

# Annual Final Report of Tourism Survey for the State of Mizoram (March 2014-February 2015)



**Submitted to:**  
Ministry of Tourism (Market Research  
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The present report is an outcome of dedicated commitment to the field survey of the research investigators and cooperation received from the officials of Mizoram Tourism. We would like to thank Hon. Secretary, Mizoram Tourism, current Managing Director as well as previous Managing Directors of the Mizoram Tourism Development Corporation (MTDC), General Manager-MTDC for extending their cooperation in the execution of the survey.

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**Chetan Sharma – CEO**  
**Datamation Consultants Pvt. Limited**

## **Executive Summary**

In Mizoram four different types of survey, namely, enumeration and short survey at destinations, exit survey at exit point(s) at district headquarters and accommodation unit survey were conducted during the period March 2014 to February 2015. The survey data were tabulated and estimates of various parameters were made following the approved tabulation program.

In case of Domestic Tourists; the survey findings suggest that peak months for overnight and same day tourist visits were March 2014 (9591) and April 2014 (8863) and November 2014 (8684). In case of Foreign Tourists, the survey findings suggest that peak months for overnight and same day tourist visits were March 2014 (141), December 2014 (126) and February 2015 (121).

The survey findings suggest that total numbers of leisure overnight tourists (57688) were higher than non-leisure tourists (12804) and also same day visitors the survey findings suggest that the total numbers of leisure tourists (25502) were higher than non-leisure visitors (8221) during the year 2014-2015. Among the foreign tourist, total numbers of leisure tourists (896) were higher than non-leisure tourists during the year 2014-2015

The survey findings suggest that hotel was first choice for the domestic tourists, followed by staying at friends/relatives place and staying elsewhere. Most of the foreign tourists stayed at hotels and other with friends/relatives.

The sample sizes for the sample survey at exit points are 6558 domestic overnight, 5611 domestic same day and 643 foreign overnight visitors and no foreign same day visitors. Most of the domestic visitors (64%) were interviewed at the bus station or Taxi Stand. Nearly 48% of the foreigners were interviewed at their place of stay.

Most of the male and female domestic overnight as well as same day visitors are in the age category of 25-44 years. Only very small proportion of domestic same day visitors is of 55 or more years of age.

Majority (72.6%) of foreign overnight male visitors is aged 25–44 years and the corresponding figure for females is 73.5.

In the case of both domestic and foreign visitor's percentage of male overnight and same day visitors were higher than female visitors. Among domestic visitors, 67.6% overnight visitors and 59.6% same day visitors were married. Also 77.4% overnight foreign visitors were married.

About three fourth of the foreign overnight visitors were accompanied by one or two or three persons. Majority of the overnight domestic visitors came with 4-5 persons and the highest proportion (59.2%) for same day visitors is with 3 or less persons.

Most of the same day domestic visitors came with males. The highest proportions of the three groups (domestic overnight, domestic same day and foreign overnight) have companions with age between 21 and 30 years.

Nearly 63% of the domestic spent one night while 58% of the foreigners spent two nights in that location. Majority (62.9%) of the domestic overnight visitor and 77.4% same day visitors had an annual household income range of Rs. 100001-Rs,200001/- and above. Nearly 62.1% of the foreign overnight visitors were coming under the household annual income range of \$.60, 001–\$.80,000/-.

Maximum number of domestic overnight, domestic same day visitors and foreign overnight and same day visitors had an educational level of graduation and above. The second highest is higher secondary education for domestic visitors and technical and professional for the foreign visitors.

Majority of the domestic and foreign visitors visited Mizoram in their Holidays, Leisure & Recreation. The next important purpose of visit is Education and Pilgrimage and religious activity for domestic visitors.

About 68.3% of the domestic overnight visitors selected Bus/Taxi as mode of transportation, whereas most (41.7%) of the domestic same day visitors selected Taxi as mode of transportation. In the case of foreign visitors, most of them selected taxi as the mode of transportation.

Most of the domestic overnight visitors (61.3%) and domestic same day visitors (53.2%) were traveling once in a year, whereas 75.7% foreign overnight visitors and 88.6% same day visitors were traveling less often.

Majority of the domestic overnight visitors (97.2%) and same day visitors (99.2%) were not availing tour package. On the other hand, 73.8% of the foreign overnight visitors and 88.5% of same day visitors were availing tour package.

Majority of the domestic overnight visitors (91.5%), same day visitors (96.1%), 55.1% of the foreign overnight visitors were arranging the travel mode by themselves. Also 41.1% of the foreign overnight visitors were arranging the travel mode with the help of travel agents.

Non star hotels (43.8%) were the major place of stay for the domestic overnight visitors, followed by star hotels (15.2%). On the other hand, star hotels (63.4%) were the major place of stay for the Foreign Overnight Visitors.

Restaurants were the major eating place for majority of the visitors. Fast Food Outlets were the second preferred eating place for domestic same day visitors, while domestic overnight visitors and foreign visitors preferred place of lodging.

Majority of the domestic overnight visitors were satisfied with most of the services. Very few were completely dissatisfied with the upkeep of tourist places and tariff of accommodation units.

Majority of the domestic same day visitors were either satisfied or highly satisfied with almost all parameters. Most of the foreign overnight and same day visitors were satisfied with all parameters.

Most of the domestic and foreign overnight visitors and same day visitors selected the option “As per expectation”. Only a very small proportion had the opinion worse or much worse than their expectation. The average expenditure on package component of packaged tour of domestic and foreign tourists is not very high.

More domestic tourists visited Maharashtra, Delhi and West Bengal, while more foreigners visited Delhi, Maharashtra, Karnataka and Andhra Pradesh. Almost all of the tourists had more than one good opinion about this state.

The sample sizes of the four groups are 30989 domestic overnight, 25805 domestic same day and 806 foreign overnight visitors. Most of the domestic (87.6%) and foreign visitors (90.3%) the entry point are the bus station or Taxi stand. Nearly 44.5% of the domestic visitors are from the same district and 89.3% of the tourists who live in the same city visit the destination once in 6 months.

In the case of both domestic and foreign visitor's percentage of male visitors were higher than female visitors. Almost all foreigners stay at hired accommodation while among the domestic visitors, 54.5% stay at hired accommodation as well as with friends & Relatives (38.2). Among the domestic tourists, the highest proportion got information about tourist destinations from their friend and relatives while foreign visitors got it from internet.

The survey findings suggest that in total 161 accommodation units were available during the year 2014-2015, 2664 rooms, 4414 beds and 4038 employees. Majority (61%) of the employees are in the age group 26-40 years. Majority (53.7%) works in the F&B department.



Aizwal



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## Chapter 1 Introduction

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### 1.0 About Mizoram

Mizoram is a hilly place located at the southern tip of northeastern India. Covered with verdant forests that teem with bamboo groves, vibrant wildlife, sheer cliffs and breathtaking waterfalls, the state has many unique landmarks of old folklores and picturesque villages of houses built on stilts - a land where a dramatic sea of morning mist unfolds throughout the hills and peaks. This is the land of the Highlanders, or the Mizos, who are by nature carefree and friendly. For anyone looking for a quiet holiday or for some time in the outdoors, Mizoram is a destination worth your while. The state is a kaleidoscopic with its wide array of festivals and dances, handicrafts, flora and fauna, breathtaking natural beauty, and temperate climate. English is commonly spoken here. The joyful enthusiasm and the gregarious spirit of the local populace has been the main reasons for establishing some of the most attractive tourism features in this beautiful state.

Mizoram is one of the seven states in the North-East of India. Mizoram shares its borders with other north-eastern states of Manipur, Tripura and Assam, and neighboring countries of Bangladesh and Myanmar.

Industries in the state enjoy a unique location-specific advantage. Bordering Myanmar and Bangladesh, Mizoram offers a gateway for engaging in international trade with Southeast Asian countries. With improving road, rail and air connectivity and the establishment of trade routes with neighbouring countries, trade facilitation has improved over the last decade.

With 31 per cent (6,446 sq km) of its geographical area covered by bamboo forests, the state is one of the leading producers of bamboo in India, contributing 14 per cent to the country's bamboo stock. It offers immense potential for commercial exploitation of the natural resources for export-oriented industries.

The climatic conditions in the state provide a conducive breeding ground for commercial exploitation of all kinds of silkworms. Sericulture remains one of the state's key industries. As of March 2015, about 7,000 families in 175 villages were engaged in sericulture across 4,300 hectares.

Mizoram has abundant hydro-electric power potential (around 4,500 MW) with just 0.7 per cent harnessed through small and mini-hydel projects to date. As of January 2016, Mizoram had a total installed power generation capacity of 269.1 megawatt (MW).

With a literacy rate of 91.85 per cent, Mizoram offers a highly literate workforce. Knowledge of English is an added advantage for the Mizo workforce. Mizoram government has formulated a new economic development programme called 'the Way Forward' under which the agriculture and allied services would not be dependent on marginal farmers, scientific farming would be introduced and agri-business would be encouraged by bringing in the educated youth in the agricultural sector.

Particulars	Description
Area	21,087 sq. km
Population	10,91,014
Capital	Aizwal
Districts	8
Literacy	91.85%



Reiek Heritage Village

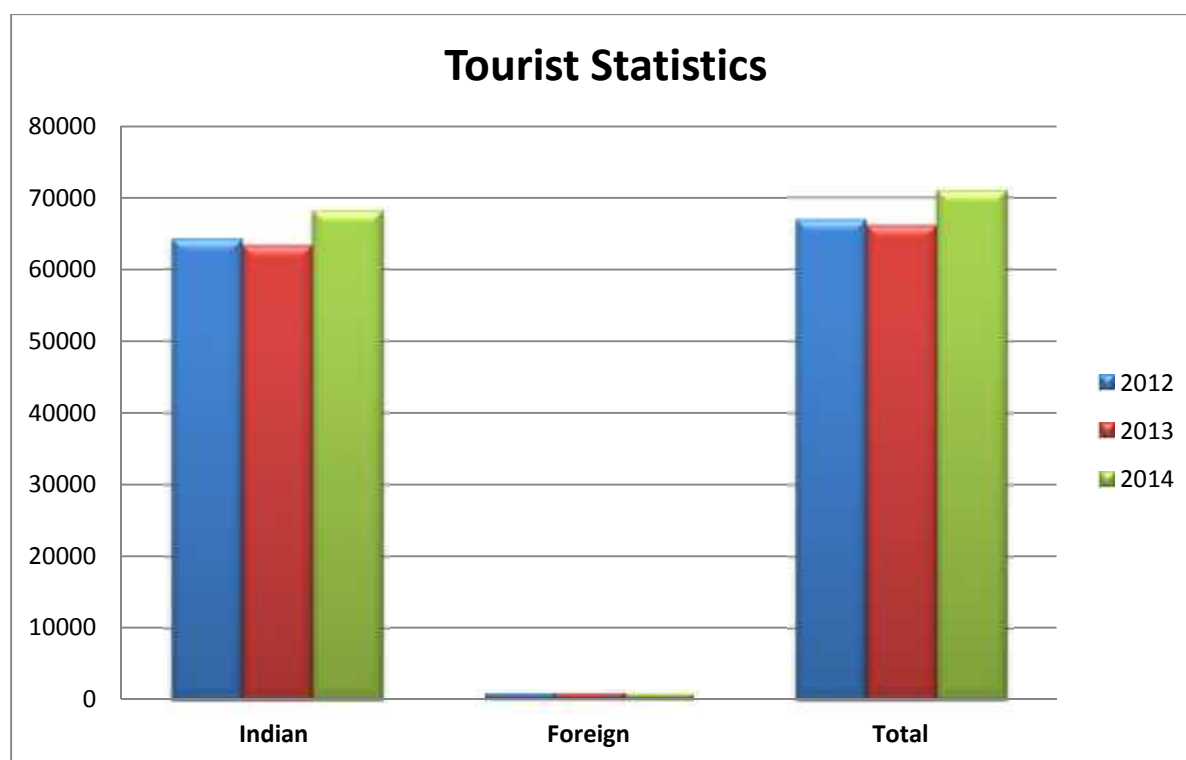




## 1.1 Tourist Statistics

Following are the domestic and foreign tourist visit to Mizoram. In the following table we can observe that with increasing years, the number of tourists domestic as well as foreign, are increased.

Nationality	2012	2013	2014
Indian	64249	63377	68203
Foreign	744	800	836
<b>Total</b>	<b>67005</b>	<b>66190</b>	<b>71053</b>



## 1.2 Tourism in India:

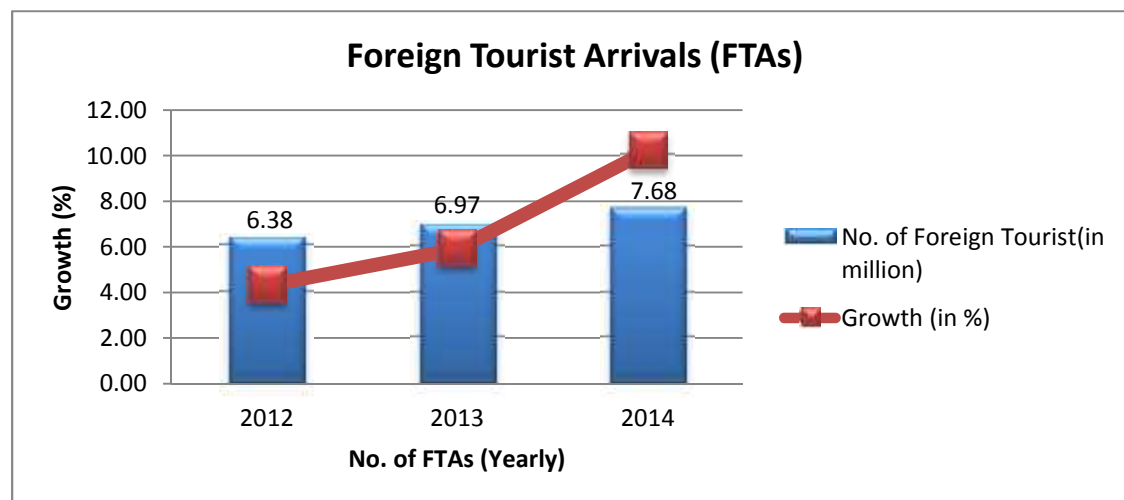
The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. The Tourism Ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. The campaign helped create a colorful image of India in the minds of consumers all over the world, and has directly led to an increase in the interest among tourists.

### 1.2.1 Growing Trend of Tourism Sector in India:

The increasing numbers of both domestic as well as international tourists have been very encouraging for the Indian travel and hospitality sector which has nearly doubled during the last three years. The tourism and hospitality industry experienced a healthy growth trend.

### 1.2.2 Foreign Tourist Arrivals (FTAs):

During 2012 FTAs in India were 6.38 million with a growth of 4.3% over 2011. FTAs during 2013 were 6.97 million with a growth of 5.9%, as Compared to the FTAs of 6.38 million during 2012. During the year 2014 (7.68 million), FTAs in India registered a double digit growth of 10.2% over 2013.



### 1.2.3 Foreign Exchange Earnings (FEE) from Tourism:

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2012 was ₹ 94,487 crore, with a growth of 21.8%, as compared to the FEEs of ₹ 77,591 crore during 2011. During 2013, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 14% from ₹ 94,487 to ₹ 1,07,671 crore when compared to FEEs during 2012. FEEs from tourism in India in 2014 were ₹ 1,23,320 crore as compared to ₹ 1,07,671 crore in 2013 registering a growth of 14.5 % in 2014 over 2013. The FEEs from tourism in India, in terms ₹, during 2012-2014 are given in below.



### 1.2.4 Domestic tourism

The domestic tourist visits during the year 2011 are estimated to be 851 million, showing a growth of 13.8% over 2010.

### 1.2.5 Govt. initiatives

India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to



tourism. The Government has allowed 100 per cent foreign investment under the automatic route in the hotel and tourism related industry, according to the Consolidated FDI Policy, released by DIPP, Ministry of Commerce and Industry, Government of India. The terms hotel includes restaurants, beach resorts and other tourism complexes providing accommodation and /or catering and food facilities to tourists.

The term tourism related industry includes:

- Travel agencies, tour operating agencies and tourist transport operating agencies.
- Units providing facilities for cultural, adventure and wildlife experience to tourists.
- Surface, air and water transport facilities for tourists.
- Convention/seminar units and organizations.

### 1.2.5 Helping of Information & Technology

Thanks in part to its booming IT and outsourcing industry a growing number of business trips are made by foreigners to India, who will often add a weekend break or longer holiday to their trip. Foreign tourists spend more in India than almost any other country worldwide.



The seven 'S' are the main objectives in the Tourism Sectors to motivate the local and international tourist to the destination.

### 1.3 Objectives of the Study

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:

- a. Estimated number of visits
  - (i) Visits by overnight visitors- staying at accommodation units;
    - Staying with friends and relatives.
    - Others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
  - (ii) Visits by same-day visitors.
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.

### 1.4 Terms of Reference

The Terms of Reference (TOR) of the Tourism Surveys in the States/ UTs are as follows:

- (i) Prepare a frame/ list of all important tourist places in the State.
- (ii) As per the methodology developed by Ministry of Tourism (enclosed at Appendix-D) for preparation of month-wise and annual estimates, prepare the following estimates, separately for foreign and domestic visitors (with breakup of overnight tourists and same-day visitors), for the selected tourist places, at district level and at State level:
  - (a) Total number of tourists (over-night).
  - (b) Total number of same-day visitors.
  - (c) Total number of tourists staying with friends/ relatives.
  - (d) Expenditure incurred by tourists (over-night).
  - (e) Expenditure incurred by same-day visitors.

- (f) Expenditure incurred by tourists staying with friends/ relatives.
- (g) Profiling the tourists/ visitors at district and State level in respect of age, sex, occupation, purpose of visit, State/UT of residence or country of nationality, duration of stay, mode of journey, use of package tour, etc.
- (iii) As per the methodology (enclosed at Annexure-I), prepare month-wise and annual estimates of occupancy rate of accommodation units at district and State levels.
- (iv) Conduct one-day workshop for the officers of the State to be surveyed and a few other States and organizations. Total number of participants would be around 30. Details of the exercise and the methodology to be adopted for estimating the number of tourists and other parameters mentioned in other para's of TOR will be explained by the consultants in the workshop. Also organize a workshop in each State at the end of the survey to discuss the report of the survey.
- (v) Prepare a frame/ list of tourist place-wise all accommodation units, like hotels, Dharamshalas, guest houses, etc. for conducting State level survey on tourism. Update this frame/ list on quarterly basis; and accordingly revise the coverage. This frame should include information on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.
- (vi) Based on the methodology, collect and compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) above. Market Research Division, Ministry of Tourism, Government of India.
- (vii) Based on the information on employment in the accommodation units in the Sampling frame, estimate direct employment generated in accommodation units at district and State levels.

Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

## 1.5 Plan for the Survey

In the identified town two type of survey namely survey at tourist destination and survey of accommodation units will be done and also survey at important Entry/Exit points of the district will be conducted. 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:

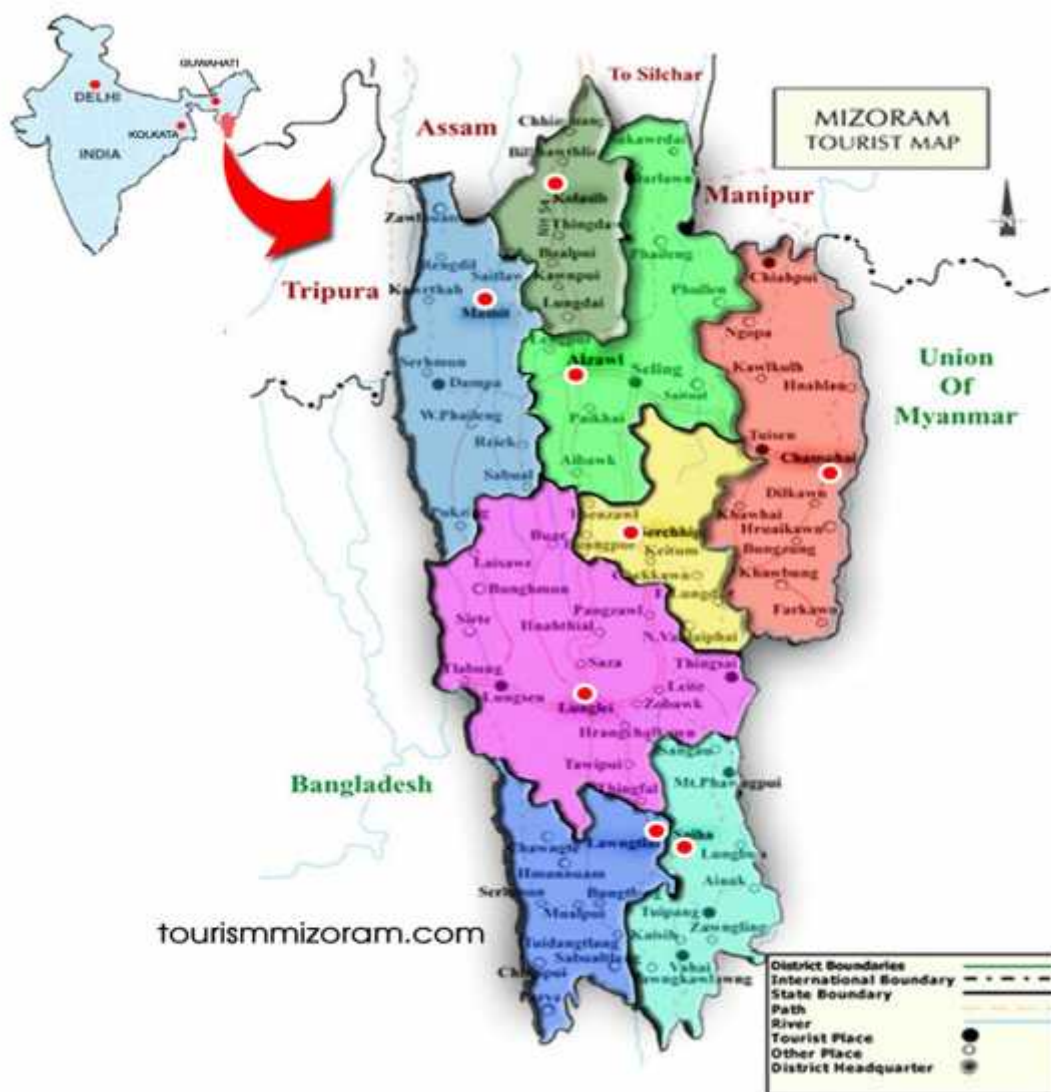
- (i) Selection of Towns important for Tourism.
- (ii) Selection of Tourist Destinations in the Selected Town.
- (iii) Selection of Visitors at a Tourist Destination for brief profiling.
  - (a) Sample size of visitors at district level.
- (iv) Distribution of Sample Size in Towns and at Tourist Destinations.
  - (a) Distribution of sample size amongst selected towns in a district.
  - (b) Distribution of sample size among tourist destinations in a selected town.
  - (c) Selection of days for survey of visitors in different months.
  - (d) Canvassing of schedules to the visitors for brief profile.
- (v) Details of the Surveys.
  - (A) Survey at Tourist Destinations
    - (a) Total number of visits
      - (i) Ticketed Destinations:
      - (ii) Non-Ticketed Destinations:-
    - (b) Brief Profile of Visitors
  - (B) Survey of Accommodation Units
  - (C) Survey at Entry/Exit Points of the district

There are four types of questionnaires for the study



- a) Accommodation Census (Quarterly).
- b) Accommodation Survey (Monthly).
- c) Short survey at Tourist Destinations.
- d) Tourist survey at exit points.

## Map of Mizoram



## 1.6 List of Tourist Destinations

S. No.	DISTRICT NAME	DESTINATION NAME	
1	Aizwal	1	Bara Bazar
		2	Mizoram State Museum
		3	Solomon Temple
		4	State Museum at McDonald Hill
		5	Science Center, Beraw Tlang
		6	Aizawl Zoological Park, Lungverh
		7	KVI Handloom and Handicraft Sales Emporium, Zarkawt
		8	Martyr's Memorial, Luangmual
		9	Muthi Hilltop
2	Champhai	1	Murlen National Park
		2	Mura Puk
		3	Rih di
		4	Thasiamaseno Neihna
		5	Mizo Hlakungpui Mual
		6	Lamsial Puk
		7	Hnahlan
		8	Zokhawthar
		9	Lianchhiari Tlangabout
		10	Tan Tlangis
3	Kolasib	1	Bairabi Hydel Project
		2	Research Station
		3	Tlawng River
		4	Phawngpui
		5	Vairengte
		6	Tamdil
4	Lawngtlai	1	Ngengpui Wildlife Sanctuary
5	Lunglei	1	Zobawk Sports Academy
		2	Kawmzawl Park
		3	Khawnglung Wildlife Sanctuary

		4	Thuamluaia Mual
		5	Theiriat Tlang
		6	Lung-lei
6	<b>Mamit</b>	1	Dampa Wildlife Sanctuary
7	<b>Saiha</b>	1	Phawngpui Blue Mountain National Park
8	<b>Serchhip</b>	1	Vantawng Falls
		2	Tawi Mountain

## 1.7 Data Collection and Supervision

Structured questionnaires will be administered by a team of trained field interviewers employed by Datamation Field investigators will be supervised by a supervisor. The operation manager will ensure authenticity of the data being collected. The project manager stationed at our Head Office will be responsible for this assignment; he will also travel to different tourist destinations of the State as and when required.

## 1.8 Quality Control, Scrutiny & Tabulation Plan

Field Interviewers will undergo training & orientation prior to start of survey. There will be a supervisor managing the interviewers. Operation Manager and Project Manager will carry out random checks. 40% telephonic back check of accommodation survey will be carried out. Random telephonic checks will also be carried out on entry/ exit questionnaires. Incomplete questionnaires will be rejected and not included in the sample of response.

- 100% scrutiny of completed forms will be carried out prior to data entry by executives trained in questionnaire coding and scrutiny.

- After the questionnaires have been scrutinized and coded, the contents/ data of each will be computerized.

The data files thus created will be compatible with MS Excel and SPSS formats.

## Chapter 2: Findings of the Study

### 2.0 Findings of the Survey

Following the methodology in the previous Section, the four different types of survey, namely, enumeration and short survey at destinations, exit survey at exit point(s) at district headquarters and accommodation unit survey were conducted during the period March 2014 to February 2015. The survey data were tabulated following the approved tabulation program and estimates of various parameters were made as per estimation procedure detailed at Appendix-D. It may be noted that in consultation with the Mizoram Tourism Department 37 destinations were selected covering all the 8 districts of Mizoram and the list of these selected destinations is given at Appendix-E. The coverage of various surveys under the present assignment is presented at Table 2.1.

**Table 2.1 Coverage at a Glance**

Coverage at a Glance					
S. No.	Survey Type	Sample Size			
		Per Month per district	Per Quarter per district	Per Annum Aggregate for	
				per district	State (8 district)
1	Short Survey	600	1800	7200	57600
2	Exit Point Survey	-	400	1600	12800
3	Accommodation Survey (Census)	-	Census#	-	
4	Accommodation Survey (Monthly)	Classified AUs – Covered All			
		Non-Classified AUs – 10% of each category			
		I. Having more than 20 rooms			
		II. Having 10-20 rooms			
		III. Having less than 10 rooms			
# Total Number of Census Accommodation in Mizoram - 161					

Table 2.2 gives the month-wise details of domestic and foreign tourist visits during the year 2014-2015 at the tourist destinations. In case of Domestic Tourists; the survey findings suggest that peak months for overnight and same day tourist visits were March 2014 (9591) and April 2014 (8863) and November 2014 (8684). Overall, lowest number of visits by domestic tourists was measured during the months of June 2014 and February 2015. In case of Foreign Tourists, the survey findings suggest that peak months for overnight and same day tourist visits were March 2014 (141), December 2014 (126) and February 2015 (121). Overall, lowest number of visits by foreign tourists was measured during the months of May 2014, August 2014 and January 2015. District wise visits by overnight and same day domestic and foreign Tourists is given in Appendix -A

**Table 2.2 Total Number of Visits to Tourist Destinations**

<b>Name of the Month</b>	<b>Total No. of Visits by Domestic Tourists/ Same Day Visitors</b>	<b>Total No. of Visits by Foreign Tourists/ Same Day Visitors</b>	<b>Total No. of Visits</b>
<b>March</b>	9591	141	9732
<b>April</b>	8863	91	8954
<b>May</b>	8675	0	8675
<b>June</b>	7304	85	7389
<b>July</b>	8283	79	8362
<b>August</b>	7326	48	7374
<b>September</b>	8073	79	8152
<b>October</b>	8631	104	8735
<b>November</b>	8684	89	8773
<b>December</b>	7663	126	7789
<b>January</b>	7581	78	7659
<b>February</b>	6838	121	6959
<b>Total</b>	<b>97512</b>	<b>1041</b>	<b>98553</b>

Table 2.3 gives the details of Leisure and Non-Leisure Domestic Overnight and Same Day Visitors. In the case of overnight visitors, the survey findings suggest that total numbers of leisure tourists (57688) were higher than non-leisure tourists (12804) during the year 2014-2015. The highest (5959) number of leisure domestic tourists visited Mizoram during the month of March 2014, whereas the maximum (1323) number of non-leisure tourists visited the state during the month of November. Furthermore, in the case of same day visitors the survey findings suggest that the total numbers of leisure tourists (25502) were higher than non-leisure visitors (8221) during the year 2014-2015. The maximum (2579) number of leisure same day tourists visited Mizoram during the month of March, whereas maximum (982) number of non-leisure tourists visited during the month of July. The district wise distribution of overnight and same day visitors (both domestic and foreign) is given in Appendix – B.

**Table 2.3 Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors**

Month	Overnight			Same day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
<b>March</b>	5959	1087	7046	2579	680	3259
<b>April</b>	4964	939	5903	2302	645	2947
<b>May</b>	5572	1003	6575	2233	701	2934
<b>June</b>	4543	875	5418	1579	579	2158
<b>July</b>	4223	1200	5423	2196	982	3178
<b>August</b>	4321	1244	5565	2135	968	3103
<b>September</b>	4467	1001	5468	2056	620	2676
<b>October</b>	4862	1241	6103	2224	629	2853
<b>November</b>	5320	1323	6643	2342	695	3037
<b>December</b>	4705	1017	5722	2062	619	2681
<b>January</b>	4652	987	5639	1969	586	2555
<b>February</b>	4100	887	4987	1825	517	2342
<b>Total</b>	<b>57688</b>	<b>12804</b>	<b>70492</b>	<b>25502</b>	<b>8221</b>	<b>33723</b>



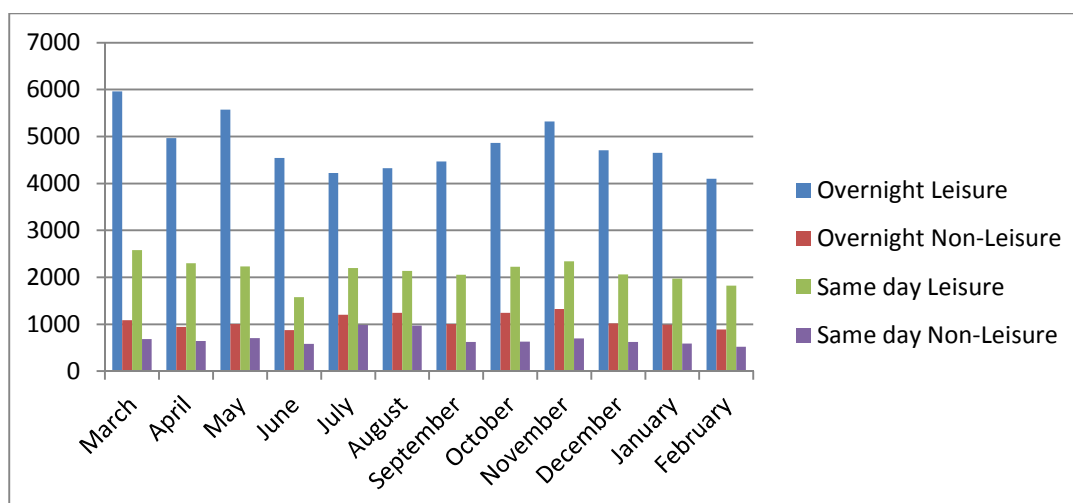


Fig 2.1 Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Table 2.4 gives the details of leisure and non-leisure foreign overnight and Same Day Visitors. In the case of overnight visitor the survey findings suggest that total numbers of leisure tourists (896) were higher than non-leisure tourists during the year 2014- 2015. The highest (133) number of leisure overnight tourists visited Mizoram during the month of March, 2014.

**Table 2.4 Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors**

Month	Overnight			Same Day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
March	133	0	133	0	0	0
April	81	0	81	0	0	0
May	0	0	0	0	0	0
June	65	0	65	0	0	0
July	58	0	58	0	0	0
August	46	0	46	0	0	0
September	66	0	66	0	0	0
October	91	0	91	0	0	0
November	78	0	78	0	0	0
December	110	0	110	0	0	0
January	71	0	71	0	0	0
February	97	0	97	0	0	0
Total	896	0	896	0	0	0

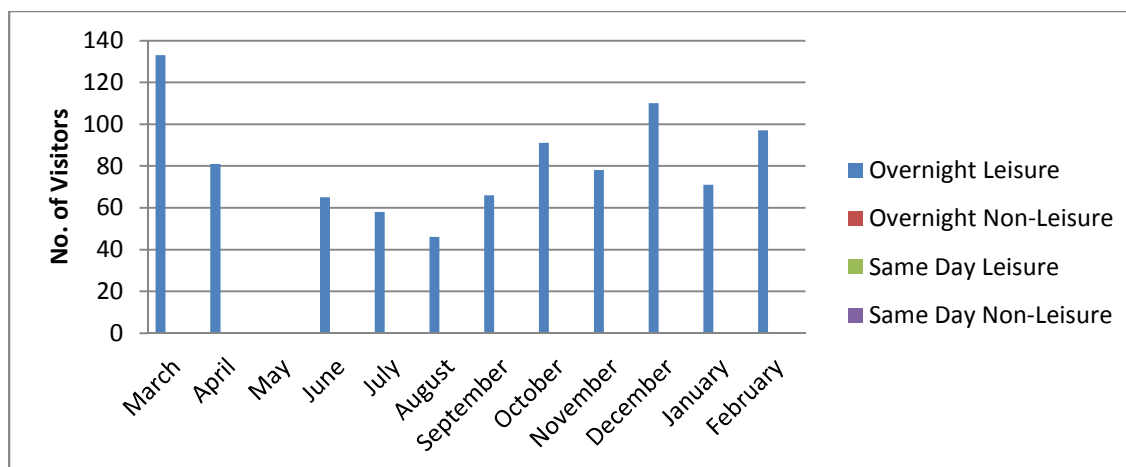


Fig 2.2 Leisure and Non-Leisure Foreign Tourists

Table 2.5 gives the details of domestic and foreign tourists and day visitors for the state of Mizoram. Maximum (7179) number of overnight tourists visited Mizoram during the month of March and also maximum (3259) number of same day tourists visited this state during the month of March. During the year 2014–2015, 71388 overnight visitors and 33723 same day visitors visited Mizoram.

**Table 2.5 Total Number of Domestic and Foreign Tourists and Day Visitors**

Month	No. of Overnight Tourist			No. of same day visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
March	7046	133	<b>7179</b>	3259	0	3259
April	5903	81	<b>5984</b>	2947	0	2947
May	6575	0	<b>6575</b>	2934	0	2934
June	5418	65	<b>5483</b>	2158	0	2158
July	5423	58	<b>5481</b>	3178	0	3178
August	5565	46	<b>5611</b>	3103	0	3103
September	5468	66	<b>5534</b>	2676	0	2676
October	6103	91	<b>6194</b>	2853	0	2853
November	6643	78	<b>6721</b>	3037	0	3037
December	5722	110	<b>5832</b>	2681	0	2681
January	5639	71	<b>5710</b>	2555	0	2555
February	4987	97	<b>5084</b>	2342	0	2342
Total	<b>70492</b>	<b>896</b>	<b>71388</b>	<b>33723</b>	<b>0</b>	<b>33723</b>

Table 2.6 gives the distribution of place of stay for domestic tourists. The survey findings suggest that hotel was first choice for the domestic tourists, followed by staying at friends/relatives place and staying elsewhere. During the month of March maximum number (6332) of domestic tourists selected hotels for the stay. In March, maximum number (573) of domestic tourists selected friends/relative's place for the stay and in January maximum (226) number of tourist reported that they stayed elsewhere.

**Table 2.6 Distribution of Domestic Tourists by Place of Stay**

Month	Domestic Tourists			
	Staying at Hotel	Staying at Friends / Relatives	Staying elsewhere	Total
March	6332	573	141	7046
April	5580	251	72	5903
May	6288	179	108	6575
June	4918	367	133	5418
July	5010	303	110	5423
August	5210	237	118	5565
September	5175	205	88	5468
October	5750	233	120	6103
November	6221	263	159	6643
December	5220	296	206	5722
January	5123	290	226	5639
February	4558	240	189	4987
<b>Total</b>	<b>65385</b>	<b>3437</b>	<b>1670</b>	<b>70492</b>

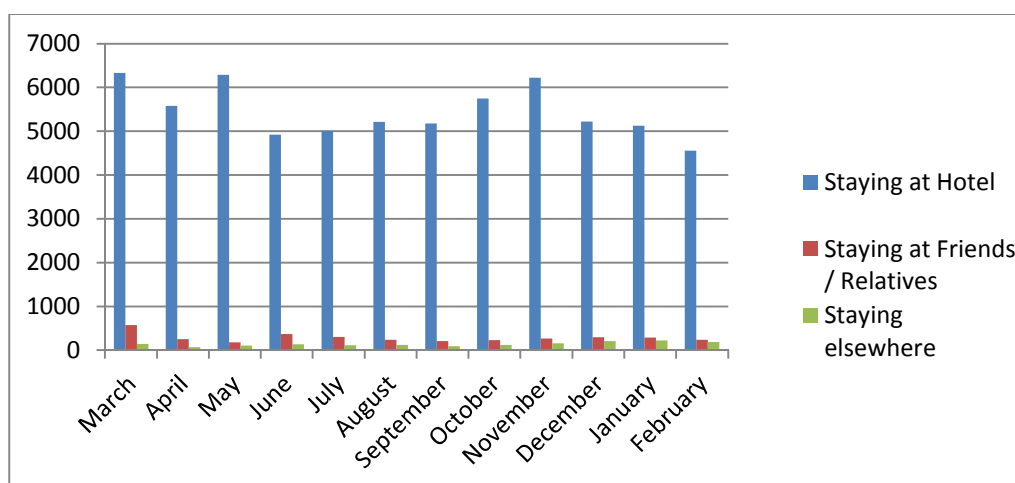


Fig 2.3 Distribution of Domestic Tourists by Place of Stay



**Vantawng Falls**



Table 2.7 gives the distribution of place of stay for foreign tourists. Most of the foreign tourists stayed at hotels accommodation units and with Friend/Relatives. The survey findings suggest that during the month of March, maximum (133) number of foreign tourists selected hotel for stay.

**Table 2.7 Distribution of Foreign Tourists by Place of Stay**

Month	No. Foreign Tourists			
	Staying at Hotel	Staying at F/R	Staying elsewhere	Total
March	133	0	0	133
April	81	0	0	81
May	0	0	0	0
June	65	0	0	65
July	58	0	0	58
August	46	0	0	46
September	66	0	0	66
October	91	0	0	91
November	76	2	0	78
December	105	5	0	110
January	68	3	0	71
February	90	7	0	97
Total	879	17	0	896

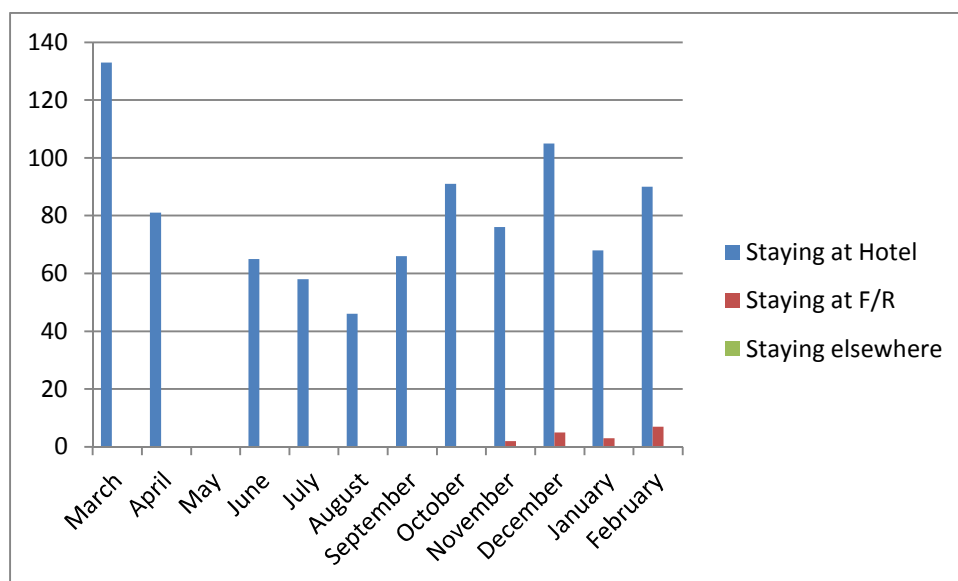


Fig 2.4 Distribution of Foreign Tourists by Place of Stay

Table 2.8 gives the details of number of accommodation units, availability of rooms, beds and number of persons staying at accommodation units as per survey of Accommodation Units. The survey findings suggest that maximum (7179) number of guests and also the maximum number (7046) of domestic as well as foreign (133) tourists stayed in March 2014. District-wise distribution of visitors stayed in accommodation units, bed night spent, average duration of stay and occupancy rate are given in Appendix-C.

**Table 2.8 No. of accommodation units, Rooms Available and No. of Guests Stayed**

Month	No. of accommodation units			No. of Guests Stayed		
	No. of Accommodation units	No. of Rooms Available	No. of beds Available	Domestic	Foreign	Total
<b>March</b>	33	2664	4414	7046	133	7179
<b>April</b>	42	2148	3876	5903	81	5984
<b>May</b>	54	2241	3911	6575	0	6575
<b>June</b>	64	2037	3647	5418	65	5483
<b>July</b>	70	1968	3362	5423	58	5481
<b>August</b>	70	2106	3458	5565	46	5611
<b>September</b>	130	2214	3744	5468	66	5534
<b>October</b>	161	2189	3677	6103	91	6194
<b>November</b>	161	2485	4215	6643	78	6721
<b>December</b>	161	2369	4098	5722	110	5832
<b>January</b>	161	2245	4217	5639	71	5710
<b>February</b>	161	2107	3789	4987	97	5084
<b>Total</b>	-	-	-	<b>70492</b>	<b>896</b>	<b>71388</b>



# CHAPCHAR KÛT 2014

A Hun : 7<sup>th</sup> March, 2014  
A Hmun : Lunglawn Mual  
Kut Pa : Lalhmachhuana, DC, Lunglei.



Chapchar Festival



## Chapter 3 Entry/ Exit Point Survey Findings

The sample sizes of the four groups are 6558 domestic overnight, 5611 domestic same day and 643 foreign overnight visitors and no foreign same day visitors reported. Most of the domestic visitors (64%) were interviewed at the bus station/Taxi Stand. Nearly 48% of the foreigners were interviewed at their place of stay.

**Table 3.1 Survey point of Sample Domestic Visitors (%)**

Point	Domestic	Foreign
<b>Railway station</b>	5.6	0.0
<b>Air port</b>	18.5	29.1
<b>Bus Station/Taxi Stand</b>	58.4	22.9
<b>Hotel</b>	17.5	48.0
<b>Total</b>	100	100

### 3.0 Characteristics of the Sample Tourists of the Survey conducted at Entry/ Exit Points

Age distribution of sample domestic visitors is given in Table 3.2. The survey findings suggest that most of the male and female domestic overnight as well as same day visitors are in the age category of 25-44 years. Only very small proportion of domestic overnight and same day visitors is of 55 or more years of age.

**Table 3.2 Age Distribution of Sample Domestic Visitors (%)**

Age Group	Domestic Overnight Visitors		Domestic Same day Visitors	
	Male	Female	Male	Female
<b>15–24 Years</b>	12.4	29.9	18.2	35.6
<b>25–34 Years</b>	36.6	35.6	38.1	31.9
<b>35–44 Years</b>	38.7	24.8	32.7	24.8
<b>45–54 Years</b>	7.4	5.8	7.9	4.9
<b>55+ Years</b>	4.9	3.9	3.1	2.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

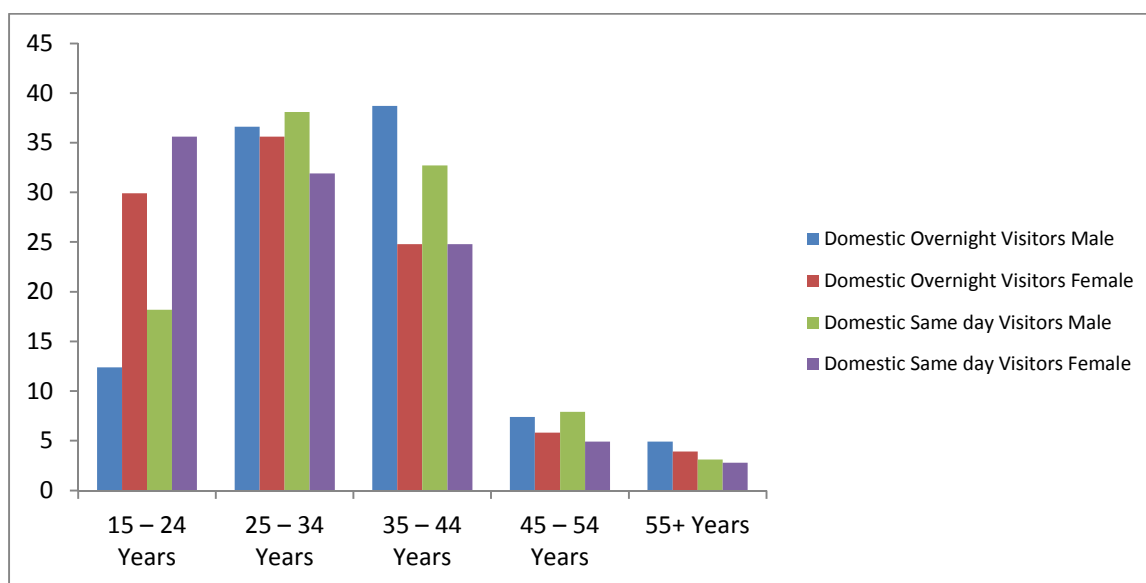


Fig 3.1 Age Distribution of Sample Domestic Visitors

Age distribution of sample foreign visitors is given in Table 3.3. The survey findings suggest that majority (72.6%) of foreign overnight male visitors is aged 25–44 years and the corresponding figure for females is 73.5%.

**Table 3.3 Age Distribution of Sample Foreign Visitors (%)**

Age Group	Overnight Visitors		Same day Visitors	
	Male	Female	Male	Female
<b>15 – 24 Years</b>	9.7	16.7	0	0
<b>25 – 34 Years</b>	37.8	47.8	0	0
<b>35 – 44 Years</b>	34.8	25.7	0	0
<b>45 – 54 Years</b>	10.8	5.8	0	0
<b>55+ Years</b>	6.9	4.0	0	0
<b>Total</b>	100	100	0	0

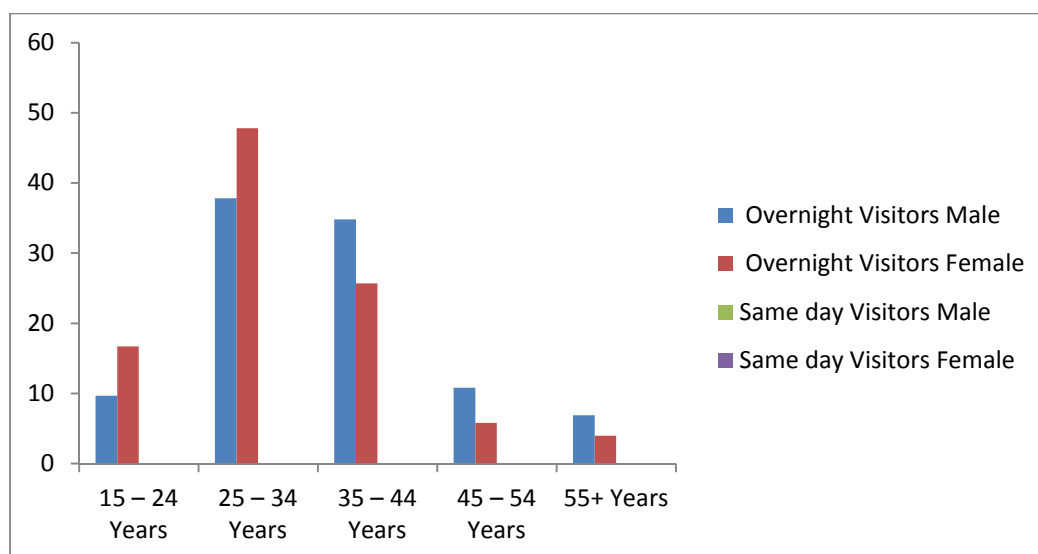


Fig 3.2 Age Distribution of Sample Foreign Overnight Visitors

Details of gender distribution of sample visitors are given in Table 3.4. The survey findings suggest that in the case of both domestic and foreign visitor's percentage of male overnight and same day visitors were higher than female visitors.

**Table 3.4 Gender Distribution of Sample Visitors (%)**

Gender	Domestic		Foreign	
	Overnight	Same day	Overnight	Same day
Male	69.3	78.6	71.4	0.0
Female	30.7	21.4	28.6	0.0
Total	100	100	100	0.0

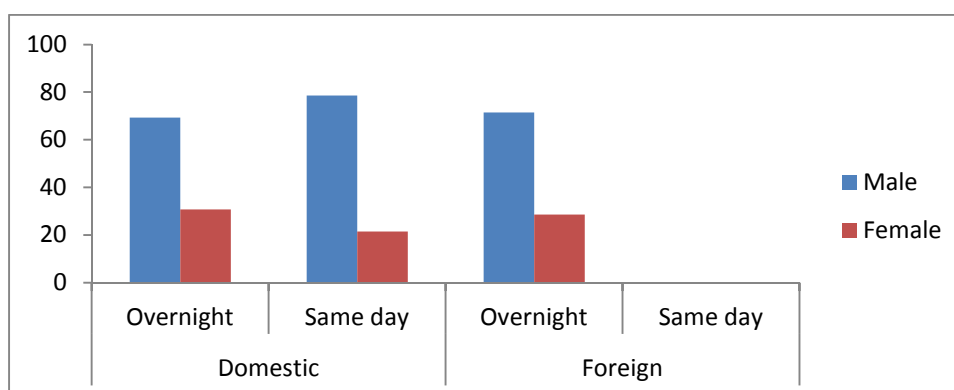
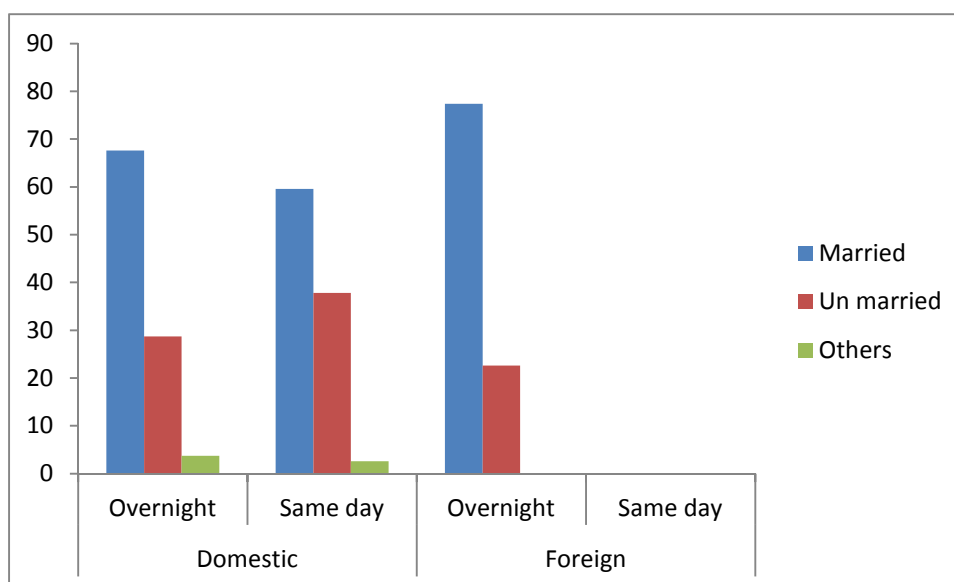


Fig 3.3 Gender Distribution of Sample Visitors

Details of marital status of sample visitors are given in Table 3.5. The survey findings suggest that maximum domestic and foreign visitors were married. Among domestic visitors, 67.6% overnight visitors and 59.6% same day visitors were married. Also 77.4% overnight foreign visitors were married.

**Table 3.5 Marital Status of Sample Visitors (%)**

Marital Status	Domestic		Foreign	
	Overnight	Same day	Overnight	Same day
<b>Married</b>	67.6	59.6	77.4	0.0
<b>Un-married</b>	28.7	37.8	22.6	0.0
<b>Others</b>	3.7	2.6	0.0	0.0
<b>Total</b>	100	100	100	0.0



**Fig 3.4 Marital Status of Sample Visitors**

**Table 3.6 Companion in the travel of the Sample Visitors (%)**

Companion	Domestic Overnight	Domestic Same Day	Foreign overnight	Same Day
None	19.9	33.8	3.9	0
With Family	29.7	10.3	51.4	0
With Friends	18.9	43.9	24.9	0
With Family & Friends	31.5	12	19.8	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>

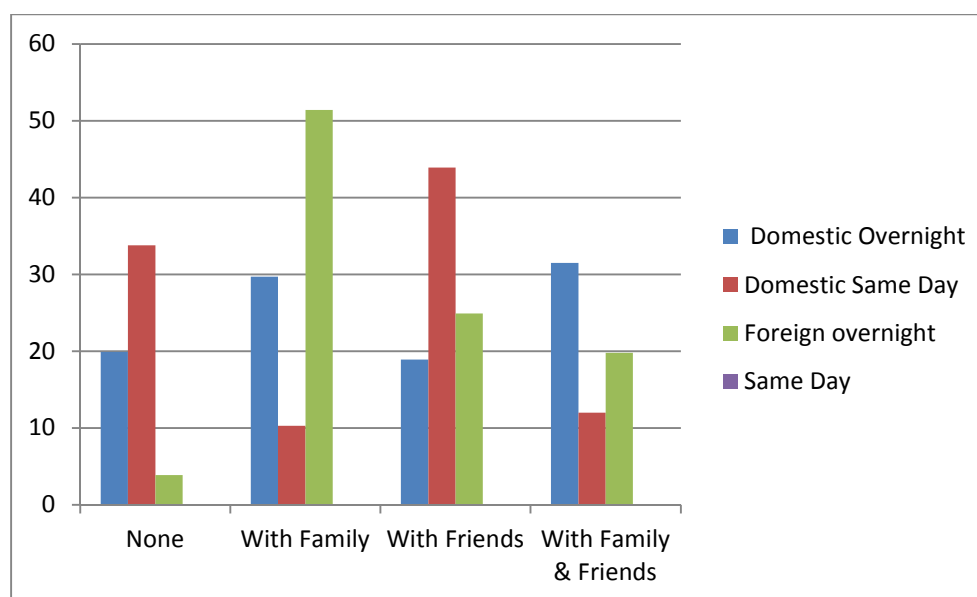
**Fig 3.5 Companion in the travel of the Sample Visitors**

Table 3.6 shows the tourists' companions for their travel. The highest proportion (31.5%) of domestic overnight tourists travelled with their family and friends and 43.9% of the same day visitors travelled with their friends. Among the foreign overnight tourists, the highest proportion (51.4%) came with their family while 24.9% visitors came with their friends.



**Table 3.7 No. of Persons accompanied the Sample Visitors (%)**

Number	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>&lt;=3</b>	31.3	37.4	74.5	0.0
<b>4-5</b>	59.2	35.9	18.3	0.0
<b>6-7</b>	8.4	21.1	7.2	0.0
<b>8+</b>	1.1	5.6	0	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

The number of persons accompanied the visitors who came in groups is presented in Table 3.7. About three fourth of the foreign overnight visitors were accompanied by one or two or three persons. Majority of the overnight domestic visitors came with 4-5 persons and the highest proportion (37.4%) for same day visitors is with 3 or less persons.

**Table 3.8 Gender & Age Distribution of the Companions of the Sample Visitors (%)**

Characteristics	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Gender</b>				
<b>Male</b>	52.4	68.3	59.7	0
<b>Female</b>	47.6	31.7	40.3	0
<b>Age in Years</b>				
<b>&lt;20</b>	14.4	2.8	1.9	0
<b>21-30</b>	35.9	44.8	45.6	0
<b>31-40</b>	31.7	35.4	27.8	0
<b>41-50</b>	12.4	14.8	20.8	0
<b>51+</b>	5.6	2.2	3.9	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>

Table 3.8 shows the gender and age distribution of the companions of the visitors. Most of the same day visitors (both domestic and foreign) came with males. The highest proportions of the three groups (domestic overnight, domestic same day and foreign overnight) have companions with age between 21 and 30 years.

**Table 3.9 Number of nights spent in that place (%)**

Companion	Domestic Overnight	Foreign
<b>1</b>	62.7	39.8
<b>2</b>	28.5	57.8
<b>3 or more</b>	8.8	2.4
<b>Total</b>	<b>100</b>	<b>100</b>

Table 3.9 shows the number of nights the visitor spent in that location. Nearly 62.7% of the domestic spent one night while 57.8% of the foreigners spent two nights in that location.

Details of annual household income of the sample domestic visitors are given in Table 3.10. The survey findings suggest that majority (51.6%) of the domestic overnight visitors had an annual household income of Rs,200001/- and above and 55.9% of the domestic same day visitors were coming under the household annual income range of Rs.1,00,001 – Rs.5,00,000.

**Table 3.10 Annual Household income of the Sample Domestic Visitors**  
(%)

Household annual income	Domestic Overnight Visitors	Domestic Same Day Visitors
Less than Rs.60,000	3.5	11.2
Rs.60,001 – Rs.1,00,000	14.5	21.5
Rs.1,00,001 – Rs.2,00,000	30.4	30.4
Rs.2,00,001 – Rs.5,00,000	32.5	25.5
Above Rs.5,00,000	19.1	11.4
<b>Total</b>	<b>100</b>	<b>100</b>

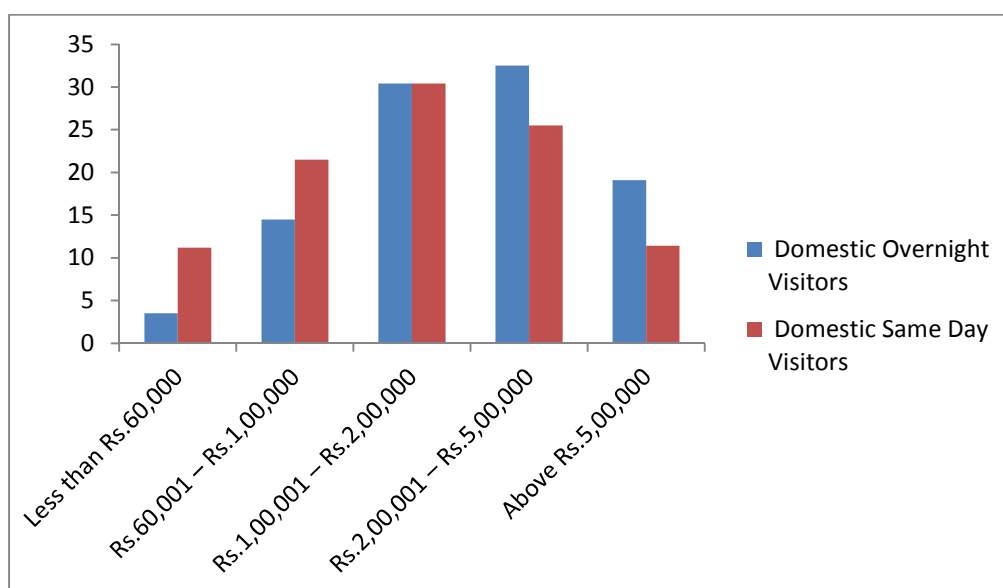
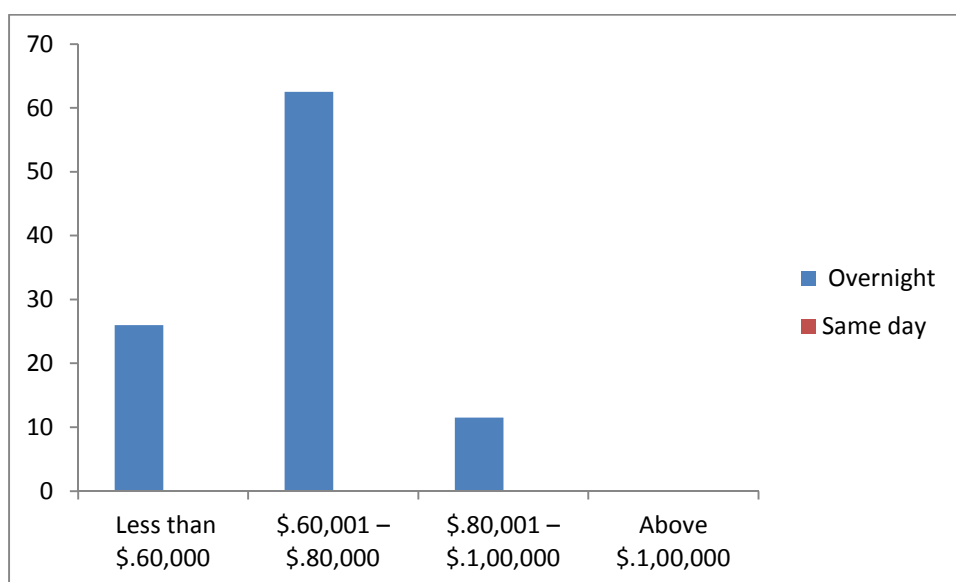


Fig 3.6 Annual Household income of the Sample Domestic Visitors

Details of annual household income of the sample foreign visitors are given in Table 3.11. The survey findings suggest that maximum (62.5%) of the foreign overnight visitors were coming under the household annual income range of \$.60,001 – \$.80,000.

**Table 3.11 Household income of the Sample Foreign Visitors (%)**

Household annual income	Overnight	Same day
Less than \$.60,000	26.0	0
\$.60,001 – \$.80,000	62.5	0
\$.80,001 – \$.1,00,000	11.5	0
Above \$.1,00,000	0.0	0
<b>Total</b>	<b>100</b>	<b>0</b>



**Fig 3.7 Household income of the Sample Foreign Visitors**



**Anthurium Festival, Mizoram**



**Folk Dance, Mizoram**





Details of educational level of sample visitors are given in Table 3.12. The survey findings suggest that maximum number of domestic overnight, domestic same day visitors and foreign overnight visitors had an educational level of graduation and above. The second highest is higher secondary education for domestic visitors and technical and professional for the foreign visitors.

**Table 3.12 Educational Level of Sample Visitors (%)**

Level of Education	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same day
<b>No Formal Education</b>	0.5	0.8	0	0.0
<b>Primary</b>	1.8	1.1	0	0.0
<b>Secondary</b>	18.2	16.9	7.7	0.0
<b>Higher Secondary</b>	28.9	32.6	11.5	0.0
<b>Graduate &amp; Above</b>	31.3	37.9	49.5	0.0
<b>Technical &amp; Professional</b>	16.2	5.9	21.5	0.0
<b>Others</b>	3.1	4.8	9.8	0.0
<b>Total</b>	100	100	100	0.0

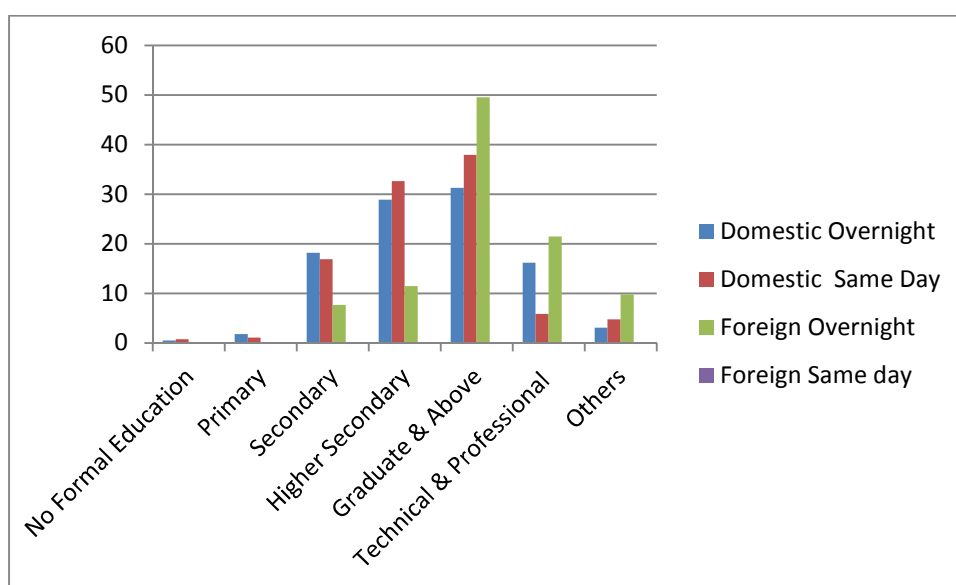


Fig 3.8 Educational Levels of Sample Visitors

Details of occupation pattern of sample visitors are given in Table 3.13. The survey findings suggest that maximum of the domestic visitor's occupation is Govt. service, whereas in the case of the foreign visitors, the highest proportion is self-employed.

**Table 3.13 Occupation of Sample Visitors (%)**

Occupation	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same day
<b>Business</b>	13.2	9.4	18.7	0.0
<b>Self Employed Professional</b>	14.7	17.6	37.3	0.0
<b>Government Service</b>	19.4	12.6	2.6	0.0
<b>Private Service</b>	17.3	19.8	27.9	0.0
<b>Student / Researcher</b>	6.4	14.7	7.1	0.0
<b>Agriculture</b>	10.7	11.2	0	0.0
<b>Housewife</b>	15.6	8.9	2.3	0.0
<b>Other</b>	2.7	5.8	4.1	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

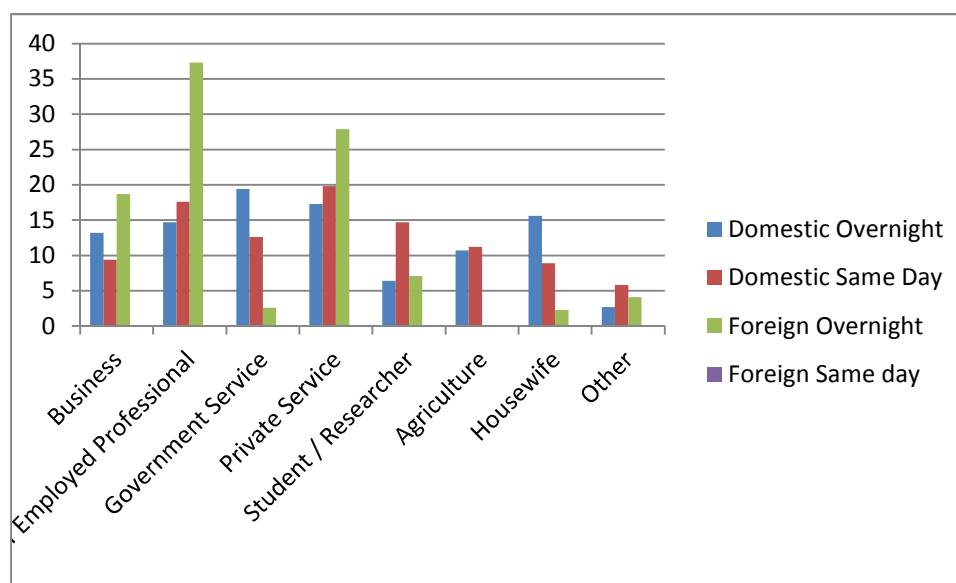


Fig 3.9: Occupation of Sample Visitors

Details of purpose of visit by sample visitors are given in Table 3.14. The survey finding suggests that majority of the domestic and foreign visitors visited Mizoram in their Holidays, Leisure & Recreation. The next important purpose of visit is Education/Training and Pilgrimage/Religious activity for domestic overnight and same day visitors. In the case of foreign overnight visitors 8.8% of them visited Mizoram for business.

**Table 3.14 Purpose of visit by Sample Visitors (%)**

Purpose	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Business</b>	3.1	4.1	8.8	0.0
<b>Holidays, Leisure &amp; Recreation</b>	60.2	55.9	72.7	0.0
<b>Social Activity</b>	6.9	2.4	0	0.0
<b>Pilgrimage / Religious Activity</b>	7.8	10.8	3.4	0.0
<b>Education / Training</b>	11.4	9.8	4.8	0.0
<b>Health &amp; Medical</b>	4.9	5.2	6.1	0.0
<b>Shopping</b>	3.5	4.1	2.3	0.0
<b>Others</b>	2.2	7.7	1.9	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

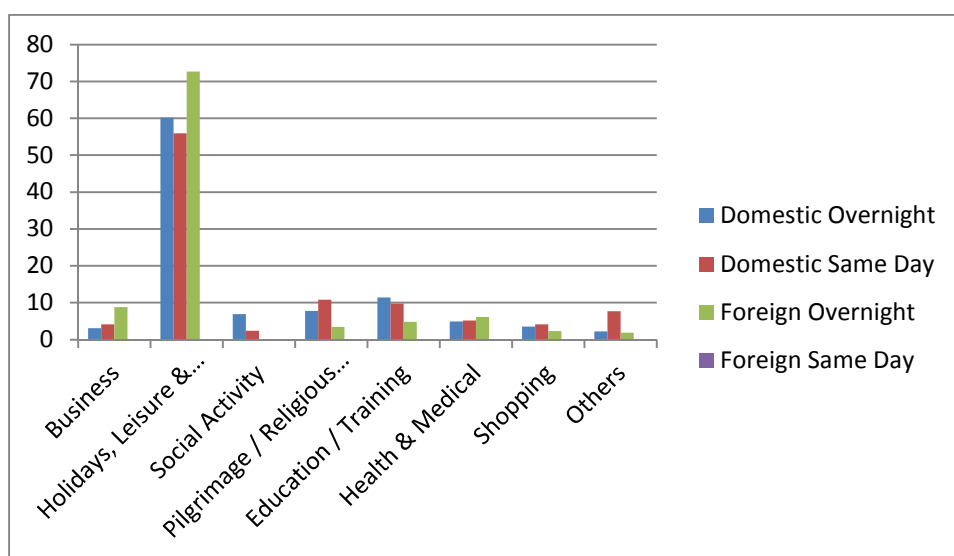
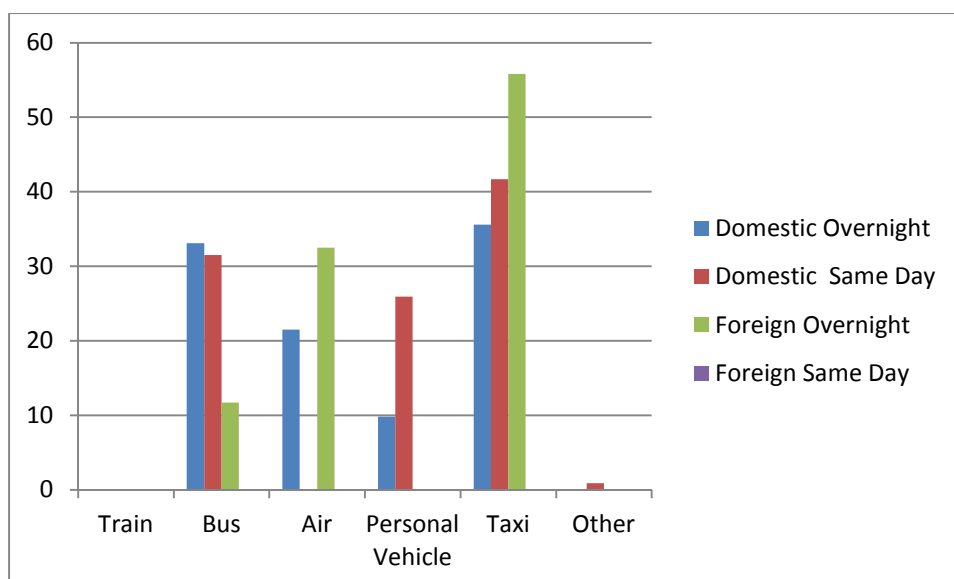


Fig 3.10 Purpose of visit by Sample Visitors

Details of mode of transportation selected by sample visitors are given in Table 3.15. The survey finding suggests that 35.6% of the domestic overnight visitors and 41.7% same day visitors selected taxi as mode of transportation, whereas 33.1% domestic overnight visitors and 31.5 domestic same day visitors selected bus as mode of transportation. In the case of foreign visitors, most of them selected taxi as the mode of transportation.

**Table 3.15 Mode of Transportation of Sample Visitors (%)**

Mode of Transportation	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Train</b>	0.0	0.0	0.0	0.0
<b>Bus</b>	33.1	31.5	11.7	0.0
<b>Air</b>	21.5	0.0	32.5	0.0
<b>Personal Vehicle</b>	9.8	25.9	0.0	0.0
<b>Taxi</b>	35.6	41.7	55.8	0.0
<b>Other</b>	0.0	0.9	0.0	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

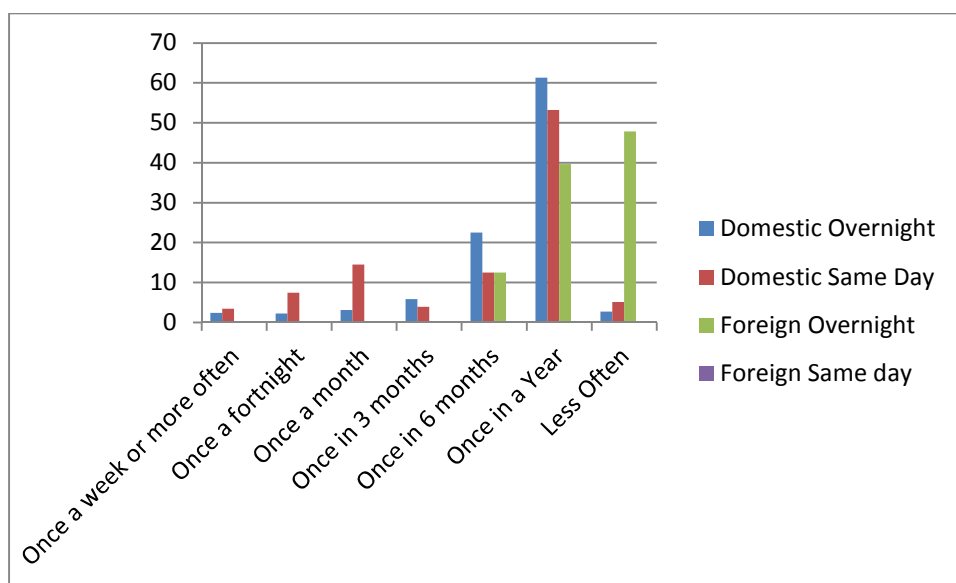


**Fig 3.11 Mode of Transportation of Sample Visitors**

Details of travel behavior of sample visitors are given in Table 3.16. The survey findings suggest that most of the domestic overnight visitors (61.3%) and domestic same day visitors (53.2%) were traveling once in a year, whereas 47.8% foreign overnight visitors were traveling less often.

**Table 3.16 Travel Behavior of Sample Visitors (%)**

Travel Behavior	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same day
Once a week or more often	2.4	3.4	0	0.0
Once a fortnight	2.2	7.4	0	0.0
Once a month	3.1	14.5	0	0.0
Once in 3 months	5.8	3.9	0	0.0
Once in 6 months	22.5	12.5	12.5	0.0
Once in a Year	61.3	53.2	39.7	0.0
Less Often	2.7	5.1	47.8	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>



**Fig 3.12 Travel Behaviors of Sample Visitors**



Details of propensity of availing package tour of sample visitors are given in Table 3.17. Majority of the domestic overnight visitors (97.2%) and same day visitors (99.2%) were not availing tour package. On the other hand, 73.8% of the foreign overnight visitors were availing tour package.

**Table 3.17 Propensity of availing package tour of Sample Visitors (%)**

Availing package tour	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Tourists availing package tour</b>	2.8	0.8	73.8	0.0
<b>Tourists not availing package tour</b>	97.2	99.2	26.2	0.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

Details of travel arrangement mode of sample visitors are given in Table 3.18. Majority of the domestic overnight visitors (91.5%), same day visitors (96.1%), 55.2% of the foreign overnight visitors were arranging the travel mode by themselves. Also 41.1% of the foreign overnight visitors and 4.6% Domestic overnight visitors were arranging the travel mode with the help of travel agents and by Office/Employer.

**Table 3.18 Travel Arrangement Mode of Sample Visitors (%)**

Travel Arrangement Mode	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Self</b>	91.5	96.1	55.1	0.0
<b>Office / Employer</b>	4.6	3.1	0.0	0.0
<b>Travel Agent</b>	1.8	0.0	41.1	0.0
<b>Tour Operator</b>	2.1	0.8	0.6	0.0

<b>Others</b>	0.0	0.0	3.2	0.0
<b>Total</b>	100	100	100	0.0

Details of distribution of overnight visitors by place of stay of sample visitors are given in Table 3.19. Non-Star hotels (43.8%) were the major place of stay for the domestic overnight visitors, followed by star hotels (15.2%). On the other hand, star hotels (63.4%) were the major place of stay for the Foreign Overnight Visitors.

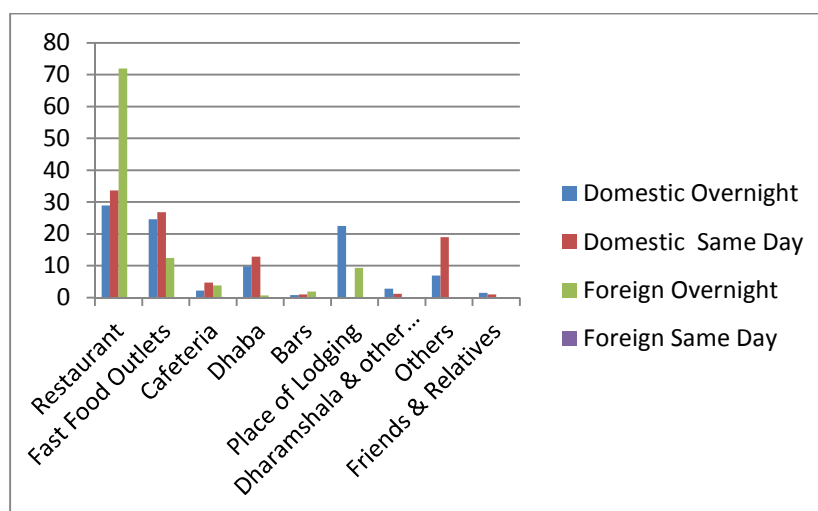
**Table 3.19 Distribution of overnight visitors by place of stay (%)**

<b>Place of Stay</b>	<b>Domestic Overnight</b>	<b>Foreign Overnight</b>
<b>Star</b>	15.2	63.4
<b>Non-Star Hotel</b>	43.8	31.5
<b>Govt. Guest House/ Circuit House/ Bhawan/ Sadan</b>	14.5	0
<b>Dharamshala/Gurudwara</b>	9.6	0
<b>Friends &amp; Relatives</b>	8.9	5.1
<b>Bed &amp; Breakfast Unit</b>	4.7	0
<b>YMCA</b>	1.6	0
<b>Others</b>	1.7	0
<b>Total</b>	<b>100</b>	<b>100</b>

Details of distribution of visitor by their preferred eating place of sample visitors are given in Table 3.20. Restaurants were the major eating place for majority of the visitors. Fast Food Outlets were the second preferred eating place for domestic Overnight & same day visitors as well as foreign visitors. Domestic overnight visitors and foreign visitors preferred Place of lodging as the third option for eating.

**Table 3.20 Distribution of visitor by their preferred eating place (%)**

Preferred eating place	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Restaurant</b>	28.9	33.6	71.9	0
<b>Fast Food Outlets</b>	24.6	26.8	12.4	0
<b>Cafeteria</b>	2.2	4.7	3.8	0
<b>Dhaba</b>	9.8	12.8	0.7	0
<b>Bars</b>	0.8	1	1.9	0
<b>Place of Lodging</b>	22.5	0	9.3	0
<b>Dharamshala &amp; other free accommodation</b>	2.8	1.2	0	0
<b>Others</b>	6.9	18.9	0	0
<b>Friends &amp; Relatives</b>	1.5	1.0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0.0</b>

**Fig 3.13 Distribution of visitor by their preferred eating place of sample visitors**

Details of satisfaction level of services by sample domestic overnight visitors are given in Table 3.21. Majority of the domestic overnight visitors were satisfied with most of the services. Very few were completely dissatisfied with the upkeep of tourist places and tariff of accommodation units.

**Table 3.21 Satisfaction level of services by Sample Domestic Overnight Visitors (%)**

Satisfaction	Domestic Overnight Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	3.8	52.5	32.1	11.6	0.0
Availability of Transportation	5.6	59.8	34.6	0.0	0.0
Availability of Tourist Guide	11.9	78.4	9.7	0.0	0.0
Quality of accommodation	9.7	53.3	25.4	11.6	0.0
Public Convenience	3.8	61.5	27	7.7	0.0
Eating Places	21.2	43.9	26.7	8.2	0.0
Information Centers	2.7	67.9	26.8	2.6	0.0
Souvenir Shops	0	31.5	58.9	9.6	0.0
Entertainment Places	11.8	41.5	38.9	7.8	0.0
Quality of Roads	0	28.4	61.4	10.2	0.0
Security	0	56.7	33.6	9.7	0.0
Behavior of Local People	29.8	57.6	9.6	3.0	0.0
Shops other than souvenir	7.8	66.7	18.8	6.7	0.0
Upkeep of tourist sites	4.9	59.6	26.5	6.6	2.4
Accommodation tariff	6.9	39.7	18.9	16.6	17.9
Quality of Information	18.7	39.8	29.7	11.8	0.0

Details of satisfaction level of services by sample domestic same day visitors are given in Table 3.22. Majority of the domestic same day visitors were either highly satisfied or satisfied with almost all parameters.

**Table 3.22 Satisfaction level of services by Sample Domestic Same day Visitors (%)**

Parameters	Domestic Same day Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	0	54.8	29.7	15.5	0
Availability of Transportation	3.9	69.7	23.6	2.8	0
Availability of Tourist Guide	17.3	71.3	11.4	0	0
Public Convenience	9.8	57.8	16.9	9.4	6.1
Eating Places	19.8	53.5	20.9	5.8	0
Information Centers	4.9	60.5	29.7	4.9	0
Souvenir Shops	2.9	58.6	31.6	6.9	0
Entertainment Places	34.9	46.2	18.9	0	0
Quality of Roads	2.7	37.9	47.2	12.2	0
Security	0	43.9	32.5	23.6	0
Behavior of Local People	49.5	44.2	6.3	0	0
Shops other than souvenir	11.5	58.7	29.8	0	0
Upkeep of tourist sites	3.9	58.7	31.3	6.1	0
Quality of Information	26.9	48.8	24.3	0	0



Details of satisfaction level of services by sample foreign overnight visitors are given in Table 3.23. Most of the foreign overnight visitors were satisfied with all parameters.

**Table 3.23 Satisfaction level of services by Sample Foreign Overnight Visitors (%)**

Parameters	Foreign Overnight Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
<b>Availability of Tour Operator</b>	18.9	56.9	24.2	0	0
<b>Availability of Transportation</b>	14.5	66.8	18.7	0	0
<b>Availability of Tourist Guide</b>	8.9	67.9	23.2	0	0
<b>Quality of accommodation</b>	15.4	61.7	20.3	2.6	0
<b>Public Convenience</b>	7.9	50.2	41.9	0	0
<b>Eating Places</b>	26.1	56.9	11.3	5.7	0
<b>Information Centers</b>	4.3	66.4	29.3	0	0
<b>Souvenir Shops</b>	2.7	40.8	43.5	13	0
<b>Entertainment Places</b>	8.7	39.7	41.5	10.1	0
<b>Quality of Roads</b>	5.3	28.9	63.3	2.5	0
<b>Security</b>	9.8	33.6	42.5	14.1	0
<b>Behavior of Local People</b>	33.6	51.4	15	0	0
<b>Shops other than souvenir</b>	39.6	55.3	5.1	0	0
<b>Upkeep of tourist sites</b>	11.4	61.9	22.8	3.9	0
<b>Accommodation tariff</b>	38.7	49.7	11.6	0	0
<b>Quality of Information</b>	34.5	46.8	17.5	1.2	0

Details of expectation level of their visit to district /state of sample visitors are given in Table 3.24. Most of the domestic and foreign overnight visitors and same day visitors selected the option “As per expectation”. Only a very small proportion had the opinion worse or much worse than their expectation.

**Table 3.24 Expectation level of Sample Visitors to their visit to district/State (%)**

Parameters	Domestic		Foreign	
	Overnight	Same Day	Overnight	Same Day
<b>Much better than expectation</b>	11.5	6.9	2	0
<b>Somewhat better than expectation</b>	8.4	8.9	7.8	0
<b>As per expectation</b>	75.6	79.7	84.5	0
<b>Worse than expectation</b>	2.2	3.4	5.7	0
<b>Much worse than expectation</b>	2.3	1.1	0	0
<b>Total</b>	100	100	100	0

Fig 3.14 Expectation level of their visit to district / State of Sample Visitors

Names of top 10 destinations in Mizoram are given in Table 3.25.

**Table 3.25 Top 10 destinations in Mizoram**

Domestic	Foreign
Burra Bazar	Reiek Heritage Village
Mizoram State Museum	Khuangchera Puk
Vantawang Falls	Vantawang Falls
Khuangchera Puk	Burra Bazar
Durtlang Hills	Tam Dil Lake
Reiek Heritage Village	Mizoram State Museum
Tam Dil Lake	Durtlang Hills
Dampa Wildlife Sanctuary	Luangmual Handicrafts Centre
Luangmual Handicrafts Centre	Dampa Wildlife Sanctuary
Solomon temple	Solomon temple

**Table 3.26 Average Expenditure on Package Component of Sample Domestic and Foreign Visitors availing package tour**

<b>Package Component</b>	<b>Domestic</b>	<b>Foreign</b>
<b>Travel + Food</b>	2250	3640
<b>Travel + Transport + Accommodation</b>	3670	6650
<b>Travel + Transport + Accommodation + Food</b>	5460	8170

Table 3.26 shows the average expenditure on package component of packaged tour of domestic and foreign tourists. The total expenditure for all facilities for all the two groups is not very high.

**Table 3.27 Average Expenditure on non-package component of Sample Visitors**

<b>Non-Package Component</b>	<b>Avg. Expenditure of Domestic</b>		<b>Avg. Expenditure of Foreign</b>	
	Overnight	Same Day	Overnight	Same Day
<b>Accommodation</b>	1070	0	4120	0
<b>Food &amp; Drinks</b>	910	470	1650	0
<b>Transport</b>	775	360	1240	0
<b>Shopping</b>	380	500	1070	0
<b>Recreation, Leisure &amp; Cultural Activities</b>	240	140	310	0
<b>TOTAL</b>	<b>1070</b>	<b>0</b>	<b>4120</b>	<b>0</b>

Details of average expenditure on non-package component during trip of sample visitors are given in Table 3.27. All the tourists spend least amount for cultural activities.

**Table 3.28 Average Expenditure on non-package component during trip of Sample Visitors**

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Foreign
Accommodation	850	1230
Food & Drinks	450	610
Transport	310	1200
Shopping	450	1040
Recreation, Leisure & Cultural Activities	120	180
<b>TOTAL</b>	<b>2180</b>	<b>4260</b>

**Table 3.29 States/ UTs visited during the last two years (%) before this visit**

Name of the State / UTs	Domestic	Foreign
Andaman & Nicobar	0.9	1.6
Andhra Pradesh	3.7	4.6
Arunachal Pradesh	4.3	2.7
Assam	3.9	2.3
Bihar	0.8	1.4
Delhi	7.7	14.2
Goa	1.1	4.5
Gujarat	4.3	2.1
Jammu & Kashmir	2.6	2.6
Karnataka	5.3	6.2
Kerala	4.2	3.9
Madhya Pradesh	2.9	3.2
Maharashtra	9.1	11.2
Manipur	2.1	0.3
Meghalaya	3.4	1.5
Mizoram	1.7	0.3
Nagaland	1.1	0
Orissa	0.8	0
Pondicherry	0.9	1.2
Punjab	1.0	0.9

Rajasthan	1.5	4.3
Sikkim	2.2	3.1
Tamil Naidu	7.7	5.2
Tripura	2.5	3.3
Uttar Pradesh	4.3	4.8
Uttarakhand	1.9	2.4
West Bengal	6.9	5.8
Others	1.6	1.3
None	9.6	5.1
<b>Total</b>	100	100

Table 3.29 shows the visitors travel habits before the present visits. More domestic tourists visited Maharashtra, West Bengal and Delhi, while more foreigners visited Delhi, Maharashtra, Karnataka and West Bengal.

**Table 3.30 Compare experience of visiting this State with the last State/ UT visited (%)**

<b>Opinion</b>	<b>Domestic</b>	<b>Foreign</b>
<b>This State Destination is better managed</b>	55.9	58.3
<b>Infrastructure better in this State</b>	54.2	51.4
<b>People in tourism related sector more hospitable</b>	49.8	51.6
<b>People are more hospitable</b>	79.6	81.5

The visitors gave more than one response when we ask to compare their experience of visiting this state with the last state /UT visited. Alost all of them had more than one good opinion about this state.

Details of reasons for choosing this state as a tourist destination are given in Table 3.31. Most of them gave many reasons for selecting this state as a tourist destination.



**Table 3.31 Reasons for choosing this State as a tourist destination (%)**

Reasons	Domestic	Foreign
Location of preferred destination.	48.3	62.4
Visiting Friends and relatives or for Business and Professional Purposes.	46.9	22.5
Nearer to the Place of Residence.	68.7	11.2
Better infrastructure.	38.9	42.5
Less costly.	43.6	39.7
Attracted by Publicity Measures.	53.4	51.6
Others	9.3	4.6

Major source for the advertisement on Mizoram tourism was local magazines, web, internet etc. for majority of the domestic (72.2%) and foreign (92.6%) tourists (see Table 3.32).

**Table 3.32 Watched / seen/ heard the advertisement of the State Government for tourism promotion (%)**

Sources	Domestic	Foreign
Newspaper	5.9	2.1
Radio	1.8	0.0
Televisions	6.6	1.2
Newspaper and Radio both	4.3	0
Newspaper and Television both	3.7	4.1
Radio and Television both	1.7	0.0
All Three	3.8	0.0
Others*	72.2	92.6
<b>Total</b>	<b>100</b>	<b>100</b>

\* Local Magazine, web site, Poster etc.

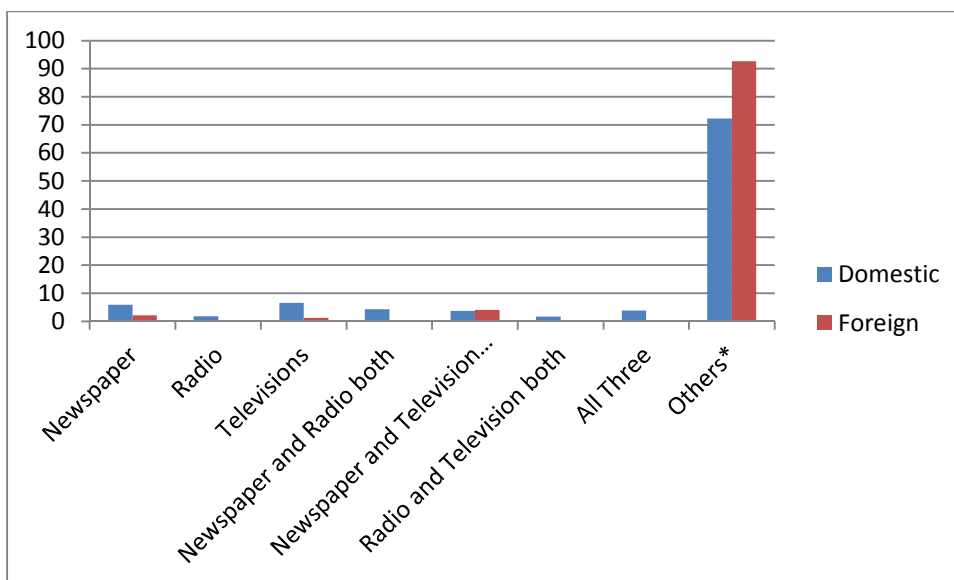


Fig 3.15 Watched /seen/heard the advertisement of the State Government for tourism promotion

**Table 3.33 Ratio and Estimated number of domestic overnight tourists/same day visitors from States**

State	Ratio of overnight in sample	Estimated No. of Tourists	Ratio of Same Day Visitors in sample	Estimated Number of Day Visitors
Mizoram	31.6	22275	71.5	27132
Arunachal Pradesh	7.2	5075	1.3	493
Assam	16.7	11772	9.7	3681
Bihar	0.9	634	0.0	0
Chhattisgarh	1.4	987	0.0	0.0
Delhi	6.8	4793	2.3	873
Gujarat	1.7	1198	0.6	228
Jharkhand	2.4	1692	0.4	152
Maharashtra	4.3	3031	1.3	493
Meghalaya	6.4	4511	1.9	721
Manipur	11.5	8107	2.4	911
Nagaland	2.3	1621	1.3	493
Punjab	2.1	1480	0.4	152
Sikkim	6.9	4864	1.2	455
West Bengal	6.8	4793	0.6	228
Tripura	2.9	2044	3.3	1252
Uttar Pradesh	1.1	775	0.2	76
Others	18.6	13112	1.6	607
<b>Total</b>	<b>100</b>	<b>70492</b>	<b>100</b>	<b>37947</b>

Table 3.34 presents the distribution of states for domestic tourists in the state of Mizoram. The survey findings suggest that contribution of Mizoram was highest (31.6%) in contribution of domestic overnight tourists for the state of Mizoram, followed by Assam (16.7%), Manipur (11.5%), Sikkim (6.9%) etc. On the other hand, about 72% of the contribution of domestic same day tourists is from the same state.

**Table 3.34 Popular Source of Information of tourist destinations for the Sample Domestic Visitors (%)**

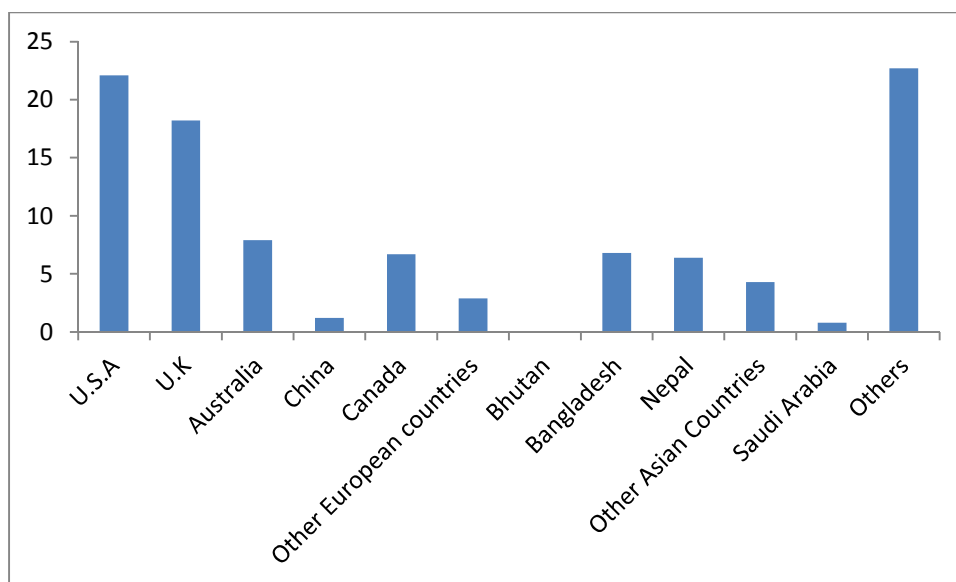
Month	State Tourism Department	Travel Agents	Internet			Travel books / guides / Magazines / paper	Relatives / Friends	Others	Total
			Website	MOT	Others				
March	9.8	1.9	22.4	1.1	0.0	2.2	58.3	4.3	100
April	7.7	2.7	18.3	1.4	1.3	1.9	61.5	5.2	100
May	4.2	1.7	14.2	1.3	0.0	1.4	74.3	2.9	100
June	3.1	2.4	17.8	0.0	0.0	2.2	69.6	4.9	100
July	3.8	1.9	15.3	1.0	1.2	2.4	68.9	5.5	100
August	4.4	5.8	21.2	1.8	0.0	0.9	63.8	2.1	100
September	3.6	3.1	20.4	0.0	1.1	1.1	69.6	1.1	100
October	4.2	3.6	16.3	0.8	1.3	1.4	70.8	1.6	100
November	6.9	3.2	18.7	0.9	1.6	1.8	64.6	2.3	100
December	5.6	3.3	23.1	2.8	0.9	1.2	62.2	0.9	100
January	2.8	3.7	18.9	1.2	1.1	0.9	69.7	1.7	100
February	3.2	1.9	22.8	0.9	0.0	1.0	67.8	2.4	100

Table 3.35 shows the main source of information for the domestic tourists about the destination. Most of them said that their friends and relatives are the main source.

Table 3.36 represents the distribution of countries for foreign tourists in the state of Mizoram. The survey findings suggest that contribution of USA was highest (22.1%) in contribution of foreign tourists for this state, followed by UK (15.1%) and Australia (7.9%)

**Table 3.35 Distribution of Country wise Foreign Tourists (%)**

Place Of Origin	Foreign Tourists
U.S.A	22.1
U.K	15.1
Australia	7.9
UAE	1.2
Canada	6.7
Other European countries	2.9
Bhutan	0
Bangladesh	6.8
Nepal	6.4
Other Asian Countries	2.4
Saudi Arabia	0.8
Others	27.7
<b>Total</b>	<b>100.0</b>

**Fig 3.16 Distribution of Country wise Foreign Tourists**



## Chapter 4 Short Survey Findings

The sample sizes of the four groups are 30989 domestic overnight, 25805 domestic same day and 806 foreign overnight visitors and 0 foreign same day visitors. Most of the domestic (87.6%) and foreign visitors (90.3%) the entry points are the bus station/Taxi Stand or Airport.

**Table 4.1 Entry point of Sample Visitors (%)**

Point	Domestic	Foreign
Railway station	12.4	9.7
Air port	19.3	59.8
Bus Station/Taxi Stand	68.3	30.5
Total	100	100

\* Nearest Railhead was Silchar in Assam from where visitors drive by Maxi Cabs to Aizawl

### 4.0 Details of the Sample Tourists of the Short Survey

Table 4.2 gives the residential places of the domestic tourists. Nearly 44.5% of the domestic visitors are from the other district.

**Table 4.2 Place of residence of the Sample Domestic Visitors (%)**

Place	Domestic
Within same city	18.4
Same district	24.6
Other district	44.5
Outside the state	12.5
Total	100

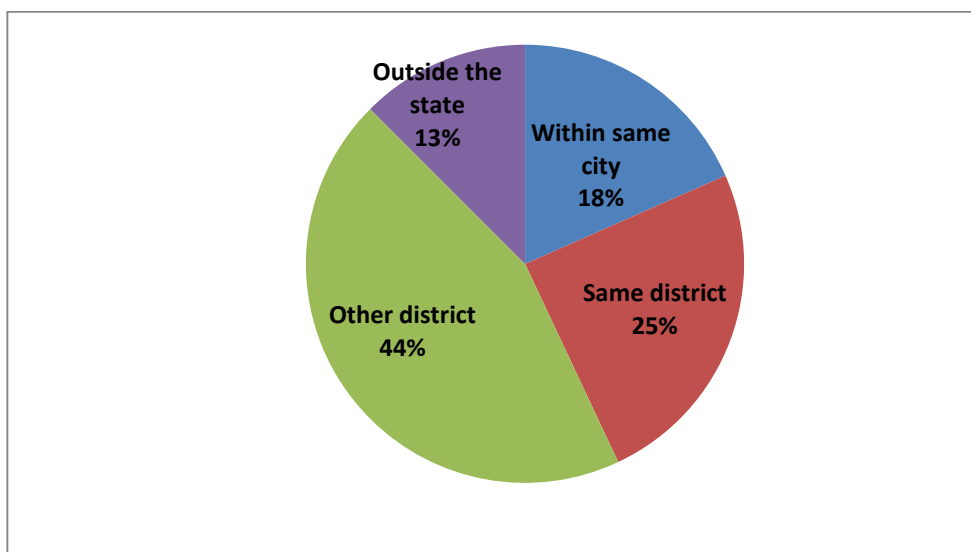


Fig 4.1 Place of residence the Domestic Visitors

Table 4.3 shows the frequency of visit to the place if they live in the same city. Nearly 89% of the tourists visit the destination once in 6 months.

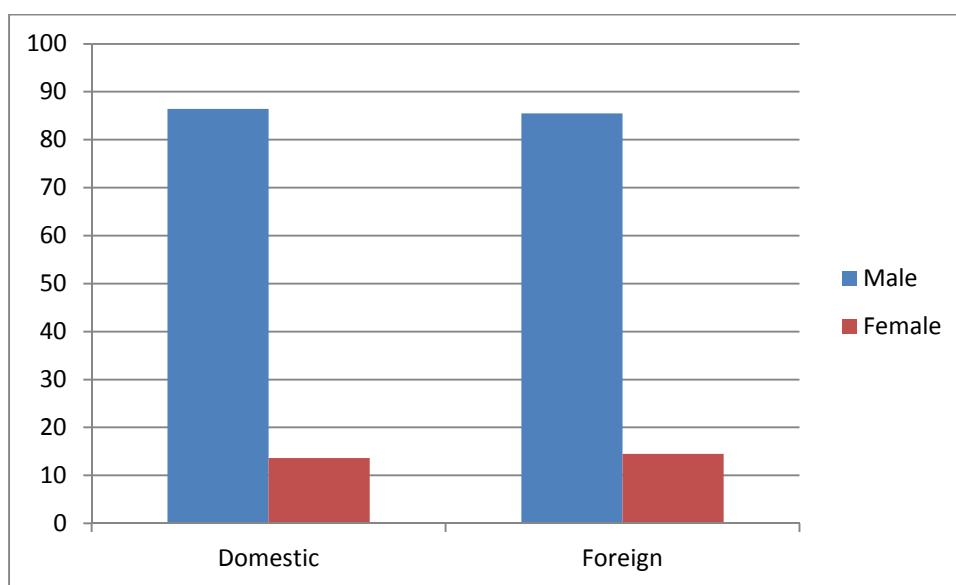
**Table 4.3 Frequency of visit to the destination of Sample Domestic Visitors (%)**

Frequency	Domestic
Once in 7 days	3.8
Once in 15 days	2.8
Once in 3 months	4.1
Once in 6 months	89.3
<b>Total</b>	100

Details of gender distribution of sample visitors are given in Table 4.4. The survey findings suggest that in the case of both domestic and foreign visitor's percentage of male visitors were higher than female visitors.

**Table 4.4 Gender Distribution of Sample Visitors (%)**

Gender	Domestic	Foreign
Male	81.4	85.5
Female	18.6	14.5
Total	100	100



**Fig 4.2 Gender Distribution of Sample Visitors**

**Table 4.5 Country of Nationality of Foreign Tourists (%)**

Country	Foreign Tourists
U.S.A	21.8
U.K	17.8
Australia	7.2
China	1.1
Canada	6.1
Other European countries	2.1
Bhutan	1.4
Bangladesh	6.1
Nepal	5.8
Other Asian Countries	4.1
Saudi Arabia	0.7
Others	25.8
Total	100

Table 4.5 shows the nationality of the visitors. Highest proportion came from USA followed by UK and Australia.

**Table 4.6 Place of stay of the Sample overnight Visitors (%)**

Place	Domestic	Foreign
Hired accommodation	54.5	90.5
Friends& relatives	38.2	9.5
Others	7.3	0
Total	100	100

Almost all foreigners stay at hired accommodation while among the domestic visitors, 54.5% stay at hired accommodation.

Among the domestic tourists, the highest proportion got information about tourist destinations from their friend and relatives while foreign visitors got it from internet.

**Table 4.7 Information about the destinations (%)**

Place	Domestic	Foreign
Indian embassy in your country	0	1.4
Indian tourism bureau in your country	0	7.1
Indian tourism offices in India	1.7	5.7
State tourism department	17.9	10.2
Travel agents	14.3	17.8
Internet	26.2	49.8
Travel books/guides/magazines /newspaper etc.	3.4	0
Friends & relatives	28.3	5.8
Others	8.2	2.2
<b>Total</b>	<b>100</b>	<b>100</b>



## Chapter 5 Hotel Survey Findings

Table 5.1 gives the details of number of accommodation units, number of rooms available, number of beds available and the details about the employment during the year 2014-2015. The survey findings suggest that in total 161 accommodation units were available during the year 2014-2015, 2664 rooms, 4414 beds and 4038 employees.

**Table 5.1 Number of Accommodation units, Rooms, Beds and Employment**

	No. of accommodation units	No. of Rooms	No. of Beds	Number of Employees		
				Permanent	Temporary	Total
<b>Census</b>	161	2664	4414	1897	2141	4038

Distribution of employees in accommodation units by age group are given in Table 5.2. In total, 4038 employees were working in the 161 accommodation units. Majority (61%) of the employees are in the age group 26-40 years.

**Table 5.2 Distribution of Employees in Accommodation Units by Age Group**

	No. of accommodation units	Number of Employees	Employees by age-group (%)				
			18-25 Yr.	26-30 Yr.	31-40 Yr.	41-50 Yr.	Above 50 Yr.
<b>Census</b>	161	4038	17.5	31.6	29.4	19.5	2.0

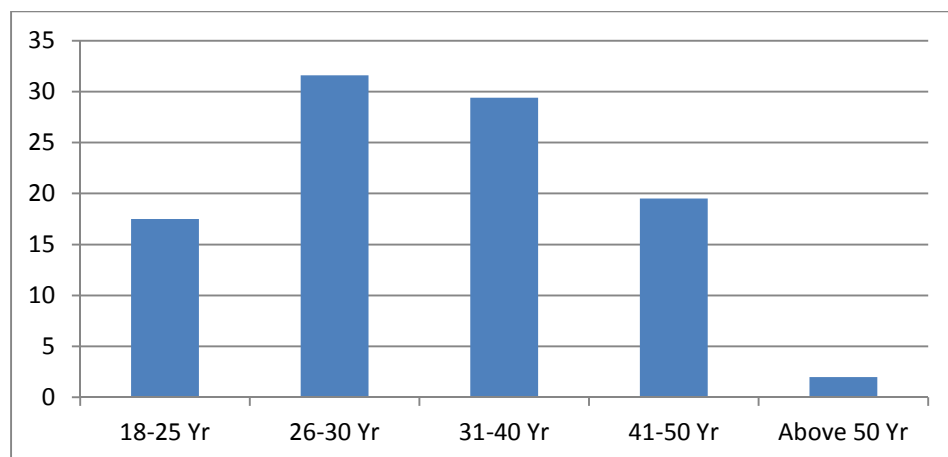


Fig 5.1 Distribution of Employees by age-group

Distribution of employees in accommodation units by service are given in Table 5.3. Majority (53.7%) works in the F&B department.

**Table 5.3 Distribution of Employees in Accommodation Units by Service**

	No. of accommodation units	Number of Employees	Distribution of employees by service			
			Management	F&B	House keeping	Others
<b>Census</b>	161	4038	17.2	53.7	17.4	11.7

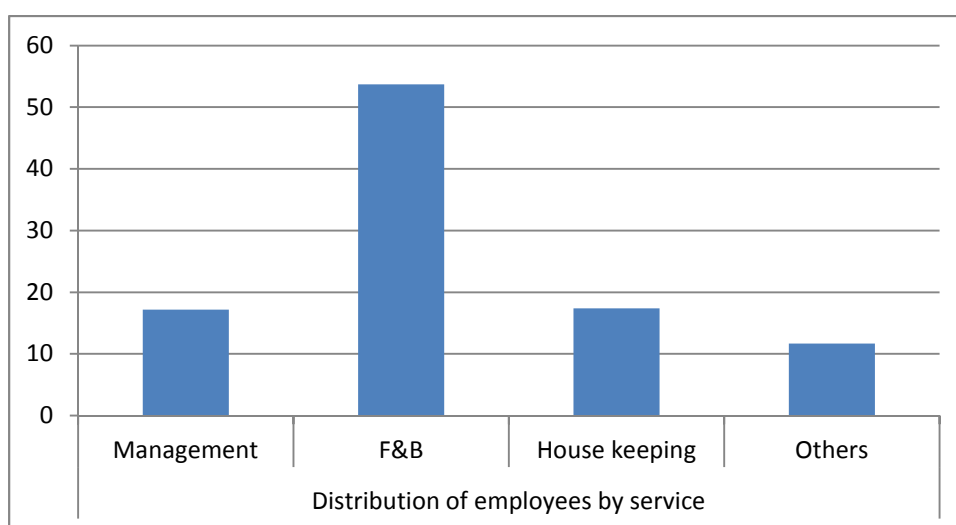
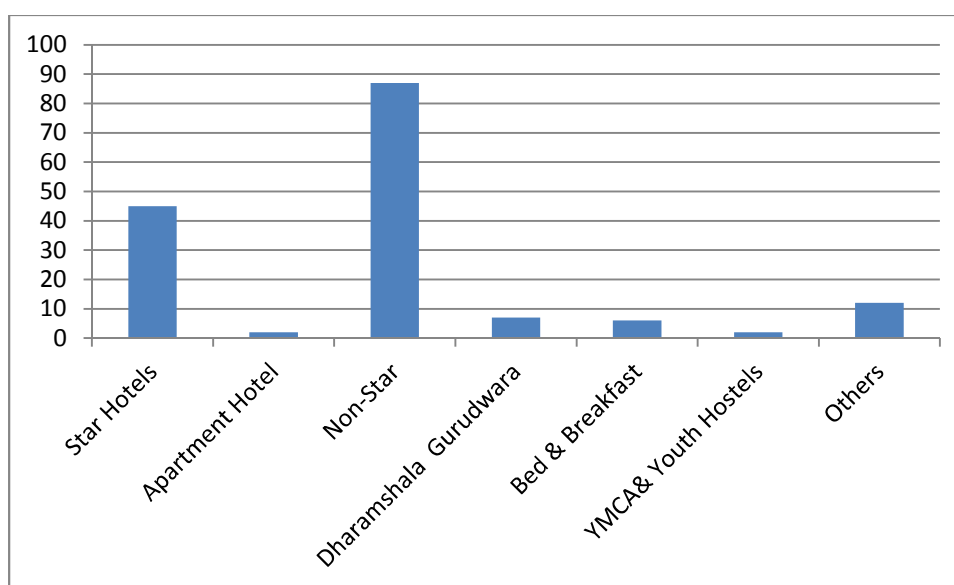


Fig 5.2 Distribution of Employees in Accommodation Units by Service

Distribution of accommodation units by type is given in Table 5.4. Out of 161 accommodation units, 45 were Star Hotels, 87 were Non-Star Hotels and 6 & 12 were Bed & Breakfast & Others type.

**Table 5.4 Distribution of Accommodation Units by Types**

	Star Hotels	Apartment Hotel	Non-Star	Dharamshala Gurudwara	Bed & Breakfast	YMCA& Youth Hostels	Others	Total
<b>Census</b>	45	2	87	7	6	2	12	161



**Fig 5.3 Distribution of Accommodation Units by Types**

**Appendix- A****A1: District wise number of visits to tourist Destinations by Domestic Visitors (March 2014)**

Sl. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3918	335	107	4360	1976
2	Champhai (Champhai, Serchhip)	1266	196	24	1486	684
3	South Zone (Lawngtlai, Lunglei, Saiha)	743	60	16	819	266
	Total	<b>5927</b>	<b>591</b>	<b>147</b>	<b>6665</b>	<b>2926</b>

**A1 (a): District wise number of visits to tourist Destinations by Foreign Visitors (March 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	131	0	0	131	0
2	Champhai (Champhai, Serchhip)	7	0	0	7	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	3	0	0	3	0
	Total	141	0	0	141	0

**A1 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (March 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	4360	131	4491	3918	0	3918
2	Champhai (Champhai, Serchhip)	1486	7	1493	1266	0	1266
3	South Zone (Lawngtlai, Lunglei, Saiha)	819	3	822	743	0	743
	<b>Total</b>	<b>6665</b>	<b>141</b>	<b>6806</b>	<b>5927</b>	<b>0</b>	<b>5927</b>



**A2: District wise number of visits to tourist Destinations by Domestic Visitors (April 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3395	142	49	3586	1947
2	Champhai (Champhai, Serchhip)	1291	84	13	1388	817
3	South Zone (Lawngtlai, Lunglei, Saiha)	597	32	5	634	491
	Total	<b>5283</b>	<b>258</b>	<b>67</b>	<b>5608</b>	<b>3255</b>

**A2 (a): District wise number of visits to tourist Destinations by Foreign Visitors (May 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	North 24 Parganas	71	0	0	71	0
2	South 24 Parganas	12	0	0	12	0
3	Barddhaman	8	0	0	8	0
	Total	<b>91</b>	<b>0</b>	<b>0</b>	<b>91</b>	<b>0</b>

**A2 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (April 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3586	71	3657	1947	0	1947
2	Champhai (Champhai, Serchhip)	1388	12	1400	817	0	817
3	South Zone (Lawngtlai, Lunglei, Saiha)	634	8	642	491	0	491
	Total	5608	91	5699	3255	0	3255

**A3: District wise number of visits to tourist Destinations by Domestic Visitors (May 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3721	100	74	3895	1410
2	Champhai (Champhai, Serchhip)	1404	54	22	1480	666
3	South Zone (Lawngtlai, Lunglei, Saiha)	770	21	6	797	427
	Total	<b>5895</b>	<b>175</b>	<b>102</b>	<b>6172</b>	<b>2503</b>

**A3 (a): District wise number of visits to tourist Destinations by Foreign Visitors (May 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	0	0	0	0	0
2	Champhai (Champhai, Serchhip)	0	0	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	0	0	0	0	0
	Total	0	0	0	0	0

**A3 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (May 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3895	0	3895	1410	0	1410
2	Champhai (Champhai, Serchhip)	1480	0	1480	666	0	666
3	South Zone (Lawngtlai, Lunglei, Saiha)	797	0	797	427	0	427
	<b>Total</b>	<b>6172</b>	<b>0</b>	<b>6172</b>	<b>2503</b>	<b>0</b>	<b>2503</b>



**A4: District wise number of visits to tourist Destinations by Domestic Visitors (June 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3525	284	87	3896	1390
2	Champhai (Champhai, Serchhip)	682	63	6	751	467
3	South Zone (Lawngtlai, Lunglei, Saiha)	498	28	8	534	266
	Total	<b>4705</b>	<b>375</b>	<b>101</b>	<b>5181</b>	<b>2123</b>

**A4 (a): District wise number of visits to tourist Destinations by Foreign Visitors (June 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	62	0	0	62	0
2	Champhai (Champhai, Serchhip)	14	0	0	14	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	9	0	0	9	0
	Total	85	0	0	85	0

**A4 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (June 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3896	62	3958	1390	0	1390
2	Champhai (Champhai, Serchhip)	751	14	765	467	0	467
3	South Zone (Lawngtlai, Lunglei, Saiha)	534	9	543	266	0	266
	<b>Total</b>	<b>5181</b>	<b>85</b>	<b>5266</b>	<b>2123</b>	<b>0</b>	<b>2123</b>

**A5: District wise number of visits to tourist Destinations by Domestic Visitors (July 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{DT-h}$	$Q^{DT-f}$	$Q^{DT-o}$	$Q^{DT}$	$Q^{DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3276	172	79	3527	2219
2	Champhai (Champhai, Serchhip)	608	71	13	692	914
3	South Zone (Lawngtlai, Lunglei, Saiha)	467	47	10	524	407
	Total	<b>4351</b>	<b>290</b>	<b>102</b>	<b>4743</b>	<b>3540</b>

**A5 (a): District wise number of visits to tourist Destinations by Foreign Visitors (July 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	53	0	0	53	0
2	Champhai (Champhai, Serchhip)	11	0	0	11	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	15	0	0	15	0
	Total	<b>79</b>	<b>0</b>	<b>0</b>	<b>79</b>	<b>0</b>

**A5 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (July 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3527	53	3580	2219	0	2219
2	Champhai (Champhai, Serchhip)	692	11	703	914	0	914
3	South Zone (Lawngtlai, Lunglei, Saiha)	524	15	539	407	0	407
	<b>Total</b>	<b>4743</b>	<b>79</b>	<b>4822</b>	<b>3540</b>	<b>0</b>	<b>3540</b>



**A6: District wise number of visits to tourist Destinations by Domestic Visitors (August 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3488	130	86	3704	1594
2	Champhai (Champhai, Serchhip)	694	53	12	759	589
3	South Zone (Lawngtlai, Lunglei, Saiha)	403	32	13	448	232
	Total	<b>4585</b>	<b>215</b>	<b>111</b>	<b>4911</b>	<b>2415</b>

**A6 (a): District wise number of visits to tourist Destinations by Foreign Visitors (August 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	38	0	0	38	0
2	Champhai (Champhai, Serchhip)	6	0	0	6	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	4	0	0	4	0
	Total	48	0	0	48	0

**A6 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (August 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3704	38	3742	1594	0	1594
2	Champhai (Champhai, Serchhip)	759	6	765	589	0	589
3	South Zone (Lawngtlai, Lunglei, Saiha)	448	4	452	232	0	232
	<b>Total</b>	<b>4911</b>	<b>48</b>	<b>4959</b>	<b>2415</b>	<b>0</b>	<b>2415</b>

**A7: District wise number of visits to tourist Destinations by Domestic Visitors (September 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3217	163	64	3444	1543
2	Champhai (Champhai, Serchhip)	1090	62	13	1165	606
3	South Zone (Lawngtlai, Lunglei, Saiha)	863	46	10	919	396
	Total	<b>5170</b>	<b>271</b>	<b>87</b>	<b>5528</b>	<b>2545</b>

**A7 (a): District wise number of visits to tourist Destinations by Foreign Visitors  
(September 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	42	0	0	42	0
2	Champhai (Champhai, Serchhip)	21	0	0	21	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	16	0	0	16	0
	Total	<b>79</b>	<b>0</b>	<b>0</b>	<b>79</b>	<b>0</b>

**A7 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign  
Visitors (September 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3444	42	3486	1543	0	1543
2	Champhai (Champhai, Serchhip)	1165	21	1186	606	0	606
3	South Zone (Lawngtlai, Lunglei, Saiha)	919	16	935	396	0	396
	<b>Total</b>	<b>5528</b>	<b>79</b>	<b>5607</b>	<b>2545</b>	<b>0</b>	<b>2545</b>



**A8: District wise number of visits to tourist Destinations by Domestic Visitors (October 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3403	150	56	3609	1560
2	Champhai (Champhai, Serchhip)	1159	59	28	1246	678
3	South Zone (Lawngtlai, Lunglei, Saiha)	1015	47	10	1072	466
	Total	<b>5577</b>	<b>256</b>	<b>94</b>	<b>5927</b>	<b>2704</b>

**A8 (a): District wise number of visits to tourist Destinations by Foreign Visitors (October 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	51	0	0	51	0
2	Champhai (Champhai, Serchhip)	31	0	0	31	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	22	0	0	22	0
	Total	104	0	0	104	0

**A8 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (October 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3609	51	3660	1560	0	1560
2	Champhai (Champhai, Serchhip)	1246	31	1277	678	0	678
3	South Zone (Lawngtlai, Lunglei, Saiha)	1072	22	1094	466	0	466
	<b>Total</b>	<b>5927</b>	<b>104</b>	<b>6031</b>	<b>2704</b>	<b>0</b>	<b>2704</b>

**A9: District wise number of visits to tourist Destinations by Domestic Visitors (November 2014)**

S. No.	District	Domestic				
		No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
		Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		$Q^{DT-h}$	$Q^{DT-f}$	$Q^{DT-o}$	$Q^{DT}$	$Q^{DS}$
1	Aizawl (Aizawl, Mamit, Kolasib)	3488	153	55	3696	1598
2	Champhai (Champhai, Serchhip)	1141	54	29	1224	707
3	South Zone (Lawngtlai, Lunglei, Saiha)	974	47	8	1029	430
	Total	<b>5603</b>	<b>254</b>	<b>92</b>	<b>5949</b>	<b>2735</b>

**A9 (a): District wise number of visits to tourist Destinations by Foreign Visitors (November 2014)**

S. No.	District	Foreigner				
		No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
		Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
		Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
1	Aizawl (Aizawl, Mamit, Kolasib)	45	4	0	49	0
2	Champhai (Champhai, Serchhip)	26	0	0	26	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	14	0	0	14	0
	Total	85	4	0	89	0

**A9 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign  
Visitors (November 2014)**

S. No.	District	No. of Visits by Tourists			No. of Visits by Same day visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3696	49	3745	1598	0	1598
2	Champhai (Champhai, Serchhip)	1224	26	1250	707	0	707
3	South Zone (Lawngtlai, Lunglei, Saiha)	1029	14	1043	430	0	430
	<b>Total</b>	<b>5949</b>	<b>89</b>	<b>6038</b>	<b>2735</b>	<b>0</b>	<b>2735</b>

**A10: District wise number of visits to tourist Destinations by Domestic Visitors (December 2014)**

District	Domestic				
	No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
	Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
Aizawl (Aizawl, Mamit, Kolasib)	3155	186	128	3469	1358
Champhai (Champhai, Serchhip)	1064	96	66	1226	604
South Zone (Lawngtlai, Lunglei, Saiha)	567	26	20	613	393
<b>Total</b>	<b>4786</b>	<b>308</b>	<b>214</b>	<b>5308</b>	<b>2355</b>



**A10 (a): District wise number of visits to tourist Destinations by Foreign Visitors  
(December 2014)**

District	Foreigner				
	No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
	Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
Aizawl (Aizawl, Mamit, Kolasib)	51	8	0	59	0
Champhai (Champhai, Serchhip)	40	0	0	40	0
South Zone (Lawngtlai, Lunglei, Saiha)	27	0	0	27	0
<b>Total</b>	<b>118</b>	<b>8</b>	<b>0</b>	<b>126</b>	<b>0</b>

**A10 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (December 2014)**

District	No. of Visits by Tourists			No. of Visits by Same day visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3469	59	3528	1358	0	1358
Champhai (Champhai, Serchhip)	1226	40	1266	604	0	604
South Zone (Lawngtlai, Lunglei, Saiha)	613	27	640	393	0	393
<b>Total</b>	<b>5308</b>	<b>126</b>	<b>5434</b>	<b>2355</b>	<b>0</b>	<b>2355</b>

**A11: District wise number of visits to tourist Destinations by Domestic Visitors (January 2015)**

District	Domestic				
	No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
	Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
Aizawl (Aizawl, Mamit, Kolasib)	3158	173	123	3454	1207
Champhai (Champhai, Serchhip)	1136	92	76	1304	569
South Zone (Lawngtlai, Lunglei, Saiha)	610	24	18	652	395
Total	<b>4904</b>	<b>289</b>	<b>217</b>	<b>5410</b>	<b>2171</b>

**A11 (a): District wise number of visits to tourist Destinations by Foreign Visitors (January 2015)**

District	Foreigner				
	No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
	Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
Aizawl (Aizawl, Mamit, Kolasib)	43	3	0	46	0
Champhai (Champhai, Serchhip)	21	0	0	21	0
South Zone (Lawngtlai, Lunglei, Saiha)	11	0	0	11	0
<b>Total</b>	<b>75</b>	<b>3</b>	<b>0</b>	<b>78</b>	<b>0</b>

**A11 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (January 2015)**

District	No. of Visits by Tourists			No. of Visits by Same day visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3454	46	3500	1207	0	1207
Champhai (Champhai, Serchhip)	1304	21	1325	569	0	569
South Zone (Lawngtlai, Lunglei, Saiha)	652	11	663	395	0	395
<b>Total</b>	<b>5410</b>	<b>78</b>	<b>5488</b>	<b>2171</b>	<b>0</b>	<b>2171</b>

**A12: District wise number of visits to tourist Destinations by Domestic Visitors  
(February 2015)**

District	Domestic				
	No. of visits by Domestic Tourists				No. of visits by Domestic same day visitors
	Staying At Hotels	Staying With F & R	Staying Else where	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	$Q^{*DT-h}$	$Q^{*DT-f}$	$Q^{*DT-o}$	$Q^{*DT}$	$Q^{*DS}$
Aizawl (Aizawl, Mamit, Kolasib)	2971	142	107	3220	1241
Champhai (Champhai, Serchhip)	918	70	50	1038	493
South Zone (Lawngtlai, Lunglei, Saiha)	477	18	14	509	337
Total	<b>4366</b>	<b>230</b>	<b>171</b>	<b>4767</b>	<b>2071</b>

**A12 (a): District wise number of visits to tourist Destinations by Foreign Visitors  
(February 2015)**

District	Foreigner				
	No. of visits by Foreign Tourists				No. of visits by Foreign same day visitors
	Staying at Hotels	Staying with F & R	Staying Elsewhere	Total	
(1)	(2)	(3)	(4)	(5)	(6)
	Q*FT-h	Q*FT-f	Q*FT-o	Q*FT	Q*FS
Aizawl (Aizawl, Mamit, Kolasib)	55	8	0	63	0
Champhai (Champhai, Serchhip)	36	2	0	38	0
South Zone (Lawngtlai, Lunglei, Saiha)	20	0	0	20	0
<b>Total</b>	<b>111</b>	<b>10</b>	<b>0</b>	<b>121</b>	<b>0</b>

**A12 (b): District wise total number of visits to tourist Destinations by Domestic & Foreign Visitors (February 2015)**

District	No. of Visits by Tourists			No. of Visits by Same day visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3220	63	3283	1241	0	1241
Champhai (Champhai, Serchhip)	1038	38	1076	493	0	493
South Zone (Lawngtlai, Lunglei, Saiha)	509	20	529	337	0	337
<b>Total</b>	<b>4767</b>	<b>121</b>	<b>4888</b>	<b>2071</b>	<b>0</b>	<b>2071</b>



## Appendix-B

### B1: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (March 2014)

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	3498	289	93	3880	767	40	13	820	4265	329	106	4700	1764	462	2226
2	Champhai (Champhai, Serchhip)	1151	172	21	1344	151	11	0	162	1302	183	21	1506	590	123	713
3	South Zone (Lawngtlai, Lunglei, Saiha)	669	52	14	735	96	9	0	105	765	61	14	840	225	95	320
	Total	5318	513	128	5959	1014	60	13	1087	6332	573	141	7046	2579	680	3259

**B1 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (March 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	123	0	0	123	0	0	0	0	123	0	0	123	0	0	0
2	Champhai (Champhai,Serchhip)	7	0	0	7	0	0	0	0	7	0	0	7	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	3	0	0	3	0	0	0	0	3	0	0	3	0	0	0
	Total	133	0	0	133	0	0	0	0	133	0	0	133	0	0	0

**B1 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(March 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	4700	123	4823	2226	0	2226
2	Champhai (Champhai, Serchhip)	1506	7	1513	713	0	713
3	South Zone (Lawngtlai, Lunglei, Saiha)	840	3	843	320	0	320
	<b>Total</b>	<b>7046</b>	<b>133</b>	<b>7179</b>	<b>3259</b>	<b>0</b>	<b>3259</b>

## B2: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (April 2014)

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2978	129	43	3150	643	14	10	667	3621	143	53	3817	1310	444	1754
2	Champhai (Champhai, Serchhip)	1153	73	12	1238	150	6	0	156	1303	79	12	1394	628	115	743
3	South Zone (Lawngtlai, Lunglei, Saiha)	543	29	4	576	113	0	3	116	656	29	7	692	364	86	450
	Total	4674	231	59	4964	906	20	13	939	5580	251	72	5903	2302	645	2947

**B2 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (April 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	64	0	0	64	0	0	0	0	64	0	0	64	0	0	0
2	Champhai (Champhai, Serchhip)	11	0	0	11	0	0	0	0	11	0	0	11	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	6	0	0	6	0	0	0	0	6	0	0	6	0	0	0
	Total	81	0	0	81	0	0	0	0	81	0	0	81	0	0	0

**B2 (b): District wise total number of Domestic and Foreign Tourist and Day visitors (April 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3817	64	3881	1754	0	1754
2	Champhai (Champhai, Serchhip)	1394	11	1405	743	0	743
3	South Zone (Lawngtlai, Lunglei, Saiha)	692	6	698	450	0	450
	<b>Total</b>	<b>5903</b>	<b>81</b>	<b>5984</b>	<b>2947</b>	<b>0</b>	<b>2947</b>

### B3: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (May 2014)

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	3322	87	63	3472	679	17	16	712	4001	104	79	4184	1259	466	1725
2	Champhai (Champhai, Serchhip)	1288	49	19	1356	152	7	1	160	1440	56	20	1516	579	121	700
3	South Zone (Lawngtlai, Lunglei, Saiha)	720	19	5	744	127	0	4	131	847	19	9	875	395	114	509
	Total	5330	155	87	5572	958	24	21	1003	6288	179	108	6575	2233	701	2934

**B3 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (May 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Champhai (Champhai, Serchhip)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



**B3 (b): District wise total number of Domestic and Foreign Tourist and Day visitors (May 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	4184	0	4184	1725	0	1725
2	Champhai (Champhai, Serchhip)	1516	0	1516	700	0	700
3	South Zone (Lawngtlai, Lunglei, Saiha)	875	0	875	509	0	509
	<b>Total</b>	<b>6575</b>	<b>0</b>	<b>6575</b>	<b>2934</b>	<b>0</b>	<b>2934</b>

**B4: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (June 2014)**

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	3092	256	76	3424	394	17	34	445	3486	273	110	3869	1013	312	1325
2	Champhai (Champhai, Serchhip)	583	55	5	643	254	8	12	274	837	63	17	917	371	173	544
3	South Zone (Lawngtlai, Lunglei, Saiha)	445	25	6	476	150	6	0	156	595	31	6	632	195	94	289
	Total	<b>4120</b>	<b>336</b>	<b>87</b>	<b>4543</b>	<b>798</b>	<b>31</b>	<b>46</b>	<b>875</b>	<b>4918</b>	<b>367</b>	<b>133</b>	<b>5418</b>	<b>1579</b>	<b>579</b>	<b>2158</b>

**B4 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (June 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	51	0	0	51	0	0	0	0	51	0	0	51	0	0	0
2	Champhai (Champhai, Serchhip)	9	0	0	9	0	0	0	0	9	0	0	9	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	5	0	0	5	0	0	0	0	5	0	0	5	0	0	0
	Total	65	0	0	65	0	0	0	0	65	0	0	65	0	0	0

**B4 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(June 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3869	51	3920	1325	0	1325
2	Champhai (Champhai, Serchhip)	917	9	926	544	0	544
3	South Zone (Lawngtlai, Lunglei, Saiha)	632	5	637	289	0	289
	<b>Total</b>	<b>5418</b>	<b>65</b>	<b>5483</b>	<b>2158</b>	<b>0</b>	<b>2158</b>

**B5: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (July 2014)**

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2925	151	66	3142	607	30	15	652	3532	181	81	3794	1452	529	1981
2	Champhai (Champhai, Serchhip)	553	60	11	624	361	15	10	386	914	75	21	1010	496	350	846
3	South Zone (Lawngtlai, Lunglei, Saiha)	410	39	8	457	154	8	0	162	564	47	8	619	248	103	351
	Total	<b>3888</b>	<b>250</b>	<b>85</b>	<b>4223</b>	<b>1122</b>	<b>53</b>	<b>25</b>	<b>1200</b>	<b>5010</b>	<b>303</b>	<b>110</b>	<b>5423</b>	<b>2196</b>	<b>982</b>	<b>3178</b>

**B5 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (July 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	46	0	0	46	0	0	0	0	46	0	0	46	0	0	0
2	Champhai (Champhai, Serchhip)	5	0	0	5	0	0	0	0	5	0	0	5	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	7	0	0	7	0	0	0	0	7	0	0	7	0	0	0
	Total	58	0	0	58	0	0	0	0	58	0	0	58	0	0	0

**B5 (b): District wise total number of Domestic and Foreign Tourist and Day visitors (July 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3794	46	3840	1981	0	1981
2	Champhai (Champhai, Serchhip)	1010	5	1015	846	0	846
3	South Zone (Lawngtlai, Lunglei, Saiha)	619	7	626	351	0	351
	<b>Total</b>	<b>5423</b>	<b>58</b>	<b>5481</b>	<b>3178</b>	<b>0</b>	<b>3178</b>

**B6: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (August 2014)**

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	3060	108	73	3241	634	31	16	681	3694	139	89	3922	1411	514	1925
2	Champhai (Champhai, Serchhip)	620	47	10	677	394	16	10	420	1014	63	20	1097	526	371	897
3	South Zone (Lawngtlai, Lunglei, Saiha)	366	28	9	403	136	7	0	143	502	35	9	546	198	83	281
	Total	<b>4046</b>	<b>183</b>	<b>92</b>	<b>4321</b>	<b>1164</b>	<b>54</b>	<b>26</b>	<b>1244</b>	<b>5210</b>	<b>237</b>	<b>118</b>	<b>5565</b>	<b>2135</b>	<b>968</b>	<b>3103</b>



**B6 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (August 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	38	0	0	38	0	0	0	0	38	0	0	38	0	0	0
2	Champhai (Champhai, Serchhip)	5	0	0	5	0	0	0	0	5	0	0	5	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	3	0	0	3	0	0	0	0	3	0	0	3	0	0	0
	Total	46	0	0	46	0	0	0	0	46	0	0	46	0	0	0

**B6 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(August 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3922	38	3960	1925	0	1925
2	Champhai (Champhai, Serchhip)	1097	5	1102	897	0	897
3	South Zone (Lawngtlai, Lunglei, Saiha)	546	3	549	281	0	281
	<b>Total</b>	<b>5565</b>	<b>46</b>	<b>5611</b>	<b>3103</b>	<b>0</b>	<b>3103</b>

### B7: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (September 2014)

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2681	111	41	2833	650	14	29	693	3331	125	70	3526	1234	450	1684
2	Champhai (Champhai, Serchhip)	872	42	8	922	143	6	0	149	1015	48	8	1071	505	96	601
3	South Zone (Lawngtlai, Lunglei, Saiha)	674	32	6	712	155	0	4	159	829	32	10	871	317	74	391
	Total	4227	185	55	4467	948	20	33	1001	5175	205	88	5468	2056	620	2676

**B7 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (September 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	37	0	0	37	0	0	0	0	37	0	0	37	0	0	0
2	Champhai (Champhai, Serchhip)	18	0	0	18	0	0	0	0	18	0	0	18	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	11	0	0	11	0	0	0	0	11	0	0	11	0	0	0
	Total	<b>66</b>	<b>0</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>0</b>	<b>0</b>

**B7 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(September 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3526	37	3563	1684	0	1684
2	Champhai (Champhai,Serchhip)	1071	18	1089	601	0	601
3	South Zone (Lawngtlai, Lunglei, Saiha)	871	11	882	391	0	391
	<b>Total</b>	<b>5468</b>	<b>66</b>	<b>5534</b>	<b>2676</b>	<b>0</b>	<b>2676</b>

**B8: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (October 2014)**

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2836	122	43	3001	727	15	31	773	3563	137	74	3774	1300	448	1748
2	Champhai (Champhai, Serchhip)	935	45	23	1003	260	12	6	278	1195	57	29	1281	542	89	631
3	South Zone (Lawngtlai, Lunglei, Saiha)	812	39	7	858	180	0	10	190	992	39	17	1048	382	92	474
	Total	4583	206	73	4862	1167	27	47	1241	5750	233	120	6103	2224	629	2853

**B8 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (October 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	44	0	0	44	0	0	0	0	44	0	0	44	0	0	0
2	Champhai (Champhai, Serchhip)	28	0	0	28	0	0	0	0	28	0	0	28	0	0	0
3	South Zone (Lawngtlai, Lunglei, Saiha)	19	0	0	19	0	0	0	0	19	0	0	19	0	0	0
	Total	91	0	0	91	0	0	0	0	91	0	0	91	0	0	0

**B8 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(October 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3774	44	3818	1748	0	1748
2	Champhai (Champhai,Serchhip)	1281	28	1309	631	0	631
3	South Zone (Lawngtlai, Lunglei, Saiha)	1048	19	1067	474	0	474
	<b>Total</b>	<b>6103</b>	<b>91</b>	<b>6194</b>	<b>2853</b>	<b>0</b>	<b>2853</b>



**B9: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (November 2014)**

S. No.	District	Domestic														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2994	130	51	3175	741	21	36	798	3735	151	87	3973	1384	496	1880
2	Champhai (Champhai, Serchhip)	1146	51	29	1226	287	19	16	322	1433	70	45	1548	589	109	698
3	South Zone (Lawngtlai, Lunglei, Saiha)	861	42	16	919	192	0	11	203	1053	42	27	1122	369	90	459
	Total	<b>5001</b>	<b>223</b>	<b>96</b>	<b>5320</b>	<b>1220</b>	<b>40</b>	<b>63</b>	<b>1323</b>	<b>6221</b>	<b>263</b>	<b>159</b>	<b>6643</b>	<b>2342</b>	<b>695</b>	<b>3037</b>

**B9 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (November 2014)**

S. No.	District	Foreigner														
		Leisure				Non-Leisure				Total				No. of day visitors		
		Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1	Aizawl (Aizawl, Mamit, Kolasib)	2994	130	51	3175	741	21	36	798	3735	151	87	3973	1384	496	1880
2	Champhai (Champhai, Serchhip)	1146	51	29	1226	287	19	16	322	1433	70	45	1548	589	109	698
3	South Zone (Lawngtlai, Lunglei, Saiha)	861	42	16	919	192	0	11	203	1053	42	27	1122	369	90	459
	Total	5001	223	96	5320	1220	40	63	1323	6221	263	159	6643	2342	695	3037

**B9 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(November 2014)**

S. No.	District	No. of Tourists			No. of Day Visitors		
		Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3973	43	4016	1880	0	1880
2	Champhai (Champhai,Serchhip)	1548	23	1571	698	0	698
3	South Zone (Lawngtlai, Lunglei, Saiha)	1122	12	1134	459	0	459
	<b>Total</b>	<b>6643</b>	<b>78</b>	<b>6721</b>	<b>3037</b>	<b>0</b>	<b>3037</b>

**B10: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (December 2014)**

District	Domestic														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl (Aizawl, Mamit, Kolasib)	2817	149	97	3063	580	29	15	624	3397	178	112	3687	1181	358	1539
Champhai (Champhai,Serchhip)	967	77	47	1091	220	13	25	258	1187	90	72	1349	530	191	721
South Zone (Lawngtlai, Lunglei, Saiha)	515	21	15	551	121	7	7	135	636	28	22	686	351	70	421
Total	4299	247	159	4705	921	49	47	1017	5220	296	206	5722	2062	619	2681

**B10 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (December 2014)**

District	Foreigner														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl (Aizawl, Mamit, Kolasib)	45	5	0	50	0	0	0	0	45	5	0	50	0	0	0
Champhai (Champhai, Serchhip)	37	0	0	37	0	0	0	0	37	0	0	37	0	0	0
South Zone (Lawngtlai, Lunglei, Saiha)	23	0	0	23	0	0	0	0	23	0	0	23	0	0	0
Total	105	5	0	110	0	0	0	0	105	5	0	110	0	0	0

**B10 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(December 2014)**

District	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3687	50	3737	1539	0	1539
Champhai (Champhai, Serchhip)	1349	37	1386	721	0	721
South Zone (Lawngtlai, Lunglei, Saiha)	686	23	709	421	0	421
<b>Total</b>	<b>5722</b>	<b>110</b>	<b>5832</b>	<b>2681</b>	<b>0</b>	<b>2681</b>

**B11: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (January 2015)**

District	Domestic														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl (Aizawl, Mamit, Kolasib)	2722	147	106	2975	564	28	14	606	3286	175	120	3581	1097	333	1430
Champhai (Champhai, Serchhip)	979	77	64	1120	221	13	21	255	1200	90	85	1375	513	181	694
South Zone (Lawngtlai, Lunglei, Saiha)	521	21	15	557	116	4	6	126	637	25	21	683	359	72	431
Total	4222	245	185	4652	901	45	41	987	5123	290	226	5639	1969	586	2555

**B11 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (January 2015)**

District	Foreigner														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl															
(Aizawl, Mamit, Kolasib)	40	3	0	43	0	0	0	0	40	3	0	43	0	0	0
Champhai															
(Champhai, Serchhip)	18	0	0	18	0	0	0	0	18	0	0	18	0	0	0
South Zone															
(Lawngtlai, Lunglei, Saiha)	10	0	0	10	0	0	0	0	10	0	0	10	0	0	0
Total	<b>68</b>	<b>3</b>	<b>0</b>	<b>71</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>68</b>	<b>3</b>	<b>0</b>	<b>71</b>	<b>0</b>	<b>0</b>	<b>0</b>



**B11 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(January 2015)**

District	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3581	43	3624	1430	0	1430
Champhai (Champhai,Serchhip)	1375	18	1393	694	0	694
South Zone (Lawngtlai, Lunglei, Saiha)	683	10	693	431	0	431
<b>Total</b>	<b>5639</b>	<b>71</b>	<b>5710</b>	<b>2555</b>	<b>0</b>	<b>2555</b>

**B12: District wise number of Leisure and Non-Leisure Domestic Tourists and Day Visitors (February 2015)**

District	Domestic														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Staying at Hotels	Staying with F & R	Staying Else where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl (Aizawl, Mamit, Kolasib)	2539	118	89	2746	524	30	18	572	3063	148	107	3318	1108	317	1425
Champhai (Champhai, Serchhip)	805	58	42	905	176	12	19	207	981	70	61	1112	421	147	568
South Zone (Lawngtlai, Lunglei, Saiha)	422	15	12	449	92	7	9	108	514	22	21	557	296	53	349
Total	<b>3766</b>	<b>191</b>	<b>143</b>	<b>4100</b>	<b>792</b>	<b>49</b>	<b>46</b>	<b>887</b>	<b>4558</b>	<b>240</b>	<b>189</b>	<b>4987</b>	<b>1825</b>	<b>517</b>	<b>2342</b>

**B12 (a): District wise number of Leisure and Non-Leisure Foreign Tourists and Day Visitors (February 2015)**

District	Foreigner														
	Leisure				Non-Leisure				Total				No. of day visitors		
	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Staying at Hotels	Staying with F & R	Staying Else Where	Total	Leisure	Non Leisure	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Aizawl (Aizawl, Mamit, Kolasib)	48	5	0	53	0	0	0	0	48	5	0	53	0	0	0
Champhai (Champhai,Serchhip)	26	2	0	28	0	0	0	0	26	2	0	28	0	0	0
South Zone (Lawngtlai, Lunglei, Saiha)	16	0	0	16	0	0	0	0	16	0	0	16	0	0	0
Total	90	7	0	97	0	0	0	0	90	7	0	97	0	0	0

**B12 (b): District wise total number of Domestic and Foreign Tourist and Day visitors  
(February 2015)**

District	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3318	53	3371	1425	0	1425
Champhai (Champhai,Serchhip)	1112	28	1140	568	0	568
South Zone (Lawngtlai, Lunglei, Saiha)	557	16	573	349	0	349
<b>Total</b>	<b>4987</b>	<b>97</b>	<b>5084</b>	<b>2342</b>	<b>0</b>	<b>2342</b>

**Appendix-C****C1: District wise number of Domestic and Foreign tourists staying at Accommodation units (March 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	4700	123	4823	5170	126	5296
2	Champhai (Champhai, Serchhip)	1506	7	1513	1561	7	1568
3	South Zone (Lawngtlai, Lunglei, Saiha)	840	3	843	872	3	875
	<b>Total</b>	<b>7046</b>	<b>133</b>	<b>7179</b>	<b>7603</b>	<b>136</b>	<b>7739</b>

**C1 (a): District wise number of tourists, bed nights spent and average duration of stay  
(March 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	4700	123	4823	6580	332	6912	1.4	2.7	1.4
2	Champhai (Champhai, Serchhip)	1506	7	1513	1958	19	1977	1.3	2.7	1.3
3	South Zone (Lawngtlai, Lunglei, Saiha)	840	3	843	1008	7	1015	1.2	2.3	1.2
	<b>Total</b>	<b>7046</b>	<b>133</b>	<b>7179</b>						

**C1 (b): District wise Occupancy Rate of Accommodation units (March 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	21	19
2	Champhai (Champhai, Serchhip)	7	20
3	South Zone (Lawngtlai, Lunglei, Saiha)	5	25
	Total	<b>33</b>	

**C2: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(April 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3817	64	3881	4362	68	4362
2	Champhai (Champhai, Serchhip)	1394	11	1405	1519	11	1519
3	South Zone (Lawngtlai, Lunglei, Saiha)	692	6	698	664	6	664
	<b>Total</b>	<b>5903</b>	<b>81</b>	<b>5984</b>	<b>6545</b>	<b>85</b>	<b>6626</b>



**C2 (a): District wise number of tourists, bed nights spent and average duration of stay  
(April 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3817	64	3881	4924	159	5083	1.29	2.48	1.31
2	Champhai (Champhai, Serchhip)	1394	11	1405	1533	21	1554	1.10	1.91	1.11
3	South Zone (Lawngtlai, Lunglei, Saiha)	692	6	698	754	11	765	1.09	1.83	1.10
	<b>Total</b>	<b>5903</b>	<b>81</b>	<b>5984</b>						

**C2 (b): District wise Occupancy Rate of Accommodation units (April 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	25	15
2	Champhai (Champhai, Serchhip)	10	20
3	South Zone (Lawngtlai, Lunglei, Saiha)	7	25
	Total	42	

**C3: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(May 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	4184	0	4184	4661	0	4661
2	Champhai (Champhai, Serchhip)	1516	0	1516	1592	0	1592
3	South Zone (Lawngtlai, Lunglei, Saiha)	875	0	875	944	0	944
	<b>Total</b>	<b>6575</b>	<b>0</b>	<b>6575</b>	<b>7197</b>	<b>0</b>	<b>7197</b>

**C3 (a): District wise number of tourists, bed nights spent and average duration of stay  
(May 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	4184	0	4184	5439	0	5439	1.30	0	1.30
2	Champhai (Champhai, Serchhip)	1516	0	1516	1940	0	1940	1.28	0	1.28
3	South Zone (Lawngtlai, Lunglei, Saiha)	875	0	875	1006	0	1006	1.15	0	1.15
	<b>Total</b>	<b>6575</b>	<b>0</b>	<b>6575</b>						

**C3 (b): District wise Occupancy Rate of Accommodation units (May 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	30	20
2	Champhai (Champhai, Serchhip)	14	24
3	South Zone (Lawngtlai, Lunglei, Saiha)	10	27
	Total	<b>54</b>	

**C4: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(June 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3869	51	3920	4262	51	4313
2	Champhai (Champhai, Serchhip)	917	9	926	976	9	985
3	South Zone (Lawngtlai, Lunglei, Saiha)	632	5	637	695	5	700
	<b>Total</b>	<b>5418</b>	<b>65</b>	<b>5483</b>	<b>5933</b>	<b>65</b>	<b>5998</b>

**C4 (a): District wise number of tourists, bed nights spent and average duration of stay  
(June 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3869	51	3920	5339	137	5476	1.38	2.69	1.40
2	Champhai (Champhai,Serchhip)	917	9	926	1183	21	1204	1.29	2.33	1.30
3	South Zone (Lawngtlai, Lunglei, Saiha)	632	5	637	765	14	779	1.21	2.80	1.22
	<b>Total</b>	<b>5418</b>	<b>65</b>	<b>5483</b>						

**C4 (b): District wise Occupancy Rate of Accommodation units (June 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	38	21
2	Champhai (Champhai, Serchhip)	10	25
3	South Zone (Lawngtlai, Lunglei, Saiha)	16	23
	<b>Total</b>	<b>64</b>	



**C5: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(July 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3794	46	3840	4173	44	4217
2	Champhai (Champhai, Serchhip)	1010	5	1015	1101	8	1109
3	South Zone (Lawngtlai, Lunglei, Saiha)	619	7	626	673	6	679
	Total	5423	58	5481	5947	58	6005

**C5 (a): District wise number of tourists, bed nights spent and average duration of stay  
(July 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3794	46	3840	5463	129	5592	1.44	2.8	1.49
2	Champhai (Champhai,Serchhip)	1010	5	1015	1141	13	1154	1.13	2.5	1.06
3	South Zone (Lawngtlai, Lunglei, Saiha)	619	7	626	724	15	739	1.17	2.09	1.17
	Total	5423	58	5481						

**C5 (b): District wise Occupancy Rate of Accommodation units (July 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	41	19
2	Champhai (Champhai, Serchhip)	11	25
3	South Zone (Lawngtlai, Lunglei, Saiha)	18	22
	Total	<b>70</b>	

**C6: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(August 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3922	38	3960	4279	38	4317
2	Champhai (Champhai, Serchhip)	1097	5	1102	1108	5	1113
3	South Zone (Lawngtlai, Lunglei, Saiha)	546	3	549	573	3	576
	<b>Total</b>	<b>5565</b>	<b>46</b>	<b>5611</b>	<b>5960</b>	<b>46</b>	<b>6006</b>

**C6 (a): District wise number of tourists, bed nights spent and average duration of stay (August 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3922	38	3960	5295	89	5384	1.35	2.34	1.36
2	Champhai (Champhai, Serchhip)	1097	5	1102	1338	13	1352	1.22	2.67	1.23
3	South Zone (Lawngtlai, Lunglei, Saiha)	546	3	549	639	7	645	1.17	2.21	1.18
	<b>Total</b>	<b>5565</b>	<b>46</b>	<b>5611</b>						

**C6 (b): District wise Occupancy Rate of Accommodation units (August 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	41	22
2	Champhai (Champhai, Serchhip)	11	31
3	South Zone (Lawngtlai, Lunglei, Saiha)	18	27
	<b>Total</b>	<b>70</b>	

**C7: District wise number of Domestic and Foreign tourists staying at Accommodation  
Units (September 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3526	37	3563	3738	41	3778
2	Champhai (Champhai,Serchhip)	1071	18	1089	1135	18	1153
3	South Zone (Lawngtlai, Lunglei, Saiha)	871	11	882	906	11	917
	<b>Total</b>	<b>5468</b>	<b>66</b>	<b>5534</b>	<b>5779</b>	<b>70</b>	<b>5848</b>

**C7 (a): District wise number of tourists, bed nights spent and average duration of stay (September 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3526	37	3563	5994	104	6098	1.7	2.8	1.7
2	Champhai (Champhai, Serchhip)	1071	18	1089	1392	34	1427	1.3	1.9	1.3
3	South Zone (Lawngtlai, Lunglei, Saiha)	871	11	882	1045	14	1060	1.2	1.3	1.2
	<b>Total</b>	<b>5468</b>	<b>66</b>	<b>5534</b>						



**C7 (b): District wise Occupancy Rate of Accommodation units (September 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	52	30
2	Champhai (Champhai, Serchhip)	49	35
3	South Zone (Lawngtlai, Lunglei, Saiha)	29	25
	Total	<b>130</b>	

**C8: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(October 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3774	44	3818	4453	42	4495
2	Champhai (Champhai, Serchhip)	1281	28	1309	1422	27	1449
3	South Zone (Lawngtlai, Lunglei, Saiha)	1048	19	1067	1174	19	1193
	<b>Total</b>	<b>6103</b>	<b>91</b>	<b>6194</b>	<b>7049</b>	<b>88</b>	<b>7137</b>

**C8 (a): District wise number of tourists, bed nights spent and average duration of stay (October 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3774	44	3818	4906	101	5007	1.3	2.3	1.3
2	Champhai (Champhai, Serchhip)	1281	28	1309	1665	53	1719	1.3	1.9	1.3
3	South Zone (Lawngtlai, Lunglei, Saiha)	1048	19	1067	1258	25	1282	1.2	1.3	1.2
	<b>Total</b>	<b>6103</b>	<b>91</b>	<b>6194</b>						

**C8 (b): District wise Occupancy Rate of Accommodation units (October 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	65	26
2	Champhai (Champhai, Serchhip)	60	29
3	South Zone (Lawngtlai, Lunglei, Saiha)	36	25
	Total	<b>161</b>	

**C9: District wise number of Domestic and Foreign tourists staying at Accommodation units  
(November 2014)**

S. No.	District	No. of persons staying at Accommodation Units					
		As per survey of accommodation units			As per surveys at destinations and exit points		
		Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Aizawl (Aizawl, Mamit, Kolasib)	3973	43	4016	4569	41	4610
2	Champhai (Champhai, Serchhip)	1548	23	1571	1657	23	1680
3	South Zone (Lawngtlai, Lunglei, Saiha)	1122	12	1134	1257	11	1268
	<b>Total</b>	<b>6643</b>	<b>78</b>	<b>6721</b>	<b>7482</b>	<b>75</b>	<b>7557</b>

**C9 (a): District wise number of tourists, bed nights spent and average duration of stay (November 2014)**

S. No.	District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
		Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aizawl (Aizawl, Mamit, Kolasib)	3973	43	4016	4569	41	4610	3973	43	4016
2	Champhai (Champhai, Serchhip)	1548	23	1571	1657	23	1680	1548	23	1571
3	South Zone (Lawngtlai, Lunglei, Saiha)	1122	12	1134	1257	11	1268	1122	12	1134
	<b>Total</b>	<b>6643</b>	<b>78</b>	<b>6721</b>	<b>7482</b>	<b>75</b>	<b>7557</b>	<b>6643</b>	<b>78</b>	<b>6721</b>

**C9 (b): District wise Occupancy Rate of Accommodation units (November 2014)**

S. No.	District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)	(4)
1	Aizawl (Aizawl, Mamit, Kolasib)	65	26
2	Champhai (Champhai, Serchhip)	60	27
3	South Zone (Lawngtlai, Lunglei, Saiha)	36	30
	Total	<b>161</b>	

**C10: District wise number of Domestic and Foreign tourists staying at Accommodation units (December 2014)**

District	No. of persons staying at Accommodation Units					
	As per survey of accommodation units			As per surveys at destinations and exit points		
	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3687	50	3737	4129	47	4176
Champhai (Champhai, Serchhip)	1349	37	1386	1565	35	1600
South Zone (Lawngtlai, Lunglei, Saiha)	686	23	709	803	23	826
<b>Total</b>	<b>5722</b>	<b>110</b>	<b>5832</b>	<b>6497</b>	<b>105</b>	<b>6602</b>



**C10 (a): District wise number of tourists, bed nights spent and average duration of stay (December 2014)**

District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Aizawl (Aizawl, Mamit, Kolasib)	3687	50	3737	5162	135	5297	1.4	2.7	1.4
Champhai (Champhai, Serchhip)	1349	37	1386	1619	74	1693	1.2	2	1.2
South Zone (Lawngtlai, Lunglei, Saiha)	686	23	709	960	39	999	1.4	1.7	1.4
<b>Total</b>	<b>5722</b>	<b>110</b>	<b>5832</b>						

**C10 (b): District wise Occupancy Rate of Accommodation units (December 2014)**

District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)
Aizawl (Aizawl, Mamit, Kolasib)	65	28
Champhai (Champhai,Serchhip)	60	25
South Zone (Lawngtlai, Lunglei, Saiha)	36	30
Total	<b>161</b>	

**C11: District wise number of Domestic and Foreign tourists staying at Accommodation units (January 2015)**

District	No. of persons staying at Accommodation Units					
	As per survey of accommodation units			As per surveys at destinations and exit points		
	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3581	43	3624	4118	45	4163
Champhai (Champhai, Serchhip)	1375	18	1393	1595	19	1614
South Zone (Lawngtlai, Lunglei, Saiha)	683	10	693	785	10	795
<b>Total</b>	<b>5639</b>	<b>71</b>	<b>5710</b>	<b>6499</b>	<b>74</b>	<b>6573</b>

**C11 (a): District wise number of tourists, bed nights spent and average duration of stay (January 2015)**

District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Aizawl (Aizawl, Mamit, Kolasib)	3581	43	3624	5013	116	5130	1.5	2.7	1.4
Champhai (Champhai, Serchhip)	1375	18	1393	1650	34	1684	1.2	1.9	1.2
South Zone (Lawngtlai, Lunglei, Saiha)	683	10	693	820	13	833	1.2	1.3	1.2
<b>Total</b>	<b>5639</b>	<b>71</b>	<b>5710</b>						

**C11 (b): District wise Occupancy Rate of Accommodation units (January 2015)**

District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)
Aizawl (Aizawl, Mamit, Kolasib)	65	26
Champhai (Champhai, Serchhip)	60	31
South Zone (Lawngtlai, Lunglei, Saiha)	36	28
Total	<b>161</b>	

**C12: District wise number of Domestic and Foreign tourists staying at Accommodation units (February 2015)**

District	No. of persons staying at Accommodation Units					
	As per survey of accommodation units			As per surveys at destinations and exit points		
	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Aizawl (Aizawl, Mamit, Kolasib)	3318	53	3371	3948	54	4002
Champhai (Champhai, Serchhip)	1112	28	1140	1290	28	1318
South Zone (Lawngtlai, Lunglei, Saiha)	557	16	573	657	16	673
<b>Total</b>	<b>4987</b>	<b>97</b>	<b>5084</b>	<b>5895</b>	<b>98</b>	<b>5993</b>

**C12 (a): District wise number of tourists, bed nights spent and average duration of stay (February 2015)**

District	No. of Guests checked-in			No. of bed nights spent				Average duration of Stay	
	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Aizawl (Aizawl, Mamit, Kolasib)	3318	53	3371	4645	148	4793	1.4	2.8	1.4
Champhai (Champhai, Serchhip)	1112	28	1140	1446	53	1499	1.3	1.9	1.3
South Zone (Lawngtlai, Lunglei, Saiha)	557	16	573	668	26	694	1.2	1.6	1.2
<b>Total</b>	<b>4987</b>	<b>97</b>	<b>5084</b>						

**C12 (b): District wise Occupancy Rate of Accommodation units (February 2015)**

District	No. of Accommodation units	Occupancy Rate
(1)	(2)	(3)
Aizawl (Aizawl, Mamit, Kolasib)	65	28
Champhai (Champhai,Serchhip)	60	30
South Zone (Lawngtlai, Lunglei, Saiha)	36	26
Total	<b>161</b>	



## **Appendix D: Methodology**

### **I. Introduction**

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

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

Keeping these requirements in view, a methodology has been prepared which was initially used in the tourism surveys commissioned by the Ministry of Tourism in 5 states namely, Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab. Now the same methodology, with some improvements, is being used in commissioning tourism surveys in the States of Andaman & Nicobar, Meghalaya, Mizoram, Tripura & West Bengal. The details of the methodology are given in the subsequent paragraphs.

## II. Definitions

The definitions of various terms to be used in the survey are given below.

### **Usual place of Residence:**

The usual place of residence of a person is the village/ town where the person has been staying continuously for at least 6 months prior to the date of the survey.

### **Usual Environment:**

The usual environment refers to the geographical boundaries within which a person moves within his/ her regular routine of life.

### **Trip:**

A trip refers to the travel by a person from the time of departure from his usual environment until he/ she returns. It, thus, refers to a round trip. A trip may be made up of visits to different places.

### **Visitor:**

A visitor is a traveller taking a trip to a main destination outside his/ her usual environment for any main purpose (business, leisure or other personal purpose) other than to be employed at the place visited.

### **Tourist:**

A visitor is classified as a tourist if his/ her trip includes an overnight stay. A tourist is also referred to as an overnight visitor.

### **Same-day visitor:**

A visitor is classified as a same-day visitor if his/ her trip does not include an overnight stay. A same-day visitor is also referred to as an excursionist.

### **Exclusion:**

The same-day visitors at a tourist destination for whom the tourism destination is part of their usual environment, are not considered same-day visitors for the purpose of this survey.

**Foreign Visitor:**

A visitor having a foreign passport will be treated as a foreign visitor. Even a Non-Resident Indian (NRI) will be treated as a foreign visitor. NRIs have Indian passports but may be living, or are likely to live, in other countries for 6 months or more.

**Domestic Visitor:**

A visitor who is a resident Indian, will be treated as a domestic visitor.

**Tourist Destination:**

The tourist destinations would generally be as defined by the State in terms of geographical area and tourist interest. A tourist destination should be a clearly identified area/ location. A tourist location could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be a location maintained by Central Govt., State Govt., local body or any other organization, including those run by the private sector. A tourist location may consist of more than one tourist spots. However, the following norms should be adhered to for identifying a tourist location as a tourist destination:

- (i) Each ticketed tourist location will be considered as one tourist destination irrespective of the number of tourist spots at that location covered under the common ticket.
- (ii) If there are 2 or more tourist spots within close proximity which are not ticketed, the location would be considered to be a single destination if a visitor usually visits most or all the spots in the same visit.

**Town:**

Definition of the town will be same as that used in 2001 Population Census of India.

**Entry/Exit Point:**

Entry/Exit Point of a District would be generally include all types of entry/ exit points such as airports, railway stations, inter district bus terminals, etc. through which the visitors generally enter or exit from the district.

### III. Objective

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:

a. Estimated number of visits

- (i) Visits by overnight visitors- staying at accommodation units;
  - staying with friends and relatives
  - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
- (ii) Visits by same-day visitors

b. Profile of visitors, their expenditure pattern, purpose of visits, etc.

c. Occupancy rates and direct employment in accommodation units.

### IV. Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variable studied for identification of the tourist destination were- number of tourists and number of accommodation units. However, interaction of the consultant with the state authority revealed that past data on number of tourists at various destinations are generally not available. Similarly, the analysis of the unit level data of Economic Census 2005 revealed that data on number of hotels below the district level are not available. Therefore, first towns important from tourist angle have to be identified. All the tourist destinations in the identified towns will be covered in the survey. In the identified towns two types of survey, namely Survey at tourist destination and Survey of Accommodation units will be done. The survey of tourist destination will broadly provide the estimate of tourists for leisure purpose, however, the purpose of the survey is to have an estimate of tourists for all type of purposes such as visiting friends and relatives, business, etc. Similarly, the Survey at tourist destination and at Accommodation unit will not provide information about the visitors staying with friends and relatives and in accommodation units but not visiting any tourist destination as well as same day visitors not visiting any tourist destinations. To get these information, survey at important Entry/Exit Points of the district will be also conducted. The ratio obtained from

this exit survey will be used to find out the estimate of tourist for non-leisure purposes. However, this adjustment will be done only at district level.

The district level estimates will be worked out by adding the leisure tourists at all the towns covered in the survey. The estimate of non-leisure tourists will be worked out from the data of exit survey and added to the estimate of leisure tourists to find out the district level estimate of visitors. The state level estimate of visitors (tourists and same day visitors) will be worked out by adding the district level estimates of visitors.

## **V. 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:

### **(i) 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.

### **(ii) 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.

**(iii) Selection of Visitors at a Tourist Destination for brief profiling****(a) 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,  $n = Z^2_{1-\alpha/2} p(1-p)/d^2$

where  $p$  = anticipated proportion to be estimated

$100(1-\alpha/2)\%$  is the confidence level and

$d$  = absolute precision required on either side in the proportion in percentage points

- (a) 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 no. of tourists. This redistribution must be done in consultation with MOT after 2 months of the launch of the survey.
- (b) At State level, the sample size of 600 x no. of Districts for the survey at Tourist Destinations has to be maintained.

**(iv) Distribution of Sample Size in Towns and at Tourist Destinations**

- (a) 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.

- (b) 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.
- (c) 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	1 <sup>st</sup> week: 1-3 days 3 <sup>rd</sup> week: 4-7 days	1,2,3,18,19,20,21
Second	Second and Fourth	2 <sup>nd</sup> week: 1-3 days 4 <sup>th</sup> week: 4-7 days	8,9,10, 25,26,27,28
Third	First and Fourth	1 <sup>st</sup> week: 1-3 days 4 <sup>th</sup> week: 4-7 days	1,2,3,25,26,27,28
Fourth	Second and Third	2 <sup>nd</sup> week: 1-3 days 3 <sup>rd</sup> week: 4-7 days	8,9,10,18,19,20,21
Fifth	First and Second	1 <sup>st</sup> week: 1-3 days 2 <sup>nd</sup> week: 4-7 days	1,2,3,11,12,13,14
Sixth	Third and Fourth	3 <sup>rd</sup> week: 1-3 days 4 <sup>th</sup> 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.

**(e) 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.

**(v) Details of the Surveys**

**(A) 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.

In para V(iii)(a), 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.

**(B) 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-

I. Having more than 20 rooms

II. Having 10-20 rooms

II. 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.

**(C) 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.

During the 1st Quarter the distribution of sample size should be as follows:

Exit	Weeks	Days	Dates of the month	Sample Size
1	1 <sup>st</sup> week	1-3	1,2,3	50
2	2 <sup>nd</sup> week	4-7	11, 12, 13, 14	50
3	3 <sup>rd</sup> week	1-3	15, 16, 17	50
4	4 <sup>th</sup> 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 travelers' 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.

As the monthly data of visitors will be required by the State/ UT Governments in future also the outcome of this survey will be utilized in the following manner by the State/ UT Governments.

**(a) States currently being covered in the survey:**

The list of accommodation units in the selected tourist destinations in these States/UTs compiled by the consultant will be made available to the State/ UT Governments. After the completion of the survey, State/ UT Governments may update this list on a regular basis. The information about distribution of various categories of visitors obtained from the current survey will be appropriately combined with the information on number of visitors staying in accommodation units to estimate total number of visitors in the district in subsequent periods.

**(b) States/ UTs not being covered in the survey:**

The baseline survey of the type described in this note may have to be conducted in other States and the suggested methodology would be used to prepare the monthly estimates of visitors.

\*\*\*\*\*

## Appendix E: List of Destinations

S. No.	DISTRICT NAME	DESTINATION NAME	
1	Aizwal	1	Bara Bazar
		2	Mizoram State Museum
		3	Solomon Temple
		4	State Museum at McDonald Hill
		5	Science Center, Beraw Tlang
		6	Aizawl Zoological Park, Lungverh
		7	KVI Handloom and Handicraft Sales Emporium, Zarkawt
		8	Martyr's Memorial, Luangmual
		9	Muthi Hilltop
2	Champhai	1	Murlen National Park
		2	Mura Puk
		3	Rih di
		4	Thasiamaseno Neihna
		5	Mizo Hlakungpui Mual
		6	Lamsial Puk
		7	Hnahlan
		8	Zokhawthar
		9	Lianchhiari Tlangabout
		10	Tan Tlangis
3	Kolasib	1	Bairabi Hydel Project
		2	Research Station
		3	Tlawng River
		4	Phawngpui
		5	Vairengte
		6	Tamdil
4	Lawngtlai	1	Ngengpui Wildlife Sanctuary
5	Lunglei	1	Zobawk Sports Academy
		2	Kawmzawl Park

		3	Khawnglung Wildlife Sanctuary
		4	Thuamluaia Mual
		5	Theiriat Tlang
		6	Lung-lei
6	<b>Mamit</b>	1	Dampa Wildlife Sanctuary
7	<b>Saiha</b>	1	Phawngpui Blue Mountain National Park
8	<b>Serchhip</b>	1	Vantawng Falls
		2	Tawi Mountain

## Appendix F Questionnaire's

### Short Survey Questionnaire:

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

Entry Point: \_\_\_\_\_

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  c) Once 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: \_\_\_\_\_

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

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      [2] Holidaying, leisure & recreation      [3] Social (visiting friends & relatives, attending marriages etc)  
[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 [4] Satisfied [3] Satisfied but not completely  
 [2] Dissatisfied [1] completely dissatisfied

**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.
- a. Newspaper
  - b. Radio
  - c. Television
  - d. Newspaper and Radio both
  - e. Newspaper and Television both
  - f. Radio and Television both
  - g. All three

#### 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:

**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**



STATE	
DIST	
DES	

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### ACCOMODATION SURVEY (MONTHLY)

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

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

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

3.1 Number of room days occupied in the last month: \_\_\_\_\_ 3.2 Occupancy % \_\_\_\_

(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

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

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

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

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

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

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

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

STATE				COUNTRY CODES			
1	J & K	19	CHATTISGARH	1.	UK	19	UAE
2	H.P.	20	BIHAR	2.	USA	20	SPAIN
3	PUNJAB	21	JHARKHAND	3.	CANADA	21	SWITZERLAND
4	HARYANA	22	A.P	4.	GERMANY	22	CHINA
5	UTTARANCHAL	23	KARNATAKA	5.	EUROPE	23	SAUDI ARABIA
6	U.P.	24	KERALA	6.	AUSTRALIA	24	GREECE
7	DELHI	25	TAMIL NADU	7.	SRI LANKA	25	ARGENTINA
8	MANIPUR	26	ARUNACHAL PRADESH	8.	FRANCE	26	BELGIUM
9	TRIPURA	27	ASSAM	9.	JAPAN	27	MOROCCO
10	MEGHALAYA	28	NAGALAND	10.	MALAYSIA	28	CAMBODIA
11	MIZORAM	29	GOA	11	SINGAPORE	29	MALDIVES
12	SIKKIM	30	ANDAMAN & NICOBAR	12	ITALY	30	NORWAY
13	WEST BENGAL	31	DAMAN & DIU	13	NEPAL	31	CYPRUS
14	ORISSA	32	LAKSHWADEEP	14	NETHERLANDS	32	PHILIPINES
15	RAJASTHAN	33	PONDICHEERY	15	KOREA	33	DENMARK
16	GUJARAT	34	CHANDIGARH	16	ISRAEL	34	EGYPT
17	MAHARASHTRA	35	DADRA&NAGAR HAVELI	17	PAKISTAN	35	SOUTH AFRICA
18	M.P.			18	BANGLADESH	36	FINLAND