

Tourism Survey for the state of Manipur



Final Report
(June 2014 – May 2015)

Ministry of Tourism



Ministry of Tourism
Government of India



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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.

Figure 1.1: A Devotee of Rath Yatra



Source : Department of Tourism, Manipur

Figure 1.2: A Devotion during Kang Festival



Source : Department of Tourism, Manipur

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.

Figure 1.3: Aerial View of Thoubal



Source : Department of Tourism, Manipur

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 Manipur

Figure 1.4: A Heikru Hidongba Ceremony



Source : Department of Tourism, Manipur

1.1 Objective

The field survey in Manipur 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

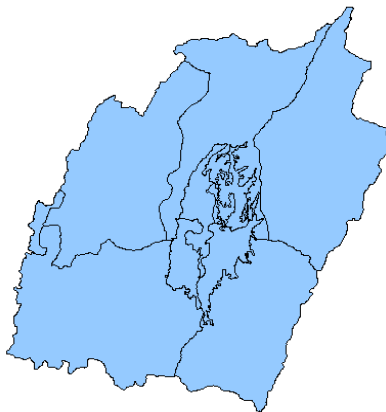
Figure 1.5: Kangla Museum



Source : Department of Tourism, Manipur

- 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, etc.
 - 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 Manipur - The Study Region



Manipur is one of the seven sister states of northeast India, covering a total geographic area of 22,327 Sq. KM. For administrative purposes, the state has been bifurcated into districts, broadly on the basis of topography, thereby leading to formation of 4 'valley' districts and 5 'hilly' districts. The state lies between latitudes 23.80°N to 25.68°N and longitudes 93.03°E to 94.78°E and shares border with Nagaland in north, Mizoram in south, Assam in west and with Myanmar in the east as well as south.

At present the state is divided into sixteen districts, each with a district headquarters. Imphal is the capital of the state. Other important towns are Churachandpur, Thoubal, and Bishnupur. Surrounded by hills and oval shaped valley Manipur is attractive place for tourist and also known as "Jewel of India".

Major tribes in the region consist of the Meites, Nagas, Gorkhas, Meitei Pangals, Kuki-Chin-Mizo groups and other ethnic groups. The state has a strategic importance in India's Look East Policy, thereby enabling itself to become the gateway to South East Asia and subsequently an important tourist destination in future.

1.2.1 Demographic Details – Manipur

Figure 1.7: Nightscape of Imphal City



Source : Department of Tourism, Manipur

Figure 1.6: Aerial View of Thoubal



Source : Department of Tourism, Manipur

As per the census 2001 the population of Manipur is estimated to be 2,293,896. Out of total population more than 60% people live in valley areas of the state

Table 1.1: Demographic Details of Manipur

Name of the District	Area (Sq. KM)	Population (Total)	Population (Urban)	Urban Centres (Town)	Population of Urban Centres (Town)
Bishnupur	496	208368	74741	Nambol MC	18,784
				Oinam NP	6,282
				Bishnupur MC	10,264
				Ningthoukhong NP	10,877
				Moirang MC	17,178
				Kwakta NP	6,484
				Kumbi NP	8,725
Chandel	3313	118327	14962	Moreh NP	14,962
Churachandpur	4570	227905	-	-	-
Imphal-East	709	394876	108310	Andro	8,316
				Lamlai NP	4,085
				Jiribam MC	6,423
				Porompat	5,160
				Khongman	5,465
				Torban Kshetri Leikai	4,559
Imphal-West	519	444382	246683	Imphal MC	2,28,419
				Sekmai NP	4,314
				Lamshang NP	6,260
				Wangoi NP	7,868
				Thongkhong Laxmi Bazar NP	12,680
				NP	20,532
				Mayang Imphal NP	10,421
				Samrouou NP	14,430
				Lamjaotongba	9,067
				Naoriya Pakhanglakpa	6,631
				Senapati	3271
Tamenglong	4391	111499	-	-	-
Thaubaal	514	364140	131272	Lilong NP	20,257
				Thouabal MC	41,174
				Yairipok NP	8,261
				Sikhong Sekmai NP	6,120
				Wangjing NP	6,970
				Heirok NP	2,450
				Kakching MC	28,724
				Kakching Khunou NP	9,318
				Sugnu	4,508
Ukhrul	4544	140778	-	-	-

Source: Census 2001

1.2.2 Inception Workshop – Manipur

The inception workshop for the Manipur state was organised at the Directorate of Tourism on 25th April 2014 in Imphal on the following date:

Table 1.2: Inception workshop

Group	Location	Date of Workshop	Venue
1	Imphal	25th April, 2014	Directorate of Tourism, Imphal

1.2.2.1 Inception Workshop on “Tourism Survey in Manipur, Tourism Department, Manipur

The Inception Workshop on the “**Tourist Statistics Survey**” in Manipur was conducted on 25th April, 2014 at the Directorate of Tourism, Imphal. The key participants to the workshop are as under

1. Smt. Dhaneshri, Tourist Officer
2. A. Pramodini Devi, Sub Inspector Statistics
3. S Kameshwar – Tourist information Assistant.

Mott MacDonald in consultation with the state tourism department finalised tourist destinations to conduct tourist surveys. Directorate of Tourism, Manipur approved the destinations.

1.2.3 Tourist Destination for Survey – Manipur

The consultants have finalised the tourist destinations for survey in consultation with Manipur tourism department. The tourist destination finalised for the survey are as given in the below table 1.3

Table 1.3: Approved tourist Destinations – Manipur

District	Tourist Destinations	Survey Period	Festival	Entry-Exit Point
Senapati	Sadu Chiru Waterfalls	Throughout the year	-	Mao Gate
Tamenglong	Barak Waterfalls		-	District Bus Stand/Taxi Stand
Churachandpur	None		-	Not Applicable
Bishnupur	Loktak Lake		-	District Bus Stand/Taxi Stand
Thoubal	Kakching Garden		-	District Bus Stand/Taxi Stand
Imphal West	Zoological Garden		-	District Bus Stand/Taxi Stand & Airport
Imphal East	Shree Shree Govindaji Temple		-	District Bus Stand/Taxi Stand
Ukhrul	None		-	Not Applicable
Chandel	Moreh		-	District Bus Stand/Taxi Stand

As indicated in the Methodology for the current study in the tender document, for distribution of survey samples the districts to be considered would be as per the census 2001. All the districts in Manipur having destinations of tourist interest were covered. The destinations of tourist interest discussed with the state department and the same were approved by the state tourism department before the start of the survey.

1.3 Key Survey Findings

Table 1.4: Key Survey Findings

Description	Value	Unit
Average Duration of Stay for Domestic Tourists	1.22	Nights
Average Duration of Stay for Foreign Tourists	2.44	Nights
Overnight Domestic Tourists	397677	Nos
Overnight Foreign Tourists	71	Nos
Same Day Domestic Tourists	1585869	Nos
Same Day Foreign Tourist	1219	Nos

1.4 Comments and Approval on Draft Report by Manipur Tourism Department

A presentation and discussion on the findings of the draft report was carried out by Mott MacDonald on 15th January 2016 at Manipur Tourism office in Imphal where Smt. Nidhi Mani Tripathi (IAS) (Secretary-Tourism), Mr. Shyam Lal Poonia (IAS) (Director-Tourism) and Ms. Rachel Guite (MSC) (Dy. Director - Tourism) were present.

The presentation contained the brief approach and methodology; inception workshop conducted in Imphal on 25th April 2014, Tourism destinations where survey was carried out, Key findings and Visitor profile. Subsequently the department conveyed the comments on the revised draft report by E-Mail dated 25th May 2016, 6th April, 2017 and 2nd May 2017. The final report incorporates all the comments as provided by the department of tourism-Manipur.

2 Sampling Plan

2.1 Visitor Survey at Tourism Destinations

According to Census 2001, since the total number of districts in the state of Manipur is 9, The total estimated sample size of brief survey at tourist destination is estimated to be 64800 (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	Imphal East	600 + 600	14400
2	Imphal West	600 + 600	14400
3	Chandel	600	7200
4	Tamenglong	600	7200
5	Senapati	600	7200
6	Thoubal	600	7200
7	Bishnupur	600	7200
8	Ukhrul*	0	0
9	Churachandpur*	0	0
	Total (Manipur)	5400	64800

As indicated in the Methodology for the current study in the tender document, the distribution of samples among the districts are to be as per census 2001 and the same have been considered. The consultants did the shortfall of Ukhrul & Churachandpur districts by doing additional survey in other districts. The consultants have covered all the important tourist destinations as approved by the department of tourism, Manipur.

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 was collected in advance for the 12-month period. In a particular month at a particular destination, survey was done for 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 was considered as the first day of the week. The dates of survey at a tourist destination during the 12 months are as follows.

Table 2.2: Short Survey Schedule

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 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.

The necessary arrangement for calculation of visitor inflow at non-ticketed or non-differential ticketed destination were made. Wherever possible, recorded CCTV footage of visitor inflow at non-ticketed or non-differential destination were used in lieu of manual human counting for better accuracy and consistency.

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 using circular systematic sampling method. This information was collected every month for the preceding month. Every quarter the frame-list of accommodation units would be updated to capture any change in the accommodation units in the district.

2.3 Entry – Exit Point

As per 2001 census the State of Manipur has 9 districts, total sample size for exit survey is estimated to be 14400 (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 plan at entry-exit points is provided in the table

Table 2.3: District-wise Distribution of 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)
1	Imphal East	400+400	400+400	400+400	400+400
2	Imphal West	400+400	400+400	400+400	400+400
3	Chandel	400	400	400	400
4	Tamenglong	400	400	400	400
5	Senapati	400	400	400	400
6	Thoubal	400	400	400	400
7	Bishnupur	400	400	400	400
8	Churachandpur	0	0	0	0
9	Ukhrol	0	0	0	0
	Total (Manipur)	3600	3600	3600	3600

Source: IMM Analysis

Ideally the sample size should be equally distributed among domestic and foreign visitors. However, in places where foreign visitors are not available throughout the month, the sample size allocated for them was allocated to domestic visitors. **The consultants did the shortfall of Ukhrol and Churachandpur districts by doing additional survey in other districts.** The timetable for the survey in the first quarter formed the basis of exit survey for the remaining part of the year. Thus during the 1st Quarter the distribution of sample size would be 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 was 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 1st quarter.

2.4 Sample Distribution among States for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 400 per quarter. Initially equal number of domestic 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, Sep 2014, Dec 2014, and Mar 2015) is given in the subsequent tables. There were some districts where sufficient tourists could not be surveyed due to adverse weather conditions, the shortfall of the same was covered in subsequent months.

2.5 Exit Survey Details

Table 2.5: Exit survey Details

Sr. No	District	QTR-I Jun to Aug-14	QTR-II Sep to Nov-14	QTR-III Dec-14 to Feb-15	QTR-IV Mar to May-15	Total
1	Bishnupur	240	138	348	450	1176
2	Chandel	10	250	527	83	870
3	Imphal East	640	798	16	10	1464
4	Imphal West	636	372	2739	2200	5947
5	Senapati	228	192	444	1035	1899
6	Tamenglong	0	150	414	636	1200
7	Thoubal	546	540	597	741	2424
	TOTAL	2300	2440	5085	5155	14980

2.6 Month Wise Short Survey Sample Covered in the Study

Table 2.6: Distribution of Short Survey Samples (June 14-May 15)

District		June	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
Aggregate Sample Size		8556	1932	4983	3808	2974	2357	2697	4276	6723	10541	7438	8549	64834
Overnight Visitors	Foreigner	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Domestic from other state	2%	0%	8%	1%	4%	5%	4%	3%	4%	2%	1%	3%	3%
	Domestic from same city	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Domestic from same district	2%	1%	0%	0%	0%	1%	6%	2%	1%	1%	1%	1%	1%
	Domestic from same state other district	15%	4%	21%	31%	19%	21%	12%	26%	6%	8%	6%	13%	14%
	Total	21%	5%	29%	33%	23%	27%	21%	30%	12%	11%	9%	18%	18%
Same Day Visitor	Foreigner	3%	1%	2%	2%	4%	5%	5%	3%	3%	2%	3%	2%	3%
	Domestic from other state	1%	0%	0%	0%	0%	0%	0%	0%	2%	1%	1%	0%	1%
	Domestic from same city	26%	16%	4%	4%	8%	9%	11%	25%	28%	27%	38%	27%	22%
	Domestic from same district	20%	36%	29%	12%	15%	10%	9%	17%	23%	30%	30%	27%	23%
	Domestic from same state other district	29%	43%	36%	49%	49%	49%	54%	25%	32%	30%	19%	27%	33%
	Total	79%	95%	71%	67%	77%	73%	79%	70%	88%	89%	91%	82%	82%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2.7 Month Wise Domestic Visitor in Manipur

Table 2.7: District and month Wise domestic visitor in Manipur

	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Total
Imphal East	2325	17661	8291	4150	14706	522554	4606	5311	16263	15244	15558	15338	642007
Imphal West	19032	0	53150	56928	38271	39471	33383	50378	43300	41608	36343	39545	451409
Chandel	0	24246	2892	9721	5367	8138	14154	12820	12917	12350	13236	13333	129174
Tamenglong	0	23301	4000	8400	10882	10023	22899	20291	20811	22005	24437	24058	191107
Senapati	5756	11947	11999	12512	12919	11515	11339	17319	24253	25323	24492	24209	193583
Thoubal	24004	0	18706	11359	10898	5401	14150	13689	13573	14048	15397	16178	157403
Bishnupur	14225	8445	40937	9043	8272	8718	22597	26460	19257	19583	20591	20664	218792
Total	65342	85600	139975	112113	101315	605820	123128	146268	150374	150161	150054	153325	1983475

Imphal east has the maximum domestic visitors and November is the month in which maximum number of domestic visitors visit in Manipur as shown in Table 2.7 above.

2.8 Month Wise Foreign Visitor in Manipur

Table 2.8: District and month Wise foreign visitor in Manipur

	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Total
Imphal East	0	0	0	0	0	0	0	0	16	0	0	31	47
Imphal West	0	0	0	0	0	0	0	0	0	0	0	0	0
Chandel	31	133	177	0	194	232	0	44	44	155	173	60	1243
Tamenglong	0	0	0	0	0	0	0	0	0	0	0	0	0
Senapati	0	0	0	0	0	0	0	0	0	0	0	0	0
Thoubal	0	0	0	0	0	0	0	0	0	0	0	0	0
Bishnupur	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	31	133	177	0	194	232	0	44	60	155	173	91	1290

Chandel has the maximum number of foreign visitors and November is the month in which maximum number of foreign visitors visit as shown in the table 2.8 above.

2.9 Month Wise Total Visitors in Manipur

Table 2.9: District and month Wise Total visitor in Manipur (June 14-May 15)

	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Total
Imphal East	2325	17661	8291	4150	14706	522554	4606	5311	16279	15244	15558	15369	642054
Imphal West	19032	0	53150	56928	38271	39471	33383	50378	43300	41608	36343	39545	451409
Chandel	31	24379	3069	9721	5561	8370	14154	12864	12961	12505	13409	13393	130417
Tamenglong	0	23301	4000	8400	10882	10023	22899	20291	20811	22005	24437	24058	191107
Senapati	5756	11947	11999	12512	12919	11515	11339	17319	24253	25323	24492	24209	193583
Thoubal	24004	0	18706	11359	10898	5401	14150	13689	13573	14048	15397	16178	157403
Bishnupur	14225	8445	40937	9043	8272	8718	22597	26460	19257	19583	20591	20664	218792
TOTAL	65373	85733	140152	112113	101509	606052	123128	146312	150434	150316	150227	153416	1984765

As shown in Table 2.9, Imphal East has the highest number of visitors in Manipur and November is the month in which maximum number of people visit the state.

3 Key Survey Findings

The key survey findings in line with the requirements of Department of Tourism, Government of India are given hereunder.

3.1 Findings on visitors

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

Month	Domestic Leisure			Foreign Leisure		
	Over Night	Same Day	Total	Over Night	Same Day	Total
Jun-14	467	8225	8692	0	0	0
Jul-14	11460	23515	34975	0	133	133
Aug-14	9801	16949	26750	0	177	177
Sep-14	7537	18417	25954	0	0	0
Oct-14	5199	17049	22248	0	97	97
Nov-14	169204	166066	335270	0	116	116
Dec-14	9498	20262	29760	0	0	0
Jan-15	6808	28614	35422	5	39	44
Feb-15	5202	36695	41897	45	39	84
Mar-15	4986	35245	40231	5	150	155
Apr-15	8778	32879	41657	0	173	173
May-15	8623	32441	41064	36	55	91
Total	247563	436357	683920	91	979	1070

As shown in table 3.1, maximum number of visits take place in the month of November in Manipur followed by February.

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

Month	Domestic			Foreigner		
	Overnight	Same Day	Total	Overnight	Same Day	Total
Jun-14	501	6168	6669	4	0	4
Jul-14	2467	6370	8837	0	133	133
Aug-14	7411	13247	20658	0	100	100
Sep-14	7537	16687	24224	0	0	0
Oct-14	5199	17049	22248	0	97	97
Nov-14	153580	165072	318652	0	116	116
Dec-14	9198	20204	29402	0	0	0
Jan-15	6408	28481	34889	5	39	44
Feb-15	5202	36458	41660	21	39	60
Mar-15	4986	35245	40231	5	150	155
Apr-15	8778	31869	40647	0	173	173
May-15	8623	32441	41064	36	55	91
Total	219890	409291	629181	71	902	973

It can be seen from Table 3.2 in the month of November maximum number of visitors visit the state.

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	501	9186	9687	6168	49487	55655
Jul-14	2467	2664	5131	6370	74099	80469
Aug-14	7411	25072	32483	13247	94245	107492

Month	Number of Tourists			Number of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
Sep-14	7537	25962	33499	16687	61927	78614
Oct-14	5199	6644	11843	17049	72423	89472
Nov-14	153580	34282	187862	165072	252886	417958
Dec-14	9198	9697	18895	20204	84029	104233
Jan-15	6408	11347	17755	28481	100032	128513
Feb-15	5202	11664	16866	36458	97050	133508
Mar-15	4986	13513	18499	35245	96417	131662
Apr-15	8778	13890	22668	31869	95517	127386
May-15	8623	13795	22418	32441	98466	130907
Total	219890	177716	397606	409291	1176578	1585869

November has the total highest number of visitors in Manipur as shown in table 3.3.

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	4	0	4	0	27	27
Jul-14	0	0	0	133	0	133
Aug-14	0	0	0	100	0	100
Sep-14	0	0	0	0	0	0
Oct-14	0	0	0	97	97	194
Nov-14	0	0	0	116	116	232
Dec-14	0	0	0	0	0	0
Jan-15	5	0	5	39	0	39
Feb-15	21	0	21	39	0	39
Mar-15	5	0	5	150	0	150
Apr-15	0	0	0	173	0	173
May-15	36	0	36	55	0	55
Total	71	0	71	902	240	1142

November 2014 has the highest number of total leisure and non-leisure same day foreign visitors as shown in Table 3.4.

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	9687	4	9691	55655	27	55682
Jul-14	5131	0	5131	80469	133	80602
Aug-14	32483	0	32483	107492	177	107669
Sep-14	33499	0	33499	78614	0	78614
Oct-14	11843	0	11843	89472	194	89666
Nov-14	187862	0	187862	417958	232	418190
Dec-14	18895	0	18895	104233	0	104233
Jan-15	17755	5	17760	128513	39	128552
Feb-15	16866	21	16887	133508	39	133547
Mar-15	18499	5	18504	131662	150	131812
Apr-15	22668	0	22668	127386	173	127559
May-15	22418	36	22454	130907	55	130962
Total	397606	71	397677	1585869	1219	1587088

November 2014 has the highest total number of domestic and foreign tourists and day visitors as shown in Table 3.5. This is primarily due to the Sangai festival celebrated in Manipur.

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 & relatives	Staying Else where	Total	Staying in Hotels	Staying with friends & relatives	Staying Else where	Total
Jun-14	2737	1743	5207	9687	4	0	4	4
Jul-14	2169	2064	898	5131	0	0	0	0
Aug-14	7409	8452	16622	32483	0	0	0	0
Sep-14	8263	8550	16686	33499	0	0	0	0
Oct-14	2851	2704	6288	11843	0	0	0	0
Nov-14	15947	156629	15286	187862	0	0	0	0
Dec-14	2720	7699	8476	18895	0	0	0	0
Jan-15	4001	8136	5618	17755	0	0	5	5
Feb-15	3466	7842	5558	16866	16	0	5	21
Mar-15	4399	8637	5463	18499	0	0	5	5
Apr-15	5344	10037	7287	22668	0	0	0	0
May-15	6101	10169	6148	22418	31	0	5	36
Total	65407	232662	99537	397606	51	0	20	71

Majority of foreigners stay in hotels and elsewhere, while domestic tourists stay 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	Bed Occupancy Rate
Jun-14	16	341	19%
Jul-14	16	341	5%
Aug-14	16	341	16%
Sep-14	16	341	84%
Oct-14	16	341	57%
Nov-14	16	341	100%
Dec-14	16	341	18%
Jan-15	16	341	20%
Feb-15	16	341	18%
Mar-15	16	341	19%
Apr-15	16	341	23%
May-15	16	341	24%

Table 3.8: Month wise Total No. 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
Jun-14	3460	0	3460	3735	0	3735	1.08	0	1.08
Jul-14	800	0	800	1000	0	1000	1.25	0	1.25
Aug-14	3000	0	3000	3220	0	3220	1.07	0	1.07
Sep-14	13723	0	13723	16626	0	16626	1.21	0	1.21
Oct-14	7535	105	7640	11038	546	11584	1.46	5.20	1.52
Nov-14	21272	199	21471	27960	593	28553	1.31	2.98	1.33
Dec-14	2948	124	3072	3507	205	3712	1.19	1.65	1.21

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
Jan-15	3560	80	3640	3843	167	4010	1.08	2.09	1.10
Feb-15	3006	80	3086	3107	133	3240	1.03	1.66	1.05
Mar-15	3630	80	3710	3766	110	3876	1.04	1.38	1.04
Apr-15	4114	80	4194	4350	119	4469	1.06	1.49	1.07
May-15	4561	47	4608	4907	67	4974	1.08	1.43	1.08
Total	71609	795	72404	87058	1940	88999	1.22	2.44	1.23

As shown in table 3.8 highest number of guests checked-in was in November 2014 which is primarily because of Sangai Festival. Tables 3.9 onwards give the data pertaining to information collected from accommodation survey held in the districts of Manipur. As shown in the tables below, the number of accommodation units was 16 during the period June 2014 – May 2015. These accommodation units employ around 601 persons. A majority of the accommodation units fall under the Non- Star category.

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

Period	No of AUs	No of Rooms	No of Beds	No of Employees		
				Temporary	Permanent	Total
June14 – May 15	16	341	659	117	484	601

As shown in table 3.9, the number of accommodation units was 16 during all the quarters. These accommodation units employ nearly 600 persons.

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

Period	No of AUs	No. of employees	18-25	26-30	31-40	41-50	> 51 Years
June14 – May 15	16	601	31%	48%	16%	5%	0%

It can be observed from table 3.10, majority of employees (48%) are aged between 26 to 30 years, followed by 31% of employees who fall in the age group of 18 to 25 years.

Table 3.11: Distribution of Employees in Accommodation Units by Service

Period	No of AUs	No. of employees	Management	F&B	House Keeping	Others
June14 – May 15	16	601	9%	40%	21%	30%

Table 3.11 shows that, employees from Management, F&B and House Keeping contribute 70% of total distribution of employees in accommodation units by service and rest 30% employees fall under others category.

Table 3.12: Category-wise Distribution Accommodation Units

Period	Classified		Non Classified			Sub Total	Total
		Less Than 10 Rooms	10-20 Rooms	Having more than 20 Rooms			
June14 – May 15	2	2	7	5	14	16	

The table 3.12; reveals that there are 14 Non-Classified accommodation units and on the other hand, there are only 2 Classified accommodation units.

Table 3.13: Distribution Accommodation Units by Types

Period	Govt.	3 Star Hotel	Non Star Hotel	Total
June14 – May 15	1	2	13	16

4 Visitor Profiling Tables

Table 4.1 shows details of age distribution of sample visitors in the Manipur in terms of gender, domestic and foreigner visitors.

Table 4.1: Age Distribution of Sample Visitors in Manipur

Age Group	Domestic Overnight Visitors				Domestic Day Visitors				Foreign Overnight Visitors				Foreign Same Day Visitors			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%
15-24	103	6%	31	2%	1597	12%	213	2%	4	11%	0	0%	25	21%	0	0%
25-34	497	27%	93	5%	3947	30%	485	4%	4	11%	8	22%	20	17%	10	8%
35-44	412	23%	96	5%	2349	18%	410	3%	12	33%	0	0%	25	21%	0	0%
45-60	385	21%	168	9%	3067	24%	599	5%	8	22%	0	0%	30	25%	10	8%
> 60	28	2%	3	0%	329	3%	12	0%	0	0%	0	0%	0	0%	0	0%
Total	1425	78%	391	22%	11289	87%	1719	13%	28	78%	8	22%	100	83%	20	17%

Table 4.2 shows the details of sex distribution of sample visitors both domestic and foreigner in Manipur.

Table 4.2: Sex Distribution of Sample Visitors in the District of Manipur

Sex	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No	%	No	%	No	%	No	%
Male	1425	78%	11289	87%	28	78%	100	83%
Female	391	22%	1719	13%	8	22%	20	17%
Total	1816	100%	13008	100%	36	100%	120	100%

Table 4.3 shows the details of marital status of sample visitors both domestic and foreigner in Manipur

Table 4.3: Marital Status of Sample Visitors in the District of Manipur

Marital Status	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No	%	No	%	No	%	No	%
Married	1640	90%	8645	66%	32	89%	90	75%
Recently Married	30	2%	1162	9%	0	0%	0	0%
Never Married	47	3%	3140	24%	4	11%	30	25%
Others	99	5%	61	0%	0	0%	0	0%
Total	1816	100%	13008	100%	36	100%	120	100%

Table 4.4 shows the details of education level of sample visitors both domestic and foreigner in Manipur

Table 4.4: Education Level of Sample Visitors in the District of Manipur

Education Level	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No	%	No	%	No	%	No	%
Industrialist/Trader/Shop Owner	6	0%	102	1%	0	0%	0	0%
Self Employed Professional	6	0%	93	1%	0	0%	0	0%
Govt. Service	104	6%	616	5%	0	0%	0	0%
Private Service	548	30%	3058	24%	0	0%	0	0%
Student/Researcher	1096	60%	9091	70%	36	100%	120	100%
Business	14	1%	45	0%	0	0%	0	0%
Agriculturist	42	2%	3	0%	0	0%	0	0%
Housewife	1816	100%	13008	100%	36	100%	120	100%
Others	6	0%	102	1%	0	0%	0	0%
Total	6	0%	93	1%	0	0%	0	0%

Table 4.5 shows the details of Occupation pattern of sample visitors in Manipur

Table 4.5: Occupation Pattern of Sample Visitors in the District of Manipur

Occupation	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No	%	No	%	No	%	No	%
Industrialist/Trader/Shop Owner	118	6%	411	3%	36	100%	120	118
Self Employed Professional	263	14%	1699	13%	0	0%	0	263
Govt. Service	300	17%	2971	23%	0	0%	0	300
Private Service	318	18%	3934	30%	0	0%	0	318
Student/Researcher	21	1%	803	6%	0	0%	0	21
Business	493	27%	2491	19%	0	0%	0	493
Agriculturist	0	0%	75	1%	0	0%	0	0
Housewife	180	10%	590	5%	0	0%	0	180
Others	123	7%	34	0%	0	0%	0	123
Total	1816	100%	13008	100%	36	100%	120	1816

Table 4.6 shows the details of occupation pattern of sample visitors in Manipur

Table 4.6: Occupation Pattern of Sample Visitors in the District of Manipur

Occupation	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No	%	No	%	No	%	No	%
Business	709	39%	9490	73%	36	100%	120	709
Holidaying, leisure and recreation	498	27%	1288	10%	0	0%	0	498
Social	280	15%	636	5%	0	0%	0	280
Pilgrimage/Religious Activity	5	0%	769	6%	0	0%	0	5
Education/Training	6	0%	84	1%	0	0%	0	6
Health & Medical	18	1%	93	1%	0	0%	0	18
Shopping	168	9%	141	1%	0	0%	0	168
Work Done from Govt. authorities	12	1%	408	3%	0	0%	0	12
Others	120	7%	99	1%	0	0%	0	120
Total	1816	100%	13008	100%	36	100%	120	1816

Table 4.7 shows the details of mode of transportation of sample visitors in Manipur.

Table 4.7: Mode of Transportation of Sample Visitors in the District of Manipur

Mode of Transport	Domestic visitors from within the state		Domestic visitors from outside the state		Foreign visitors	
	Overnight	Same Day	Overnight	Same Day	Overnight	Same Day
By Train	0%	0%	12%	2%	0%	0%
By Bus	55%	39%	55%	19%	56%	83%
By Air	0%	0%	1%	0%	0%	0%
By Personal Vehicle	10%	25%	1%	2%	44%	17%
By Taxi	19%	29%	18%	77%	0%	0%
Others	16%	6%	14%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%

Table 4.8 shows the details of travel behaviour of sample visitors in the district of Manipur.

Table 4.8: Travel Behaviour of Sample Visitors in the District of Manipur

Travel Behaviour	Overnight Domestic visitors		Same Day Domestic visitors		Overnight Foreign visitors		Same Day Foreign visitors	
	Nos	%	Nos	%	Nos	%	Nos	%
Once a Week or More Often	12	1%	24	0%	0	0%	0	0%
Once a Fortnight	12	1%	6	0%	0	0%	0	0%
Once a Month	35	2%	166	1%	36	100%	120	100%
Once a 3 Months	580	32%	3782	29%	0	0%	0	0%
Once in 6 Months	691	38%	3574	27%	0	0%	0	0%
Once in a Year	224	12%	5379	41%	0	0%	0	0%
Less Often	262	14%	77	1%	0	0%	0	0%
Total	1816	100%	13008	100%	36	100%	120	100%

Table 4.9 shows the propensity of availing package tour of sample visitors in Manipur

Table 4.9: Propensity of availing package tour of Sample Visitors

	Overnight Domestic visitors		Same Day Domestic visitors		Foreign visitors	
	Nos	%	Nos	%	Nos	%
Percentage of tourists availing package tour	6	0.33%	0	0	0	0

Table 4.10 shows the details of Propensity of availing package tour of sample visitors in Manipur

Table 4.10: Propensity of availing package tour of Sample Visitors

Travel Arrangement Mode	Domestic Overnight	foreign Visitors
Travel + Food	40%	20%
Travel + Accommodation	25%	40%
Travel + Transport Accommodation	10%	25%
Travel + Transport + Accommodation + Food	25%	15%
Any Other	0	0
Total	100%	100%

Table 4.11 shows the details of travel arrangement mode of sample visitors in Manipur

Table 4.11: Travel Arrangement Mode of Sample Visitors

Travel Arrangement Mode	Domestic visitors				Foreign visitors			
	Overnight (Nos)	Overnight (%)	Same day (Nos)	Same Day (%)	Overnight (Nos)	Overnight (%)	Same day (Nos)	Same Day (%)
Self	1774	98%	12996	100%	36	100%	120	100%
Office / Employer	0	0%	12	0%	0	0%	0	0%
Tour Operator	24	1%	0	0%	0	0%	0	0%
Package Tour	0	0%	0	0%	0	0%	0	0%
Total	1816	100%	13008	100%	36	100%	120	100%

Table 4.12 shows the details of distribution of overnight visitors by place of stay of sample visitors in Manipur

Table 4.12: Distribution of overnight visitors by place of stay of Sample Visitors

Place of Stay	Domestic Overnight Visitors		Foreign Overnight Visitors	
	Numbers	Percentage	Numbers	Percentage
5 Star Hotel	0	0%	0	0%
3 Star Hotel	24	1%	36	100%
2 Star Hotel	0	0%	0	0%
1 Star Hotel	0	0%	0	0%
Non Star Hotel	740	41%	0	0%
Dharamshala	12	1%	0	0%
Friends & Relatives	672	37%	0	0%
Private Guest House/Rent House/Tourist Bungalow	6	0%	0	0%
Others	342	19%	0	0%
Total	1802	100%	36	100%

Table 4.13: Distribution of overnight and day visitors by place of stay of Sample Visitors

	Domestic Overnight		Domestic Day Visitors		Foreign Overnight		Foreign Same Day	
	No	%	No	%	No	%	No	%
A	1381	76%	11320	87%	36	100%	120	100%
B	13	1%	15	0%	0	0%	0	0%
C	0	0%	2	0%	0	0%	0	0%
D	4	0%	9	0%	0	0%	0	0%
I	63	3%	140	1%	0	0%	0	0%
L	228	13%	1143	9%	0	0%	0	0%
M	123	7%	225	2%	0	0%	0	0%
R	4	0%	154	1%	0	0%	0	0%
S	0	0%	0	0%	0	0%	0	0%
Total	1816	100%	13008	100%	36	100%	120	100%

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

Table 4.14 shows the details of satisfaction level of services by sample visitors

Table 4.14: Satisfaction level of services by Sample Visitors

Services	Domestic Overnight Visitors				Domestic Same Day Visitor				Foreign Overnight Visitor				Foreign Same Day Visitor			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied	
Availability of Tour Operator	1769	97%	47	3%	12234	94%	774	6%	36	100%	0	0%	120	100%	0	0%
Availability of Transportation	1790	99%	26	1%	12838	99%	170	1%	36	100%	0	0%	120	100%	0	0%
Availability of Tourist Guide	1771	98%	45	2%	12234	94%	774	6%	36	100%	0	0%	120	100%	0	0%
Availability of good quality accommodation	1777	98%	39	2%	12862	99%	146	1%	36	100%	0	0%	120	100%	0	0%
Public Convenience	381	21%	1435	79%	1254	10%	11754	90%	0	0%	36	100%	0	0%	120	100%
Eating Places	1792	99%	24	1%	12916	99%	92	1%	36	100%	0	0%	120	100%	0	0%
Information Centres	1775	98%	41	2%	12257	94%	751	6%	36	100%	0	0%	120	100%	0	0%

Services	Domestic Overnight Visitors				Domestic Same Day Visitor				Foreign Overnight Visitor				Foreign Same Day Visitor			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied	
Souvenir Shops	1788	98%	28	2%	12813	99%	195	1%	36	100%	0	0%	120	100%	0	0%
Entertainment Places	1786	98%	30	2%	12314	95%	694	5%	36	100%	0	0%	120	100%	0	0%
Quality of Roads	358	20%	1458	80%	788	6%	12220	94%	0	0%	36	100%	0	0%	120	100%
Security	1775	98%	41	2%	12651	97%	357	3%	36	100%	0	0%	120	100%	0	0%
Behaviour of Local People	1816	100%	0	0%	12873	99%	135	1%	36	100%	0	0%	120	100%	0	0%
Shops other than souvenir ones	1790	99%	26	1%	12340	95%	668	5%	36	100%	0	0%	120	100%	0	0%
Upkeep of tourist sites	373	21%	1443	79%	800	6%	12208	94%	0	0%	36	100%	0	0%	120	100%
Accommodation tariff	364	20%	1452	80%	806	6%	12202	94%	0	0%	36	100%	0	0%	120	100%
Quality of Information	172	9%	1644	91%	16	0%	12992	100%	0	0%	36	100%	0	0%	120	100%

Table 4.15 shows the details of satisfaction level of services by sample visitors in terms of percentage and numbers.

Table 4.15: Satisfaction level of services by Sample Visitors

Satisfaction level of Services	Domestic Overnight		Domestic Day		Foreign Overnight		Foreign day	
	Nos	%	Nos	%	Nos	%	Nos	%
Much Better than Expectation	4	0%	9	0%	0	0%	0	0%
Somewhat better than Expectation	1742	96%	12954	100%	36	100%	120	100%
As per expectation	68	4%	41	0%	0	0%	0	0%
Worse than expectation	0	0%	3	0%	0	0%	0	0%
Much worse than Expectation	2	0%	1	0%	0	0%	0	0%

Table 4.16: Most visited tourist destination of Sample Visitors

Tourist Destination	% Visitors	% domestic overnight	% domestic day	% Foreign overnight	% Foreign day
Govindji Temple	23.89%	8.98%	28.35%	100.00%	0.00%
Imphal War Cemetery	20.48%	5.05%	24.87%	100.00%	0.00%
Imphal Bazar/Town	11.40%	44.04%	2.49%	0.00%	0.00%
Kakching Garden	10.79%	1.68%	14.17%	0.00%	0.00%
Thoubal Town	9.45%	2.24%	12.18%	0.00%	0.00%
Loktak Lake	7.62%	7.85%	8.04%	0.00%	0.00%
Sadu Chiru Water Fall	7.34%	1.12%	9.66%	0.00%	0.00%
Lokchao Wildlife Sanctuary	7.31%	1.40%	9.53%	0.00%	0.00%
Moreh Bazar	6.25%	0.56%	3.36%	0.00%	100.00%
Sangai Festival	5.79%	13.46%	3.90%	0.00%	0.00%
Kangla Fort	3.11%	2.52%	3.48%	0.00%	0.00%
Barak Waterfalls	1.92%	0.70%	2.40%	0.00%	0.00%
Tamenglong	1.65%	1.40%	1.82%	0.00%	0.00%
Mao Gate	1.61%	0.56%	2.03%	0.00%	0.00%
Zoological Park	0.91%	0.28%	1.16%	0.00%	0.00%
Others	4.88%	21.88%	0.17%	0.00%	0.00%

* In Table 4.16 - Total may not tally to 100

Table 4.17: Popular Source of Information of tourist destination of the Sample Visitors

Source of Information	Domestic overnight	Domestic Same day	Foreign overnight	Foreign Same Day
Newspaper	0%	2%	0%	0%
Radio	0%	0%	0%	0%
Television	1%	0%	0%	0%
Newspaper & Radio both	1%	2%	0%	0%
Newspaper & Television both	3%	2%	0%	0%
Radio & Television both	1%	0%	0%	0%
All Three	94%	94%	100%	100%
Total	100%	100%	100%	100%

Table 4.18: Annual Household income of the Sample Domestic Visitors

Income Group	Percentage of domestic overnight visitors	Percentage of domestic day visitors
< Rs. 60000	19%	15%
Rs. 60000 - 100000	12%	13%
100001 - 200000	10%	14%
200001 - 500000	51%	39%
> Rs. 500001	8%	20%
Total	100%	100%

Figure 4.18 shows the details of annual house hold income of the sample foreign visitors

Table 4.19: Annual House Hold Income of the sample Foreign Visitors

Income Group	% of Foreign overnight visitors	% of Foreign Day visitors
Less than \$40,000	100%	100%
\$40,001 – \$60,000	0%	0%
\$60,001 – \$80,000	0%	0%
\$80,001 – \$1,00,000	0%	0%
Above \$1,00,000	0%	0%
Total	100%	100%

Table 4.20: Expenses on Accommodation (in Indian Rupees)

Type of Accommodation	Domestic Overnight			Foreign Overnight		
	Before	During the trip	Total	Before	During the trip	Total
3 Star Hotel	0	1010	1232.2	0	2085	5087.4
Non Star Hotel	0	685	835.7	Not Applicable		
Dharamshala	0	358	436.76	Not Applicable		
Friends & Relatives	0	121	147.62	Not Applicable		
Private Guest House/Rent House/Tourist Bungalow	0	56	68.32	Not Applicable		
Bed & Breakfast Unit	0	181	220.82	Not Applicable		
Total	0	2411	2941.42		2085	5087.4

The average duration of stay for Domestic overnight visitor is 1.22 days and for that of foreign overnight visitor is 2.44.

Table 4.21: Expenses on Food and Drinks (In 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
In the Accommodation Units	0	1277	1277	0	0	0	0	700.00	700.00
O/s Accommodation units and during journey and transit	0	494	494	0	0	0	0	501	501

Table 4.22 shows the details of transport expenses

Table 4.22: Expenses on Transport (In Indian Rupees)

Type of Transportation	Domestic overnight Visitors			Domestic day Visitors		
	Before	During the trip	Total	Before	During the trip	Total
By Train	962.53	475.96	1438.48	0.00	320.00	320.00
By Bus	0.00	428.97	428.97	0.00	473.30	473.30
By Air	3000.00	0.00	3000.00	0.00	0.00	0.00
By Personal Vehicle	0.00	195.60	195.60	0.00	0.00	0.00
By Taxi	0.00	100.00	100.00	0.00	0.00	0.00
Any Other	0.00	0.00	0.00	0.00	0.00	0.00
Total	3962.53	1200.53	5163.06	0.00	793.30	793.30

Table 4.23 shows the details of shopping expenses

Table 4.23: Expenses on Shopping (In Indian Rupees)

Shopping	Domestic overnight Visitors			Domestic day Visitors		
	Before	During the trip	Total	Before	During the trip	Total
Clothing and Garments	0	2651.43	2651.43	0	538.05	538.05
Processed food	0	152.46	152.46	0	304.98	304.98
Tobacco Products	0	64.70	64.70	0	126.79	126.79
Alcohol	0	128.46	128.46	0	588.98	588.98
Books, Journals, Magazines, Stationery etc.	0	15.81	15.81	0	23.37	23.37
Total	0	3012.86	3012.86	0	1582.17	1582.17

Table 4.24: Total number of Domestic Leisure Visitors

State	Overnight Visitors		Domestic Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	0	0.00%	89	0.02%
Uttar Pradesh	138	0.06%	0	0.00%
Maharastra	305	0.14%	0	0.00%
Punjab	476	0.22%	0	0.00%
Nagaland	1976	0.90%	2047	0.50%
West Bengal	2459	1.12%	27	0.01%

State	Overnight Visitors		Domestic Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Mizoram	1233	0.56%	439	0.11%
Meghalaya	0	0.00%	0	0.00%
Odisha	0	0.00%	0	0.00%
Assam	6566	2.99%	3523	0.86%
Manipur	203692	92.63%	403117	98.49%
Delhi	245	0.11%	19	0.00%
Rajasthan	18	0.01%	0	0.00%
Karnataka	73	0.03%	0	0.00%
Bihar	482	0.22%	11	0.00%
Andhra Pradesh	74	0.03%	13	0.00%
Gujarat	38	0.02%	0	0.00%
Tamil Nadu	64	0.03%	6	0.00%
Madhya Pradesh	47	0.02%	0	0.00%
Kerala	11	0.01%	0	0.00%
Haryana	14	0.01%	0	0.00%
Himachal Pradesh	1865	0.85%	0	0.00%
Jammu and Kashmir	0	0.00%	0	0.00%
Tripura	115	0.05%	0	0.00%
TOTAL	219890	100.00%	409291	100%

Table 4.24 shows that most of the domestic visitors are from Manipur followed by Nagaland and Assam.

Table 4.25: Total number of Foreign Leisure Visitors

Country	Overnight Visitors		Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	16	23%	0	0%
Myanmar	43	61%	844	86%
Nepal	5	8%	0	0%
United Kingdom	3	4%	37	4%
United States of America	4	5%	58	6%
Total	71	100%	979	100%

5 Annexure – Additional Tables

Table 5.1: Average Destination visits – Domestic Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Imphal East	1.09	1.03
2	Imphal West	1.06	1.00
3	Chandel	1.00	1.00
4	Tamenglong	1.00	1.04
5	Senapati	1.00	1.02
6	Thoubal	1.01	1.02
7	Bishnupur	1.10	1.06

Table 5.2: Average Destination visits – Foreign Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Imphal East	1.00	NA
2	Imphal West	NA	NA
3	Chandel	1.83	1.49
4	Tamenglong	NA	NA
5	Senapati	NA	NA
6	Thoubal	NA	NA
7	Bishnupur	NA	NA

Table 5.3: Average Destination visits – Domestic Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
1	May-15	1.00	1.00
2	Jun-14	1.00	1.00
3	Jul-14	1.00	1.00
4	Aug-14	1.00	1.00
5	Sep-14	1.00	1.00
6	Oct-14	1.00	1.00
7	Nov-14	1.00	1.00
8	Dec-14	1.00	1.00
9	Jan-15	1.00	1.00
10	Feb-15	1.00	1.00
11	Mar-15	1.00	1.00
12	Apr-15	1.00	1.00

Table 5.4: Average Destination visits – Foreign Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
1	May-15	1.00	1.00
2	Jun-14	1.00	1.00
3	Jul-14	1.00	1.00
4	Aug-14	1.00	1.00
5	Sep-14	1.00	1.00
6	Oct-14	1.00	1.00
7	Nov-14	1.00	1.00
8	Dec-14	1.00	1.00
9	Jan-15	1.00	1.00
10	Feb-15	1.00	1.00
11	Mar-15	1.00	1.00
12	Apr-15	1.00	1.00

6 Annexure – Supplementary Tables

Table 6.1: Ratio and estimated number of leisure Domestic Visitors in the month of June 2014

Location	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	0	0.00%	12	0.20%
Nagaland	6	1.18%	0	0.00%
Manipur	479	95.65%	6145	99.63%
Delhi	10	2.00%	11	0.17%
Rajasthan	6	1.18%	0	0.00%
Total	501	100%	6168	100%

Table 6.2: Ratio and estimated number of leisure Domestic Visitors in the month of July 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Uttar Pradesh	7	0.27%	0	0.00%
Maharashtra	13	0.54%	0	0.00%
Punjab	34	1.39%	0	0.00%
Nagaland	22	0.88%	63	1.00%
West Bengal	13	0.54%	0	0.00%
Mizoram	30	1.20%	11	0.17%
Assam	396	16.05%	1334	20.94%
Manipur	1695	68.69%	4962	77.90%
Delhi	51	2.07%	0	0.00%
Rajasthan	10	0.41%	0	0.00%
Karnataka	51	2.06%	0	0.00%
Bihar	2	0.09%	0	0.00%
Andhra Pradesh	56	2.28%	0	0.00%
Gujarat	3	0.14%	0	0.00%
Tamil Nadu	33	1.34%	0	0.00%
Madhya Pradesh	31	1.25%	0	0.00%
Kerala	9	0.36%	0	0.00%
Haryana	9	0.36%	0	0.00%
Himachal Pradesh	2	0.09%	0	0.00%
Total	2467	100.00%	6370	100.00%

Table 6.3: Ratio and estimated number of leisure Domestic Visitors in the month of Aug 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	228	3.07%	0	0.00%
West Bengal	14	0.19%	0	0.00%
Mizoram	190	2.56%	22	0.17%
Assam	689	9.29%	13	0.10%
Manipur	6040	81.50%	13181	99.50%
Delhi	0	0.00%	9	0.07%
Total	7411	100%	13247	100%

Table 6.4: Ratio and estimated number of Domestic Visitors in the month of September 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Uttar Pradesh	48	0.63%	0	0.00%
Maharashtra	78	1.03%	0	0.00%
Punjab	78	1.03%	0	0.00%
Nagaland	185	2.46%	22	0.13%
West Bengal	4	0.06%	0	0.00%
Mizoram	79	1.05%	0	0.00%
Assam	1310	17.38%	45	0.27%

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Manipur	5645	74.90%	16606	99.52%
Delhi	9	0.11%	0	0.00%
Andhra Pradesh	0	0.00%	13	0.08%
Tripura	101	1.34%	0	0.00%
Total	7537	100.00%	16687	100.00%

Table 6.5: Ratio and estimated number of Domestic Visitors in the month of October 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Maharashtra	27	0.53%	0	0.00%
Punjab	105	2.03%	0	0.00%
Nagaland	31	0.60%	22	0.13%
Mizoram	16	0.30%	0	0.00%
Assam	892	17.16%	66	0.38%
Manipur	4065	78.18%	16961	99.48%
Andhra Pradesh	16	0.30%	0	0.00%
Tamil Nadu	31	0.60%	0	0.00%
Madhya Pradesh	16	0.30%	0	0.00%
Total	5199	100.00%	17049	100.00%

Table 6.6: Ratio and estimated number of leisure Domestic Visitors in the month of November 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	0	0.00%	13	0.01%
Uttar Pradesh	5	0.00%	0	0.00%
Maharashtra	18	0.01%	0	0.00%
Punjab	13	0.01%	0	0.00%
Nagaland	310	0.20%	0	0.00%
West Bengal	1853	1.21%	0	0.00%
Mizoram	340	0.22%	9	0.01%
Assam	130	0.08%	1871	1.13%
Manipur	149009	97.02%	163179	98.85%
Delhi	5	0.00%	0	0.00%
Rajasthan	3	0.00%	0	0.00%
Karnataka	3	0.00%	0	0.00%
Bihar	8	0.00%	0	0.00%
Andhra Pradesh	3	0.00%	0	0.00%
Gujarat	8	0.00%	0	0.00%
Kerala	3	0.00%	0	0.00%
Haryana	5	0.00%	0	0.00%
Himachal Pradesh	1853	1.21%	0	0.00%
Tripura	14	0.01%	0	0.00%
Total	153580	100.00%	165072	100.00%

Table 6.7: Ratio and estimated number of leisure Domestic Visitors in the month of December 2014

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	400	4.35%	0	0.00%
West Bengal	34	0.37%	16	0.08%
Mizoram	20	0.22%	0	0.00%
Assam	299	3.25%	14	0.07%
Manipur	8435	91.71%	20174	99.85%
Delhi	9	0.10%	0	0.00%
Total	9198	100.00%	20204	100.00%

Table 6.8: Ratio and estimated number of leisure Domestic Visitors in the month of January 2015

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	0	0.00%	41	0.15%
Uttar Pradesh	9	0.13%	0	0.00%
Maharashtra	13	0.20%	0	0.00%
Punjab	71	1.12%	0	0.00%
Nagaland	32	0.49%	662	2.32%
West Bengal	333	5.19%	0	0.00%
Mizoram	274	4.28%	226	0.79%
Assam	779	12.15%	41	0.14%
Manipur	4644	72.47%	27505	96.57%
Delhi	150	2.33%	0	0.00%
Bihar	73	1.14%	0	0.00%
Gujarat	21	0.33%	0	0.00%
Tamil Nadu	0	0.00%	6	0.02%
Himachal Pradesh	10	0.16%	0	0.00%
Total	6408	100.00%	28481	100.00%

Table 6.9: Ratio and estimated number of leisure Domestic Visitors in the month of February 2015

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Maharashtra	16	2.33%	0	0.00%
Punjab	83	9.30%	0	0.00%
Nagaland	383	0.00%	23	0.00%
West Bengal	165	4.65%	0	0.00%
Mizoram	117	0.00%	7	0.00%
Assam	242	20.93%	0	0.00%
Manipur	3921	60.47%	36427	100.00%
Delhi	11	0.00%	0	0.00%
Karnataka	20	0.00%	0	0.00%
Bihar	244	2.33%	0	0.00%
Total	5202	100%	36458	100%

Table 6.10: Ratio and estimated number of leisure Domestic Visitors in the month of March 2015

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	121	2.42%	616	1.75%
West Bengal	44	0.88%	11	0.03%
Mizoram	40	0.81%	164	0.47%
Assam	180	3.62%	87	0.25%
Manipur	4557	91.39%	34357	97.48%
Bihar	44	0.88%	11	0.03%
Total	4986	100.00%	35245	100.00%

Table 6.11: Ratio and estimated number of leisure Domestic Visitors in the month of April 2015

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Punjab	50	0.57%	0	0.00%
Nagaland	114	1.30%	0	0.00%
Mizoram	61	0.70%	0	0.00%
Assam	1041	11.86%	31	0.10%
Manipur	7401	84.31%	31838	99.90%
Bihar	111	1.26%	0	0.00%
Total	8778	100.00%	31869	100.00%

Table 6.12: Ratio and estimated number of leisure Domestic Visitors in the month of May 2015

Location	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	145	1.68%	638	1.97%
Mizoram	65	0.76%	0	0.00%
Assam	606	7.03%	21	0.07%
Manipur	7800	90.46%	31782	97.97%
Total	8623	100.00%	32441	100.00%

Table 6.13 shows the details of ratio and estimated number of foreign overnight/same day visitors visited in the month of June 2014

Table 6.13: Ratio and estimated number of leisure foreign Visitors in the month of June 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	4	100.00%	0	40.00%
Total	4	100%	0	100%

Tables here with provide estimated number of foreign overnight/same day visitors in Manipur.

Table 6.14: Ratio and estimated number of leisure foreign Visitors in the month of July 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	0	100.00%	133	100.00%
Total	0	100%	133	100%

Table 6.15: Ratio and estimated number of leisure foreign Visitors in the month of Aug 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	0	0.00%	100	56.50%
United Kingdom	0	0.00%	31	17.40%
United States of America	0	0.00%	46	26.10%
Total	0	0.00%	177	100%

Table 6.16: Ratio and estimated number of leisure foreign Visitors in the month of October 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	0	0.00%	97	100.00%
Total	0	100%	97	100.00%

Table 6.18 shows the details of ratio and estimated number of foreign overnight/same day visitors visited in the month of November 2014

Table 6.17: Ratio and estimated number of leisure foreign Visitors in the month of November 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	0	0.00%	58	50.00%
South Korea	0	0.00%	25	21.55%
Spain	0	0.00%	15	12.93%
United Kingdom	0	0.00%	6	5.17%
United States of America	0	0.00%	12	10.34%
Total	0	0.00%	116	100.00%

Table 6.19 shows the details of ratio and estimated number of foreign overnight/same day visitors visited in the month of January 2015

Table 6.18: Ratio and estimated number of leisure foreign Visitors in the month of January 2014

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	5	100.00%	39	100.00%
Total	5	100.00%	39	100.00%

Table 6.21: Ratio and estimated number of leisure foreign Visitors in the month of February 2015

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	16	76.00%	0	0.00%
Myanmar	5	24.00%	39	100.00%
Total	21	100.00%	39	100.00%

Table 6.22: Ratio and estimated number of leisure foreign Visitors in the month of March 2015

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	5	100.00%	150	100.00%
Total	5	100.00%	150	100.00%

Table 6.23: Ratio and estimated number of leisure foreign Visitors in the month of April 2015

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	0	0.00%	173	100.00%
Total	0	100.00%	173	100.00%

Table 6.24: Ratio and estimated number of leisure foreign Visitors in the month of May 2015

Location	Foreign Over Night		Foreign Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Myanmar	24	67.07%	55	100.00%
Nepal	5	15.19%	0	0.00%
United Kingdom	3	7.61%	0	0.00%
United States of America	4	10.13%	0	0.00%
Total	36	100.00%	55	100.00%

7 Annexure - Methodology and Questionnaire

7.1 Methodology

The methodology envisages three stage sampling. The first stage units will be the towns important from tourism perspective, the second stage units will be the tourist destinations in the selected town or linked to the selected town and the visitors within a tourist destination will 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, will be 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 will also be 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 is 5 or less then all the destinations will be covered in the survey. In case the number of tourist destinations in a selected town is more than 5, then the total number of destinations has to be more than 5, exact number will be 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 is 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,

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

Where p= anticipated proportion to be estimated

100(1- α /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 is required on monthly basis this sample size is required on a monthly basis. For the proposed survey, however, the sample size will be 600 per month. If in certain months these numbers are not available, the shortfall should be covered in next month. If a particular district is 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 must be 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 has to be 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 will be 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 is small but it attracts a large number of visitors. In such cases, some reallocation of sample size among towns may be required.
- Distribution of sample size among tourist destinations in a selected town: If there are more than one tourist destinations in a selected town, the sample size allocated for the town will be equally distributed among the tourist destinations.
- Selection of days for survey of visitors in different months: The survey will be 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 will be 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 will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week. The dates of survey at a tourist destination during the 12 months will be 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 is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event. The sample size allocated for each month 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.

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 would be required on the selected days at a non- ticketed tourist destination. The first investigator will basically count the number of visitors and second

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

7.1.5 Details of Survey

7.1.5.1 Survey at Tourist Destinations

A survey of visitors at tourist destinations has to be 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 would be 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 are 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 is 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 has been worked out to be 400 visitors. However, it has 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 will be listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town is 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 will also be 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 would be collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information would be 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. would be collected. This information has to be collected every month for the preceding month.

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

In metropolitan cities, list of all the accommodation units will have to be 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 will be 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 will 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 will provide 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 no. 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 is 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 is not likely to change over a short time interval, profile of visitors will be 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, are 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 is to be used for estimating the number of non-leisure visitors in the district, the exit survey will be 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?

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
- d) 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 you 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				
Total (Post Code)					

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>			
Total			

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		ACCOMODATION SURVEY (MONTHLY)			
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 (Kirchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
Total			

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

8 Annexure - List of Festivals

Sr. No.	Date	Name of Festival	Region of the State where celebrated
1	March	Yaosang (Dol- Jatra)	Valley area inhabited by the Meitei community. Celebrated for five days commencing from the full-moon day of Phalgun (Feb./March), Yaoshang is the premier festival of Manipur. The Thabal Chongba, a kind of Manipuri folk dance in which boys and girls hold hands and dance in the evening is an inseparable part of the festival.
1	January	Gan-Ngai	Kabui Naga inhabited areas like Imphal, Tamenglong. Gan-Ngai is a famous festival of the Kabui Naga. The festival opens with a ceremony on the first day and the rest of the days are observed with feasts, dances of men and women of all ages and also presentation of farewell gifts etc.
2	15th February every year.	Lui-Ngai-Ni	Tangkul Naga inhabited area – Ukhrul. It is a festival of Nagas observed on the 15th day of February every year. This is a festival of seed sowing after which tribes belonging to Naga groups start their cultivation. Social gathering, songs, dances and rejoicing highlight the festivity.
3	March	Yaosang (Dol- Jatra)	Valley area inhabited by the Meitei community. Celebrated for five days commencing from the full-moon day of Phalgun (Feb./March), Yaoshang is the premier festival of Manipur. The Thabal Chongba, a kind of Manipuri folk dance in which boys and girls hold hands and dance in the evening is an inseparable part of the festival.
4	April	Cheiraoba	A festival organized to usher in Meitei new year where ancestors as well as gods are prayed for their blessings.
5	May – June	Lai Haraoba	Valley area inhabited by the Meitei community. Celebrated in honour of the sylvan deities known as Umang Lai, the festival represents the worship of traditional deities and ancestors. A number of dances by both men and women are performed before the ancient divinities. The Lai Haraoba of God-Thangjing, the ruling deity of Moirang, is the most famous one and attracts huge gatherings.
6	July	Rath Jatra	Valley area inhabited by the Meitei community. One of the greatest festivals of the Hindus of Manipur, the festival is celebrated for about 10 days in the month of Ingen (June/July). Lord Jagannath leaves his temple in a Rath locally known as Kang pulled by pilgrims who vie with one another for this honour.
7	September	Heikru Hitongba	At the moat of Shri Bijoy Govindajee Temple, Imphal West. Heikru Hidongba (Boat race) is an annual festival which is held in September every year with traditional rituals.
8	Oct.	Mera Houchongba	At Shri Shri Govindajee Temple, Imphal East. The festival is celebrated to foster and promote solidarity, peace and integrity among the various ethnic communities of the State. People from different communities inhabiting both the hills and plain, irrespective of caste, creed or colour, bring goods available in their region and assemble at the Kangla, the ancient seat of power of the rulers of Manipur.
9	1st November every year	Kut Festival	Generally held in the 1st Bn. Manipur Rifle Parade Ground or some other places as decided by the State Level Kut Committee. It is an autumn festival of the tribes belonging to the Kuki-Chin-Mizo ethnic group of Manipur.
10	Nov.	Ningol Chakkouba	Valley area inhabited by the Meitei community. It is a remarkable social festival of the Meities celebrated in November every year. Married daughters and sisters come to their parental house along with their children and enjoy sumptuous feasts. It is a much awaited occasion for family reunion.
11	21st to 30th Nov., every year.	Manipur Sangai Festival	Hapta Kangjeibung, Palace compound, Imphal East. The festival is celebrated for 10 (ten) days from 21st Nov. to 30th November every year.