

PURPOSE		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
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	90,3%	4,0%	3,4%				,6%	,6%	,6%	,6%	100,0%
	8.2 History	82,8%	6,9%	1,7%		1,7%			3,4%		3,4%	100,0%
	8.3 Heritage and culture	88,4%	10,3%	,6%				,6%				100,0%
	8.4 Religion	88,0%	12,0%									100,0%
Total		88,4%	7,2%	1,9%		,2%		,5%	,7%	,2%	,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,109 ^a	21	,057
Max. likelihood Ratio	28,285	21	,132
Linear-linear Assoc.	,609	1	,435
Valid Cases	414		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	15,0%	9,0%	5,4%	1,9%	3,0%	,3%	8,4%	16,8%	38,7%	1,5%	100,0%
	18.2 Self employed	15,9%	24,8%	3,4%	1,0%	1,9%	1,0%	8,9%	6,0%	35,7%	1,4%	100,0%
	18.3 Student/in educational	16,8%	25,9%	31,5%	5,6%	3,6%		7,1%	1,5%	5,1%	3,0%	100,0%
	18.4 Homemaker	17,9%	23,1%	7,7%	5,1%	5,1%		15,4%	7,7%	7,7%	10,3%	100,0%
	18.5 Retired	48,6%	11,9%	4,6%	4,6%	4,6%		8,3%	3,7%	11,9%	1,8%	100,0%
	18.6 Other	25,0%	5,8%	7,7%	1,9%			28,8%	1,9%	25,0%	3,8%	100,0%
Total		16,8%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,1%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	590,824 ^a	45	,000
Max. likelihood Ratio	514,526	45	,000
Linear-linear Assoc.	,810	1	,368
Valid Cases	2790		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	5,6%	66,7%	5,6%				2,8%	11,1%	8,3%		100,0%
	19.2 Lower Second. educ.	3,8%	62,5%			2,9%		21,2%	1,0%	8,7%		100,0%
	19.3 Upper Second. educ.	20,6%	17,4%	3,9%	2,1%	3,7%	,7%	14,0%	7,3%	29,1%	1,1%	100,0%
	19.4 Bachelor's (equiv. level)	18,5%	9,2%	7,2%	1,9%	2,8%	,4%	7,4%	13,8%	37,0%	1,9%	100,0%
	19.5 Post grad. (Master, Doc	13,9%	7,9%	9,2%	3,1%	2,8%	,1%	7,2%	17,0%	36,5%	2,3%	100,0%
Total		16,7%	12,8%	7,0%	2,2%	2,9%	,3%	8,8%	13,2%	34,2%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	483,844 ^a	36	,000
Max. likelihood Ratio	384,511	36	,000
Linear-linear Assoc.	17,666	1	,000
Valid Cases	2781		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	44,4%	22,2%	22,2%				11,1%				100,0%
	20.2 Fair	12,3%	21,7%	6,9%	2,0%	3,0%	,5%	16,0%	8,1%	28,6%	,7%	100,0%
	20.3 Good	17,8%	11,1%	6,9%	2,2%	2,8%	,3%	7,7%	14,0%	35,2%	2,0%	100,0%
	20.4 Excellent	15,3%	12,4%	7,6%	2,0%	4,0%		6,0%	16,1%	35,3%	1,2%	100,0%
Total		16,9%	12,8%	7,0%	2,1%	2,9%	,3%	8,8%	13,3%	34,1%	1,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	99,157 ^a	27	,000
Max. likelihood Ratio	96,194	27	,000
Linear-linear Assoc.	2,353	1	,125
Valid Cases	2750		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	17,7%	9,8%	7,5%	2,0%	3,3%	,2%	9,7%	12,0%	36,0%	1,8%	100,0%
	Ahmara	35,5%	32,3%							32,3%		100,0%
	Dire Dawa A.C.		100,0%									100,0%
	Oromiya	10,6%	12,3%	5,5%	4,1%	1,0%	1,0%	5,8%	28,1%	29,1%	2,4%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	655,915 ^a	27	,000
Max. likelihood Ratio	443,074	27	,000
Linear-linear Assoc.	,051	1	,822
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
9.1 Planning this trip, did you find information on the destination on-	Yes	13,5%	2,7%	5,4%	5,4%	2,2%	,9%	5,8%	26,0%	36,3%	1,8%	100,0%
	No	16,9%	13,6%	7,1%	1,9%	3,0%	,3%	9,2%	12,1%	34,1%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	69,044 ^a	9	,000
Max. likelihood Ratio	68,116	9	,000
Linear-linear Assoc.	1,089	1	,297
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	31,5%	5,2%	5,6%	1,2%	4,0%	,2%	11,4%	13,3%	26,9%	,8%	100,0%
	No	13,4%	14,4%	7,3%	2,4%	2,7%	,3%	8,4%	13,2%	35,9%	2,0%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	132,632 ^a	9	,000
Max. likelihood Ratio	127,638	9	,000
Linear-linear Assoc.	8,385	1	,004
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	38,2%	2,8%	3,4%	5,1%	6,7%		7,9%	6,7%	28,1%	1,1%	100,0%
	No	15,2%	13,4%	7,3%	2,0%	2,7%	,3%	9,0%	13,6%	34,7%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	97,631 ^a	9	,000
Max. likelihood Ratio	89,295	9	,000
Linear-linear Assoc.	2,996	1	,083
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	41,2%	11,8%	2,9%				2,9%		41,2%		100,0%
	No	16,3%	12,8%	7,1%	2,2%	3,0%	,3%	9,0%	13,4%	34,2%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	22,138 ^a	9	,008
Max. likelihood Ratio	26,138	9	,002
Linear-linear Assoc.	1,616	1	,204
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	16,1%	15,0%	7,1%	2,2%	3,0%	,3%	3,7%	13,8%	37,0%	1,9%	100,0%
	No	18,4%	6,0%	6,8%	2,0%	2,7%	,4%	24,7%	11,5%	26,0%	1,3%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	317,592 ^a	9	,000
Max. likelihood Ratio	278,141	9	,000
Linear-linear Assoc.	,818	1	,366
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	24,0%	11,5%	1,8%	,5%	,9%	,9%	1,4%	13,8%	41,5%	3,7%	100,0%
	No	16,0%	12,9%	7,4%	2,3%	3,1%	,3%	9,5%	13,1%	33,7%	1,6%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	49,163 ^a	9	,000
Max. likelihood Ratio	59,834	9	,000
Linear-linear Assoc.	4,794	1	,029
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	29,3%	7,0%	11,4%	1,3%	8,7%		10,0%	8,3%	19,2%	4,8%	100,0%
	No	15,5%	13,3%	6,6%	2,2%	2,4%	,3%	8,8%	13,6%	35,6%	1,5%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	101,882 ^a	9	,000
Max. likelihood Ratio	89,535	9	,000
Linear-linear Assoc.	4,451	1	,035
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	42,9%	9,0%	8,3%	2,3%	7,5%		,8%	6,0%	21,1%	2,3%	100,0%
	No	15,3%	13,0%	6,9%	2,2%	2,7%	,3%	9,3%	13,6%	35,0%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,215 ^a	9	,000
Max. likelihood Ratio	83,335	9	,000
Linear-linear Assoc.	1,743	1	,187
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	43,7%	6,3%	11,2%	8,3%	6,3%		1,4%	4,9%	15,2%	2,6%	100,0%
	No	12,8%	13,7%	6,4%	1,3%	2,4%	,4%	9,9%	14,4%	37,0%	1,7%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	372,964 ^a	9	,000
Max. likelihood Ratio	328,928	9	,000
Linear-linear Assoc.	5,056	1	,025
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.1 Is "International transport" included in your package tour?	Yes	45,9%	5,6%	11,3%	8,8%	6,3%		1,6%	4,7%	13,1%	2,8%	100,0%
	No	12,9%	13,7%	6,5%	1,3%	2,5%	,4%	9,8%	14,3%	37,0%	1,6%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	387,719 ^a	9	,000
Max. likelihood Ratio	337,709	9	,000
Linear-linear Assoc.	4,279	1	,039
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.2 Is "Accommodation" included in your package tour?	Yes	44,9%	5,4%	11,1%	8,6%	6,7%		1,3%	4,1%	15,0%	2,9%	100,0%
	No	13,1%	13,7%	6,5%	1,4%	2,4%	,4%	9,9%	14,3%	36,7%	1,6%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	364,711 ^a	9	,000
Max. likelihood Ratio	320,530	9	,000
Linear-linear Assoc.	3,315	1	,069
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.3 Is "Food and beverage" included in your package tour?	Yes	46,1%	5,2%	11,4%	8,4%	6,2%		1,3%	4,5%	14,3%	2,6%	100,0%
	No	13,0%	13,7%	6,5%	1,4%	2,5%	,4%	9,8%	14,3%	36,8%	1,7%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	365,241 ^a	9	,000
Max. likelihood Ratio	319,617	9	,000
Linear-linear Assoc.	5,087	1	,024
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.4 Is "Local transport" included in your package tour?	Yes	47,6%	4,1%	12,3%	7,5%	7,2%		1,0%	3,8%	13,4%	3,1%	100,0%
	No	13,1%	13,8%	6,4%	1,5%	2,4%	,4%	9,8%	14,3%	36,7%	1,6%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	373,888 ^a	9	,000
Max. likelihood Ratio	334,792	9	,000
Linear-linear Assoc.	2,858	1	,091
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	53,8%	9,0%	3,8%	9,0%	10,3%				14,1%		100,0%
	No	15,6%	12,9%	7,1%	2,0%	2,7%	,3%	9,1%	13,6%	34,9%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	129,599 ^a	9	,000
Max. likelihood Ratio	114,156	9	,000
Linear-linear Assoc.	9,709	1	,002
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	77,5%	6,7%	1,1%		9,0%		1,1%		4,5%		100,0%
	No	14,7%	13,0%	7,2%	2,2%	2,7%	,3%	9,1%	13,6%	35,3%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	269,470 ^a	9	,000
Max. likelihood Ratio	207,368	9	,000
Linear-linear Assoc.	17,311	1	,000
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	45,8%	8,3%	4,2%		33,3%				8,3%		100,0%
	No	16,4%	12,8%	7,0%	2,2%	2,7%	,3%	9,0%	13,3%	34,5%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	100,944 ^a	9	,000
Max. likelihood Ratio	53,730	9	,000
Linear-linear Assoc.	2,681	1	,102
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	14,3%	12,3%	6,0%	1,9%	2,3%	,3%	9,7%	12,5%	39,4%	1,3%	100,0%
	Female	23,7%	14,4%	10,3%	3,0%	4,7%	,4%	6,4%	14,9%	19,4%	2,7%	100,0%
Total		16,7%	12,8%	7,1%	2,2%	2,9%	,3%	8,9%	13,1%	34,4%	1,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	133,331 ^a	9	,000
Max. likelihood Ratio	136,453	9	,000
Linear-linear Assoc.	,007	1	,934
Valid Cases	2779		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Spouse/Partner	Yes	45,8%	22,5%	4,0%	,8%	2,8%		9,6%	2,8%	4,4%	7,2%	100,0%
	No	13,8%	11,8%	7,3%	2,3%	2,9%	,4%	8,8%	14,2%	37,2%	1,2%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	305,452 ^a	9	,000
Max. likelihood Ratio	294,105	9	,000
Linear-linear Assoc.	8,468	1	,004
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Family/Relatives	Yes	34,9%	25,0%	7,8%	1,3%	6,5%		14,7%		4,3%	5,6%	100,0%
	No	15,0%	11,7%	6,9%	2,2%	2,6%	,3%	8,4%	14,4%	37,0%	1,4%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	223,001 ^a	9	,000
Max. likelihood Ratio	263,210	9	,000
Linear-linear Assoc.	1,581	1	,209
Valid Cases	2811		

	6. Please indicate which is/was the main purpose of your visit										Total	
	6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Business associate(s)	Yes	4,4%	2,4%	18,7%	1,2%	3,2%	,4%	3,2%	17,5%	47,6%	1,6%	100,0%
	No	17,9%	13,8%	5,9%	2,3%	2,9%	,3%	9,5%	12,8%	33,0%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	131,747 ^a	9	,000
Max. likelihood Ratio	138,589	9	,000
Linear-linear Assoc.	1,528	1	,216
Valid Cases	2811		

	6. Please indicate which is/was the main purpose of your visit										Total	
	6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Friend(s)	Yes	32,1%	3,7%	15,2%	5,1%	8,7%	13,1%	5,8%	15,2%	1,2%	100,0%	
	No	12,7%	15,1%	4,9%	1,4%	1,4%	,4%	7,8%	15,1%	39,2%	1,9%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	454,320 ^a	9	,000
Max. likelihood Ratio	438,197	9	,000
Linear-linear Assoc.	17,151	1	,000
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Tour group	Yes	31,1%	6,7%	5,6%	11,1%	6,7%		8,9%	15,6%	12,2%	2,2%	100,0%
	No	16,2%	13,0%	7,1%	1,9%	2,8%	,3%	8,9%	13,1%	35,0%	1,8%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	67,406 ^a	9	,000
Max. likelihood Ratio	52,471	9	,000
Linear-linear Assoc.	,417	1	,518
Valid Cases	2811		

	6. Please indicate which is/was the main purpose of your visit										Total
	6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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 - Traveling Yes	6,5%	14,8%	3,9%	,8%	,8%	,5%	6,3%	18,1%	47,3%	1,1%	100,0%
alone No	28,9%	10,3%	10,7%	3,8%	5,5%	,1%	12,0%	7,3%	18,8%	2,6%	100,0%
Total	16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	613,966 ^a	9	,000
Max. likelihood Ratio	642,584	9	,000
Linear-linear Assoc.	3,438	1	,064
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	19,3%	17,9%	24,1%	4,8%	6,2%		6,9%	3,4%	14,5%	2,8%	100,0%
	25-29 years old	26,7%	10,1%	14,0%	2,7%	6,6%	,8%	14,7%	7,4%	15,5%	1,6%	100,0%
	30-34 years old	19,7%	9,0%	10,1%	2,0%	4,0%		14,7%	11,3%	28,6%	,6%	100,0%
	35-39 years old	13,2%	14,3%	5,2%	1,4%	3,4%	1,1%	11,8%	15,6%	31,7%	2,3%	100,0%
	40-44 years old	7,9%	12,4%	2,8%	,6%	1,3%	,2%	7,9%	19,2%	44,7%	3,0%	100,0%
	45-49 years old	12,5%	12,3%	3,5%	1,9%	1,2%	,2%	3,5%	15,0%	48,8%	1,2%	100,0%
	over 50 years old	23,1%	14,4%	6,0%	3,6%	2,4%		6,3%	10,7%	32,3%	1,3%	100,0%
Total		16,7%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	436,928 ^a	54	,000
Max. likelihood Ratio	428,103	54	,000
Linear-linear Assoc.	,800	1	,371
Valid Cases	2800		

		6. Please indicate which is/was the main purpose of your visit									Total	
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	16,3%	13,0%	7,1%	2,0%	2,9%	,3%	8,2%	13,4%	35,0%	1,8%	100,0%
	No	26,5%	6,9%	3,9%	5,9%	2,9%	1,0%	28,4%	7,8%	15,7%	1,0%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	77,420 ^a	9	,000
Max. likelihood Ratio	61,672	9	,000
Linear-linear Assoc.	1,367	1	,242
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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%	12,8%	7,1%	2,3%	3,1%	,3%	6,8%	13,7%	35,2%	1,8%	100,0%
	No	11,1%	13,1%	5,2%	,7%		,7%	44,4%	5,2%	19,0%	,7%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	260,701 ^a	9	,000
Max. likelihood Ratio	164,387	9	,000
Linear-linear Assoc.	,866	1	,352
Valid Cases	2811		

		6. Please indicate which is/was the main purpose of your visit										Total
		6.1 Holidays, leisure and recreation	6.2 Visiting friends and relatives	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	Yes	16,7%	11,0%	7,4%	2,3%	3,4%	,4%	4,4%	15,0%	37,6%	1,9%	100,0%
	No	16,6%	15,5%	6,5%	2,0%	2,2%	,2%	15,9%	10,5%	29,1%	1,5%	100,0%
Total		16,6%	12,8%	7,0%	2,2%	2,9%	,3%	8,9%	13,2%	34,3%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	141,485 ^a	9	,000
Max. likelihood Ratio	139,535	9	,000
Linear-linear Assoc.	2,159	1	,142
Valid Cases	2811		

PURPOSE IN HLR

		Recreation, 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	40,4%	13,9%	41,6%	4,1%	100,0%
	18.2 Self employed	30,9%	18,2%	32,7%	18,2%	100,0%
	18.3 Student/in educational	60,6%	15,2%	24,2%		100,0%
	18.4 Homemaker	50,0%	50,0%			100,0%
	18.5 Retired	48,8%	7,0%	34,9%	9,3%	100,0%
	18.6 Other	70,0%		30,0%		100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,321 ^a	15	,000
Max. likelihood Ratio	40,116	15	,000
Linear-linear Assoc.	2,706	1	,100
Valid Cases	414		

		Recreation, 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.	16,7%		16,7%	66,7%	100,0%
	19.3 Upper Second. educ.	27,4%	9,6%	53,4%	9,6%	100,0%
	19.4 Bachelor's (equiv. level)	44,1%	12,7%	38,2%	5,0%	100,0%
	19.5 Post grad. (Master, Doc)	51,4%	20,2%	25,7%	2,8%	100,0%
Total		42,7%	13,9%	37,3%	6,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	62,363 ^a	12	,000
Max. likelihood Ratio	40,249	12	,000
Linear-linear Assoc.	22,436	1	,000
Valid Cases	410		

		Recreation, 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	40,0%		60,0%		100,0%
	20.2 Fair	32,6%	20,9%	39,5%	7,0%	100,0%
	20.3 Good	44,6%	12,8%	35,8%	6,7%	100,0%
	20.4 Excellent	34,4%	12,5%	53,1%		100,0%
Total		42,5%	13,5%	37,8%	6,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,946 ^a	9	,355
Max. likelihood Ratio	12,439	9	,190
Linear-linear Assoc.	,118	1	,732
Valid Cases	407		

		Recreation, 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	41,7%	14,2%	38,1%	6,0%	100,0%
	Ahmara	36,4%		63,6%		100,0%
	Oromiya	64,7%	17,6%	5,9%	11,8%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,016 ^a	6	,062
Max. likelihood Ratio	15,890	6	,014
Linear-linear Assoc.	2,774	1	,096
Valid Cases	414		

		Recreation, 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	52,4%	9,5%	28,6%	9,5%	100,0%
	No	42,0%	14,2%	37,9%	5,9%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,734 ^a	3	,629
Max. likelihood Ratio	1,716	3	,633
Linear-linear Assoc.	,295	1	,587
Valid Cases	414		

		Recreation, 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	58,3%	11,8%	29,9%		100,0%
	No	34,1%	15,2%	41,5%	9,3%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	30,487 ^a	3	,000
Max. likelihood Ratio	38,115	3	,000
Linear-linear Assoc.	26,756	1	,000
Valid Cases	414		

		Recreation, 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	57,6%	6,1%	36,4%		100,0%
	No	39,7%	15,5%	37,6%	7,2%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,498 ^a	3	,006
Max. likelihood Ratio	16,894	3	,001
Linear-linear Assoc.	6,019	1	,014
Valid Cases	414		

		Recreation, 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	40,0%		50,0%	10,0%	100,0%
	No	42,6%	14,4%	37,1%	5,9%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,149 ^a	3	,542
Max. likelihood Ratio	3,466	3	,325
Linear-linear Assoc.	,522	1	,470
Valid Cases	414		

		Recreation, 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	Yes	40,3%	13,6%	39,3%	6,8%	100,0%
(e.g.: friends and relatives)	No	47,9%	15,1%	32,8%	4,2%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,193 ^a	3	,363
Max. likelihood Ratio	3,260	3	,353
Linear-linear Assoc.	3,030	1	,082
Valid Cases	414		

		Recreation, 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	14,3%	15,9%	68,3%	1,6%	100,0%
	No	47,6%	13,7%	31,9%	6,8%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	35,394 ^a	3	,000
Max. likelihood Ratio	37,283	3	,000
Linear-linear Assoc.	17,984	1	,000
Valid Cases	414		

		Recreation, 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	38,8%	20,9%	40,3%		100,0%
	No	43,2%	12,7%	36,9%	7,2%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,965 ^a	3	,047
Max. likelihood Ratio	11,682	3	,009
Linear-linear Assoc.	,234	1	,629
Valid Cases	414		

		Recreation, 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	36,5%	11,5%	51,9%		100,0%
	No	43,4%	14,4%	35,4%	6,9%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,682 ^a	3	,053
Max. likelihood Ratio	10,529	3	,015
Linear-linear Assoc.	,402	1	,526
Valid Cases	414		

		Recreation, 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	46,6%	18,3%	34,4%	,8%	100,0%
	No	40,6%	12,0%	38,9%	8,5%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,602 ^a	3	,006
Max. likelihood Ratio	15,817	3	,001
Linear-linear Assoc.	5,775	1	,016
Valid Cases	414		

		Recreation, 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	
13.1 Is "International transport" included in your package tour?	Yes	44,8%	19,2%	35,2%	,8%	100,0%
	No	41,5%	11,8%	38,4%	8,3%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,042 ^a	3	,007
Max. likelihood Ratio	14,964	3	,002
Linear-linear Assoc.	3,881	1	,049
Valid Cases	414		

		Recreation, 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	
13.2 Is "Accommodation" included in your package tour?	Yes	44,5%	19,3%	35,3%	,8%	100,0%
	No	41,7%	11,9%	38,3%	8,1%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,211 ^a	3	,011
Max. likelihood Ratio	13,899	3	,003
Linear-linear Assoc.	3,412	1	,065
Valid Cases	414		

		Recreation, 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	
13.3 Is "Food and beverage" included in your package tour?	Yes	44,2%	20,0%	35,0%	,8%	100,0%
	No	41,8%	11,6%	38,4%	8,2%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,288 ^a	3	,006
Max. likelihood Ratio	14,935	3	,002
Linear-linear Assoc.	3,423	1	,064
Valid Cases	414		

		Recreation, 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	
13.4 Is "Local transport" included in your package tour?	Yes	43,6%	20,5%	35,9%		100,0%
	No	42,1%	11,4%	38,0%	8,4%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,920 ^a	3	,002
Max. likelihood Ratio	21,326	3	,000
Linear-linear Assoc.	3,392	1	,066
Valid Cases	414		

		Recreation, 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	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	32,4%	17,6%	50,0%		100,0%
	No	43,4%	13,7%	36,3%	6,6%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,047 ^a	3	,168
Max. likelihood Ratio	7,008	3	,072
Linear-linear Assoc.	,404	1	,525
Valid Cases	414		

		Recreation, 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	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	50,0%	6,7%	43,3%		100,0%
	No	41,2%	15,3%	36,4%	7,1%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,514 ^a	3	,036
Max. likelihood Ratio	12,588	3	,006
Linear-linear Assoc.	1,263	1	,261
Valid Cases	414		

		Recreation, 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	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	55,6%	11,1%	33,3%		100,0%
	No	42,2%	14,1%	37,5%	6,2%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,020 ^a	3	,796
Max. likelihood Ratio	1,537	3	,674
Linear-linear Assoc.	,757	1	,384
Valid Cases	414		

		Recreation, 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	41,7%	13,6%	36,0%	8,7%	100,0%
	Female	43,8%	14,4%	40,4%	1,4%	100,0%
Total		42,4%	13,9%	37,6%	6,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,944 ^a	3	,030
Max. likelihood Ratio	11,068	3	,011
Linear-linear Assoc.	1,395	1	,238
Valid Cases	410		

		Recreation, 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	50,0%	13,0%	35,0%	2,0%	100,0%
	No	40,1%	14,3%	38,2%	7,3%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,606 ^a	3	,132
Max. likelihood Ratio	6,448	3	,092
Linear-linear Assoc.	4,115	1	,043
Valid Cases	414		

		Recreation, 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 - Family/Relatives	Yes	49,4%	18,2%	23,4%	9,1%	100,0%
	No	40,9%	13,1%	40,7%	5,3%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,672 ^a	3	,034
Max. likelihood Ratio	9,013	3	,029
Linear-linear Assoc.	1,994	1	,158
Valid Cases	414		

		Recreation, 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 - Business associate(s)	Yes	25,0%	33,3%	33,3%	8,3%	100,0%
	No	43,0%	13,4%	37,6%	6,0%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,349 ^a	3	,226
Max. likelihood Ratio	3,591	3	,309
Linear-linear Assoc.	,385	1	,535
Valid Cases	414		

	Recreation, 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 - Friend(s) Yes	39,9%	18,4%	35,0%	6,7%	100,0%
No	44,2%	11,2%	39,0%	5,6%	100,0%
Total	42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,809 ^a	3	,186
Max. likelihood Ratio	4,720	3	,193
Linear-linear Assoc.	,065	1	,799
Valid Cases	414		

	Recreation, 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 - Tour Yes	27,3%	9,1%	63,6%		100,0%
group No	42,9%	14,1%	36,7%	6,2%	100,0%
Total	42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,566 ^a	3	,312
Max. likelihood Ratio	3,993	3	,262
Linear-linear Assoc.	,938	1	,333
Valid Cases	414		

	Recreation, 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 - Traveling Yes	30,4%	9,8%	48,9%	10,9%	100,0%
alone No	46,0%	15,2%	34,2%	4,7%	100,0%
Total	42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,297 ^a	3	,003
Max. likelihood Ratio	13,895	3	,003
Linear-linear Assoc.	12,562	1	,000
Valid Cases	414		

		Recreation, 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	54,5%	15,2%	30,3%		100,0%
	25-29 years old	54,1%	6,6%	31,1%	8,2%	100,0%
	30-34 years old	45,5%	23,6%	25,5%	5,5%	100,0%
	35-39 years old	44,0%	20,0%	32,0%	4,0%	100,0%
	40-44 years old	26,3%	13,2%	55,3%	5,3%	100,0%
	45-49 years old	23,4%	8,5%	66,0%	2,1%	100,0%
	over 50 years old	43,8%	12,5%	34,4%	9,4%	100,0%
Total		42,5%	13,8%	37,6%	6,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	41,995 ^a	18	,001
Max. likelihood Ratio	43,001	18	,001
Linear-linear Assoc.	6,870	1	,009
Valid Cases	412		

		Recreation, 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 Ethiopia in the future	Yes	42,3%	13,8%	37,4%	6,4%	100,0%
	No	45,8%	16,7%	37,5%		100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,733 ^a	3	,630
Max. likelihood Ratio	3,172	3	,366
Linear-linear Assoc.	,577	1	,447
Valid Cases	414		

		Recreation, 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	
23. Would you recommend to visit Ethiopia?	Yes	42,4%	14,5%	37,3%	5,8%	100,0%
	No	46,7%		40,0%	13,3%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,642 ^a	3	,303
Max. likelihood Ratio	5,399	3	,145
Linear-linear Assoc.	,253	1	,615
Valid Cases	414		

		Recreation, 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	Yes	39,1%	14,2%	42,3%	4,3%	100,0%
	No	47,8%	13,7%	29,8%	8,7%	100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,945 ^a	3	,030
Max. likelihood Ratio	8,949	3	,030
Linear-linear Assoc.	1,475	1	,225
Valid Cases	414		

		Recreation, 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	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	43,4%	13,1%	37,4%	6,0%	100,0%
	6.2 Visiting friends and relati	23,3%	13,3%	53,3%	10,0%	100,0%
	6.3 Education and training	75,0%	12,5%	12,5%		100,0%
	6.5 Religion/pilgrimages		100,0%			100,0%
	6.7 Transit	50,0%		50,0%		100,0%
	6.8 MICE	33,3%	66,7%			100,0%
	6.9 Other business rel.purp.	100,0%				100,0%
	Not stated	33,3%	66,7%			100,0%
Total		42,5%	14,0%	37,4%	6,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,109 ^a	21	,057
Max. likelihood Ratio	28,285	21	,132
Linear-linear Assoc.	,609	1	,435
Valid Cases	414		

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	22,2%	25,0%	13,9%	13,9%	22,2%	2,8%	100,0%
	19.2 Lower Second. educ.	27,9%	45,2%	19,2%	3,8%		3,8%	100,0%
	19.3 Upper Second. educ.	57,7%	21,4%	9,0%	3,7%	4,6%	3,7%	100,0%
	19.4 Bachelor's (equiv. level)	72,9%	13,0%	7,1%	1,0%	4,3%	1,6%	100,0%
	19.5 Post grad. (Master, Doc	81,8%	10,4%	4,4%	,1%	2,4%	,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	323,130 ^a	20	,000
Max. likelihood Ratio	267,906	20	,000
Linear-linear Assoc.	139,399	1	,000
Valid Cases	2771		

		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	44,4%	11,1%	33,3%			11,1%	100,0%
	20.2 Fair	66,1%	15,8%	10,9%	1,0%	3,0%	3,2%	100,0%
	20.3 Good	72,3%	13,7%	6,9%	1,3%	4,3%	1,4%	100,0%
	20.4 Excellent	68,1%	23,4%	2,4%	1,2%	2,0%	2,8%	100,0%
Total		70,9%	14,9%	7,1%	1,3%	3,9%	1,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	58,720 ^a	15	,000
Max. likelihood Ratio	52,552	15	,000
Linear-linear Assoc.	5,034	1	,025
Valid Cases	2742		

		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	76,1%	10,5%	6,2%	1,4%	3,9%	1,9%	100,0%
	Ahmara	22,6%	58,1%	3,2%			16,1%	100,0%
	Dire Dawa A.C.	1,3%	54,5%	29,9%	3,9%	10,4%		100,0%
	Oromiya	51,2%	36,5%	8,4%	1,1%	2,5%	,4%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	443,149 ^a	15	,000
Max. likelihood Ratio	377,398	15	,000
Linear-linear Assoc.	18,161	1	,000
Valid Cases	2790		

		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	61,2%	27,4%	6,8%		3,2%	1,4%	100,0%
	No	71,7%	13,8%	7,1%	1,5%	4,0%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,170 ^a	5	,000
Max. likelihood Ratio	30,820	5	,000
Linear-linear Assoc.	,122	1	,727
Valid Cases	2790		

		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	74,3%	11,6%	5,2%	1,2%	5,6%	2,2%	100,0%
	No	70,2%	15,6%	7,5%	1,4%	3,5%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,421 ^a	5	,020
Max. likelihood Ratio	13,533	5	,019
Linear-linear Assoc.	,026	1	,872
Valid Cases	2790		

		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	70,5%	8,5%	6,3%	1,1%	10,8%	2,8%	100,0%
	No	70,9%	15,3%	7,1%	1,4%	3,4%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	29,146 ^a	5	,000
Max. likelihood Ratio	22,966	5	,000
Linear-linear Assoc.	8,039	1	,005
Valid Cases	2790		

		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	70,6%	14,7%	5,9%		8,8%		100,0%
	No	70,9%	14,9%	7,1%	1,4%	3,8%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,321 ^a	5	,651
Max. likelihood Ratio	3,875	5	,567
Linear-linear Assoc.	,035	1	,852
Valid Cases	2790		

		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	71,8%	14,9%	7,0%	1,3%	3,7%	1,4%	100,0%
	No	68,3%	14,9%	7,2%	1,6%	4,6%	3,3%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,072 ^a	5	,023
Max. likelihood Ratio	11,755	5	,038
Linear-linear Assoc.	8,907	1	,003
Valid Cases	2790		

		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	78,1%	14,0%	2,8%	2,3%	,9%	1,9%	100,0%
	No	70,3%	15,0%	7,4%	1,3%	4,2%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,590 ^a	5	,012
Max. likelihood Ratio	18,158	5	,003
Linear-linear Assoc.	6,150	1	,013
Valid Cases	2790		

		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	69,6%	10,6%	7,9%	3,5%	5,3%	3,1%	100,0%
	No	71,0%	15,3%	7,0%	1,2%	3,8%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,566 ^a	5	,012
Max. likelihood Ratio	12,297	5	,031
Linear-linear Assoc.	4,490	1	,034
Valid Cases	2790		

		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	67,4%	9,8%	12,1%		7,6%	3,0%	100,0%
	No	71,1%	15,1%	6,8%	1,5%	3,7%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,336 ^a	5	,009
Max. likelihood Ratio	15,497	5	,008
Linear-linear Assoc.	4,846	1	,028
Valid Cases	2790		

		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	57,6%	9,0%	16,0%	2,9%	12,2%	2,3%	100,0%
	No	72,8%	15,7%	5,8%	1,2%	2,7%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	139,276 ^a	5	,000
Max. likelihood Ratio	108,746	5	,000
Linear-linear Assoc.	81,079	1	,000
Valid Cases	2790		

		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	
13.1 Is "International transport" included in your package tour?	Yes	57,9%	8,5%	16,4%	3,1%	11,6%	2,5%	100,0%
	No	72,6%	15,7%	5,9%	1,2%	2,9%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	125,839 ^a	5	,000
Max. likelihood Ratio	99,357	5	,000
Linear-linear Assoc.	72,953	1	,000
Valid Cases	2790		

		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	
13.2 Is "Accommodation" included in your package tour?	Yes	59,2%	7,4%	16,1%	2,6%	12,5%	2,3%	100,0%
	No	72,4%	15,8%	5,9%	1,3%	2,8%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	130,768 ^a	5	,000
Max. likelihood Ratio	102,551	5	,000
Linear-linear Assoc.	68,235	1	,000
Valid Cases	2790		

		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	
13.3 Is "Food and beverage" included in your package tour?	Yes	58,7%	7,2%	16,7%	2,3%	12,8%	2,3%	100,0%
	No	72,4%	15,8%	5,9%	1,3%	2,8%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	137,401 ^a	5	,000
Max. likelihood Ratio	106,894	5	,000
Linear-linear Assoc.	70,730	1	,000
Valid Cases	2790		

		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	
13.4 Is "Local transport" included in your package tour?	Yes	57,8%	6,2%	17,3%	3,1%	13,1%	2,4%	100,0%
	No	72,4%	15,9%	5,9%	1,2%	2,8%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	149,716 ^a	5	,000
Max. likelihood Ratio	116,885	5	,000
Linear-linear Assoc.	79,207	1	,000
Valid Cases	2790		

		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	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	62,3%	6,5%	11,7%	2,6%	13,0%	3,9%	100,0%
	No	71,1%	15,1%	6,9%	1,4%	3,6%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	26,240 ^a	5	,000
Max. likelihood Ratio	20,096	5	,001
Linear-linear Assoc.	15,688	1	,000
Valid Cases	2790		

		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	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	54,5%	5,7%	6,8%	3,4%	26,1%	3,4%	100,0%
	No	71,4%	15,2%	7,1%	1,3%	3,2%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	127,322 ^a	5	,000
Max. likelihood Ratio	65,451	5	,000
Linear-linear Assoc.	59,969	1	,000
Valid Cases	2790		

		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	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	58,3%		20,8%	4,2%	16,7%		100,0%
	No	71,0%	15,0%	6,9%	1,4%	3,8%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	22,510 ^a	5	,000
Max. likelihood Ratio	19,343	5	,002
Linear-linear Assoc.	7,261	1	,007
Valid Cases	2790		

		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	71,9%	16,7%	5,7%	,5%	3,5%	1,6%	100,0%
	Female	67,7%	9,3%	11,0%	4,0%	5,2%	2,7%	100,0%
Total		70,8%	14,8%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,201 ^a	5	,000
Max. likelihood Ratio	85,110	5	,000
Linear-linear Assoc.	26,426	1	,000
Valid Cases	2761		

		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 - Spouse/Partner	Yes	62,2%	18,9%	3,2%	5,2%	8,4%	2,0%	100,0%
	No	71,7%	14,5%	7,4%	1,0%	3,5%	1,8%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	54,517 ^a	5	,000
Max. likelihood Ratio	41,971	5	,000
Linear-linear Assoc.	14,764	1	,000
Valid Cases	2790		

		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 - Family/Relatives	Yes	59,9%	15,9%	7,8%	5,2%	9,5%	1,7%	100,0%
	No	71,9%	14,8%	7,0%	1,1%	3,4%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	50,630 ^a	5	,000
Max. likelihood Ratio	36,042	5	,000
Linear-linear Assoc.	24,194	1	,000
Valid Cases	2790		

		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 - Business associate(s)	Yes	82,1%	12,0%	5,2%		,8%		100,0%
	No	69,8%	15,2%	7,2%	1,5%	4,2%	2,0%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	23,650 ^a	5	,000
Max. likelihood Ratio	34,854	5	,000
Linear-linear Assoc.	22,419	1	,000
Valid Cases	2790		

		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 - Friend(s)	Yes	65,1%	7,7%	14,3%	1,2%	7,3%	4,4%	100,0%
	No	72,4%	16,7%	5,2%	1,4%	3,0%	1,2%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	128,150 ^a	5	,000
Max. likelihood Ratio	115,814	5	,000
Linear-linear Assoc.	59,788	1	,000
Valid Cases	2790		

		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 - Tour group	Yes	58,4%	18,0%	11,2%	4,5%	7,9%		100,0%
	No	71,3%	14,8%	6,9%	1,3%	3,8%	1,9%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	16,587 ^a	5	,005
Max. likelihood Ratio	14,911	5	,011
Linear-linear Assoc.	5,212	1	,022
Valid Cases	2790		

		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 - Traveling alone	Yes	75,2%	16,3%	4,8%	,5%	2,1%	1,2%	100,0%
	No	65,8%	13,2%	9,8%	2,5%	6,1%	2,7%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	94,785 ^a	5	,000
Max. likelihood Ratio	96,402	5	,000
Linear-linear Assoc.	69,961	1	,000
Valid Cases	2790		

		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	25,2%	6,3%	62,9%	1,4%	,7%	3,5%	100,0%
	25-29 years old	69,6%	6,6%	20,2%	1,2%		2,3%	100,0%
	30-34 years old	77,1%	13,0%	3,5%	2,6%	,3%	3,5%	100,0%
	35-39 years old	75,3%	19,2%	3,2%	1,4%	,2%	,7%	100,0%
	40-44 years old	81,5%	13,6%	1,9%	,6%	1,9%	,6%	100,0%
	45-49 years old	80,5%	14,7%	2,1%	1,2%	,7%	,9%	100,0%
	over 50 years old	59,5%	19,6%	1,6%	1,7%	14,7%	3,0%	100,0%
Total		70,8%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1150,917 ^a	30	,000
Max. likelihood Ratio	744,655	30	,000
Linear-linear Assoc.	,037	1	,848
Valid Cases	2782		

		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 Ethiopia in the future	Yes	71,7%	15,0%	7,2%	1,2%	3,3%	1,6%	100,0%
	No	47,9%	12,5%	4,2%	7,3%	19,8%	8,3%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	120,208 ^a	5	,000
Max. likelihood Ratio	68,639	5	,000
Linear-linear Assoc.	84,287	1	,000
Valid Cases	2790		

		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	72,0%	14,5%	7,2%	1,2%	3,7%	1,4%	100,0%
	No	50,3%	21,8%	5,4%	5,4%	7,5%	9,5%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	86,872 ^a	5	,000
Max. likelihood Ratio	56,108	5	,000
Linear-linear Assoc.	55,389	1	,000
Valid Cases	2790		

		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	Yes	76,3%	11,6%	7,5%	1,1%	1,9%	1,5%	100,0%
	No	62,5%	19,9%	6,3%	1,8%	7,0%	2,4%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	100,650 ^a	5	,000
Max. likelihood Ratio	98,877	5	,000
Linear-linear Assoc.	54,834	1	,000
Valid Cases	2790		

		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, leisure and rec	63,2%	14,1%	7,1%	1,5%	11,3%	2,8%	100,0%
	6.2 Visiting friends and relati	49,9%	28,9%	14,3%	2,5%	3,6%	,8%	100,0%
	6.3 Education and training	54,6%	7,2%	32,0%	1,5%	2,6%	2,1%	100,0%
	6.4 Health and medical care	62,3%	6,6%	18,0%	3,3%	8,2%	1,6%	100,0%
	6.5 Religion/pilgrimages	73,2%	9,8%	8,5%	2,4%	6,1%		100,0%
	6.6 Shopping	55,6%	44,4%					100,0%
	6.7 Transit	67,3%	14,9%	5,6%	2,4%	3,6%	6,0%	100,0%
	6.8 MICE	90,2%	6,8%	,8%	,8%	1,1%	,3%	100,0%
	6.9 Other business rel.purp.	80,4%	15,5%	1,1%	,3%	1,4%	1,4%	100,0%
	Not stated	60,0%	12,0%	12,0%	8,0%	4,0%	4,0%	100,0%
Total		70,9%	14,9%	7,1%	1,4%	3,9%	1,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	590,824 ^a	45	,000
Max. likelihood Ratio	514,526	45	,000
Linear-linear Assoc.	,810	1	,368
Valid Cases	2790		

		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 Holidays, Leisure and Recreation, what is the main attraction for visiting it?	8.1 Nature and wild life	61,4%	9,7%	11,4%	1,7%	11,9%	4,0%	100,0%
	8.2 History	63,8%	17,2%	8,6%	5,2%	5,2%		100,0%
	8.3 Heritage and culture	71,6%	11,6%	5,2%		9,7%	1,9%	100,0%
	8.4 Religion	44,0%	40,0%			16,0%		100,0%
Total		64,5%	13,3%	8,0%	1,4%	10,4%	2,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,321 ^a	15	,000
Max. likelihood Ratio	40,116	15	,000
Linear-linear Assoc.	2,706	1	,100
Valid Cases	414		

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	22,2%		44,4%	33,3%		100,0%
	20.2 Fair	3,5%	11,4%	19,7%	45,0%	20,4%	100,0%
	20.3 Good	,9%	2,6%	15,1%	50,3%	31,2%	100,0%
	20.4 Excellent	,8%	,8%	11,3%	39,1%	48,0%	100,0%
Total		1,3%	3,7%	15,5%	48,4%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	185,295 ^a	12	,000
Max. likelihood Ratio	139,993	12	,000
Linear-linear Assoc.	115,725	1	,000
Valid Cases	2735		

		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	,4%	1,8%	15,4%	48,7%	33,7%	100,0%
	Ahmara		12,9%	48,4%	35,5%	3,2%	100,0%
	Dire Dawa A.C.	28,6%	59,7%	11,7%			100,0%
	Oromiya	1,4%	3,8%	15,9%	59,5%	19,4%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1251,548 ^a	12	,000
Max. likelihood Ratio	494,388	12	,000
Linear-linear Assoc.	92,099	1	,000
Valid Cases	2781		

		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)	
9.1 Planning this trip, did you find information on the destination on-	Yes		1,8%	11,7%	55,0%	31,5%	100,0%
	No	1,4%	3,9%	16,0%	47,8%	30,9%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	10,184 ^a	4	,037
Max. likelihood Ratio	13,710	4	,008
Linear-linear Assoc.	4,989	1	,026
Valid Cases	2781		

		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	,4%	,6%	9,8%	43,4%	45,8%	100,0%
	No	1,5%	4,4%	17,0%	49,4%	27,7%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	79,695 ^a	4	,000
Max. likelihood Ratio	85,301	4	,000
Linear-linear Assoc.	73,444	1	,000
Valid Cases	2781		

		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	,6%	,6%	8,5%	39,8%	50,6%	100,0%
	No	1,3%	4,0%	16,2%	48,9%	29,6%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	38,134 ^a	4	,000
Max. likelihood Ratio	38,778	4	,000
Linear-linear Assoc.	31,993	1	,000
Valid Cases	2781		

		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		6,1%	3,0%	63,6%	27,3%	100,0%
	No	1,3%	3,7%	15,8%	48,1%	31,0%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,087 ^a	4	,193
Max. likelihood Ratio	7,991	4	,092
Linear-linear Assoc.	,307	1	,579
Valid Cases	2781		

		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	Yes	1,6%	3,8%	15,2%	49,4%	30,1%	100,0%
(e.g.: friends and relatives)	No	,3%	3,7%	17,2%	45,2%	33,7%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,374 ^a	4	,015
Max. likelihood Ratio	14,643	4	,006
Linear-linear Assoc.	2,434	1	,119
Valid Cases	2781		

		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			23,1%	54,2%	22,7%	100,0%
	No	1,4%	4,1%	15,0%	47,8%	31,7%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	26,957 ^a	4	,000
Max. likelihood Ratio	37,255	4	,000
Linear-linear Assoc.	,615	1	,433
Valid Cases	2781		

		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	,4%	1,8%	19,8%	42,7%	35,2%	100,0%
	No	1,4%	3,9%	15,3%	48,8%	30,6%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,753 ^a	4	,045
Max. likelihood Ratio	10,585	4	,032
Linear-linear Assoc.	1,496	1	,221
Valid Cases	2781		

		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	,8%		21,2%	49,2%	28,8%	100,0%
	No	1,3%	3,9%	15,4%	48,3%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,433 ^a	4	,077
Max. likelihood Ratio	13,164	4	,011
Linear-linear Assoc.	,036	1	,849
Valid Cases	2781		

		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	,3%	,6%	17,0%	52,5%	29,6%	100,0%
	No	1,4%	4,2%	15,5%	47,7%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,403 ^a	4	,004
Max. likelihood Ratio	21,549	4	,000
Linear-linear Assoc.	2,342	1	,126
Valid Cases	2781		

		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)	
13.1 Is "International transport" included in your package tour?	Yes	,3%	,6%	17,8%	51,9%	29,3%	100,0%
	No	1,4%	4,1%	15,4%	47,9%	31,2%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,022 ^a	4	,007
Max. likelihood Ratio	19,261	4	,001
Linear-linear Assoc.	1,368	1	,242
Valid Cases	2781		

		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)	
13.2 Is "Accommodation" included in your package tour?	Yes	,3%	,7%	16,3%	53,1%	29,6%	100,0%
	No	1,4%	4,1%	15,6%	47,7%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,200 ^a	4	,010
Max. likelihood Ratio	18,223	4	,001
Linear-linear Assoc.	2,416	1	,120
Valid Cases	2781		

		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)	
13.3 Is "Food and beverage" included in your package tour?	Yes	,3%	,7%	16,3%	53,2%	29,6%	100,0%
	No	1,4%	4,1%	15,6%	47,7%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,867 ^a	4	,012
Max. likelihood Ratio	17,697	4	,001
Linear-linear Assoc.	2,290	1	,130
Valid Cases	2781		

		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)	
13.4 Is "Local transport" included in your package tour?	Yes	,3%	,7%	16,1%	54,9%	28,0%	100,0%
	No	1,4%	4,1%	15,6%	47,6%	31,3%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,876 ^a	4	,008
Max. likelihood Ratio	18,195	4	,001
Linear-linear Assoc.	1,329	1	,249
Valid Cases	2781		

		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)	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	1,3%	1,3%	23,7%	47,4%	26,3%	100,0%
	No	1,3%	3,8%	15,5%	48,4%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,982 ^a	4	,289
Max. likelihood Ratio	4,987	4	,289
Linear-linear Assoc.	,661	1	,416
Valid Cases	2781		

		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)	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	1,1%	1,1%	18,4%	52,9%	26,4%	100,0%
	No	1,3%	3,8%	15,6%	48,2%	31,1%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,025 ^a	4	,554
Max. likelihood Ratio	3,609	4	,461
Linear-linear Assoc.	,032	1	,857
Valid Cases	2781		

		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)	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes		4,3%	21,7%	52,2%	21,7%	100,0%
	No	1,3%	3,7%	15,6%	48,3%	31,0%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,575 ^a	4	,813
Max. likelihood Ratio	1,885	4	,757
Linear-linear Assoc.	,505	1	,477
Valid Cases	2781		

		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	1,4%	3,8%	15,3%	47,7%	31,7%	100,0%
	Female	1,2%	3,6%	16,7%	50,2%	28,3%	100,0%
Total		1,3%	3,8%	15,7%	48,4%	30,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,515 ^a	4	,476
Max. likelihood Ratio	3,544	4	,471
Linear-linear Assoc.	,993	1	,319
Valid Cases	2752		

		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 - Spouse/Partner	Yes	1,2%	3,2%	16,5%	46,6%	32,5%	100,0%
	No	1,3%	3,8%	15,6%	48,5%	30,8%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,718 ^a	4	,949
Max. likelihood Ratio	,724	4	,948
Linear-linear Assoc.	,166	1	,684
Valid Cases	2781		

		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 - Family/Relatives	Yes	1,3%	2,6%	29,0%	47,2%	19,9%	100,0%
	No	1,3%	3,8%	14,5%	48,4%	32,0%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	39,414 ^a	4	,000
Max. likelihood Ratio	35,598	4	,000
Linear-linear Assoc.	16,830	1	,000
Valid Cases	2781		

	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 - Business associate(s) Yes	,8%	2,4%	8,4%	40,2%	48,2%	100,0%
No	1,3%	3,9%	16,4%	49,1%	29,3%	100,0%
Total	1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,965 ^a	4	,000
Max. likelihood Ratio	39,650	4	,000
Linear-linear Assoc.	30,617	1	,000
Valid Cases	2781		

	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 - Friend(s) Yes	,2%	2,7%	18,8%	49,7%	28,7%	100,0%
No	1,6%	4,0%	14,9%	48,0%	31,5%	100,0%
Total	1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	14,860 ^a	4	,005
Max. likelihood Ratio	17,988	4	,001
Linear-linear Assoc.	,002	1	,962
Valid Cases	2781		

	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 - Tour group Yes	2,2%	1,1%	19,1%	53,9%	23,6%	100,0%
No	1,3%	3,8%	15,6%	48,1%	31,2%	100,0%
Total	1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,223 ^a	4	,265
Max. likelihood Ratio	5,808	4	,214
Linear-linear Assoc.	,890	1	,345
Valid Cases	2781		

		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 - Traveling Yes alone		1,6%	4,7%	13,8%	49,2%	30,7%	100,0%
No		,9%	2,5%	18,0%	47,3%	31,3%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	20,183 ^a	4	,000
Max. likelihood Ratio	20,558	4	,000
Linear-linear Assoc.	,934	1	,334
Valid Cases	2781		

		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	,7%	,7%	26,4%	62,5%	9,7%	100,0%
	25-29 years old	,4%	3,1%	14,1%	50,4%	32,0%	100,0%
	30-34 years old	,6%	4,7%	14,7%	45,0%	35,0%	100,0%
	35-39 years old	,7%	4,3%	17,7%	43,2%	34,1%	100,0%
	40-44 years old	,2%	4,7%	15,0%	51,0%	29,2%	100,0%
	45-49 years old	1,9%	4,0%	16,2%	51,6%	26,3%	100,0%
	over 50 years old	3,2%	2,8%	13,1%	44,8%	36,1%	100,0%
Total		1,3%	3,8%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	96,631 ^a	24	,000
Max. likelihood Ratio	103,147	24	,000
Linear-linear Assoc.	,573	1	,449
Valid Cases	2773		

		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	1,3%	3,6%	15,4%	48,4%	31,2%	100,0%
	No		6,3%	24,0%	45,8%	24,0%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,014 ^a	4	,061
Max. likelihood Ratio	9,525	4	,049
Linear-linear Assoc.	3,666	1	,056
Valid Cases	2781		

		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	1,2%	3,1%	15,4%	48,9%	31,4%	100,0%
	No	2,8%	15,9%	20,7%	37,2%	23,4%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	71,776 ^a	4	,000
Max. likelihood Ratio	46,072	4	,000
Linear-linear Assoc.	35,445	1	,000
Valid Cases	2781		

		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)	
24. Do you intend to share or you already shared your opinion about this	Yes	,6%	1,5%	15,1%	55,3%	27,3%	100,0%
	No	2,3%	7,2%	16,5%	37,4%	36,6%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	134,181 ^a	4	,000
Max. likelihood Ratio	133,950	4	,000
Linear-linear Assoc.	6,366	1	,012
Valid Cases	2781		

		19. Educational level		Total
		19.2 Lower Second. educ.	19.4 Bachelor's (equiv. level)	
REGION OF RESIDENCE	Oromiya		100,0%	100,0%
	SNNPR	100,0%		100,0%
Total		50,0%	50,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,000 ^a	1	,157		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	2,773	1	,096		
Fisher-exact T.				1,000	,500
Linear-linear Assoc.	1,000	1	,317		
Valid Cases	2				

		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, leisure and rec	,4%	,9%	19,4%	53,4%	25,9%	100,0%
	6.2 Visiting friends and relati	6,7%	18,2%	21,3%	34,7%	19,0%	100,0%
	6.3 Education and training	1,0%		8,7%	49,7%	40,5%	100,0%
	6.4 Health and medical care			14,8%	41,0%	44,3%	100,0%
	6.5 Religion/pilgrimages		3,7%	19,8%	46,9%	29,6%	100,0%
	6.6 Shopping			33,3%	55,6%	11,1%	100,0%
	6.7 Transit	,4%	8,9%	24,8%	40,7%	25,2%	100,0%
	6.8 MICE	1,1%	,3%	8,7%	50,3%	39,7%	100,0%
	6.9 Other business rel.purp.	,3%	,9%	13,4%	52,3%	33,1%	100,0%
	Not stated			10,0%	50,0%	40,0%	100,0%
Total		1,3%	3,7%	15,7%	48,3%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	483,844 ^a	36	,000
Max. likelihood Ratio	384,511	36	,000
Linear-linear Assoc.	17,666	1	,000
Valid Cases	2781		

		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	8.1 Nature and wild life	,6%	,6%	11,4%	55,4%	32,0%	100,0%
Holidays, Leisure and Recreation,	8.2 History			12,3%	49,1%	38,6%	100,0%
what is the main attraction for visiting it?	8.3 Heritage and culture	,7%	,7%	25,5%	54,9%	18,3%	100,0%
	8.4 Religion		16,0%	28,0%	44,0%	12,0%	100,0%
Total		,5%	1,5%	17,8%	53,7%	26,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	62,363 ^a	12	,000
Max. likelihood Ratio	40,249	12	,000
Linear-linear Assoc.	22,436	1	,000
Valid Cases	410		

		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	,4%	1,5%	12,8%	49,6%	35,8%	100,0%
	18.2 Self employed	2,2%	11,4%	22,6%	42,2%	21,6%	100,0%
	18.3 Student/in educational	2,5%	10,2%	19,8%	48,2%	19,3%	100,0%
	18.4 Homemaker	12,8%	10,3%	41,0%	33,3%	2,6%	100,0%
	18.5 Retired	7,5%		18,7%	54,2%	19,6%	100,0%
	18.6 Other	2,0%	8,0%	32,0%	44,0%	14,0%	100,0%
Total		1,3%	3,8%	15,7%	48,2%	31,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	323,130 ^a	20	,000
Max. likelihood Ratio	267,906	20	,000
Linear-linear Assoc.	139,399	1	,000
Valid Cases	2771		

ECONOMIC STATUS

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
_OBJECT_REGION	Federal Ethiopia	,3%	14,7%	76,0%	9,0%	100,0%
	Ahmara		19,4%	29,0%	51,6%	100,0%
	Dire Dawa A.C.		61,0%	39,0%		100,0%
	Oromiya	,7%	1,7%	89,9%	7,6%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	247,128 ^a	9	,000
Max. likelihood Ratio	197,491	9	,000
Linear-linear Assoc.	1,165	1	,280
Valid Cases	2750		

		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		2,3%	86,8%	10,9%	100,0%
	No	,4%	15,8%	74,9%	8,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	30,640 ^a	3	,000
Max. likelihood Ratio	44,046	3	,000
Linear-linear Assoc.	21,678	1	,000
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.2 ... on- Travel Agency or Tour Operator	Yes	,2%	6,6%	82,3%	10,8%	100,0%
	No	,4%	16,5%	74,5%	8,7%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	32,865 ^a	3	,000
Max. likelihood Ratio	38,330	3	,000
Linear-linear Assoc.	25,328	1	,000
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.3 ... on- Travel guides	Yes	,6%	13,7%	73,7%	12,0%	100,0%
	No	,3%	14,8%	76,0%	8,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,378 ^a	3	,498
Max. likelihood Ratio	2,168	3	,538
Linear-linear Assoc.	,911	1	,340
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.4 ... on- Travel fair	Yes		17,6%	73,5%	8,8%	100,0%
	No	,3%	14,7%	75,9%	9,1%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,339 ^a	3	,952
Max. likelihood Ratio	,439	3	,932
Linear-linear Assoc.	,087	1	,768
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.5 ... on- Personal recommendation	Yes	,2%	13,4%	77,8%	8,6%	100,0%
(e.g.: friends and relatives)	No	,6%	18,8%	70,1%	10,5%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	17,941 ^a	3	,000
Max. likelihood Ratio	17,151	3	,001
Linear-linear Assoc.	3,756	1	,053
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.6 ... on- Social network	Yes	,5%	12,3%	77,4%	9,9%	100,0%
	No	,3%	14,9%	75,8%	9,0%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,342 ^a	3	,719
Max. likelihood Ratio	1,373	3	,712
Linear-linear Assoc.	,851	1	,356
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.7 ... on- Magazines, newspapers, TV	Yes	1,4%	9,9%	77,0%	11,7%	100,0%
	No	,2%	15,2%	75,8%	8,8%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,468 ^a	3	,004
Max. likelihood Ratio	10,692	3	,014
Linear-linear Assoc.	2,879	1	,090
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
9.8 ... on- Ethiopian web sites or tourism offices	Yes		13,7%	74,8%	11,5%	100,0%
	No	,3%	14,8%	75,9%	8,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,434 ^a	3	,698
Max. likelihood Ratio	1,800	3	,615
Linear-linear Assoc.	,908	1	,341
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	,3%	10,7%	80,7%	8,3%	100,0%
	No	,3%	15,3%	75,2%	9,2%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	5,560 ^a	3	,135
Max. likelihood Ratio	5,928	3	,115
Linear-linear Assoc.	1,740	1	,187
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.1 Is "International transport" included in your package tour?	Yes	,3%	11,0%	81,6%	7,1%	100,0%
	No	,3%	15,2%	75,2%	9,3%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	6,188 ^a	3	,103
Max. likelihood Ratio	6,536	3	,088
Linear-linear Assoc.	,455	1	,500
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.2 Is "Accommodation" included in your package tour?	Yes		10,9%	81,8%	7,3%	100,0%
	No	,4%	15,2%	75,2%	9,3%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,320 ^a	3	,062
Max. likelihood Ratio	8,649	3	,034
Linear-linear Assoc.	1,003	1	,317
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.3 Is "Food and beverage" included in your package tour?	Yes		11,4%	81,9%	6,7%	100,0%
	No	,4%	15,1%	75,2%	9,3%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,198 ^a	3	,066
Max. likelihood Ratio	8,498	3	,037
Linear-linear Assoc.	,359	1	,549
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.4 Is "Local transport" included in your package tour?	Yes		11,0%	82,6%	6,4%	100,0%
	No	,4%	15,1%	75,1%	9,4%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,187 ^a	3	,042
Max. likelihood Ratio	9,552	3	,023
Linear-linear Assoc.	,367	1	,545
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes		1,3%	81,8%	16,9%	100,0%
	No	,3%	15,1%	75,7%	8,8%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,688 ^a	3	,001
Max. likelihood Ratio	21,256	3	,000
Linear-linear Assoc.	15,399	1	,000
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.6 Is "Guided tours in the country" included in your package tour?	Yes		1,2%	86,0%	12,8%	100,0%
	No	,3%	15,2%	75,6%	8,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,957 ^a	3	,003
Max. likelihood Ratio	21,543	3	,000
Linear-linear Assoc.	11,587	1	,001
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes		4,3%	82,6%	13,0%	100,0%
	No	,3%	14,8%	75,8%	9,0%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,318 ^a	3	,509
Max. likelihood Ratio	2,993	3	,393
Linear-linear Assoc.	2,119	1	,145
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
16. Gender	Male	,3%	15,5%	74,9%	9,3%	100,0%
	Female	,4%	12,6%	78,6%	8,4%	100,0%
Total		,3%	14,8%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,512 ^a	3	,211
Max. likelihood Ratio	4,595	3	,204
Linear-linear Assoc.	,608	1	,435
Valid Cases	2725		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.1 Are you travelling with - Spouse/Partner	Yes	,4%	14,6%	74,1%	10,9%	100,0%
	No	,3%	14,7%	76,1%	8,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,226 ^a	3	,747
Max. likelihood Ratio	1,164	3	,762
Linear-linear Assoc.	,386	1	,535
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.2 Are you travelling with - Family/Relatives	Yes		13,6%	78,9%	7,5%	100,0%
	No	,4%	14,8%	75,6%	9,2%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	2,037 ^a	3	,565
Max. likelihood Ratio	2,824	3	,420
Linear-linear Assoc.	,004	1	,953
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.3 Are you travelling with - Business associate(s)	Yes	,8%	19,6%	71,3%	8,3%	100,0%
	No	,3%	14,3%	76,3%	9,1%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,165 ^a	3	,067
Max. likelihood Ratio	6,264	3	,099
Linear-linear Assoc.	4,622	1	,032
Valid Cases	2750		

	status				Total
	20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.4 Are you travelling with - Friend(s) Yes	,2%	14,3%	77,3%	8,2%	100,0%
No	,4%	14,8%	75,5%	9,3%	100,0%
Total	,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,306 ^a	3	,728
Max. likelihood Ratio	1,391	3	,708
Linear-linear Assoc.	,003	1	,957
Valid Cases	2750		

	status				Total
	20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.5 Are you travelling with - Tour Yes		3,3%	88,9%	7,8%	100,0%
group No	,3%	15,1%	75,5%	9,1%	100,0%
Total	,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	10,745 ^a	3	,013
Max. likelihood Ratio	14,601	3	,002
Linear-linear Assoc.	4,371	1	,037
Valid Cases	2750		

	status				Total
	20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
17.6 Are you travelling with - Traveling Yes	,3%	15,1%	75,4%	9,2%	100,0%
alone No	,3%	14,3%	76,5%	8,9%	100,0%
Total	,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	,492 ^a	3	,921
Max. likelihood Ratio	,493	3	,921
Linear-linear Assoc.	,125	1	,724
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
15. Age	till 24 years old	2,9%	15,0%	77,1%	5,0%	100,0%
	25-29 years old	,4%	17,3%	78,7%	3,5%	100,0%
	30-34 years old	,3%	18,5%	72,1%	9,1%	100,0%
	35-39 years old	,5%	14,4%	75,2%	9,9%	100,0%
	40-44 years old	,2%	13,0%	78,6%	8,1%	100,0%
	45-49 years old		14,5%	79,9%	5,6%	100,0%
	over 50 years old		13,3%	71,8%	14,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	82,189 ^a	18	,000
Max. likelihood Ratio	68,572	18	,000
Linear-linear Assoc.	22,551	1	,000
Valid Cases	2743		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
22. Do you intend to visit Ethiopia in the future	Yes	,3%	14,6%	76,0%	9,1%	100,0%
	No	1,1%	19,1%	73,4%	6,4%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,752 ^a	3	,290
Max. likelihood Ratio	3,146	3	,370
Linear-linear Assoc.	2,892	1	,089
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
23. Would you recommend to visit Ethiopia?	Yes	,3%	14,0%	76,4%	9,3%	100,0%
	No	,7%	28,2%	66,2%	4,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	23,688 ^a	3	,000
Max. likelihood Ratio	20,449	3	,000
Linear-linear Assoc.	20,347	1	,000
Valid Cases	2750		

		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	Yes	,3%	12,4%	77,6%	9,8%	100,0%
	No	,4%	18,5%	73,3%	7,9%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,006 ^a	3	,000
Max. likelihood Ratio	20,667	3	,000
Linear-linear Assoc.	17,786	1	,000
Valid Cases	2750		

		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, leisure and rec	,9%	10,8%	80,2%	8,2%	100,0%
	6.2 Visiting friends and relat	,6%	25,0%	65,6%	8,8%	100,0%
	6.3 Education and training	1,0%	14,6%	74,5%	9,9%	100,0%
	6.4 Health and medical care		13,6%	78,0%	8,5%	100,0%
	6.5 Religion/pilgrimages		15,0%	72,5%	12,5%	100,0%
	6.6 Shopping		22,2%	77,8%		100,0%
	6.7 Transit	,4%	26,9%	66,5%	6,2%	100,0%
	6.8 MICE		9,0%	80,1%	10,9%	100,0%
	6.9 Other business rel.purp.		12,4%	78,3%	9,4%	100,0%
	Not stated		6,4%	87,2%	6,4%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	99,157 ^a	27	,000
Max. likelihood Ratio	96,194	27	,000
Linear-linear Assoc.	2,353	1	,125
Valid Cases	2750		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
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	1,2%	8,1%	84,4%	6,4%	100,0%
	8.2 History		16,4%	76,4%	7,3%	100,0%
	8.3 Heritage and culture	1,9%	11,0%	76,0%	11,0%	100,0%
	8.4 Religion		12,0%	88,0%		100,0%
Total		1,2%	10,6%	80,3%	7,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,946 ^a	9	,355
Max. likelihood Ratio	12,439	9	,190
Linear-linear Assoc.	,118	1	,732
Valid Cases	407		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
18. What is your current occupation?	18.1 Employee	,2%	13,7%	77,4%	8,7%	100,0%
	18.2 Self employed	,2%	15,6%	69,9%	14,2%	100,0%
	18.3 Student/in educational	1,5%	22,4%	73,0%	3,1%	100,0%
	18.4 Homemaker		11,4%	80,0%	8,6%	100,0%
	18.5 Retired		11,2%	84,1%	4,7%	100,0%
	18.6 Other	2,0%	26,0%	58,0%	14,0%	100,0%
Total		,3%	14,7%	75,9%	9,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	58,720 ^a	15	,000
Max. likelihood Ratio	52,552	15	,000
Linear-linear Assoc.	5,034	1	,025
Valid Cases	2742		

		status				Total
		20.1 Bad	20.2 Fair	20.3 Good	20.4 Excellent	
19. Educational level	19.1 Primary education	5,6%	38,9%	50,0%	5,6%	100,0%
	19.2 Lower Second. educ.		45,1%	52,9%	2,0%	100,0%
	19.3 Upper Second. educ.	,9%	18,6%	73,8%	6,6%	100,0%
	19.4 Bachelor's (equiv. level)	,2%	13,7%	78,8%	7,3%	100,0%
	19.5 Post grad. (Master, Doctoral)		9,7%	76,3%	14,0%	100,0%
Total		,3%	14,7%	75,9%	9,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	185,295 ^a	12	,000
Max. likelihood Ratio	139,993	12	,000
Linear-linear Assoc.	115,725	1	,000
Valid Cases	2735		

REGION

		OBJECT REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.1 Planning this trip, did you find information on the destination on-	Yes	24,2%	3,1%		72,6%	100,0%
	No	91,1%	,9%	3,0%	5,0%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1026,537 ^a	3	,000
Max. likelihood Ratio	606,586	3	,000
Linear-linear Assoc.	915,301	1	,000
Valid Cases	2811		

		OBJECT REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.2 ... on- Travel Agency or Tour Operator	Yes	99,4%	,4%		,2%	100,0%
	No	82,8%	1,3%	3,3%	12,6%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,804 ^a	3	,000
Max. likelihood Ratio	151,090	3	,000
Linear-linear Assoc.	87,265	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.3 ... on- Travel guides	Yes	97,2%	2,2%		,6%	100,0%
	No	85,0%	1,0%	2,9%	11,1%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	28,015 ^a	3	,000
Max. likelihood Ratio	44,860	3	,000
Linear-linear Assoc.	24,342	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.4 ... on- Travel fair	Yes	88,2%	8,8%		2,9%	100,0%
	No	85,7%	1,0%	2,8%	10,5%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,407 ^a	3	,000
Max. likelihood Ratio	11,919	3	,008
Linear-linear Assoc.	2,187	1	,139
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	86,1%	1,0%	3,6%	9,3%	100,0%
	No	84,9%	1,4%		13,7%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	35,889 ^a	3	,000
Max. likelihood Ratio	53,710	3	,000
Linear-linear Assoc.	2,919	1	,088
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.6 ... on- Social network	Yes	89,9%	3,7%		6,5%	100,0%
	No	85,4%	,9%	3,0%	10,7%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	24,643 ^a	3	,000
Max. likelihood Ratio	26,114	3	,000
Linear-linear Assoc.	6,294	1	,012
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.7 ... on- Magazines, newspapers, TV	Yes	92,6%	3,1%		4,4%	100,0%
	No	85,2%	,9%	3,0%	10,9%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	25,507 ^a	3	,000
Max. likelihood Ratio	31,410	3	,000
Linear-linear Assoc.	13,526	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	88,0%	3,8%		8,3%	100,0%
	No	85,7%	1,0%	2,9%	10,5%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,439 ^a	3	,004
Max. likelihood Ratio	13,826	3	,003
Linear-linear Assoc.	1,547	1	,214
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	92,8%			7,2%	100,0%
	No	84,8%	1,3%	3,1%	10,8%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,483 ^a	3	,000
Max. likelihood Ratio	35,132	3	,000
Linear-linear Assoc.	9,795	1	,002
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.1 Is "International transport" included in your package tour?	Yes	93,8%			6,3%	100,0%
	No	84,7%	1,2%	3,1%	10,9%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	22,507 ^a	3	,000
Max. likelihood Ratio	35,543	3	,000
Linear-linear Assoc.	12,602	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.2 Is "Accommodation" included in your package tour?	Yes	97,8%			2,2%	100,0%
	No	84,3%	1,2%	3,1%	11,4%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	42,166 ^a	3	,000
Max. likelihood Ratio	63,435	3	,000
Linear-linear Assoc.	35,070	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.3 Is "Food and beverage" included in your package tour?	Yes	98,1%			1,9%	100,0%
	No	84,3%	1,2%	3,1%	11,4%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	43,091 ^a	3	,000
Max. likelihood Ratio	65,332	3	,000
Linear-linear Assoc.	36,299	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.4 Is "Local transport" included in your package tour?	Yes	99,3%			,7%	100,0%
	No	84,2%	1,2%	3,1%	11,5%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	49,021 ^a	3	,000
Max. likelihood Ratio	79,111	3	,000
Linear-linear Assoc.	43,223	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	93,6%			6,4%	100,0%
	No	85,5%	1,1%	2,8%	10,5%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,876 ^a	3	,181
Max. likelihood Ratio	8,045	3	,045
Linear-linear Assoc.	2,649	1	,104
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	98,9%			1,1%	100,0%
	No	85,3%	1,1%	2,8%	10,7%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,966 ^a	3	,005
Max. likelihood Ratio	20,986	3	,000
Linear-linear Assoc.	11,273	1	,001
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	100,0%				100,0%
	No	85,6%	1,1%	2,8%	10,5%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,016 ^a	3	,260
Max. likelihood Ratio	7,402	3	,060
Linear-linear Assoc.	3,607	1	,058
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
16. Gender	Male	85,1%	1,3%	2,9%	10,7%	100,0%
	Female	88,6%	,4%	2,4%	8,6%	100,0%
Total		86,0%	1,1%	2,8%	10,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,383 ^a	3	,061
Max. likelihood Ratio	8,330	3	,040
Linear-linear Assoc.	3,385	1	,066
Valid Cases	2779		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.1 Are you travelling with - Spouse/Partner	Yes	89,2%	2,8%	1,2%	6,8%	100,0%
	No	85,4%	,9%	2,9%	10,7%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,278 ^a	3	,004
Max. likelihood Ratio	12,300	3	,006
Linear-linear Assoc.	4,881	1	,027
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.2 Are you travelling with - Family/Relatives	Yes	97,0%	,4%	,9%	1,7%	100,0%
	No	84,8%	1,2%	2,9%	11,2%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	26,266 ^a	3	,000
Max. likelihood Ratio	36,543	3	,000
Linear-linear Assoc.	24,839	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.3 Are you travelling with - Business associate(s)	Yes	99,2%			,8%	100,0%
	No	84,4%	1,2%	3,0%	11,3%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,991 ^a	3	,000
Max. likelihood Ratio	66,062	3	,000
Linear-linear Assoc.	36,023	1	,000
Valid Cases	2811		

	_OBJECT_REGION				Total
	Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.4 Are you travelling with - Friend(s) Yes	96,5%	1,9%		1,6%	100,0%
No	83,0%	,9%	3,4%	12,6%	100,0%
Total	85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	87,610 ^a	3	,000
Max. likelihood Ratio	125,585	3	,000
Linear-linear Assoc.	77,066	1	,000
Valid Cases	2811		

	_OBJECT_REGION				Total
	Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.5 Are you travelling with - Tour Yes	44,4%			55,6%	100,0%
group No	87,1%	1,1%	2,8%	8,9%	100,0%
Total	85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	204,689 ^a	3	,000
Max. likelihood Ratio	121,933	3	,000
Linear-linear Assoc.	178,316	1	,000
Valid Cases	2811		

	_OBJECT_REGION				Total
	Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
17.6 Are you travelling with - Traveling Yes	81,1%	,8%	4,8%	13,2%	100,0%
alone No	91,3%	1,4%	,2%	7,0%	100,0%
Total	85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	89,520 ^a	3	,000
Max. likelihood Ratio	105,813	3	,000
Linear-linear Assoc.	53,547	1	,000
Valid Cases	2811		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
15. Age	till 24 years old	93,1%			6,9%	100,0%
	25-29 years old	91,1%	1,2%	,8%	7,0%	100,0%
	30-34 years old	91,6%	1,4%	,6%	6,4%	100,0%
	35-39 years old	77,3%	1,6%	3,2%	17,9%	100,0%
	40-44 years old	85,4%	1,3%	3,0%	10,4%	100,0%
	45-49 years old	84,0%	,9%	4,6%	10,4%	100,0%
	over 50 years old	86,3%	,8%	3,6%	9,3%	100,0%
Total		85,8%	1,1%	2,8%	10,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	67,028 ^a	18	,000
Max. likelihood Ratio	72,773	18	,000
Linear-linear Assoc.	4,309	1	,038
Valid Cases	2800		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
22. Do you intend to visit Ethiopia in the future	Yes	85,6%	1,1%	2,8%	10,4%	100,0%
	No	90,2%	1,0%		8,8%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,405 ^a	3	,333
Max. likelihood Ratio	6,207	3	,102
Linear-linear Assoc.	1,065	1	,302
Valid Cases	2811		

		_OBJECT _REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
23. Would you recommend to visit Ethiopia?	Yes	85,9%	1,1%	2,4%	10,6%	100,0%
	No	83,7%	1,3%	9,2%	5,9%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	27,586 ^a	3	,000
Max. likelihood Ratio	19,402	3	,000
Linear-linear Assoc.	,109	1	,742
Valid Cases	2811		

		_OBJECT _REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
24. Do you intend to share or you already shared your opinion about this	Yes	85,6%	1,2%	,1%	13,2%	100,0%
	No	86,1%	1,0%	6,9%	6,0%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	148,403 ^a	3	,000
Max. likelihood Ratio	169,266	3	,000
Linear-linear Assoc.	7,490	1	,006
Valid Cases	2811		

		_OBJECT _REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	91,0%	2,4%		6,6%	100,0%
	6.2 Visiting friends and relat	65,7%	2,8%	21,4%	10,0%	100,0%
	6.3 Education and training	91,9%			8,1%	100,0%
	6.4 Health and medical care	80,3%			19,7%	100,0%
	6.5 Religion/pilgrimages	96,3%			3,7%	100,0%
	6.6 Shopping	66,7%			33,3%	100,0%
	6.7 Transit	93,2%			6,8%	100,0%
	6.8 MICE	77,9%			22,1%	100,0%
	6.9 Other business rel.purp.	90,1%	1,0%		8,8%	100,0%
	Not stated	86,0%			14,0%	100,0%
Total		85,8%	1,1%	2,7%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	655,915 ^a	27	,000
Max. likelihood Ratio	443,074	27	,000
Linear-linear Assoc.	,051	1	,822
Valid Cases	2811		

		_OBJECT_REGION			Total
		Federal Ethiopia	Ahmara	Oromiya	
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	91,5%	2,3%	6,3%	100,0%
	8.2 History	94,8%		5,2%	100,0%
	8.3 Heritage and culture	94,8%	4,5%	,6%	100,0%
	8.4 Religion	92,0%		8,0%	100,0%
Total		93,2%	2,7%	4,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	12,016 ^a	6	,062
Max. likelihood Ratio	15,890	6	,014
Linear-linear Assoc.	2,774	1	,096
Valid Cases	414		

		_OBJECT_REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
18. What is your current occupation?	18.1 Employee	92,2%	,4%	,1%	7,4%	100,0%
	18.2 Self employed	60,5%	4,3%	10,1%	25,1%	100,0%
	18.3 Student/in educational	75,6%	,5%	11,7%	12,2%	100,0%
	18.4 Homemaker	84,6%		7,7%	7,7%	100,0%
	18.5 Retired	86,2%		7,3%	6,4%	100,0%
	18.6 Other	88,5%	9,6%		1,9%	100,0%
Total		85,9%	1,1%	2,8%	10,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	443,149 ^a	15	,000
Max. likelihood Ratio	377,398	15	,000
Linear-linear Assoc.	18,161	1	,000
Valid Cases	2790		

		_OBJECT _REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
19. Educational level	19.1 Primary education	27,8%		61,1%	11,1%	100,0%
	19.2 Lower Second. educ.	41,3%	3,8%	44,2%	10,6%	100,0%
	19.3 Upper Second. educ.	83,9%	3,4%	2,1%	10,6%	100,0%
	19.4 Bachelor's (equiv. level)	86,4%	,8%		12,8%	100,0%
	19.5 Post grad. (Master, Doc	93,4%	,1%		6,5%	100,0%
Total		85,7%	1,1%	2,8%	10,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1251,548 ^a	12	,000
Max. likelihood Ratio	494,388	12	,000
Linear-linear Assoc.	92,099	1	,000
Valid Cases	2781		

		_OBJECT _REGION				Total
		Federal Ethiopia	Ahmara	Dire Dawa A.C.	Oromiya	
20. Please, would you give an evaluation to your economic status	20.1 Bad	77,8%			22,2%	100,0%
	20.2 Fair	85,7%	1,5%	11,6%	1,2%	100,0%
	20.3 Good	85,7%	,4%	1,4%	12,4%	100,0%
	20.4 Excellent	84,7%	6,4%		8,8%	100,0%
Total		85,6%	1,1%	2,8%	10,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	247,128 ^a	9	,000
Max. likelihood Ratio	197,491	9	,000
Linear-linear Assoc.	1,165	1	,280
Valid Cases	2750		

GENDER

		16. Gender		Total
		Male	Female	
9.1 Planning this trip, did you find information on the destination on-	Yes	76,5%	23,5%	100,0%
	No	74,7%	25,3%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,355 ^a	1	,551		
Continuity Corr.	,265	1	,607		
Max. likelihood Ratio	,360	1	,548		
Fisher-exact T.				,625	,306
Linear-linear Assoc.	,355	1	,551		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.2 ... on- Travel Agency or Tour Operator	Yes	67,9%	32,1%	100,0%
	No	76,3%	23,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	15,256 ^a	1	,000		
Continuity Corr.	14,815	1	,000		
Max. likelihood Ratio	14,643	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	15,251	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.3 ... on- Travel guides	Yes	68,0%	32,0%	100,0%
	No	75,3%	24,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,713 ^a	1	,030		
Continuity Corr.	4,333	1	,037		
Max. likelihood Ratio	4,486	1	,034		
Fisher-exact T.				,032	,020
Linear-linear Assoc.	4,711	1	,030		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.4 ... on- Travel fair	Yes	72,7%	27,3%	100,0%
	No	74,8%	25,2%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,077 ^a	1	,781		
Continuity Corr.	,006	1	,940		
Max. likelihood Ratio	,076	1	,783		
Fisher-exact T.				,840	,457
Linear-linear Assoc.	,077	1	,782		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.5 ... on- Personal recommendation	Yes	75,0%	25,0%	100,0%
(e.g.: friends and relatives)	No	74,2%	25,8%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,160 ^a	1	,689		
Continuity Corr.	,122	1	,727		
Max. likelihood Ratio	,160	1	,689		
Fisher-exact T.				,686	,362
Linear-linear Assoc.	,160	1	,689		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.6 ... on- Social network	Yes	81,8%	18,2%	100,0%
	No	74,2%	25,8%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,968 ^a	1	,015		
Continuity Corr.	5,574	1	,018		
Max. likelihood Ratio	6,368	1	,012		
Fisher-exact T.				,014	,008
Linear-linear Assoc.	5,966	1	,015		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.7 ... on- Magazines, newspapers, TV	Yes	70,5%	29,5%	100,0%
	No	75,2%	24,8%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,455 ^a	1	,117	,129	,070
Continuity Corr.	2,212	1	,137		
Max. likelihood Ratio	2,378	1	,123		
Fisher-exact T.					
Linear-linear Assoc.	2,455	1	,117		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	65,9%	34,1%	100,0%
	No	75,3%	24,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,828 ^a	1	,016	,018	,012
Continuity Corr.	5,342	1	,021		
Max. likelihood Ratio	5,470	1	,019		
Fisher-exact T.					
Linear-linear Assoc.	5,826	1	,016		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	59,6%	40,4%	100,0%
	No	77,0%	23,0%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	48,249 ^a	1	,000	,000	,000
Continuity Corr.	47,332	1	,000		
Max. likelihood Ratio	44,228	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	48,232	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
13.1 Is "International transport" included in your package tour?	Yes	59,2%	40,8%	100,0%
	No	76,8%	23,2%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	46,245 ^a	1	,000	,000	,000
Continuity Corr.	45,314	1	,000		
Max. likelihood Ratio	42,251	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	46,229	1	,000		
Valid Cases		2779			

		16. Gender		Total
		Male	Female	
13.2 Is "Accommodation" included in your package tour?	Yes	60,6%	39,4%	100,0%
	No	76,6%	23,4%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	37,157 ^a	1	,000	,000	,000
Continuity Corr.	36,316	1	,000		
Max. likelihood Ratio	34,157	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	37,144	1	,000		
Valid Cases		2779			

		16. Gender		Total
		Male	Female	
13.3 Is "Food and beverage" included in your package tour?	Yes	60,5%	39,5%	100,0%
	No	76,6%	23,4%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	36,962 ^a	1	,000		
Continuity Corr.	36,116	1	,000		
Max. likelihood Ratio	33,949	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	36,949	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
13.4 Is "Local transport" included in your package tour?	Yes	58,5%	41,5%	100,0%
	No	76,7%	23,3%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	45,664 ^a	1	,000		
Continuity Corr.	44,702	1	,000		
Max. likelihood Ratio	41,533	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	45,648	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	64,5%	35,5%	100,0%
	No	75,1%	24,9%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,431 ^a	1	,035		
Continuity Corr.	3,885	1	,049		
Max. likelihood Ratio	4,117	1	,042		
Fisher-exact T.				,044	,027
Linear-linear Assoc.	4,429	1	,035		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	59,1%	40,9%	100,0%
	No	75,3%	24,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,918 ^a	1	,001		
Continuity Corr.	11,072	1	,001		
Max. likelihood Ratio	10,763	1	,001		
Fisher-exact T.				,001	,001
Linear-linear Assoc.	11,914	1	,001		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	54,2%	45,8%	100,0%
	No	75,0%	25,0%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,475 ^a	1	,019		
Continuity Corr.	4,426	1	,035		
Max. likelihood Ratio	4,821	1	,028		
Fisher-exact T.				,030	,022
Linear-linear Assoc.	5,473	1	,019		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.1 Are you travelling with - Spouse/Partner	Yes	62,0%	38,0%	100,0%
	No	76,0%	24,0%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	23,253 ^a	1	,000		
Continuity Corr.	22,515	1	,000		
Max. likelihood Ratio	21,452	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	23,244	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.2 Are you travelling with -	Yes	55,8%	44,2%	100,0%
Family/Relatives	No	76,5%	23,5%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	48,097 ^a	1	,000	,000	,000
Continuity Corr.	47,006	1	,000		
Max. likelihood Ratio	43,131	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	48,080	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.3 Are you travelling with - Business	Yes	80,4%	19,6%	100,0%
associate(s)	No	74,3%	25,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,554 ^a	1	,033	,033	,018
Continuity Corr.	4,234	1	,040		
Max. likelihood Ratio	4,785	1	,029		
Fisher-exact T.					
Linear-linear Assoc.	4,552	1	,033		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.4 Are you travelling with - Friend(s)	Yes	65,9%	34,1%	100,0%
	No	77,1%	22,9%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	30,116 ^a	1	,000	,000	,000
Continuity Corr.	29,525	1	,000		
Max. likelihood Ratio	28,699	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	30,105	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.5 Are you travelling with - Tour group	Yes	61,4%	38,6%	100,0%
	No	75,3%	24,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,721 ^a	1	,003	,006	,003
Continuity Corr.	8,000	1	,005		
Max. likelihood Ratio	7,967	1	,005		
Fisher-exact T.					
Linear-linear Assoc.	8,718	1	,003		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
17.6 Are you travelling with - Traveling alone	Yes	81,1%	18,9%	100,0%
	No	67,2%	32,8%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	71,164 ^a	1	,000	,000	,000
Continuity Corr.	70,425	1	,000		
Max. likelihood Ratio	71,068	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	71,138	1	,000		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
15. Age	till 24 years old	56,6%	43,4%	100,0%
	25-29 years old	62,1%	37,9%	100,0%
	30-34 years old	67,2%	32,8%	100,0%
	35-39 years old	72,2%	27,8%	100,0%
	40-44 years old	81,0%	19,0%	100,0%
	45-49 years old	83,7%	16,3%	100,0%
	over 50 years old	78,7%	21,3%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,219 ^a	6	,000
Max. likelihood Ratio	90,593	6	,000
Linear-linear Assoc.	72,303	1	,000
Valid Cases	2778		

		16. Gender		Total
		Male	Female	
22. Do you intend to visit Ethiopia in the future	Yes	75,1%	24,9%	100,0%
	No	68,3%	31,7%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,346 ^a	1	,126	,130	,081
Continuity Corr.	2,002	1	,157		
Max. likelihood Ratio	2,234	1	,135		
Fisher-exact T.					
Linear-linear Assoc.	2,345	1	,126		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
23. Would you recommend to visit Ethiopia?	Yes	74,6%	25,4%	100,0%
	No	78,1%	21,9%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,942 ^a	1	,332	,386	,192
Continuity Corr.	,764	1	,382		
Max. likelihood Ratio	,970	1	,325		
Fisher-exact T.					
Linear-linear Assoc.	,942	1	,332		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
24. Do you intend to share or you already shared your opinion about this visit to Ethiopia on Social Media?	Yes	72,9%	27,1%	100,0%
	No	77,7%	22,3%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,104 ^a	1	,004		
Continuity Corr.	7,851	1	,005		
Max. likelihood Ratio	8,188	1	,004		
Fisher-exact T.				,005	,002
Linear-linear Assoc.	8,101	1	,004		
Valid Cases	2779				

		16. Gender		Total
		Male	Female	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	64,2%	35,8%	100,0%
	6.2 Visiting friends and relat	71,6%	28,4%	100,0%
	6.3 Education and training	63,3%	36,7%	100,0%
	6.4 Health and medical care	65,6%	34,4%	100,0%
	6.5 Religion/pilgrimages	59,3%	40,7%	100,0%
	6.6 Shopping	66,7%	33,3%	100,0%
	6.7 Transit	81,8%	18,2%	100,0%
	6.8 MICE	71,4%	28,6%	100,0%
	6.9 Other business rel.purp.	85,8%	14,2%	100,0%
	Not stated	57,8%	42,2%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	133,331 ^a	9	,000
Max. likelihood Ratio	136,453	9	,000
Linear-linear Assoc.	,007	1	,934
Valid Cases	2779		

		16. Gender		Total
		Male	Female	
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	63,2%	36,8%	100,0%
	8.2 History	63,2%	36,8%	100,0%
	8.3 Heritage and culture	61,7%	38,3%	100,0%
	8.4 Religion	92,0%	8,0%	100,0%
Total		64,4%	35,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,944 ^a	3	,030
Max. likelihood Ratio	11,068	3	,011
Linear-linear Assoc.	1,395	1	,238
Valid Cases	410		

		16. Gender		Total
		Male	Female	
18. What is your current occupation?	18.1 Employee	75,9%	24,1%	100,0%
	18.2 Self employed	84,1%	15,9%	100,0%
	18.3 Student/in educational	60,5%	39,5%	100,0%
	18.4 Homemaker	28,2%	71,8%	100,0%
	18.5 Retired	67,0%	33,0%	100,0%
	18.6 Other	63,5%	36,5%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,201 ^a	5	,000
Max. likelihood Ratio	85,110	5	,000
Linear-linear Assoc.	26,426	1	,000
Valid Cases	2761		

		16. Gender		Total
		Male	Female	
19. Educational level	19.1 Primary education	77,8%	22,2%	100,0%
	19.2 Lower Second. educ.	76,0%	24,0%	100,0%
	19.3 Upper Second. educ.	73,1%	26,9%	100,0%
	19.4 Bachelor's (equiv. level)	73,9%	26,1%	100,0%
	19.5 Post grad. (Master, Doc	76,9%	23,1%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,515 ^a	4	,476
Max. likelihood Ratio	3,544	4	,471
Linear-linear Assoc.	,993	1	,319
Valid Cases	2752		

		16. Gender		Total
		Male	Female	
20. Please, would you give an evaluation to your economic status	20.1 Bad	66,7%	33,3%	100,0%
	20.2 Fair	78,4%	21,6%	100,0%
	20.3 Good	73,8%	26,2%	100,0%
	20.4 Excellent	76,5%	23,5%	100,0%
Total		74,7%	25,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	4,512 ^a	3	,211
Max. likelihood Ratio	4,595	3	,204
Linear-linear Assoc.	,608	1	,435
Valid Cases	2725		

		16. Gender		Total
		Male	Female	
_OBJECT_REGION	Federal Ethiopia	74,0%	26,0%	100,0%
	Ahmara	90,3%	9,7%	100,0%
	Dire Dawa A.C.	77,9%	22,1%	100,0%
	Oromiya	78,7%	21,3%	100,0%
Total		74,8%	25,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	7,383 ^a	3	,061
Max. likelihood Ratio	8,330	3	,040
Linear-linear Assoc.	3,385	1	,066
Valid Cases	2779		

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	2,2%	6,7%	7,6%	26,9%	14,3%	17,5%	24,7%	100,0%
	No	5,4%	9,4%	12,8%	14,8%	19,8%	15,3%	22,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	33,358 ^a	6	,000
Max. likelihood Ratio	32,325	6	,000
Linear-linear Assoc.	4,027	1	,045
Valid Cases	2800		

		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	4,2%	13,9%	15,3%	19,3%	14,3%	11,2%	21,7%	100,0%
	No	5,4%	8,2%	11,7%	15,0%	20,4%	16,4%	23,0%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	40,754 ^a	6	,000
Max. likelihood Ratio	39,974	6	,000
Linear-linear Assoc.	12,628	1	,000
Valid Cases	2800		

		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	5,1%	9,0%	12,9%	16,9%	13,5%	12,4%	30,3%	100,0%
	No	5,2%	9,2%	12,3%	15,7%	19,7%	15,6%	22,2%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,535 ^a	6	,146
Max. likelihood Ratio	9,557	6	,145
Linear-linear Assoc.	,702	1	,402
Valid Cases	2800		

		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	5,9%	5,9%		14,7%	14,7%	20,6%	38,2%	100,0%
	No	5,2%	9,3%	12,5%	15,8%	19,4%	15,4%	22,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,326 ^a	6	,156
Max. likelihood Ratio	12,950	6	,044
Linear-linear Assoc.	4,980	1	,026
Valid Cases	2800		

		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	4,8%	8,4%	11,0%	15,0%	20,9%	16,9%	23,0%	100,0%
	No	6,3%	11,8%	16,6%	17,9%	14,4%	10,8%	22,1%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	49,607 ^a	6	,000
Max. likelihood Ratio	49,976	6	,000
Linear-linear Assoc.	23,660	1	,000
Valid Cases	2800		

		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	4,2%	5,1%	5,6%	10,6%	22,7%	29,2%	22,7%	100,0%
	No	5,3%	9,6%	12,9%	16,2%	19,0%	14,3%	22,8%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	47,411 ^a	6	,000
Max. likelihood Ratio	45,232	6	,000
Linear-linear Assoc.	16,853	1	,000
Valid Cases	2800		

		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	6,6%	7,9%	21,4%	15,7%	17,5%	9,6%	21,4%	100,0%
	No	5,1%	9,3%	11,6%	15,8%	19,5%	15,9%	22,9%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	24,019 ^a	6	,001
Max. likelihood Ratio	22,066	6	,001
Linear-linear Assoc.	5,931	1	,015
Valid Cases	2800		

		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	11,3%	8,3%	14,3%	12,8%	15,8%	10,5%	27,1%	100,0%
	No	4,9%	9,3%	12,3%	15,9%	19,5%	15,7%	22,5%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,589 ^a	6	,016
Max. likelihood Ratio	13,462	6	,036
Linear-linear Assoc.	1,485	1	,223
Valid Cases	2800		

		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	13,3%	11,2%	12,7%	13,8%	11,0%	8,9%	29,1%	100,0%
	No	4,0%	8,9%	12,3%	16,0%	20,5%	16,3%	21,9%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	84,857 ^a	6	,000
Max. likelihood Ratio	75,508	6	,000
Linear-linear Assoc.	11,467	1	,001
Valid Cases	2800		

		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	
13.1 Is "International transport" included in your package tour?	Yes	13,5%	11,9%	13,2%	14,4%	11,0%	8,2%	27,9%	100,0%
	No	4,1%	8,9%	12,3%	15,9%	20,4%	16,4%	22,1%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	80,891 ^a	6	,000
Max. likelihood Ratio	72,115	6	,000
Linear-linear Assoc.	16,238	1	,000
Valid Cases	2800		

		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	
13.2 Is "Accommodation" included in your package tour?	Yes	12,5%	11,5%	13,7%	14,1%	11,5%	7,7%	29,1%	100,0%
	No	4,3%	8,9%	12,2%	16,0%	20,3%	16,4%	22,0%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	70,368 ^a	6	,000
Max. likelihood Ratio	65,368	6	,000
Linear-linear Assoc.	11,061	1	,001
Valid Cases	2800		

		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	
13.3 Is "Food and beverage" included in your package tour?	Yes	13,0%	11,7%	13,7%	12,7%	11,7%	7,5%	29,6%	100,0%
	No	4,2%	8,9%	12,2%	16,1%	20,3%	16,4%	21,9%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	77,491 ^a	6	,000
Max. likelihood Ratio	70,696	6	,000
Linear-linear Assoc.	11,177	1	,001
Valid Cases	2800		

		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	
13.4 Is "Local transport" included in your package tour?	Yes	14,0%	11,3%	13,7%	14,0%	11,0%	7,9%	28,1%	100,0%
	No	4,1%	9,0%	12,2%	15,9%	20,3%	16,3%	22,1%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	79,988 ^a	6	,000
Max. likelihood Ratio	70,094	6	,000
Linear-linear Assoc.	15,483	1	,000
Valid Cases	2800		

		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	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	11,7%	7,8%	7,8%	14,3%	10,4%	14,3%	33,8%	100,0%
	No	5,0%	9,3%	12,5%	15,8%	19,6%	15,5%	22,4%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,656 ^a	6	,016
Max. likelihood Ratio	14,309	6	,026
Linear-linear Assoc.	,226	1	,634
Valid Cases	2800		

		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	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	5,6%	7,9%	4,5%	13,5%	6,7%	10,1%	51,7%	100,0%
	No	5,2%	9,3%	12,6%	15,8%	19,7%	15,6%	21,8%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	48,157 ^a	6	,000
Max. likelihood Ratio	43,577	6	,000
Linear-linear Assoc.	14,790	1	,000
Valid Cases	2800		

		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	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	16,7%	12,5%	12,5%	4,2%		4,2%	50,0%	100,0%
	No	5,1%	9,2%	12,4%	15,9%	19,5%	15,5%	22,5%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	23,084 ^a	6	,001
Max. likelihood Ratio	25,069	6	,000
Linear-linear Assoc.	,001	1	,972
Valid Cases	2800		

		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	1,6%	6,5%	13,3%	19,4%	14,9%	11,7%	32,7%	100,0%
	No	5,5%	9,5%	12,3%	15,4%	19,7%	15,8%	21,8%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	28,316 ^a	6	,000
Max. likelihood Ratio	29,813	6	,000
Linear-linear Assoc.	9,060	1	,003
Valid Cases	2800		

		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 - Family/Relatives	Yes	8,2%	9,1%	10,8%	19,8%	14,7%	10,8%	26,7%	100,0%
	No	4,9%	9,2%	12,5%	15,4%	19,7%	15,8%	22,4%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	15,774 ^a	6	,015
Max. likelihood Ratio	15,538	6	,016
Linear-linear Assoc.	,646	1	,422
Valid Cases	2800		

		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 - Business associate(s)	Yes	4,4%	9,1%	20,6%	21,4%	22,2%	7,9%	14,3%	100,0%
	No	5,3%	9,2%	11,5%	15,2%	19,0%	16,2%	23,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	41,383 ^a	6	,000
Max. likelihood Ratio	41,694	6	,000
Linear-linear Assoc.	15,629	1	,000
Valid Cases	2800		

		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 - Friend(s)	Yes	11,2%	16,9%	19,9%	13,8%	10,6%	8,2%	19,4%	100,0%
	No	3,6%	7,2%	10,4%	16,3%	21,6%	17,3%	23,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	187,407 ^a	6	,000
Max. likelihood Ratio	176,437	6	,000
Linear-linear Assoc.	120,298	1	,000
Valid Cases	2800		

		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 - Tour group	Yes	10,0%	11,1%	4,4%	20,0%	14,4%	12,2%	27,8%	100,0%
	No	5,0%	9,2%	12,6%	15,6%	19,5%	15,5%	22,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	13,113 ^a	6	,041
Max. likelihood Ratio	13,725	6	,033
Linear-linear Assoc.	,121	1	,728
Valid Cases	2800		

		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 - Traveling alone	Yes	2,6%	6,4%	9,4%	14,7%	23,6%	20,4%	22,9%	100,0%
	No	8,2%	12,6%	15,9%	17,0%	14,2%	9,4%	22,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	184,820 ^a	6	,000
Max. likelihood Ratio	188,774	6	,000
Linear-linear Assoc.	97,990	1	,000
Valid Cases	2800		

		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 Ethiopia in the future	Yes	5,3%	9,3%	12,3%	15,6%	19,7%	15,6%	22,2%	100,0%
	No	1,0%	7,9%	12,9%	20,8%	8,9%	9,9%	38,6%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	24,997 ^a	6	,000
Max. likelihood Ratio	26,361	6	,000
Linear-linear Assoc.	5,280	1	,022
Valid Cases	2800		

		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	5,4%	9,1%	12,1%	15,6%	19,6%	15,6%	22,7%	100,0%
	No	2,0%	11,8%	17,1%	19,1%	13,8%	12,5%	23,7%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,932 ^a	6	,063
Max. likelihood Ratio	12,733	6	,047
Linear-linear Assoc.	,390	1	,532
Valid Cases	2800		

		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	Yes	6,1%	9,6%	12,5%	15,6%	20,0%	17,7%	18,5%	100,0%
	No	3,8%	8,7%	12,1%	16,0%	18,2%	11,8%	29,3%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square			
	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	57,746 ^a	6	,000
Max. likelihood Ratio	57,714	6	,000
Linear-linear Assoc.	15,596	1	,000
Valid Cases	2800		

		15. Age		Total
		25-29 years old	35-39 years old	
REGION OF RESIDENCE	Oromiya		100,0%	100,0%
	SNNPR	100,0%		100,0%
Total		50,0%	50,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,000 ^a	1	,157		
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	2,773	1	,096		
Fisher-exact T.				1,000	,500
Linear-linear Assoc.	1,000	1	,317		
Valid Cases	2				

		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, leisure and rec	6,0%	14,8%	14,6%	12,4%	9,2%	11,6%	31,5%	100,0%
	6.2 Visiting friends and relati	7,3%	7,3%	8,7%	17,6%	18,7%	14,8%	25,7%	100,0%
	6.3 Education and training	17,8%	18,3%	17,8%	11,7%	7,6%	7,6%	19,3%	100,0%
	6.4 Health and medical care	11,5%	11,5%	11,5%	9,8%	4,9%	13,1%	37,7%	100,0%
	6.5 Religion/pilgrimages	11,0%	20,7%	17,1%	18,3%	8,5%	6,1%	18,3%	100,0%
	6.6 Shopping		22,2%		55,6%	11,1%	11,1%		100,0%
	6.7 Transit	4,0%	15,3%	20,5%	20,9%	17,3%	6,0%	16,1%	100,0%
	6.8 MICE	1,4%	5,1%	10,6%	18,7%	28,2%	17,6%	18,4%	100,0%
	6.9 Other business rel.purp.	2,2%	4,2%	10,3%	14,6%	25,2%	22,0%	21,5%	100,0%
Not stated		8,2%	8,2%	4,1%	20,4%	32,7%	10,2%	16,3%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	436,928 ^a	54	,000
Max. likelihood Ratio	428,103	54	,000
Linear-linear Assoc.	,800	1	,371
Valid Cases	2800		

		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 Holidays, Leisure and Recreation, what is the main attraction for visiting it?	8.1 Nature and wild life	10,3%	18,9%	14,3%	12,6%	5,7%	6,3%	32,0%	100,0%
	8.2 History	8,8%	7,0%	22,8%	17,5%	8,8%	7,0%	28,1%	100,0%
	8.3 Heritage and culture	6,5%	12,3%	9,0%	10,3%	13,5%	20,0%	28,4%	100,0%
	8.4 Religion		20,0%	12,0%	8,0%	8,0%	4,0%	48,0%	100,0%
Total		8,0%	14,8%	13,3%	12,1%	9,2%	11,4%	31,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	41,995 ^a	18	,001
Max. likelihood Ratio	43,001	18	,001
Linear-linear Assoc.	6,870	1	,009
Valid Cases	412		

		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	1,8%	9,1%	13,5%	16,7%	22,2%	17,6%	19,1%	100,0%
	18.2 Self employed	2,2%	4,1%	10,8%	20,2%	17,6%	15,2%	29,9%	100,0%
	18.3 Student/in educational	45,7%	26,4%	6,1%	7,1%	5,1%	4,6%	5,1%	100,0%
	18.4 Homemaker	5,1%	7,7%	23,1%	15,4%	7,7%	12,8%	28,2%	100,0%
	18.5 Retired	,9%		,9%	,9%	9,2%	2,8%	85,3%	100,0%
	18.6 Other	9,6%	11,5%	23,1%	5,8%	5,8%	7,7%	36,5%	100,0%
Total		5,1%	9,2%	12,4%	15,7%	19,3%	15,5%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1150,917 ^a	30	,000
Max. likelihood Ratio	744,655	30	,000
Linear-linear Assoc.	,037	1	,848
Valid Cases	2782		

		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	2,8%	2,8%	5,6%	8,3%	2,8%	22,2%	55,6%	100,0%
	19.2 Lower Second. educ.	1,0%	7,7%	15,4%	18,3%	24,0%	16,3%	17,3%	100,0%
	19.3 Upper Second. educ.	8,8%	8,3%	11,5%	18,0%	18,4%	15,9%	19,1%	100,0%
	19.4 Bachelor's (equiv. level)	6,7%	9,6%	11,4%	14,2%	20,4%	16,4%	21,2%	100,0%
	19.5 Post grad. (Master, Doc	1,6%	9,5%	13,8%	17,4%	18,1%	13,0%	26,5%	100,0%
Total		5,2%	9,2%	12,3%	15,9%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	96,631 ^a	24	,000
Max. likelihood Ratio	103,147	24	,000
Linear-linear Assoc.	,573	1	,449
Valid Cases	2773		

		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	44,4%	11,1%	11,1%	22,2%	11,1%			100,0%
	20.2 Fair	5,2%	10,9%	15,6%	15,6%	17,1%	15,3%	20,3%	100,0%
	20.3 Good	5,2%	9,6%	11,8%	15,8%	20,0%	16,4%	21,3%	100,0%
	20.4 Excellent	2,8%	3,6%	12,4%	17,3%	17,3%	9,6%	36,9%	100,0%
Total		5,1%	9,3%	12,4%	15,9%	19,3%	15,6%	22,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	82,189 ^a	18	,000
Max. likelihood Ratio	68,572	18	,000
Linear-linear Assoc.	22,551	1	,000
Valid Cases	2743		

		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	5,6%	9,8%	13,2%	14,2%	19,2%	15,1%	22,9%	100,0%
	Ahmara		9,7%	16,1%	22,6%	22,6%	12,9%	16,1%	100,0%
	Dire Dawa A.C.		2,6%	2,6%	18,2%	20,8%	26,0%	29,9%	100,0%
	Oromiya	3,5%	6,2%	7,6%	27,3%	19,4%	15,6%	20,4%	100,0%
Total		5,2%	9,2%	12,4%	15,8%	19,3%	15,4%	22,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	67,028 ^a	18	,000
Max. likelihood Ratio	72,773	18	,000
Linear-linear Assoc.	4,309	1	,038
Valid Cases	2800		

		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%	7,7%	11,1%	15,3%	20,9%	17,3%	23,9%	100,0%
	Female	8,9%	13,9%	16,1%	17,4%	14,6%	10,0%	19,1%	100,0%
Total		5,1%	9,2%	12,4%	15,8%	19,3%	15,4%	22,7%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	93,219 ^a	6	,000
Max. likelihood Ratio	90,593	6	,000
Linear-linear Assoc.	72,303	1	,000
Valid Cases	2778		

VISIT ETHIOPIA IN THE FUTURE

		Ethiopia in the future		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-	Yes	98,7%	1,3%	100,0%
	No	96,2%	3,8%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,611 ^a	1	,057		
Continuity Corr.	2,937	1	,087		
Max. likelihood Ratio	4,631	1	,031		
Fisher-exact T.				,060	,032
Linear-linear Assoc.	3,610	1	,057		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
9.2 ... on- Travel Agency or Tour Operator	Yes	96,8%	3,2%	100,0%
	No	96,3%	3,7%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,340 ^a	1	,560		
Continuity Corr.	,204	1	,651		
Max. likelihood Ratio	,352	1	,553		
Fisher-exact T.				,692	,334
Linear-linear Assoc.	,340	1	,560		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
9.3 ... on- Travel guides	Yes	92,1%	7,9%	100,0%
	No	96,7%	3,3%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	9,754 ^a	1	,002	,005	,004
Continuity Corr.	8,503	1	,004		
Max. likelihood Ratio	7,549	1	,006		
Fisher-exact T.					
Linear-linear Assoc.	9,750	1	,002		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
9.4 ... on- Travel fair	Yes	97,1%	2,9%	100,0%
	No	96,4%	3,6%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,047 ^a	1	,829	1,000	,649
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,050	1	,824		
Fisher-exact T.					
Linear-linear Assoc.	,046	1	,829		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
9.5 ... on- Personal recommendation (e.g.: friends and relatives)	Yes	97,6%	2,4%	100,0%
	No	92,5%	7,5%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	39,204 ^a	1	,000		
Continuity Corr.	37,754	1	,000		
Max. likelihood Ratio	33,802	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	39,190	1	,000		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
9.6 ... on- Social network	Yes	98,6%	1,4%	100,0%
	No	96,2%	3,8%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,393 ^a	1	,065		
Continuity Corr.	2,732	1	,098		
Max. likelihood Ratio	4,329	1	,037		
Fisher-exact T.				,085	,038
Linear-linear Assoc.	3,391	1	,066		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
9.7 ... on- Magazines, newspapers, TV	Yes	91,7%	8,3%	100,0%
	No	96,8%	3,2%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	15,537 ^a	1	,000		
Continuity Corr.	14,118	1	,000		
Max. likelihood Ratio	11,888	1	,001		
Fisher-exact T.				,001	,000
Linear-linear Assoc.	15,532	1	,000		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
9.8 ... on- Ethiopian web sites or tourism offices	Yes	92,5%	7,5%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,042 ^a	1	,014		
Continuity Corr.	4,930	1	,026		
Max. likelihood Ratio	4,726	1	,030		
Fisher-exact T.				,027	,021
Linear-linear Assoc.	6,040	1	,014		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	94,8%	5,2%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,707 ^a	1	,100		
Continuity Corr.	2,227	1	,136		
Max. likelihood Ratio	2,445	1	,118		
Fisher-exact T.				,123	,073
Linear-linear Assoc.	2,706	1	,100		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.1 Is "International transport" included in your package tour?	Yes	94,4%	5,6%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,116 ^a	1	,042		
Continuity Corr.	3,497	1	,061		
Max. likelihood Ratio	3,617	1	,057		
Fisher-exact T.				,055	,036
Linear-linear Assoc.	4,114	1	,043		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.2 Is "Accommodation" included in your package tour?	Yes	94,9%	5,1%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,175 ^a	1	,140	,148	,098
Continuity Corr.	1,729	1	,189		
Max. likelihood Ratio	1,970	1	,160		
Fisher-exact T.					
Linear-linear Assoc.	2,174	1	,140		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.3 Is "Food and beverage" included in your package tour?	Yes	94,8%	5,2%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,426 ^a	1	,119	,143	,086
Continuity Corr.	1,949	1	,163		
Max. likelihood Ratio	2,183	1	,139		
Fisher-exact T.					
Linear-linear Assoc.	2,426	1	,119		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.4 Is "Local transport" included in your package tour?	Yes	94,5%	5,5%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,192 ^a	1	,074	,095	,058
Continuity Corr.	2,629	1	,105		
Max. likelihood Ratio	2,823	1	,093		
Fisher-exact T.					
Linear-linear Assoc.	3,191	1	,074		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	94,9%	5,1%	100,0%
	No	96,4%	3,6%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,516 ^a	1	,473	,530	,313
Continuity Corr.	,169	1	,681		
Max. likelihood Ratio	,461	1	,497		
Fisher-exact T.					
Linear-linear Assoc.	,516	1	,473		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	93,3%	6,7%	100,0%
	No	96,5%	3,5%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,547 ^a	1	,111	,137	,102
Continuity Corr.	1,711	1	,191		
Max. likelihood Ratio	2,064	1	,151		
Fisher-exact T.					
Linear-linear Assoc.	2,546	1	,111		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	100,0%		100,0%
	No	96,3%	3,7%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,911 ^a	1	,340		
Continuity Corr.	,165	1	,684		
Max. likelihood Ratio	1,782	1	,182		
Fisher-exact T.				1,000	,410
Linear-linear Assoc.	,911	1	,340		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
17.1 Are you travelling with - Spouse/Partner	Yes	93,6%	6,4%	100,0%
	No	96,6%	3,4%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,112 ^a	1	,013		
Continuity Corr.	5,266	1	,022		
Max. likelihood Ratio	5,116	1	,024		
Fisher-exact T.				,020	,016
Linear-linear Assoc.	6,110	1	,013		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
17.2 Are you travelling with - Family/Relatives	Yes	89,7%	10,3%	100,0%
	No	97,0%	3,0%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	32,618 ^a	1	,000		
Continuity Corr.	30,558	1	,000		
Max. likelihood Ratio	23,085	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	32,607	1	,000		
Valid Cases	2811				

		Ethiopia in the future		
		Yes	No	Total
17.3 Are you travelling with - Business associate(s)	Yes	98,4%	1,6%	100,0%
	No	96,2%	3,8%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,299 ^a	1	,069		
Continuity Corr.	2,688	1	,101		
Max. likelihood Ratio	4,072	1	,044		
Fisher-exact T.				,076	,040
Linear-linear Assoc.	3,297	1	,069		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
17.4 Are you travelling with - Friend(s)	Yes	94,6%	5,4%	100,0%
	No	96,8%	3,2%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	6,532 ^a	1	,011		
Continuity Corr.	5,908	1	,015		
Max. likelihood Ratio	5,927	1	,015		
Fisher-exact T.				,017	,010
Linear-linear Assoc.	6,530	1	,011		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
17.5 Are you travelling with - Tour group	Yes	95,6%	4,4%	100,0%
	No	96,4%	3,6%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,177 ^a	1	,674		
Continuity Corr.	,018	1	,893		
Max. likelihood Ratio	,166	1	,684		
Fisher-exact T.				,567	,414
Linear-linear Assoc.	,177	1	,674		
Valid Cases	2811				

	Ethiopia in the future		Total
	Yes	No	
17.6 Are you travelling with - Traveling Yes alone No	98,0%	2,0%	100,0%
Total	94,4%	5,6%	100,0%
	96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	24,807 ^a	1	,000		
Continuity Corr.	23,808	1	,000		
Max. likelihood Ratio	25,066	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	24,798	1	,000		
Valid Cases	2811				

	Ethiopia in the future		Total
	Yes	No	
23. Would you recommend to visit Ethiopia? Yes No	98,3%	1,7%	100,0%
Total	62,7%	37,3%	100,0%
	96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	523,200 ^a	1	,000		
Continuity Corr.	513,080	1	,000		
Max. likelihood Ratio	218,418	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	523,014	1	,000		
Valid Cases	2811				

	Ethiopia in the future		Total
	Yes	No	
24. Do you intend to share or you already shared your opinion about this Yes No	98,8%	1,2%	100,0%
Total	92,5%	7,5%	100,0%
	96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	75,647 ^a	1	,000		
Continuity Corr.	73,860	1	,000		
Max. likelihood Ratio	75,523	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	75,620	1	,000		
Valid Cases	2811				

		Ethiopia in the future		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	94,2%	5,8%	100,0%
	6.2 Visiting friends and relati	98,1%	1,9%	100,0%
	6.3 Education and training	98,0%	2,0%	100,0%
	6.4 Health and medical care	90,2%	9,8%	100,0%
	6.5 Religion/pilgrimages	96,3%	3,7%	100,0%
	6.6 Shopping	88,9%	11,1%	100,0%
	6.7 Transit	88,4%	11,6%	100,0%
	6.8 MICE	97,8%	2,2%	100,0%
	6.9 Other business rel.purp.	98,3%	1,7%	100,0%
	Not stated	98,0%	2,0%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	77,420 ^a	9	,000
Max. likelihood Ratio	61,672	9	,000
Linear-linear Assoc.	1,367	1	,242
Valid Cases	2811		

% entro 8. If your purpose of visit Ethiopia is Holidays, Leisure and Recreation, what is the main attraction for

		Ethiopia in the future		Total
		Yes	No	
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	93,8%	6,3%	100,0%
	8.2 History	93,1%	6,9%	100,0%
	8.3 Heritage and culture	94,2%	5,8%	100,0%
	8.4 Religion	100,0%		100,0%
Total		94,2%	5,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	1,733 ^a	3	,630
Max. likelihood Ratio	3,172	3	,366
Linear-linear Assoc.	,577	1	,447
Valid Cases	414		

		Ethiopia in the future		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	97,7%	2,3%	100,0%
	18.2 Self employed	97,1%	2,9%	100,0%
	18.3 Student/in educational	98,0%	2,0%	100,0%
	18.4 Homemaker	82,1%	17,9%	100,0%
	18.5 Retired	82,6%	17,4%	100,0%
	18.6 Other	84,6%	15,4%	100,0%
Total		96,6%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	120,208 ^a	5	,000
Max. likelihood Ratio	68,639	5	,000
Linear-linear Assoc.	84,287	1	,000
Valid Cases	2790		

		Ethiopia in the future		Total
		Yes	No	
19. Educational level	19.1 Primary education	100,0%		100,0%
	19.2 Lower Second. educ.	94,2%	5,8%	100,0%
	19.3 Upper Second. educ.	94,7%	5,3%	100,0%
	19.4 Bachelor's (equiv. level)	96,7%	3,3%	100,0%
	19.5 Post grad. (Master, Doc	97,3%	2,7%	100,0%
Total		96,5%	3,5%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	9,014 ^a	4	,061
Max. likelihood Ratio	9,525	4	,049
Linear-linear Assoc.	3,666	1	,056
Valid Cases	2781		

		Ethiopia in the future		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	88,9%	11,1%	100,0%
	20.2 Fair	95,6%	4,4%	100,0%
	20.3 Good	96,7%	3,3%	100,0%
	20.4 Excellent	97,6%	2,4%	100,0%
Total		96,6%	3,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,752 ^a	3	,290
Max. likelihood Ratio	3,146	3	,370
Linear-linear Assoc.	2,892	1	,089
Valid Cases	2750		

		Ethiopia in the future		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	96,2%	3,8%	100,0%
	Ahmara	96,8%	3,2%	100,0%
	Dire Dawa A.C.	100,0%		100,0%
	Oromiya	96,9%	3,1%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,405 ^a	3	,333
Max. likelihood Ratio	6,207	3	,102
Linear-linear Assoc.	1,065	1	,302
Valid Cases	2811		

		Ethiopia in the future		Total
		Yes	No	
16. Gender	Male	96,7%	3,3%	100,0%
	Female	95,4%	4,6%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,346 ^a	1	,126	,130	,081
Continuity Corr.	2,002	1	,157		
Max. likelihood Ratio	2,234	1	,135		
Fisher-exact T.					
Linear-linear Assoc.	2,345	1	,126		
Valid Cases	2779				

		Ethiopia in the future		Total
		Yes	No	
15. Age	till 24 years old	99,3%	,7%	100,0%
	25-29 years old	96,9%	3,1%	100,0%
	30-34 years old	96,2%	3,8%	100,0%
	35-39 years old	95,2%	4,8%	100,0%
	40-44 years old	98,3%	1,7%	100,0%
	45-49 years old	97,7%	2,3%	100,0%
	over 50 years old	93,9%	6,1%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	24,997 ^a	6	,000
Max. likelihood Ratio	26,361	6	,000
Linear-linear Assoc.	5,280	1	,022
Valid Cases	2800		

RECOMMEND ETHIOPIA

		visit Ethiopia?		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-	Yes	98,7%	1,3%	100,0%
	No	94,2%	5,8%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,902 ^a	1	,005		
Continuity Corr.	7,061	1	,008		
Max. likelihood Ratio	10,894	1	,001		
Fisher-exact T.				,003	,001
Linear-linear Assoc.	7,899	1	,005		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
9.2 ... on- Travel Agency or Tour Operator	Yes	97,6%	2,4%	100,0%
	No	93,9%	6,1%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,064 ^a	1	,001		
Continuity Corr.	10,354	1	,001		
Max. likelihood Ratio	13,293	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	11,060	1	,001		
Valid Cases	2811				

		visit Ethiopia?		
		Yes	No	Total
9.3 ... on- Travel guides	Yes	93,8%	6,2%	100,0%
	No	94,6%	5,4%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,200 ^a	1	,654		
Continuity Corr.	,077	1	,782		
Max. likelihood Ratio	,193	1	,660		
Fisher-exact T.				,609	,375
Linear-linear Assoc.	,200	1	,654		
Valid Cases	2811				

		visit Ethiopia?		
		Yes	No	Total
9.4 ... on- Travel fair	Yes	97,1%	2,9%	100,0%
	No	94,5%	5,5%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,419 ^a	1	,518		
Continuity Corr.	,071	1	,790		
Max. likelihood Ratio	,498	1	,481		
Fisher-exact T.				1,000	,440
Linear-linear Assoc.	,418	1	,518		
Valid Cases	2811				

		visit Ethiopia?		
		Yes	No	Total
9.5 ... on- Personal recommendation	Yes	97,1%	2,9%	100,0%
(e.g.: friends and relatives)	No	86,8%	13,2%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	108,989 ^a	1	,000		
Continuity Corr.	106,986	1	,000		
Max. likelihood Ratio	92,037	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	108,950	1	,000		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
9.6 ... on- Social network	Yes	99,5%	,5%	100,0%
	No	94,1%	5,9%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,341 ^a	1	,001		
Continuity Corr.	10,316	1	,001		
Max. likelihood Ratio	18,099	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	11,337	1	,001		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
9.7 ... on- Magazines, newspapers, TV	Yes	91,3%	8,7%	100,0%
	No	94,8%	5,2%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	5,246 ^a	1	,022		
Continuity Corr.	4,573	1	,032		
Max. likelihood Ratio	4,543	1	,033		
Fisher-exact T.				,032	,021
Linear-linear Assoc.	5,244	1	,022		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	96,2%	3,8%	100,0%
	No	94,5%	5,5%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,769 ^a	1	,381		
Continuity Corr.	,464	1	,496		
Max. likelihood Ratio	,853	1	,356		
Fisher-exact T.				,554	,257
Linear-linear Assoc.	,769	1	,381		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	96,3%	3,7%	100,0%
	No	94,3%	5,7%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,249 ^a	1	,134		
Continuity Corr.	1,887	1	,170		
Max. likelihood Ratio	2,478	1	,115		
Fisher-exact T.				,164	,080
Linear-linear Assoc.	2,249	1	,134		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.1 Is "International transport" included in your package tour?	Yes	96,3%	3,8%	100,0%
	No	94,3%	5,7%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,011 ^a	1	,156		
Continuity Corr.	1,657	1	,198		
Max. likelihood Ratio	2,216	1	,137		
Fisher-exact T.				,190	,095
Linear-linear Assoc.	2,010	1	,156		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.2 Is "Accommodation" included in your package tour?	Yes	95,9%	4,1%	100,0%
	No	94,4%	5,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,166 ^a	1	,280	,355	,172
Continuity Corr.	,898	1	,343		
Max. likelihood Ratio	1,253	1	,263		
Fisher-exact T.					
Linear-linear Assoc.	1,165	1	,280		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.3 Is "Food and beverage" included in your package tour?	Yes	95,8%	4,2%	100,0%
	No	94,4%	5,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,004 ^a	1	,316	,354	,194
Continuity Corr.	,755	1	,385		
Max. likelihood Ratio	1,074	1	,300		
Fisher-exact T.					
Linear-linear Assoc.	1,003	1	,316		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.4 Is "Local transport" included in your package tour?	Yes	95,9%	4,1%	100,0%
	No	94,4%	5,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,126 ^a	1	,289		
Continuity Corr.	,855	1	,355		
Max. likelihood Ratio	1,213	1	,271		
Fisher-exact T.				,341	,179
Linear-linear Assoc.	1,125	1	,289		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	98,7%	1,3%	100,0%
	No	94,4%	5,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,699 ^a	1	,100		
Continuity Corr.	1,931	1	,165		
Max. likelihood Ratio	3,814	1	,051		
Fisher-exact T.				,126	,067
Linear-linear Assoc.	2,698	1	,100		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.6 Is "Guided tours in the country" included in your package tour?	Yes	97,8%	2,2%	100,0%
	No	94,5%	5,5%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,824 ^a	1	,177		
Continuity Corr.	1,239	1	,266		
Max. likelihood Ratio	2,302	1	,129		
Fisher-exact T.				,235	,127
Linear-linear Assoc.	1,823	1	,177		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	100,0%		100,0%
	No	94,5%	5,5%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	1,393 ^a	1	,238		
Continuity Corr.	,531	1	,466		
Max. likelihood Ratio	2,698	1	,100		
Fisher-exact T.				,638	,260
Linear-linear Assoc.	1,393	1	,238		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
17.1 Are you travelling with - Spouse/Partner	Yes	95,6%	4,4%	100,0%
	No	94,5%	5,5%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,558 ^a	1	,455		
Continuity Corr.	,361	1	,548		
Max. likelihood Ratio	,591	1	,442		
Fisher-exact T.				,558	,282
Linear-linear Assoc.	,558	1	,455		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
17.2 Are you travelling with - Family/Relatives	Yes	88,8%	11,2%	100,0%
	No	95,1%	4,9%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	16,324 ^a	1	,000		
Continuity Corr.	15,126	1	,000		
Max. likelihood Ratio	13,032	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	16,318	1	,000		
Valid Cases	2811				

	visit Ethiopia?		Total
	Yes	No	
17.3 Are you travelling with - Business associate(s) Yes	95,2%	4,8%	100,0%
No	94,5%	5,5%	100,0%
Total	94,6%	5,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,249 ^a	1	,617	,771	,374
Continuity Corr.	,125	1	,723		
Max. likelihood Ratio	,259	1	,611		
Fisher-exact T.					
Linear-linear Assoc.	,249	1	,618		
Valid Cases	2811				

	visit Ethiopia?		Total
	Yes	No	
17.4 Are you travelling with - Friend(s) Yes	93,0%	7,0%	100,0%
No	95,0%	5,0%	100,0%
Total	94,6%	5,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,307 ^a	1	,069	,079	,046
Continuity Corr.	2,943	1	,086		
Max. likelihood Ratio	3,118	1	,077		
Fisher-exact T.					
Linear-linear Assoc.	3,306	1	,069		
Valid Cases	2811				

	visit Ethiopia?		Total
	Yes	No	
17.5 Are you travelling with - Tour group Yes	96,7%	3,3%	100,0%
No	94,5%	5,5%	100,0%
Total	94,6%	5,4%	100,0%

Chi-square					
	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,804 ^a	1	,370	,483	,267
Continuity Corr.	,436	1	,509		
Max. likelihood Ratio	,923	1	,337		
Fisher-exact T.					
Linear-linear Assoc.	,804	1	,370		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
17.6 Are you travelling with - Traveling	Yes	96,3%	3,7%	100,0%
alone	No	92,4%	7,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	20,905 ^a	1	,000		
Continuity Corr.	20,148	1	,000		
Max. likelihood Ratio	20,906	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	20,897	1	,000		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
24. Do you intend to share or you	Yes	99,2%	,8%	100,0%
already shared your opinion about this	No	87,4%	12,6%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	181,700 ^a	1	,000		
Continuity Corr.	179,411	1	,000		
Max. likelihood Ratio	191,079	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	181,635	1	,000		
Valid Cases	2811				

		visit Ethiopia?		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	96,4%	3,6%	100,0%
	6.2 Visiting friends and relat	94,4%	5,6%	100,0%
	6.3 Education and training	95,9%	4,1%	100,0%
	6.4 Health and medical care	98,4%	1,6%	100,0%
	6.5 Religion/pilgrimages	100,0%		100,0%
	6.6 Shopping	88,9%	11,1%	100,0%
	6.7 Transit	72,8%	27,2%	100,0%
	6.8 MICE	97,8%	2,2%	100,0%
	6.9 Other business rel.purp.	97,0%	3,0%	100,0%
	Not stated	98,0%	2,0%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	260,701 ^a	9	,000
Max. likelihood Ratio	164,387	9	,000
Linear-linear Assoc.	,866	1	,352
Valid Cases	2811		

		visit Ethiopia?		Total
		Yes	No	
8. If your purpose of visit Ethiopia is	8.1 Nature and wild life	96,0%	4,0%	100,0%
Holidays, Leisure and Recreation,	8.2 History	100,0%		100,0%
what is the main attraction for visiting	8.3 Heritage and culture	96,1%	3,9%	100,0%
it?	8.4 Religion	92,0%	8,0%	100,0%
Total		96,4%	3,6%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	3,642 ^a	3	,303
Max. likelihood Ratio	5,399	3	,145
Linear-linear Assoc.	,253	1	,615
Valid Cases	414		

		visit Ethiopia?		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	96,3%	3,7%	100,0%
	18.2 Self employed	92,3%	7,7%	100,0%
	18.3 Student/in educational	95,9%	4,1%	100,0%
	18.4 Homemaker	79,5%	20,5%	100,0%
	18.5 Retired	89,9%	10,1%	100,0%
	18.6 Other	73,1%	26,9%	100,0%
Total		94,7%	5,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	86,872 ^a	5	,000
Max. likelihood Ratio	56,108	5	,000
Linear-linear Assoc.	55,389	1	,000
Valid Cases	2790		

		visit Ethiopia?		Total
		Yes	No	
19. Educational level	19.1 Primary education	88,9%	11,1%	100,0%
	19.2 Lower Second. educ.	77,9%	22,1%	100,0%
	19.3 Upper Second. educ.	93,1%	6,9%	100,0%
	19.4 Bachelor's (equiv. level)	96,0%	4,0%	100,0%
	19.5 Post grad. (Master, Doc	96,1%	3,9%	100,0%
Total		94,8%	5,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	71,776 ^a	4	,000
Max. likelihood Ratio	46,072	4	,000
Linear-linear Assoc.	35,445	1	,000
Valid Cases	2781		

		visit Ethiopia?		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	88,9%	11,1%	100,0%
	20.2 Fair	90,1%	9,9%	100,0%
	20.3 Good	95,5%	4,5%	100,0%
	20.4 Excellent	97,2%	2,8%	100,0%
Total		94,8%	5,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	23,688 ^a	3	,000
Max. likelihood Ratio	20,449	3	,000
Linear-linear Assoc.	20,347	1	,000
Valid Cases	2750		

		visit Ethiopia?		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	94,7%	5,3%	100,0%
	Ahmara	93,5%	6,5%	100,0%
	Dire Dawa A.C.	81,8%	18,2%	100,0%
	Oromiya	96,9%	3,1%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	27,586 ^a	3	,000
Max. likelihood Ratio	19,402	3	,000
Linear-linear Assoc.	,109	1	,742
Valid Cases	2811		

		visit Ethiopia?		Total
		Yes	No	
16. Gender	Male	94,3%	5,7%	100,0%
	Female	95,3%	4,7%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,942 ^a	1	,332	,386	,192
Continuity Corr.	,764	1	,382		
Max. likelihood Ratio	,970	1	,325		
Fisher-exact T.					
Linear-linear Assoc.	,942	1	,332		
Valid Cases	2779				

		visit Ethiopia?		Total
		Yes	No	
15. Age	till 24 years old	97,9%	2,1%	100,0%
	25-29 years old	93,0%	7,0%	100,0%
	30-34 years old	92,5%	7,5%	100,0%
	35-39 years old	93,4%	6,6%	100,0%
	40-44 years old	96,1%	3,9%	100,0%
	45-49 years old	95,6%	4,4%	100,0%
	over 50 years old	94,3%	5,7%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	11,932 ^a	6	,063
Max. likelihood Ratio	12,733	6	,047
Linear-linear Assoc.	,390	1	,532
Valid Cases	2800		

		visit Ethiopia?		Total
		Yes	No	
22. Do you intend to visit Ethiopia in the future	Yes	96,5%	3,5%	100,0%
	No	44,1%	55,9%	100,0%
Total		94,6%	5,4%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	523,200 ^a	1	,000	,000	,000
Continuity Corr.	513,080	1	,000		
Max. likelihood Ratio	218,418	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	523,014	1	,000		
Valid Cases	2811				

SHARE SOCIAL

		you already shared your		Total
		Yes	No	
9.1 Planning this trip, did you find information on the destination on-	Yes	76,2%	23,8%	100,0%
	No	59,5%	40,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	24,008 ^a	1	,000	,000	,000
Continuity Corr.	23,312	1	,000		
Max. likelihood Ratio	25,571	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	23,999	1	,000		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
9.2 ... on- Travel Agency or Tour Operator	Yes	49,4%	50,6%	100,0%
	No	63,4%	36,6%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	33,730 ^a	1	,000		
Continuity Corr.	33,146	1	,000		
Max. likelihood Ratio	33,091	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	33,718	1	,000		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
9.3 ... on- Travel guides	Yes	51,1%	48,9%	100,0%
	No	61,5%	38,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,576 ^a	1	,006		
Continuity Corr.	7,145	1	,008		
Max. likelihood Ratio	7,418	1	,006		
Fisher-exact T.				,007	,004
Linear-linear Assoc.	7,573	1	,006		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
9.4 ... on- Travel fair	Yes	64,7%	35,3%	100,0%
	No	60,8%	39,2%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,213 ^a	1	,645		
Continuity Corr.	,081	1	,776		
Max. likelihood Ratio	,216	1	,642		
Fisher-exact T.				,726	,393
Linear-linear Assoc.	,213	1	,645		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
9.5 ... on- Personal recommendation	Yes	62,6%	37,4%	100,0%
(e.g.: friends and relatives)	No	55,5%	44,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,006 ^a	1	,001		
Continuity Corr.	10,710	1	,001		
Max. likelihood Ratio	10,905	1	,001		
Fisher-exact T.				,001	,001
Linear-linear Assoc.	11,002	1	,001		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
9.6 ... on- Social network	Yes	77,0%	23,0%	100,0%
	No	59,5%	40,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	25,560 ^a	1	,000		
Continuity Corr.	24,834	1	,000		
Max. likelihood Ratio	27,344	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	25,551	1	,000		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
9.7 ... on- Magazines, newspapers, TV	Yes	53,7%	46,3%	100,0%
	No	61,5%	38,5%	100,0%
Total		60,9%	39,1%	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.	5,038	1	,025		
Max. likelihood Ratio	5,274	1	,022		
Fisher-exact T.				,024	,013
Linear-linear Assoc.	5,358	1	,021		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
9.8 ... on- Ethiopian web sites or tourism offices	Yes	68,4%	31,6%	100,0%
	No	60,5%	39,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	3,344 ^a	1	,067	,069	,040
Continuity Corr.	3,019	1	,082		
Max. likelihood Ratio	3,433	1	,064		
Fisher-exact T.					
Linear-linear Assoc.	3,342	1	,068		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
12. Is this trip part of a prepaid, inclusive package tour?	Yes	52,9%	47,1%	100,0%
	No	62,0%	38,0%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	10,657 ^a	1	,001	,001	,001
Continuity Corr.	10,277	1	,001		
Max. likelihood Ratio	10,481	1	,001		
Fisher-exact T.					
Linear-linear Assoc.	10,653	1	,001		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
13.1 Is "International transport" included in your package tour?	Yes	52,8%	47,2%	100,0%
	No	61,9%	38,1%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	9,838 ^a	1	,002	,002	,001
Continuity Corr.	9,460	1	,002		
Max. likelihood Ratio	9,672	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	9,834	1	,002		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
13.2 Is "Accommodation" included in your package tour?	Yes	51,9%	48,1%	100,0%
	No	62,0%	38,0%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	11,907 ^a	1	,001	,001	,000
Continuity Corr.	11,487	1	,001		
Max. likelihood Ratio	11,689	1	,001		
Fisher-exact T.					
Linear-linear Assoc.	11,903	1	,001		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
13.3 Is "Food and beverage" included in your package tour?	Yes	50,3%	49,7%	100,0%
	No	62,2%	37,8%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	16,143 ^a	1	,000	,000	,000
Continuity Corr.	15,650	1	,000		
Max. likelihood Ratio	15,812	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	16,137	1	,000		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
13.4 Is "Local transport" included in your package tour?	Yes	51,0%	49,0%	100,0%
	No	62,0%	38,0%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	13,248 ^a	1	,000		
Continuity Corr.	12,791	1	,000		
Max. likelihood Ratio	12,986	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	13,243	1	,000		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
13.5 Is "Recreation, Culture and Sporting activities" included in your	Yes	52,6%	47,4%	100,0%
	No	61,1%	38,9%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	2,323 ^a	1	,128		
Continuity Corr.	1,978	1	,160		
Max. likelihood Ratio	2,278	1	,131		
Fisher-exact T.				,128	,081
Linear-linear Assoc.	2,322	1	,128		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
13.6 Is "Guided tours in the country" included in your package tour?	Yes	40,4%	59,6%	100,0%
	No	61,5%	38,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	16,088 ^a	1	,000		
Continuity Corr.	15,215	1	,000		
Max. likelihood Ratio	15,595	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	16,082	1	,000		
Valid Cases	2811				

		you already shared your		
		Yes	No	Total
13.7 Is "Tour leader/Courier/Escort" included in your package tour?	Yes	62,5%	37,5%	100,0%
	No	60,9%	39,1%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,027 ^a	1	,869	1,000	,524
Continuity Corr.	0,000	1	1,000		
Max. likelihood Ratio	,027	1	,869		
Fisher-exact T.					
Linear-linear Assoc.	,027	1	,869		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
17.1 Are you travelling with - Spouse/Partner	Yes	60,2%	39,8%	100,0%
	No	60,9%	39,1%	100,0%
Total		60,9%	39,1%	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	,839	,441
Continuity Corr.	,021	1	,885		
Max. likelihood Ratio	,045	1	,832		
Fisher-exact T.					
Linear-linear Assoc.	,045	1	,832		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
17.2 Are you travelling with - Family/Relatives	Yes	54,3%	45,7%	100,0%
	No	61,5%	38,5%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	4,565 ^a	1	,033	,035	,020
Continuity Corr.	4,270	1	,039		
Max. likelihood Ratio	4,497	1	,034		
Fisher-exact T.					
Linear-linear Assoc.	4,564	1	,033		
Valid Cases	2811				

	you already shared your		Total
	Yes	No	
17.3 Are you travelling with - Business Yes	52,8%	47,2%	100,0%
associate(s) No	61,7%	38,3%	100,0%
Total	60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	7,607 ^a	1	,006	,007	,004
Continuity Corr.	7,238	1	,007		
Max. likelihood Ratio	7,473	1	,006		
Fisher-exact T.					
Linear-linear Assoc.	7,604	1	,006		
Valid Cases	2811				

	you already shared your		Total
	Yes	No	
17.4 Are you travelling with - Friend(s) Yes	55,3%	44,7%	100,0%
No	62,3%	37,7%	100,0%
Total	60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	9,291 ^a	1	,002	,003	,001
Continuity Corr.	9,001	1	,003		
Max. likelihood Ratio	9,193	1	,002		
Fisher-exact T.					
Linear-linear Assoc.	9,288	1	,002		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
17.5 Are you travelling with - Tour group	Yes	63,3%	36,7%	100,0%
	No	60,8%	39,2%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	,237 ^a	1	,626	,662	,355
Continuity Corr.	,142	1	,706		
Max. likelihood Ratio	,239	1	,625		
Fisher-exact T.					
Linear-linear Assoc.	,237	1	,626		
Valid Cases	2811				

	you already shared your		Total
	Yes	No	
17.6 Are you travelling with - Traveling Yes alone	65,8%	34,2%	100,0%
No	55,0%	45,0%	100,0%
Total	60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	34,334 ^a	1	,000		
Continuity Corr.	33,881	1	,000		
Max. likelihood Ratio	34,318	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	34,322	1	,000		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
6. Please indicate which is/was the main purpose of your visit	6.1 Holidays, leisure and rec	60,9%	39,1%	100,0%
	6.2 Visiting friends and relati	52,4%	47,6%	100,0%
	6.3 Education and training	64,0%	36,0%	100,0%
	6.4 Health and medical care	63,9%	36,1%	100,0%
	6.5 Religion/pilgrimages	70,7%	29,3%	100,0%
	6.6 Shopping	77,8%	22,2%	100,0%
	6.7 Transit	30,0%	70,0%	100,0%
	6.8 MICE	69,0%	31,0%	100,0%
	6.9 Other business rel.purp.	66,8%	33,2%	100,0%
	Not stated	66,0%	34,0%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	141,485 ^a	9	,000
Max. likelihood Ratio	139,535	9	,000
Linear-linear Assoc.	2,159	1	,142
Valid Cases	2811		

		you already shared your		Total
		Yes	No	
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	56,3%	43,8%	100,0%
	8.2 History	62,1%	37,9%	100,0%
	8.3 Heritage and culture	69,0%	31,0%	100,0%
	8.4 Religion	44,0%	56,0%	100,0%
Total		61,1%	38,9%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	8,945 ^a	3	,030
Max. likelihood Ratio	8,949	3	,030
Linear-linear Assoc.	1,475	1	,225
Valid Cases	414		

		you already shared your		Total
		Yes	No	
18. What is your current occupation?	18.1 Employee	65,5%	34,5%	100,0%
	18.2 Self employed	47,5%	52,5%	100,0%
	18.3 Student/in educational	65,0%	35,0%	100,0%
	18.4 Homemaker	48,7%	51,3%	100,0%
	18.5 Retired	29,4%	70,6%	100,0%
	18.6 Other	50,0%	50,0%	100,0%
Total		60,8%	39,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	100,650 ^a	5	,000
Max. likelihood Ratio	98,877	5	,000
Linear-linear Assoc.	54,834	1	,000
Valid Cases	2790		

		you already shared your		Total
		Yes	No	
19. Educational level	19.1 Primary education	30,6%	69,4%	100,0%
	19.2 Lower Second. educ.	25,0%	75,0%	100,0%
	19.3 Upper Second. educ.	58,9%	41,1%	100,0%
	19.4 Bachelor's (equiv. level)	69,9%	30,1%	100,0%
	19.5 Post grad. (Master, Doc	53,9%	46,1%	100,0%
Total		61,0%	39,0%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	134,181 ^a	4	,000
Max. likelihood Ratio	133,950	4	,000
Linear-linear Assoc.	6,366	1	,012
Valid Cases	2781		

		you already shared your		Total
		Yes	No	
20. Please, would you give an evaluation to your economic status	20.1 Bad	55,6%	44,4%	100,0%
	20.2 Fair	51,4%	48,6%	100,0%
	20.3 Good	62,6%	37,4%	100,0%
	20.4 Excellent	66,3%	33,7%	100,0%
Total		61,2%	38,8%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	21,006 ^a	3	,000
Max. likelihood Ratio	20,667	3	,000
Linear-linear Assoc.	17,786	1	,000
Valid Cases	2750		

		you already shared your		Total
		Yes	No	
_OBJECT_REGION	Federal Ethiopia	60,7%	39,3%	100,0%
	Ahmara	64,5%	35,5%	100,0%
	Dire Dawa A.C.	1,3%	98,7%	100,0%
	Oromiya	77,4%	22,6%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	148,403 ^a	3	,000
Max. likelihood Ratio	169,266	3	,000
Linear-linear Assoc.	7,490	1	,006
Valid Cases	2811		

		you already shared your		Total
		Yes	No	
16. Gender	Male	59,2%	40,8%	100,0%
	Female	65,3%	34,7%	100,0%
Total		60,7%	39,3%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	8,104 ^a	1	,004	,005	,002
Continuity Corr.	7,851	1	,005		
Max. likelihood Ratio	8,188	1	,004		
Fisher-exact T.					
Linear-linear Assoc.	8,101	1	,004		
Valid Cases	2779				

		you already shared your		Total
		Yes	No	
15. Age	till 24 years old	71,0%	29,0%	100,0%
	25-29 years old	63,2%	36,8%	100,0%
	30-34 years old	61,6%	38,4%	100,0%
	35-39 years old	60,1%	39,9%	100,0%
	40-44 years old	63,0%	37,0%	100,0%
	45-49 years old	69,9%	30,1%	100,0%
	over 50 years old	49,5%	50,5%	100,0%
Total		60,8%	39,2%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)
Pearson Chi-square	57,746 ^a	6	,000
Max. likelihood Ratio	57,714	6	,000
Linear-linear Assoc.	15,596	1	,000
Valid Cases	2800		

		you already shared your		Total
		Yes	No	
22. Do you intend to visit Ethiopia in the future	Yes	62,4%	37,6%	100,0%
	No	19,6%	80,4%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	75,647 ^a	1	,000	,000	,000
Continuity Corr.	73,860	1	,000		
Max. likelihood Ratio	75,523	1	,000		
Fisher-exact T.					
Linear-linear Assoc.	75,620	1	,000		
Valid Cases	2811				

		you already shared your		Total
		Yes	No	
23. Would you recommend to visit Ethiopia?	Yes	63,8%	36,2%	100,0%
	No	9,2%	90,8%	100,0%
Total		60,9%	39,1%	100,0%

Chi-square

	Valore	df	Sig. asint. (2 tails)	Sig. exact (2 tails)	Sig. exact (1 tail)
Pearson Chi-square	181,700 ^a	1	,000		
Continuity Corr.	179,411	1	,000		
Max. likelihood Ratio	191,079	1	,000		
Fisher-exact T.				,000	,000
Linear-linear Assoc.	181,635	1	,000		
Valid Cases	2811				