



Tourism Survey for state of Nagaland

Final Report

Final Report of Nagaland
(June 2014 - May 2015)

Ministry of Tourism

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Dalhousie House, New Delhi

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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 based on 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 Nagaland.

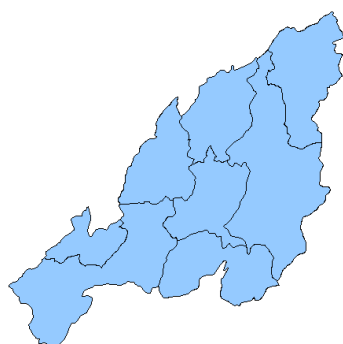
1.1 Objective

The field survey in Nagaland 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 Nagaland – The Study Region

Nagaland is one of the seven sister states of northeast India, covering a total geographic area of 16,579 Sq. KM. It borders the state of Assam to the west, Arunachal Pradesh and part of Assam to the north, Myanmar to the east and Manipur to the south. The state capital is Kohima, and the largest city is Dimapur. It has a population of 1,980,602 as per the 2011 census, making it one of the smallest states of India. The state is mostly mountainous except those areas bordering Assam valley.



The state is divided into 11 districts, each with a district headquarters. Kohima is the capital of the state, while Dimapur is the largest city. Major tribes in the region consist of the Angami, Ao, Chang, Chothe, Khoibu, Konyak amongst others. It is known as the ‘falcon capital’ of the world.

1.2.1 Demographic Details – Nagaland

As per the census 2001 of India, the population of Nagaland is estimated to be 1,988,636.

Table 1.1: Demographic Details of Nagaland

Name of the District	Area (Sq. KM)	Population (Total)	Population (Urban)	Urban Centres (Town)
Kohima	1041	310084	77030	Kohima
Dimapur	926	309024	114600	Dimapur
Phek	2026	148195	12864	Phek Town
Mokokchung	1615	232085	31214	Mokokchung
Tuensang	4228	414818	29772	Tuensang
Wokha	1628	161223	37636	Wokha
Zunheboto	1255	153955	23081	Zunheboto
Mon	1786	260652	16590	Mon

Source: Census 2001

Table 1.1 shows that Tuensang has the largest geographical area and population of the total population. Dimapur has the largest urban population amongst the districts in Nagaland.

1.2.2 Inception Workshop – Nagaland

The inception workshop for the Nagaland state was organised at the Directorate of Tourism on 21st April 2014 in Kohima on the following date:

Table 1.2: Inception workshop

Group	Location	Date of Workshop	Venue
1	Kohima	21th April, 2014	Directorate of Tourism, Kohima

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

The Inception Workshop on the “**Tourist Statistics Survey**” in Nagaland was conducted on 21st April, 2014 at the Directorate of Tourism, Kohima. The key participants to the workshop are as under:

1. Mr. Zavi Nakhro, Joint Director, Nagaland Tourism
2. Mr. K. T. Thomas, Additional Director, Nagaland Tourism
3. Mr. Keduosieu M. Rio, Assistant Director, Nagaland Tourism
4. Mr. K. Metha, Junior Engineer
5. Mr. Tenjin AO, Tourist Officer, Dimapur District
6. Ms. Santimala Aier, Tourist Officer, Mokokchung District
7. Ms. Orenponi Tungoe, Tourist Officer, Mon District
8. Mr. T. Kakihe Sumi, Tourist Officer, Kohima District
9. Mr. Nchenth Odyuo, Tourist Officer, Zunheboto District
10. Mr. Sumdeufu, Tourist Officer, Wokha District
11. Mr. Toka E. Terceze, Tourist Officer
12. Ms. Neteno Yoshi, Cameraperson
13. Mr. Ruisi Poji, Caretaker
14. Mr. K. Aben Kikon, Caretaker
15. Ms. Nungladale, Statistical Cell
16. Ms. Lobeno Lotta, Field Assistant
17. Ms. Renbeni, Field Assistant

18. Mr. Chandemo Kikon, Lower Divisional Assistant
19. Mr. Eyouety Ezou, Statistical Cell
20. Mr. V. Douli

1.2.3 Tourism Destination for Survey – Nagaland

The consultants have finalised the tourist destinations for survey in consultation with Nagaland Tourism Department. The tourist destination finalised for the survey are as given in the below table 1.3 which shows two festivals Hornbill festival in Kohima and Aoleng festival in Mon.

Table 1.3: Approved tourist Destinations – Nagaland

District	Tourist Destinations	Survey Period	Festival	Entry-Exit Point
Kohima	World War II Cemetery Kohima Cathedral	Throughout the year	Hornbill Festival	District Bus/Taxi Stand
Dimapur	Zoological Park - Rangapahar Medieval Ruins of Kachari Kingdom	Throughout the year	-	Dimapur Railway Station Dimapur Airport District Bus/Taxi Stand
Zunheboto	Ghosu Sanctuary	Throughout the year	-	District Bus/Taxi Stand
Mokokchung	Mopungchuket - Tourism Model Village	Throughout the year	-	District Bus/Taxi Stand
Mon	Longwa Village	Throughout the year	Aoleng Festival	District Bus/Taxi Stand
Phek	Shilloi Lake	Throughout the year	-	District Bus/Taxi Stand
Peren	Mount Pauna Tourist Village	Throughout the year	-	District Bus/Taxi Stand
Tuensang	Changsangmonko & Chilise	Throughout the year	-	District Bus/Taxi Stand
Kiphire	Mount Saramati	Throughout the year	-	District Bus/Taxi Stand
Wokha	Mount Tiyi	Throughout the year	-	District Bus/Taxi Stand
Longleng	--	-	-	-

As indicated in the Methodology for the current study, the number of districts and population of towns were considered as per the data of census 2001. The destinations approved by the state tourism department have been segregated under the 11 districts for distribution of survey samples. All the important destinations of the states were covered during the survey.

1.3 Key Survey Findings

Key Survey Findings	Value	Unit
Average Duration of Stay for Domestic Tourists	1.16	Nights
Average Duration of Stay for Foreign Tourists	1.76	Nights
Overnight Domestic Tourists	573939	Nos
Overnight Foreign Tourists	2733	Nos
Same Day Domestic Tourists	1161195	Nos
Same Day Foreign Tourist	2776	Nos

1.4 Comments and Approval on Draft Report by Nagaland Tourism Department

A presentation and discussions on the findings of the draft report was undertaken by Mott Macdonald on 13th January 2016 at Nagaland Tourism Directorate office in Kohima where Shri. Purakhu Angami (Director), Shri K. T. Thomas (Addl. Director) and other staffs of Tourism Dept. Nagaland were present.

The presentation contained the brief of approach and methodology, inception workshop conducted in Kohima on 21st April 2014, Tourist destination where survey was carried out, Key findings and Visitor profiles. Subsequently the department conveyed the approval on the revised draft report by letter dated 12th April 2016

2 Sampling Plan

2.1 Visitor Survey at Tourism Destinations

As per the Census 2001 the total number of districts in the state of Nagaland is 11, the total estimated sample size of brief survey at tourist destination is estimated to be 600 per district per month. The district-wise monthly sampling plan for brief survey at tourist destination is provided below in table 2.1: There were some destinations where there were very less tourists foot fall. The shortfall of these were covered in Kohima and Dimapur having larger sample size.

Table 2.1: District wise sampling plan for survey.

Sr.No.	Tourist Destination	Sample Size per Month	Sample Size Yearly
1	Kohima	600+300	10800
2	Dimapur	600+300	10800
3	Zunheboto	600	7200
4	Mokokchung	600	7200
5	Mon	600	7200
6	Phek	600	7200
7	Peren	600	7200
8	Tuensang	600	7200
9	Kiphire	600	7200
10	Wokha	600	7200
11	Longleng*	0	0
	Total (Nagaland)	6600	79200

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 were collected in advance for the 12-month period. In a month at a destination, survey was 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 was considered as the first day of the week. The dates of survey at a tourist destination during the 12 months followed are shown in table 2.2 which shows the days of weeks and dates of month along with weeks of the months.

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 fell outside the selected week and dates, the nearest week/dates was 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.

2.2 Accommodation Units

Every Month, all the classified hotels were covered for collecting both the information (particulars on 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. The 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 Points

Since the state of Nagaland has 11 districts, total sample size for exit survey is estimated to be 15000 (400 per Quarter). However as discussed with the state tourism department, there is one district where there is no important tourist destination. The shortfall of this entry exit point survey was distributed evenly in two districts viz Dimapur and Kohima. 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 was covered on representative basis. Taking into consideration, the terms of reference, the district-wise sampling plans at entry-exit points is provided in the table 2.3.

Table 2.3: District-wise Distribution of Exit Survey

Sr.	Destination	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total
1	Kohima	400+200	400+200	400+200	400+200	2400
2	Dimapur	400+200	400+200	400+200	400+200	2400
3	Zunheboto	400	400	400	400	1600
4	Mokokchung	400	400	400	400	1600
5	Mon	400	400	400	400	1600
6	Phek	400	400	400	400	1600
7	Peren	400	400	400	400	1600
8	Tuensang	400	400	400	400	1600
9	Kiphire	400	400	400	400	1600
10	Wokha	400	400	400	400	1600
11	Longleng*	0	0	0	0	0
	Total Nagaland)	4400	4400	4400	4400	17600

* Longleng district samples have been equally divided in Dimapur and Kohima districts as there was no important tourist destination suggested by Nagaland Tourism department.

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 timetable for the survey in the first quarter formed the basis of exit survey for the remaining part of the year and thus during the 1st 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 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 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)

District	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
Dimapur	728	0	0	356	200	0	328	0	0	320	416	408	2756
Kiphire	280	0	0	400	0	0	412	0	0	56	200	152	1500
Kohima	434	0	0	300	0	496	696	0	0	524	422	438	3310
Mokokchung	312	0	0	600	0	0	684	0	0	0	260	340	2196
Mon	224	0	0	104	0	0	814	0	0	0	104	88	1334
Peren	204	0	0	50	0	0	818	0	0	309	0	0	1381
Phek	164	0	0	172	0	0	172	0	0	160	0	224	892
Tuensang	676	0	0	288	0	0	624	0	0	150	0	0	1738
Wokha	46	0	0	126	0	0	862	0	0	50	0	220	1304
Zunheboto	142	0	0	162	0	0	212	0	0	347	232	194	1289
TOTAL	3210	0	0	2558	200	496	5622	0	0	1916	1634	2064	17700

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	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
Aggregate Sample Size		13338	1774	2422	3115	3309	2413	3185	6348	8626	11820	12163	11051	79564
Overnight Visitors	Foreigner	0%	2%	1%	0%	0%	1%	2%	3%	1%	0%	0%	0%	1%
	Domestic - other state	1%	12%	4%	2%	1%	1%	1%	5%	2%	4%	1%	2%	2%
	Domestic- same city	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	2%	1%
	Domestic- Same district	2%	11%	5%	5%	3%	4%	3%	5%	7%	5%	5%	3%	4%
	Domestic- same state other district	26%	9%	21%	6%	15%	8%	11%	30%	29%	31%	30%	24%	25%
	Total	30%	35%	32%	14%	19%	13%	19%	43%	40%	40%	37%	31%	33%
Same Day Visitor	Foreigner	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Domestic - other state	0%	3%	2%	3%	0%	2%	1%	1%	0%	0%	0%	0%	1%
	Domestic- Same city	29%	34%	12%	6%	1%	8%	5%	12%	16%	28%	24%	29%	21%
	Domestic- Same district	35%	19%	20%	35%	33%	39%	33%	26%	30%	21%	30%	27%	29%
	Domestic - Same state other district	6%	8%	34%	43%	46%	37%	42%	18%	14%	11%	9%	13%	16%
	Total	70%	66%	68%	86%	81%	87%	81%	57%	60%	60%	63%	69%	67%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2.7 Month Wise Domestic Visitor in Nagaland

Table 2.7: District and month Wise domestic visitors in Nagaland-(June 2014-May 2015)

District	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan-	Feb	Mar	Apr-	May	Total
Kohima	37103	10500	24896	19952	4954	4785	342749	14450	15629	17059	16614	17178	525869
Dimapur	8040	10385	9694	20189	7303	6921	17988	19759	21571	21374	20929	20069	184222
Zunheboto	4354	14684	10741	3322	590	757	2672	9047	15437	16327	16959	17298	112188
Mokokchung	1640	3311	2427	8537	4650	6728	12708	17121	20371	24448	25424	26138	153503
Mon	3173	2601	2265	1406	4871	5250	3560	3850	3637	4983	7125	6751	49472
Phek	25299	15252	11570	2572	3047	4332	2702	9246	13024	15391	16611	20549	139595
Peren	1530	2074	2184	3568	720	1204	5003	9056	8609	7602	7901	8261	57712
Tuensang	11803	9752	9172	1371	4960	6515	8967	15273	14197	15810	16519	17227	131566
Kiphire	1415	723	532	3522	8962	7920	5290	23993	33948	39922	41432	41973	209632
Wokha	3108	10691	1632	12405	9890	12774	13639	20797	22808	22309	17624	23697	171374
TOTAL	97465	79973	75113	76844	49947	57186	415278	142592	169231	185225	187138	199141	1735133

As shown in the table 2.7 Kohima has the highest number of visitors amongst district in Nagaland with maximum number of domestic visitor's foot fall happens to be in December 2014 when the Hornbill festival is organised in the district.

2.8 Month Wise Foreign Visitor in Nagaland

Table 2.8: District and month Wise foreign visitors in Nagaland (June 2014-May 2015)

District	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
Kohima	47	18	5	0	1244	112	1721	912	111	297	190	265	4922
Dimapur	0	0	0	0	0	4	0	0	0	0	0	0	4
Zunheboto	0	0	0	0	0	0	0	0	0	0	0	0	0
Mokokchung	4	13	0	0	0	566	0	0	0	0	0	0	583
Mon	0	0	0	0	0	0	0	0	0	0	0	0	0
Phek	0	0	0	0	0	0	0	0	0	0	0	0	0
Peren	0	0	0	0	0	0	0	0	0	0	0	0	0
Tuensang	0	0	0	0	0	0	0	0	0	0	0	0	0
Kiphire	0	18	0	0	0	0	0	0	0	0	0	0	0
Wokha	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	51	31	5	0	1244	682	1721	912	111	297	190	265	5509

2.9 Month Wise Total Visitor in Nagaland

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

District	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
Kohima	37150	10518	24901	19952	6198	4897	344470	15362	15740	17356	16804	17443	530791
Dimapur	8040	10385	9694	20189	7303	6925	17988	19759	21571	21374	20929	20069	184226
Zunheboto	4354	14684	10741	3322	590	757	2672	9047	15437	16327	16959	17298	112188
Mokokchung	1644	3324	2427	8537	4650	7294	12708	17121	20371	24448	25424	26138	154086
Mon	3173	2601	2265	1406	4871	5250	3560	3850	3637	4983	7125	6751	49472
Phek	25299	15252	11570	2572	3047	4332	2702	9246	13024	15391	16611	20549	139595
Peren	1530	2074	2184	3568	720	1204	5003	9056	8609	7602	7901	8261	57712
Tuensang	11803	9752	9172	1371	4960	6515	8967	15273	14197	15810	16519	17227	131566
Kiphire	1415	723	532	3522	8962	7920	5290	23993	33948	39922	41432	41973	209632
Wokha	3108	10691	1632	12405	9890	12774	13639	20797	22808	22309	17624	23697	171374
TOTAL	97516	80004	75118	76844	51191	57868	416999	143504	169342	185522	187328	199406	1740643

Table 2.9 shows the details of total number of visitors in Nagaland. Amongst districts Kohima has the maximum number of visitors in December 2014.

3 Key Survey Findings

The key survey findings are provided in the following sections.

3.1 Findings on visitors

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

	Domestic visitors			Foreign visitors		
	Over Night	Same Day	Total	Over Night	Same Day	Total
Jun-14	2966	3591	6557	47	4	51
Jul-14	1193	5167	6360	18	13	31
Aug-14	667	5239	5906	5	0	5
Sep-14	1404	5885	7289	0	0	0
Oct-14	493	5589	6082	81	47	128
Nov-14	1206	6169	7375	112	4	116
Dec-14	25569	162953	188522	1868	31	1899
Jan-15	9788	13802	23590	456	0	456
Feb-15	10217	16548	26765	104	0	104
Mar-15	10864	19768	30632	120	0	120
Apr-15	10015	20606	30621	137	0	137
May-15	9850	22100	31950	199	4	203
Total	84232	287417	371649	3147	103	3250

Table 3.1 shows that in December the maximum number of domestic visitors (both overnight and same day) visit Nagaland. The same holds true for foreign visitors also. This is primarily due to the Hornbill festival that takes place during that time.

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	2825	2850	5675	47	4	51
Jul-14	1086	3879	4965	18	13	31
Aug-14	560	4115	4675	0	0	0
Sep-14	1392	5860	7252	0	0	0
Oct-14	493	5542	6035	81	47	128
Nov-14	1182	5905	7087	112	4	116
Dec-14	17305	127535	144840	1039	31	1070
Jan-15	9415	12732	22147	456	0	456
Feb-15	9724	15184	24908	63	0	63
Mar-15	10738	19295	30033	120	0	120
Apr-15	9817	20169	29986	137	0	137
May-15	9685	21614	31299	199	4	203
Total	74222	244680	318902	2272	103	2375

Figure 3.2 shows total number of domestic and foreign leisure tourists (Same day and overnight) were in December primarily due to the hornbill festival taking place at that time of the year.

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

Month	Number of Tourists (overnight)			Number of Same day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
Jun-14	2825	64425	67250	2850	27365	30215
Jul-14	1086	47858	48944	3879	27150	31029
Aug-14	560	42222	42782	4115	28216	32331

	Number of Tourists (overnight)			Number of Same day Visitors		
Sept-14	1392	26444	27836	5860	43148	49008
Oct-14	493	15686	16179	5542	28226	33768
Nov-14	1182	16841	18023	5905	33258	39163
Dec-14	17305	44490	61795	127535	225948	353483
Jan-15	9415	37417	46833	12732	83027	95760
Feb-15	9724	50319	60043	15184	94004	109188
Mar-15	10738	49123	59861	19295	106069	125364
Apr-15	9817	51270	61087	20169	105882	126051
May-15	9685	53621	63306	21614	114221	135835
Total	74222	499716	573939	244680	916514	1161195

Table 3.3 below shows total number of leisure and non-leisure domestic tourists and same day visitors. Maximum numbers of leisure domestic tourists have visited in the month of December and Non-leisure has visited in July. Similarly, maximum number of leisure and Non-leisure same day visitors were in December.

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

	Number of Tourists			Number of Same day Visitors		
Month	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
Jun-14	47	0	47	4	0	4
Jul-14	18	0	18	13	0	13
Aug-14	0	5	5	0	0	0
Sept-14	0	0	0	0	0	0
Oct-14	81	0	81	47	1116	1163
Nov-14	112	0	112	4	566	570
Dec-14	1039	0	1039	31	651	682
Jan-15	456	456	912	0	0	0
Feb-15	63	0	63	0	48	48
Mar-15	120	0	120	0	177	177
Apr-15	137	0	137	0	53	53
May-15	199	0	199	4	62	66
Total	2272	461	2733	103	2673	2776

Table 3.4 shows that maximum number of leisure and non-leisure foreign tourist's visits were in December/January with maximum number of same day visits were in October.

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

	Number of Tourists			Number of Same day Visitors		
Month	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Jun-14	67250	47	67297	30215	4	30219
Jul-14	48944	18	48962	31029	13	31042
Aug-14	42782	5	42787	32331	0	32331
Sept-14	27836	0	27836	49008	0	49008
Oct-14	16179	81	16260	33768	1163	34931
Nov-14	18023	112	18135	39163	570	39733
Dec-14	61795	1039	62834	353483	682	354165
Jan-15	46833	912	47745	95760	0	95760
Feb-15	60043	63	60106	109188	48	109236
Mar-15	59861	120	59981	125364	177	125541
Apr-15	61087	137	61224	126051	53	126104

Number of Tourists				Number of Same day Visitors		
May-15	63306	199	63505	135835	66	135901
Total	573939	2733	576672	1161195	2776	1163971

Table 3.5 shows the detail of total number of domestic and foreign tourists and day visitors. Maximum numbers of domestic tourists were in June and foreigner was in December. Maximum number of domestic same day visitors were in December and foreigner were in October.

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

Month	Number of Domestic Tourists				Number of Foreign Tourists			
	Hotels	Friends & relatives	Else where	Total	Hotels	friends & relatives	Else where	Total
Jun-14	7925	40128	19197	67250	25	0	22	47
Jul-14	9871	25290	13783	48944	0	18	0	18
Aug-14	5689	28280	8813	42782	0	0	5	5
Sep-14	9496	15819	2521	27836	0	0	0	0
Oct-14	4872	9556	1751	16179	71	10	0	81
Nov-14	5559	10379	2085	18023	94	18	0	112
Dec-14	49108	10697	1990	61795	1003	27	9	1039
Jan-15	13778	26338	6717	46833	448	464	0	912
Feb-15	17954	32865	9224	60043	63	0	0	63
Mar-15	20953	29149	9759	59861	102	18	0	120
Apr-15	22430	27765	10892	61087	128	9	0	137
May-15	22729	29115	11462	63306	199	0	0	199
Total	190364	285381	98194	573939	2133	564	36	2733

Table 3.6 shows the details of distribution of domestic and foreign tourists by place of stay. Maximum number of domestic tourists stayed with friends and relatives while, maximum number of foreigners preferred staying in hotels.

3.2 Findings based on Survey of Accommodation units

Table 3.7 shows that maximum number of bed occupancy and total number of bed nights were in December.

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

Month	No. of Accommodation Units	No. of Rooms	No of Beds	Total No of bed Nights	Bed Occupancy Rate
Jun-14	117	1542	2300	25408	37%
Jul-14	117	1542	2300	7336	10%
Aug-14	117	1542	2300	7260	10%
Sep-14	117	1542	2300	16657	24%
Oct-14	117	1542	2300	10507	15%
Nov-14	117	1542	2300	8961	13%
Dec-14	117	1542	2300	57444	81%
Jan-15	117	1542	2300	16664	24%
Feb-15	117	1542	2300	21237	33%
Mar-15	117	1542	2300	24045	34%
Apr-15	117	1542	2300	25581	37%
May-15	117	1542	2300	33463	47%

Table 3.8: Month wise No of guests checked-in, bed nights spent & 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	22728	199	22927	25102	306	25408	1.1	1.54	1.11
Jul-14	6670	0	6670	7336	0	7336	1.1	0	1.1
Aug-14	6490	0	6490	7260	0	7260	1.12	0	1.12
Sep-14	15268	0	15268	16657	0	16657	1.09	0	1.09
Oct-14	4872	0	4872	10507	0	10507	2.16	0	2.16
Nov-14	5559	94	5653	8867	94	8961	1.6	1	1.59
Dec-14	49109	1003	50112	55557	1887	57444	1.13	1.88	1.15
Jan-15	13778	359	14137	16076	588	16664	1.17	1.64	1.18
Feb-15	17955	63	18018	21130	107	21237	1.18	1.7	1.18
Mar-15	20952	102	21054	23894	151	24045	1.14	1.48	1.14
Apr-15	22430	128	22558	25337	244	25581	1.13	1.91	1.13
May-15	27100	0	27100	33463	0	33463	1.23	0	1.23
Total	212911	1948	214859	251186	3377	254563	1.18	1.73	1.18

Table 3.8 shows that maximum number of domestic and foreign guests checked in was in December. Similarly, total number of bed night spent by domestic and foreigners were mostly in December, Average duration of stay was highest in October for domestic guests while for foreigners it was maximum in December.

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
June-14 to May 15	117	1542	2300	383	1745	2128

As shown in table 3.9, the number of accommodation units was 117 and employed nearly 2128 persons.

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

	No - AUs	No- employees	18-25	26-30 Yrs	31-40 Yrs	41-50 Yrs	> 51 years
June-14 to May 15	117	2128	620	733	608	164	3

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

Table 3.11: Distribution of Employees in Accommodation Units by Service

	No of AUs	No - employees	Management	F&B	House Keeping	Others
June-14 to May 15	117	2128	182	1052	458	436

Table 3.11 shows that, employees from Management, F&B and House Keeping contribute 80% of total distribution of employees in accommodation units by service and rest 20% are being shared by employees from other category.

Table 3.12: Category-wise Distribution Accommodation Units

	Classified		Non Classified		Sub Total	Total
		< 10 Rooms	10-20 Rooms	> 20 Rooms		
June-14 to May 15	3	39	47	28	114	117

The above table 3.12; reveals that there are 114 Non-Classified accommodation units and on the other hand, there is only 3 Classified accommodation unit.

Table 3.13: Distribution Accommodation Units by Types

	2 Star Hotel	Heritage Hotel	Non Star Hotel	Govt. Guest House	Private Guest House	Total
June-14 to May 15	2	1	97	13	4	117

The above table 3.13; shows that majority of the Accommodation Units are of Non-Star Hotels category.

4 Visitor Profiling Tables

Table 4.1: Age Distribution of Sample Visitors in Nagaland

	Domestic Overnight Visitors				Domestic Day Visitors				Foreign Overnight Visitors				Foreign Same Day Visitors			
	Male		Female		Male		Female		Male		Female		Male		Female	
Age	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%
15-24	398	8%	48	1%	797	8%	206	2%	34	15%	2	1%	0	0%	0	0%
25-34	1660	35%	262	5%	3344	32%	620	6%	44	20%	4	2%	3	75%	1	25%
35-44	1018	21%	126	3%	2152	20%	320	3%	34	15%	18	8%	0	0%	0	0%
45-60	1004	21%	158	3%	2389	23%	476	5%	72	32%	16	7%	0	0%	0	0%
> 60	106	2%	6	0%	254	2%	12	0%	0	0%	0	0%	0	0%	0	0%
Total	4186	87%	600	13%	8936	85%	1634	15%	184	82%	40	18%	3	75%	1	25%

From Table 4.1 it can be inferred that the predominant age group was 25-34 years among domestic overnight day visitors. Whereas, foreign overnight predominant age group was 45-60 and same day visitor's age group found in between the age group of 25-34. Majority of visitors are males.

Table 4.2: Sex Distribution of Sample Visitors in Nagaland

	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
Male	4186	87%	8936	85%	184	82%	3	75%
Female	600	13%	1634	15%	40	18%	1	25%
Total	4786	100%	10570	100%	224	100%	4	100%

Sex distribution of sample visitors is shown in table 4.2. For all the categories, male visitors are greater in numbers vis a vis female visitors.

Table 4.3: Marital Status of Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
Married	2276	48%	6240	59%	186	83%	0	0%
Recently Married	744	16%	1566	15%	0	0%	0	0%
Never Married	1760	37%	2764	26%	14	6%	4	100%
Others	6	0%	0	0%	24	11%	0	0%
Total	4786	100%	10570	100%	224	100%	4	100%

From the table 4.3 above, it can be identified that majority of sample visitors falls under the category of "Married" for domestic category of visitors.

Table 4.4: Educational Level of Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
No Formal Education	50	1%	34	0%	0	0%	0	0%
Primary	116	2%	84	1%	0	0%	0	0%
Secondary	390	8%	284	3%	0	0%	0	0%
Higher Secondary	658	14%	1470	14%	0	0%	0	0%
Graduate & Above	3394	71%	8474	80%	224	100%	0	0%
Technical/Professionals	176	4%	204	2%	0	0%	4	100%
Other	2	0%	20	0%	0	0%	0	0%
Total	4786	100%	10570	100%	224	100%	4	100%

The above table 4.4; shows the education level of sample visitors. It can be observed from the table that majority of the sample visitors have educational qualification as graduate & above. Only in the category of foreign same day visitors, 100% of visitors have been found as Technical / Professional of all levels.

Table 4.5: Occupation Pattern of Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
Industrialist/Trader/Shop Owner	222	5%	232	2%	12	5%	0	0%
Self Employed Professional	742	16%	1360	13%	154	69%	4	100%
Govt. Service	1590	33%	3408	32%	14	6%	0	0%
Private Service	902	19%	3326	31%	0	0%	0	0%
Student/Researcher	366	8%	500	5%	0	0%	0	0%
Business	844	18%	1344	13%	44	20%	0	0%
Agriculturist	0	0%	112	1%	0	0%	0	0%
Housewife	110	2%	202	2%	0	0%	0	0%
Others	10	0%	86	1%	0	0%	0	0%
Total	4786	100%	10570	100%	224	100%	4	100%

From the above table 4.5, it can be inferred that, most of the domestic overnight visitors are from Government services whereas the domestic same day visitors are from private services. However, both the foreign overnight visitors and foreign same day visitors are mainly Self Employed Professionals.

Table 4.6: Purpose of visit by Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
Business	2294	48%	5770	55%	0	0%	0	0%
Holidaying, leisure and recreation	730	15%	2034	19%	224	100%	0	0%
Social	948	20%	1436	14%	0	0%	0	0%
Pilgrimage/Religious Activity	58	1%	36	0%	0	0%	4	100%
Education/Training	206	4%	244	2%	0	0%	0	0%
Health & Medical	56	1%	260	2%	0	0%	0	0%
Shopping	82	2%	432	4%	0	0%	0	0%
Work Done from Govt. authorities	352	7%	232	2%	0	0%	0	0%
Others	60	1%	126	1%	0	0%	0	0%
	4786	100%	10570	100%	224	100%	4	100%

From the table 4.6; it can be concluded that the main purpose of visit was for Holidaying, leisure, and recreation.

Table 4.7: Mode of Transportation of Sample Domestic Visitors in Nagaland

	Domestic visitors from within state		Domestic visitors from Outside state		Foreign visitors	
	Over Night	Same day	Over Night	Same day	Over Night	Same day
Train	8%	2%	44%	44%	0%	0%
Bus	39%	35%	48%	31%	0%	100%
Air	1%	0%	0%	0%	0%	0%
Personal Vehicle	13%	12%	3%	1%	0%	0%
Taxi	33%	51%	4%	24%	0%	0%
Others	6%	0%	0%	0%	0%	0%
	100%	100%	100%	100%	0%	100%

From the above table 4.7, it can be inferred that most of the Domestic overnight visitors from within the state and outside the state prefer Bus as their mode of transportation whereas the domestic same day visitors from within the state and outside the state prefer Taxi and Train respectively.

Table 4.8: Travel Behaviour of Sample Visitors in Nagaland

Frequency of Visits	Domestic Overnight		Domestic Same Day		Foreign Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	Nos	%
Once a Week or More Often	144	3%	4862	46%	0	0%	0	0%
Once a Fortnight	48	1%	3277	31%	220	98%	0	0%
Once a Month	814	17%	1374	13%	0	0%	0	0%
Once a 3 Months	766	16%	106	1%	0	0%	0	0%
Once in 6 Months	1148	24%	211	2%	0	0%	0	0%
Once in a Year	909	19%	317	3%	4	2%	4	100%
Less Often	957	20%	423	4%	0	0%	0	0%
Total	4786	100%	10570	100%	224	100%	4	100%

The above table 4.8 shows the travel behaviour of sample visitors in the state. It can be observed that the frequency of domestic overnight visitors travel once in 6 months was higher, whereas, 46% of domestic same day and 98% of foreign visitor visits 'once a week or more often' and 'once in a fortnight' respectively.

Table 4.9: Propensity of availing package tour of Sample Visitors in Nagaland

	Domestic Overnight	Domestic day	foreign Overnight	foreign Day
Percentage of tourists availing package tour	2%	0%	0%	25%

The above table 4.9 shows that the propensity of availing package tour of sample visitors in the state is very low. Only 2% of the Domestic overnight visitors and 10% of the foreign day visitors avail the same respectively.

Table 4.10: Propensity of availing package tour of Sample Visitors

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of 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%

From the above table 4.10, it can be concluded that the Domestic overnight visitors mostly avail package tour of (Travel + Food) on the other hand, the Foreign Visitors mostly avail (Travel + Accommodation).

Table 4.11: Travel Arrangement Mode of Sample Visitors in Nagaland

Travel Arrangement	Domestic Overnight		Domestic Same Day		Foreigner Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
Self	4547	95%	10464	99%	40	18%	0	0%
Office / Employer	96	2%	106	1%	0	0%	4	100%
Tour Operator	143	3%	0	0%	184	82%	0	0%
Package Tour	0	0%	0	0%	0	0%	0	0%
Total	4786	100%	10570	100%	224	100%	4	100%

From the table 4.11, it can be concluded that most of the Domestic visitors (both overnight and same day) make their own travel arrangements. On the other hand, 82% of foreign overnight visitors and 100% of foreign same day visitors avail Tour Operator and Office respectively for their travel arrangement.

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

	Domestic Overnight		Foreign Overnight	
	No's	%	No's	%
Heritage Hotel	2	0%	72	32%
2 Star Hotel	3	0%	143	64%
Non Star Hotel	1819	38%	0	0%
Govt. Guest House/Circuit House/Bhawan/Sadan	191	4%	0	0%
Friends & Relatives	2297	48%	9	4%
Private Guest House/Rent House/Tourist Bungalow	96	2%	0	0%
Others	379	8%	0	0%
Total	4784	100%	224	100%

From the table 4.12, we can say that 46% of domestic overnight visitors prefer to stay at their Friends & Relatives place. On the other hand, foreign overnight visitors prefer star hotel for their stay.

Table 4.13: Distribution of visitor by their preferred eating place of Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreign Overnight		Foreign Same Day	
	No's	%	No's	%	No's	%	No's	%
A	3207	67%	7610	72%	112	50%	4	100%
B to H	0	0%	0	0%	0	0%	0	0%
I	765	16%	951	9%	112	50%	0	0%
J-K	0	0%	0	0%	0	0%	0	0%
L	814	17%	2008	19%	0	0%	0	0%
M-S	0	0%	0	0%	0	0%	0	0%
Total	4786	100%	10570	100%	224	100%	4	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

The above table 4.13 shows the distribution of visitors by their preferred eating places. Almost all the sample visitors of all categories including domestic as well as foreign visitors preferred Restaurant as their eating place.

Table 4.14: Satisfaction level of services by Sample Visitors in Nagaland

Services	Domestic Overnight				Domestic Same Day				Foreign Overnight				Foreign Same Day			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		DisSatisfied		Satisfied		Dis Satisfied	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Availability of Tour Operator	3159	66%	1627	34%	7188	68%	3382	32%	224	100%	0	0%	4	100%	0	0%
Availability of Transportation	4307	90%	479	10%	9619	91%	951	9%	224	100%	0	0%	4	100%	0	0%
Availability of Tourist Guide	3542	74%	1244	26%	7505	71%	3065	29%	224	100%	0	0%	4	100%	0	0%
Availability of good quality accommodation	4020	84%	766	16%	9196	87%	1374	13%	224	100%	0	0%	4	100%	0	0%
Public Convenience	1197	25%	3590	75%	2114	20%	8456	80%	112	50%	112	50%	2	50%	2	50%
Eating Places	3972	83%	814	17%	9196	87%	1374	13%	224	100%	0	0%	4	100%	0	0%
Information Centres	3542	74%	1244	26%	6871	65%	3699	35%	224	100%	0	0%	4	100%	0	0%
Souvenir Shops	3829	80%	957	20%	8667	82%	1903	18%	224	100%	0	0%	4	100%	0	0%
Entertainment Places	3829	80%	957	20%	8879	84%	1691	16%	224	100%	0	0%	4	100%	0	0%
Quality of Roads	479	10%	4307	90%	1797	17%	8773	83%	112	50%	112	50%	1	25%	3	75%
Security	3925	82%	861	18%	8773	83%	1797	17%	224	100%	0	0%	3	75%	1	25%
Behaviour of Local People	4355	91%	431	9%	10359	98%	211	2%	224	100%	0	0%	4	100%	0	0%

Services	Domestic Overnight				Domestic Same Day				Foreign Overnight				Foreign Same Day			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied	
Shops other than souvenir ones	3733	78%	1053	22%	8879	84%	1691	16%	224	100%	0	0%	4	100%	0	0%
Upkeep of tourist sites	1101	23%	3685	77%	2854	27%	7716	73%	112	50%	112	50%	2	50%	2	50%
Accommodation tariff	909	19%	3877	81%	2854	27%	7716	73%	112	50%	112	50%	1	25%	3	75%
Quality of Information	1197	25%	3590	75%	2431	23%	8139	77%	112	50%	112	50%	1	25%	3	75%

The above table 4.14: presents 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 Nagaland.

Table 4.15: Expectation level of their visit to district / State of Sample Visitors in Nagaland

	Domestic Overnight		Domestic Same Day		Foreign Overnight		Foreign same day	
	Nos	%	Nos	%	Nos	%	Nos	%
Much Better than Expectation	48	1%	0	0%	0	0%	1	25%
Somewhat better than Expectation	3159	66%	7399	70%	112	50%	3	75%
As per expectation	1531	32%	3171	30%	112	50%	0	0%
Worse than expectation	48	1%	0	0%	0	0%	0	0%
Much worse than Expectation	0	0%	0	0%	0	0%	0	0%

The above table 4.15 shows 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 district somewhat better than their expectation.

Table 4.16: Most visited tourist destination of Sample Visitors in Nagaland

Visitors	Domestic overnight	Domestic Same day	Foreign overnight	Foreign Same day
Hornbill	21.67%	14.36%	19.19%	100.00%
World War II Cemetery	17.91%	22.66%	14.88%	18.75%
Longwa	8.65%	0.66%	14.17%	0.00%
Kohima Town/Bazar	8.33%	5.40%	10.81%	0.00%
Mopungchuket - Tourism Model Village	8.00%	7.11%	9.24%	0.00%
Zoological Park	7.40%	6.06%	8.85%	0.00%
Kohima Museum	7.07%	4.74%	0.31%	100.00%
Kohima Cathedral	5.16%	8.96%	3.37%	0.00%
Khezhakeno Area	4.84%	9.75%	2.35%	0.00%
Kachari Kingdom	4.14%	3.43%	4.93%	0.00%
Ghosu Sanctuary	3.53%	0.26%	5.79%	0.00%
Mount Tiwi	3.16%	0.53%	5.01%	0.00%
Chizami	3.07%	7.25%	0.86%	0.00%
Changsangmongko	2.51%	0.00%	4.23%	0.00%
Kisama Village	2.51%	5.27%	1.10%	0.00%
Mount Saramati	2.42%	5.14%	1.02%	0.00%
Mount Pauna	2.37%	0.00%	3.99%	0.00%
Aghunato Town	2.37%	5.27%	0.86%	0.00%
Chozuba	2.19%	3.03%	1.88%	0.00%
Satakha	2.14%	4.08%	1.17%	0.00%
Stone Cave	1.63%	4.61%	0.00%	0.00%
World War II Museum	1.58%	1.84%	1.57%	0.00%

	Visitors	Domestic overnight	Domestic Same day	Foreign overnight	Foreign Same day
Dimapur	1.21%	3.43%	0.00%	0.00%	0.00%
Atoizu	1.16%	0.13%	1.88%	0.00%	0.00%
Fakim Wild Life	1.12%	0.13%	1.80%	0.00%	0.00%
Others	10.00%	19.76%	5.09%	0.00%	0.00%

* Total may not tally to 100.

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

	Domestic Overnight	Domestic Same day	Foreign overnight
Newspaper	6%	3%	0%
Radio	1%	0%	0%
Television	1%	0%	0%
Newspaper & Radio both	2%	0%	0%
Newspaper & Television both	6%	1%	0%
Radio & Television both	0%	0%	0%
All Three	85%	95%	100%
Total	100%	100%	100%

The above table 4.17 represents a list of popular sources from where tourist gets information about the various places of State. It can be observed that all Three i.e. Radio; Newspapers and Television are the most popular sources of information for all category of the visitors.

Table 4.18: Annual Household income of the Sample Domestic Visitors in Nagaland

	Domestic overnight	Domestic Same day
< Rs. 60000	22%	24%
Rs. 60000 – 100000	7%	6%
100001 – 200000	13%	8%
200001 – 500000	47%	52%
> Rs. 500001	10%	9%
Total	100%	100%

Table 4.18 shows that 47% of domestic overnight visitors and 52% of domestic day visitors touring state have an annual House Hold Income between Rs. 2 Lakh to 5 Lakh.

Table 4.19: Annual Household income of the Sample Foreign Visitors in Nagaland

Annual Household income of the Sample Foreign Visitors	Percentage of Foreign overnight visitors
Less than \$.40,000	0%
\$.40,001 – \$.60,000	0%
\$.60,001 – \$.80,000	25%
\$.80,001 – \$.1,00,000	75%
Above \$.1,00,000	0%
Total	100%

Table 4.19 shows that 25% of foreign overnight visitors touring State have an annual House Hold Income \$ 60001 to 80000 and 75% of visitors are in between the bracket of \$.80,001 to 1,00,000.

Table 4.20: Expenses on Accommodation (Indian Rs.)

	Domestic overnight Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total
Heritage Hotel	0.00	4589.56	4589.56	0.00	5289.96	5289.96
2 Star Hotel	0.00	2895.25	2895.25	0.00	3895.96	3895.96
Non Star Hotel	0.00	1689.26	1689.26	Not Applicable		
Govt. Guest House/Circuit House/Bhawan/Sadan	0.00	865.57	865.57	Not Applicable		
Friends & Relatives	0.00	0.00	0.00	0.00	0.00	0.00
Private Guest House/Rent House/Tourist Bungalow	0.00	789.56	789.56	Not Applicable		

Domestic overnight Visitors			Foreign overnight Visitors		
Others	0.00	490.59	490.59	Not Applicable	
Total				Not Applicable	

The above table 4.20 shows that the foreign overnight visitors like to spend on all category of the Star hotels for their stay.

Table 4.21: Expenses on Food and Drinks (Indian Rs.)

	Domestic overnight			Domestic Same day			Foreign overnight		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
In the Accommodation Units	0.00	1311.13	1311.13	Not Applicable				2162.15	2162.15
O/s Accommodation units and during journey and transit	0.00	418.72	418.72		458.15	458.15		1289.86	1289.86
Total	0.00	1729.85	1729.85		458.15	458.15		3452.01	3452.01

From the above table 4.21, it can be concluded that the Domestic visitors like to spend on Food and Drinks more in the Accommodation Units as compared to outside Accommodation Units during their visit to the State.

Table 4.22: Expenses on Transport (Indian Rs.)

Transport	Domestic overnight			Domestic Same day			Foreign overnight			Foreign same day		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
Railway	589	101	690	250	150	400	0	0	0	0	0	0
Bus	0	758	758	0	625	625	0	850	850	0	725	725
Air	3980	0	3980	0	0	0	0	0	0	0	0	0
Personal Vehicle	100	1850	1950	0	2015	2015	0	1950	1950	0	2869	2869
Taxi	0	2568	2568	0	2600	2600	0	2900	2900	0	3058	3058
Any Other		685	685	0	0	0	0	0	0	0	0	0
Total	4670	5962	10632	250	5390	5640	0	5700	5700	0	6652	6652

Table 4.22 shows the various expenses on transport. It is seen that the Domestic overnight visitors mostly prefer Taxi as their mode of Transport while the Domestic day visitors like to travel more by railways. However, the foreign overnight visitors and same day visitors prefer Personal vehicle and Bus respectively.

Table 4.23: Expenses on Shopping (Indian Rs.)

Shopping	Domestic overnight			Domestic day			Foreign overnight		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
Clothing and Garments	0	1254.38	1254.38	0	896.39	896.39	0	700.45	700.45
Processed food	0	135.47	135.47	0	293.49	293.49	0	350.00	350.00
Tobacco Products	0	298.00	298.00	0	198.65	198.65	0	158.25	158.25
Alcohol	0	203.79	203.79	0	237.33	237.33	0	458.93	458.93
Books, Journals, Magazines, Stationery etc	0	12.48	12.48	0	17.16	17.16	0	35.26	35.26
Total	0	1904.46	1904.46	0.00	1642.82	1642.82	0.00	1702.89	1702.89

Table 4.23 shows the various expenses on shopping. The Domestic and Foreign visitors prefer to spend more on Clothing and Garments.

Table 4.24: Total number of Domestic Leisure Visitors at the year end

	Overnight Visitors		Domestic Day Visitors	
	Estimated Nos	Percentage	Estimated Nos	Percentage
Arunachal Pradesh	181	0.24%	36	0.01%
Uttar Pradesh	41	0.05%	36	0.01%
Maharashtra	45	0.06%	0	0.00%
Punjab	72	0.10%	7	0.00%
Nagaland	68290	92.01%	242603	99.15%
West Bengal	394	0.53%	29	0.01%
Mizoram	176	0.24%	7	0.00%
Odisha	5	0.01%	0	0.00%
Assam	4086	5.50%	1780	0.73%
Manipur	217	0.29%	87	0.04%
Delhi	226	0.30%	7	0.00%
Rajasthan	0	0.00%	7	0.00%
Karnataka	163	0.22%	14	0.01%
Bihar	176	0.24%	22	0.01%
Andhra Pradesh	5	0.01%	0	0.00%
Gujarat	18	0.02%	29	0.01%
Tamil Nadu	18	0.02%	0	0.00%
Kerala	18	0.02%	0	0.00%
Haryana	14	0.02%	0	0.00%
Jammu and Kashmir	32	0.04%	14	0.01%
Tripura	45	0.06%	0	0.00%
Total	74222	100.00%	244680	100%

Table 4.25: Total number of Foreign Leisure Visitors (Including NRI) by their country of residence

	Overnight Visitors		Domestic Day Visitors	
	Estimated Nos	Percentage	Estimated Nos	Percentage
United Kingdom	824	36.26%	46	44.44%
United States of America	724	31.87%	48	46.67%
Australia	100	4.39%	0	0.00%
Austria	9	0.38%	2	2.22%
Bhutan	22	0.95%	0	0.00%
Burma	65	2.86%	5	4.44%
Canada	65	2.86%	0	0.00%
China	9	0.38%	0	0.00%
Czech	4	0.19%	0	0.00%
Denmark	9	0.38%	0	0.00%
Germany	43	1.91%	0	0.00%
Ireland	4	0.19%	0	0.00%
Israel	13	0.57%	0	0.00%
Japan	143	6.30%	0	0.00%
Myanmar	61	2.67%	0	0.00%
Nepal	91	4.01%	2	2.22%
New Zealand	4	0.19%	0	0.00%
South Africa	4	0.19%	0	0.00%
South Korea	4	0.19%	0	0.00%
Spain	4	0.19%	0	0.00%
Thailand	26	1.15%	0	0.00%
Total	2272	0%	103	100%

Table 4.25 shows the number of foreign visitors. It can be seen that maximum foreign visitors are from United kingdom and United States of America

5 Annexure – Additional Tables

Table 5.1: Average Destination visits – Domestic Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Kohima	1.33	1.25
2	Dimapur	1.02	1.09
3	Zunheboto	1.06	1.02
4	Mokokchung	1.00	1.00
5	Mon	1.00	1.00
6	Phek	1.12	1.15
7	Peren	1.00	1.01
8	Tuensang	1.01	1.00
9	Kiphire	1.00	1.00
10	Wokha	1.01	1.07

Table 5.1 shows the details of average destination visits by domestic leisure tourists. Kohima has the highest average overnight visit and average same day visit respectively by domestic leisure tourists.

Table 5.2: Average Destination visits – Foreign Leisure Tourists

	District	Average Overnight Visit	Average Same Day Visit
1	Kohima	1.70	1.00
2	Dimapur	1.00	1.00
3	Zunheboto	1.00	NA
4	Mokokchung	1.00	1.00
5	Mon	1.00	0.00
6	Phek	1.24	1.00
7	Peren	1.00	0.00
8	Tuensang	1.00	NA
9	Kiphire	1.00	NA
10	Wokha	1.00	NA

Table 5.2 shows that Kohima has the maximum average overnight visit by foreign leisure tourists while, for average same day visit, it is equal for Kohima, Dimapur, Phek and Mokokchung.

Table 5.3: Average Destination visits – Domestic Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
1	Jun-14	1.10	1.00
2	Jul-14	1.10	1.00
3	Aug-14	1.12	1.00
4	Sep-14	1.00	1.00
5	Oct-14	2.16	1.00
6	Nov-14	1.60	1.00
7	Dec-14	1.13	1.00
8	Jan-15	1.17	1.00
9	Feb-15	1.18	1.00
10	Mar-15	1.14	1.00
11	Apr-15	1.13	1.00
12	May-15	1.10	1.00

Table 5.3 shows that most average overnight visit by domestic leisure tourist's takes place in October. While it remains same for average same day visit.

Table 5.4: Average Destination visits – Foreign Leisure Tourists

	Month	Average Overnight Visit	Average Same Day Visit
1	Jun-14	1.76	1.00
2	Jul-14	1.00	1.00
3	Aug-14	1.00	1.00
4	Sep-14	1.00	1.00
5	Oct-14	1.00	1.00
6	Nov-14	1.00	1.00
7	Dec-14	1.88	1.00
8	Jan-15	1.64	1.00
9	Feb-15	1.70	1.00
10	Mar-15	1.48	1.00
11	Apr-15	1.91	1.00
12	May-15	1.76	1.00

Table 5.4 shows that most average overnight visits by foreign leisure tourists are in December while it is same for all months for average same day visit.

6 Annexure – Supplementary Tables

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	134	4.74%	7	0.24%
Uttar Pradesh	30	1.05%	7	0.24%
Punjab	0	0.00%	7	0.24%
Nagaland	1636	57.89%	2602	91.30%
West Bengal	74	2.63%	7	0.24%
Odisha	15	0.53%	0	0.00%
Assam	595	21.05%	131	4.59%
Manipur	134	4.74%	62	2.17%
Delhi	30	1.05%	0	0.00%
Karnataka	119	4.21%	7	0.24%
Bihar	15	0.53%	0	0.00%
Andhra Pradesh	15	0.53%	0	0.00%
Gujarat	15	0.53%	21	0.72%
Tamil Nadu	15	0.53%	0	0.00%
Total	2825	100%	2850	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	926	85.27%	3710	95.64%
Assam	141	12.95%	158	4.07%
Delhi	0	0.00%	6	0.15%
Karnataka	19	1.79%	0	0.00%
Total	1086	100%	3879	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Uttar Pradesh	0	0.00%	7	0.18%
Nagaland	474	84.67%	3924	95.35%
Assam	52	9.33%	180	4.38%
Karnataka	4	0.67%	4	0.09%
Gujarat	4	0.67%	0	0.00%
Jammu and Kashmir	26	4.67%	0	0.00%
Total	560	100.00%	4115	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	1356	97.39%	5831	99.51%
Assam	25	1.83%	22	0.37%
Delhi	11	0.78%	0	0.00%
Jammu and Kashmir	0	0.00%	7	0.12%
Total	1392	100%	5860	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Uttar Pradesh	0	0.00%	5	0.10%
Nagaland	437	88.66%	5350	96.54%
Assam	56	11.34%	181	3.26%
Rajasthan	0	0.00%	5	0.10%
Total	493	100%	5542	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Nagaland	1086	91.86%	5818	98.53%
West Bengal	5	0.45%	0	0.00%
Assam	91	7.69%	82	1.38%
Gujarat	0	0.00%	5	0.09%
Total	1182	100.00%	5905	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	276	1.60%	264	0.21%
Maharashtra	63	0.36%	0	0.00%
Nagaland	14645	84.63%	126080	98.86%
West Bengal	138	0.80%	0	0.00%
Mizoram	50	0.29%	0	0.00%
Assam	1719	9.93%	1058	0.83%
Manipur	226	1.31%	132	0.10%
Delhi	38	0.22%	0	0.00%
Gujarat	13	0.07%	0	0.00%
Haryana	13	0.07%	0	0.00%
Tripura	125	0.73%	0	0.00%
Total	17305	100.00%	127535	100.00%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Arunachal Pradesh	48	0.51%	0	0.00%
Nagaland	8696	92.36%	12677	99.57%
West Bengal	165	1.75%	10	0.08%
Mizoram	21	0.23%	0	0.00%
Assam	309	3.28%	30	0.24%
Manipur	21	0.23%	0	0.00%
Delhi	11	0.11%	0	0.00%
Karnataka	5	0.06%	0	0.00%
Bihar	138	1.47%	15	0.12%
Total	9415	100.00%	12732	100.00%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Maharashtra	12	0.12%	0	0.00%
Punjab	9	0.09%	0	0.00%
Nagaland	8753	90.01%	15161	99.85%
West Bengal	46	0.47%	0	0.00%
Mizoram	14	0.15%	0	0.00%
Assam	833	8.57%	23	0.15%
Manipur	17	0.18%	0	0.00%
Delhi	9	0.09%	0	0.00%
Karnataka	3	0.03%	0	0.00%
Bihar	20	0.21%	0	0.00%
Gujarat	3	0.03%	0	0.00%
Tamil Nadu	6	0.06%	0	0.00%
Total	9724	100.00%	15184	100.00%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Maharashtra	3	0.03%	0	0.00%
Punjab	26	0.25%	0	0.00%
Nagaland	10287	95.80%	19271	99.88%
West Bengal	23	0.21%	0	0.00%
Assam	339	3.16%	24	0.12%
Delhi	30	0.28%	0	0.00%
Karnataka	16	0.15%	0	0.00%
Bihar	10	0.09%	0	0.00%
Tamil Nadu	3	0.03%	0	0.00%
Total	10738	99.88%	19295	100.00%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Uttar Pradesh	27	0.27%	4	0.02%
Nagaland	9123	92.93%	20047	99.39%
West Bengal	39	0.39%	0	0.00%
Mizoram	77	0.79%	4	0.02%
Assam	409	4.16%	111	0.55%
Manipur	4	0.04%	4	0.02%
Delhi	54	0.55%	0	0.00%
Karnataka	62	0.63%	0	0.00%
Kerala	15	0.16%	0	0.00%
Haryana	8	0.08%	0	0.00%
Total	9817	100%	20169	100%

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

	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Punjab	17	0.18%	0	0.00%
Nagaland	9220	95.19%	21531	99.62%
West Bengal	21	0.21%	0	0.00%
Mizoram	21	0.21%	0	0.00%
Assam	317	3.28%	83	0.38%
Manipur	34	0.36%	0	0.00%
Delhi	48	0.50%	0	0.00%
Bihar	7	0.07%	0	0.00%
Total	9685	100%	21614	100.00%

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

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	4	7.69%	0	0.00%
Burma	7	15.38%	0	0.00%
China	4	7.69%	0	0.00%
Czech	4	7.69%	0	0.00%
Japan	14	30.77%	0	0.00%
Nepal	7	15.38%	0	10.00%
United Kingdom	7	15.38%	2	40.00%
United States Of America	0	0.00%	2	50.00%
Total	47	100%	4	100%

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

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Burma	13	71.43%	2	16.67%
United Kingdom	5	28.57%	4	33.33%
United States Of America	0	0.00%	7	50.00%
Total	18	100%	13	100%

There were nil foreign overnight and same day visitors in the month of August and September

Table 6.15: Ratio and estimated number of Foreign Leisure Visitors in the month of October 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Austria	10	11.76%	8	16.67%
United Kingdom	29	35.29%	16	33.33%
United States Of America	43	52.94%	24	50.00%
Total	81	100%	47	100.00%

Table 6.16: Ratio and estimated number of Foreign Leisure Visitors in the month of November 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Canada	5	4.55%	0	0.00%
Japan	3	2.27%	0	0.00%
Myanmar	8	6.82%	0	0.00%
United Kingdom	36	31.82%	0	0.00%
United States Of America	61	54.55%	4	100.00%
Total	112	100%	4	100.00%

Table 6.17: Ratio and estimated number of Foreign Leisure Visitors in the month of December 2014

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	53	5.07%	0	0.00%
Bhutan	8	0.72%	0	0.00%
Burma	53	5.07%	0	0.00%
Canada	38	3.62%	0	0.00%
China	8	0.72%	0	0.00%
Denmark	15	1.45%	0	0.00%
Germany	45	4.35%	0	0.00%
Ireland	8	0.72%	0	0.00%
Israel	8	0.72%	0	0.00%
Japan	8	0.72%	0	0.00%
Myanmar	30	2.90%	0	0.00%
South Africa	8	0.72%	0	0.00%
South Korea	8	0.72%	0	0.00%
Spain	0	0.00%	0	0.00%
Thailand	38	3.62%	0	0.00%
United Kingdom	361	34.78%	15	48.38%
United States Of America	354	34.06%	16	51.61%
Total	1039	100.00%	31	100%

Table 6.18: Ratio and estimated number of Foreign Leisure Visitors in the month of January 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	5	1.00%	0	0.00%
Bhutan	18	4.00%	0	0.00%
Canada	9	2.00%	0	0.00%
Germany	14	3.00%	0	0.00%

	Over Night		Same Day	
Israel	9	2.00%	0	0.00%
Myanmar	23	5.00%	0	0.00%
Nepal	14	3.00%	0	0.00%
Spain	5	1.00%	0	0.00%
United Kingdom	196	43.00%	0	0.00%
United States Of America	164	36.00%	0	0.00%
Total	456	100.00%	0	0.00%

Table 6.19: Ratio and estimated number of Foreign Leisure Visitors in the month of February 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	1	1.52%	0	0.00%
Germany	1	1.52%	0	0.00%
Japan	1	1.52%	0	0.00%
Myanmar	2	3.03%	0	0.00%
Nepal	2	3.03%	0	0.00%
United Kingdom	36	57.58%	0	0.00%
United States Of America	20	31.82%	0	0.00%
Total	63	100.00%	0	0.00%

Table 6.20: Ratio and estimated number of Foreign Leisure Visitors in the month of March 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	25	20.93%	0	0.00%
Nepal	39	32.56%	0	0.00%
New Zealand	3	2.33%	0	0.00%
Thailand	3	2.33%	0	0.00%
United Kingdom	33	27.91%	0	0.00%
United States Of America	17	13.95%	0	0.00%
Total	120	100.00%	0	0.00%

Table 6.21: Ratio and estimated number of Foreign Leisure Visitors in the month of April 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Australia	13	9.52%	0	0.00%
Japan	39	28.57%	0	0.00%
United Kingdom	36	26.19%	0	0.00%
United States Of America	49	35.71%	0	0.00%
Total	137	100.00%	0	0.00%

Table 6.22 shows the details of ratio and estimated number of foreign overnight/Same day visitors visited in the month of May 2015.

Table 6.22: Ratio and estimated number of Foreign Leisure Visitors in the month of May 2015

	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Canada	24	12.24%	0	0.00%
Japan	57	28.57%	0	0.00%
South Korea	41	20.41%	0	0.00%
United Kingdom	53	26.53%	2	57.14%
United States Of America	24	12.24%	2	42.86%
Total	199	100.00%	4	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,

$$n = Z^2 \frac{p(1-p)}{d^2}$$

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 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, Government/ 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 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 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 exit survey was 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.

- a. Location of preferred destination.
b. Visiting Friends and relatives or for Business and Professional Purposes.
c. Nearer to the Place of Residence.
d. Better infrastructure.
e. Less costly.
f. Attracted by Publicity Measures.
g. 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 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 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				
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 – 25yrs	26 – 30yrs	31 – 40yrs	41 – 50yrs	>50yrs

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						
Dest						

**ACCOMODATION SURVEY
(MONTHLY)**

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			
Other departments			
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