MALDIVES VISITOR SURVEY

AUGUST 2019

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1 INTRODUCTION

This is the report of the Maldives Visitor Survey (MVS) conducted in August 2019 by Ministry of Tourism, Government of the Maldives. The MVS research has been conducted biannually since 2013. MVS surveys were also undertaken in 2012, 2011, 2008, 2004 and 1999.

MVS presents the profile of international visitors to the Maldives and their opinions about the holiday experience in the Maldives. The August 2019 survey captures the views of the international visitors to the Maldives during the off-peak tourist season in 2019.

The survey was carried out as an exit survey and was conducted at the International Departure Terminal of Velana International Airport in Hulhulé. The survey was conducted between 18th and 31st August 2019.

2 KEY FINDINGS

The main motivator to visit Maldives was the beach (72%), followed by underwater beauty (57%), peacefulness (44%) and small islands (41%). Beach was the main motivator to choose Maldives as a holiday destination for all nationalities except Japanese. The main motivator for Japanese visitors to Maldives was underwater beauty (79%). High proportion of French and German visitors also considered underwater beauty as an equally important motivator to choose Maldives.

The main reason for visiting Maldives was rest & relaxation (39%). Honeymoon (22%), diving (11%), snorkelling (11%), health and wellness (7%), birthday celebrations (3%) and surfing (2%) were the other reasons.

Visitors learn about the Maldives predominantly through internet (64%) and word of mouth (57%). Other sources of information included magazines (13%), TV (10%) and travel agents (8%). About 6% had visited the Maldives before, whilst 4% heard about it through newspapers.

Every two out of three visitors to the Maldives booked their accommodation online. About 47% booked via travel agency/tour operator websites (47%) while 16% made a direct internet booking on the resort/hotel website. About 27% visited a travel agency to book their accommodation. On the other hand, most visitors to the Maldives made their airline reservations through travel agents (41%), while 25% of visitors booked directly through the airline.

The websites most commonly used by visitors to the Maldives to organize and book their trip were Booking.com (36%) and TripAdvisor (33%) followed by cTrip (11%), Agoda (10%) and Expedia (9%).

About 17% of visitors booked their holiday 6-12 months in advance, while 26% booked their visit 3-5 months and 26% booked 1-2 months in advance. About 16% of holidaymakers booked their visit to the Maldives 2-4 weeks before travel.

One out of every five visitors to the Maldives is a repeat visitor. Repeat visitors are highest for France (45%). One out of every three visitors from Japan (35) %, Russia (34%), Italy (32%) and Germany (31%) were repeat visitors.

Maldives is a family destination. Most of the visitors to the Maldives travelled with their partner (46%) or with their family (41%). Other visitors were travelling with friends (7%), travelling alone (4.2%), or travelling with business/work associates (3%).

Most visitors to the Maldives chose to stay at resorts (77%) while 11% of respondents stayed in guesthouses and hotels. About 12% chose to stay in both resorts and guesthouses.

Average length of stay in the Maldives according to August 2019 survey was 6.5 nights. European visitors stayed longer than visitors from Asia. French stayed the longest (10 nights) followed by Germans (9-10 nights). Russian visitors on average stayed for 9 nights, Italians for 8-9 nights and British for 8 nights. It was mostly visitors from Asia who stayed the least number of nights: Indians 3-4 nights; Chinese 4-5 nights; and Japanese 4-5 nights.

The most common mode of transport from Velana International Airport to the places of stay was by speedboat (47%), followed by seaplane (26%), domestic flights (23%), and public ferry (4%).

Most common words or phrases used by international visitors to describe the Maldives were words related to beauty, such as beautiful, amazing, perfect and dream like. Visitors also used ‘relax’ ‘paradise’ ‘underwater’ to describe the Maldives.

According to 95% of the visitors the holiday met their expectations and 90% stated they would visit again. It is noteworthy that 97% of visitors expressed they would recommend the Maldives to others.

3 MOTIVATION AND PURPOSE

3.1 Motivation to choose Maldives

The main motivator to visit Maldives was the beach (72%), while underwater beauty (57%), peacefulness (44%) and small islands (41%) were the other important contributors. Other motivators included uniqueness (36%), reputation (32%), weather (31%) and privacy (26%).

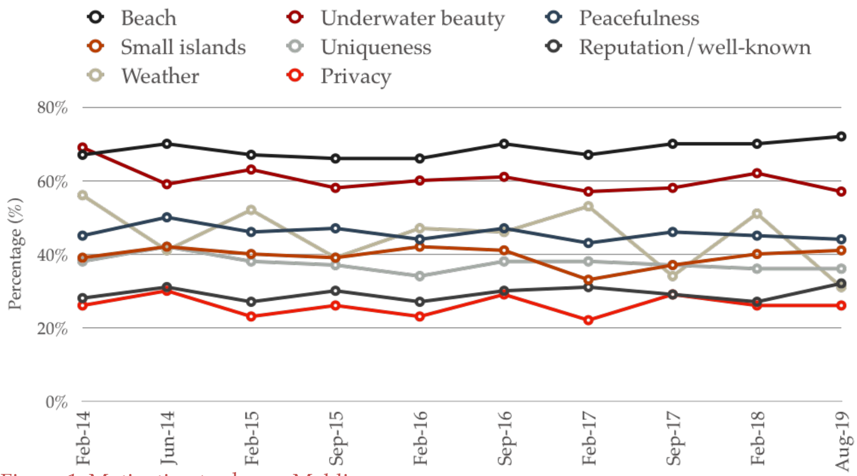

Figure 1: Motivation to choose Maldives

Past five years trend analysis on motivations to choose Maldives (Figure 1) show that beach is the key motivator for international visitors to choose the Maldives as a holiday destination, followed by underwater beauty. Weather as a motivator show seasonal variations with more visitors choosing weather as a motivator during peak season surveys compared to off peak surveys. Furthermore, weather as a motivator shows declining trend over the last 5 years.

3.2 Motivation by Nationality

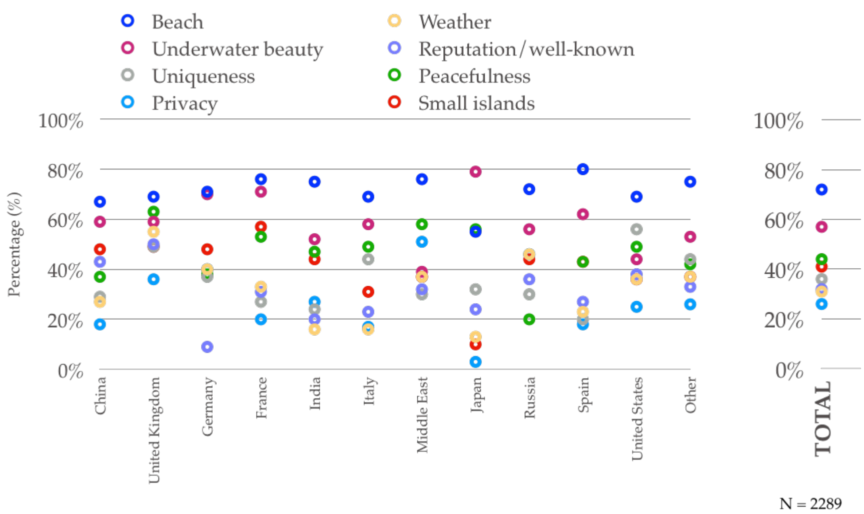

Figure 2: Motivations by nationality – August 2019

Survey findings from August 2019 shows beach was the main motivator to choose Maldives as a holiday destination for all nationalities except Japanese (Figure 2).

The main motivator for Japanese visitors to Maldives was underwater beauty (79%). High proportion of French and German visitors also considered underwater beauty as an equally important motivator to choose Maldives. Privacy and weather were cited as a key motivator for the least number of respondents, though 51% of Middle Eastern and 46% of Russians stated it was an important motivator for their decision to visit Maldives. 55% of British respondents stated that weather was a motivator for their visit to Maldives.

3.3 Purpose of visit

The main reasons for visiting Maldives were rest & relaxation (39%) and honeymoon (22%). Other reasons for visiting include diving (11%), snorkelling (11%), health and wellness (7%), birthday celebrations (3%) and surfing (2%).

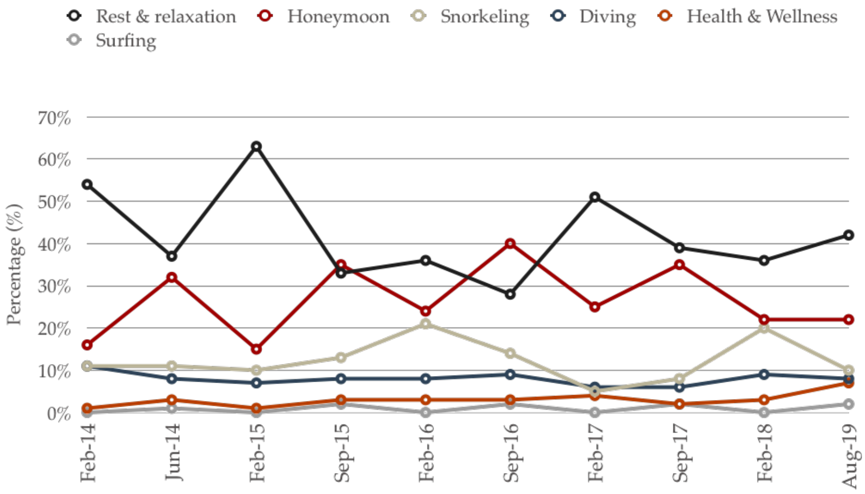

Figure 3: Purpose of visit to Maldives

Past 5 years trends analysis show that rest and relation is the main purpose of visit during the peak season, while honeymoon becomes as important during the off-peak season (Figure 3). However, survey results from August 2019 show that the same percentage of travelers visited for their honeymoon compared with that of the previous peak season.

3.4 Purpose of visit by nationality

Rest and relaxation was the most common purpose of visit for visitors from Middle East (54%), US (45%), Russia (44%), Italy (43%), UK (38%) and China (38%). Indian visitors stated rest and relaxation (36%) and honeymoon (36%) as equally important reasons to visit the Maldives. Diving and snorkelling were more common reasons for visit for respondents from European countries compared to Asian and Middle Eastern countries (Figure 4).

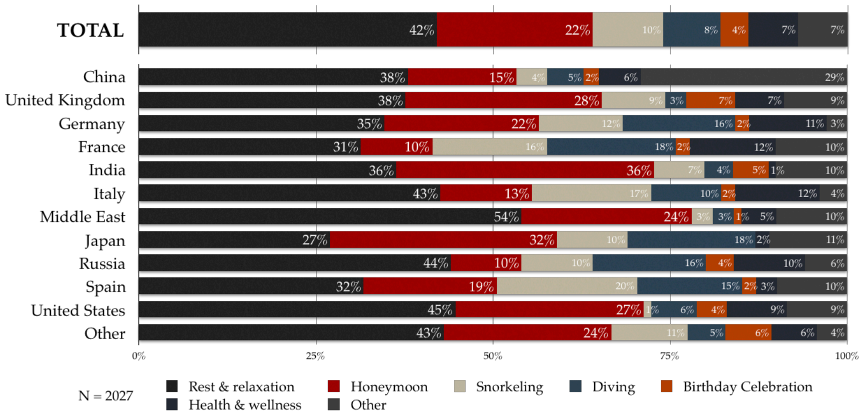

Figure 4: Purpose of visit to Maldives by nationality

3.5 Learn about Maldives

Most respondents heard about Maldives through the internet (64%), while word of mouth (57%) was also an important contributor. Other sources of information included magazines (13%), TV (10%) and travel agents (8%). 6% of respondents had visited Maldives before, whilst 4% heard about it through newspapers. 1% of respondents heard about Maldives through guidebooks, outdoor advertising, and fairs and exhibitions.

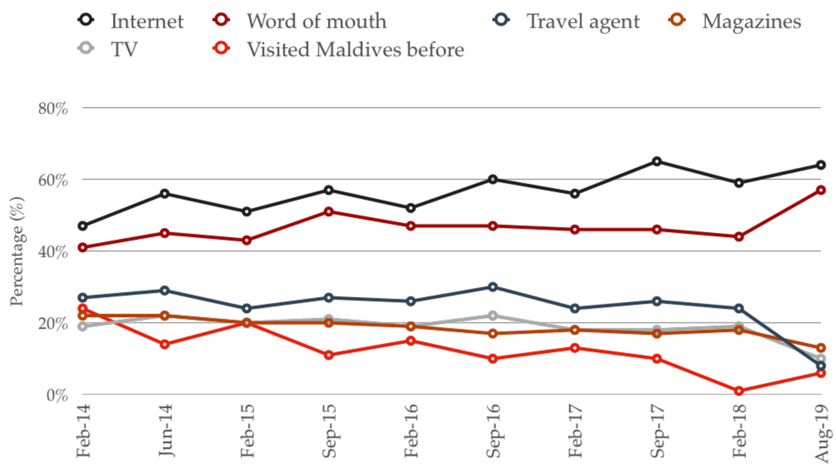

Figure 5: Source of information about the Maldives

Past five years trends analysis of source of information (Figure 5) shows that Internet is the number one source of information about the Maldives and has grown in importance from 59% to 64% between February 2014 and August 2019 survey. Word of mouth is the second most important source of information and has increased significantly compared to last survey. About 25% of visitors stated that they learned about Maldives through both internet and word of mouth.

3.6 Learn about Maldives by nationality

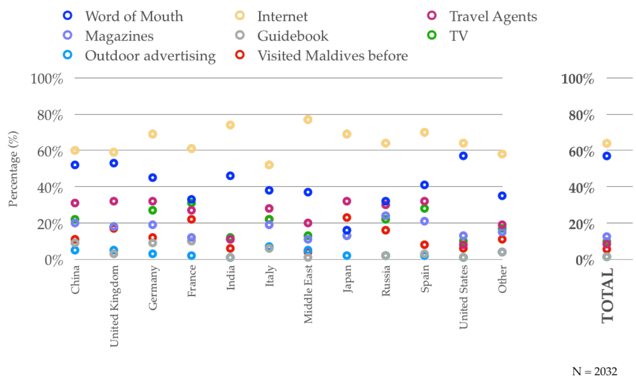

Figure 6: Source of information by nationality

A majority of all nationalities heard about Maldives through the internet. (Figure 6). Word of mouth was common amongst Chinese (32%), British (53%) and American (57%) respondents. 32% of Spanish, British, Japanese and German respondents heard about Maldives through travel agencies, while 27% of German and 28% of Spanish respondents heard about Maldives on TV.

4 PLANNING & BOOKING

4.1 Airline reservations

Most respondents made their airline reservations through travel agents (41%), while 25% of visitors booked directly through the airline. Flight search websites (17%) and tour operators (12%) were also important contributors. 2% of respondents booked through company's corporate travel, and 2% booked through travel clubs (Figure 7).

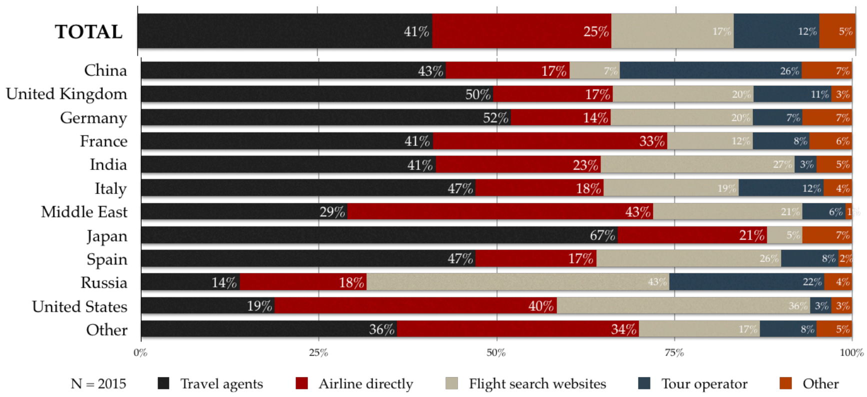

Figure 7: Airline reservations by nationality

While travel agents were the most common avenue for making airline reservations, 43% of Middle Eastern and 40% of American respondents booked their flights directly through airline directly. Likewise, 43% Russian and 36% of American respondents booked flights through flight search websites. Airline booking via tour operators were common amongst Chinese (26%) and Russian (27%) respondents.

4.2 Accommodation reservation

Most respondents booked their accommodation reservations to Maldives online via travel agency/tour operator websites (47%) or made a direct internet booking on the resort/hotel website (16%). 27% visited a travel agency to book their accommodation reservations. Other methods of booking included through family/friends (5%), by employer (1%) and through telephone bookings (1%)

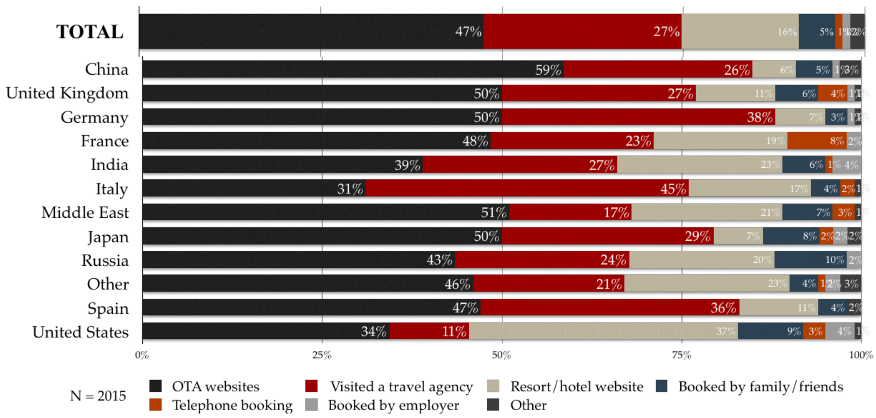

Figure 8: Accommodation reservations by nationality

Most respondents, regardless of nationality, made accommodation bookings on travel websites. Chinese visitors predominantly used OTA websites (59%) to book their accommodation. 37% of American respondents said they made bookings directly on resort websites and 34% said they booked via OTA websites, while 45% of Italian respondents commonly visited a travel agency to book their accommodation in the Maldives (Figure 8).

4.3 Websites used to plan/organize trip by nationalities

The websites most commonly used by respondents were Booking.com (36%) and TripAdvisor (33%). Other websites that were used included cTrip (11%), Agoda (10%) and Expedia (9%) (Figure 9).

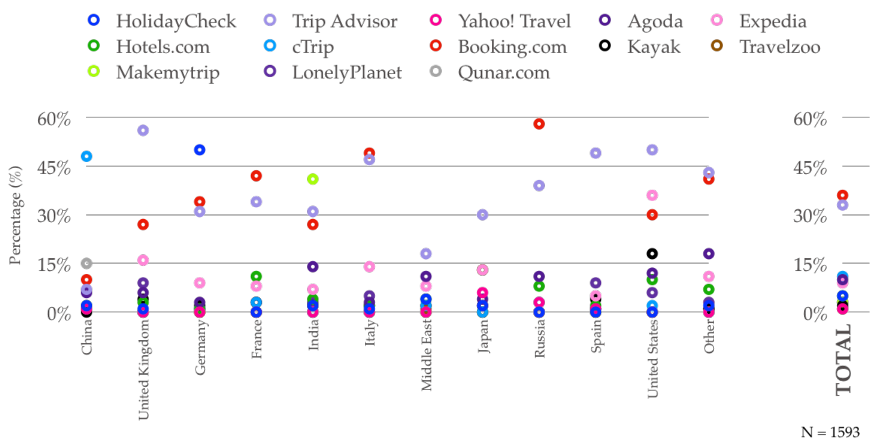

Figure 9: Websited used to book holiday to Maldives by nationality

TripAdvisor and Booking.com were mainly used by visitors from European countries and America. 74% of Middle Eastern respondents also used Booking.com. cTrip and Qunar were primarily used by Chinese respondents, with 48% of Chinese respondents using cTrip and 15% using Qunar. Makemytrip was mainly used by Indian respondents, with 41% using this. Expedia and Kayak were mainly used by American respondents, with 36% of them using Expedia and 18% using Kayak (Figure 9).

4.4 Booking period

Most respondents booked their visit 1-2 months in advance (26%) or 3-5 months in advance (26%). 17% of respondents booked their visit 6-12 months in advance while 16% of them booked their visit 2-4 weeks in advance. 8% of respondents booked their trip less than a week in advance and 6% of them booked their trip 1 week in advance. 2% of respondents booked their trip over a year in advance (Figure 10).

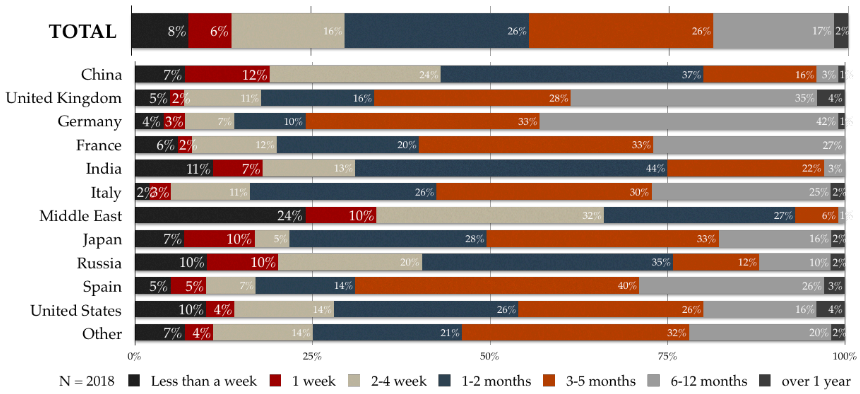

Figure 10: Booking period by nationality

A majority of respondents from European countries booked their trips 1-5 months in advance, while a majority of respondents from Middle East booked their trips within 4 weeks of their departure. Most Asian respondents and Russians booked their trips 1-2 months in advance (80% Chinese, 75% Indians and 76% Russians). 76% of German, 68% of Spanish, 66% of British and 57% of Italian visitors booked their holiday 3 to 5 months in advance. British respondents booked their trips the furthest in advance, with 35% of them booking their trip 6-12 months in advance (Figure 10).

4.5 Tour package

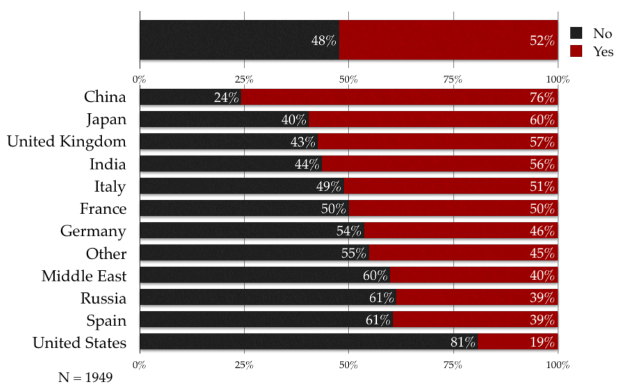

Figure 11: Travel package to Maldives

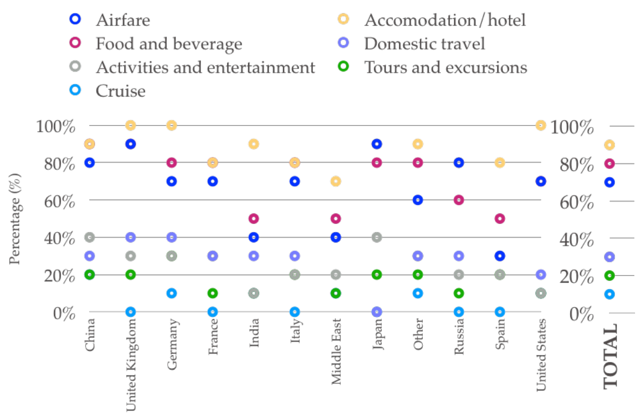

Figure 12: Items included in travel package

In August 2019 survey, 52% of respondents said they booked their trip as part of a travel package (Figure 11). Travel package was most preferred by Chinese, with 76% of them booking their trip as part of a package. 60% of Japanese visitors also booked their trip as a travel package. American respondents were least likely to have booked their trip as part of a package, with only 19% doing so. Majority of visitors from Spain, Russia and Middle East also did not book their travel as a travel package.

The cost of accommodation (90%) and food (77%) were commonly included as part of these packages. The cost of international airfare was included for 69% of respondents and domestic airfare was included for 31% respondents. Activities and excursions were included for 30% of respondents and tours and excursions were included for 21%. 9% of respondents stated a cruise was included in their package (Figure 12).

5 TOP MARKETS

5.1 Age group trends

The most common age ranges amongst respondents were 25-34 years (42%) and 35-44 years (24%). Other age groups included 45-54 years (14%), 18-24 years (10%), 55-64 years (6%) and 65 and older (1%). 3% of respondents were under the age of 18 (Figure 13).

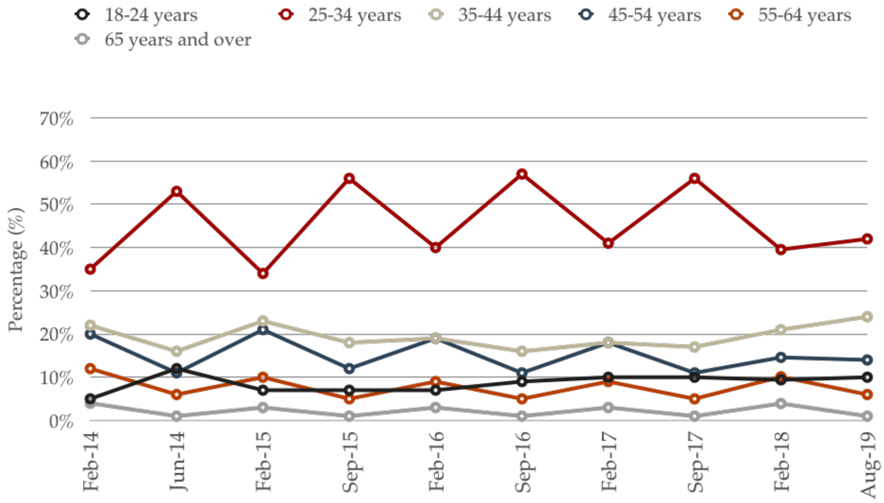

Figure 13: Visitor age group grop trends to Maldives

Trends analysis from past four years show that the most common age amongst respondents for all nationalities was 25-34 years. (Figure 13). Data also shows that visitors from this age group decrease by 15-18% during the peak season. On the other hand, visitors from the age group 45-54 years increase more during the peak season. Findings from the August 2019 survey show that the visitors in the age group 25-34 years (42%) was unusually low for an off-peak season.

5.2 Age group trends by nationality

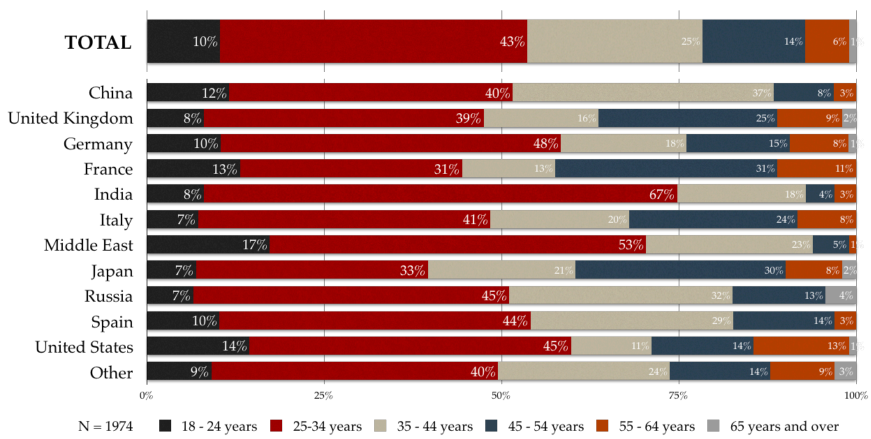

Figure 15: Visitor age group trends by nationality

About 53% of the visitors in August 2019 were below 34 years (Figure 14). 75% Indians, 70% Middle East, 52% Chinese and 52% Russians were below the age of 34 years. A high proportion of German visitors (58%) also said they were below 34 years. 17% of respondents from Middle East were in the age group of 18-24, while 35% of the Chinese respondents were in the age group of 35-44, 30% of Japanese respondents were in the age group 45-54 and 13% of the American respondents were in the age group 55-64.

5.3 Repeat visitor trends

22% of the respondents were repeat visitors to the Maldives while 78% were first time visitors to the Maldives (78%). Of the repeat visitors, 15.7% had travelled to Maldives 2-5 times, 3.1% 6-10 times and 2.8% had travelled to Maldives more than 10 times.

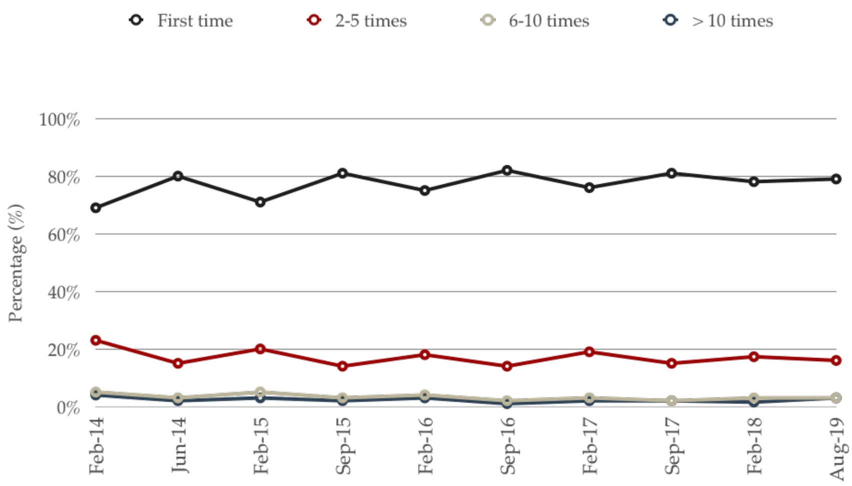

Figure 15: Repeat visitor trends to Maldives

Trends in repeat visitors for the past five years (Figure 15) show that the proportion of repeat visitors are higher during the peak season compared to the off-peak season.

5.4 Repeat visitors by nationality

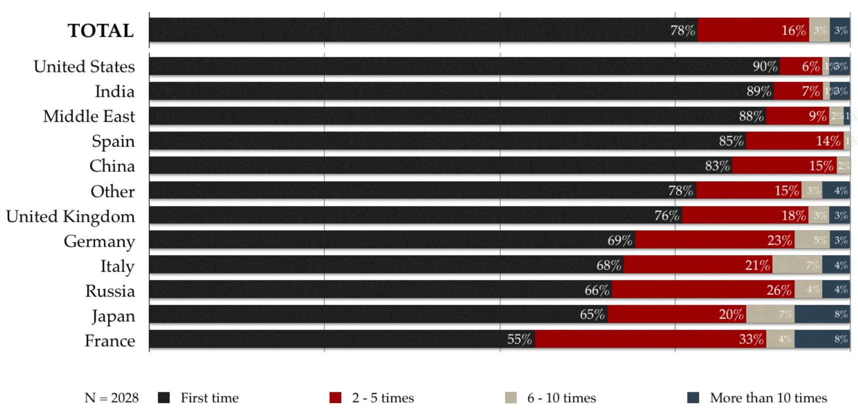

Figure 16: Repeat visitor trends by nationality

Most respondents of all nationalities were first time visitors, with 90% of Indian and American respondents being first time visitors. French respondents were more commonly repeat visitors, with 45% of them being repeat visitors. 33% of French visitors had visited 2-5 times and 8% had visited more than 10 times. 7% of Italian and Japanese visitors had visited 6-10 times. 35% Russian visitors were also repeat visitors. According to August 2019 survey, 18% of Chinese visitors were repeat visitors.

5.5 Travel companion trends

Most respondents (87%) travelled with their partner (46%) or with their family (41%). Other visitors were travelling with friends (7%), travelling alone (4.2%), travelling with business/work associates (3%) or very few visitors travelling with a study/student group (0.05%) (Figure 17).

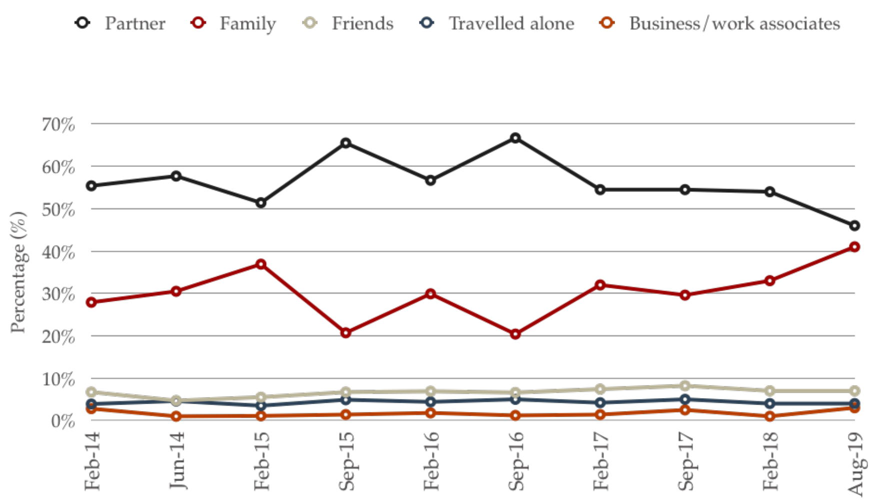

Figure 17: Travel companion trends to Maldives

Trends analysis show international visitors to Maldives travel mostly with their partners, followed by family (Figure 17). Consistent trends have been observed for the past 5 years with the proportion of visitors who identified themselves to be travelling with partner and or family above 75%. There has also been an upward trend for visitors travelling with family in the last two years.

5.6 Travel companion by nationality

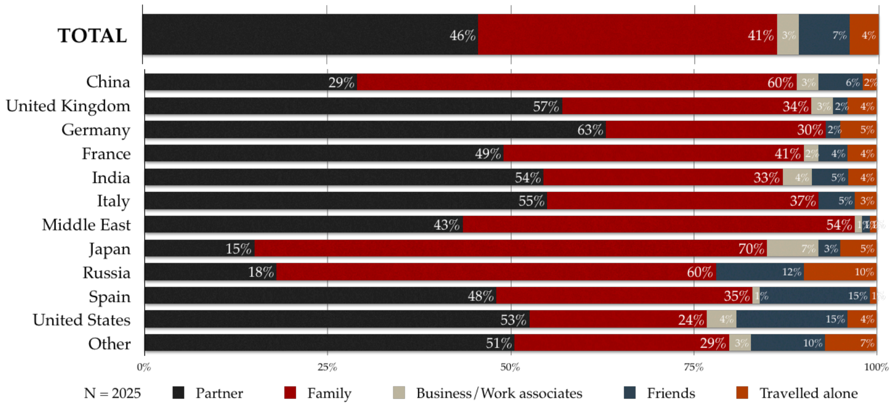

Figure 18: Travel companion by nationality

For all nationalities, more than 75% respondents were travelling with their family or partner. Generally, most Asian respondents (70% Japanese and 60% Chinese) were travelling with family whilst most European respondents were travelling with their partner. The exception to this was Russian respondents, 60% of whom travelled with their families. 10% of Russian respondents also travelled alone. American (15%), Spanish (15%) and Russian (12%) visitors travelled more with friends compared to other nationalities.

Most adult respondents were travelling in pairs (70%). Other respondents were travelling individually (7%), in groups of 4 (6%), in groups of 5-10 (6%), in groups of 3 (6%), and groups of 11-20 (2%). 3% of respondents were travelling in groups of more than 20.

When questioned about how many children they were travelling with, 45% of those surveyed responded to the question. Of them, 28% were travelling without children. Visitors who travelled with children said they travelled with 1 child (33%), 2 children (23%), 3 children (8%), 4 children (4%), 5 children (1%) and 6 children (1%). 1% of respondents also travelled with more than 6 children.

6 ARRIVAL & TRASNPORT

6.1 Main method of transport

The most common mode of transport from Velana International Airport to the respondents' places of stay was by speedboat (47%), followed by seaplane (26%). Other modes of transport included domestic flights and speedboat (15%) domestic flights only (7%), domestic flights and public ferry (1%), and public ferry only (4%) (Figure 20).

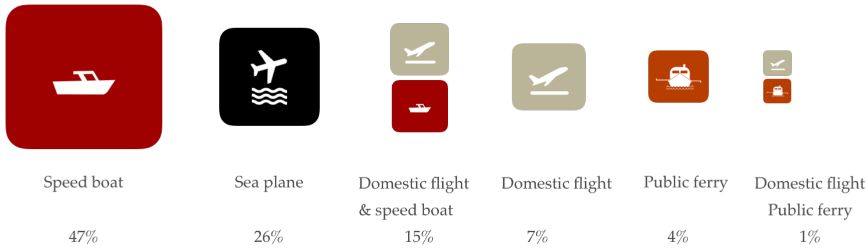

Figure 20: Main method of trasnport

Speedboat transfers were the most common among most nationalities, with 66% of Indians and 57% of Arabic respondents travelling via speedboat. More than half of the Japanese and Spanish respondents also had a speedboat transfer to their final destination. 47% of British and 32% of Italian respondents had a seaplane transfer to their final destination. 25% of French respondents took domestic flights, while 8% of them took the public ferry. 10% of Russian respondents took a domestic flight and public ferry to their final destination, while 30% of Chinese and 20% of Russian respondents took a domestic flight and speedboat.

6.2 Waiting time and transfer time

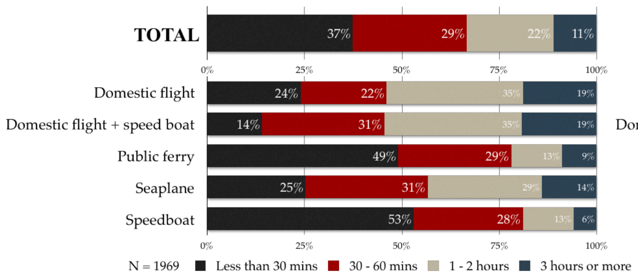

Figure 21: Waiting time by method of transport

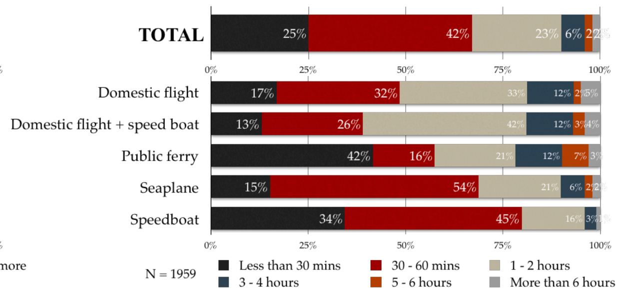

Figure 22: Transfer time by method of transport

Of the international visitor surveyed in August 2019, 66% said their wait time at the airport for their transfer after immigration and customs clearance was 1 hour or less. 37% stayed less than 30 minutes before their transfer and 29% had to wait 30-60 minutes before their transfer (Figure 21). 22% of respondents had to wait 1-2 hours, while 11% of all respondents had to wait 3 or more hours before their transfer.

53% of those who travelled on speedboats and 49% of those who took public ferry stated they had to wait at Velana International Airport for less than 30 minutes before their transfer. This was slightly longer for seaplane transfers, where 31% had to wait 30-60 minutes, and longer again for domestic flight transfers, as 35% of them had to wait at Velana International Airport between 1-2 hours.

Respondents were also questioned regarding how long the journey was from Velana International Airport to their place of stay. The most common response was 30-60 minutes (42%) (Figure 22). Other common responses were less than 30 minutes (25%) and 1-2 hours (23%). 6% of respondents said it took 3-4 hours to reach their destination, whilst 2% of respondents said it took 5-6 hours or more than 6 hours to reach their final destination.

The total journey time from Velana International Airport to their place of stay was shortest for respondents who used a public ferry transfer, with 42% of them arriving at their final destination within 30 minutes. 34% of speedboat transfers also arrived at their destination within 30 minutes, while 42% of them arrived between 30-60 minutes. 53%

of sea plane transfers also arrived at their final destination within 30-60 minutes. This was slightly longer for domestic flights as 33% of domestic flight only transfers arrived at their final destination within 1-2 hours. 42% of domestic flight and speedboat transfers also arrived within 1-2 hours.

6.3 Ratings for hotel transfer

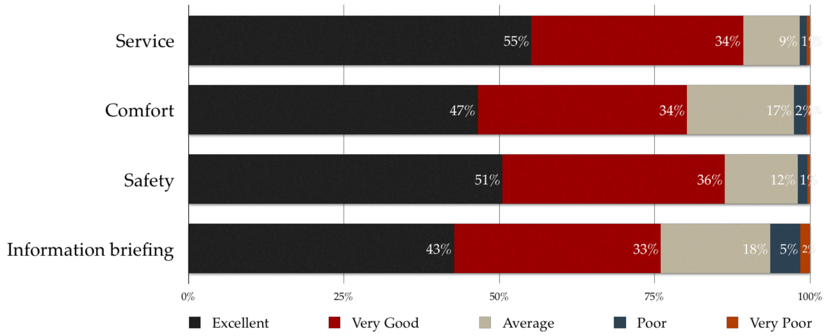

Figure 23: Hotel transfer ratings

48% of respondents rated the quality of their hotel transfer as excellent in the fields of service, comfort, safety and information briefing. Service was rated the highest, with 89% of respondents stating service was excellent or very good. Information briefing was rated the lowest, with 1.5% of respondents rating it as very poor. 80% of respondents rated comfort as excellent or very good, and 86% rated safety as excellent or very good (Figure 23).

6.4 Prices for transport

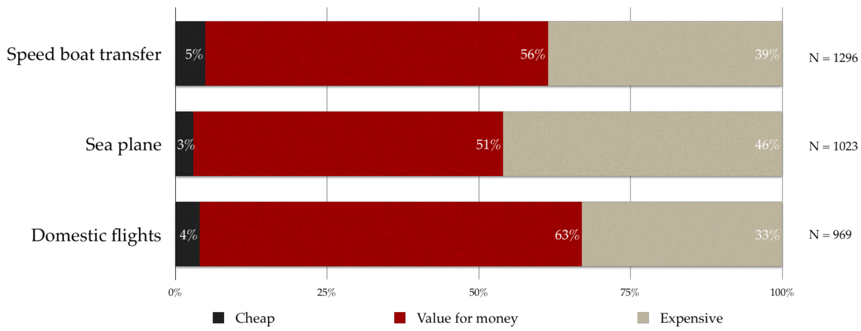

Figure 24: Ratings for price charged for transport

Of those who ranked prices charged for the method of transport (Figure 24), hotel transfers were widely considered to be value for money, with most respondents that travelled via speedboat (57%), sea plane (51%) and domestic flights (63%) considering their transfers to be value for money. 46% of respondents that travelled via sea plane considered it to be expensive, while 39% of respondents who travelled through speedboat found it expensive. 33% of respondents who travelled via domestic flights found their transfer expensive.

7 ACCOMODATION

7.1 Place of stay by nationality

Most respondents chose to stay at resorts (77%), while 11% stayed in guesthouses and or hotels and 12% stayed in both resorts and guesthouses/hotels (Figure 26).

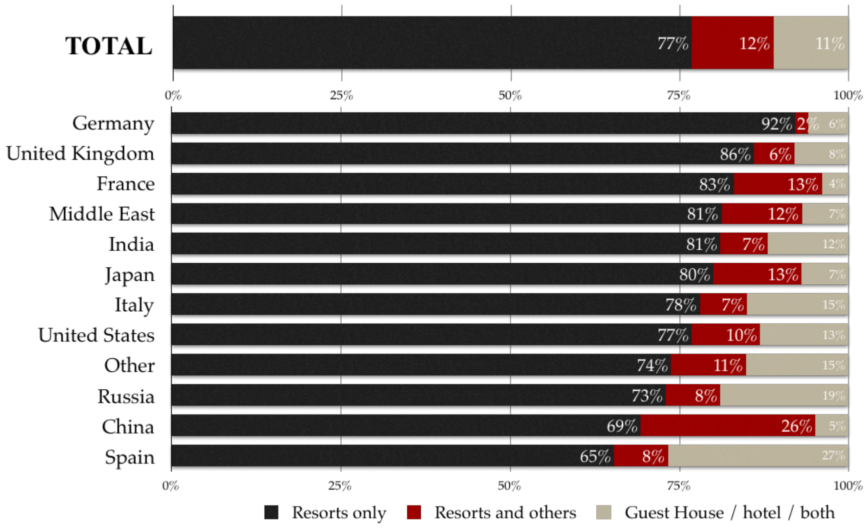

Figure 26: Place of stay by nationality

The majority of respondents from all nationalities stayed at resorts only, with 92% of German, 86% of British, 83% of French, 81% of Middle Eastern and 81% of Indian respondents staying in resorts only. Comparison of stay in guesthouses/hotels by nationality show that Spanish visitors were the highest (27%). Likewise, 19% of Russians, 15% of Italians and 13% of Americans also said they stayed in a guest house or hotel. The nationality that most commonly stayed in resorts and other forms of accommodation combined were the Chinese (26%).

7.2 Average number of nights

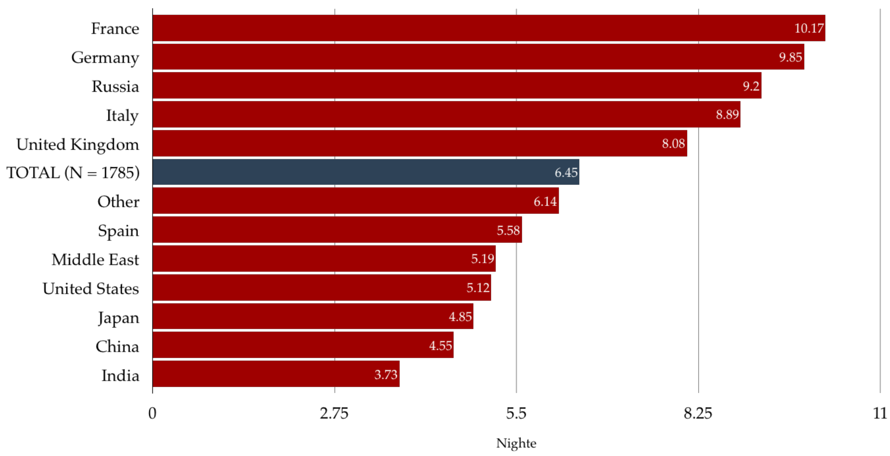

Figure 25: Average number of nights stayed in the Maldives by nationality

Average length of stay in the Maldives according to August 2019 survey was 6.45 nights (Figure 25). Respondents from European countries stayed longer than respondents from other countries. French respondents stayed the longest (10 nights) followed by Germans (9-10 nights), Russian visitors on average stayed for 9 nights, Italians for 8-9 nights and British for 8 nights. It was mostly visitors from Asia who stayed the least number of nights (Indians 3-4 nights, Chinese 4-5 nights and Japanese 4-5 nights).

8 DINING

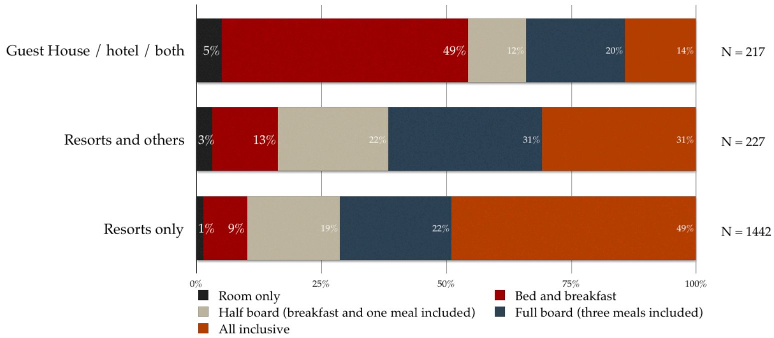

Figure 27 : Meal plan by those who stayed in resorts, resorts and guesthouses and guest house / hotel or both.

The most common meal plan was all inclusive (49%) for those who stayed in the resorts. However, those who stayed in guesthouses (49%) opted mostly bed and breakfast (Figure 27).

Quality of dining was perceived excellent (57%) or very good (31%) by most visitors. Food (57%) and drinks (53%) were also considered to be value for money, though alcoholic beverages were considered to be on the expensive side (47%). The quality of food was considered to be higher than or of similar quality to that of other countries by 78% of respondents.

9 ACTIVITIES

Generally, respondents staying in guesthouses/hotels and resorts had similar views on the quality of activities and attractions. Most activities were widely regarded as being excellent or very good, with sight-seeing and snorkelling consistently scored highly. Shopping was consistently rated as average, poor or very poor amongst respondents

9.1 Placed visited

Of those respondents who stated they visited places while in the Maldives in August 2019, 10% said they experienced whale shark watching in Ari Atoll, 8% said they visited Baa Atoll Biosphere Reserve (Hanifaru Bay), 4% said they visited cultural and heritage sites and 6% said they visited surf spots (Figure 31).

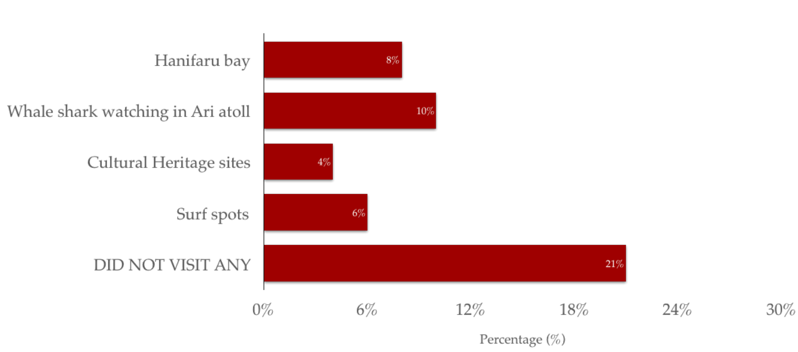

Figure 31: Places visited while in the Maldives

10 SIMILAR DESTINATIONS

The countries that were considered most similar to Maldives by the respondents were Indonesia (13%), Thailand (11%), Mauritius (7%) and Seychelles (7%). Other countries considered similar include Malaysia, Fiji, Philippines, Tahiti, Hawaii and the Dominican Republic (Figure 32).

Approximately 41% of the respondents had visited countries similar to Maldives. Overall most respondents rated Maldives higher in comparison with other similar countries in all aspects. The beach (65%) and underwater beauty (63%) were rated the most highly, while value for money (35%) was rated the lowest compared to other similar countries.

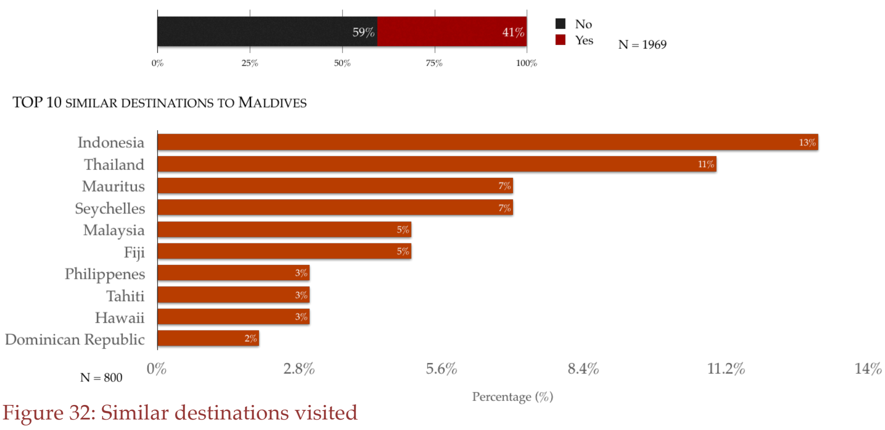

Figure 32: Similar destinations visited

11 VISITOR SATISFACTION

11.1 Word/phrase that comes to mind to describe Maldives

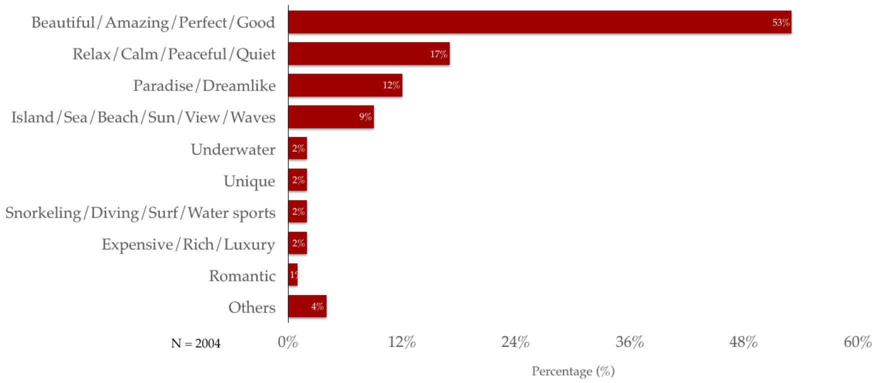

Figure 34: Word/prrase used to describe the Maldives

When asked to describe Maldives, 53% of respondents used terms such as beautiful/amazing/perfect/good, and 17% used terms such as relaxing/calm/peaceful/quiet, while 12% of respondents also described Maldives as being paradise/dreamlike (Figure 34).

11.2 Expectations, intention to visit and recommend the Maldives

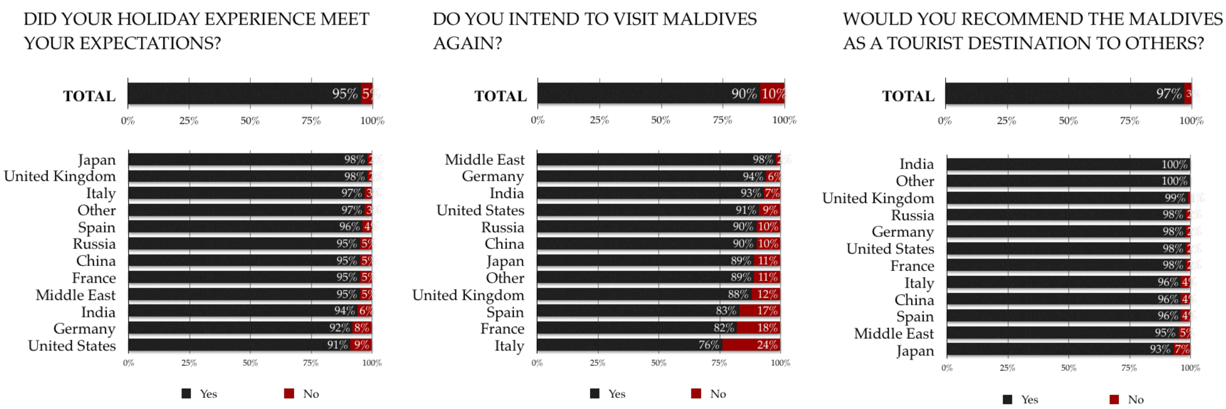

Figure 39: Holiday expectations, intention to visit, recommend the Maldives by nationality

95% of respondents stated that their holiday met their expectations. Japanese and British respondents were the most satisfied, with 98% of them stating the holiday met their expectations. 9% of American and 8% of German respondents stated that the holiday did not meet their expectations.

90% of respondents stated that they intend to visit Maldives again. Middle Eastern respondents are most likely to return (98%) whilst only 76% of Italian respondents stated their intentions to visit again.

97% of respondents would recommend Maldives as a tourist destination to others. All of the Chinese and French respondents stated they would recommend Maldives to others, while 7% of German respondents would not.

12 CONCLUSIONS

Beach and reef are the two unmistakable attractions of the Maldives. Hence it is paramount to maintain the natural beautiful attractions of the Maldives by preserving the quality of beach and reef. In all islands where holiday makers spend time, priority shall be given to offer the world's best beach product.

Overwhelming 95% of the visitors depart the Maldives fully satisfied with their holiday experience and 97% would recommend the Maldives to others. Visitors associate words like paradise, dreamlike, beautiful, amazing, and perfect with the Maldives. Hence, there is a need to speed up zero waste strategy and prioritize elimination of single use plastics in the Maldives.

Visitors use words like relaxing, calm, peaceful and quiet to describe the Maldives. Construction related noise and motorcycles are emerging concerns in the inhabited islands that needs to be addressed.

Maldives is a family destination. About 41% of visitors travelled to the Maldives with their family. Many parents are now travelling to the Maldives with their toddlers and young children. The health and safety of children shall be a priority and strategies need to be developed to ensure both kids and parents get a happy magical experience in the Maldives they will cherish for life.

International visitors learn about the Maldives through internet and word of mouth. Personalized, data driven, digital marketing using social media to provide relevant and distinct information and messages for the existing source markets, high growth potential markets and the repeat visitors needs to be implemented to optimize marketing.

13 METHODOLOGY

The 2019 August Maldives Visitor Survey questionnaire was based on the questionnaire for the survey conducted in February 2018 with few modifications based on feedback by key stakeholders. The questionnaire consisted of five sections and 33 questions in total. The questionnaire was prepared and printed in eight different languages. They are English, Italian, German, French, Japanese, Chinese, Arabic and Russian languages.

The survey was conducted for a period of 14 days between 18th and 31st August 2019 at Velana International Airport (Hulhule). The number of completed questionnaires collected was 1,973.

		Sample		
Nationality	Collected	MOT target	Min target	Max target
China	401	377	380	400
Germany	149	123	150	200
United	108	113	150	200
Russia	212	66	100	150
Italy	133	87	100	150
France	64	51	100	150
India	48	77	100	150
Japan	113	47	50	100
Korea	24	38	50	100
Switzerland	49	36	50	100
USA	65	38	50	100
Saudi Arabia	82	38	50	100
Others	525	412	450	500
Total	1973	1500	1780	2400

Questionnaires were distributed to the international visitors by the enumerators after immigration clearance and collected at departure gates after immigration and security clearance.

The survey data was recorded into a predefined online data entry template. The data entry platforms had inbuilt validation and error detection. Once data entry started, regular discussions were held with the data collection team to provide feedback on data quality, incomplete questionnaires, and issues and anomalies that arise. Once all the survey data was entered and checked, all the files were combined, and single dataset generated on SPSS and MS Excel. MS Excel was used for data analysis.