

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
3. Did you spend/are going to spend more than 12 months in Ethiopia?					
Yes	7,52	6,97	1,49	1,23	37,63
No	6,42	6,39	1,22	1,31	37,66
TOTAL	7,17	6,78	1,40	1,25	37,64
<i>Statistical Sign.ce (T-test)</i>	0,06	0,14	0,00	0,46	0,95
4.2 Do you live in?					
City/Town	7,02	6,60	1,42	1,26	37,86
Rural area	8,75	8,74	1,25	1,00	35,32
<i>Statistical Sign.ce (T-test)</i>	0,07	0,00	0,04	0,24	0,00
9.1 Planning this trip, did you find information on the destination on-Ministry/Departments of tourism web sites					
Yes	9,69	9,69	1,38	1,50	40,58
No	7,08	6,68	1,40	1,24	37,53
<i>Statistical Sign.ce (T-test)</i>	0,08	0,00	0,83	0,50	0,00
9.2 ... on- Travel Agency or Tour Operator					
Yes	8,78	8,78	1,41	1,07	40,77
No	7,06	6,64	1,40	1,27	37,42
<i>Statistical Sign.ce (T-test)</i>	0,12	0,00	0,96	0,18	0,00
9.3 ... on- Travel guides					
Yes	7,83	7,83	1,42	1,33	39,07
No	7,12	6,70	1,40	1,24	37,53
<i>Statistical Sign.ce (T-test)</i>	0,50	0,12	0,85	0,68	0,06
9.4 ... on- Travel fair					
Yes	7,81	7,81	1,35	2,00	38,65
No	7,15	6,76	1,40	1,24	37,62
<i>Statistical Sign.ce (T-test)</i>	0,73	0,41	0,74	0,15	0,47
9.5 ... on- Personal recommendation (e.g.: friends and relatives)					
Yes	7,33	6,96	1,35	1,23	37,66
No	6,48	6,05	1,64	1,33	37,56
<i>Statistical Sign.ce (T-test)</i>	0,22	0,05	0,00	0,41	0,86
9.6 ... on- Social network					
Yes	8,31	8,29	1,52	1,17	39,10
No	6,86	6,38	1,37	1,29	37,25
<i>Statistical Sign.ce (T-test)</i>	0,03	0,00	0,01	0,24	0,00
9.7 ... on- Magazines, newspapers, TV					
Yes	7,70	7,67	1,40	1,30	39,11
No	7,06	6,61	1,40	1,23	37,35
<i>Statistical Sign.ce (T-test)</i>	0,38	0,03	0,95	0,57	0,00
9.8 ... on- Ethiopian web sites or tourism offices					
Yes	8,07	8,07	1,41	1,00	39,79
No	7,09	6,67	1,40	1,27	37,46
<i>Statistical Sign.ce (T-test)</i>	0,33	0,04	0,94	0,14	0,00

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
12. Is this trip part of a prepaid, inclusive package tour?					
Yes	6,74	6,69	1,36	1,18	40,73
No	7,23	6,79	1,41	1,26	37,23
<i>Statistical Sign. ce (T-test)</i>	0,56	0,86	0,47	0,55	0,00
13.1 Is “International transport” included in your package tour?					
Yes	2,00	1,00	1,00		25,00
No	7,17	6,79	1,40	1,25	37,65
<i>Statistical Sign. ce (T-test)</i>	0,65	0,45	0,67	0,43	0,00
13.2 Is “Accommodation” included in your package tour?					
Yes	5,82	5,82	1,20	1,33	38,95
No	7,26	6,85	1,42	1,25	37,55
<i>Statistical Sign. ce (T-test)</i>	0,19	0,17	0,02	0,78	0,10
13.3 Is “Food and beverage” included in your package tour?					
Yes	5,53	5,53	1,21	1,33	38,61
No	7,28	6,87	1,42	1,25	37,57
<i>Statistical Sign. ce (T-test)</i>	0,12	0,08	0,03	0,78	0,23
13.4 Is “Local transport” included in your package tour?					
Yes	6,71	6,66	1,36	1,13	41,33
No	7,22	6,80	1,41	1,27	37,22
<i>Statistical Sign. ce (T-test)</i>	0,57	0,82	0,49	0,37	0,00
13.5 Is “Recreation, Culture and Sporting activities” included in your package tour?					
Yes	7,29	7,29	1,50	1,50	37,88
No	7,17	6,78	1,40	1,24	37,64
<i>Statistical Sign. ce (T-test)</i>	0,96	0,74	0,61	0,50	0,89
13.6 Is “Guided tours in the country” included in your package tour?					
Yes	7,07	7,07	1,93	1,50	48,07
No	7,17	6,78	1,40	1,24	37,55
<i>Statistical Sign. ce (T-test)</i>	0,97	0,88	0,03	0,50	0,00
13.7 Is “Tour leader/Courier/Escort” included in your package tour?					
Yes	6,33	6,33	1,33		35,33
No	7,17	6,78	1,40	1,25	37,64
<i>Statistical Sign. ce (T-test)</i>	0,90	0,92	0,90	0,30	0,00
16. Gender					
Male	7,00	6,58	1,37	1,27	38,65
Female	7,18	7,14	1,48	1,22	35,06
<i>Statistical Sign. ce (T-test)</i>	0,76	0,17	0,03	0,61	0,00
17.1 Are you travelling with - Spouse/Partner					
Yes	6,60	6,56	1,90	1,16	39,51
No	7,28	6,83	1,30	1,30	37,27
<i>Statistical Sign. ce (T-test)</i>	0,35	0,58	0,00	0,15	0,00
17.2 Are you travelling with - Family/Relatives					
Yes	6,10	6,09	2,07	1,21	37,94
No	7,34	6,89	1,30	1,42	37,59
<i>Statistical Sign. ce (T-test)</i>	0,11	0,13	0,00	0,12	0,56

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
17.3 Are you travelling with - Business associate(s)					
Yes	3,79	3,79	1,67		36,13
No	7,25	6,85	1,40	1,25	37,67
<i>Statistical Sign.ce (T-test)</i>	0,06	0,01	0,08	0,01	0,00
17.4 Are you travelling with - Friend(s)					
Yes	10,61	8,64	1,48	1,27	36,77
No	6,63	6,49	1,39	1,25	37,78
<i>Statistical Sign.ce (T-test)</i>	0,00	0,00	0,18	0,87	0,10
17.5 Are you travelling with - Tour group					
Yes	6,36	6,32	2,86	1,67	44,12
No	7,19	6,80	1,36	1,24	37,45
<i>Statistical Sign.ce (T-test)</i>	0,61	0,66	0,00	0,16	0,00
17.6 Are you travelling with - Traveling alone					
Yes	6,88	6,72	1,06	2,00	37,23
No	7,52	6,86	1,82	1,21	38,14
<i>Statistical Sign.ce (T-test)</i>	0,24	0,69	0,00	0,00	0,03
22. Do you intend to visit Ethiopia in the future					
Yes	7,41	7,04	1,32	1,26	37,84
No	6,12	5,68	1,75	1,21	36,77
<i>Statistical Sign.ce (T-test)</i>	0,06	0,00	0,00	0,74	0,04
23. Would you recommend to visit Ethiopia?					
Yes	7,28	6,93	1,33	1,25	37,77
No	6,44	5,83	1,89	1,29	36,76
<i>Statistical Sign.ce (T-test)</i>	0,29	0,04	0,00	0,85	0,10
24. Do you intend to share or you already shared your opinion about this visit to Ethiopia on Social ?					
Yes	8,02	7,42	1,39	1,33	37,74
No	6,31	6,14	1,41	1,16	37,54
<i>Statistical Sign.ce (T-test)</i>	0,00	0,00	0,70	0,10	0,64
REGION OF RESIDENCE					
Addis Ababa	6,91	6,75	1,62	1,31	39,99
Amhara	6,67	6,66	1,36	1,14	36,66
Afar	8,20	8,17	1,14		37,79
Benishangul-Gumuz	6,93	6,84	1,05	1,00	38,26
Dire Dawa	6,57	5,84	3,00	1,00	42,87
Gambela	7,03	7,03	1,00		38,53
Harar	9,44	9,44	1,26	1,33	35,27
Oromiya	6,83	6,83	1,33	1,19	37,00
Somali	10,33	10,33	1,15	1,50	35,96
SNNPR	8,94	6,04	1,27	1,25	38,44
Tigray	6,83	6,78	1,37	1,46	36,44
<i>Statistical Sign.ce (T-test)</i>	0,41	0,17	0,00	0,73	0,00

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
15. Age					
till 24 years old	15,76	10,61	1,37	1,67	21,31
25-29 years old	7,04	7,00	1,29	1,00	27,54
30-34 years old	6,70	6,68	1,37	1,17	31,91
35-39 years old	6,03	5,97	1,42	1,21	37,15
40-44 years old	6,67	6,60	1,44	1,30	41,82
45-49 years old	6,38	6,36	1,39	1,17	46,86
over 50 years old	7,15	7,13	1,52	1,27	54,62
Statistical Sign. ce (T-test)	0,00	0,00	0,38	0,22	0,00
6. Please indicate which is/was the main purpose of your visit					
6.1 Holidays, leisure and recreation	6,43	6,41	1,71	1,29	40,90
6.2 Visiting friends and relatives	6,52	5,75	1,58	1,25	34,59
6.3 Education and training (Study and Research included)	16,66	14,58	1,56	1,00	34,63
6.4 Health and medical care	5,93	5,92	1,68	1,00	41,01
6.5 Religion/pilgrimages	6,94	6,94	1,62	1,14	44,50
6.6 Shopping	3,57	3,57	1,19	1,00	35,83
6.7 Transit	2,08	2,08	1,17		33,33
6.8 MICE (Meeting, Incentive, Conference, Exhibition)	6,50	6,47	1,15	1,00	37,44
6.9 Other business related purpose	5,21	5,12	1,17	1,27	38,21
Not stated	5,73	5,53	1,39		37,11
Statistical Sign. ce (T-test)	0,00	0,00	0,00	0,98	0,00
8. If your purpose of visit Ethiopia is Holidays, Leisure and Recreation, what is the main attraction for visiting it?					
8.1 Nature and wild life	4,45	4,45	1,59	1,25	42,04
8.2 History	8,26	8,26	1,62	1,25	41,33
8.3 Heritage and culture	7,36	7,31	1,82	1,29	40,47
8.4 Religion	3,75	3,75	1,75	1,33	37,25
Statistical Sign. ce (T-test)	0,00	0,08	0,99	0,00	0,00
18. What is your current occupation?					
18.1 Employee	6,96	6,89	1,33	1,32	36,81
18.2 Self employed	5,78	5,72	1,42	1,18	38,49
18.3 Student/in educational	21,00	14,38	1,51	1,55	25,32
18.4 Homemaker	6,33	6,33	1,70	1,50	41,80
18.5 Retired	7,63	7,57	1,69	1,00	58,74
18.6 Other	7,18	7,18	1,48	1,25	39,26
Statistical Sign. ce (T-test)	0,00	0,00	0,02	0,28	0,00
19. Educational level					
19.1 Primary education	5,18	5,18	1,51	1,00	39,71
19.2 Lower Secondary education	5,74	5,69	1,36	1,22	39,24
19.3 Upper Secondary education	5,47	5,43	1,44	1,29	37,56
19.4 Bachelor's or equivalent level	8,57	7,73	1,39	1,22	36,27
19.5 Post graduate degree (Master's and Doctoral, etc.)	8,26	8,12	1,36	1,29	40,22
Statistical Sign. ce (T-test)	0,00	0,00	0,68	0,80	0,00

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
20. Please, would you give an evaluation to your economic status					
20.1 Bad	6,96	6,96	1,33	1,00	38,94
20.2 Fair	8,11	8,11	1,48	1,19	36,83
20.3 Good	6,49	6,41	1,39	1,36	37,96
20.4 Excellent	6,12	6,02	1,68	1,33	41,80
<i>Statistical Sign. ce (T-test)</i>	0,00	0,00	0,06	0,26	0,00
STRUCTURE_ID					
Tourist points - DOMESTIC TOURIST	7,22	6,80	1,43	1,29	37,69
La Libela Airport - DOMESTIC TOURIST	8,12	8,12	1,29	1,00	38,88
Axum - DOMESTIC TOURIST	5,74	4,64	1,26		39,07
Mekele - DOMESTIC TOURIST	6,82	6,79	1,25	1,00	36,50
<i>Statistical Sign. ce (T-test)</i>	0,74	0,18	0,06	0,11	0,15