-14</b>	4595	157	4752	5670	157	5827	1.23	1.00	1.23
<b>Aug-14</b>	2610	160	2770	3375	160	3535	1.29	1.00	1.28
<b>Sep-14</b>	10338	274	10612	11954	274	12228	1.16	1.00	1.15
<b>Oct-14</b>	33991	365	34356	49227	365	49592	1.45	1.00	1.44
<b>Nov-14</b>	24384	300	24684	24957	300	25257	1.02	1.00	1.02
<b>Dec-14</b>	19400	455	19855	25281	455	25736	1.30	1.00	1.30
<b>Jan-15</b>	32810	558	33368	35363	558	35921	1.08	1.00	1.08
<b>Feb-15</b>	29269	535	29804	32038	535	32573	1.09	1.00	1.09
<b>Mar-15</b>	30275	555	30830	31896	555	32451	1.05	1.00	1.05
<b>Apr-15</b>	32991	530	33521	34265	530	34795	1.04	1.00	1.04
<b>May-15</b>	31594	580	32174	34319	580	34899	1.09	1.00	1.08
<b>Total</b>	255897	4573	260470	292363	4583	296946	1.14	1.00	1.14

Table 3.8 shows that total number of guests checked in was maximum in January and April with minimum in August. Total number of bed night spent was maximum in January and minimum in August. Similarly, average duration stay was maximum in October and minimum in November.

Tables 3.9 onwards give the quarterly data pertaining to information collected from accommodation survey held in the district of Arunachal Pradesh. As shown in the tables below, the number of accommodation units was 95 during the period May 2014 – April 2015. These accommodation units employ nearly around 943 persons. most the accommodation units fall under the Non- Star category.

Table 3.9: Number of Accommodation units, Rooms, Beds and Employment

	No of AUs	No of Rooms	No of Beds	No of Employees		
				Temporary	Permanent	Total
<b>June 14-May 15</b>	95	1130	2178	886	57	943

As shown in table 3.9, the number of accommodation units was 95 during all the quarters. These accommodation units employ nearly 943 persons.

Table 3.10: Distribution of Employees in Accommodation Units by Age Group

	No of AUs	No of employees	18-25	26-30	31-40	41-50	> 51 years
<b>June 14-May 15</b>	95	943	48%	35%	17%	1%	0%

It can be observed that from table 3.10, majority of employees (48%) are aged between 18 to 25 years, followed by 35% of employees who falls in the age group of 26 to 30 years.

Table 3.11: Distribution of Employees in Accommodation Units by Service

	No of AUs	No of employees	Management	F&B	House Keeping	Others
<b>June 14-May 15</b>	95	943	8%	51%	26%	15%

Table 3.11 shows that, employees from Management and F&B and contribute 51% of total distribution of employees in accommodation units by service and rest are being shared by employees from other category.

Table 3.12: Category-wise Distribution Accommodation Units

	Classified		Non Classified			Sub Total	Total
		Less Than 10 Rooms	10-20 Rooms	Having more than 20 Rooms			
<b>June 14-May 15</b>	6	31	50	8	89	95	

The above table 3.12 reveal that, there are 89 Non-Classified accommodation units and 6 classified units.

Table 3.13: Distribution Accommodation Units by Types

	Govt.	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
<b>June 14-May 15</b>	5	0	0	0	3	3	1	0	0	83	0	0	0	0	0	0

\*A. 5 Star Deluxe Hotel, B. 5 Star Hotel, C. 4 Star Hotel, D. 3 Star Hotel, E. 2 Star Hotel  
 F. 1 Star Hotel, G. Apartment Hotel, H. Heritage Hotel, I. Non Star Hotel, J. Motel  
 K. Govt. Guest House/Circuit House/Bhawan/Sadan, L. Dharamshala, M. Friends & Relatives  
 N. Gurudwara/Temple/Monastery, O. Bed & Breakfast Unit, P. Youth/YMCA Hostel  
 Q. Private Guest House/Rent House/Tourist Bungalow, R. If any other, Specify

It can be seen from the above table 3.13; that majority of the Accommodation Units are of Non-Star Hotels types.

### 3.3 List of Home-stay in Arunachal Pradesh

The list of the home-stay was collected from Arunachal Pradesh tourism Department and same has been incorporated below:

Table 3.14: List of Homestays in Arunachal Pradesh

Sl .No	Homestay Name	Owner's Name	Location/District
1	Dream Chazin Homestay	Ms. Khandu Sarjo	Mechuka, West Siang Dist
2	Dorsom	Shri Tashi Dorsom	Mechuka, West Siang Dist
3	Naksang	Shri Dawa Tashi Naksang	Mechuka, West Siang Dist
4	Almost Heritage	Smti Dorjee Lhamu Sona	Mechuka, West Siang Dist
5	Potola	Shri Norbu Narsang	Mechuka, West Siang Dist
6	Gayboo's Traditional	Ms. Khandu Narsang	Mechuka, West Siang Dist
7	Narmi	Smti Otok Tamuk	Pasighat, East Siang Dist
8	Pineapple	Smti Marry Koyu	Pasighat, East Siang Dist
9	K.Gumin	Smti Oter Ering Tayeng	Pasighat, East Siang Dist
10	Gumin Ane	Smti Mum Dai Taloh	Pasighat, East Siang Dist
11	Takar	Smti Yane Dai	Pasighat, East Siang Dist
12	Tayeng	Shri Gumbo Tayeng	Bodak, East Siang Dist
13	Nanam	Smtii Osi Tatak	Takilalung Village, East Siang Dist
14	Ayiremi	Smti Odi Taning	Takilalung Village, East Siang Dist
15	Tuniang	Shri Tanong Tatak	Takilalung Village, East Siang Dist
16	Abor Country	Shri Oken Tayeng	Takilalung Village, East Siang Dist
17	Takar-Pu	Smti Kongo Sonam	Seppa, East Kameng Dist
18	Kameng	Shri Abar Tallo	Seppa, East Kameng Dist
19	View Point	Smti Tilling Yaneng	Ziro, Lower Subhansiri Dist

Sl .No	Homestay Name	Owner`s Name	Location/District
20	Joram	Shri Tageng Hina	Joram Village, Lower Subhansiri Dist
21	Dogindo	Shri Hage Dolo	Ziro, Lower Subhansiri Dist
22	Tam Yamyang	Smti Narang Yamyang	Ziro, Lower Subhansiri Dist
23	Dolo Mondo	Shri Michi Tajo	Ziro, Lower Subhansiri Dist
24	Suchusi	Smti Hibu Yache	Ziro, Lower Subhansiri Dist
25	Rose	Smti Rosy Mudang	Ziro, Lower Subhansiri Dist
26	N.K Homestay	Smti Hage Anu	Ziro, Lower Subhansiri Dist
27	Buhang	Smti Takhe Ankha	Ziro, Lower Subhansiri Dist
28	Abasa	Smti Kago Kampu	Ziro, Lower Subhansiri Dist
29	Jajang Nello	Shri Koj Mama	Ziro, Lower Subhansiri Dist
30	Ngunu Ziro	Smti Punyo Yalung	Ziro, Lower Subhansiri Dist
31	Yanya	Smti Pura Yanya	Ziro, Lower Subhansiri Dist
32	Ark	Smti Tasso Rinyo	Ziro, Lower Subhansiri Dist
33	Tamo	Shri Tamo Tamang	Ziro, Lower Subhansiri Dist
34	Danyi Pillo	Smti Nada Yasha	Ziro, Lower Subhansiri Dist
35	Nehabo	Smti Hinyo Amung	Ziro, Lower Subhansiri Dist
36	Supung	Smti Dusu Yami	Ziro, Lower Subhansiri Dist
37	Ann	Smti Bengia Yamin	Yazali, Lower Subhansiri Dist
38	Yaza	Techi Yasi	Yazali, Lower Subhansiri Dist
39	Ajin	Smt Likha Yager	Yazali, Lower Subhansiri Dist
40	Kamla Valley	Smti Yukar Yader	Raga, Lower Subhansiri Dist
41	Tara	Smti Phurpa Lhamu	Tawang, Tawang Dist
42	Homestay Comfort	Smti Chumi Sona	Tawang, Tawang Dist
43	Tawang	Smti Tsering Lhamu	Tawang, Tawang Dist
44	Dolar	Smti Tashi Dolkar	Tawang, Tawang Dist
45	Lemberdung	Smti Nawang Youton	Tawang, Tawang Dist
46	Tashi	Smti Tashi Sangmu Kee	Tawang, Tawang Dist
47	T.L Homestay	Smti Tenzin Lhamu	Shyo Village, Tawang Dist
48	Sangey	Smti Tsering Dolkar	Shyo Village, Tawang Dist
49	Namgey`s Homestay	Shri Namgey Ngurup	Shyo Village, Tawang Dist
50	Nawang Chota`s Homestay	Shri Nawang Chota	Zemithang Circle, Tawang Dist
51	Tashi Phuntso	Shri Rinchin Tashi	Zemithang Circle, Tawang Dist
52	Tenzin Gyatso	Tenzin Gyatso	Zemithang Circle, Tawang Dist
53	Chumey Yangzom	Shri Chume Yangzom	Zemithang Circle, Tawang Dist
54	Rinchin Tsewang	Shri Rinchin Tsewang	Zemithang Circle, Tawang Dist
55	Panden	Shri Panden Tsewang	Zemithang Circle, Tawang Dist
56	Anya	Smti Jonam Anya	Yazali, Lower Subhansiri Dist

## 4 Visitor Profiling Tables

Table 4.1: Age Distribution of Sample Visitors in Arunachal Pradesh

Age Group	% of Domestic Overnight Visitors				% of Domestic Day Visitors				% of Foreign Overnight Visitors			
	Male		Female		Male		Female		Male		Female	
	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%
15-24	631	12%	88	1%	1686	11%	391	2%	2	4%	2	4%
25-34	1617	31%	274	5%	4518	29%	914	5%	18	33%	0	0%
35-44	1296	25%	238	4%	3507	23%	812	5%	8	15%	4	7%
45-60	962	18%	139	3%	2921	20%	605	4%	18	33%	2	4%
> 60	87	2%	5	0%	251	2%	61	0%	0	0%	0	0%
<b>Total</b>	<b>4593</b>	<b>87%</b>	<b>744</b>	<b>13%</b>	<b>12883</b>	<b>84%</b>	<b>2783</b>	<b>16%</b>	<b>46</b>	<b>85%</b>	<b>8</b>	<b>15%</b>

From Table 4.1 it can be inferred that the predominant age group was 25-34 in both male domestic overnight and domestic day visitors. On the other hand foreign overnight predominant age group was 25-34 and 45-60. Majority of visitors are males.

Table 4.2: Sex Distribution of Sample Visitors in Arunachal Pradesh

	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors	
	No's	%	No's	%	No's	%
<b>Male</b>	4641	86%	12883	82%	46	85%
<b>Female</b>	744	14%	2783	18%	8	15%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

Sex distribution of sample visitors is shown in table 4.2. For all the categories, male visitors are majority in number (80% and above) than female visitors. In the category of foreigner Overnight visitors, ratio of female visitors is 15% in overall visitors list.

Table 4.3: Marital Status of Sample Visitors in Arunachal Pradesh

	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors	
	No's	%	No's	%	No's	%
<b>Married</b>	3697	69%	10811	69%	46	85%
<b>Recently Married</b>	644	12%	1398	9%	2	4%
<b>Never Married</b>	823	15%	2763	18%	6	11%
<b>Others</b>	221	4%	694	4%	0	0%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

From the Table 4.3 above, it can be identified that majority of sample visitors falls under the category of "Married". The category "Others" includes Widows, Divorcee etc.

Table 4.4: Educational Level of Sample Visitors in Arunachal Pradesh

	Domestic Overnight		Domestic Same Day		Foreigner Overnight	
	No's	%	No's	%	No's	%
<b>No Formal Education</b>	fs	1%	193	1%	0	0%
<b>Primary</b>	77	1%	398	3%	0	0%
<b>Secondary</b>	455	8%	1993	13%	0	0%
<b>Higher Secondary</b>	2139	40%	4620	29%	0	0%
<b>Graduate &amp; Above</b>	2478	46%	7678	49%	54	100%
<b>Technical/Professional of all levels</b>	177	3%	712	5%	0	0%
<b>Other</b>	9	0%	72	0%	0	0%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

The Table 4.4; shows the education level of sample visitors in the district. It can be observed from the table that majority of the sample visitors have educational qualification as graduate & above.

Table 4.5: Occupation Pattern of Sample Visitors in Arunachal Pradesh

	Domestic Overnight		Domestic Same Day		Foreigner Overnight visitors	
	No's	%	No's	%	No's	%
<b>Industrialist/Trader/Shop Owner</b>	768	14%	1651	11%	6	11%
<b>Self Employed Professional</b>	723	13%	1924	12%	4	7%
<b>Govt. Service</b>	1151	21%	2295	15%	16	30%
<b>Private Service</b>	1216	23%	4453	28%	20	37%
<b>Student/Researcher</b>	569	11%	2120	14%	2	4%
<b>Business</b>	683	13%	2103	13%	6	11%
<b>Agriculturist</b>	70	1%	287	2%	0	0%
<b>Housewife</b>	181	3%	640	4%	0	0%
<b>Others</b>	24	0%	193	1%	0	0%
	5385	100%	15666	100%	54	100%

It can be inferred from the above Table 4.5 that in all the categories, visitors are mostly from private services. Only 1% of domestic overnight and 2% of domestic same day visitors were found Agriculturist from the sample size.

Table 4.6: Purpose of visit by Sample Visitors in Arunachal Pradesh

	Domestic Overnight		Domestic Same Day		Foreigner Overnight	
	No's	%	No's	%	No's	%
<b>Business</b>	1806	34%	5279	34%	0	0%
<b>Holidaying, leisure and recreation</b>	1117	21%	3907	25%	54	100%
<b>Social</b>	1625	30%	3649	23%	0	0%
<b>Pilgrimage/Religious Activity</b>	236	4%	419	3%	0	0%
<b>Education/Training</b>	86	2%	419	3%	0	0%
<b>Health &amp; Medical</b>	189	4%	178	1%	0	0%
<b>Shopping</b>	112	2%	568	4%	0	0%
<b>Work Done from Govt. authorities</b>	62	1%	391	2%	0	0%
<b>Others</b>	152	3%	856	5%	0	0%
	5385	100%	15666	100%	54	100%

From the Table 4.6; it can be concluded that the main purpose of visit of the Domestic visitors was for Business. However, 30% of domestic overnight visitors and 25% of domestic same day visitors fall under Social category. Whereas, for Holidaying, leisure, and recreation, 21% of domestic overnight visitors, 25% of domestic same day visitors and 100% of foreign overnight visitors fall in this category.

Table 4.7: Mode of Transportation of Sample Visitors in Arunachal Pradesh

	Domestic visitors - within the state		Domestic visitors - Outside the state		Foreign visitors	
	Over Night	Same day	Over Night	Same day	Over Night	Same day
<b>By Train</b>	0%	0%	1%	0%	0%	0%
<b>By Bus</b>	78%	79%	70%	81%	0%	0%
<b>By Air</b>	0%	0%	0%	0%	0%	0%
<b>By Personal Vehicle</b>	3%	4%	0%	10%	0%	0%
<b>By Taxi</b>	18%	16%	30%	9%	100%	0%
<b>Others</b>	0%	1%	0%	0%	0%	0%
	100%	100%	100%	100%	100%	0%

The above Table 4.7 shows the mode of transportation of sample visitors in the district. It can be observed that most of the visitors whether within the state or outside the state, prefer by bus. Very few sample visitors prefer their personal vehicle.

Table 4.8: Travel Behaviour of Sample Visitors in Arunachal Pradesh

Frequency of Visits	Domestic Overnight		Domestic Same day		Foreign Visitors	
Once a Week or More Often	213	4%	225	1%	0	0%
Once a Fore night	42	1%	200	1%	4	7%
Once a Month	259	5%	988	6%	0	0%
Once a 3 Months	653	12%	2879	18%	2	4%
Once in 6 Months	1968	37%	6473	41%	32	59%
Once in a Year	1513	28%	3051	19%	12	22%
Less Often	737	14%	1850	12%	4	7%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

The above Table 4.8 shows the travel behaviour of sample visitors in the district. It can be observed that the frequency of domestic overnight visitors, once in six months was higher, whereas, 34% of domestic same day visitors visit once a week or more often and 100% of foreign visitor visits once in a fortnight.

Table 4.9: Propensity of availing package tour of Sample Visitors in Arunachal Pradesh

	%age of Domestic Overnight	%age of Domestic day Visitors
<b>Percentage of tourists availing package tour</b>	<b>2%</b>	<b>4%</b>

The above Table 4.9 shows that the propensity of availing package tour of the sample visitors is very less only 2% and 4% of the domestic overnight visitors and domestic day visitors respectively.

Table 4.10: Travel Arrangement Mode of Sample visitors in Arunachal Pradesh

Travel Arrangement	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors	
	No's	%	No's	%	No's	%
<b>Self</b>	5333	99%	15329	98%	54	100%
<b>Office / Employer</b>	2	0%	119	1%	0	0%
<b>Tour Operator</b>	10	0%	59	0%	0	0%
<b>Package Tour</b>	0	0%	34	0%	0	0%
<b>Others</b>	40	1%	125	1%	0	0%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

From the Table 4.10, it can be concluded that most Domestic visitors (overnight and same day) make their travel arrangements themselves and 74% of foreign overnight visitors avail tour operator during their visit to the State.

Table 4.11: Distribution of overnight visitors by place of stay of Sample Visitors in the State

	Domestic Overnight Visitors		Foreign Overnight Visitors	
	Nos	%	Nos	%
<b>3 Star Hotel</b>	24	0%	0	0%
<b>2 Star Hotel</b>	0	0%	0	0%
<b>1 Star Hotel</b>	88	2%	54	100%
<b>Apartment Hotel</b>	8	0%	0	0%
<b>Non Star Hotel</b>	2648	49%	0	0%
<b>Govt. Guest House/Circuit House/Bhawan/Sadan</b>	28	0%	0	0%
<b>Dharamshala</b>	16	0%	0	0%

	Domestic Overnight Visitors		Foreign Overnight Visitors	
	Nos	%	Nos	%
Friends & Relatives	2446	45%	0	0%
Bed & Breakfast Unit	4	0%	0	0%
Youth/YMCA Hostel	10	0%	0	0%
Private Guest House/Rent House/Tourist Bungalow	6	0%	0	0%
If any other, Specify	105	2%	0	0%
Did Not Disclose	6	0%	0	0%
	5385	100%	54	100%

From the Table 4.12, we can say that 49% of domestic overnight visitors prefer non-star hotel. On the other hand, foreign overnight visitors only prefer star hotel for their pleasant stay.

Table 4.12: Distribution of visitor by their preferred eating place of Sample Visitors in Arunachal Pradesh

	Domestic Overnight		Domestic Same Day		Foreign Overnight	
	Numbers	%	Numbers	%	Numbers	%
A	3007	56%	8309	53%	27	50%
B	72	1%	343	2%	0	0%
C	4	0%	33	0%	0	0%
D	22	0%	69	0%	0	0%
E	1	0%	55	0%	0	0%
F	1	0%	34	0%	0	0%
G	2	0%	27	0%	0	0%
H	1	0%	1	0%	0	0%
I	567	11%	1892	12%	27	50%
J	0	0%	6	0%	0	0%
K	1	0%	2	0%	0	0%
L	1032	19%	3276	21%	0	0%
M	24	0%	211	1%	0	0%
N	0	0%	0	0%	0	0%
O	0	0%	0	0%	0	0%
P	0	0%	0	0%	0	0%
Q	0	0%	0	0%	0	0%
R	651	12%	1408	9%	0	0%
S	0	0%	0	0%	0	0%
<b>Total</b>	<b>5385</b>	<b>100%</b>	<b>15666</b>	<b>100%</b>	<b>54</b>	<b>100%</b>

Eating places : A. Restaurant, B. Fast Food Outlets, C. Cafeteria, D. Dhaba, E. Bars, F. Mobile Van, G. Food Kiosk, H. Refreshment Stand , I. Place Of Lodging, J. Dharamshala/Sarai, K. Gurudwara/Temple/Monastery, L. Friends & Relatives, M. If any other, Specify

The above Table 4.12 shows the distribution of visitors by their preferred eating place. More than 50% of domestic as well as foreign overnight visitors preferred Restaurant as their eating place.

Table 4.13: Satisfaction level of services by Sample Visitors in Arunachal Pradesh

Services	Domestic Overnight Visitors				Domestic Same Day Visitor				Foreign Overnight Visitor			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Availability of Tour Operator	3210	60%	2175	40%	8492	54%	7174	46%	27	50%	27	50%
Availability of Transportation	5203	97%	182	3%	15663	100%	3	0%	54	100%	0	0%
Availability of Tourist Guide	3215	60%	2170	40%	7977	51%	7689	49%	54	100%	0	0%

	Domestic Overnight Visitors				Domestic Same Day Visitor				Foreign Overnight Visitor			
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Availability of good quality accommodation	5383	100%	2	0%	15267	97%	399	3%	54	100%	0	0%
Public Convenience	2403	45%	2982	55%	9407	60%	6259	40%	27	50%	27	50%
Eating Places	5335	99%	50	1%	15095	96%	571	4%	54	100%	0	0%
Information Centres	4104	76%	1281	24%	11403	73%	4263	27%	54	100%	0	0%
Souvenir Shops	5214	97%	171	3%	14474	92%	1192	8%	54	100%	0	0%
Entertainment Places	4097	76%	1288	24%	11258	72%	4408	28%	27	50%	27	50%
Quality of Roads	243	5%	5142	95%	1463	9%	14203	91%	0	0%	54	100%
Security	4992	93%	393	7%	13029	83%	2637	17%	54	100%	0	0%
Behaviour of Local People	5202	97%	183	3%	15419	98%	247	2%	54	100%	0	0%
Shops other than souvenir ones	4116	76%	1269	24%	11073	71%	4593	29%	54	100%	0	0%
Upkeep of tourist sites	128	2%	5257	98%	1024	7%	14642	93%	27	50%	27	50%
Accommodation tariff	121	2%	5264	98%	884	6%	14782	94%	27	50%	27	50%
Quality of Information	75	1%	5310	99%	796	5%	14870	95%	27	50%	27	50%

The above table provides the percentage distribution of satisfaction levels among domestic and foreign tourists for different service parameters. It can be inferred that, there is a favourable growth and a positive trend as most of the visitors were found satisfied with various services which are being offered in the state, except one parameter i.e. Quality of Roads.

Table 4.14: Expectation level of their visit to district / State of Sample Visitors in Arunachal Pradesh

	Domestic Overnight		Domestic Same Day		Foreign Overnight	
	Nos	%	Nos	%	Nos	%
Much Better than Expectation	79	1%	538	3%	0	0%
Somewhat better than Expectation	4533	84%	12098	77%	34	63%
As per expectation	714	13%	2507	16%	20	37%
Worse than expectation	45	1%	321	2%	0	0%
Much worse than Expectation	14	0%	202	1%	0	0%

The above Table provide the percentage distribution across different expectation levels. The table also validates that there is a positive trend, as most of the visitors found their visit to be somewhat better than their expectation.

Table 4.15: Most visited tourist destination of Sample Visitors in Arunachal Pradesh

	Visitors	% of domestic overnight	% of domestic day	% of Foreign overnight
Daporijo Town	9.55%	28.94%	2.92%	0.00%
Yingkiong Town	9.30%	12.70%	8.16%	0.00%
Mouling National Park	7.60%	4.61%	8.66%	0.00%
Pakhui Tiger Reserve	7.21%	5.96%	7.66%	0.00%
Namdapha National Park	6.57%	7.67%	6.21%	0.00%
Tawang Monastery	5.40%	4.53%	5.38%	100.00%
Mehao Lake	4.55%	2.02%	5.44%	0.00%
Itanagar	4.35%	2.69%	4.94%	0.00%
Palin Hill Station	4.11%	3.42%	4.36%	0.00%
Ita Fort	3.23%	0.06%	4.33%	0.00%
Lhagyala Gonpa	3.82%	3.55%	3.93%	0.00%
Daying Ering Wildlife Sanctuary	2.78%	1.15%	3.35%	0.00%
Pasighat Bridge	2.58%	1.62%	2.92%	0.00%
Bomdila Town	2.51%	0.45%	3.23%	0.00%



	Visitors	% of domestic overnight	% of domestic day	% of Foreign overnight
<b>Roing Town</b>	2.47%	0.37%	3.19%	0.00%
<b>Parshuram Kund</b>	2.35%	7.65%	0.54%	0.00%
<b>Ziro Valley</b>	2.27%	0.82%	2.78%	0.00%
<b>Papu Valley</b>	2.16%	2.40%	2.08%	0.00%
<b>Ganga Lake</b>	1.92%	0.63%	2.36%	0.00%
<b>Seijosa Town</b>	1.90%	2.53%	1.69%	0.00%
<b>Malinithan</b>	1.86%	1.89%	1.86%	0.00%
<b>Lohit &amp; Anjaw Monastery</b>	1.72%	0.00%	2.31%	0.00%
<b>Hapoli Town</b>	1.66%	0.41%	2.10%	0.00%
<b>Likabali</b>	1.53%	1.11%	1.67%	0.00%
<b>Talley Valley Wildlife Sanctuary</b>	1.22%	0.98%	1.30%	0.00%
<b>Nyapin Area</b>	1.19%	0.54%	1.42%	0.00%
<b>Others</b>	6.89%	4.29%	7.81%	0.00%

\*Total may not tally to 100. Table 4.15 gives an idea of most popular and important tourist destinations in the State.

Table 4.16: Popular Source of Information of tourist destination of the Sample Visitors in Arunachal Pradesh

	% of domestic Overnight	% of domestic Same day	% of Foreign overnight
<b>Newspaper</b>	9%	14%	0%
<b>Radio</b>	0%	0%	0%
<b>Television</b>	12%	10%	0%
<b>Newspaper &amp; Radio both</b>	6%	5%	0%
<b>Newspaper &amp; Television both</b>	9%	13%	0%
<b>Radio &amp; Television both</b>	1%	2%	0%
<b>All Three</b>	63%	54%	100%
<b>Total</b>	100%	100%	100%

The above Table 4.16 represent a list of popular sources from where tourist gets information about the various places of State. It can be observed that Newspapers and Television both are the most popular sources of information for domestic and all three sources preferred by foreign overnight visitors.

Table 4.17: Annual Household income of the Sample Domestic Visitors in the State

	Percentage of domestic overnight visitors	Percentage of domestic day visitors
<b>&lt; Rs. 60000</b>	21%	24%
<b>Rs. 60000 – 100000</b>	39%	28%
<b>100001 – 200000</b>	17%	16%
<b>200001 – 500000</b>	13%	22%
<b>&gt; Rs. 500001</b>	10%	10%
<b>Total</b>	100%	100%

Table 4.17 shows that 39% of domestic overnight visitors and 28% of domestic day visitors touring State have an annual House Hold Income 60 K to 1 Lakh.

Table 4.18: Annual Household income of the Sample Foreign Visitors in the State

Annual Household income of the Sample Foreign Visitors	Percentage of Foreign overnight visitors
<b>Less than \$.40,000</b>	0%
<b>\$.40,001 – \$.60,000</b>	41%

Annual Household income of the Sample Foreign Visitors	Percentage of Foreign overnight visitors
\$ .60,001 – \$.80,000	33%
\$ .80,001 – \$.1,00,000	22%
Above \$.1,00,000	4%
<b>Total</b>	<b>100%</b>

Table 4.18 shows that 41% of foreign overnight visitors touring state have an annual house hold Income in the range of \$ 40,001 to \$ 60,000 and 4% of visitors are in the bracket of above \$1,00,000.

Table 4.19: Expenses on Accommodation (Indian Rupees)

	Domestic overnight Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total
<b>3 Star Hotel</b>	0.00	1758.33	2022.10			N.A.
<b>2 Star Hotel</b>	0.00	1475	1695.1			N.A.
<b>1 Star Hotel</b>	0.00	1009.77	1161.23	0.00	1646.30	1662.8
<b>Non Star Hotel</b>	0.00	830.08	954.5			N.A.
<b>Govt.Guest House/Circuit House/Bhawan/Sadan</b>	0.00	350	402.5			N.A.
<b>Friends &amp; Relatives</b>	0.00	0.00	0			N.A.
<b>Gurudwara/Temple/Monastery</b>	0.00	0.00	0			N.A.

Table 4.19 shows the various expenses on accommodation. Foreign overnight visitors spent more on the 3 – star hotels during their overnight stay.

Table 4.20: Expenses on Food and Drinks (Indian rupees)

	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
<b>In the Accommodation Units</b>	0	486.25	486.25	Not Applicable			0	1289.26	1289.42
<b>O/s Accommodation units and during journey and transit</b>	0	585.75	585.75	0	459.67	459.67	0	1377.88	1377.78
<b>Total</b>	0	1072	1072	0	459.67	459.67	0	2667.20	2667.20

Table 4.20 shows the various expenses on Food and Drinks. It has been found that all the category of visitors spend more outside accommodation units and during journey and transit.

Table 4.21: Expenses on Transport (Indian Rupees)

Transport	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
<b>By Train</b>	0.00	203.85	203.85	0.00	543.46	543.46	N.A.		
<b>By Bus</b>	0.00	638.73	638.73	0.00	493.31	493.31	N.A.		
<b>By Air</b>	N.A.								
<b>By Personal Vehicle</b>	0.00	852.22	852.22	0.00	157.10	157.10	N.A.		
<b>By Taxi</b>	0.00	1251.22	1251.22	0.00	1625.77	1625.77	0.00	1895.23	1895.23
<b>Any Other</b>	0.00	193.50	193.50	0.00	359.04	359.04	N.A.		
<b>Total</b>	0.00	3139.52	3139.52	0.00	3178.69	3178.69	0.00	1895.23	1895.23

Table 4.21 shows the various expenses on transport. The domestic and foreign visitors spend more on taxis.

Table 4.22: Expenses on Shopping (Indian Rupees)

Shopping	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
<b>Clothing and Garments</b>	75.58	1286.73	1362.31	0	150.25	150.25	1865.00	2600.00	4465.00
<b>Processed food</b>	52.45	125.25	177.7	20.52	95.28	115.8	259.65	190.25	449.90
<b>Tobacco Products</b>	60.21	100.25	160.46	15.58	60.59	76.17	0	256.20	256.20
<b>Alcohol</b>	0	250.52	250.52	0	25.45	25.45	0	1536.20	1536.20
<b>Books, Journals, Magazines, Stationery etc</b>	10.25	15.12	25.37	5.89	5.46	11.35	390.56	180.65	571.21
<b>Total</b>	198.49	1777.87	1976.36	41.99	337.03	379.02	2515.21	4763.30	7278.51

Table 4.22 shows the various expenses on shopping. The domestic visitors as well as the foreign overnight visitors spend more on purchase of cloths and garments.

Table 4.23: Total number of Leisure Domestic Leisure Visitors from the State and outside the State

	Overnight Visitors		Domestic Day Visitors	
	Estimated Nos	%	Estimated Nos	%
<b>Arunachal Pradesh</b>	88378	93.22%	238621	99.70%
<b>Uttar Pradesh</b>	61	0.06%	11	0.00%
<b>Maharashtra</b>	30	0.03%	7	0.00%
<b>Punjab</b>	15	0.02%	4	0.00%
<b>Nagaland</b>	1279	1.35%	21	0.01%
<b>West Bengal</b>	350	0.37%	85	0.04%
<b>Mizoram</b>	578	0.61%	14	0.01%
<b>Meghalaya</b>	5	0.01%	4	0.00%
<b>Odisha</b>	56	0.06%	0	0.00%
<b>Assam</b>	2588	2.73%	488	0.20%
<b>Manipur</b>	365	0.39%	21	0.01%
<b>Delhi</b>	543	0.57%	14	0.01%
<b>Rajasthan</b>	5	0.01%	0	0.00%
<b>Karnataka</b>	91	0.10%	0	0.00%
<b>Bihar</b>	381	0.40%	21	0.01%
<b>Gujarat</b>	5	0.01%	21	0.01%
<b>Tamil Nadu</b>	5	0.01%	0	0.00%
<b>Madhya Pradesh</b>	71	0.07%	4	0.00%
<b>Kerala</b>	0	0.00%	4	0.00%
<b>Total</b>	94806	100.00%	239340	100%

Table 4.23 shows state-wise details of domestic visitors outside the state. Maximum numbers of domestic visitors outside the state visit from Assam.

Table 4.24: Total number of Foreign Leisure Visitors (Including NRI) by their country of residence

	Overnight Visitors		Same Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Australia</b>	105	2.43%	171	3.08%
<b>Bhutan</b>	473	10.94%	0	0.00%
<b>Canada</b>	53	1.22%	683	12.31%
<b>China</b>	13	0.30%	85	1.54%
<b>Germany</b>	105	2.43%	0	0.00%
<b>Ireland</b>	39	0.91%	512	9.23%
<b>Japan</b>	749	17.33%	0	0.00%
<b>Nepal</b>	131	3.04%	0	0.00%
<b>New Zealand</b>	13	0.30%	0	0.00%
<b>South Korea</b>	381	8.81%	0	0.00%
<b>Spain</b>	13	0.30%	0	0.00%
<b>United Kingdom</b>	1341	31.00%	1366	24.62%
<b>United States of America</b>	907	20.97%	2732	49.23%
<b>Total</b>	4325	100%	5549	100%

Table 4.24 shows that maximum number of foreign visitors were from USA followed by UK and South Korea.

## 5 Annexure – Additional Tables

Table 5.1: Average Destination visits – Domestic Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Changlang	1.00	1.00
2	East Kameng	1.00	1.00
3	West Kameng	1.00	1.00
4	East Siang	1.00	1.00
5	West Siang	1.00	1.00
6	Upper Siang	1.00	1.00
7	Kurung Kumey	1.00	1.00
8	Lohit Distt.(Lohit&Anjaw)	1.00	1.00
9	Dibang Valley(Lower & Upper)	1.00	1.00
10	Lower Subansiri	1.01	1.04
11	Upper Subansiri	1.00	1.00
12	Papum Pare	1.19	1.05
13	Tawang	1.00	1.00

Table 5.1 shows the average destination visits of domestic leisure tourists. The average overnight and same day visit was maximum of Papum Pare.

Table 5.2: Average Destination visits – Foreign Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Changlang	1.00	1.00
2	East Kameng	1.00	1.00
3	West Kameng	1.00	1.00
4	East Siang	1.00	1.00
5	West Siang	1.00	1.00
6	Upper Siang	1.00	1.00
7	Kurung Kumey	1.00	1.00
8	Lohit Distt.(Lohit&Anjaw)	1.00	1.00
9	Dibang Valley(Lower & Upper)	1.00	1.00
10	Lower Subansiri	1.00	1.00
11	Upper Subansiri	1.00	1.00
12	Papum Pare	1.00	1.00
13	Tawang	1.00	1.00

Table 5.2 shows the average destination visits by foreign leisure tourists.

Table 5.3: Average Destination visits – Domestic Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
1	Apr 2014	1.00	1.00
2	May 2014	1.00	1.00
3	Jun 2014	1.00	1.00
4	Jul 2014	1.00	1.00
5	Aug 2014	1.00	1.00
6	Sep 2014	1.00	1.00
7	Oct 2014	1.00	1.00
8	Nov 2014	1.00	1.00
9	Dec 2014	1.00	1.00

	Month	Average Overnight Visit	Average Same Day Visit
<b>10</b>	Jan 2015	1.00	1.00
<b>11</b>	Feb 2015	1.00	1.00
<b>12</b>	March 2015	1.00	1.00
<b>13</b>	Total	1.00	1.00

Table 5.4: Average Destination visits – Foreign Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
<b>1</b>	Apr 2014	1.00	1.00
<b>2</b>	May 2014	1.00	1.00
<b>3</b>	Jun 2014	1.00	1.00
<b>4</b>	Jul 2014	1.00	1.00
<b>5</b>	Aug 2014	1.00	1.00
<b>6</b>	Sep 2014	1.00	1.00
<b>7</b>	Oct 2014	1.00	1.00
<b>8</b>	Nov 2014	1.00	1.00
<b>9</b>	Dec 2014	1.00	1.00
<b>10</b>	Jan 2015	1.00	1.00
<b>11</b>	Feb 2015	1.00	1.00
<b>12</b>	Mar 2015	1.00	1.00
<b>13</b>	Total	1.00	1.00

Table 5.4 shows average destination visits by foreign leisure tourists.

## 6 Annexure – Supplementary Tables

Table 6.1: Ratio and estimated number of Domestic Visitors from same and other states in the month of June 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	10858	82.05%	3243	99.57%
<b>Uttar Pradesh</b>	0	0.00%	3	0.09%
<b>Maharashtra</b>	19	0.14%	0	0.00%
<b>Punjab</b>	0	0.00%	3	0.09%
<b>Nagaland</b>	1264	9.55%	0	0.00%
<b>West Bengal</b>	19	0.14%	0	0.00%
<b>Mizoram</b>	57	0.43%	0	0.00%
<b>Meghalaya</b>	19	0.14%	3	0.09%
<b>Odisha</b>	19	0.14%	0	0.00%
<b>Assam</b>	958	7.24%	0	0.00%
<b>Manipur</b>	19	0.14%	6	0.17%
<b>TOTAL</b>	13233	100%	3257	100%

Table 6.2: Ratio and estimated number of Domestic Visitors from same and other states in the month of July 2014

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	5222	89.49%	16089	98.69%
<b>Uttar Pradesh</b>	0	0.00%	10	0.06%
<b>Nagaland</b>	38	0.66%	10	0.06%
<b>West Bengal</b>	19	0.33%	0	0.00%
<b>Mizoram</b>	10	0.16%	10	0.06%
<b>Assam</b>	517	8.87%	174	1.06%
<b>Bihar</b>	19	0.33%	0	0.00%
<b>Madhya Pradesh</b>	10	0.16%	10	0.06%
<b>TOTAL</b>	5835	100%	16303	100%

Table 6.3: Ratio and estimated number of Domestic Visitors from same and other states in the month of Aug 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	164	60.87%	12835	100.00%
<b>Maharashtra</b>	35	13.04%	0	0.00%
<b>Assam</b>	35	13.04%	0	0.00%
<b>Rajasthan</b>	12	4.35%	0	0.00%
<b>Tamil Nadu</b>	12	4.35%	0	0.00%
<b>Madhya Pradesh</b>	12	4.35%	0	0.00%
<b>TOTAL</b>	270	100.00%	12835	100%

Table 6.4: Ratio and estimated number of Domestic Visitors from same & other states in September 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	9550	60.36%	12577	100.00%
<b>Nagaland</b>	713	4.50%	0	0.00%
<b>West Bengal</b>	570	3.60%	0	0.00%
<b>Mizoram</b>	285	1.80%	0	0.00%
<b>Assam</b>	1568	9.91%	0	0.00%
<b>Manipur</b>	1140	7.21%	0	0.00%
<b>Delhi</b>	1568	9.91%	0	0.00%
<b>Bihar</b>	428	2.70%	0	0.00%
<b>Total</b>	15821	100%	12577	100%

Table 6.5: Ratio and estimated number of Domestic Visitors from same and other states in October 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	8659	93.11%	14277	95.87%
<b>Uttar Pradesh</b>	0	0.00%	7	0.05%
<b>Maharashtra</b>	16	0.17%	15	0.10%
<b>Punjab</b>	8	0.09%	0	0.00%
<b>Nagaland</b>	32	0.35%	29	0.20%
<b>West Bengal</b>	138	1.48%	124	0.84%
<b>Mizoram</b>	16	0.17%	15	0.10%
<b>Assam</b>	381	4.10%	344	2.31%
<b>Manipur</b>	24	0.26%	22	0.15%
<b>Delhi</b>	16	0.17%	7	0.05%
<b>Gujarat</b>	8	0.09%	44	0.29%
<b>Kerala</b>	0	0.00%	7	0.05%
<b>TOTAL</b>	9299	100%	14892	100%

Table 6.6: Ratio and estimated number of Domestic Visitors from same and other states in November 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	4173	98.29%	14513	99.24%
<b>Nagaland</b>	6	0.14%	6	0.04%
<b>West Bengal</b>	6	0.14%	6	0.04%
<b>Assam</b>	61	1.43%	88	0.60%
<b>Delhi</b>	0	0.00%	12	0.08%
<b>TOTAL</b>	4246	100%	14624	100%

Table 6.7: Ratio and estimated number of Domestic Visitors from same and other states in December 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	5842	98.26%	17110	100.00%
<b>Nagaland</b>	20	0.33%	0	0.00%
<b>Mizoram</b>	25	0.41%	0	0.00%
<b>Assam</b>	59	0.99%	0	0.00%
<b>TOTAL</b>	5945	100.00%	17110	100.00%

Table 6.8: Ratio and estimated number of Domestic Visitors from same and other states in January 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	8735	97.78%	29914	99.95%
<b>Nagaland</b>	50	0.55%	0	0.00%
<b>West Bengal</b>	10	0.11%	0	0.00%
<b>Mizoram</b>	10	0.11%	5	0.02%
<b>Assam</b>	119	1.33%	0	0.00%
<b>Manipur</b>	10	0.11%	5	0.02%
<b>Delhi</b>	0	0.00%	5	0.02%
<b>TOTAL</b>	8933	100.00%	29930	100.00%

Table 6.9: Ratio and estimated number of Domestic Visitors from same and other states in February 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	6468	96.15%	27859	99.65%
<b>West Bengal</b>	35	0.52%	13	0.05%
<b>Assam</b>	171	2.54%	71	0.25%
<b>Karnataka</b>	13	0.20%	0	0.00%
<b>Bihar</b>	39	0.59%	13	0.05%



	Over Night		Same Day	
<b>TOTAL</b>	6727	100.00%	27956	100.00%

Table 6.10: Ratio and estimated number of Domestic Visitors from same and other states in the month of March 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	5708	89.26%	31551	100.00%
<b>Nagaland</b>	132	2.06%	0	0.00%
<b>West Bengal</b>	63	0.99%	0	0.00%
<b>Mizoram</b>	179	2.79%	0	0.00%
<b>Assam</b>	205	3.20%	0	0.00%
<b>Delhi</b>	108	1.69%	0	0.00%
<b>Total</b>	6394	100.00%	31551	100.00%

Table 6.11: Ratio and estimated number of Domestic Visitors from same and other states in the month of April 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	7271	91.44%	29934	99.79%
<b>Nagaland</b>	260	3.27%	0	0.00%
<b>Mizoram</b>	34	0.43%	0	0.00%
<b>Assam</b>	92	1.16%	64	0.21%
<b>Manipur</b>	143	1.80%	0	0.00%
<b>Delhi</b>	97	1.22%	0	0.00%
<b>Bihar</b>	53	0.67%	0	0.00%
<b>Total</b>	7951	100.00%	29998	100.00%

Table 6.12: Ratio and estimated number of Domestic Visitors from same and other states in the month of May 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Arunachal Pradesh</b>	9663	95.18%	28307	100.00%
<b>Uttar Pradesh</b>	29	0.28%	0	0.00%
<b>Punjab</b>	5	0.05%	0	0.00%
<b>Mizoram</b>	24	0.24%	0	0.00%
<b>Odisha</b>	24	0.24%	0	0.00%
<b>Assam</b>	259	2.55%	0	0.00%
<b>Delhi</b>	19	0.19%	0	0.00%
<b>Karnataka</b>	29	0.28%	0	0.00%
<b>Bihar</b>	72	0.71%	0	0.00%
<b>Madhya Pradesh</b>	29	0.28%	0	0.00%
<b>TOTAL</b>	10152	99.01%	28307	100.00%

Table 6.13: Ratio and estimated number of Foreign Visitors visited in the month of June 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	0	0.00%	14	11.11%
<b>United Kingdom</b>	116	100.00%	55	44.44%
<b>United States of America</b>	0	0.00%	41	33.33%
<b>Total</b>	116	100%	124	100%

Table 6.14: Ratio and estimated number of Foreign Visitors visited in the month of July 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Australia</b>	0	0.00%	27	10.00%
<b>Canada</b>	0	0.00%	27	10.00%
<b>China</b>	79	50.00%	0	0.00%
<b>United Kingdom</b>	79	50.00%	80	30.00%

	Over Night		Same Day	
<b>United States of America</b>	0	0.00%	134	50.00%
<b>Total</b>	157	100%	267	100%

Table 6.15: Ratio and estimated number of Foreign Visitors visited in the month of Aug 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	0	0.00%	42	20.00%
<b>United Kingdom</b>	80	50.00%	126	60.00%
<b>United States of America</b>	80	50.00%	42	20.00%
<b>Total</b>	160	100%	210	100%

Table 6.16: Ratio and estimated number of Foreign Visitors visited in the month of September 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Ireland</b>	0	0.00%	125	25.00%
<b>United Kingdom</b>	0	0.00%	251	50.00%
<b>United States of America</b>	274	100.00%	125	25.00%
<b>Total</b>	274	100.00%	501	100.00%

Table 6.17: Ratio and estimated number of Foreign Visitors visited in the month of October 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Australia</b>	56	16.67%	0	0.00%
<b>United Kingdom</b>	112	33.33%	0	0.00%
<b>United States of America</b>	168	50.00%	560	100.00%
<b>Total</b>	335	100%	560	100.00%

Table 6.18: Ratio and estimated number of Foreign Visitors visited in the month of November 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	32	11.11%	151	25.00%
<b>Ireland</b>	32	11.11%	151	25.00%
<b>New Zealand</b>	16	5.56%	0	0.00%
<b>South Korea</b>	16	5.56%	0	0.00%
<b>Spain</b>	16	5.56%	0	0.00%
<b>United Kingdom</b>	95	33.33%	0	0.00%
<b>United States of America</b>	79	27.78%	302	50.00%
<b>Total</b>	285	100%	603	100.00%

Table 6.19: Ratio and estimated number of Foreign Visitors visited in the month of December 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	0	0.00%	142	20.00%
<b>Ireland</b>	0	0.00%	142	20.00%
<b>Japan</b>	86	21.43%	0	0.00%
<b>South Korea</b>	57	14.29%	0	0.00%
<b>United Kingdom</b>	152	38.10%	0	0.00%
<b>United States of America</b>	105	26.19%	426	60.00%
<b>Total</b>	400	100.00%	710	100.00%

Table 6.20: Ratio and estimated number of Foreign Visitors visited in the month of January 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Australia</b>	40	7.69%	0	0.00%
<b>Canada</b>	80	15.38%	98	16.67%
<b>China</b>	0	0.00%	98	16.67%

	Over Night		Same Day	
<b>Ireland</b>	40	7.69%	98	16.67%
<b>United Kingdom</b>	199	38.46%	0	0.00%
<b>United States of America</b>	159	30.77%	295	50.00%
<b>Total</b>	518	100.00%	589	100.00%

Table 6.21: Ratio and estimated number of Foreign Visitors visited in the month of February 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Bhutan</b>	95	18.18%	0	0.00%
<b>Ireland</b>	0	0.00%	138	25.00%
<b>Japan</b>	122	23.38%	0	0.00%
<b>South Korea</b>	41	7.79%	0	0.00%
<b>United Kingdom</b>	162	31.17%	138	25.00%
<b>United States of America</b>	101	19.48%	275	50.00%
<b>Total</b>	520	100.00%	550	100.00%

Table 6.22: Ratio and estimated number of Foreign Visitors visited in the month of March 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	0	0.00%	96	20.00%
<b>Germany</b>	79	14.81%	0	0.00%
<b>Japan</b>	98	18.52%	0	0.00%
<b>South Korea</b>	59	11.11%	0	0.00%
<b>United Kingdom</b>	236	44.44%	0	0.00%
<b>United States of America</b>	59	11.11%	384	80.00%
<b>Total</b>	530	100.00%	480	100.00%

Table 6.23: Ratio and estimated number of Foreign Visitors visited in the month of April 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Canada</b>	0	0.00%	61	16.67%
<b>Japan</b>	141	29.41%	0	0.00%
<b>South Korea</b>	71	14.71%	0	0.00%
<b>United Kingdom</b>	120	25.00%	0	0.00%
<b>United States of America</b>	148	30.88%	304	83.33%
<b>Total</b>	480	100.00%	365	100.00%

Table 6.24: Ratio and estimated number of Foreign Visitors visited in the month of May 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
<b>Australia</b>	73	13.33%	0	0.00%
<b>Bhutan</b>	269	48.89%	0	0.00%
<b>Ireland</b>	0	0.00%	98	16.67%
<b>Nepal</b>	122	22.22%	0	0.00%
<b>United Kingdom</b>	61	11.11%	295	50.00%
<b>United States of America</b>	24	4.44%	197	33.33%
<b>Total</b>	550	100.00%	590	100.00%

## 7 Methodology and Questionnaire

### 7.1 Methodology

The methodology envisages three stage sampling. The first stage units were the towns important from tourism perspective, the second stage units were the tourist destinations in the selected town or linked to the selected town, and the visitors within a tourist destination were constitute the third stage units. The procedure for selection of first, second and third stage units are given below:

#### 7.1.1 Selection of Towns important for Tourism

In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns which are important from tourism perspective were identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas were also identified. For the latter cases, only one – the most important – town will be identified with one tourist destination.

#### 7.1.2 Selection of Tourist Destinations in the Selected Town

If the number of tourist destinations in a selected town was 5 or less then all the destinations were covered in the survey. In case the number of tourist destinations in a selected town was more than 5, then the total number of destinations had to be more than 5, exact number were decided in consultation with State Government.

#### 7.1.3 Selection of Visitors at a Tourist Destination for brief profiling

##### 7.1.3.1 Sample size of visitors at district level

The sample was required for estimating the number of visitors at district level from the data collected at destination/ spot level. Statistically, the sample size may be obtained from the following expression,

$$n = Z^2 \cdot p(1-p) / d^2$$

Where p= anticipated proportion to be estimated

100(1-  $\alpha$  /2) % is the confidence level and d=Estimated precision required on either side in the proportion in percentage points.

- Statistically, we require a sample size of about 400 respondents (384 to be exact) to get estimate of a parameter with a precision of 5% points and 95% level of confidence. As the data was required on monthly basis this sample size was required on a monthly basis. For the proposed survey, however, the sample size will was 600 per month. If in certain months these numbers were not available, the shortfall was covered in next month. If a particular district was not important from tourism perspective and the sample size of 600 tourists is not likely to be available for the survey, then some portion of this sample size will be allocated to other districts having larger number of tourists. This redistribution had been done in consultation with MOT after 2 months of the launch of the survey.
- At State level, the sample size of 600 x number of Districts for the survey at Tourist Destinations had been maintained.

#### 7.1.4 Distribution of Sample Size in Towns and at Tourist Destinations

- Distribution of sample size amongst selected towns in a district: The district sample size of 600 visitors was distributed among the selected towns in proportion to the 2001 Census population of these towns. In a few cases, it may so happen that the town population was small but it attracts a large number of visitors. In such cases, some reallocation of sample size among towns was required.
- Distribution of sample size among tourist destinations in a selected town: If there were more than one tourist destinations in a selected town, the sample size allocated for the town were equally distributed among the tourist destinations.
- Selection of days for survey of visitors in different months: The survey was conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations were collected in advance for the 12-month period. In a particular month at a particular destination, survey will be done during 2 weeks. In the first week, first 3 days of the week were covered, and in the second week last 4 days of the week were covered. For this purpose, first day of the month were considered as the first day of the week. The dates of survey at a tourist destination during the 12 months were as follows:

Month	Weeks	Days of Weeks	Dates of the month
First	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
Second	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
Third	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
Fourth	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21
Fifth	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
Sixth	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17, 25,26,27,28
Seventh to Twelve	Above pattern will be repeated		

The date and week on which important tourism event were scheduled to take place at the selected tourist destination were positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates were substituted by the week/dates of the special event. The sample size allocated for each month was captured. However if at some districts shortfall in the sample size was found to be of serious nature the same may be brought immediately to the notice of MOT for corrective action.

Generally, the Time Slots for the survey at a destination should be such that these cover the varying visitor traffic pattern. For example at some religious places visitors visit the destination in early morning and/ or late evening. Similarly fairs and festivals may draw large number of visitors during late hours in the evening. Time slots of the survey at each destination should be devised in a manner so as to capture the variations in visitor inflow.

- Canvassing of schedules to the visitors for brief profile: The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators were required on the selected days at a non- ticketed tourist destination. The first investigator basically counted the number of visitors and second investigator

canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator had been able to canvass the schedule because counting of the visitors was not be required.

### **7.1.5 Details of Survey**

#### **7.1.5.1 Survey at Tourist Destinations**

A survey of visitors at tourist destinations were done to obtain the following information:

##### **(a) Total number of visits**

(i) Ticketed Destinations: - If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day were available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in visitors' number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

(ii) Non-Ticketed Destinations:- In such cases, the total number of visitors, during the day, along with its break-up into domestic and foreign visitors, has to be assessed by counting the number of such visitors at specified time slot at entry point (s). If there were more than one entry points to the tourist destination, all should be covered by pre-specified rotation, for counting the number and broad distribution. If there was no specific entry point, investigator will have to notionally designate appropriate points as entry points based on the flow of visitors to such a destination.

##### **(b) Brief Profile of Visitors**

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits.

The desired sample size at district level had been worked out to be 400 visitors. However, it had been decided that the number of visitors to be selected for this short profile survey will be 600 per district per month.

#### **7.1.5.2 Survey of Accommodation Units**

All the accommodation units (hotels, tourist lodges, dharamshalas, motels, Govt./ private companies, guest houses, etc.) in the selected towns were listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town was linked to a non-urban tourist destination in terms of providing accommodation facilities to tourists visiting that destination, the list of additional accommodation units located near such tourist destinations were also included in the list of accommodation units of the town.

The accommodation units so listed will be grouped in the following categories:

- (a) Classified hotels
- (b) Other accommodation units-
  - a. Having more than 20 rooms
  - b. Having 10-20 rooms
  - c. Having less than 10 rooms

From all the selected accommodation units, the following 2 types of information will be collected:

(i) Particulars of the accommodation unit- Apart from the identification details, the information was collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information was collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.

(ii) Information about overnight visitors- Based on the records available with the accommodation units, information on number of guests checked-in, number of nights spent, whether domestic or foreign, residency status of the tourists (within the state, within country, outside country), purpose of their visit etc. was collected. This information was collected every month for the preceding month.

All the classified hotels were covered for collecting both the information. For the remaining 3 categories of accommodation units, 10% of the units in each were covered. These 10% accommodation units were selected by using circular systematic sampling method.

In metropolitan cities, list of all the accommodation units had been prepared for the survey work.

For collecting information about the number of visitors and their other details as well as information about the accommodation units for a particular month, the selected accommodation units were visited in the 1st week of the succeeding month.

#### 7.1.5.3 Survey at Entry/Exit Points of the District

The survey at the tourist destinations was not be able to capture the following categories of visitors:

- (a) Visitors staying with friends and relatives and not visiting any tourist destination;
- (b) Visitors staying in accommodation units but not visiting any tourist destination;
- (c) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. Exit survey of the visitors at the major exit/ entry points of the district provided information about the above mentioned categories of visitors, as well as help in obtaining detailed profile of the visitors. If the district has an exceptionally important destination drawing a large number of visitors, (such as Tirupati in Chittoor District of Andhra Pradesh) then such a destination should be treated as a separate notional district and tourism survey activities (involving destination survey, exit survey and accommodation survey) have to be planned and executed there accordingly. Before the exit survey was started the exit points for each district have to be intimated to the MOT. In view of the fact that the profile of the visitors was not likely to change over a short time interval, profile of visitors were generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interviews of 400

visitors every quarter in each district for the exit survey. Ideally the sample size should be equally distributed among domestic and foreign visitors however, in places where foreign visitors were not available throughout the month the sample size allocated for them should be allocated to domestic visitors.

As the information collected in the exit survey had been used for estimating the number of non-leisure visitors in the district, the exit survey was conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month should be covered on representative basis.

Sr.	Weeks	Days	Dates of the month	Sample Size
1	1st week	1-3	1,2,3	50
2	2nd week	4-7	11, 12, 13, 14	50
3	3rd week	1-3	15, 16, 17	50
4	4th week	4-7	25, 26, 27, 28	50

The remaining sample of 200 should be distributed accordingly based on the secondary information about the flow of travellers' traffic.

For the remaining 3 quarters the sample size should be reallocated among the week days as per the experience of daily tourist flow in the 1st quarter.

The sample size allocated for each quarter should be captured. However if at some districts shortfall in the sample size is found to be of serious nature the same may be brought immediately to the notice of MOT for corrective action.

Consultant cannot reduce the sample size on their own.

Conduct of exit survey should be avoided during periods when some part of the district attracts disproportionately large number of visitors, such as periods of fairs, festivals or events of religious or business importance.

## 7.2 Questionnaire



### 7.2.1 Tourist Survey – Exit Points

State	
Dist	
Dest	

--	--	--	--	--

#### TOURIST SURVEY (EXIT POINTS)

Month: [1] April [2] May [3] June [4] July [5] August [6] September  
 [7] October [8] November [9] December [10] January [11] February [12] March

Week: [1] First [2] Second [3] Third [4] Fourth

#### 1. Survey Point (RECORD BY TICKING ONE OPTION)

[1] Railway Station [2] Airport [3] Bus Station [4] Hotel

#### DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

1. Is your purpose of travel one of the following
- a. Travelling /commuting to work or getting employment. Yes / No
  - b. Travelling/ commuting for setting up of residence. Yes / No
- If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

2. Type of tourist: [1] Over-night visitor [2] Same-day visitor

3.Name: \_\_\_\_\_ Telephone/ Mobile No. (With STD/ISD Codes) \_\_\_\_\_ E. Mail Address: \_\_\_\_\_

4. Please tell me your approximate age? \_\_\_\_\_ Years

5. Record gender: [1] Male [2] Female

6. Are you? [1] Married [2] Recently Married [3] Never Married [4] Others----- (Widow etc)

7. When did you arrive here? Date: \_\_\_\_\_

#### 8. Are you traveling...? READ OUT OPTIONS & TICK (SINGLE RESPONSE)

[1] Alone [2] With Family [3] With Friends [4] With Family and Friends

<IF ANSWER TO Q. 8 IS 2 OR 3 OR 4, THEN ASK Q. NO. 9 & 10 >

9. How many people have traveled with you? \_\_\_\_\_

10. Please give the information about gender and age of people, who have traveled with you? ASK & RECORD

Male	Age Comp. Yrs	Female	Age Comp. YRS

11. How many nights have you spent in this place \_\_\_\_\_

12. Are you a... [1] Indian (GO TO Q.13) [2] Foreigner (GO TO Q. 20) [3] NRI (GO TO Q. 26)

<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

13. Which state/ union territory of India do you reside in? \_\_\_\_\_

<ASK Q. 14 IF THE RESPONDENT BELONGS TO THE STATE OF (Name of the State) IN Q. 13 >

14. [1] Do you live in this city? Y/N [2] within same district [3]  district of same state

15. Have you traveled to this city before? [1] Yes [2] No

16. How have you traveled to this city? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other

<ASK Q. 17 TO Q. 19 IF THE RESPONDENT BELONGS TO OTHER THAN THE STATE OF SURVEY

17. Before this visit which were the States/ UTs visited by you during the last two years

[1] None  
[2] Name of the State /UT

18. How do you compare your experience of visiting the State with the last State/ UT visited.

- |  |         |        |
|--|---------|--------|
| a. This State Destination is better managed (w.r.t hygiene/ landscaping etc. | [1] Yes | [2] No |
| b. Infrastructure better in this State                                       | [1] Yes | [2] No |
| c. People in tourism related sector more hospitable                          | [1] Yes | [2] No |
| d. People are more hospitable  | [1] Yes | [2] No |

18. Reason for choosing this State as a tourist destination.

- Location of preferred destination.
- Visiting Friends and relatives or for Business and Professional Purposes.
- Nearer to the Place of Residence.
- Better infrastructure.
- Less costly.
- Attracted by Publicity Measures.
- Others Specify.....

18. Have you traveled to this STATE before? [1] Yes [2] No

19. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

< IF RESPONDENT IS FOREIGNER IN Q. 12, THEN ASK Q. 20 TO Q. 25>

20. Which country do you reside in? \_\_\_\_\_
21. Is this your first visit to India? [1] Yes [2] No
22. Which was your port of entry in India? (Name of the port) \_\_\_\_\_
23. Is this your first visit to this state? [1] Yes [2] No
24. Have you traveled to this city before? [1] Yes [2] No
25. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

< IF RESPONDENT IS AN NRI IN Q. 10, THEN ASK Q. No.26 TO Q 31 >

26. In which country do you live? \_\_\_\_\_
27. How frequently you visit India? [1] Once in 3 months [2] Once in six months  
[3] Once in an year [4] Once in 2 years [5] Once in 3 years
28. Which was your port of entry in India? (NAME OF THE PORT) \_\_\_\_\_
29. Is this your first visit to this state? [1] Yes [2] No
30. Have you traveled to this city before? [1] Yes [2] No
31. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

<ASK ALL>

32. What type of activities are you engaged in? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] Industrialist/ Trader/ Shop Owner  
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)  
[3] Government Service [4] Private Service [5] Student/ Researcher  
[6] Business [7] Agriculturist [8] Housewife  
[9] If any other, please specify \_\_\_\_\_

33. What is your educational qualification? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] No Formal Education [2] Primary [3] Secondary [4] Higher Secondary  
[5] Graduate & Above [6] Technical / Professional of all levels [7] Any other, please specify \_\_\_\_\_
34. What is your approximate annual household income? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

<ASK FROM INDIAN VISITOR>

- [1] Less than Rs. 60,000 [2] Rs. 60,001 – Rs. 1,00,000 [3] Rs. 1,00,001 – Rs. 2,00,000

[4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

**<ASK FROM FOREIGN VISITOR>**

[1] Less than US \$ 40,000 [2] US \$ 40,001 – US \$ 60,000 [3] US \$ 60,001 – US \$ 80,000  
[4] US \$ 80,001 – US \$ 100,000 [5] Above US \$ 100,000

**TRAVEL BEHAVIOR:**

35. How often do you travel? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Once a week or more often [2] Once a fortnight [3] Once a month  
[4] Once in 3 months [5] Once in 6 months [6] Once in a year  
[7] Less often

36. What was your main purpose of visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Business attending marriages etc) [2] Holidaying, leisure & recreation [3] Social (visiting friends & relatives,  
[4] Pilgrimage /Religious activity [5] Education /Training  
[6] Health & Medical [7] Shopping [8] For getting work done from govt. authorities.  
[9] Others

37 If in < Q 36 >, purpose is not [2] , THEN did you visit any tourist spot during your stay \_\_\_\_\_

38. Are you a part of an organized group/ package tour? [1] Yes [2] No

39 If in 38, YES, then ask what the package include

[1] Travel + Food [2] Travel +Accommodation [3] Travel +Transport +Accommodation  
[4] Travel + Transport + Accommodation + Food [5] Any other

40. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES)**

[1] Self [2] Office / Employer [3] Travel Agent  
[4] Tour Operator [5] If any other, please specify \_\_\_\_\_

41. Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] 5 Star Deluxe Hotel [2] 5 Star Hotel  
[3] 4 Star Hotel [4] 3 Star Hotel  
[5] 2 Star Hotel [6] 1 Star Hotel  
[7] Apartment Hotel (Service Apartment) [8] Heritage Hotel  
[9] Non-star Hotel [10] Motel  
[11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [13] Dharamshala/ Sarai/ Musafirkhana

[15] Friends & Relatives [14] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc  
[12] Private Guest House/ Inn / Rest House / Tourist Bungalow  
[16] Bed & Breakfast Unit [17] Youth/ YMCA Hostel  
18] If any other, please specify \_\_\_\_\_

42. Which of these eating-places did you eat in? **READ OUT OPTIONS & TICK (MULTIPLE CODES)**

[1] Restaurant [2] Fast Food Outlets [3] Cafeteria  
[4] Dhaba [5] Bars [6] Mobile Van  
[7] Food Kiosk [8] Refreshment Stand [9] Place of lodging  
[10] Dharamshala/ Sarai [12] Gurudwara/ Temple Monastery/Other free accommodation  
[13] Friends & Relatives [14] If any other, please specify \_\_\_\_\_

43. On an overall basis how satisfied or dissatisfied are you on account of... **MENTION EACH PARAMETER? SHOW CARD No. 1 <Use 5 point scale>**

[5] Highly Satisfied  
[2] Dissatisfied

[4] Satisfied  
[1] completely dissatisfied

[3] Satisfied but not completely

ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	Availability of Tour Operator			
2	Availability of transportation			
3	Availability of tourist guide			
4	Availability of good quality accommodation			
5	Public convenience			
6	EATING PLACES			
7	Information centres			
8	Souvenir shops			
9	Entertainment places			
10	Quality of roads			
11	Security			
12	Behavior of local people			
13	Shops other than souvenir ones			
14	Upkeep of tourist sites			
15	Accommodation tariff			
16	Quality of information provided			

44. Did you find your visit to this State better than or worse than or as per your expectations?  
ASK & RECORD

(SINGLE RESPONSE)

[5] Much better than expectation

[4] Somewhat better than expectation [3] ] As per expectation

[2] Worse than expectation

[1] Much worse than expectation

45. Which places have you visited in this district?

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46. Have you watched/ seen/ heard the advertisement of the State Government for tourism promotion on  
a. Newspaper  
b. Radio  
c. Television  
d. Newspaper and Radio both

**EXPENDITURE PATTERN:**

47. Please tell us, how much have you spent DURING YOUR VISIT?  
<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)

Package Component in INR \_\_\_\_\_

48. For Non Package Component, please ask the following (This question is to be asked for those availing package facilities also.)

S No.	Accommodations	Before	During THE TRIP (Amt in INR)	TOTAL
1	Hotel			
2	Private Guest House			
3	Govt. Guest House/ Bhawan/ Sadan			
4	Dharamshala			
5	Rented house			
6	Friends & Relatives			
7	Others			
Total (48)				

49. Food & Drink

S No.	Food & Drink	Before	During THE TRIP (Amt in INR)	TOTAL
1	In the accommodation unit			
2	o/s accommodation unit & during journey and transit			
Total (49)				

50. Transport

S No.	Transport	Before	During THE TRIP (Amt in INR)	TOTAL
1	RAILWAYS			
2	Road			
3	WATER			
4	AIR			
5	Transport equipment rental			
6	Travel agency services / tour operator			
7	Others			
Total (50)				

51. Shopping

S No.	Shopping	Before	During THE TRIP (Amt in INR)	TOTAL

1	Clothing & garments			
2	Processed food			
3	Tobacco products			
4	Alcohol			
5	Travel related consumer goods			
6	Footwear			
7	Toiletries			
8	Gems & Jewellery			
9	Books, Journals, Magazines, Stationery etc			
Total (51)				

**52. Recreation, Leisure, Cultural, Sporting activities**

S No.	Recreation, Leisure, Cultural, Sporting activities	Before	During THE TRIP ( Amt in INR )	TOTAL
1	Cinema, theatre, amusement park			
2	Entry fee & other expenses at religious places			
3	Entry fee & other expenses at cultural sites			
4	Sporting activities			
5	Medicine & health related			
Total (52)				

**53. Others**

S No.	Others	Before	During THE TRIP ( Amt in INR )	TOTAL
1				
2				

**54. GRAND TOTAL (SUMMATION OF Q 48+49+50+51+52+53)**

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.....  
.....

Name of the investigator: \_\_\_\_\_ Date: \_\_\_\_\_

Back Check Done:  Tick Date: \_\_\_\_\_ Back Checked by: \_\_\_\_\_

### 7.2.2 Short Survey

**Short Survey Questionnaire:**

Entry Point: \_\_\_\_\_ Month: \_\_\_\_\_ Year: \_\_\_\_\_

1. Is your purpose of travel one of the following
- a. Travelling /commuting to work or getting employment. Yes / No
  - b. Travelling/ commuting for setting up of residence. Yes / No

If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

2 Are you a [1] Indian [2] Foreigner [3] NRI

2 If Indian, where do you reside

- i) Within same city
- ii) Same district
- iii) Other district of the state
- iv) Outside the state, specify state code

If the answer in 1 is WITHIN SAME CITY, ask the following

Frequency of visit to this Tourist spot

- a) Once in 7 days
- b) once in 15 days  in a month
- c) Once in six months

If response is a) OR b) OR c) TERMINATE THE QUESTIONNAIRE

3. Type of Tourist

- [1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality \_\_\_\_\_

5. If NRI, country of residence \_\_\_\_\_

6. If overnight visitor, place of stay

- [1] Hired accommodation [2] Friends & relatives [3] other free accommodation

7. Sex: MALE /FEMALE

8. From where did you get information about tourist destinations in this State? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE)**

- |   |   |
|---|---|
| [1] Indian Embassy in your country              | [2] Indian tourism bureau in your country         |
| [3] Indian tourism offices in India             | [4] State tourism department                      |
| [5] Travel agents                               | [6] Internet : a) WEBSITE OF MOT b) OTHER WEBSITE |
| [7] Travel books/ guides/ magazines / newspaper | [8] Relatives/ friends                            |
| [9] If any other, please specify _____          |   |

Name of the investigator: \_\_\_\_\_ Date: \_\_\_\_\_



### 7.2.3 Accommodation Survey (Census)

State	
Dist	
Dest	

--	--	--	--	--

#### ACCOMODATION SURVEY (CENSUS)

1. Name of accommodation unit: (Pls collect visiting card)

2. Type of accommodation unit **RECORD BY TICKING (SINGLE CODE)**

- |   |                                    |
|---|------------------------------------|
| [1] 5 Star Deluxe Hotel                 | [2] 5 Star Hotel                   |
| [3] 4 Star Hotel                        | [4] 3 Star Hotel                   |
| [5] 2 Star Hotel                        | [6] 1 Star Hotel                   |
| [7] Apartment Hotel (Service Apartment) | [8] Heritage Hotel                 |
| [9] Non-star Hotel                      | [10] Youth/ YMCA Hostel            |
| [11] Dharamshala / Sarai/ Musafirkhana  | [12] Gurudwara / Temple/ Monastery |
| [13] BED & Breakfast Unit               | [14] Motel                         |

3. Does your hotel belong to any group / chain of hotels?

- [1] Yes, Please specify \_\_\_\_\_ [2] No

4. In which year it was established? Year: \_\_\_\_\_

5. Ownership **RECORD BY TICKING (SINGLE CODE)**

- |                                 |  |                     |
|---------------------------------|--|---------------------|
| [1] Central Government          | [2] State Government                   | [3] Private Limited |
| [4] Proprietorship/ Partnership | [5] Public Limited                     | [6] PSU             |
| [7] Charitable Trust/ Society   | [8] If any other, please specify _____ |                     |

6. Registered with ... **RECORD BY TICKING (MULTIPLE CODES)**

- |  |                                    |                           |
|--|------------------------------------|---------------------------|
| [1] State Tourism Department           | [2] Ministry of Tourism, New Delhi | [3] Municipal Corporation |
| [4] Police Department                  | [5] Health Department              | [6] None                  |
| [7] If any other, please specify _____ |                                    |                           |

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US \$)
1	Single AC				
2	Double AC				
3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				

9	Dormitory / Hall				
10	Any other				
<b>Total (Post Code)</b>					

8. Total number of employees: \_\_\_\_\_ (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
<b>Total</b>			

9. Number of people working in the age group of:

18 – 25vrs	26 – 30vrs	31 – 40vrs	41 – 50vrs	>50vrs

10. Category of accommodation unit for Sampling

[1] Classified hotels

[2] Having more than 20 rooms

[3] 10 -20 rooms

[4] less than 10 rooms

### 7.2.4 Accommodation Survey (Monthly)

State									
Dist		<b>ACCOMODATION SURVEY (MONTHLY)</b>							
Dest									

1. Name of accommodation unit: (Pls collect visiting card)

2. Total number of employees: (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
<b>Total</b>			

3.1 Number of room days occupied in the last month: \_\_\_\_\_ 3.2 Occupancy % \_\_\_\_\_  
(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

3.3 Total number of customers: \_\_\_\_\_

3.4 Total number of domestic customers: \_\_\_\_\_

3.5 Total number of bed nights for domestic customers: \_\_\_\_\_

3.6 Total number of foreign customers: \_\_\_\_\_

3.7 Total number of bed nights for foreign customers: \_\_\_\_\_

4. Please generate the following statistics in respect of tourist inflow

Sl. No.	Type of Tourists (Domestic – 1 Foreign – 2)	Name of the State ( In case of domestic tourists) / Name of the country (in case foreign tourists). Post the relevant state code/country code as provided in the list	Number of tourists	Bed night spent

### 7.2.5 Counting Sheet

**COUNTING SHEET ( FOR NON TICKETED DESTINATIONS)**

Tourist Spot / Destination \_\_\_\_\_

State Code: \_\_\_\_\_

District Code \_\_\_\_\_

Month: \_\_\_\_\_

Year: \_\_\_\_\_

DATE	Volume count of tourists: (Hourly Count by tally mark method )							
	10 – 11 AM	11-12 AM	12 AM- 1PM	1-2PM	02-03PM	03-04PM	04-05PM	05-06PM

**Use one sheet for each date**

**Modify Time Slot according to Destination**