

REGION OF RESIDENCE		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	49,5%	6,4%			2,8%		2,8%	27,4%	,4%	8,2%	2,5%	100,0%
	6.2 Visiting frien./rel.	10,2%	32,2%	,4%	1,1%	,8%	,4%	2,3%	26,5%	2,3%	11,7%	12,1%	100,0%
	6.3 Education and training	7,2%	17,4%	2,1%	7,2%	9,7%	1,0%	3,6%	29,2%	2,1%	11,8%	8,7%	100,0%
	6.4 Health and medical care		63,2%	3,9%			2,6%	1,3%	13,2%		10,5%	5,3%	100,0%
	6.5 Religion/pilgrimages	32,7%	13,5%			3,8%		1,9%	25,0%		15,4%	7,7%	100,0%
	6.6 Shopping		26,0%	7,3%				3,1%	25,0%		14,6%	24,0%	100,0%
	6.7 Transit		16,7%						58,3%		25,0%		100,0%
	6.8 MICE	5,8%	38,7%	3,4%	5,0%	2,1%	6,5%	1,0%	15,7%	1,6%	11,3%	8,9%	100,0%
	6.9 Other business rel.purp.	8,9%	33,7%	2,1%	2,1%	2,5%	,6%	,6%	22,7%	3,1%	11,7%	12,0%	100,0%
	Not stated	10,2%	30,6%			4,1%	2,0%	4,1%	22,4%		10,2%	16,3%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	698,788 ^a	90	,000
Max. likelihood Ratio	659,527	90	,000
Linear-linear Assoc.	1,726	1	,189
Valid Cases	1733		

		REGION OF RESIDENCE							Total
		Addis Ababa	Amhara	Dire Dawa	Harar	Oromiya	SNNPR	Tigray	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	52,9%	3,5%	4,7%	2,4%	27,1%	9,4%		100,0%
	8.2 History	33,3%	12,8%	7,7%	5,1%	30,8%	2,6%	7,7%	100,0%
	8.3 Heritage and culture	54,7%	4,4%	,7%	2,9%	25,5%	10,2%	1,5%	100,0%
	8.4 Religion		25,0%			37,5%		37,5%	100,0%
Total		49,4%	5,9%	3,0%	3,0%	27,1%	8,6%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	65,708 ^a	18	,000
	48,238	18	,000
	,514	1	,473
	269		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
18. What is your current occupation?	18.1 Employee	10,7%	27,6%	2,7%	4,3%	4,0%	4,0%	1,6%	22,6%	1,2%	10,7%	10,6%	100,0%
	18.2 Self employed	18,2%	28,1%	1,9%	1,2%	1,4%	,3%	2,0%	23,6%	1,9%	11,8%	9,7%	100,0%
	18.3 Student/in educational	9,3%	27,9%	1,2%	1,2%			3,5%	30,2%	1,2%	12,8%	12,8%	100,0%
	18.4 Homemaker	15,0%	40,0%					2,5%	32,5%		10,0%		100,0%
	18.5 Retired	34,3%	31,4%			11,4%		2,9%	2,9%		11,4%	5,7%	100,0%
	18.6 Other	18,3%	32,3%		1,1%	3,2%		3,2%	21,5%	4,3%	8,6%	7,5%	100,0%
Total		14,6%	28,5%	2,0%	2,5%	2,8%	1,9%	2,0%	23,1%	1,6%	11,1%	9,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	133,249 ^a	50	,000
Max. likelihood Ratio	149,112	50	,000
Linear-linear Assoc.	5,146	1	,023
Valid Cases	1715		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
19. Educational level	19.1 Primary education	4,1%	36,7%	8,2%				2,0%	26,5%		10,2%	12,2%	100,0%
	19.2 Lower Second. educ.	9,3%	34,1%	2,3%	,8%	2,3%	,8%	2,3%	27,1%	,8%	10,1%	10,1%	100,0%
	19.3 Upper Second. educ.	10,6%	31,4%	1,8%	2,7%	2,2%	1,3%	1,3%	23,8%	2,0%	12,1%	11,0%	100,0%
	19.4 Bachelor's (equiv. level)	15,2%	26,5%	2,1%	2,5%	3,2%	2,6%	2,2%	23,3%	1,5%	12,0%	8,8%	100,0%
	19.5 Post grad. (Master, Doctoral)	25,5%	23,9%	1,2%	3,5%	3,5%	2,3%	2,7%	19,7%	1,5%	8,1%	8,1%	100,0%
Total		14,5%	28,6%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,2%	9,6%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	75,632 ^a	40	,001
Max. likelihood Ratio	75,754	40	,001
Linear-linear Assoc.	5,595	1	,018
Valid Cases	1709		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
20. Please, would you give an evaluation to your economic status	20.1 Bad	8,7%	56,4%	,5%	2,6%	1,0%	1,0%		19,5%	1,0%	5,6%	3,6%	100,0%
	20.2 Fair	12,7%	33,0%	1,9%	3,2%	3,9%	,6%	2,4%	22,6%	2,2%	8,0%	9,5%	100,0%
	20.3 Good	15,0%	18,7%	2,8%	2,0%	2,9%	3,8%	2,2%	24,7%	1,9%	14,0%	12,0%	100,0%
	20.4 Excellent	30,0%	22,0%					2,0%	22,0%		16,0%	8,0%	100,0%
Total		13,8%	29,1%	2,0%	2,5%	2,9%	2,1%	2,0%	23,1%	1,8%	10,8%	9,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	160,906 ^a	30	,000
Max. likelihood Ratio	166,858	30	,000
Linear-linear Assoc.	38,538	1	,000
Valid Cases	1466		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
_OBJECT_REGION	Federal Ethiopia	,3%	24,1%	2,5%	3,7%	4,3%	3,6%	2,5%	32,3%	2,4%	18,2%	6,2%	100,0%
	Ahmara	25,2%	35,1%	,8%	1,7%	1,9%	,8%	2,0%	18,3%	1,2%	6,6%	6,4%	100,0%
	Tigray	27,6%	20,4%	4,5%	,9%	,9%			9,0%		3,6%	33,0%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	532,225 ^a	20	,000
Max. likelihood Ratio	581,990	20	,000
Linear-linear Assoc.	1,299	1	,254
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
4.2 Do you live in?	City/Town	16,0%	27,4%	1,8%	2,6%	3,1%	2,1%	2,1%	22,6%	1,6%	11,7%	9,0%	100,0%
	Rural area		38,5%	4,1%	,7%			,7%	29,7%	1,4%	7,4%	17,6%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	59,390 ^a	10	,000
Max. likelihood Ratio	86,147	10	,000
Linear-linear Assoc.	5,481	1	,019
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
3.1 Planning this trip, did you find information on the destination on-	Yes	31,1%	16,4%		4,9%	4,9%		4,9%	18,0%	1,6%	8,2%	9,8%	100,0%
	No	14,0%	28,8%	2,1%	2,4%	2,8%	2,0%	1,9%	23,4%	1,6%	11,4%	9,7%	100,0%
	Total	14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	24,140 ^a	10	,007
Max. likelihood Ratio	23,071	10	,010
Linear-linear Assoc.	1,394	1	,238
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
9.2 ... on- Travel Agency or Tour Operator	Yes	29,2%	21,2%		,9%	4,4%	,9%	3,5%	26,5%		7,1%	6,2%	100,0%
	No	13,6%	28,9%	2,2%	2,6%	2,7%	2,0%	1,9%	23,0%	1,7%	11,6%	9,9%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,693 ^a	10	,000
Max. likelihood Ratio	33,772	10	,000
Linear-linear Assoc.	4,089	1	,043
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
9.3 ... on- Travel guides	Yes	30,3%	31,1%		3,3%	2,5%		2,5%	15,6%		9,8%	4,9%	100,0%
	No	13,4%	28,2%	2,2%	2,4%	2,9%	2,0%	1,9%	23,8%	1,7%	11,4%	10,1%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	37,020 ^a	10	,000
Max. likelihood Ratio	39,799	10	,000
Linear-linear Assoc.	17,437	1	,000
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
9.4 ... on- Travel fair	Yes	35,1%	18,9%						24,3%		8,1%	13,5%	100,0%
	No	14,2%	28,6%	2,1%	2,5%	2,9%	1,9%	2,0%	23,2%	1,6%	11,4%	9,6%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	17,868 ^a	10	,057
Max. likelihood Ratio	19,670	10	,033
Linear-linear Assoc.	,674	1	,412
Valid Cases	1733		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
9.5 ... on Personal recommendation (e.g.: friends and relatives)	Yes	15,5%	27,7%	2,1%	1,8%	1,9%	2,3%	2,0%	23,4%	1,4%	11,7%	10,1%	100,0%
	No	10,9%	31,2%	1,5%	5,5%	6,7%	,3%	1,8%	22,4%	2,1%	9,7%	7,9%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	50,036 ^a	10	,000
Max. likelihood Ratio	45,759	10	,000
Linear-linear Assoc.	,845	1	,358
Valid Cases	1733		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
9.6 ... on- Social network	Yes	23,1%	31,1%	1,1%	2,5%	2,5%	1,9%	3,0%	18,2%	1,7%	8,0%	6,9%	100,0%
	No	12,3%	27,7%	2,3%	2,5%	2,9%	1,9%	1,7%	24,6%	1,5%	12,2%	10,4%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,263 ^a	10	,000
Max. likelihood Ratio	40,767	10	,000
Linear-linear Assoc.	25,465	1	,000
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
9.7 ... on- Magazines, newspapers, TV	Yes	26,0%	30,6%	1,4%	2,4%	2,8%	2,1%	,7%	16,7%	1,0%	8,7%	7,6%	100,0%
	No	12,3%	28,0%	2,1%	2,5%	2,8%	1,9%	2,2%	24,6%	1,7%	11,8%	10,1%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	45,776 ^a	10	,000
Max. likelihood Ratio	42,848	10	,000
Linear-linear Assoc.	25,815	1	,000
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
9.8 ... on- Ethiopian web sites	Yes	27,7%	21,2%		2,2%			2,2%	27,7%	,7%	9,5%	8,8%	100,0%
or tourism offices	No	13,5%	29,0%	2,2%	2,5%	3,1%	2,1%	1,9%	22,9%	1,6%	11,5%	9,8%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,966 ^a	10	,000
Max. likelihood Ratio	39,164	10	,000
Linear-linear Assoc.	1,166	1	,280
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
12. Is this trip part of a prepaid, inclusive package	Yes	27,0%	10,3%		5,9%	8,8%	,5%	2,0%	29,4%		10,3%	5,9%	100,0%
tour?	No	12,9%	30,8%	2,3%	2,0%	2,0%	2,1%	2,0%	22,4%	1,8%	11,4%	10,2%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	109,198 ^a	10	,000
Max. likelihood Ratio	109,382	10	,000
Linear-linear Assoc.	,232	1	,630
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
10. Is "international transport" included in your	Yes	100,0%											100,0%
package tour?	No	14,5%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,853 ^a	10	,827
Max. likelihood Ratio	3,852	10	,954
Linear-linear Assoc.	1,472	1	,225
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
10.2 Is Accommodation included in your package tour?	Yes	16,8%	9,7%		10,6%	8,8%	,9%	1,8%	36,3%		8,8%	6,2%	100,0%
	No	14,4%	29,7%	2,2%	1,9%	2,4%	2,0%	2,0%	22,3%	1,7%	11,5%	9,9%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	79,001 ^a	10	,000
Max. likelihood Ratio	68,265	10	,000
Linear-linear Assoc.	1,512	1	,219
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
10.3 Is Food and beverage included in your package tour?	Yes	16,5%	11,0%		10,1%	9,2%	,9%	2,8%	35,8%		9,2%	4,6%	100,0%
	No	14,5%	29,6%	2,2%	2,0%	2,4%	2,0%	1,9%	22,4%	1,7%	11,5%	10,0%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	72,964 ^a	10	,000
Max. likelihood Ratio	63,383	10	,000
Linear-linear Assoc.	,854	1	,356
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
10.4 Is Local transport included in your package tour?	Yes	28,2%	7,3%		6,8%	9,6%	,6%	1,7%	31,6%		11,3%	2,8%	100,0%
	No	13,0%	30,8%	2,2%	2,0%	2,1%	2,1%	2,0%	22,3%	1,7%	11,3%	10,5%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	127,150 ^a	10	,000
Max. likelihood Ratio	128,769	10	,000
Linear-linear Assoc.	,370	1	,543
Valid Cases	1733		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
10.5-15 "Recreation, Culture and Sporting activities" included in your package	Yes	20,8%	25,0%		4,2%	4,2%		4,2%	16,7%		8,3%	16,7%	100,0%
	No	14,5%	28,4%	2,0%	2,5%	2,8%	1,9%	1,9%	23,3%	1,6%	11,4%	9,6%	100,0%
	Total	14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,982 ^a	10	,892
Max. likelihood Ratio	5,866	10	,826
Linear-linear Assoc.	,014	1	,904
Valid Cases	1733		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
10.6-15 "Guided tours in the country" included in your package tour?	Yes	73,3%	6,7%						13,3%		6,7%		100,0%
	No	14,1%	28,6%	2,0%	2,5%	2,9%	1,9%	2,0%	23,3%	1,6%	11,4%	9,8%	100,0%
	Total	14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,595 ^a	10	,000
Max. likelihood Ratio	29,702	10	,001
Linear-linear Assoc.	9,166	1	,002
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
10.7-15 "Tour leader/Courier/Escort" included in your backpack?	Yes	33,3%	33,3%		33,3%								100,0%
	No	14,6%	28,4%	2,0%	2,4%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,916 ^a	10	,177
Max. likelihood Ratio	7,192	10	,707
Linear-linear Assoc.	2,175	1	,140
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
16. Gender	Male	14,0%	25,6%	2,4%	2,6%	2,5%	2,5%	2,0%	24,6%	1,7%	12,0%	10,1%	100,0%
	Female	16,5%	35,5%	1,0%	2,1%	3,5%	,4%	1,7%	20,0%	1,2%	9,3%	8,7%	100,0%
Total		14,7%	28,4%	2,0%	2,5%	2,8%	1,9%	1,9%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,186 ^a	10	,000
Max. likelihood Ratio	35,645	10	,000
Linear-linear Assoc.	15,261	1	,000
Valid Cases	1704		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
17.1 Are you travelling with - Spouse/Partner	Yes	29,7%	23,1%		,3%	1,4%	,3%	2,4%	26,9%	,3%	10,8%	4,5%	100,0%
	No	11,6%	29,4%	2,4%	2,9%	3,1%	2,2%	1,9%	22,5%	1,8%	11,4%	10,7%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	92,102 ^a	10	,000
Max. likelihood Ratio	96,521	10	,000
Linear-linear Assoc.	11,026	1	,001
Valid Cases	1733		

		REGION OF RESIDENCE										Total	
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR		Tigray
17.2 Are you travelling with - Family/Relatives	Yes	17,1%	31,3%	,8%	,4%	2,5%	,4%	2,5%	23,8%	4,6%	11,3%	5,4%	100,0%
	No	14,2%	27,9%	2,2%	2,8%	2,9%	2,1%	1,9%	23,2%	1,1%	11,3%	10,4%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	34,115 ^a	10	,000
Max. likelihood Ratio	34,228	10	,000
Linear-linear Assoc.	1,485	1	,223
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
17.3 Are you travelling with -	Yes	2,6%	15,4%	10,3%				7,7%	23,1%		17,9%	23,1%	100,0%
Business associate(s)	No	14,9%	28,7%	1,8%	2,5%	2,9%	1,9%	1,8%	23,3%	1,6%	11,2%	9,4%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	38,842 ^a	10	,000
Max. likelihood Ratio	33,195	10	,000
Linear-linear Assoc.	10,571	1	,001
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
17.4 Are you travelling with -	Yes	12,4%	24,0%	4,3%	2,6%	2,6%	4,7%	4,7%	23,2%		16,7%	4,7%	100,0%
Friend(s)	No	14,9%	29,1%	1,7%	2,5%	2,9%	1,5%	1,5%	23,3%	1,8%	10,5%	10,5%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	49,343 ^a	10	,000
Max. likelihood Ratio	47,080	10	,000
Linear-linear Assoc.	,522	1	,470
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
17.5 Are you travelling with -	Yes	26,0%	6,0%		4,0%	18,0%	8,0%	2,0%	14,0%		10,0%	12,0%	100,0%
Tour group	No	14,3%	29,1%	2,1%	2,4%	2,4%	1,7%	2,0%	23,5%	1,6%	11,3%	9,6%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	70,218 ^a	10	,000
Max. likelihood Ratio	48,759	10	,000
Linear-linear Assoc.	,005	1	,945
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
17.6 Are you travelling with -	Yes	11,6%	30,5%	2,0%	3,4%	2,7%	1,7%	,9%	22,4%	1,7%	10,4%	12,6%	100,0%
Traveling alone	No	18,3%	25,8%	2,1%	1,3%	3,0%	2,2%	3,2%	24,4%	1,4%	12,4%	6,1%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	58,189 ^a	10	,000
Max. likelihood Ratio	59,755	10	,000
Linear-linear Assoc.	2,932	1	,087
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
15. Age	till 24 years old	6,7%	30,3%	2,2%				5,6%	37,1%	3,4%	6,7%	7,9%	100,0%
	25-29 years old	9,3%	34,1%	,9%	2,3%	1,9%	1,4%	2,8%	23,8%	2,8%	8,4%	12,1%	100,0%
	30-34 years old	14,7%	33,9%	1,5%	2,1%	,9%	1,8%	,9%	22,3%	,6%	8,9%	12,2%	100,0%
	35-39 years old	13,2%	26,8%	3,2%	3,0%	2,0%	2,2%	2,2%	22,3%	1,0%	14,1%	9,9%	100,0%
	40-44 years old	18,0%	24,2%	1,9%	3,7%	4,7%	2,2%	1,2%	21,1%	1,9%	12,4%	8,7%	100,0%
	45-49 years old	17,1%	26,1%	1,9%	1,9%	4,3%	2,4%	1,9%	22,7%	1,9%	13,3%	6,6%	100,0%
	over 50 years old	21,3%	22,7%	1,4%	1,4%	5,7%	1,4%	1,4%	24,8%	1,4%	9,9%	8,5%	100,0%
Total		14,7%	28,4%	2,0%	2,5%	2,8%	1,9%	1,9%	23,3%	1,6%	11,2%	9,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	99,164 ^a	60	,001
Max. likelihood Ratio	102,973	60	,000
Linear-linear Assoc.	1,233	1	,267
Valid Cases	1707		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
22. Do you intend to visit Ethiopia in the future	Yes	15,8%	27,2%	2,4%	1,9%	2,0%	2,1%	2,3%	22,7%	1,7%	12,1%	9,9%	100,0%
	No	9,7%	33,6%	,6%	4,8%	6,4%	1,2%	,6%	25,5%	,9%	7,9%	8,8%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	53,310 ^a	10	,000
Max. likelihood Ratio	51,874	10	,000
Linear-linear Assoc.	,939	1	,333
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
23. Would you recommend to visit Ethiopia?	Yes	15,4%	27,8%	2,2%	2,0%	1,9%	2,0%	2,2%	22,9%	1,5%	12,2%	9,9%	100,0%
	No	9,8%	32,3%	,9%	5,5%	8,5%	1,3%	,4%	25,5%	1,7%	5,5%	8,5%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	61,790 ^a	10	,000
Max. likelihood Ratio	54,482	10	,000
Linear-linear Assoc.	1,315	1	,251
Valid Cases	1733		

		REGION OF RESIDENCE											Total
		Addis Ababa	Amhara	Afar	Benishangul-Gumuz	Dire Dawa	Gambela	Harar	Oromiya	Somali	SNNPR	Tigray	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	18,9%	28,3%	1,5%	2,2%	2,2%	2,0%	2,2%	21,0%	1,5%	11,2%	9,1%	100,0%
	No	10,3%	28,4%	2,5%	2,8%	3,5%	1,8%	1,7%	25,5%	1,6%	11,4%	10,3%	100,0%
Total		14,6%	28,4%	2,0%	2,5%	2,8%	1,9%	2,0%	23,3%	1,6%	11,3%	9,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,521 ^a	10	,000
Max. likelihood Ratio	32,915	10	,000
Linear-linear Assoc.	9,029	1	,003
Valid Cases	1733		

		is/was the main purpose of		
		6.1 Holidays, leis./recreat.	6.5 Religion/pilgr images	Total
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	100,0%		100,0%
	8.2 History	100,0%		100,0%
	8.3 Heritage and culture	100,0%		100,0%
	8.4 Religion	87,5%	12,5%	100,0%
	Total	99,6%	,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,747 ^a	3	,000
Max. likelihood Ratio	7,157	3	,067
Linear-linear Assoc.	3,468	1	,063
Valid Cases	269		

PURPOSE

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
18. What is your current occupation?	18.1 Employee	7,6%	9,5%	19,7%	3,0%	,8%	2,5%	1,0%	43,5%	10,0%	2,3%	100,0%
	18.2 Self employed	23,1%	17,1%	1,7%	4,2%	2,9%	10,7%	,3%	5,0%	32,0%	3,0%	100,0%
	18.3 Student/in educational	10,5%	44,2%	31,4%	2,3%	3,5%	1,2%	2,3%	1,2%	2,3%	1,2%	100,0%
	18.4 Homemaker	27,5%	27,5%		17,5%	12,5%	2,5%		5,0%		7,5%	100,0%
	18.5 Retired	28,6%	5,7%	2,9%	20,0%	37,1%			2,9%	2,9%		100,0%
	18.6 Other	34,4%	19,4%	3,2%	7,5%	4,3%			5,4%	22,6%	3,2%	100,0%
Total		16,3%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	987,866 ^a	45	,000
Max. likelihood Ratio	932,186	45	,000
Linear-linear Assoc.	1,550	1	,213
Valid Cases	1715		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
19. Educational level	19.1 Primary education	4,1%	20,4%	4,1%	18,4%	10,2%	24,5%		2,0%	14,3%	2,0%	100,0%
	19.2 Lower Second. educ.	14,7%	12,4%	1,6%	12,4%	7,8%	12,4%	,8%	4,7%	28,7%	4,7%	100,0%
	19.3 Upper Second. educ.	13,3%	22,9%	6,7%	5,0%	4,1%	7,9%	,9%	8,8%	26,7%	3,6%	100,0%
	19.4 Bachelor's (equiv. level)	14,9%	13,1%	16,2%	2,5%	1,4%	3,1%	,8%	30,3%	15,5%	2,2%	100,0%
	19.5 Post grad. (Master, Doctoral)	29,3%	5,8%	13,9%	1,5%	1,2%			40,2%	7,3%	,8%	100,0%
Total		16,3%	15,3%	11,3%	4,4%	3,0%	5,5%	,7%	22,1%	18,8%	2,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	457,909 ^a	36	,000
Max. likelihood Ratio	466,899	36	,000
Linear-linear Assoc.	5,613	1	,018
Valid Cases	1709		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
20. Please, would you give an evaluation to your economic status	20.1 Bad	10,3%	13,8%	8,2%	9,7%	6,2%	,5%	,5%	37,4%	11,3%	2,1%	100,0%
	20.2 Fair	13,6%	14,7%	21,1%	4,5%	1,1%	5,0%	,6%	18,8%	17,5%	3,0%	100,0%
	20.3 Good	18,1%	16,4%	5,7%	3,8%	1,6%	7,3%	,7%	21,8%	23,5%	1,2%	100,0%
	20.4 Excellent	38,0%	16,0%	2,0%		2,0%	6,0%		12,0%	22,0%	2,0%	100,0%
Total		16,1%	15,4%	11,5%	4,7%	2,0%	5,5%	,6%	22,4%	19,6%	2,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	182,493 ^a	27	,000
Max. likelihood Ratio	176,577	27	,000
Linear-linear Assoc.	2,167	1	,141
Valid Cases	1466		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
_OBJECT_REGION	Federal Ethiopia	2,9%	20,3%	17,8%	5,9%	1,6%	7,5%	1,6%	17,7%	22,5%	2,2%	100,0%
	Ahmara	33,5%	8,6%	6,5%	3,5%	4,0%	,3%		25,4%	16,2%	2,1%	100,0%
	Tigray	3,2%	20,4%	5,0%	2,3%	4,5%	16,7%		25,8%	14,9%	7,2%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	499,168 ^a	18	,000
Max. likelihood Ratio	536,371	18	,000
Linear-linear Assoc.	20,501	1	,000
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
4.2 Do you live in?	City/Town	17,7%	15,4%	10,8%	3,3%	3,3%	4,0%	,7%	22,8%	19,6%	2,5%	100,0%
	Rural area		13,5%	16,2%	16,2%		22,3%	,7%	14,2%	10,8%	6,1%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	184,725 ^a	9	,000
Max. likelihood Ratio	161,845	9	,000
Linear-linear Assoc.	6,386	1	,012
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
5.1 Planning this trip, did you find information on the destination on-	Yes	44,3%	6,6%	11,5%		8,2%	1,6%		11,5%	13,1%	3,3%	100,0%
	No	15,2%	15,6%	11,2%	4,5%	2,8%	5,7%	,7%	22,4%	19,0%	2,8%	100,0%
	Total	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	48,777 ^a	9	,000
Max. likelihood Ratio	42,797	9	,000
Linear-linear Assoc.	,249	1	,618
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.2 ... on- Travel Agency or Tour Operator	Yes	50,4%	1,8%	8,8%		4,4%			17,7%	10,6%	6,2%	100,0%
	No	13,8%	16,2%	11,4%	4,7%	2,9%	5,9%	,7%	22,3%	19,4%	2,6%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	126,190 ^a	9	,000
Max. likelihood Ratio	116,829	9	,000
Linear-linear Assoc.	1,495	1	,222
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.3 ... on- Travel guides	Yes	42,6%	6,6%	4,9%		5,7%	,8%		23,0%	13,9%	2,5%	100,0%
	No	14,2%	15,9%	11,7%	4,7%	2,8%	5,9%	,7%	22,0%	19,2%	2,9%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	84,601 ^a	9	,000
Max. likelihood Ratio	79,674	9	,000
Linear-linear Assoc.	,751	1	,386
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.4 ... on- Travel fair	Yes	40,5%	5,4%	13,5%		2,7%			16,2%	13,5%	8,1%	100,0%
	No	15,7%	15,4%	11,2%	4,5%	3,0%	5,7%	,7%	22,2%	18,9%	2,7%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	25,267 ^a	9	,003
Max. likelihood Ratio	24,842	9	,003
Linear-linear Assoc.	2,200	1	,138
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	16,8%	16,5%	7,1%	4,4%	3,5%	6,1%	,7%	23,1%	19,2%	2,6%	100,0%
	No	13,6%	9,7%	29,1%	4,2%	,9%	3,3%	,6%	17,6%	17,3%	3,6%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	139,885 ^a	9	,000
Max. likelihood Ratio	118,016	9	,000
Linear-linear Assoc.	,335	1	,563
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.6 ... on- Social network	Yes	30,9%	10,2%	5,2%	3,0%	3,0%		,6%	30,9%	14,9%	1,4%	100,0%
	No	12,3%	16,6%	12,8%	4,7%	3,0%	7,0%	,7%	19,7%	19,9%	3,2%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	133,991 ^a	9	,000
Max. likelihood Ratio	147,945	9	,000
Linear-linear Assoc.	4,754	1	,029
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.7 ... on- Magazines, newspapers, TV	Yes	30,9%	7,6%	4,2%	2,8%	3,5%	,7%		34,7%	14,2%	1,4%	100,0%
	No	13,3%	16,7%	12,7%	4,7%	2,9%	6,5%	,8%	19,5%	19,7%	3,1%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	125,330 ^a	9	,000
Max. likelihood Ratio	131,381	9	,000
Linear-linear Assoc.	2,762	1	,097
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	45,3%	3,6%	5,1%		2,2%	,7%		23,4%	15,3%	4,4%	100,0%
	No	13,7%	16,2%	11,8%	4,8%	3,1%	6,0%	,8%	21,9%	19,1%	2,7%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	111,902 ^a	9	,000
Max. likelihood Ratio	105,481	9	,000
Linear-linear Assoc.	,249	1	,618
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	28,4%	8,8%	31,4%	1,5%	15,7%	1,0%		6,4%	5,4%	1,5%	100,0%
	No	14,6%	16,1%	8,6%	4,8%	1,3%	6,1%	,8%	24,1%	20,6%	3,0%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	298,867 ^a	9	,000
Max. likelihood Ratio	245,287	9	,000
Linear-linear Assoc.	8,325	1	,004
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
13. Is "international transport" included in your package tour?	Yes									100,0%		100,0%
	No	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,1%	18,8%	2,8%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,318 ^a	9	,889
Max. likelihood Ratio	3,344	9	,949
Linear-linear Assoc.	,006	1	,938
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
14. Is "accommodation" included in your package tour?	Yes	21,2%	7,1%	55,8%	,9%	6,2%			5,3%	1,8%	1,8%	100,0%
	No	15,9%	15,8%	8,1%	4,6%	2,8%	5,9%	,7%	23,2%	20,0%	2,9%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	269,413 ^a	9	,000
Max. likelihood Ratio	199,879	9	,000
Linear-linear Assoc.	4,489	1	,034
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
Is food and beverage included in your package tour?	Yes	19,3%	7,3%	56,0%	1,8%	7,3%	,9%		4,6%	1,8%	,9%	100,0%
	No	16,0%	15,8%	8,3%	4,6%	2,7%	5,8%	,7%	23,2%	20,0%	3,0%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	261,790 ^a	9	,000
Max. likelihood Ratio	189,004	9	,000
Linear-linear Assoc.	6,711	1	,010
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
Is local transport included in your package tour?	Yes	32,2%	7,3%	34,5%	,6%	16,9%			5,1%	2,8%	,6%	100,0%
	No	14,4%	16,1%	8,6%	4,8%	1,4%	6,2%	,8%	24,0%	20,6%	3,1%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	336,264 ^a	9	,000
Max. likelihood Ratio	285,308	9	,000
Linear-linear Assoc.	13,630	1	,000
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
10.6-13 "Recreation, Culture and Sporting activities" included in your package	Yes	25,0%	16,7%	4,2%	4,2%		4,2%		20,8%	20,8%	4,2%	100,0%
	No	16,1%	15,2%	11,4%	4,4%	3,0%	5,6%	,7%	22,1%	18,8%	2,8%	100,0%
	Total	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,485 ^a	9	,942
Max. likelihood Ratio	4,536	9	,873
Linear-linear Assoc.	,102	1	,750
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
10.6-13 "Guided tours in the country" included in your package tour?	Yes	73,3%				26,7%						100,0%
	No	15,7%	15,4%	11,4%	4,4%	2,8%	5,6%	,7%	22,2%	19,0%	2,9%	100,0%
	Total	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	70,912 ^a	9	,000
Max. likelihood Ratio	51,299	9	,000
Linear-linear Assoc.	1,952	1	,162
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
10.7-13 "Tour leader/Courier/Escort" included in your package	Yes	33,3%			33,3%				33,3%			100,0%
	No	16,2%	15,3%	11,3%	4,3%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%
	Total	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,183 ^a	9	,516
Max. likelihood Ratio	6,339	9	,706
Linear-linear Assoc.	,141	1	,708
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
16. Gender	Male	15,5%	13,9%	10,7%	4,1%	2,5%	7,0%	,8%	21,9%	21,4%	2,4%	100,0%
	Female	18,4%	19,6%	12,0%	5,0%	4,3%	2,3%	,4%	22,3%	12,6%	3,1%	100,0%
Total		16,3%	15,5%	11,0%	4,3%	3,0%	5,6%	,7%	22,0%	18,9%	2,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,745 ^a	9	,000
Max. likelihood Ratio	46,900	9	,000
Linear-linear Assoc.	,002	1	,962
Valid Cases	1704		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.1 Are you travelling with -	Yes	43,7%	21,0%	1,4%	5,2%	6,6%	1,0%	,7%	6,6%	11,5%	2,1%	100,0%
Spouse/Partner	No	10,8%	14,1%	13,2%	4,2%	2,3%	6,4%	,7%	25,1%	20,2%	3,0%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	271,955 ^a	9	,000
Max. likelihood Ratio	261,868	9	,000
Linear-linear Assoc.	8,962	1	,003
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.2 Are you travelling with -	Yes	24,2%	41,7%	1,7%	16,3%	4,2%	1,3%		2,5%	7,1%	1,3%	100,0%
Family/Relatives	No	14,9%	11,0%	12,8%	2,5%	2,8%	6,2%	,8%	25,2%	20,7%	3,1%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	334,338 ^a	9	,000
Max. likelihood Ratio	317,828	9	,000
Linear-linear Assoc.	14,598	1	,000
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.3 Are you travelling with -	Yes	2,6%	5,1%	7,7%	5,1%		41,0%		7,7%	30,8%		100,0%
Business associate(s)	No	16,5%	15,5%	11,3%	4,4%	3,1%	4,7%	,7%	22,4%	18,5%	2,9%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	107,818 ^a	9	,000
Max. likelihood Ratio	62,400	9	,000
Linear-linear Assoc.	,291	1	,589
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.4 Are you travelling with -	Yes	15,9%	8,6%	18,0%	,4%	4,7%	7,7%	,9%	34,3%	9,0%	,4%	100,0%
Friend(s)	No	16,3%	16,3%	10,2%	5,0%	2,7%	5,2%	,7%	20,1%	20,3%	3,2%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	71,169 ^a	9	,000
Max. likelihood Ratio	79,036	9	,000
Linear-linear Assoc.	4,874	1	,027
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.5 Are you travelling with -	Yes	32,0%	8,0%	8,0%		14,0%	2,0%		30,0%	4,0%	2,0%	100,0%
Tour group	No	15,7%	15,4%	11,3%	4,5%	2,7%	5,6%	,7%	21,8%	19,3%	2,9%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,311 ^a	9	,000
Max. likelihood Ratio	37,004	9	,000
Linear-linear Assoc.	,452	1	,502
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
17.6 Are you travelling with -	Yes	9,7%	10,2%	13,5%	2,1%	1,4%	5,7%	,7%	27,4%	25,5%	3,8%	100,0%
Traveling alone	No	24,2%	21,4%	8,5%	7,2%	5,0%	5,3%	,6%	15,5%	10,6%	1,7%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	230,104 ^a	9	,000
Max. likelihood Ratio	235,503	9	,000
Linear-linear Assoc.	24,426	1	,000
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
15. Age	till 24 years old	9,0%	47,2%	15,7%	2,2%	4,5%	2,2%	3,4%	5,6%	9,0%	1,1%	100,0%
	25-29 years old	7,9%	19,6%	15,0%	3,7%	,5%	6,5%	,9%	22,9%	19,2%	3,7%	100,0%
	30-34 years old	15,6%	12,8%	14,1%	2,4%	,9%	7,6%	,3%	24,2%	19,3%	2,8%	100,0%
	35-39 years old	12,4%	14,1%	11,9%	5,0%	3,0%	7,2%	,7%	26,1%	17,1%	2,5%	100,0%
	40-44 years old	18,9%	11,5%	10,9%	3,4%	2,8%	4,7%	,3%	24,5%	20,8%	2,2%	100,0%
	45-49 years old	19,9%	15,2%	5,7%	5,2%	2,4%	4,3%	,5%	19,0%	24,2%	3,8%	100,0%
	over 50 years old	34,8%	8,5%	1,4%	9,9%	12,8%	1,4%	,7%	12,8%	16,3%	1,4%	100,0%
Total		16,3%	15,5%	11,1%	4,3%	3,0%	5,6%	,7%	22,0%	18,9%	2,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	271,147 ^a	54	,000
Max. likelihood Ratio	242,234	54	,000
Linear-linear Assoc.	,053	1	,817
Valid Cases	1707		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
22. Do you intend to visit Ethiopia in the future	Yes	17,0%	15,4%	7,4%	3,8%	2,9%	5,9%	,6%	23,5%	20,7%	2,7%	100,0%
	No	13,0%	14,5%	27,6%	6,7%	3,6%	3,9%	,9%	15,8%	10,6%	3,3%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	129,012 ^a	9	,000
Max. likelihood Ratio	111,328	9	,000
Linear-linear Assoc.	,105	1	,746
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
23. Would you recommend to visit Ethiopia?	Yes	17,0%	15,3%	6,8%	4,3%	3,3%	5,6%	,8%	23,5%	20,8%	2,7%	100,0%
	No	11,5%	14,9%	39,6%	5,1%	,9%	5,1%		12,8%	6,4%	3,8%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	237,961 ^a	9	,000
Max. likelihood Ratio	187,123	9	,000
Linear-linear Assoc.	,055	1	,814
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	21,7%	15,3%	7,6%	3,8%	3,5%	1,5%	,7%	25,3%	17,7%	2,9%	100,0%
	No	10,8%	15,1%	14,9%	5,0%	2,5%	9,6%	,7%	18,7%	19,9%	2,8%	100,0%
	Total	16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	115,890 ^a	9	,000
Max. likelihood Ratio	122,849	9	,000
Linear-linear Assoc.	,040	1	,841
Valid Cases	1733		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leis./recreat.	6.2 Visiting frien./rel.	6.3 Education and training	6.4 Health and medical care	6.5 Religion/pilgr images	6.6 Shopping	6.7 Transit	6.8 MICE	6.9 Other business rel.purp.	Not stated	
REGION OF RESIDENCE	Addis Ababa	54,9%	10,7%	5,5%		6,7%			8,7%	11,5%	2,0%	100,0%
	Amhara	3,7%	17,3%	6,9%	9,8%	1,4%	5,1%	,4%	30,1%	22,4%	3,0%	100,0%
	Afar		2,9%	11,4%	8,6%		20,0%		37,1%	20,0%		100,0%
	Benishangul-Gumuz		7,0%	32,6%					44,2%	16,3%		100,0%
	Dire Dawa	16,3%	4,1%	38,8%		4,1%			16,3%	16,3%	4,1%	100,0%
	Gambela		3,0%	6,1%	6,1%				75,8%	6,1%	3,0%	100,0%
	Harar	23,5%	17,6%	20,6%	2,9%	2,9%	8,8%		11,8%	5,9%	5,9%	100,0%
	Oromiya	19,1%	17,4%	14,1%	2,5%	3,2%	6,0%	1,7%	14,9%	18,4%	2,7%	100,0%
	Somali	3,7%	22,2%	14,8%					22,2%	37,0%		100,0%
	SNNPR	11,7%	15,8%	11,7%	4,1%	4,1%	7,1%	1,5%	21,9%	19,4%	2,6%	100,0%
	Tigray	4,2%	19,0%	10,1%	2,4%	2,4%	13,7%		20,2%	23,2%	4,8%	100,0%
Total		16,2%	15,2%	11,3%	4,4%	3,0%	5,5%	,7%	22,0%	18,8%	2,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	698,788 ^a	90	,000
Max. likelihood Ratio	659,527	90	,000
Linear-linear Assoc.	1,726	1	,189
Valid Cases	1733		

PURPOSE IN HLR

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
18. What is your current occupation?	18.1 Employee	39,3%	8,9%	51,8%		100,0%
	18.2 Self employed	30,5%	15,2%	50,3%	4,0%	100,0%
	18.3 Student/in educational	11,1%	11,1%	55,6%	22,2%	100,0%
	18.4 Homemaker	27,3%	27,3%	45,5%		100,0%
	18.5 Retired	50,0%	30,0%	20,0%		100,0%
	18.6 Other	25,8%	12,9%	61,3%		100,0%
Total		31,7%	14,6%	50,7%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	25,551 ^a	15	,043
Max. likelihood Ratio	22,424	15	,097
Linear-linear Assoc.	,107	1	,743
Valid Cases	268		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
19. Educational level	19.1 Primary education	50,0%			50,0%	100,0%
	19.2 Lower Second. educ.	31,6%	15,8%	36,8%	15,8%	100,0%
	19.3 Upper Second. educ.	40,6%	8,7%	44,9%	5,8%	100,0%
	19.4 Bachelor's (equiv. level)	29,4%	18,6%	52,0%		100,0%
	19.5 Post grad. (Master, Doctoral)	24,3%	14,9%	60,8%		100,0%
Total		31,2%	14,7%	51,1%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,235 ^a	12	,000
Max. likelihood Ratio	32,405	12	,001
Linear-linear Assoc.	,409	1	,523
Valid Cases	266		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
20. Please, would you give an evaluation to your economic status	20.1 Bad	16,7%	27,8%	55,6%		100,0%
	20.2 Fair	26,5%	10,3%	63,2%		100,0%
	20.3 Good	25,6%	19,8%	50,4%	4,1%	100,0%
	20.4 Excellent	5,3%	15,8%	73,7%	5,3%	100,0%
Total		23,5%	17,3%	56,6%	2,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,189 ^a	9	,154
Max. likelihood Ratio	16,533	9	,057
Linear-linear Assoc.	,785	1	,375
Valid Cases	226		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
_OBJECT_REGION	Federal Ethiopia	15,8%	15,8%	36,8%	31,6%	100,0%
	Ahmara	33,9%	13,6%	52,1%	,4%	100,0%
	Tigray		37,5%	50,0%	12,5%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	68,352 ^a	6	,000
Max. likelihood Ratio	37,618	6	,000
Linear-linear Assoc.	1,043	1	,307
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.1 Planning this trip, did you find information on the destination on-	Yes	22,2%	22,2%	55,6%		100,0%
	No	32,6%	13,6%	50,4%	3,3%	100,0%
	Total	31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,089 ^a	3	,378
Max. likelihood Ratio	3,818	3	,282
Linear-linear Assoc.	,220	1	,639
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.2 ... on- Travel Agency or Tour Operator	Yes	35,1%	5,3%	59,6%		100,0%
	No	30,7%	17,0%	48,6%	3,8%	100,0%
	Total	31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,764 ^a	3	,051
Max. likelihood Ratio	10,422	3	,015
Linear-linear Assoc.	,004	1	,948
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.3 ... on- Travel guides	Yes	26,9%	15,4%	57,7%		100,0%
	No	32,7%	14,3%	49,3%	3,7%	100,0%
	Total	31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,977 ^a	3	,395
Max. likelihood Ratio	4,496	3	,213
Linear-linear Assoc.	,220	1	,639
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.4 ... on- Travel fair	Yes	15,4%	15,4%	61,5%	7,7%	100,0%
	No	32,4%	14,5%	50,4%	2,7%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,468 ^a	3	,481
Max. likelihood Ratio	2,407	3	,492
Linear-linear Assoc.	2,033	1	,154
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	33,2%	15,0%	48,7%	3,1%	100,0%
	No	23,3%	11,6%	62,8%	2,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,904 ^a	3	,407
Max. likelihood Ratio	2,941	3	,401
Linear-linear Assoc.	2,071	1	,150
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.6 ... on- Social network	Yes	10,5%	16,2%	70,5%	2,9%	100,0%
	No	45,1%	13,4%	38,4%	3,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	37,586 ^a	3	,000
Max. likelihood Ratio	41,326	3	,000
Linear-linear Assoc.	31,868	1	,000
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.7 ... on- Magazines, newspapers, TV	Yes	42,0%	11,4%	46,6%		100,0%
	No	26,5%	16,0%	53,0%	4,4%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,776 ^a	3	,021
Max. likelihood Ratio	12,070	3	,007
Linear-linear Assoc.	6,363	1	,012
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	22,0%	16,9%	59,3%	1,7%	100,0%
	No	34,3%	13,8%	48,6%	3,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,962 ^a	3	,266
Max. likelihood Ratio	4,161	3	,245
Linear-linear Assoc.	2,028	1	,154
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	27,1%	20,3%	50,8%	1,7%	100,0%
	No	32,9%	12,9%	51,0%	3,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,674 ^a	3	,445
Max. likelihood Ratio	2,608	3	,456
Linear-linear Assoc.	,029	1	,865
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
10.2 Is Accommodation included in your package tour?	Yes	8,3%	33,3%	58,3%		100,0%
	No	33,9%	12,7%	50,2%	3,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,029 ^a	3	,007
Max. likelihood Ratio	12,878	3	,005
Linear-linear Assoc.	1,823	1	,177
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
10.3 Is Food and Beverage included in your package tour?	Yes	4,8%	33,3%	61,9%		100,0%
	No	33,9%	12,9%	50,0%	3,2%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,982 ^a	3	,007
Max. likelihood Ratio	13,886	3	,003
Linear-linear Assoc.	2,617	1	,106
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
10.4 Is "Local transport included in your package tour?"	Yes	27,6%	19,0%	51,7%	1,7%	100,0%
	No	32,7%	13,3%	50,7%	3,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,792 ^a	3	,617
Max. likelihood Ratio	1,791	3	,617
Linear-linear Assoc.	,045	1	,833
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
10.5 Is "Recreation, Culture and Sporting activities" included in your package tour?	Yes		33,3%	66,7%		100,0%
	No	32,3%	14,1%	50,6%	3,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,922 ^a	3	,270
Max. likelihood Ratio	5,572	3	,134
Linear-linear Assoc.	1,190	1	,275
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
10.6 Is "Guided tours in the country" included in your package tour?	Yes		27,3%	72,7%		100,0%
	No	32,9%	14,0%	50,0%	3,1%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,326 ^a	3	,097
Max. likelihood Ratio	9,749	3	,021
Linear-linear Assoc.	2,922	1	,087
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
15.7 Is your leader/Courier/Escort" included in your package	Yes			100,0%		100,0%
	No	31,7%	14,6%	50,7%	3,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,967 ^a	3	,809
Max. likelihood Ratio	1,353	3	,717
Linear-linear Assoc.	,634	1	,426
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
16. Gender	Male	30,9%	17,1%	48,1%	3,9%	100,0%
	Female	31,8%	9,4%	57,6%	1,2%	100,0%
Total		31,2%	14,7%	51,1%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,792 ^a	3	,188
Max. likelihood Ratio	5,217	3	,157
Linear-linear Assoc.	,075	1	,784
Valid Cases	266		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.1 Are you travelling with - Spouse/Partner	Yes	19,2%	16,7%	62,5%	1,7%	100,0%
	No	41,6%	12,8%	41,6%	4,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,239 ^a	3	,000
Max. likelihood Ratio	18,803	3	,000
Linear-linear Assoc.	11,215	1	,001
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.2 Are you travelling with -	Yes	40,0%	10,9%	41,8%	7,3%	100,0%
Family/Relatives	No	29,4%	15,4%	53,3%	1,9%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,581 ^a	3	,056
Max. likelihood Ratio	6,734	3	,081
Linear-linear Assoc.	,622	1	,430
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.3 Are you travelling with -	Yes		100,0%			100,0%
Business associate(s)	No	31,7%	14,2%	51,1%	3,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,919 ^a	3	,116
Max. likelihood Ratio	3,884	3	,274
Linear-linear Assoc.	,073	1	,788
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.4 Are you travelling with -	Yes	2,7%	27,0%	67,6%	2,7%	100,0%
Friend(s)	No	36,2%	12,5%	48,3%	3,0%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,324 ^a	3	,000
Max. likelihood Ratio	23,969	3	,000
Linear-linear Assoc.	9,828	1	,002
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.5 Are you travelling with -	Yes	6,3%	31,3%	56,3%	6,3%	100,0%
Tour group	No	33,2%	13,4%	50,6%	2,8%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,461 ^a	3	,059
Max. likelihood Ratio	8,159	3	,043
Linear-linear Assoc.	2,667	1	,102
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
17.6 Are you travelling with -	Yes	46,0%	10,3%	41,4%	2,3%	100,0%
Traveling alone	No	24,7%	16,5%	55,5%	3,3%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,443 ^a	3	,006
Max. likelihood Ratio	12,147	3	,007
Linear-linear Assoc.	9,299	1	,002
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
15. Age	till 24 years old	12,5%	25,0%	50,0%	12,5%	100,0%
	25-29 years old	50,0%	12,5%	31,3%	6,3%	100,0%
	30-34 years old	33,3%	10,4%	54,2%	2,1%	100,0%
	35-39 years old	18,8%	16,7%	60,4%	4,2%	100,0%
	40-44 years old	35,6%	15,3%	47,5%	1,7%	100,0%
	45-49 years old	23,7%	15,8%	57,9%	2,6%	100,0%
	over 50 years old	38,8%	14,3%	44,9%	2,0%	100,0%
Total		31,2%	14,7%	51,1%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,343 ^a	18	,638
Max. likelihood Ratio	14,706	18	,682
Linear-linear Assoc.	,468	1	,494
Valid Cases	266		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
22. Do you intend to visit	Yes	29,6%	14,8%	53,0%	2,6%	100,0%
Ethiopia in the future	No	43,6%	12,8%	38,5%	5,1%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,268 ^a	3	,234
Max. likelihood Ratio	4,092	3	,252
Linear-linear Assoc.	2,096	1	,148
Valid Cases	269		

		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
23. Would you recommend to	Yes	32,8%	14,6%	49,4%	3,2%	100,0%
visit Ethiopia?	No	18,2%	13,6%	68,2%		100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,490 ^a	3	,322
Max. likelihood Ratio	4,247	3	,236
Linear-linear Assoc.	1,657	1	,198
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
24. Do you intend to share or you already shared your opinion about this visit to Total	Yes	28,3%	17,2%	51,7%	2,8%	100,0%
	No	38,2%	9,0%	49,4%	3,4%	100,0%
	Total	31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,749 ^a	3	,191
Max. likelihood Ratio	4,934	3	,177
Linear-linear Assoc.	,802	1	,370
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
REGION OF RESIDENCE	Addis Ababa	33,8%	9,8%	56,4%		100,0%
	Amhara	18,8%	31,3%	37,5%	12,5%	100,0%
	Dire Dawa	50,0%	37,5%	12,5%		100,0%
	Harar	25,0%	25,0%	50,0%		100,0%
	Oromiya	31,5%	16,4%	47,9%	4,1%	100,0%
	SNNPR	34,8%	4,3%	60,9%		100,0%
	Tigray		37,5%	25,0%	37,5%	100,0%
Total		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	65,708 ^a	18	,000
Max. likelihood Ratio	48,238	18	,000
Linear-linear Assoc.	,514	1	,473
Valid Cases	269		

		leis./recreat., what is the main attraction for visiting it?				Total
		8.1 Nature and wild life	8.2 History	8.3 Heritage and culture	8.4 Religion	
Please indicate which is/was the main purpose of your visit Total	6.1 Holidays, leis./recreat.	31,7%	14,6%	51,1%	2,6%	100,0%
	6.5 Religion/pilgrimages				100,0%	100,0%
		31,6%	14,5%	50,9%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,747 ^a	3	,000
Max. likelihood Ratio	7,157	3	,067
Linear-linear Assoc.	3,468	1	,063
Valid Cases	269		

CURRENT OCCUPATION

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
19. Educational level	19.1 Primary education	4,2%	62,5%	2,1%	16,7%	4,2%	10,4%	100,0%
	19.2 Lower Second. educ.	7,0%	57,4%	7,8%	14,0%	4,7%	9,3%	100,0%
	19.3 Upper Second. educ.	22,3%	61,8%	5,4%	2,5%	2,5%	5,4%	100,0%
	19.4 Bachelor's (equiv. level)	63,1%	26,1%	5,7%		1,1%	3,9%	100,0%
	19.5 Post grad. (Master, Doctoral)	68,3%	21,6%	1,5%		1,9%	6,6%	100,0%
Total		44,8%	40,4%	5,0%	2,3%	2,1%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	510,643 ^a	20	,000
Max. likelihood Ratio	507,510	20	,000
Linear-linear Assoc.	132,937	1	,000
Valid Cases	1704		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
20. Please, would you give an evaluation to your economic status	20.1 Bad	49,2%	22,1%	3,1%	6,2%	7,2%	12,3%	100,0%
	20.2 Fair	50,8%	35,1%	5,2%	2,2%	1,3%	5,2%	100,0%
	20.3 Good	39,7%	49,5%	4,7%	1,6%	1,3%	3,2%	100,0%
	20.4 Excellent	32,0%	52,0%	2,0%	4,0%	6,0%	4,0%	100,0%
		44,8%	40,7%	4,6%	2,5%	2,3%	5,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	114,652 ^a	15	,000
Max. likelihood Ratio	102,644	15	,000
Linear-linear Assoc.	10,080	1	,001
Valid Cases	1463		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
_OBJECT_REGION	Federal Ethiopia	47,7%	40,3%	8,2%	1,3%	,7%	1,9%	100,0%
	Ahmara	40,1%	40,6%	2,1%	3,7%	3,1%	10,4%	100,0%
	Tigray	50,7%	40,6%	4,1%	,9%	3,2%	,5%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	118,835 ^a	10	,000
Max. likelihood Ratio	127,265	10	,000
Linear-linear Assoc.	4,471	1	,034
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
4.2 Do you live in?	City/Town	44,7%	41,3%	4,7%	2,1%	1,8%	5,4%	100,0%
	Rural area	44,9%	32,0%	8,2%	4,8%	4,1%	6,1%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,542 ^a	5	,019
Max. likelihood Ratio	11,746	5	,038
Linear-linear Assoc.	2,756	1	,097
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.1 Planning this trip, did you find information on the destination on-	Yes	34,4%	44,3%	1,6%	1,6%	8,2%	9,8%	100,0%
	No	45,1%	40,3%	5,1%	2,4%	1,8%	5,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	17,308 ^a	5	,004
Max. likelihood Ratio	12,592	5	,028
Linear-linear Assoc.	6,702	1	,010
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.2 ... on- Travel Agency or Tour Operator	Yes	33,6%	40,7%	3,5%	2,7%	5,3%	14,2%	100,0%
	No	45,5%	40,4%	5,1%	2,3%	1,8%	4,8%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	27,271 ^a	5	,000
Max. likelihood Ratio	20,913	5	,001
Linear-linear Assoc.	22,359	1	,000
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.3 ... on- Travel guides	Yes	27,9%	50,8%	2,5%	7,4%	4,9%	6,6%	100,0%
	No	46,0%	39,7%	5,2%	1,9%	1,8%	5,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,503 ^a	5	,000
Max. likelihood Ratio	28,585	5	,000
Linear-linear Assoc.	11,313	1	,001
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.4 ... on- Travel fair	Yes	27,0%	51,4%	10,8%			10,8%	100,0%
	No	45,1%	40,2%	4,9%	2,4%	2,1%	5,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,967 ^a	5	,076
Max. likelihood Ratio	10,860	5	,054
Linear-linear Assoc.	2,710	1	,100
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	42,1%	43,0%	5,2%	2,2%	2,4%	5,2%	100,0%
	No	56,0%	29,7%	4,0%	3,1%	,6%	6,5%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	29,312 ^a	5	,000
Max. likelihood Ratio	30,674	5	,000
Linear-linear Assoc.	2,796	1	,095
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.6 ... on- Social network	Yes	42,5%	42,3%	3,6%	2,2%	1,9%	7,5%	100,0%
	No	45,3%	40,0%	5,4%	2,4%	2,1%	4,9%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,271 ^a	5	,281
Max. likelihood Ratio	6,160	5	,291
Linear-linear Assoc.	1,947	1	,163
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.7 ... on- Magazines, newspapers, TV	Yes	45,1%	36,8%	3,1%	3,8%	2,4%	8,7%	100,0%
	No	44,6%	41,2%	5,4%	2,0%	2,0%	4,8%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,938 ^a	5	,016
Max. likelihood Ratio	13,017	5	,023
Linear-linear Assoc.	4,673	1	,031
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	36,8%	44,1%	1,5%	2,9%	2,2%	12,5%	100,0%
	No	45,4%	40,2%	5,3%	2,3%	2,0%	4,8%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,176 ^a	5	,001
Max. likelihood Ratio	18,218	5	,003
Linear-linear Assoc.	10,696	1	,001
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	51,0%	28,0%	2,0%	5,0%	7,5%	6,5%	100,0%
	No	43,9%	42,1%	5,4%	2,0%	1,3%	5,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	55,247 ^a	5	,000
Max. likelihood Ratio	44,221	5	,000
Linear-linear Assoc.	3,869	1	,049
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
10.115 "International transport" included in your package tour?	Yes			100,0%				100,0%
	No	44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,953 ^a	5	,002
Max. likelihood Ratio	5,997	5	,307
Linear-linear Assoc.	,703	1	,402
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
10.215 "Accommodation included in your package tour?"	Yes	69,6%	16,1%	1,8%	4,5%	3,6%	4,5%	100,0%
	No	43,0%	42,2%	5,2%	2,2%	1,9%	5,5%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,665 ^a	5	,000
Max. likelihood Ratio	43,398	5	,000
Linear-linear Assoc.	3,913	1	,048
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
18.3 Is Food and beverage included in your package tour?	Yes	71,3%	15,7%	1,9%	4,6%	2,8%	3,7%	100,0%
	No	42,9%	42,1%	5,2%	2,2%	2,0%	5,5%	100,0%
	Total	44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	41,453 ^a	5	,000
Max. likelihood Ratio	43,999	5	,000
Linear-linear Assoc.	6,253	1	,012
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
18.4 Is Local transport included in your package tour?	Yes	50,6%	26,4%	1,7%	5,7%	8,6%	6,9%	100,0%
	No	44,1%	42,1%	5,4%	1,9%	1,3%	5,3%	100,0%
	Total	44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	66,621 ^a	5	,000
Max. likelihood Ratio	50,523	5	,000
Linear-linear Assoc.	6,432	1	,011
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
18.5 Is "Recreation, Culture and Sporting activities" included in your package tour?	Yes	45,8%	50,0%				4,2%	100,0%
	No	44,7%	40,3%	5,1%	2,4%	2,1%	5,4%	100,0%
	Total	44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,909 ^a	5	,714
Max. likelihood Ratio	5,130	5	,400
Linear-linear Assoc.	,715	1	,398
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
18.6 Is "Guided tours in the country" included in your package tour?	Yes	28,6%	28,6%	7,1%	7,1%	21,4%	7,1%	100,0%
	No	44,9%	40,6%	5,0%	2,3%	1,9%	5,4%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	28,920 ^a	5	,000
Max. likelihood Ratio	11,478	5	,043
Linear-linear Assoc.	7,446	1	,006
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
18.7 Is "Your leader/Courier/Escort" included in your package tour?	Yes	33,3%	33,3%				33,3%	100,0%
	No	44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,724 ^a	5	,450
Max. likelihood Ratio	2,665	5	,752
Linear-linear Assoc.	2,110	1	,146
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
16. Gender	Male	44,3%	44,3%	4,4%	,1%	2,2%	4,7%	100,0%
	Female	45,5%	30,7%	6,7%	8,1%	1,5%	7,5%	100,0%
Total		44,6%	40,5%	5,0%	2,4%	2,0%	5,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	119,439 ^a	5	,000
Max. likelihood Ratio	115,453	5	,000
Linear-linear Assoc.	14,099	1	,000
Valid Cases	1688		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.1 Are you travelling with -	Yes	23,3%	57,2%	1,4%	5,3%	1,8%	11,0%	100,0%
Spouse/Partner	No	49,0%	37,2%	5,7%	1,7%	2,1%	4,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	99,099 ^a	5	,000
Max. likelihood Ratio	99,745	5	,000
Linear-linear Assoc.	41,981	1	,000
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.2 Are you travelling with -	Yes	22,2%	47,3%	9,6%	6,3%	5,9%	8,8%	100,0%
Family/Relatives	No	48,4%	39,4%	4,3%	1,7%	1,4%	4,9%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	90,654 ^a	5	,000
Max. likelihood Ratio	83,532	5	,000
Linear-linear Assoc.	60,942	1	,000
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.3 Are you travelling with -	Yes	23,1%	71,8%	2,6%	2,6%			100,0%
Business associate(s)	No	45,2%	39,7%	5,1%	2,3%	2,1%	5,5%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	17,326 ^a	5	,004
Max. likelihood Ratio	19,440	5	,002
Linear-linear Assoc.	,162	1	,687
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.4 Are you travelling with -	Yes	58,3%	22,4%	9,2%	2,6%	3,1%	4,4%	100,0%
Friend(s)	No	42,6%	43,2%	4,4%	2,3%	1,9%	5,6%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,396 ^a	5	,000
Max. likelihood Ratio	44,452	5	,000
Linear-linear Assoc.	1,566	1	,211
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.5 Are you travelling with -	Yes	48,0%	12,0%	8,0%	4,0%	18,0%	10,0%	100,0%
Tour group	No	44,6%	41,3%	4,9%	2,3%	1,6%	5,3%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	78,230 ^a	5	,000
Max. likelihood Ratio	42,454	5	,000
Linear-linear Assoc.	15,072	1	,000
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
17.6 Are you travelling with -	Yes	51,3%	38,9%	4,1%	1,0%	,7%	4,0%	100,0%
Traveling alone	No	36,5%	42,4%	6,2%	3,9%	3,7%	7,2%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	66,946 ^a	5	,000
Max. likelihood Ratio	68,185	5	,000
Linear-linear Assoc.	50,994	1	,000
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
15. Age	till 24 years old	18,0%	21,3%	53,9%			6,7%	100,0%
	25-29 years old	54,5%	31,5%	9,4%			4,7%	100,0%
	30-34 years old	49,2%	42,1%	2,2%	1,9%		4,6%	100,0%
	35-39 years old	50,7%	40,8%	,7%	2,2%	,2%	5,2%	100,0%
	40-44 years old	45,6%	44,3%	1,6%	3,8%	,6%	4,1%	100,0%
	45-49 years old	42,2%	49,5%		2,9%		5,3%	100,0%
	over 50 years old	20,0%	38,6%	1,4%	5,0%	22,9%	12,1%	100,0%
Total		44,6%	40,4%	5,0%	2,4%	2,1%	5,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	881,079 ^a	30	,000
Max. likelihood Ratio	459,988	30	,000
Linear-linear Assoc.	18,843	1	,000
Valid Cases	1691		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
22. Do you intend to visit	Yes	42,6%	42,5%	4,8%	2,2%	2,4%	5,5%	100,0%
Ethiopia in the future	No	54,0%	31,8%	5,9%	2,8%	,6%	4,9%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,193 ^a	5	,001
Max. likelihood Ratio	21,438	5	,001
Linear-linear Assoc.	4,617	1	,032
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
23. Would you recommend to visit Ethiopia?	Yes	42,4%	43,1%	4,8%	2,3%	2,1%	5,4%	100,0%
	No	59,8%	23,6%	6,6%	2,6%	1,7%	5,7%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,580 ^a	5	,000
Max. likelihood Ratio	35,216	5	,000
Linear-linear Assoc.	2,668	1	,102
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	44,0%	39,2%	6,0%	2,3%	2,3%	6,1%	100,0%
	No	45,4%	41,8%	4,0%	2,4%	1,8%	4,7%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,570 ^a	5	,255
Max. likelihood Ratio	6,606	5	,252
Linear-linear Assoc.	2,954	1	,086
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
REGION OF RESIDENCE	Addis Ababa	32,7%	50,2%	3,2%	2,4%	4,8%	6,8%	100,0%
	Amhara	43,4%	40,0%	4,9%	3,3%	2,3%	6,1%	100,0%
	Afar	60,0%	37,1%	2,9%				100,0%
	Benishangul-Gumuz	76,7%	18,6%	2,3%			2,3%	100,0%
	Dire Dawa	64,6%	20,8%			8,3%	6,3%	100,0%
	Gambela	93,9%	6,1%					100,0%
	Harar	35,3%	41,2%	8,8%	2,9%	2,9%	8,8%	100,0%
	Oromiya	43,6%	41,3%	6,5%	3,3%	,3%	5,0%	100,0%
	Somali	33,3%	48,1%	3,7%			14,8%	100,0%
	SNNPR	42,9%	42,9%	5,8%	2,1%	2,1%	4,2%	100,0%
	Tigray	48,2%	39,9%	6,5%		1,2%	4,2%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	133,249 ^a	50	,000
Max. likelihood Ratio	149,112	50	,000
Linear-linear Assoc.	5,146	1	,023
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	20,7%	57,1%	3,2%	3,9%	3,6%	11,4%	100,0%
	6.2 Visiting frien./rel.	28,0%	45,6%	14,6%	4,2%	,8%	6,9%	100,0%
	6.3 Education and training	77,8%	6,2%	13,9%		,5%	1,5%	100,0%
	6.4 Health and medical care	30,7%	38,7%	2,7%	9,3%	9,3%	9,3%	100,0%
	6.5 Religion/pilgrimages	11,8%	39,2%	5,9%	9,8%	25,5%	7,8%	100,0%
	6.6 Shopping	20,0%	77,9%	1,1%	1,1%			100,0%
	6.7 Transit	66,7%	16,7%	16,7%				100,0%
	6.8 MICE	88,4%	9,3%	,3%	,5%	,3%	1,3%	100,0%
	6.9 Other business rel.purp.	23,8%	68,7%	,6%		,3%	6,5%	100,0%
	Not stated	39,1%	45,7%	2,2%	6,5%		6,5%	100,0%
Total		44,7%	40,5%	5,0%	2,3%	2,0%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	987,866 ^a	45	,000
Max. likelihood Ratio	932,186	45	,000
Linear-linear Assoc.	1,550	1	,213
Valid Cases	1715		

		18. What is your current occupation?						Total
		18.1 Employee	18.2 Self employed	18.3 Student/in educational	18.4 Homemaker	18.5 Retired	18.6 Other	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	25,9%	54,1%	1,2%	3,5%	5,9%	9,4%	100,0%
	8.2 History	12,8%	59,0%	2,6%	7,7%	7,7%	10,3%	100,0%
	8.3 Heritage and culture	21,3%	55,9%	3,7%	3,7%	1,5%	14,0%	100,0%
	8.4 Religion		75,0%	25,0%				100,0%
Total		20,9%	56,3%	3,4%	4,1%	3,7%	11,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	25,551 ^a	15	,043
Max. likelihood Ratio	22,424	15	,097
Linear-linear Assoc.	,107	1	,743
Valid Cases	268		

EDUCATIONAL LEVEL

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
20. Please, would you give an evaluation to your economic status	20.1 Bad	4,1%	7,2%	31,3%	40,5%	16,9%	100,0%
	20.2 Fair	1,3%	4,5%	34,6%	45,6%	14,0%	100,0%
	20.3 Good	2,3%	9,4%	32,6%	40,8%	15,0%	100,0%
	20.4 Excellent	4,1%	10,2%	26,5%	26,5%	32,7%	100,0%
Total		2,3%	7,3%	32,9%	42,0%	15,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,718 ^a	12	,001
Max. likelihood Ratio	31,107	12	,002
Linear-linear Assoc.	,305	1	,581
Valid Cases	1461		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
_OBJECT_REGION	Federal Ethiopia	3,2%	8,8%	39,5%	43,2%	5,2%	100,0%
	Ahmara	1,3%	4,7%	27,0%	39,7%	27,3%	100,0%
	Tigray	7,1%	13,2%	26,9%	45,8%	7,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	191,536 ^a	8	,000
Max. likelihood Ratio	193,291	8	,000
Linear-linear Assoc.	8,252	1	,004
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
4.2 Do you live in?	City/Town	2,2%	6,8%	33,1%	41,7%	16,2%	100,0%
	Rural area	9,6%	15,8%	25,3%	45,2%	4,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	55,150 ^a	4	,000
Max. likelihood Ratio	48,395	4	,000
Linear-linear Assoc.	30,131	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
3.1 Planning this trip, did you find information on the destination on-	Yes	1,6%	3,3%	31,1%	36,1%	27,9%	100,0%
	No	2,9%	7,7%	32,5%	42,2%	14,7%	100,0%
	Total	2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,164 ^a	4	,057
Max. likelihood Ratio	8,347	4	,080
Linear-linear Assoc.	5,024	1	,025
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.2 ... on- Travel Agency or Tour Operator	Yes	2,7%	2,7%	21,2%	39,8%	33,6%	100,0%
	No	2,9%	7,9%	33,3%	42,1%	13,8%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	35,940 ^a	4	,000
Max. likelihood Ratio	31,193	4	,000
Linear-linear Assoc.	22,439	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.3 ... on- Travel guides	Yes	,8%	4,9%	31,1%	37,7%	25,4%	100,0%
	No	3,0%	7,8%	32,6%	42,3%	14,4%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,878 ^a	4	,012
Max. likelihood Ratio	12,327	4	,015
Linear-linear Assoc.	7,992	1	,005
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.4 ... on- Travel fair	Yes	2,8%	2,8%	25,0%	50,0%	19,4%	100,0%
	No	2,9%	7,7%	32,6%	41,8%	15,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,756 ^a	4	,599
Max. likelihood Ratio	3,092	4	,543
Linear-linear Assoc.	1,971	1	,160
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	2,9%	8,4%	32,2%	41,6%	15,0%	100,0%
	No	2,8%	4,0%	33,7%	43,7%	15,8%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,138 ^a	4	,129
Max. likelihood Ratio	8,188	4	,085
Linear-linear Assoc.	2,030	1	,154
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.6 ... on- Social network	Yes	2,2%	4,7%	26,8%	38,7%	27,6%	100,0%
	No	3,0%	8,3%	34,0%	42,8%	11,8%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	58,502 ^a	4	,000
Max. likelihood Ratio	52,849	4	,000
Linear-linear Assoc.	35,267	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.7 ... on- Magazines, newspapers, TV	Yes	1,7%	6,3%	24,3%	42,0%	25,7%	100,0%
	No	3,1%	7,8%	34,1%	41,9%	13,0%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	34,825 ^a	4	,000
Max. likelihood Ratio	32,156	4	,000
Linear-linear Assoc.	24,328	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
9.8 ... on- Ethiopian web sites or tourism offices	Yes		4,4%	28,7%	35,3%	31,6%	100,0%
	No	3,1%	7,8%	32,8%	42,5%	13,7%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	34,805 ^a	4	,000
Max. likelihood Ratio	33,327	4	,000
Linear-linear Assoc.	21,002	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	2,0%	10,1%	34,2%	38,2%	15,6%	100,0%
	No	3,0%	7,2%	32,3%	42,5%	15,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,431 ^a	4	,488
Max. likelihood Ratio	3,354	4	,500
Linear-linear Assoc.	,356	1	,551
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
10.1 Is "international transport" included in your package tour?	Yes					100,0%	100,0%
	No	2,9%	7,6%	32,5%	42,0%	15,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,602 ^a	4	,231
Max. likelihood Ratio	3,777	4	,437
Linear-linear Assoc.	2,291	1	,130
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
10.2 Is Accommodation included in your package tour?	Yes	1,8%	7,2%	36,0%	44,1%	10,8%	100,0%
	No	2,9%	7,6%	32,2%	41,8%	15,5%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,566 ^a	4	,633
Max. likelihood Ratio	2,771	4	,597
Linear-linear Assoc.	,222	1	,638
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
19.6 Is Food and beverage included in your package tour?	Yes	2,8%	6,5%	33,6%	46,7%	10,3%	100,0%
	No	2,9%	7,6%	32,4%	41,6%	15,5%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,613 ^a	4	,625
Max. likelihood Ratio	2,813	4	,590
Linear-linear Assoc.	,194	1	,660
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
19.4 Is Local transport included in your package tour?	Yes	1,7%	8,7%	32,9%	39,9%	16,8%	100,0%
	No	3,0%	7,4%	32,4%	42,2%	15,0%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,721 ^a	4	,787
Max. likelihood Ratio	1,829	4	,767
Linear-linear Assoc.	,116	1	,733
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
19.5-15 "Recreation, Culture and Sporting activities" included in your package Total	Yes	4,3%	13,0%	39,1%	26,1%	17,4%	100,0%
	No	2,8%	7,5%	32,4%	42,2%	15,1%	100,0%
		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,905 ^a	4	,574
Max. likelihood Ratio	2,909	4	,573
Linear-linear Assoc.	1,058	1	,304
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
19.6-15 "Guided tours in the country" included in your package tour? Total	Yes		21,4%	14,3%	28,6%	35,7%	100,0%
	No	2,9%	7,4%	32,6%	42,1%	15,0%	100,0%
		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,985 ^a	4	,041
Max. likelihood Ratio	8,556	4	,073
Linear-linear Assoc.	,624	1	,430
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
19.7-15 "Tour leader/Courier/Escort" included in your package Total	Yes			66,7%		33,3%	100,0%
	No	2,9%	7,6%	32,4%	42,0%	15,1%	100,0%
		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,311 ^a	4	,507
Max. likelihood Ratio	4,459	4	,347
Linear-linear Assoc.	,020	1	,886
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
16. Gender	Male	2,7%	7,1%	32,3%	41,2%	16,6%	100,0%
	Female	3,1%	8,8%	33,5%	44,1%	10,5%	100,0%
Total		2,9%	7,6%	32,7%	42,1%	14,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,095 ^a	4	,026
Max. likelihood Ratio	11,683	4	,020
Linear-linear Assoc.	5,639	1	,018
Valid Cases	1681		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.1 Are you travelling with -	Yes	3,2%	5,3%	31,3%	39,1%	21,1%	100,0%
Spouse/Partner	No	2,8%	8,0%	32,7%	42,5%	14,0%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,245 ^a	4	,024
Max. likelihood Ratio	10,777	4	,029
Linear-linear Assoc.	4,520	1	,033
Valid Cases	1709		

	19. Educational level					Total
	19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.2 Are you travelling with - Yes	5,9%	12,6%	40,2%	31,8%	9,6%	100,0%
Family/Relatives No	2,4%	6,7%	31,2%	43,6%	16,1%	100,0%
Total	2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	35,387 ^a	4	,000
Max. likelihood Ratio	33,374	4	,000
Linear-linear Assoc.	33,177	1	,000
Valid Cases	1709		

	19. Educational level					Total
	19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.3 Are you travelling with - Yes	2,7%	16,2%	43,2%	35,1%	2,7%	100,0%
Business associate(s) No	2,9%	7,4%	32,2%	42,1%	15,4%	100,0%
Total	2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,407 ^a	4	,052
Max. likelihood Ratio	10,366	4	,035
Linear-linear Assoc.	6,989	1	,008
Valid Cases	1709		

	19. Educational level					Total
	19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.4 Are you travelling with - Yes	,9%	4,3%	22,2%	55,2%	17,4%	100,0%
Friend(s) No	3,2%	8,0%	34,1%	39,9%	14,8%	100,0%
Total	2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	28,010 ^a	4	,000
Max. likelihood Ratio	29,809	4	,000
Linear-linear Assoc.	19,019	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.5 Are you travelling with - Yes		2,0%	6,0%	34,0%	46,0%	12,0%	100,0%
Tour group No		2,9%	7,6%	32,4%	41,8%	15,3%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,875 ^a	4	,928
Max. likelihood Ratio	,922	4	,921
Linear-linear Assoc.	,006	1	,938
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
17.6 Are you travelling with - Yes		2,6%	7,7%	33,5%	41,2%	15,0%	100,0%
Traveling alone No		3,1%	7,3%	31,2%	42,9%	15,4%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,445 ^a	4	,836
Max. likelihood Ratio	1,445	4	,836
Linear-linear Assoc.	,156	1	,693
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
15. Age	till 24 years old	2,2%	7,9%	44,9%	42,7%	2,2%	100,0%
	25-29 years old	1,4%	5,6%	26,8%	59,6%	6,6%	100,0%
	30-34 years old	2,5%	5,0%	35,1%	43,5%	14,0%	100,0%
	35-39 years old	2,8%	8,0%	28,4%	45,0%	15,8%	100,0%
	40-44 years old	3,1%	7,5%	34,9%	33,3%	21,1%	100,0%
	45-49 years old	4,9%	8,3%	35,1%	37,1%	14,6%	100,0%
	over 50 years old	3,6%	13,7%	31,7%	29,5%	21,6%	100,0%
Total		2,9%	7,5%	32,7%	42,0%	14,9%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	87,205 ^a	24	,000
Max. likelihood Ratio	91,877	24	,000
Linear-linear Assoc.	,254	1	,614
Valid Cases	1684		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
22. Do you intend to visit Ethiopia in the future	Yes	2,9%	7,8%	31,5%	42,2%	15,6%	100,0%
	No	2,8%	6,3%	36,9%	40,9%	13,1%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,398 ^a	4	,355
Max. likelihood Ratio	4,405	4	,354
Linear-linear Assoc.	,610	1	,435
Valid Cases	1709		

	19. Educational level					Total	
	19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)		
23. Would you recommend to visit Ethiopia?	Yes	3,0%	8,1%	31,5%	41,6%	15,9%	100,0%
	No	2,2%	3,9%	39,0%	44,3%	10,5%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,487 ^a	4	,014
Max. likelihood Ratio	13,536	4	,009
Linear-linear Assoc.	,117	1	,732
Valid Cases	1709		

		19. Educational level					
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	1,4%	6,3%	26,9%	45,8%	19,7%	100,0%
	No	4,4%	8,8%	38,1%	38,1%	10,6%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	62,449 ^a	4	,000
Max. likelihood Ratio	63,555	4	,000
Linear-linear Assoc.	57,717	1	,000
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
REGION OF RESIDENCE	Addis Ababa	,8%	4,8%	23,8%	44,0%	26,6%	100,0%
	Amhara	3,7%	9,0%	35,7%	38,9%	12,7%	100,0%
	Afar	11,4%	8,6%	28,6%	42,9%	8,6%	100,0%
	Benishangul-Gumuz		2,3%	34,9%	41,9%	20,9%	100,0%
	Dire Dawa		6,4%	25,5%	48,9%	19,1%	100,0%
	Gambela		3,0%	21,2%	57,6%	18,2%	100,0%
	Harar	2,9%	8,8%	20,6%	47,1%	20,6%	100,0%
	Oromiya	3,3%	8,8%	33,2%	42,0%	12,8%	100,0%
	Somali		3,7%	40,7%	40,7%	14,8%	100,0%
	SNNPR	2,6%	6,8%	34,9%	44,8%	10,9%	100,0%
	Tigray	3,7%	7,9%	37,2%	38,4%	12,8%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	75,632 ^a	40	,001
Max. likelihood Ratio	75,754	40	,001
Linear-linear Assoc.	5,595	1	,018
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	,7%	6,8%	26,6%	38,5%	27,3%	100,0%
	6.2 Visiting frien./rel.	3,8%	6,1%	48,5%	35,9%	5,7%	100,0%
	6.3 Education and training	1,0%	1,0%	19,2%	60,1%	18,7%	100,0%
	6.4 Health and medical care	12,0%	21,3%	37,3%	24,0%	5,3%	100,0%
	6.5 Religion/pilgrimages	9,8%	19,6%	45,1%	19,6%	5,9%	100,0%
	6.6 Shopping	12,8%	17,0%	46,8%	23,4%		100,0%
	6.7 Transit		8,3%	41,7%	50,0%		100,0%
	6.8 MICE	,3%	1,6%	13,0%	57,6%	27,6%	100,0%
	6.9 Other business rel.purp.	2,2%	11,5%	46,0%	34,5%	5,9%	100,0%
	Not stated	2,2%	13,3%	44,4%	35,6%	4,4%	100,0%
Total		2,9%	7,5%	32,5%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	457,909 ^a	36	,000
Max. likelihood Ratio	466,899	36	,000
Linear-linear Assoc.	5,613	1	,018
Valid Cases	1709		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	1,2%	7,2%	33,7%	36,1%	21,7%	100,0%
	8.2 History		7,7%	15,4%	48,7%	28,2%	100,0%
	8.3 Heritage and culture		5,1%	22,8%	39,0%	33,1%	100,0%
	8.4 Religion	12,5%	37,5%	50,0%			100,0%
Total		,8%	7,1%	25,9%	38,3%	27,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,235 ^a	12	,000
Max. likelihood Ratio	32,405	12	,001
Linear-linear Assoc.	,409	1	,523
Valid Cases	266		

		19. Educational level					Total
		19.1 Primary education	19.2 Lower Second. educ.	19.3 Upper Second. educ.	19.4 Bachelor's (equiv. level)	19.5 Post grad. (Master, Doctoral)	
18. What is your current occupation?	18.1 Employee	,3%	1,2%	16,1%	59,2%	23,2%	100,0%
	18.2 Self employed	4,4%	10,8%	49,6%	27,2%	8,1%	100,0%
	18.3 Student/in educational	1,2%	11,6%	34,9%	47,7%	4,7%	100,0%
	18.4 Homemaker	20,0%	45,0%	35,0%			100,0%
	18.5 Retired	5,7%	17,1%	40,0%	22,9%	14,3%	100,0%
	18.6 Other	5,4%	13,0%	32,6%	30,4%	18,5%	100,0%
Total		2,8%	7,6%	32,4%	42,0%	15,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	510,643 ^a	20	,000
Max. likelihood Ratio	507,510	20	,000
Linear-linear Assoc.	132,937	1	,000
Valid Cases	1704		

ECONOMIC STATUS

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
_OBJECT_REGION	Federal Ethiopia	2,5%	37,2%	56,6%	3,7%	100,0%
	Ahmara	26,8%	41,7%	28,0%	3,5%	100,0%
	Tigray	,6%	12,1%	85,4%	1,9%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	311,901 ^a	6	,000
Max. likelihood Ratio	341,492	6	,000
Linear-linear Assoc.	39,839	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
4.2 Do you live in?	City/Town	12,8%	37,0%	46,7%	3,5%	100,0%
	Rural area	18,4%	32,0%	47,2%	2,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,864 ^a	3	,277
Max. likelihood Ratio	3,678	3	,298
Linear-linear Assoc.	1,049	1	,306
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.1 Planning this trip, did you find information on the destination on-	Yes	27,9%	27,9%	37,7%	6,6%	100,0%
	No	12,7%	36,9%	47,1%	3,3%	100,0%
	Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,426 ^a	3	,002
Max. likelihood Ratio	11,887	3	,008
Linear-linear Assoc.	3,310	1	,069
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.2 ... on- Travel Agency or	Yes	18,8%	45,5%	29,7%	5,9%	100,0%
Tour Operator	No	12,9%	35,9%	48,0%	3,2%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,633 ^a	3	,003
Max. likelihood Ratio	13,798	3	,003
Linear-linear Assoc.	5,759	1	,016
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.3 ... on- Travel guides	Yes	22,3%	39,7%	33,1%	5,0%	100,0%
	No	12,5%	36,3%	48,0%	3,3%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,601 ^a	3	,002
Max. likelihood Ratio	13,791	3	,003
Linear-linear Assoc.	8,795	1	,003
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.4 ... on- Travel fair	Yes	20,6%	41,2%	23,5%	14,7%	100,0%
	No	13,1%	36,5%	47,3%	3,1%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,621 ^a	3	,000
Max. likelihood Ratio	13,520	3	,004
Linear-linear Assoc.	,377	1	,539
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.5 ... on Personal recommendation (e.g.: friends and relatives)	Yes	12,7%	32,1%	51,6%	3,6%	100,0%
	No	15,7%	54,7%	26,8%	2,8%	100,0%
	Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	64,282 ^a	3	,000
Max. likelihood Ratio	65,315	3	,000
Linear-linear Assoc.	34,328	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.6 ... on- Social network	Yes	20,2%	35,6%	39,9%	4,3%	100,0%
	No	11,3%	36,8%	48,7%	3,2%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,475 ^a	3	,000
Max. likelihood Ratio	19,121	3	,000
Linear-linear Assoc.	10,540	1	,001
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.7 ... on- Magazines, newspapers, TV	Yes	25,9%	33,3%	38,8%	2,0%	100,0%
	No	10,7%	37,2%	48,4%	3,7%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,641 ^a	3	,000
Max. likelihood Ratio	37,979	3	,000
Linear-linear Assoc.	29,347	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.8 ... on- Ethiopian web sites	Yes	22,1%	40,4%	34,6%	2,9%	100,0%
or tourism offices	No	12,4%	36,2%	48,0%	3,5%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,106 ^a	3	,003
Max. likelihood Ratio	13,228	3	,004
Linear-linear Assoc.	12,459	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
12. Is this trip part of a prepaid, inclusive package	Yes	15,4%	48,8%	32,1%	3,7%	100,0%
tour?	No	13,0%	35,0%	48,5%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	16,425 ^a	3	,001
Max. likelihood Ratio	16,689	3	,001
Linear-linear Assoc.	8,282	1	,004
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
10. Is "international transport" included in your package tour?	Yes			100,0%		100,0%
	No	13,3%	36,6%	46,7%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,141 ^a	3	,767
Max. likelihood Ratio	1,523	3	,677
Linear-linear Assoc.	,621	1	,431
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.2 Is Accommodation included in your package	Yes	12,4%	66,0%	17,5%	4,1%	100,0%
	No	13,4%	34,5%	48,8%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,762 ^a	3	,000
Max. likelihood Ratio	44,909	3	,000
Linear-linear Assoc.	13,014	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.3 Is Food and Beverage included in your package	Yes	12,1%	68,1%	16,5%	3,3%	100,0%
	No	13,4%	34,5%	48,7%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	45,550 ^a	3	,000
Max. likelihood Ratio	46,458	3	,000
Linear-linear Assoc.	14,440	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.4 Is Local transport included in your package	Yes	16,9%	54,2%	26,1%	2,8%	100,0%
	No	12,9%	34,7%	48,9%	3,5%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	29,487 ^a	3	,000
Max. likelihood Ratio	30,304	3	,000
Linear-linear Assoc.	17,717	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.9 Is "Recreation, Culture and Sporting activities" included in your package?	Yes		9,1%	77,3%	13,6%	100,0%
	No	13,5%	37,0%	46,3%	3,3%	100,0%
	Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,889 ^a	3	,000
Max. likelihood Ratio	20,136	3	,000
Linear-linear Assoc.	16,057	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.8 Is "Guided tours in the country" included in your package tour?	Yes	7,1%	7,1%	71,4%	14,3%	100,0%
	No	13,4%	36,8%	46,5%	3,3%	100,0%
	Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	10,496 ^a	3	,015
Max. likelihood Ratio	9,809	3	,020
Linear-linear Assoc.	6,803	1	,009
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19.7 Is "Tour leader/Courier/Escort" included in your package?	Yes			66,7%	33,3%	100,0%
	No	13,3%	36,6%	46,7%	3,3%	100,0%
	Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,647 ^a	3	,022
Max. likelihood Ratio	6,001	3	,112
Linear-linear Assoc.	4,529	1	,033
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
16. Gender	Male	11,5%	35,4%	49,8%	3,4%	100,0%
	Female	17,7%	38,4%	40,1%	3,7%	100,0%
Total		13,2%	36,3%	47,1%	3,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,260 ^a	3	,002
Max. likelihood Ratio	14,943	3	,002
Linear-linear Assoc.	11,783	1	,001
Valid Cases	1445		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.1 Are you travelling with - Spouse/Partner	Yes	13,3%	32,1%	49,8%	4,8%	100,0%
	No	13,3%	37,5%	46,1%	3,1%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,964 ^a	3	,265
Max. likelihood Ratio	3,852	3	,278
Linear-linear Assoc.	1,840	1	,175
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.2 Are you travelling with - Family/Relatives	Yes	15,0%	33,6%	45,3%	6,1%	100,0%
	No	13,0%	37,1%	47,0%	3,0%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,417 ^a	3	,093
Max. likelihood Ratio	5,603	3	,133
Linear-linear Assoc.	,226	1	,634
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.3 Are you travelling with -	Yes		37,8%	59,5%	2,7%	100,0%
Business associate(s)	No	13,6%	36,5%	46,4%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,439 ^a	3	,092
Max. likelihood Ratio	11,260	3	,010
Linear-linear Assoc.	4,000	1	,045
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.4 Are you travelling with -	Yes	8,7%	31,7%	56,9%	2,8%	100,0%
Friend(s)	No	14,1%	37,4%	45,0%	3,5%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,715 ^a	3	,008
Max. likelihood Ratio	11,968	3	,007
Linear-linear Assoc.	8,024	1	,005
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.5 Are you travelling with -	Yes	12,5%	25,0%	58,3%	4,2%	100,0%
Tour group	No	13,3%	37,0%	46,3%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,353 ^a	3	,340
Max. likelihood Ratio	3,467	3	,325
Linear-linear Assoc.	1,672	1	,196
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.6 Are you travelling with -	Yes	15,0%	40,3%	41,7%	2,9%	100,0%
Traveling alone	No	11,4%	32,3%	52,4%	3,9%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	19,994 ^a	3	,000
Max. likelihood Ratio	20,043	3	,000
Linear-linear Assoc.	16,765	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
15. Age	till 24 years old	9,4%	34,4%	56,3%		100,0%
	25-29 years old	15,1%	41,9%	41,3%	1,7%	100,0%
	30-34 years old	14,9%	44,1%	38,9%	2,1%	100,0%
	35-39 years old	7,9%	36,3%	51,5%	4,4%	100,0%
	40-44 years old	14,3%	31,5%	51,6%	2,6%	100,0%
	45-49 years old	11,9%	34,5%	49,2%	4,5%	100,0%
	over 50 years old	22,4%	24,8%	44,0%	8,8%	100,0%
Total		13,2%	36,3%	47,0%	3,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	57,881 ^a	18	,000
Max. likelihood Ratio	57,852	18	,000
Linear-linear Assoc.	3,282	1	,070
Valid Cases	1448		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
22. Do you intend to visit	Yes	12,7%	31,8%	51,9%	3,5%	100,0%
Ethiopia in the future	No	16,1%	59,8%	21,3%	2,8%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	88,035 ^a	3	,000
Max. likelihood Ratio	90,915	3	,000
Linear-linear Assoc.	45,086	1	,000
Valid Cases	1466		

	economic status				Total
	20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
23. Would you recommend to visit Ethiopia?					
Yes	13,2%	31,6%	51,5%	3,6%	100,0%
No	14,1%	67,8%	16,1%	2,0%	100,0%
Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	109,313 ^a	3	,000
Max. likelihood Ratio	112,575	3	,000
Linear-linear Assoc.	46,870	1	,000
Valid Cases	1466		

	economic status				Total
	20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
24. Do you intend to share or you already shared your opinion about this visit to					
Yes	15,8%	31,1%	49,0%	4,1%	100,0%
No	10,9%	42,0%	44,4%	2,7%	100,0%
Total	13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	22,206 ^a	3	,000
Max. likelihood Ratio	22,303	3	,000
Linear-linear Assoc.	,402	1	,526
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
REGION OF RESIDENCE	Addis Ababa	8,4%	33,5%	50,7%	7,4%	100,0%
	Amhara	25,8%	41,5%	30,0%	2,6%	100,0%
	Afar	3,3%	33,3%	63,3%		100,0%
	Benishangul-Gumuz	13,9%	47,2%	38,9%		100,0%
	Dire Dawa	4,7%	48,8%	46,5%		100,0%
	Gambela	6,5%	9,7%	83,9%		100,0%
	Harar		44,8%	51,7%	3,4%	100,0%
	Oromiya	11,2%	35,7%	49,9%	3,2%	100,0%
	Somali	7,4%	44,4%	48,1%		100,0%
	SNNPR	7,0%	27,2%	60,8%	5,1%	100,0%
	Tigray	4,9%	35,4%	56,9%	2,8%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	160,906 ^a	30	,000
Max. likelihood Ratio	166,858	30	,000
Linear-linear Assoc.	38,538	1	,000
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	8,5%	30,9%	52,5%	8,1%	100,0%
	6.2 Visiting frien./rel.	11,9%	35,0%	49,6%	3,5%	100,0%
	6.3 Education and training	9,5%	66,9%	23,1%	,6%	100,0%
	6.4 Health and medical care	27,5%	34,8%	37,7%		100,0%
	6.5 Religion/pilgrimages	40,0%	20,0%	36,7%	3,3%	100,0%
	6.6 Shopping	1,2%	33,3%	61,7%	3,7%	100,0%
	6.7 Transit	11,1%	33,3%	55,6%		100,0%
	6.8 MICE	22,2%	30,7%	45,3%	1,8%	100,0%
	6.9 Other business rel.purp.	7,6%	32,6%	55,9%	3,8%	100,0%
	Not stated	13,8%	55,2%	27,6%	3,4%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	182,493 ^a	27	,000
Max. likelihood Ratio	176,577	27	,000
Linear-linear Assoc.	2,167	1	,141
Valid Cases	1466		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	5,7%	34,0%	58,5%	1,9%	100,0%
	8.2 History	12,8%	17,9%	61,5%	7,7%	100,0%
	8.3 Heritage and culture	7,8%	33,6%	47,7%	10,9%	100,0%
	8.4 Religion			83,3%	16,7%	100,0%
Total		8,0%	30,1%	53,5%	8,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,189 ^a	9	,154
Max. likelihood Ratio	16,533	9	,057
Linear-linear Assoc.	,785	1	,375
Valid Cases	226		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
18. What is your current occupation?	18.1 Employee	14,7%	41,5%	41,4%	2,4%	100,0%
	18.2 Self employed	7,2%	31,6%	56,8%	4,4%	100,0%
	18.3 Student/in educational	9,0%	41,8%	47,8%	1,5%	100,0%
	18.4 Homemaker	32,4%	32,4%	29,7%	5,4%	100,0%
	18.5 Retired	42,4%	21,2%	27,3%	9,1%	100,0%
	18.6 Other	31,6%	36,8%	28,9%	2,6%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	114,652 ^a	15	,000
Max. likelihood Ratio	102,644	15	,000
Linear-linear Assoc.	10,080	1	,001
Valid Cases	1463		

		economic status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19. Educational level	19.1 Primary education	24,2%	21,2%	48,5%	6,1%	100,0%
	19.2 Lower Second. educ.	13,1%	22,4%	59,8%	4,7%	100,0%
	19.3 Upper Second. educ.	12,7%	38,5%	46,2%	2,7%	100,0%
	19.4 Bachelor's (equiv. level)	12,9%	39,7%	45,3%	2,1%	100,0%
	19.5 Post grad. (Master, Doctoral)	14,6%	33,2%	45,1%	7,1%	100,0%
Total		13,3%	36,6%	46,7%	3,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,718 ^a	12	,001
Max. likelihood Ratio	31,107	12	,002
Linear-linear Assoc.	,305	1	,581
Valid Cases	1461		

DESTINATION REGION

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
4.2 Do you live in?	City/Town	42,7%	45,6%	11,7%	100,0%
	Rural area	55,4%	20,9%	23,6%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	38,906 ^a	2	,000
Max. likelihood Ratio	39,886	2	,000
Linear-linear Assoc.	11,778	1	,001
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.1 Planning this trip, did you find information on the destination on-	Yes		98,4%	1,6%	100,0%
	No	45,4%	41,4%	13,2%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	77,687 ^a	2	,000
Max. likelihood Ratio	96,684	2	,000
Linear-linear Assoc.	1,946	1	,163
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.2 ... on- Travel Agency or Tour Operator	Yes		99,1%	,9%	100,0%
	No	46,9%	39,6%	13,6%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	152,495 ^a	2	,000
Max. likelihood Ratio	189,410	2	,000
Linear-linear Assoc.	4,673	1	,031
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.3 ... on- Travel guides	Yes		100,0%		100,0%
	No	47,1%	39,2%	13,7%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	170,802 ^a	2	,000
Max. likelihood Ratio	215,517	2	,000
Linear-linear Assoc.	6,438	1	,011
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.4 ... on- Travel fair	Yes	8,1%	89,2%	2,7%	100,0%
	No	44,6%	42,5%	13,0%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,192 ^a	2	,000
Max. likelihood Ratio	34,928	2	,000
Linear-linear Assoc.	1,104	1	,293
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	41,2%	43,3%	15,5%	100,0%
	No	54,8%	44,2%	,9%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	56,261 ^a	2	,000
Max. likelihood Ratio	81,077	2	,000
Linear-linear Assoc.	54,932	1	,000
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.6 ... on- Social network	Yes	17,4%	77,1%	5,5%	100,0%
	No	50,8%	34,5%	14,7%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	212,097 ^a	2	,000
Max. likelihood Ratio	216,604	2	,000
Linear-linear Assoc.	6,712	1	,010
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.7 ... on- Magazines, newspapers, TV	Yes	5,2%	83,0%	11,8%	100,0%
	No	51,5%	35,6%	12,9%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	241,929 ^a	2	,000
Max. likelihood Ratio	280,692	2	,000
Linear-linear Assoc.	3,040	1	,081
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
9.8 ... on- Ethiopian web sites or tourism offices	Yes		99,3%	,7%	100,0%
	No	47,6%	38,7%	13,8%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	188,688 ^a	2	,000
Max. likelihood Ratio	234,079	2	,000
Linear-linear Assoc.	6,009	1	,014
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	42,2%	42,6%	15,2%	100,0%
	No	44,0%	43,6%	12,4%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,259 ^a	2	,533
Max. likelihood Ratio	1,206	2	,547
Linear-linear Assoc.	1,257	1	,262
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.1 Is "international transport" included in your package tour?	Yes			100,0%	100,0%
	No	43,8%	43,5%	12,7%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,846 ^a	2	,033
Max. likelihood Ratio	4,123	2	,127
Linear-linear Assoc.	6,696	1	,010
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.2 Is Accommodation included in your package tour?	Yes	67,3%	31,0%	1,8%	100,0%
	No	42,2%	44,3%	13,5%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	30,955 ^a	2	,000
Max. likelihood Ratio	35,622	2	,000
Linear-linear Assoc.	17,607	1	,000
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.3 IS "Food and beverage included in your package tour?"	Yes	69,7%	28,4%	1,8%	100,0%
	No	42,1%	44,5%	13,5%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	34,757 ^a	2	,000
Max. likelihood Ratio	38,833	2	,000
Linear-linear Assoc.	17,467	1	,000
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.4 IS "Local transport included in your package tour?"	Yes	41,2%	48,0%	10,7%	100,0%
	No	44,1%	42,9%	13,0%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,871 ^a	2	,392
Max. likelihood Ratio	1,881	2	,390
Linear-linear Assoc.	,468	1	,494
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.5 IS "Recreation, Culture and Sporting activities" included in your package tour?	Yes	29,2%	33,3%	37,5%	100,0%
	No	44,0%	43,6%	12,4%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,451 ^a	2	,001
Max. likelihood Ratio	9,670	2	,008
Linear-linear Assoc.	13,351	1	,000
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.6 IS "Guided tours in the country" included in your package tour?	Yes		73,3%	26,7%	100,0%
	No	44,2%	43,2%	12,6%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,034 ^a	2	,002
Max. likelihood Ratio	17,520	2	,000
Linear-linear Assoc.	4,209	1	,040
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
10.7 IS "Your leader/Courier/Escort" included in your package tour?	Yes		100,0%		100,0%
	No	43,9%	43,4%	12,8%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,911 ^a	2	,141
Max. likelihood Ratio	5,008	2	,082
Linear-linear Assoc.	,147	1	,701
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
16. Gender	Male	46,3%	40,8%	12,9%	100,0%
	Female	37,6%	49,4%	13,0%	100,0%
Total		43,8%	43,3%	12,9%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,871 ^a	2	,003
Max. likelihood Ratio	11,906	2	,003
Linear-linear Assoc.	,336	1	,562
Valid Cases	1704		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.1 Are you travelling with - Yes	18,5%	74,1%	7,3%	100,0%
Spouse/Partner No	48,8%	37,4%	13,8%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	131,962 ^a	2	,000
Max. likelihood Ratio	134,180	2	,000
Linear-linear Assoc.	1,830	1	,176
Valid Cases	1733		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.2 Are you travelling with - Yes	48,8%	42,9%	8,3%	100,0%
Family/Relatives No	43,0%	43,5%	13,5%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,845 ^a	2	,054
Max. likelihood Ratio	6,306	2	,043
Linear-linear Assoc.	5,426	1	,020
Valid Cases	1733		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.3 Are you travelling with - Yes	74,4%	10,3%	15,4%	100,0%
Business associate(s) No	43,1%	44,2%	12,7%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	18,843 ^a	2	,000
Max. likelihood Ratio	21,828	2	,000
Linear-linear Assoc.	,018	1	,892
Valid Cases	1733		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.4 Are you travelling with - Yes	58,8%	28,8%	12,4%	100,0%
Friend(s) No	41,5%	45,7%	12,8%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	27,231 ^a	2	,000
Max. likelihood Ratio	27,646	2	,000
Linear-linear Assoc.	,826	1	,363
Valid Cases	1733		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.5 Are you travelling with - Yes	48,0%	38,0%	14,0%	100,0%
Tour group No	43,7%	43,6%	12,7%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,623 ^a	2	,733
Max. likelihood Ratio	,630	2	,730
Linear-linear Assoc.	,025	1	,875
Valid Cases	1733		

	_OBJECT_REGION			Total
	Federal Ethiopia	Ahmara	Tigray	
17.6 Are you travelling with - Yes	42,3%	43,3%	14,4%	100,0%
Traveling alone No	45,6%	43,7%	10,7%	100,0%
Total	43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,743 ^a	2	,057
Max. likelihood Ratio	5,806	2	,055
Linear-linear Assoc.	5,656	1	,017
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
15. Age	till 24 years old	78,7%	15,7%	5,6%	100,0%
	25-29 years old	45,8%	37,9%	16,4%	100,0%
	30-34 years old	40,4%	47,7%	11,9%	100,0%
	35-39 years old	48,1%	34,2%	17,6%	100,0%
	40-44 years old	40,4%	47,8%	11,8%	100,0%
	45-49 years old	43,6%	46,4%	10,0%	100,0%
	over 50 years old	23,4%	68,1%	8,5%	100,0%
Total		43,9%	43,2%	12,9%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	106,599 ^a	12	,000
Max. likelihood Ratio	107,781	12	,000
Linear-linear Assoc.	,060	1	,807
Valid Cases	1707		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
22. Do you intend to visit Ethiopia in the future	Yes	39,3%	45,1%	15,5%	100,0%
	No	62,7%	36,4%	,9%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	82,899 ^a	2	,000
Max. likelihood Ratio	105,583	2	,000
Linear-linear Assoc.	62,536	1	,000
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
23. Would you recommend to visit Ethiopia?	Yes	40,2%	45,3%	14,6%	100,0%
	No	66,8%	31,9%	1,3%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	69,273 ^a	2	,000
Max. likelihood Ratio	81,838	2	,000
Linear-linear Assoc.	42,225	1	,000
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	32,8%	53,6%	13,6%	100,0%
	No	54,8%	33,3%	11,9%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	89,682 ^a	2	,000
Max. likelihood Ratio	90,573	2	,000
Linear-linear Assoc.	5,821	1	,016
Valid Cases	1733		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
REGION OF RESIDENCE	Addis Ababa	,8%	75,1%	24,1%	100,0%
	Amhara	37,2%	53,7%	9,1%	100,0%
	Afar	54,3%	17,1%	28,6%	100,0%
	Benishangul-Gumuz	65,1%	30,2%	4,7%	100,0%
	Dire Dawa	67,3%	28,6%	4,1%	100,0%
	Gambela	81,8%	18,2%		100,0%
	Harar	55,9%	44,1%		100,0%
	Oromiya	60,8%	34,2%	5,0%	100,0%
	Somali	66,7%	33,3%		100,0%
	SNNPR	70,4%	25,5%	4,1%	100,0%
Total	Tigray	28,0%	28,6%	43,5%	100,0%
		43,8%	43,5%	12,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	532,225 ^a	20	,000
Max. likelihood Ratio	581,990	20	,000
Linear-linear Assoc.	1,299	1	,254
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	7,8%	89,7%	2,5%	100,0%
	6.2 Visiting frien./rel.	58,3%	24,6%	17,0%	100,0%
	6.3 Education and training	69,2%	25,1%	5,6%	100,0%
	6.4 Health and medical care	59,2%	34,2%	6,6%	100,0%
	6.5 Religion/pilgrimages	23,1%	57,7%	19,2%	100,0%
	6.6 Shopping	59,4%	2,1%	38,5%	100,0%
	6.7 Transit	100,0%			100,0%
	6.8 MICE	35,1%	50,0%	14,9%	100,0%
	6.9 Other business rel.purp.	52,5%	37,4%	10,1%	100,0%
	Not stated	34,7%	32,7%	32,7%	100,0%
Total		43,8%	43,5%	12,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	499,168 ^a	18	,000
Max. likelihood Ratio	536,371	18	,000
Linear-linear Assoc.	20,501	1	,000
Valid Cases	1733		

		OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	3,5%	96,5%		100,0%
	8.2 History	7,7%	84,6%	7,7%	100,0%
	8.3 Heritage and culture	5,1%	92,0%	2,9%	100,0%
	8.4 Religion	75,0%	12,5%	12,5%	100,0%
Total		7,1%	90,0%	3,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	68,352 ^a	6	,000
Max. likelihood Ratio	37,618	6	,000
Linear-linear Assoc.	1,043	1	,307
Valid Cases	269		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
18. What is your current occupation?	18.1 Employee	46,3%	39,4%	14,3%	100,0%
	18.2 Self employed	43,2%	44,1%	12,7%	100,0%
	18.3 Student/in educational	70,9%	18,6%	10,5%	100,0%
	18.4 Homemaker	25,0%	70,0%	5,0%	100,0%
	18.5 Retired	14,3%	65,7%	20,0%	100,0%
	18.6 Other	15,1%	83,9%	1,1%	100,0%
Total		43,4%	43,9%	12,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	118,835 ^a	10	,000
Max. likelihood Ratio	127,265	10	,000
Linear-linear Assoc.	4,471	1	,034
Valid Cases	1715		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
19. Educational level	19.1 Primary education	49,0%	20,4%	30,6%	100,0%
	19.2 Lower Second. educ.	51,2%	27,1%	21,7%	100,0%
	19.3 Upper Second. educ.	53,2%	36,6%	10,3%	100,0%
	19.4 Bachelor's (equiv. level)	44,9%	41,6%	13,5%	100,0%
	19.5 Post grad. (Master, Doctoral)	15,1%	79,2%	5,8%	100,0%
Total		43,7%	43,9%	12,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	191,536 ^a	8	,000
Max. likelihood Ratio	193,291	8	,000
Linear-linear Assoc.	8,252	1	,004
Valid Cases	1709		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Tigray	
20. Please, would you give an evaluation to your economic status	20.1 Bad	8,2%	91,3%	,5%	100,0%
	20.2 Fair	44,8%	51,7%	3,5%	100,0%
	20.3 Good	53,3%	27,2%	19,6%	100,0%
	20.4 Excellent	48,0%	46,0%	6,0%	100,0%
Total		44,0%	45,3%	10,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	311,901 ^a	6	,000
Max. likelihood Ratio	341,492	6	,000
Linear-linear Assoc.	39,839	1	,000
Valid Cases	1466		

RESIDENCE IN CITIES OR RURAL AREA

		4.2 Do you live in?		Total
		City/Town	Rural area	
9.1 Planning this trip, did you find information on the destination on-	Yes	95,1%	4,9%	100,0%
	No	91,3%	8,7%	100,0%
	Total	91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,062 ^a	1	,303		
Continuity Corr.	,636	1	,425		
Max. likelihood Ratio	1,231	1	,267		
Fisher-exact T.				,480	,219
Linear-linear Assoc.	1,061	1	,303		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
9.2 ... on- Travel Agency or Tour Operator	Yes	97,3%	2,7%	100,0%
	No	91,0%	9,0%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,360 ^a	1	,021		
Continuity Corr.	4,585	1	,032		
Max. likelihood Ratio	7,054	1	,008		
Fisher-exact T.				,015	,009
Linear-linear Assoc.	5,357	1	,021		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
9.3 ... on- Travel guides	Yes	98,4%	1,6%	100,0%
	No	90,9%	9,1%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,001 ^a	1	,005		
Continuity Corr.	7,079	1	,008		
Max. likelihood Ratio	11,409	1	,001		
Fisher-exact T.				,002	,001
Linear-linear Assoc.	7,997	1	,005		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
9.4 ... on- Travel fair	Yes	97,3%	2,7%	100,0%
	No	91,3%	8,7%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,649 ^a	1	,199		
Continuity Corr.	,974	1	,324		
Max. likelihood Ratio	2,189	1	,139		
Fisher-exact T.				,364	,161
Linear-linear Assoc.	1,648	1	,199		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	90,3%	9,7%	100,0%
	No	96,4%	3,6%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	12,549 ^a	1	,000		
Continuity Corr.	11,786	1	,001		
Max. likelihood Ratio	15,025	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	12,542	1	,000		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
9.6 ... on- Social network	Yes	97,8%	2,2%	100,0%
	No	89,8%	10,2%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	23,602 ^a	1	,000		
Continuity Corr.	22,587	1	,000		
Max. likelihood Ratio	30,562	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	23,589	1	,000		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
9.7 ... on- Magazines, newspapers, TV	Yes	96,9%	3,1%	100,0%
	No	90,4%	9,6%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	12,967 ^a	1	,000		
Continuity Corr.	12,149	1	,000		
Max. likelihood Ratio	16,078	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	12,960	1	,000		
Valid Cases	1733				

	4.2 Do you live in?		Total
	City/Town	Rural area	
9.8 ... on- Ethiopian web sites Yes	99,3%	,7%	100,0%
or tourism offices No	90,8%	9,2%	100,0%
Total	91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,618 ^a	1	,001	,000	,000
Continuity Corr.	10,557	1	,001		
Max. likelihood Ratio	18,267	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	11,611	1	,001		
Valid Cases	1733				

	4.2 Do you live in?		Total
	City/Town	Rural area	
12. Is this trip part of a prepaid, inclusive package tour?	97,1%	2,9%	100,0%
Yes	90,7%	9,3%	100,0%
No	91,5%	8,5%	100,0%
Total			

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	9,280 ^a	1	,002	,001	,001
Continuity Corr.	8,485	1	,004		
Max. likelihood Ratio	11,802	1	,001		
Fisher-exact T.					
Linear-linear Assoc.	9,274	1	,002		
Valid Cases	1733				

	4.2 Do you live in?		Total
	City/Town	Rural area	
10. Is "international transport" included in your package tour?	100,0%		100,0%
Yes	91,5%	8,5%	100,0%
No	91,5%	8,5%	100,0%
Total			

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,093 ^a	1	,760	1,000	,915
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,179	1	,673		
Fisher-exact T.					
Linear-linear Assoc.	,093	1	,760		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
10.2.13 Accommodation included in your package	Yes	98,2%	1,8%	100,0%
	No	91,0%	9,0%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,094 ^a	1	,008	,005	,002
Continuity Corr.	6,197	1	,013		
Max. likelihood Ratio	10,013	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	7,090	1	,008		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
10.3.13 Food and beverage included in your package	Yes	98,2%	1,8%	100,0%
	No	91,0%	9,0%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,695 ^a	1	,010	,007	,003
Continuity Corr.	5,811	1	,016		
Max. likelihood Ratio	9,404	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	6,691	1	,010		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
10.4.13 Local transport included in your package	Yes	98,9%	1,1%	100,0%
	No	90,6%	9,4%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	13,859 ^a	1	,000		
Continuity Corr.	12,822	1	,000		
Max. likelihood Ratio	20,552	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	13,851	1	,000		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
10.615 "Recreation, Culture and Sporting activities" included in your package	Yes	83,3%	16,7%	100,0%
	No	91,6%	8,4%	100,0%
	Total	91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,058 ^a	1	,151		
Continuity Corr.	1,138	1	,286		
Max. likelihood Ratio	1,656	1	,198		
Fisher-exact T.				,142	,142
Linear-linear Assoc.	2,057	1	,152		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
10.615 "Guided tours in the country" included in your package tour?	Yes	100,0%		100,0%
	No	91,4%	8,6%	100,0%
	Total	91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,413 ^a	1	,235		
Continuity Corr.	,525	1	,469		
Max. likelihood Ratio	2,690	1	,101		
Fisher-exact T.				,632	,261
Linear-linear Assoc.	1,412	1	,235		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
10.715 "Tour leader/Courier/Escort" included in your package	Yes	100,0%		100,0%
	No	91,4%	8,6%	100,0%
	Total	91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,281 ^a	1	,596		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,536	1	,464		
Fisher-exact T.				1,000	,765
Linear-linear Assoc.	,280	1	,596		
Valid Cases	1733				

		4.2 Do you live in?		
		City/Town	Rural area	Total
16. Gender	Male	91,0%	9,0%	100,0%
	Female	92,6%	7,4%	100,0%
Total		91,4%	8,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,102 ^a	1	,294		
Continuity Corr.	,910	1	,340		
Max. likelihood Ratio	1,131	1	,288		
Fisher-exact T.				,337	,170
Linear-linear Assoc.	1,101	1	,294		
Valid Cases	1704				

		4.2 Do you live in?		
		City/Town	Rural area	Total
17.1 Are you travelling with -	Yes	93,4%	6,6%	100,0%
Spouse/Partner	No	91,1%	8,9%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,578 ^a	1	,209		
Continuity Corr.	1,300	1	,254		
Max. likelihood Ratio	1,674	1	,196		
Fisher-exact T.				,247	,125
Linear-linear Assoc.	1,577	1	,209		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
17.2 Are you travelling with -	Yes	87,9%	12,1%	100,0%
Family/Relatives	No	92,0%	8,0%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,478 ^a	1	,034	,045	,027
Continuity Corr.	3,967	1	,046		
Max. likelihood Ratio	4,088	1	,043		
Fisher-exact T.					
Linear-linear Assoc.	4,475	1	,034		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
17.3 Are you travelling with -	Yes	84,6%	15,4%	100,0%
Business associate(s)	No	91,6%	8,4%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,393 ^a	1	,122	,139	,109
Continuity Corr.	1,580	1	,209		
Max. likelihood Ratio	1,984	1	,159		
Fisher-exact T.					
Linear-linear Assoc.	2,392	1	,122		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
17.4 Are you travelling with -	Yes	92,3%	7,7%	100,0%
Friend(s)	No	91,3%	8,7%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,229 ^a	1	,632	,706	,371
Continuity Corr.	,124	1	,725		
Max. likelihood Ratio	,235	1	,628		
Fisher-exact T.					
Linear-linear Assoc.	,229	1	,633		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
17.5 Are you travelling with -	Yes	98,0%	2,0%	100,0%
Tour group	No	91,3%	8,7%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,819 ^a	1	,093	,120	,063
Continuity Corr.	2,023	1	,155		
Max. likelihood Ratio	3,946	1	,047		
Fisher-exact T.					
Linear-linear Assoc.	2,818	1	,093		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
17.6 Are you travelling with -	Yes	92,2%	7,8%	100,0%
Traveling alone	No	90,6%	9,4%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,353 ^a	1	,245	,262	,141
Continuity Corr.	1,159	1	,282		
Max. likelihood Ratio	1,347	1	,246		
Fisher-exact T.					
Linear-linear Assoc.	1,352	1	,245		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
15. Age	till 24 years old	91,0%	9,0%	100,0%
	25-29 years old	85,0%	15,0%	100,0%
	30-34 years old	90,5%	9,5%	100,0%
	35-39 years old	90,3%	9,7%	100,0%
	40-44 years old	95,0%	5,0%	100,0%
	45-49 years old	94,8%	5,2%	100,0%
	over 50 years old	93,6%	6,4%	100,0%
Total		91,4%	8,6%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,386 ^a	6	,002
Max. likelihood Ratio	20,868	6	,002
Linear-linear Assoc.	12,785	1	,000
Valid Cases	1707		

		4.2 Do you live in?		Total
		City/Town	Rural area	
22. Do you intend to visit Ethiopia in the future	Yes	90,5%	9,5%	100,0%
	No	95,5%	4,5%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,328 ^a	1	,004	,003	,002
Continuity Corr.	7,708	1	,005		
Max. likelihood Ratio	9,549	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	8,323	1	,004		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
23. Would you recommend to visit Ethiopia?	Yes	90,8%	9,2%	100,0%
	No	95,7%	4,3%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,390 ^a	1	,011	,011	,005
Continuity Corr.	5,771	1	,016		
Max. likelihood Ratio	7,518	1	,006		
Fisher-exact T.					
Linear-linear Assoc.	6,387	1	,011		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	94,5%	5,5%	100,0%
	No	88,4%	11,6%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	20,174 ^a	1	,000		
Continuity Corr.	19,409	1	,000		
Max. likelihood Ratio	20,570	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	20,162	1	,000		
Valid Cases	1733				

		4.2 Do you live in?		Total
		City/Town	Rural area	
REGION OF RESIDENCE	Addis Ababa	100,0%		100,0%
	Amhara	88,4%	11,6%	100,0%
	Afar	82,9%	17,1%	100,0%
	Benishangul-Gumuz	97,7%	2,3%	100,0%
	Dire Dawa	100,0%		100,0%
	Gambela	100,0%		100,0%
	Harar	97,1%	2,9%	100,0%
	Oromiya	89,1%	10,9%	100,0%
	Somali	92,6%	7,4%	100,0%
	SNNPR	94,4%	5,6%	100,0%
	Tigray	84,5%	15,5%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	59,390 ^a	10	,000
Max. likelihood Ratio	86,147	10	,000
Linear-linear Assoc.	5,481	1	,019
Valid Cases	1733		

		4.2 Do you live in?		Total
		City/Town	Rural area	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	100,0%		100,0%
	6.2 Visiting frien./rel.	92,4%	7,6%	100,0%
	6.3 Education and training	87,7%	12,3%	100,0%
	6.4 Health and medical care	68,4%	31,6%	100,0%
	6.5 Religion/pilgrimages	100,0%		100,0%
	6.6 Shopping	65,6%	34,4%	100,0%
	6.7 Transit	91,7%	8,3%	100,0%
	6.8 MICE	94,5%	5,5%	100,0%
	6.9 Other business rel.purp.	95,1%	4,9%	100,0%
	Not stated	81,6%	18,4%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	184,725 ^a	9	,000
Max. likelihood Ratio	161,845	9	,000
Linear-linear Assoc.	6,386	1	,012
Valid Cases	1733		

		4.2 Do you live in?		Total
		City/Town	Rural area	
18. What is your current occupation?	18.1 Employee	91,4%	8,6%	100,0%
	18.2 Self employed	93,2%	6,8%	100,0%
	18.3 Student/in educational	86,0%	14,0%	100,0%
	18.4 Homemaker	82,5%	17,5%	100,0%
	18.5 Retired	82,9%	17,1%	100,0%
	18.6 Other	90,3%	9,7%	100,0%
Total		91,4%	8,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,542 ^a	5	,019
Max. likelihood Ratio	11,746	5	,038
Linear-linear Assoc.	2,756	1	,097
Valid Cases	1715		

		4.2 Do you live in?		Total
		City/Town	Rural area	
19. Educational level	19.1 Primary education	71,4%	28,6%	100,0%
	19.2 Lower Second. educ.	82,2%	17,8%	100,0%
	19.3 Upper Second. educ.	93,3%	6,7%	100,0%
	19.4 Bachelor's (equiv. level)	90,8%	9,2%	100,0%
	19.5 Post grad. (Master, Doctoral)	97,7%	2,3%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	55,150 ^a	4	,000
Max. likelihood Ratio	48,395	4	,000
Linear-linear Assoc.	30,131	1	,000
Valid Cases	1709		

		4.2 Do you live in?		Total
		City/Town	Rural area	
20. Please, would you give an evaluation to your economic status	20.1 Bad	88,2%	11,8%	100,0%
	20.2 Fair	92,5%	7,5%	100,0%
	20.3 Good	91,4%	8,6%	100,0%
	20.4 Excellent	94,0%	6,0%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,864 ^a	3	,277
Max. likelihood Ratio	3,678	3	,298
Linear-linear Assoc.	1,049	1	,306
Valid Cases	1466		

		4.2 Do you live in?		Total
		City/Town	Rural area	
_OBJECT_REGION	Federal Ethiopia	89,2%	10,8%	100,0%
	Ahmara	95,9%	4,1%	100,0%
	Tigray	84,2%	15,8%	100,0%
Total		91,5%	8,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	38,906 ^a	2	,000
Max. likelihood Ratio	39,886	2	,000
Linear-linear Assoc.	11,778	1	,001
Valid Cases	1733		

GENDER

		16. Gender		Total
		Male	Female	
9.1 Planning this trip, did you find information on the destination on-	Yes	76,3%	23,7%	100,0%
	No	71,4%	28,6%	100,0%
	Total	71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,657 ^a	1	,418	,466	,257
Continuity Corr.	,440	1	,507		
Max. likelihood Ratio	,680	1	,410		
Fisher-exact T.					
Linear-linear Assoc.	,656	1	,418		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.2 ... on- Travel Agency or	Yes	67,6%	32,4%	100,0%
Tour Operator	No	71,9%	28,1%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,948 ^a	1	,330	,329	,193
Continuity Corr.	,748	1	,387		
Max. likelihood Ratio	,925	1	,336		
Fisher-exact T.					
Linear-linear Assoc.	,947	1	,330		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.3 ... on- Travel guides	Yes	66,9%	33,1%	100,0%
	No	71,9%	28,1%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,346 ^a	1	,246	,246	,146
Continuity Corr.	1,112	1	,292		
Max. likelihood Ratio	1,309	1	,253		
Fisher-exact T.					
Linear-linear Assoc.	1,346	1	,246		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.4 ... on- Travel fair	Yes	77,8%	22,2%	100,0%
	No	71,5%	28,5%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,691 ^a	1	,406		
Continuity Corr.	,415	1	,519		
Max. likelihood Ratio	,725	1	,394		
Fisher-exact T.				,461	,265
Linear-linear Assoc.	,691	1	,406		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	72,2%	27,8%	100,0%
	No	69,1%	30,9%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,244 ^a	1	,265		
Continuity Corr.	1,095	1	,295		
Max. likelihood Ratio	1,228	1	,268		
Fisher-exact T.				,272	,148
Linear-linear Assoc.	1,243	1	,265		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.6 ... on- Social network	Yes	70,7%	29,3%	100,0%
	No	71,8%	28,2%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,191 ^a	1	,662		
Continuity Corr.	,138	1	,711		
Max. likelihood Ratio	,190	1	,663		
Fisher-exact T.				,692	,354
Linear-linear Assoc.	,191	1	,662		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.7 ... on- Magazines, newspapers, TV	Yes	70,7%	29,3%	100,0%
	No	71,8%	28,2%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,143 ^a	1	,706		
Continuity Corr.	,093	1	,760		
Max. likelihood Ratio	,142	1	,706		
Fisher-exact T.				,718	,378
Linear-linear Assoc.	,143	1	,706		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
9.8 ... on- Ethiopian web sites	Yes	72,4%	27,6%	100,0%
or tourism offices	No	71,5%	28,5%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,045 ^a	1	,832		
Continuity Corr.	,013	1	,911		
Max. likelihood Ratio	,045	1	,832		
Fisher-exact T.				,921	,460
Linear-linear Assoc.	,045	1	,832		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
12. Is this trip part of a	Yes	66,3%	33,7%	100,0%
prepaid, inclusive package	No	72,3%	27,7%	100,0%
tour?				
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,071 ^a	1	,080		
Continuity Corr.	2,785	1	,095		
Max. likelihood Ratio	2,982	1	,084		
Fisher-exact T.				,094	,049
Linear-linear Assoc.	3,069	1	,080		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.1 Is "international transport" included in your package tour?	Yes		100,0%	100,0%
	No	71,6%	28,4%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,522 ^a	1	,112	,284	,284
Continuity Corr.	,229	1	,632		
Max. likelihood Ratio	2,519	1	,112		
Fisher-exact T.					
Linear-linear Assoc.	2,521	1	,112		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.2 Is "Accommodation" included in your package tour?	Yes	63,3%	36,7%	100,0%
	No	72,2%	27,8%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,939 ^a	1	,047	,061	,032
Continuity Corr.	3,515	1	,061		
Max. likelihood Ratio	3,758	1	,053		
Fisher-exact T.					
Linear-linear Assoc.	3,936	1	,047		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.3 Is "Food and beverage" included in your package tour?	Yes	64,2%	35,8%	100,0%
	No	72,1%	27,9%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,081 ^a	1	,079	,095	,052
Continuity Corr.	2,703	1	,100		
Max. likelihood Ratio	2,952	1	,086		
Fisher-exact T.					
Linear-linear Assoc.	3,079	1	,079		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.4.13 "Local transport included in your package tour?"	Yes	66,1%	33,9%	100,0%
	No	72,2%	27,8%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,887 ^a	1	,089	,092	,055
Continuity Corr.	2,594	1	,107		
Max. likelihood Ratio	2,799	1	,094		
Fisher-exact T.					
Linear-linear Assoc.	2,885	1	,089		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.6.16 "Recreation, culture and Sporting activities" included in your package tour?	Yes	62,5%	37,5%	100,0%
	No	71,7%	28,3%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,990 ^a	1	,320	,362	,218
Continuity Corr.	,589	1	,443		
Max. likelihood Ratio	,938	1	,333		
Fisher-exact T.					
Linear-linear Assoc.	,990	1	,320		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
10.6.15 "Guided tours in the country" included in your package tour?	Yes	66,7%	33,3%	100,0%
	No	71,6%	28,4%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,181 ^a	1	,671		
Continuity Corr.	,019	1	,890		
Max. likelihood Ratio	,175	1	,676		
Fisher-exact T.				,774	,429
Linear-linear Assoc.	,181	1	,671		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
16.7 Is your leader/Courier/Escort"	Yes		100,0%	100,0%
included in your package	No	71,7%	28,3%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,575 ^a	1	,006		
Continuity Corr.	4,459	1	,035		
Max. likelihood Ratio	7,565	1	,006		
Fisher-exact T.				,023	,023
Linear-linear Assoc.	7,571	1	,006		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.1 Are you travelling with -	Yes	66,7%	33,3%	100,0%
Spouse/Partner	No	72,6%	27,4%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,038 ^a	1	,044		
Continuity Corr.	3,753	1	,053		
Max. likelihood Ratio	3,937	1	,047		
Fisher-exact T.				,051	,027
Linear-linear Assoc.	4,036	1	,045		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.2 Are you travelling with -	Yes	59,0%	41,0%	100,0%
Family/Relatives	No	73,7%	26,3%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	21,704 ^a	1	,000		
Continuity Corr.	20,989	1	,000		
Max. likelihood Ratio	20,464	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	21,691	1	,000		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.3 Are you travelling with -	Yes	89,7%	10,3%	100,0%
Business associate(s)	No	71,2%	28,8%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,464 ^a	1	,011		
Continuity Corr.	5,583	1	,018		
Max. likelihood Ratio	7,813	1	,005		
Fisher-exact T.				,011	,006
Linear-linear Assoc.	6,460	1	,011		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.4 Are you travelling with -	Yes	75,1%	24,9%	100,0%
Friend(s)	No	71,0%	29,0%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,636 ^a	1	,201		
Continuity Corr.	1,442	1	,230		
Max. likelihood Ratio	1,673	1	,196		
Fisher-exact T.				,212	,114
Linear-linear Assoc.	1,635	1	,201		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.5 Are you travelling with -	Yes	83,3%	16,7%	100,0%
Tour group	No	71,3%	28,7%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,346 ^a	1	,067	,074	,043
Continuity Corr.	2,778	1	,096		
Max. likelihood Ratio	3,709	1	,054		
Fisher-exact T.					
Linear-linear Assoc.	3,344	1	,067		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
17.6 Are you travelling with -	Yes	73,5%	26,5%	100,0%
Traveling alone	No	69,3%	30,7%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,659 ^a	1	,056	,059	,032
Continuity Corr.	3,455	1	,063		
Max. likelihood Ratio	3,651	1	,056		
Fisher-exact T.					
Linear-linear Assoc.	3,657	1	,056		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
15. Age	till 24 years old	53,9%	46,1%	100,0%
	25-29 years old	57,0%	43,0%	100,0%
	30-34 years old	66,9%	33,1%	100,0%
	35-39 years old	71,2%	28,8%	100,0%
	40-44 years old	78,9%	21,1%	100,0%
	45-49 years old	83,8%	16,2%	100,0%
	over 50 years old	82,1%	17,9%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	71,120 ^a	6	,000
Max. likelihood Ratio	71,166	6	,000
Linear-linear Assoc.	66,625	1	,000
Valid Cases	1704		

		16. Gender		Total
		Male	Female	
22. Do you intend to visit Ethiopia in the future	Yes	71,7%	28,3%	100,0%
	No	71,3%	28,8%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,023 ^a	1	,879	,891	,464
Continuity Corr.	,007	1	,933		
Max. likelihood Ratio	,023	1	,879		
Fisher-exact T.					
Linear-linear Assoc.	,023	1	,879		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
23. Would you recommend to visit Ethiopia?	Yes	72,0%	28,0%	100,0%
	No	69,2%	30,8%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,762 ^a	1	,383	,385	,213
Continuity Corr.	,631	1	,427		
Max. likelihood Ratio	,752	1	,386		
Fisher-exact T.					
Linear-linear Assoc.	,762	1	,383		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	71,3%	28,7%	100,0%
	No	71,9%	28,1%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,085 ^a	1	,770		
Continuity Corr.	,057	1	,812		
Max. likelihood Ratio	,085	1	,770		
Fisher-exact T.				,788	,406
Linear-linear Assoc.	,085	1	,771		
Valid Cases	1704				

		16. Gender		Total
		Male	Female	
REGION OF RESIDENCE	Addis Ababa	68,1%	31,9%	100,0%
	Amhara	64,5%	35,5%	100,0%
	Afar	85,3%	14,7%	100,0%
	Benishangul-Gumuz	76,2%	23,8%	100,0%
	Dire Dawa	63,8%	36,2%	100,0%
	Gambela	93,8%	6,3%	100,0%
	Harar	75,8%	24,2%	100,0%
	Oromiya	75,6%	24,4%	100,0%
	Somali	77,8%	22,2%	100,0%
	SNNPR	76,6%	23,4%	100,0%
	Tigray	74,5%	25,5%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,186 ^a	10	,000
Max. likelihood Ratio	35,645	10	,000
Linear-linear Assoc.	15,261	1	,000
Valid Cases	1704		

		16. Gender		Total
		Male	Female	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	68,0%	32,0%	100,0%
	6.2 Visiting frien./rel.	64,0%	36,0%	100,0%
	6.3 Education and training	69,1%	30,9%	100,0%
	6.4 Health and medical care	67,6%	32,4%	100,0%
	6.5 Religion/pilgrimages	58,8%	41,2%	100,0%
	6.6 Shopping	88,5%	11,5%	100,0%
	6.7 Transit	83,3%	16,7%	100,0%
	6.8 MICE	71,2%	28,8%	100,0%
	6.9 Other business rel.purp.	81,1%	18,9%	100,0%
	Not stated	65,9%	34,1%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,745 ^a	9	,000
Max. likelihood Ratio	46,900	9	,000
Linear-linear Assoc.	,002	1	,962
Valid Cases	1704		

		16. Gender		Total
		Male	Female	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	67,5%	32,5%	100,0%
	8.2 History	79,5%	20,5%	100,0%
	8.3 Heritage and culture	64,0%	36,0%	100,0%
	8.4 Religion	87,5%	12,5%	100,0%
Total		68,0%	32,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,792 ^a	3	,188
Max. likelihood Ratio	5,217	3	,157
Linear-linear Assoc.	,075	1	,784
Valid Cases	266		

		16. Gender		Total
		Male	Female	
18. What is your current occupation?	18.1 Employee	71,0%	29,0%	100,0%
	18.2 Self employed	78,5%	21,5%	100,0%
	18.3 Student/in educational	62,4%	37,6%	100,0%
	18.4 Homemaker	2,5%	97,5%	100,0%
	18.5 Retired	79,4%	20,6%	100,0%
	18.6 Other	61,3%	38,7%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	119,439 ^a	5	,000
Max. likelihood Ratio	115,453	5	,000
Linear-linear Assoc.	14,099	1	,000
Valid Cases	1688		

		16. Gender		Total
		Male	Female	
19. Educational level	19.1 Primary education	68,8%	31,3%	100,0%
	19.2 Lower Second. educ.	66,9%	33,1%	100,0%
	19.3 Upper Second. educ.	70,9%	29,1%	100,0%
	19.4 Bachelor's (equiv. level)	70,2%	29,8%	100,0%
	19.5 Post grad. (Master, Doctoral)	80,0%	20,0%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,095 ^a	4	,026
Max. likelihood Ratio	11,683	4	,020
Linear-linear Assoc.	5,639	1	,018
Valid Cases	1681		

		16. Gender		Total
		Male	Female	
20. Please, would you give an evaluation to your economic status	20.1 Bad	62,3%	37,7%	100,0%
	20.2 Fair	70,2%	29,8%	100,0%
	20.3 Good	76,0%	24,0%	100,0%
	20.4 Excellent	70,0%	30,0%	100,0%
Total		71,9%	28,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,260 ^a	3	,002
Max. likelihood Ratio	14,943	3	,002
Linear-linear Assoc.	11,783	1	,001
Valid Cases	1445		

		16. Gender		Total
		Male	Female	
_OBJECT_REGION	Federal Ethiopia	75,6%	24,4%	100,0%
	Ahmara	67,6%	32,4%	100,0%
	Tigray	71,4%	28,6%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,871 ^a	2	,003
Max. likelihood Ratio	11,906	2	,003
Linear-linear Assoc.	,336	1	,562
Valid Cases	1704		

		16. Gender		Total
		Male	Female	
4.2 Do you live in?	City/Town	71,2%	28,8%	100,0%
	Rural area	75,3%	24,7%	100,0%
Total		71,6%	28,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,102 ^a	1	,294	,337	,170
Continuity Corr.	,910	1	,340		
Max. likelihood Ratio	1,131	1	,288		
Fisher-exact T.					
Linear-linear Assoc.	1,101	1	,294		
Valid Cases	1704				

AGE

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.1 Planning this trip, did you find information on the destination on-	Yes		11,9%	16,9%	18,6%	25,4%	10,2%	16,9%	100,0%
	No	5,4%	12,6%	19,2%	23,8%	18,6%	12,4%	7,9%	100,0%
	Total	5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,219 ^a	6	,082
Max. likelihood Ratio	12,963	6	,044
Linear-linear Assoc.	5,324	1	,021
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.2 ... on- Travel Agency or Tour Operator	Yes		8,1%	20,7%	24,3%	19,8%	8,1%	18,9%	100,0%
	No	5,6%	12,8%	19,0%	23,6%	18,8%	12,7%	7,5%	100,0%
	Total	5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	26,348 ^a	6	,000
Max. likelihood Ratio	28,507	6	,000
Linear-linear Assoc.	10,310	1	,001
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.3 ... on- Travel guides	Yes	2,5%	10,2%	25,4%	16,1%	20,3%	11,0%	14,4%	100,0%
	No	5,4%	12,7%	18,7%	24,2%	18,8%	12,5%	7,8%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,056 ^a	6	,029
Max. likelihood Ratio	13,622	6	,034
Linear-linear Assoc.	2,759	1	,097
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.4 ... on- Travel fair	Yes		16,2%	27,0%	13,5%	13,5%	16,2%	13,5%	100,0%
	No	5,3%	12,5%	19,0%	23,8%	19,0%	12,3%	8,1%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,528 ^a	6	,275
Max. likelihood Ratio	9,401	6	,152
Linear-linear Assoc.	,503	1	,478
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	5,9%	12,2%	18,2%	24,2%	18,8%	12,4%	8,2%	100,0%
	No	2,2%	14,0%	23,3%	21,1%	18,9%	12,1%	8,4%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,304 ^a	6	,056
Max. likelihood Ratio	13,707	6	,033
Linear-linear Assoc.	,065	1	,798
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.6 ... on- Social network	Yes	2,0%	8,7%	21,2%	20,9%	23,2%	15,6%	8,4%	100,0%
	No	6,1%	13,6%	18,6%	24,3%	17,7%	11,5%	8,2%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	25,469 ^a	6	,000
Max. likelihood Ratio	27,743	6	,000
Linear-linear Assoc.	12,503	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.7 ... on- Magazines, newspapers, TV	Yes	2,5%	10,6%	21,6%	19,8%	21,9%	12,0%	11,7%	100,0%
	No	5,8%	12,9%	18,7%	24,4%	18,3%	12,4%	7,6%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,466 ^a	6	,017
Max. likelihood Ratio	16,050	6	,013
Linear-linear Assoc.	6,500	1	,011
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	,7%	9,7%	23,1%	15,7%	20,9%	15,7%	14,2%	100,0%
	No	5,6%	12,8%	18,8%	24,3%	18,7%	12,1%	7,8%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	19,356 ^a	6	,004
Max. likelihood Ratio	21,681	6	,001
Linear-linear Assoc.	9,698	1	,002
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	1,0%	8,5%	16,4%	26,4%	17,9%	12,9%	16,9%	100,0%
	No	5,8%	13,1%	19,5%	23,2%	19,0%	12,3%	7,1%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,261 ^a	6	,000
Max. likelihood Ratio	32,902	6	,000
Linear-linear Assoc.	21,799	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.1 Is "international transport" included in your package tour?	Yes		100,0%						100,0%
	No	5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,981 ^a	6	,323
Max. likelihood Ratio	4,157	6	,655
Linear-linear Assoc.	1,684	1	,194
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.2 Is Accommodation included in your package tour?	Yes	,9%	8,1%	18,9%	29,7%	21,6%	11,7%	9,0%	100,0%
	No	5,5%	12,8%	19,2%	23,2%	18,7%	12,4%	8,2%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,580 ^a	6	,199
Max. likelihood Ratio	10,772	6	,096
Linear-linear Assoc.	3,045	1	,081
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.3 IS "Food and beverage included in your package tour?"	Yes	,9%	9,3%	17,8%	31,8%	21,5%	11,2%	7,5%	100,0%
	No	5,5%	12,8%	19,3%	23,1%	18,7%	12,4%	8,3%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,904 ^a	6	,179
Max. likelihood Ratio	10,640	6	,100
Linear-linear Assoc.	1,530	1	,216
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.4 IS "Local transport included in your package tour?"	Yes		6,9%	16,6%	26,9%	20,0%	10,9%	18,9%	100,0%
	No	5,8%	13,2%	19,5%	23,2%	18,7%	12,5%	7,0%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,735 ^a	6	,000
Max. likelihood Ratio	47,457	6	,000
Linear-linear Assoc.	26,730	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.5 IS "Recreation, Culture and Sporting activities" included in your package	Yes	4,2%	12,5%	16,7%	29,2%	8,3%	25,0%	4,2%	100,0%
	No	5,2%	12,5%	19,2%	23,5%	19,0%	12,2%	8,3%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,519 ^a	6	,479
Max. likelihood Ratio	5,273	6	,509
Linear-linear Assoc.	,063	1	,802
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.6 Is "Guided tours in the country" included in your package tour?	Yes			6,7%	6,7%	26,7%	13,3%	46,7%	100,0%
	No	5,3%	12,6%	19,3%	23,8%	18,8%	12,4%	7,9%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,282 ^a	6	,000
Max. likelihood Ratio	22,970	6	,001
Linear-linear Assoc.	18,598	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
10.7 Is "Your leader/Courier/Escort" included in your package tour?	Yes			33,3%	66,7%				100,0%
	No	5,2%	12,6%	19,1%	23,5%	18,9%	12,4%	8,3%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,395 ^a	6	,623
Max. likelihood Ratio	5,268	6	,510
Linear-linear Assoc.	,204	1	,652
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.1 Are you travelling with - Spouse/Partner	Yes	3,9%	6,7%	17,0%	25,9%	18,4%	16,7%	11,3%	100,0%
	No	5,5%	13,7%	19,6%	23,2%	18,9%	11,5%	7,6%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,722 ^a	6	,002
Max. likelihood Ratio	21,592	6	,001
Linear-linear Assoc.	16,133	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.2 Are you travelling with -	Yes	10,5%	9,6%	14,2%	27,2%	15,5%	10,0%	13,0%	100,0%
Family/Relatives	No	4,4%	13,0%	20,0%	23,0%	19,4%	12,7%	7,5%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	31,955 ^a	6	,000
Max. likelihood Ratio	28,806	6	,000
Linear-linear Assoc.	,014	1	,907
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.3 Are you travelling with -	Yes	2,6%	7,7%	30,8%	28,2%	20,5%	7,7%	2,6%	100,0%
Business associate(s)	No	5,3%	12,6%	18,9%	23,5%	18,8%	12,5%	8,4%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,780 ^a	6	,342
Max. likelihood Ratio	7,247	6	,299
Linear-linear Assoc.	,543	1	,461
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.4 Are you travelling with -	Yes	8,6%	11,6%	19,3%	26,2%	14,6%	12,4%	7,3%	100,0%
Friend(s)	No	4,7%	12,7%	19,1%	23,2%	19,5%	12,3%	8,4%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,745 ^a	6	,136
Max. likelihood Ratio	9,118	6	,167
Linear-linear Assoc.	2,465	1	,116
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.5 Are you travelling with - Yes		6,1%	4,1%	6,1%	14,3%	24,5%	12,2%	32,7%	100,0%
Tour group No		5,2%	12,8%	19,5%	23,9%	18,7%	12,4%	7,5%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	46,475 ^a	6	,000
Max. likelihood Ratio	34,098	6	,000
Linear-linear Assoc.	21,858	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
17.6 Are you travelling with - Yes		3,6%	15,3%	20,5%	21,7%	20,4%	12,3%	6,2%	100,0%
Traveling alone No		7,2%	9,1%	17,5%	26,0%	17,0%	12,4%	10,8%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,215 ^a	6	,000
Max. likelihood Ratio	42,483	6	,000
Linear-linear Assoc.	3,866	1	,049
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
22. Do you intend to visit Yes		5,4%	13,0%	18,2%	22,5%	19,1%	12,8%	9,0%	100,0%
Ethiopia in the future No		4,3%	10,6%	23,3%	28,6%	17,7%	10,6%	5,0%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	16,023 ^a	6	,014
Max. likelihood Ratio	16,455	6	,012
Linear-linear Assoc.	2,295	1	,130
Valid Cases	1707		

	15. Age							Total
	till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
23. Would you recommend to visit Ethiopia?								
Yes	5,6%	12,1%	18,6%	23,6%	18,9%	12,2%	8,9%	100,0%
No	2,6%	15,3%	22,7%	23,6%	18,8%	13,1%	3,9%	100,0%
Total	5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,867 ^a	6	,045
Max. likelihood Ratio	14,592	6	,024
Linear-linear Assoc.	1,694	1	,193
Valid Cases	1707		

	15. Age							Total
	till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
24. Do you intend to share or you already shared your opinion about this visit to								
Yes	6,2%	12,1%	17,6%	24,8%	18,1%	11,5%	9,7%	100,0%
No	4,2%	13,0%	20,8%	22,4%	19,6%	13,2%	6,8%	100,0%
Total	5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,816 ^a	6	,046
Max. likelihood Ratio	12,863	6	,045
Linear-linear Assoc.	,141	1	,708
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
REGION OF RESIDENCE	Addis Ababa	2,4%	8,0%	19,1%	21,1%	23,1%	14,3%	12,0%	100,0%
	Amhara	5,6%	15,1%	22,9%	22,3%	16,1%	11,4%	6,6%	100,0%
	Afar	5,9%	5,9%	14,7%	38,2%	17,6%	11,8%	5,9%	100,0%
	Benishangul-Gumuz		11,9%	16,7%	28,6%	28,6%	9,5%	4,8%	100,0%
	Dire Dawa		8,5%	6,4%	17,0%	31,9%	19,1%	17,0%	100,0%
	Gambela		9,4%	18,8%	28,1%	21,9%	15,6%	6,3%	100,0%
	Harar	15,2%	18,2%	9,1%	27,3%	12,1%	12,1%	6,1%	100,0%
	Oromiya	8,3%	12,8%	18,3%	22,6%	17,1%	12,1%	8,8%	100,0%
	Somali	11,1%	22,2%	7,4%	14,8%	22,2%	14,8%	7,4%	100,0%
	SNNPR	3,1%	9,4%	15,1%	29,7%	20,8%	14,6%	7,3%	100,0%
	Tigray	4,2%	15,6%	24,0%	24,0%	16,8%	8,4%	7,2%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	99,164 ^a	60	,001
Max. likelihood Ratio	102,973	60	,000
Linear-linear Assoc.	1,233	1	,267
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	2,9%	6,1%	18,3%	18,0%	21,9%	15,1%	17,6%	100,0%
	6.2 Visiting frien./rel.	15,9%	15,9%	15,9%	21,6%	14,0%	12,1%	4,5%	100,0%
	6.3 Education and training	7,4%	16,9%	24,3%	25,4%	18,5%	6,3%	1,1%	100,0%
	6.4 Health and medical care	2,7%	10,8%	10,8%	27,0%	14,9%	14,9%	18,9%	100,0%
	6.5 Religion/pilgrimages	7,7%	1,9%	5,8%	23,1%	17,3%	9,6%	34,6%	100,0%
	6.6 Shopping	2,1%	14,6%	26,0%	30,2%	15,6%	9,4%	2,1%	100,0%
	6.7 Transit	25,0%	16,7%	8,3%	25,0%	8,3%	8,3%	8,3%	100,0%
	6.8 MICE	1,3%	13,1%	21,1%	28,0%	21,1%	10,7%	4,8%	100,0%
	6.9 Other business rel.purp.	2,5%	12,7%	19,6%	21,4%	20,8%	15,8%	7,1%	100,0%
	Not stated	2,2%	17,8%	20,0%	22,2%	15,6%	17,8%	4,4%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	271,147 ^a	54	,000
Max. likelihood Ratio	242,234	54	,000
Linear-linear Assoc.	,053	1	,817
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	1,2%	9,6%	19,3%	10,8%	25,3%	10,8%	22,9%	100,0%
	8.2 History	5,1%	5,1%	12,8%	20,5%	23,1%	15,4%	17,9%	100,0%
	8.3 Heritage and culture	2,9%	3,7%	19,1%	21,3%	20,6%	16,2%	16,2%	100,0%
	8.4 Religion	12,5%	12,5%	12,5%	25,0%	12,5%	12,5%	12,5%	100,0%
Total		3,0%	6,0%	18,0%	18,0%	22,2%	14,3%	18,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,343 ^a	18	,638
Max. likelihood Ratio	14,706	18	,682
Linear-linear Assoc.	,468	1	,494
Valid Cases	266		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
18. What is your current occupation?	18.1 Employee	2,1%	15,4%	21,1%	27,0%	19,2%	11,5%	3,7%	100,0%
	18.2 Self employed	2,8%	9,8%	19,9%	24,0%	20,6%	14,9%	7,9%	100,0%
	18.3 Student/in educational	56,5%	23,5%	8,2%	3,5%	5,9%		2,4%	100,0%
	18.4 Homemaker			15,0%	22,5%	30,0%	15,0%	17,5%	100,0%
	18.5 Retired				2,9%	5,7%		91,4%	100,0%
	18.6 Other	6,5%	10,8%	16,1%	22,6%	14,0%	11,8%	18,3%	100,0%
Total		5,3%	12,6%	19,1%	23,8%	18,8%	12,2%	8,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	881,079 ^a	30	,000
Max. likelihood Ratio	459,988	30	,000
Linear-linear Assoc.	18,843	1	,000
Valid Cases	1691		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
19. Educational level	19.1 Primary education	4,1%	6,1%	16,3%	22,4%	20,4%	20,4%	10,2%	100,0%
	19.2 Lower Second. educ.	5,5%	9,4%	12,6%	25,2%	18,9%	13,4%	15,0%	100,0%
	19.3 Upper Second. educ.	7,3%	10,4%	20,5%	20,5%	20,2%	13,1%	8,0%	100,0%
	19.4 Bachelor's (equiv. level)	5,4%	18,0%	19,8%	25,3%	15,0%	10,7%	5,8%	100,0%
	19.5 Post grad. (Master, Doctoral)	,8%	5,6%	17,9%	25,1%	26,7%	12,0%	12,0%	100,0%
Total		5,3%	12,6%	19,1%	23,6%	18,9%	12,2%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	87,205 ^a	24	,000
Max. likelihood Ratio	91,877	24	,000
Linear-linear Assoc.	,254	1	,614
Valid Cases	1684		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
20. Please, would you give an evaluation to your economic status	20.1 Bad	3,1%	14,1%	22,5%	14,1%	20,4%	11,0%	14,7%	100,0%
	20.2 Fair	4,2%	14,3%	24,1%	23,6%	16,3%	11,6%	5,9%	100,0%
	20.3 Good	5,3%	10,9%	16,4%	25,8%	20,7%	12,8%	8,1%	100,0%
	20.4 Excellent		6,0%	12,0%	30,0%	14,0%	16,0%	22,0%	100,0%
Total		4,4%	12,4%	19,9%	23,6%	18,9%	12,2%	8,6%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	57,881 ^a	18	,000
Max. likelihood Ratio	57,852	18	,000
Linear-linear Assoc.	3,282	1	,070
Valid Cases	1448		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
_OBJECT_REGION	Federal Ethiopia	9,3%	13,1%	17,6%	25,9%	17,4%	12,3%	4,4%	100,0%
	Ahmara	1,9%	11,0%	21,2%	18,7%	20,9%	13,3%	13,0%	100,0%
	Tigray	2,3%	15,8%	17,6%	32,1%	17,2%	9,5%	5,4%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	106,599 ^a	12	,000
Max. likelihood Ratio	107,781	12	,000
Linear-linear Assoc.	,060	1	,807
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
4.2 Do you live in?	City/Town	5,2%	11,7%	19,0%	23,3%	19,6%	12,8%	8,5%	100,0%
	Rural area	5,5%	21,9%	21,2%	26,7%	11,0%	7,5%	6,2%	100,0%
Total		5,2%	12,5%	19,2%	23,6%	18,9%	12,4%	8,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,386 ^a	6	,002
Max. likelihood Ratio	20,868	6	,002
Linear-linear Assoc.	12,785	1	,000
Valid Cases	1707		

		15. Age							Total
		till 24 years old	25-29 years old	30-34 years old	35-39 years old	40-44 years old	45-49 years old	over 50 years old	
16. Gender	Male	3,9%	10,0%	17,9%	23,5%	20,8%	14,4%	9,4%	100,0%
	Female	8,5%	19,0%	22,3%	24,0%	14,0%	7,0%	5,2%	100,0%
Total		5,2%	12,6%	19,1%	23,7%	18,9%	12,3%	8,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	71,120 ^a	6	,000
Max. likelihood Ratio	71,166	6	,000
Linear-linear Assoc.	66,625	1	,000
Valid Cases	1704		

VISIT ETHIOPIA IN FUTURE

		Ethiopia in the future		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-	Yes	93,4%	6,6%	100,0%
	No	80,5%	19,5%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,393 ^a	1	,011		
Continuity Corr.	5,581	1	,018		
Max. likelihood Ratio	8,045	1	,005		
Fisher-exact T.				,008	,005
Linear-linear Assoc.	6,389	1	,011		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
9.2 ... on- Travel Agency or	Yes	86,7%	13,3%	100,0%
Tour Operator	No	80,6%	19,4%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,609 ^a	1	,106	,136	,064
Continuity Corr.	2,224	1	,136		
Max. likelihood Ratio	2,833	1	,092		
Fisher-exact T.					
Linear-linear Assoc.	2,607	1	,106		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
9.3 ... on- Travel guides	Yes	85,2%	14,8%	100,0%
	No	80,6%	19,4%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,565 ^a	1	,211	,233	,127
Continuity Corr.	1,280	1	,258		
Max. likelihood Ratio	1,660	1	,198		
Fisher-exact T.					
Linear-linear Assoc.	1,564	1	,211		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
9.4 ... on- Travel fair	Yes	86,5%	13,5%	100,0%
	No	80,8%	19,2%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,750 ^a	1	,387		
Continuity Corr.	,428	1	,513		
Max. likelihood Ratio	,814	1	,367		
Fisher-exact T.				,526	,265
Linear-linear Assoc.	,749	1	,387		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	87,3%	12,7%	100,0%
	No	53,9%	46,1%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	193,020 ^a	1	,000		
Continuity Corr.	190,861	1	,000		
Max. likelihood Ratio	164,549	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	192,909	1	,000		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
9.6 ... on- Social network	Yes	83,7%	16,3%	100,0%
	No	80,2%	19,8%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,316 ^a	1	,128		
Continuity Corr.	2,093	1	,148		
Max. likelihood Ratio	2,386	1	,122		
Fisher-exact T.				,133	,072
Linear-linear Assoc.	2,315	1	,128		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
9.7 ... on- Magazines, newspapers, TV	Yes	85,4%	14,6%	100,0%
	No	80,1%	19,9%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,454 ^a	1	,035		
Continuity Corr.	4,114	1	,043		
Max. likelihood Ratio	4,700	1	,030		
Fisher-exact T.				,040	,019
Linear-linear Assoc.	4,452	1	,035		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
9.8 ... on- Ethiopian web sites	Yes	82,5%	17,5%	100,0%
or tourism offices	No	80,8%	19,2%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,224 ^a	1	,636		
Continuity Corr.	,130	1	,719		
Max. likelihood Ratio	,228	1	,633		
Fisher-exact T.				,734	,366
Linear-linear Assoc.	,224	1	,636		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
12. Is this trip part of a prepaid, inclusive package tour?	Yes	54,9%	45,1%	100,0%
	No	84,4%	15,6%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	101,826 ^a	1	,000		
Continuity Corr.	99,920	1	,000		
Max. likelihood Ratio	84,251	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	101,767	1	,000		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.1 Is "international transport" included in your package tour?	Yes	100,0%		100,0%
	No	80,9%	19,1%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,235 ^a	1	,628	1,000	,810
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,423	1	,516		
Fisher-exact T.					
Linear-linear Assoc.	,235	1	,628		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.2 Is "Accommodation" included in your package tour?	Yes	31,0%	69,0%	100,0%
	No	84,4%	15,6%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	195,910 ^a	1	,000	,000	,000
Continuity Corr.	192,457	1	,000		
Max. likelihood Ratio	147,083	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	195,797	1	,000		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.3 Is "Food and beverage" included in your package tour?	Yes	30,3%	69,7%	100,0%
	No	84,4%	15,6%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	193,813 ^a	1	,000	,000	,000
Continuity Corr.	190,321	1	,000		
Max. likelihood Ratio	145,168	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	193,701	1	,000		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.4.13 "Local transport included in your package tour?"	Yes	50,3%	49,7%	100,0%
	No	84,4%	15,6%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	120,328 ^a	1	,000		
Continuity Corr.	118,122	1	,000		
Max. likelihood Ratio	97,059	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	120,259	1	,000		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.6.16 "Recreation, culture and Sporting activities" included in your package tour?	Yes	95,8%	4,2%	100,0%
	No	80,7%	19,3%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,493 ^a	1	,062		
Continuity Corr.	2,583	1	,108		
Max. likelihood Ratio	4,769	1	,029		
Fisher-exact T.				,067	,041
Linear-linear Assoc.	3,491	1	,062		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
10.6.15 "Guided tours in the country" included in your package tour?	Yes	100,0%		100,0%
	No	80,8%	19,2%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,559 ^a	1	,059		
Continuity Corr.	2,422	1	,120		
Max. likelihood Ratio	6,368	1	,012		
Fisher-exact T.				,090	,041
Linear-linear Assoc.	3,557	1	,059		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
10.7 Is your leader/Courier/Escort" included in your package	Yes	100,0%		100,0%
	No	80,9%	19,1%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,707 ^a	1	,400		
Continuity Corr.	,011	1	,916		
Max. likelihood Ratio	1,269	1	,260		
Fisher-exact T.				1,000	,530
Linear-linear Assoc.	,706	1	,401		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
17.1 Are you travelling with - Spouse/Partner	Yes	81,1%	18,9%	100,0%
	No	80,9%	19,1%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,006 ^a	1	,940		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,006	1	,939		
Fisher-exact T.				1,000	,507
Linear-linear Assoc.	,006	1	,940		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
17.2 Are you travelling with - Family/Relatives	Yes	82,9%	17,1%	100,0%
	No	80,6%	19,4%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,693 ^a	1	,405		
Continuity Corr.	,554	1	,457		
Max. likelihood Ratio	,710	1	,400		
Fisher-exact T.				,427	,230
Linear-linear Assoc.	,693	1	,405		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
17.3 Are you travelling with -	Yes	76,9%	23,1%	100,0%
Business associate(s)	No	81,1%	18,9%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,421 ^a	1	,516		
Continuity Corr.	,196	1	,658		
Max. likelihood Ratio	,401	1	,526		
Fisher-exact T.				,535	,317
Linear-linear Assoc.	,421	1	,516		
Valid Cases	1733				

		Ethiopia in the future		
		Yes	No	Total
17.4 Are you travelling with -	Yes	85,8%	14,2%	100,0%
Friend(s)	No	80,2%	19,8%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,157 ^a	1	,041		
Continuity Corr.	3,799	1	,051		
Max. likelihood Ratio	4,424	1	,035		
Fisher-exact T.				,048	,023
Linear-linear Assoc.	4,154	1	,042		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
17.5 Are you travelling with -	Yes	78,0%	22,0%	100,0%
Tour group	No	81,0%	19,0%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,292 ^a	1	,589	,584	,349
Continuity Corr.	,128	1	,720		
Max. likelihood Ratio	,282	1	,596		
Fisher-exact T.					
Linear-linear Assoc.	,292	1	,589		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
17.6 Are you travelling with -	Yes	79,0%	21,0%	100,0%
Traveling alone	No	83,4%	16,6%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,331 ^a	1	,021	,023	,012
Continuity Corr.	5,051	1	,025		
Max. likelihood Ratio	5,374	1	,020		
Fisher-exact T.					
Linear-linear Assoc.	5,328	1	,021		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
23. Would you recommend to visit Ethiopia?	Yes	88,8%	11,2%	100,0%
	No	31,1%	68,9%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	439,013 ^a	1	,000	,000	,000
Continuity Corr.	435,277	1	,000		
Max. likelihood Ratio	344,593	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	438,760	1	,000		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
24. Do you intend to share or you already shared your opinion about this visit to	Yes	81,7%	18,3%	100,0%
	No	80,2%	19,8%	100,0%
	Total	81,0%	19,0%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,592 ^a	1	,442	,463	,240
Continuity Corr.	,501	1	,479		
Max. likelihood Ratio	,592	1	,442		
Fisher-exact T.					
Linear-linear Assoc.	,591	1	,442		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
REGION OF RESIDENCE	Addis Ababa	87,4%	12,6%	100,0%
	Amhara	77,4%	22,6%	100,0%
	Afar	94,3%	5,7%	100,0%
	Benishangul-Gumuz	62,8%	37,2%	100,0%
	Dire Dawa	57,1%	42,9%	100,0%
	Gambela	87,9%	12,1%	100,0%
	Harar	94,1%	5,9%	100,0%
	Oromiya	79,2%	20,8%	100,0%
	Somali	88,9%	11,1%	100,0%
	SNNPR	86,7%	13,3%	100,0%
	Tigray	82,7%	17,3%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	53,310 ^a	10	,000
Max. likelihood Ratio	51,874	10	,000
Linear-linear Assoc.	,939	1	,333
Valid Cases	1733		

		Ethiopia in the future		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	84,7%	15,3%	100,0%
	6.2 Visiting frien./rel.	81,8%	18,2%	100,0%
	6.3 Education and training	53,3%	46,7%	100,0%
	6.4 Health and medical care	71,1%	28,9%	100,0%
	6.5 Religion/pilgrimages	76,9%	23,1%	100,0%
	6.6 Shopping	86,5%	13,5%	100,0%
	6.7 Transit	75,0%	25,0%	100,0%
	6.8 MICE	86,4%	13,6%	100,0%
	6.9 Other business rel.purp.	89,3%	10,7%	100,0%
Not stated		77,6%	22,4%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	129,012 ^a	9	,000
Max. likelihood Ratio	111,328	9	,000
Linear-linear Assoc.	,105	1	,746
Valid Cases	1733		

		Ethiopia in the future		Total
		Yes	No	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	80,0%	20,0%	100,0%
	8.2 History	87,2%	12,8%	100,0%
	8.3 Heritage and culture	89,1%	10,9%	100,0%
	8.4 Religion	75,0%	25,0%	100,0%
Total		85,5%	14,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,268 ^a	3	,234
Max. likelihood Ratio	4,092	3	,252
Linear-linear Assoc.	2,096	1	,148
Valid Cases	269		

		Ethiopia in the future		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	77,2%	22,8%	100,0%
	18.2 Self employed	85,2%	14,8%	100,0%
	18.3 Student/in educational	77,9%	22,1%	100,0%
	18.4 Homemaker	77,5%	22,5%	100,0%
	18.5 Retired	94,3%	5,7%	100,0%
	18.6 Other	82,8%	17,2%	100,0%

Total	81,1%	18,9%	100,0%
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Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,193 ^a	5	,001
Max. likelihood Ratio	21,438	5	,001
Linear-linear Assoc.	4,617	1	,032
Valid Cases	1715		

		Ethiopia in the future		Total
		Yes	No	
19. Educational level	19.1 Primary education	81,6%	18,4%	100,0%
	19.2 Lower Second. educ.	84,5%	15,5%	100,0%
	19.3 Upper Second. educ.	78,7%	21,3%	100,0%
	19.4 Bachelor's (equiv. level)	81,7%	18,3%	100,0%
	19.5 Post grad. (Master, Doctoral)	83,8%	16,2%	100,0%
Total		81,3%	18,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,398 ^a	4	,355
Max. likelihood Ratio	4,405	4	,354
Linear-linear Assoc.	,610	1	,435
Valid Cases	1709		

		Ethiopia in the future		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	79,5%	20,5%	100,0%
	20.2 Fair	72,2%	27,8%	100,0%
	20.3 Good	92,3%	7,7%	100,0%
	20.4 Excellent	86,0%	14,0%	100,0%
Total		83,0%	17,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	88,035 ^a	3	,000
Max. likelihood Ratio	90,915	3	,000
Linear-linear Assoc.	45,086	1	,000
Valid Cases	1466		

		Ethiopia in the future		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	72,7%	27,3%	100,0%
	Ahmara	84,1%	15,9%	100,0%
	Tigray	98,6%	1,4%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	82,899 ^a	2	,000
Max. likelihood Ratio	105,583	2	,000
Linear-linear Assoc.	62,536	1	,000
Valid Cases	1733		

		Ethiopia in the future		Total
		Yes	No	
4.2 Do you live in?	City/Town	80,1%	19,9%	100,0%
	Rural area	89,9%	10,1%	100,0%
Total		81,0%	19,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,328 ^a	1	,004	,003	,002
Continuity Corr.	7,708	1	,005		
Max. likelihood Ratio	9,549	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	8,323	1	,004		
Valid Cases	1733				

		Ethiopia in the future		Total
		Yes	No	
16. Gender	Male	81,3%	18,7%	100,0%
	Female	81,0%	19,0%	100,0%
Total		81,2%	18,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,023 ^a	1	,879	,891	,464
Continuity Corr.	,007	1	,933		
Max. likelihood Ratio	,023	1	,879		
Fisher-exact T.					
Linear-linear Assoc.	,023	1	,879		
Valid Cases	1704				

		Ethiopia in the future		Total
		Yes	No	
15. Age	till 24 years old	84,3%	15,7%	100,0%
	25-29 years old	84,1%	15,9%	100,0%
	30-34 years old	77,1%	22,9%	100,0%
	35-39 years old	77,2%	22,8%	100,0%
	40-44 years old	82,3%	17,7%	100,0%
	45-49 years old	83,9%	16,1%	100,0%
	over 50 years old	88,7%	11,3%	100,0%
Total		81,1%	18,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	16,023 ^a	6	,014
Max. likelihood Ratio	16,455	6	,012
Linear-linear Assoc.	2,295	1	,130
Valid Cases	1707		

RECCOMMEND ETHIOPIA

		to visit Ethiopia?		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-	Yes	88,5%	11,5%	100,0%
	No	86,4%	13,6%	100,0%
	Total	86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,234 ^a	1	,628	,848	,400
Continuity Corr.	,086	1	,769		
Max. likelihood Ratio	,245	1	,621		
Fisher-exact T.					
Linear-linear Assoc.	,234	1	,628		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
9.2 ... on- Travel Agency or Tour Operator	Yes	91,2%	8,8%	100,0%
	No	86,1%	13,9%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,289 ^a	1	,130		
Continuity Corr.	1,879	1	,170		
Max. likelihood Ratio	2,544	1	,111		
Fisher-exact T.				,155	,080
Linear-linear Assoc.	2,287	1	,130		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
9.3 ... on- Travel guides	Yes	89,3%	10,7%	100,0%
	No	86,2%	13,8%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,945 ^a	1	,331		
Continuity Corr.	,697	1	,404		
Max. likelihood Ratio	1,004	1	,316		
Fisher-exact T.				,410	,204
Linear-linear Assoc.	,944	1	,331		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
9.4 ... on- Travel fair	Yes	78,4%	21,6%	100,0%
	No	86,6%	13,4%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,096 ^a	1	,148		
Continuity Corr.	1,452	1	,228		
Max. likelihood Ratio	1,832	1	,176		
Fisher-exact T.				,147	,117
Linear-linear Assoc.	2,095	1	,148		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	93,7%	6,3%	100,0%
	No	55,5%	44,5%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	333,872 ^a	1	,000		
Continuity Corr.	330,614	1	,000		
Max. likelihood Ratio	264,405	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	333,679	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
9.6 ... on- Social network	Yes	92,3%	7,7%	100,0%
	No	84,9%	15,1%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	13,392 ^a	1	,000		
Continuity Corr.	12,768	1	,000		
Max. likelihood Ratio	14,978	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	13,384	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
9.7 ... on- Magazines, newspapers, TV	Yes	93,4%	6,6%	100,0%
	No	85,1%	14,9%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	14,287 ^a	1	,000		
Continuity Corr.	13,584	1	,000		
Max. likelihood Ratio	16,612	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	14,279	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
9.8 ... on- Ethiopian web sites	Yes	86,9%	13,1%	100,0%
or tourism offices	No	86,4%	13,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,023 ^a	1	,881	1,000	,503
Continuity Corr.	,000	1	,984		
Max. likelihood Ratio	,023	1	,880		
Fisher-exact T.					
Linear-linear Assoc.	,023	1	,881		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	58,8%	41,2%	100,0%
	No	90,1%	9,9%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	150,441 ^a	1	,000	,000	,000
Continuity Corr.	147,782	1	,000		
Max. likelihood Ratio	113,512	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	150,354	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
10. Is "international transport" included in your package tour?	Yes	100,0%		100,0%
	No	86,4%	13,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,157 ^a	1	,692	1,000	,864
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,292	1	,589		
Fisher-exact T.					
Linear-linear Assoc.	,157	1	,692		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
10.2.13 Accommodation included in your package	Yes	29,2%	70,8%	100,0%
	No	90,4%	9,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	337,847 ^a	1	,000		
Continuity Corr.	332,644	1	,000		
Max. likelihood Ratio	216,995	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	337,652	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
10.3.13 Food and beverage included in your package	Yes	27,5%	72,5%	100,0%
	No	90,4%	9,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	344,456 ^a	1	,000		
Continuity Corr.	339,114	1	,000		
Max. likelihood Ratio	219,927	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	344,258	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
10.4.13 Local transport included in your package	Yes	54,8%	45,2%	100,0%
	No	90,0%	10,0%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	168,338 ^a	1	,000		
Continuity Corr.	165,345	1	,000		
Max. likelihood Ratio	122,900	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	168,241	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
10.6 IS "Recreation, Culture and Sporting activities" included in your package	Yes	95,8%	4,2%	100,0%
	No	86,3%	13,7%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,832 ^a	1	,176		
Continuity Corr.	1,110	1	,292		
Max. likelihood Ratio	2,411	1	,121		
Fisher-exact T.				,237	,142
Linear-linear Assoc.	1,831	1	,176		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
10.6 IS "Guided tours in the country" included in your package	Yes	86,7%	13,3%	100,0%
	No	86,4%	13,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,001 ^a	1	,979		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,001	1	,979		
Fisher-exact T.				1,000	,667
Linear-linear Assoc.	,001	1	,979		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
10.7 IS "Tour leader/Courier/Escort" included in your package	Yes	100,0%		100,0%
	No	86,4%	13,6%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,471 ^a	1	,492		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,875	1	,350		
Fisher-exact T.				1,000	,646
Linear-linear Assoc.	,471	1	,492		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
17.1 Are you travelling with -	Yes	91,3%	8,7%	100,0%
Spouse/Partner	No	85,5%	14,5%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,786 ^a	1	,009		
Continuity Corr.	6,303	1	,012		
Max. likelihood Ratio	7,463	1	,006		
Fisher-exact T.				,008	,005
Linear-linear Assoc.	6,782	1	,009		
Valid Cases	1733				

		to visit Ethiopia?		
		Yes	No	Total
17.2 Are you travelling with -	Yes	89,2%	10,8%	100,0%
Family/Relatives	No	86,0%	14,0%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,767 ^a	1	,184		
Continuity Corr.	1,508	1	,219		
Max. likelihood Ratio	1,861	1	,172		
Fisher-exact T.				,222	,108
Linear-linear Assoc.	1,766	1	,184		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
17.3 Are you travelling with -	Yes	79,5%	20,5%	100,0%
Business associate(s)	No	86,6%	13,4%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,645 ^a	1	,200	,232	,148
Continuity Corr.	1,094	1	,295		
Max. likelihood Ratio	1,461	1	,227		
Fisher-exact T.					
Linear-linear Assoc.	1,644	1	,200		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
17.4 Are you travelling with -	Yes	87,1%	12,9%	100,0%
Friend(s)	No	86,3%	13,7%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,108 ^a	1	,743	,837	,418
Continuity Corr.	,051	1	,822		
Max. likelihood Ratio	,109	1	,741		
Fisher-exact T.					
Linear-linear Assoc.	,108	1	,743		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
17.5 Are you travelling with -	Yes	74,0%	26,0%	100,0%
Tour group	No	86,8%	13,2%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,797 ^a	1	,009	,018	,013
Continuity Corr.	5,748	1	,017		
Max. likelihood Ratio	5,624	1	,018		
Fisher-exact T.					
Linear-linear Assoc.	6,793	1	,009		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
17.6 Are you travelling with -	Yes	85,0%	15,0%	100,0%
Traveling alone	No	88,3%	11,7%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,030 ^a	1	,045	,048	,026
Continuity Corr.	3,752	1	,053		
Max. likelihood Ratio	4,069	1	,044		
Fisher-exact T.					
Linear-linear Assoc.	4,028	1	,045		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
21. Do you intend to share or	Yes	93,5%	6,5%	100,0%
you already shared your	No	79,3%	20,7%	100,0%
opinion about this visit to				
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	74,972 ^a	1	,000	,000	,000
Continuity Corr.	73,762	1	,000		
Max. likelihood Ratio	78,303	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	74,929	1	,000		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
REGION OF RESIDENCE	Addis Ababa	90,9%	9,1%	100,0%
	Amhara	84,6%	15,4%	100,0%
	Afar	94,3%	5,7%	100,0%
	Benishangul-Gumuz	69,8%	30,2%	100,0%
	Dire Dawa	59,2%	40,8%	100,0%
	Gambela	90,9%	9,1%	100,0%
	Harar	97,1%	2,9%	100,0%
	Oromiya	85,1%	14,9%	100,0%
	Somali	85,2%	14,8%	100,0%
	SNNPR	93,4%	6,6%	100,0%
	Tigray	88,1%	11,9%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	61,790 ^a	10	,000
Max. likelihood Ratio	54,482	10	,000
Linear-linear Assoc.	1,315	1	,251
Valid Cases	1733		

		to visit Ethiopia?		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	90,4%	9,6%	100,0%
	6.2 Visiting frien./rel.	86,7%	13,3%	100,0%
	6.3 Education and training	52,3%	47,7%	100,0%
	6.4 Health and medical care	84,2%	15,8%	100,0%
	6.5 Religion/pilgrimages	96,2%	3,8%	100,0%
	6.6 Shopping	87,5%	12,5%	100,0%
	6.7 Transit	100,0%		100,0%
	6.8 MICE	92,1%	7,9%	100,0%
	6.9 Other business rel.purp.	95,4%	4,6%	100,0%
Not stated		81,6%	18,4%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	237,961 ^a	9	,000
Max. likelihood Ratio	187,123	9	,000
Linear-linear Assoc.	,055	1	,814
Valid Cases	1733		

		to visit Ethiopia?		Total
		Yes	No	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	95,3%	4,7%	100,0%
	8.2 History	92,3%	7,7%	100,0%
	8.3 Heritage and culture	89,1%	10,9%	100,0%
	8.4 Religion	100,0%		100,0%
Total		91,8%	8,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,490 ^a	3	,322
Max. likelihood Ratio	4,247	3	,236
Linear-linear Assoc.	1,657	1	,198
Valid Cases	269		

		to visit Ethiopia?		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	82,1%	17,9%	100,0%
	18.2 Self employed	92,2%	7,8%	100,0%
	18.3 Student/in educational	82,6%	17,4%	100,0%
	18.4 Homemaker	85,0%	15,0%	100,0%
	18.5 Retired	88,6%	11,4%	100,0%
	18.6 Other	86,0%	14,0%	100,0%
Total		86,6%	13,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,580 ^a	5	,000
Max. likelihood Ratio	35,216	5	,000
Linear-linear Assoc.	2,668	1	,102
Valid Cases	1715		

		to visit Ethiopia?		Total
		Yes	No	
19. Educational level	19.1 Primary education	89,8%	10,2%	100,0%
	19.2 Lower Second. educ.	93,0%	7,0%	100,0%
	19.3 Upper Second. educ.	84,0%	16,0%	100,0%
	19.4 Bachelor's (equiv. level)	85,9%	14,1%	100,0%
	19.5 Post grad. (Master, Doctoral)	90,7%	9,3%	100,0%
Total		86,7%	13,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,487 ^a	4	,014
Max. likelihood Ratio	13,536	4	,009
Linear-linear Assoc.	,117	1	,732
Valid Cases	1709		

		to visit Ethiopia?		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	85,6%	14,4%	100,0%
	20.2 Fair	74,8%	25,2%	100,0%
	20.3 Good	95,3%	4,7%	100,0%
	20.4 Excellent	92,0%	8,0%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	109,313 ^a	3	,000
Max. likelihood Ratio	112,575	3	,000
Linear-linear Assoc.	46,870	1	,000
Valid Cases	1466		

		to visit Ethiopia?		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	79,3%	20,7%	100,0%
	Ahmara	90,0%	10,0%	100,0%
	Tigray	98,6%	1,4%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	69,273 ^a	2	,000
Max. likelihood Ratio	81,838	2	,000
Linear-linear Assoc.	42,225	1	,000
Valid Cases	1733		

		to visit Ethiopia?		Total
		Yes	No	
4.2 Do you live in?	City/Town	85,8%	14,2%	100,0%
	Rural area	93,2%	6,8%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,390 ^a	1	,011	,011	,005
Continuity Corr.	5,771	1	,016		
Max. likelihood Ratio	7,518	1	,006		
Fisher-exact T.					
Linear-linear Assoc.	6,387	1	,011		
Valid Cases	1733				

		to visit Ethiopia?		Total
		Yes	No	
16. Gender	Male	87,1%	12,9%	100,0%
	Female	85,5%	14,5%	100,0%
Total		86,7%	13,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,762 ^a	1	,383		
Continuity Corr.	,631	1	,427		
Max. likelihood Ratio	,752	1	,386		
Fisher-exact T.				,385	,213
Linear-linear Assoc.	,762	1	,383		
Valid Cases	1704				

		to visit Ethiopia?		
		Yes	No	Total
15. Age	till 24 years old	93,3%	6,7%	100,0%
	25-29 years old	83,6%	16,4%	100,0%
	30-34 years old	84,1%	15,9%	100,0%
	35-39 years old	86,6%	13,4%	100,0%
	40-44 years old	86,6%	13,4%	100,0%
	45-49 years old	85,8%	14,2%	100,0%
	over 50 years old	93,6%	6,4%	100,0%
Total		86,6%	13,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,867 ^a	6	,045
Max. likelihood Ratio	14,592	6	,024
Linear-linear Assoc.	1,694	1	,193
Valid Cases	1707		

		to visit Ethiopia?		
		Yes	No	Total
22. Do you intend to visit Ethiopia in the future	Yes	94,8%	5,2%	100,0%
	No	50,9%	49,1%	100,0%
Total		86,4%	13,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	439,013 ^a	1	,000		
Continuity Corr.	435,277	1	,000		
Max. likelihood Ratio	344,593	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	438,760	1	,000		
Valid Cases	1733				

SHARE ON SOCIAL MEDIA

		or you already shared your		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-Total	Yes	72,1%	27,9%	100,0%
	No	49,3%	50,7%	100,0%
		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	12,290 ^a	1	,000	,001	,000
Continuity Corr.	11,393	1	,001		
Max. likelihood Ratio	12,715	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	12,283	1	,000		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
9.2 ... on- Travel Agency or Tour Operator	Yes	62,8%	37,2%	100,0%
	No	49,2%	50,8%	100,0%
		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,855 ^a	1	,005	,006	,003
Continuity Corr.	7,319	1	,007		
Max. likelihood Ratio	7,939	1	,005		
Fisher-exact T.					
Linear-linear Assoc.	7,850	1	,005		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
9.3 ... on- Travel guides	Yes	76,2%	23,8%	100,0%
	No	48,1%	51,9%	100,0%
		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	35,878 ^a	1	,000		
Continuity Corr.	34,762	1	,000		
Max. likelihood Ratio	37,619	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	35,858	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
9.4 ... on- Travel fair	Yes	54,1%	45,9%	100,0%
	No	50,0%	50,0%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,238 ^a	1	,626		
Continuity Corr.	,104	1	,748		
Max. likelihood Ratio	,238	1	,625		
Fisher-exact T.				,740	,374
Linear-linear Assoc.	,238	1	,626		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	53,2%	46,8%	100,0%
	No	36,7%	63,3%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	29,364 ^a	1	,000		
Continuity Corr.	28,705	1	,000		
Max. likelihood Ratio	29,654	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	29,347	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
9.6 ... on- Social network	Yes	66,9%	33,1%	100,0%
	No	45,6%	54,4%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	52,184 ^a	1	,000		
Continuity Corr.	51,334	1	,000		
Max. likelihood Ratio	53,034	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	52,153	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
9.7 ... on- Magazines, newspapers, TV	Yes	63,5%	36,5%	100,0%
	No	47,4%	52,6%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	25,013 ^a	1	,000		
Continuity Corr.	24,371	1	,000		
Max. likelihood Ratio	25,280	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	24,998	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
9.8 ... on- Ethiopian web sites or tourism offices	Yes	71,5%	28,5%	100,0%
	No	48,2%	51,8%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	27,369 ^a	1	,000		
Continuity Corr.	26,445	1	,000		
Max. likelihood Ratio	28,219	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	27,353	1	,000		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	41,2%	58,8%	100,0%
	No	51,3%	48,7%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,343 ^a	1	,007		
Continuity Corr.	6,944	1	,008		
Max. likelihood Ratio	7,376	1	,007		
Fisher-exact T.					
Linear-linear Assoc.	7,338	1	,007		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
13. Is "international transport" included in your package tour?	Yes	100,0%		100,0%
	No	50,1%	49,9%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,997 ^a	1	,318		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	1,383	1	,240		
Fisher-exact T.					
Linear-linear Assoc.	,997	1	,318		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
13.2 Is "Accommodation included in your package tour?"	Yes	22,1%	77,9%	100,0%
	No	52,0%	48,0%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	37,808 ^a	1	,000		
Continuity Corr.	36,621	1	,000		
Max. likelihood Ratio	39,901	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	37,786	1	,000		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
10.3 Is "Food and Beverage included in your package tour?"	Yes	19,3%	80,7%	100,0%
	No	52,2%	47,8%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	44,196 ^a	1	,000		
Continuity Corr.	42,890	1	,000		
Max. likelihood Ratio	47,286	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	44,170	1	,000		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
10.4 Is "Local transport included in your package tour?"	Yes	39,5%	60,5%	100,0%
	No	51,3%	48,7%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,758 ^a	1	,003		
Continuity Corr.	8,294	1	,004		
Max. likelihood Ratio	8,815	1	,003		
Fisher-exact T.				,003	,002
Linear-linear Assoc.	8,753	1	,003		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
10.5 Is "Recreation, Culture and Sporting activities" included in your package tour?"	Yes	66,7%	33,3%	100,0%
	No	49,9%	50,1%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,676 ^a	1	,102		
Continuity Corr.	2,046	1	,153		
Max. likelihood Ratio	2,728	1	,099		
Fisher-exact T.				,149	,076
Linear-linear Assoc.	2,675	1	,102		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
10.6 Is "Guided tours in the country" included in your package tour?	Yes	53,3%	46,7%	100,0%
	No	50,1%	49,9%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,064 ^a	1	,801		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,064	1	,801		
Fisher-exact T.				1,000	,503
Linear-linear Assoc.	,064	1	,801		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
10.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	100,0%		100,0%
	No	50,0%	50,0%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,995 ^a	1	,084		
Continuity Corr.	1,329	1	,249		
Max. likelihood Ratio	4,154	1	,042		
Fisher-exact T.				,250	,125
Linear-linear Assoc.	2,993	1	,084		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
17.1 Are you travelling with - Spouse/Partner	Yes	61,2%	38,8%	100,0%
	No	47,9%	52,1%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	16,888 ^a	1	,000		
Continuity Corr.	16,360	1	,000		
Max. likelihood Ratio	17,011	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	16,878	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
17.2 Are you travelling with -	Yes	47,5%	52,5%	100,0%
Family/Relatives	No	50,5%	49,5%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,746 ^a	1	,388		
Continuity Corr.	,630	1	,427		
Max. likelihood Ratio	,746	1	,388		
Fisher-exact T.				,404	,214
Linear-linear Assoc.	,745	1	,388		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
17.3 Are you travelling with -	Yes	20,5%	79,5%	100,0%
Business associate(s)	No	50,8%	49,2%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	13,958 ^a	1	,000		
Continuity Corr.	12,774	1	,000		
Max. likelihood Ratio	14,880	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	13,950	1	,000		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
17.4 Are you travelling with -	Yes	47,2%	52,8%	100,0%
Friend(s)	No	50,5%	49,5%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,891 ^a	1	,345	,360	,191
Continuity Corr.	,763	1	,382		
Max. likelihood Ratio	,891	1	,345		
Fisher-exact T.					
Linear-linear Assoc.	,890	1	,345		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
17.5 Are you travelling with -	Yes	72,0%	28,0%	100,0%
Tour group	No	49,4%	50,6%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	9,889 ^a	1	,002	,002	,001
Continuity Corr.	9,007	1	,003		
Max. likelihood Ratio	10,229	1	,001		
Fisher-exact T.					
Linear-linear Assoc.	9,884	1	,002		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
17.6 Are you travelling with -	Yes	49,7%	50,3%	100,0%
Traveling alone	No	50,5%	49,5%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,103 ^a	1	,748	,772	,392
Continuity Corr.	,075	1	,785		
Max. likelihood Ratio	,103	1	,748		
Fisher-exact T.					
Linear-linear Assoc.	,103	1	,748		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
REGION OF RESIDENCE	Addis Ababa	64,8%	35,2%	100,0%
	Amhara	50,0%	50,0%	100,0%
	Afar	37,1%	62,9%	100,0%
	Benishangul-Gumuz	44,2%	55,8%	100,0%
	Dire Dawa	38,8%	61,2%	100,0%
	Gambela	51,5%	48,5%	100,0%
	Harar	55,9%	44,1%	100,0%
	Oromiya	45,2%	54,8%	100,0%
	Somali	48,1%	51,9%	100,0%
	SNNPR	49,5%	50,5%	100,0%
	Tigray	47,0%	53,0%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,521 ^a	10	,000
Max. likelihood Ratio	32,915	10	,000
Linear-linear Assoc.	9,029	1	,003
Valid Cases	1733		

		or you already shared your		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leis./recreat.	66,9%	33,1%	100,0%
	6.2 Visiting frien./rel.	50,4%	49,6%	100,0%
	6.3 Education and training	33,8%	66,2%	100,0%
	6.4 Health and medical care	43,4%	56,6%	100,0%
	6.5 Religion/pilgrimages	57,7%	42,3%	100,0%
	6.6 Shopping	13,5%	86,5%	100,0%
	6.7 Transit	50,0%	50,0%	100,0%
	6.8 MICE	57,6%	42,4%	100,0%
	6.9 Other business rel.purp.	47,2%	52,8%	100,0%
	Not stated	51,0%	49,0%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	115,890 ^a	9	,000
Max. likelihood Ratio	122,849	9	,000
Linear-linear Assoc.	,040	1	,841
Valid Cases	1733		

		or you already shared your		Total
		Yes	No	
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?	8.1 Nature and wild life	60,0%	40,0%	100,0%
	8.2 History	79,5%	20,5%	100,0%
	8.3 Heritage and culture	67,9%	32,1%	100,0%
	8.4 Religion	62,5%	37,5%	100,0%
Total		66,9%	33,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,749 ^a	3	,191
Max. likelihood Ratio	4,934	3	,177
Linear-linear Assoc.	,802	1	,370
Valid Cases	269		

		or you already shared your		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	49,7%	50,3%	100,0%
	18.2 Self employed	48,8%	51,2%	100,0%
	18.3 Student/in educational	60,5%	39,5%	100,0%
	18.4 Homemaker	50,0%	50,0%	100,0%
	18.5 Retired	57,1%	42,9%	100,0%
	18.6 Other	57,0%	43,0%	100,0%
Total		50,4%	49,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,570 ^a	5	,255
Max. likelihood Ratio	6,606	5	,252
Linear-linear Assoc.	2,954	1	,086
Valid Cases	1715		

		or you already shared your		Total
		Yes	No	
19. Educational level	19.1 Primary education	24,5%	75,5%	100,0%
	19.2 Lower Second. educ.	41,9%	58,1%	100,0%
	19.3 Upper Second. educ.	41,6%	58,4%	100,0%
	19.4 Bachelor's (equiv. level)	54,8%	45,2%	100,0%
	19.5 Post grad. (Master, Doctoral)	65,3%	34,7%	100,0%
Total		50,3%	49,7%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	62,449 ^a	4	,000
Max. likelihood Ratio	63,555	4	,000
Linear-linear Assoc.	57,717	1	,000
Valid Cases	1709		

		or you already shared your		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	59,0%	41,0%	100,0%
	20.2 Fair	42,4%	57,6%	100,0%
	20.3 Good	52,3%	47,7%	100,0%
	20.4 Excellent	60,0%	40,0%	100,0%
Total		49,8%	50,2%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	22,206 ^a	3	,000
Max. likelihood Ratio	22,303	3	,000
Linear-linear Assoc.	,402	1	,526
Valid Cases	1466		

		or you already shared your		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	37,5%	62,5%	100,0%
	Ahmara	61,8%	38,2%	100,0%
	Tigray	53,4%	46,6%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	89,682 ^a	2	,000
Max. likelihood Ratio	90,573	2	,000
Linear-linear Assoc.	5,821	1	,016
Valid Cases	1733		

		or you already shared your		Total
		Yes	No	
4.2 Do you live in?	City/Town	51,7%	48,3%	100,0%
	Rural area	32,4%	67,6%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	20,174 ^a	1	,000		
Continuity Corr.	19,409	1	,000		
Max. likelihood Ratio	20,570	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	20,162	1	,000		
Valid Cases	1733				

		or you already shared your		
		Yes	No	Total
16. Gender	Male	49,8%	50,2%	100,0%
	Female	50,6%	49,4%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,085 ^a	1	,770		
Continuity Corr.	,057	1	,812		
Max. likelihood Ratio	,085	1	,770		
Fisher-exact T.				,788	,406
Linear-linear Assoc.	,085	1	,771		
Valid Cases	1704				

		or you already shared your		
		Yes	No	Total
15. Age	till 24 years old	59,6%	40,4%	100,0%
	25-29 years old	48,1%	51,9%	100,0%
	30-34 years old	45,9%	54,1%	100,0%
	35-39 years old	52,6%	47,4%	100,0%
	40-44 years old	48,1%	51,9%	100,0%
	45-49 years old	46,4%	53,6%	100,0%
	over 50 years old	58,9%	41,1%	100,0%
Total		50,0%	50,0%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,816 ^a	6	,046
Max. likelihood Ratio	12,863	6	,045
Linear-linear Assoc.	,141	1	,708
Valid Cases	1707		

		or you already shared your		Total
		Yes	No	
22. Do you intend to visit Ethiopia in the future	Yes	50,5%	49,5%	100,0%
	No	48,2%	51,8%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,592 ^a	1	,442	,463	,240
Continuity Corr.	,501	1	,479		
Max. likelihood Ratio	,592	1	,442		
Fisher-exact T.					
Linear-linear Assoc.	,591	1	,442		
Valid Cases	1733				

		or you already shared your		Total
		Yes	No	
23. Would you recommend to visit Ethiopia?	Yes	54,2%	45,8%	100,0%
	No	23,8%	76,2%	100,0%
Total		50,1%	49,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	74,972 ^a	1	,000	,000	,000
Continuity Corr.	73,762	1	,000		
Max. likelihood Ratio	78,303	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	74,929	1	,000		
Valid Cases	1733				