

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
3. Did you spend/are going to spend more than 12 months in Ethiopia?					
Yes	11,00	10,00	1,00		41,00
No	18,66	14,23	1,96	1,43	44,09
Statistical Sign.ce (T-test)	0,84	0,89	0,66	0,00	0,98
TOTAL	18,65	14,23	1,96	1,43	44,09
5.1 If not living in Ethiopia, is this your first visit to Ethiopia?					
Yes	14,51	9,89	2,12	1,46	45,08
No	25,13	21,00	1,71	1,41	42,56
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,77	0,55
9.1 Planning this trip, did you find information on the destination on- Ministry/Departments of tourism web sites					
Yes	26,82	23,78	1,17	2,00	42,25
No	17,95	13,40	2,03	1,43	44,25
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,47	0,79
9.2 ... on- Travel Agency or Tour Operator					
Yes	19,27	15,39	1,42	1,47	55,85
No	18,52	13,97	2,08	1,43	41,53
Statistical Sign.ce (T-test)	0,68	0,37	0,00	0,83	0,01
9.3 ... on- Travel guides					
Yes	23,30	15,90	2,13	1,43	43,47
No	18,34	14,11	1,95	1,43	44,13
Statistical Sign.ce (T-test)	0,09	0,47	0,29	0,99	0,94
9.4 ... on- Travel fair					
Yes	19,74	17,26	1,71	1,00	46,24
No	18,64	14,19	1,96	1,45	44,07
Statistical Sign.ce (T-test)	0,87	0,58	0,49	0,26	0,91
9.5 ... on- Personal recommendation (e.g.: friends and relatives)					
Yes	17,74	14,68	1,79	1,42	42,99
No	21,42	12,84	2,48	1,55	47,43
Statistical Sign.ce (T-test)	0,02	0,19	0,00	0,62	0,35
9.6 ... on- Social network					
Yes	20,63	12,17	1,38	1,20	43,42
No	18,49	14,40	2,01	1,45	44,15
Statistical Sign.ce (T-test)	0,42	0,32	0,00	0,50	0,92
9.7 ... on- Magazines, newspapers, TV					
Yes	21,54	12,70	3,23	1,25	40,57
No	18,40	14,36	1,85	1,46	44,41
Statistical Sign.ce (T-test)	0,22	0,45	0,00	0,39	0,61
9.8 ... on- Ethiopian web sites or tourism offices					
Yes	28,50	16,29	3,05	1,25	40,94
No	18,17	14,13	1,91	1,44	44,25
Statistical Sign.ce (T-test)	0,00	0,45	0,00	0,64	0,73
12. Is this trip part of a prepaid, inclusive package tour?					
Yes	18,37	10,51	4,25	1,36	41,29
No	18,69	14,75	1,64	1,45	44,49
Statistical Sign.ce (T-test)	0,88	0,02	0,00	0,70	0,61

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
13.1 Is "International transport" included in your package tour?					
Yes	16,83	9,56	4,42	1,36	40,71
No	18,89	14,83	1,64	1,45	44,53
Statistical Sign.ce (T-test)	0,36	0,01	0,00	0,70	0,55
13.2 Is "Accommodation" included in your package tour?					
Yes	17,10	9,68	4,52	1,25	41,27
No	18,85	14,80	1,64	1,46	44,45
Statistical Sign.ce (T-test)	0,43	0,01	0,00	0,39	0,62
13.3 Is "Food and beverage" included in your package tour?					
Yes	17,14	9,80	4,55	1,27	41,34
No	18,84	14,77	1,64	1,45	44,43
Statistical Sign.ce (T-test)	0,45	0,01	0,00	0,48	0,64
13.4 Is "Local transport" included in your package tour?					
Yes	17,58	9,94	4,74	1,25	40,97
No	18,78	14,72	1,64	1,46	44,46
Statistical Sign.ce (T-test)	0,60	0,02	0,00	0,39	0,60
13.5 Is "Recreation, Culture and Sporting activities" included in your package tour?					
Yes	23,44	10,41	3,26	2,00	43,75
No	18,52	14,34	1,92	1,43	44,10
Statistical Sign.ce (T-test)	0,25	0,29	0,00	0,47	0,98
13.6 Is "Guided tours in the country" included in your package tour?					
Yes	19,64	10,13	2,08	2,00	48,72
No	18,62	14,36	1,96	1,43	43,94
Totale	18,65	14,23	1,96	1,43	44,09
Statistical Sign.ce (T-test)	0,80	0,22	0,61	0,47	0,68
13.7 Is "Tour leader/Courier/Escort" included in your package tour?					
Yes	15,13	12,13	2,42		43,08
No	18,68	14,25	1,96	1,43	44,10
Statistical Sign.ce (T-test)	0,64	0,75	0,30	0,00	0,96
16. Gender					
Male	18,67	14,13	1,82	1,34	42,12
Female	18,87	14,61	2,39	1,50	49,96
Statistical Sign.ce (T-test)	0,90	0,73	0,00	0,30	0,10
17.1 Are you travelling with - Spouse/Partner					
Yes	18,61	13,23	2,12	1,38	43,91
No	18,66	14,32	1,95	1,47	44,11
Statistical Sign.ce (T-test)	0,99	0,61	0,23	0,60	0,98
17.2 Are you travelling with - Family/Relatives					
Yes	17,62	12,34	3,48	1,37	42,16
No	18,75	14,40	1,83	1,54	44,27
Statistical Sign.ce (T-test)	0,66	0,35	0,00	0,31	0,78
17.3 Are you travelling with - Business associate(s)					
Yes	33,34	26,91	3,45	1,40	38,80
No	17,21	12,98	1,81	1,43	44,61
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,92	0,42

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
17.4 Are you travelling with - Friend(s)					
Yes	28,52	21,16	3,86	1,22	42,83
No	16,13	12,45	1,47	1,45	44,42
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,40	0,76
17.5 Are you travelling with - Tour group					
Yes	13,09	10,58	1,59	2,50	41,57
No	18,84	14,35	1,97	1,39	44,18
Statistical Sign.ce (T-test)	0,15	0,27	0,10	0,01	0,82
17.6 Are you travelling with - Traveling alone					
Yes	15,94	12,63	1,07	1,22	45,82
No	21,90	16,14	3,03	1,48	42,02
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,21	0,36
22. Do you intend to visit Ethiopia in the future					
Yes	18,73	14,47	1,94	1,41	44,01
No	16,67	7,89	2,65	2,00	46,17
Statistical Sign.ce (T-test)	0,59	0,04	0,00	0,14	0,84
23. Would you recommend to visit Ethiopia?					
Yes	18,84	14,49	1,91	1,39	44,28
No	15,44	9,61	2,88	1,80	40,86
Statistical Sign.ce (T-test)	0,28	0,07	0,00	0,12	0,71
24. Do you intend to share or you already shared your opinion about this visit to Ethiopia on Social ?					
Yes	19,43	15,32	1,85	1,48	44,77
No	17,44	12,53	2,13	1,38	43,04
Statistical Sign.ce (T-test)	0,17	0,02	0,00	0,52	0,68
15. Age					
till 24 years old	20,97	14,06	3,26	1,29	21,30
25-29 years old	20,90	11,78	2,38	1,00	27,12
30-34 years old	25,87	18,16	2,46	1,11	31,81
35-39 years old	16,89	13,90	2,07	1,63	36,80
40-44 years old	14,35	11,54	1,64	1,50	41,24
45-49 years old	19,19	16,44	1,55	1,32	46,94
over 50 years old	17,90	14,16	1,72	1,27	68,33
Statistical Sign.ce (T-test)	0,00	0,05	0,00	0,39	0,00
6. Please indicate which is/was the main purpose of your visit					
6.1 Holidays, leisure and recreation	17,67	10,49	2,64	1,50	47,93
6.2 Visiting friends and relatives	22,65	18,62	1,62	1,40	41,56
6.3 Education and training (Study and Research included)	38,84	35,42	3,20	1,40	36,71
6.4 Health and medical care	17,16	13,87	4,07	2,00	43,61
6.5 Religion/pilgrimages	17,61	10,79	3,07	1,00	36,91
6.6 Shopping	5,22	2,89	1,00		36,56
6.7 Transit	13,66	1,20	2,39	1,29	38,17
6.8 MICE (Meeting, Incentive, Conference, Exhibition)	7,47	6,38	1,42	3,00	55,54
6.9 Other business related purpose	19,71	17,13	1,34	1,14	42,73
Not stated	13,14	9,78	2,94	1,71	40,31
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,31	0,62

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
8. If your purpose of visit Ethiopia is HLR, what is the main attraction for visiting it?					
8.1 Nature and wild life	18,85	11,79	2,36	2,00	55,62
8.2 History	15,90	8,91	4,49	1,00	40,58
8.3 Heritage and culture	21,21	9,71	2,39	1,40	43,23
8.4 Religion	12,80	7,92	2,04		47,12
Statistical Sign.ce (T-test)	0,46	0,00	0,00	0,18	0,78
18. What is your current occupation?					
18.1 Employee	18,93	14,12	1,82	1,52	44,97
18.2 Self employed	16,24	13,65	1,66	1,29	43,58
18.3 Student/in educational	20,95	16,52	3,45	1,43	27,97
18.4 Homemaker	14,08	11,74	3,00	1,25	41,87
18.5 Retired	19,51	14,47	2,48	1,00	60,87
18.6 Other	22,88	16,87	2,56	1,00	43,88
Statistical Sign.ce (T-test)	0,57	0,88	0,00	0,77	0,22
19. Educational level					
19.1 Primary education	28,56	27,36	1,14	1,00	46,81
19.2 Lower Secondary education	27,07	21,57	2,21	1,17	40,52
19.3 Upper Secondary education	16,97	11,54	2,55	1,25	40,65
19.4 Bachelor's or equivalent level	16,03	12,08	1,83	1,57	40,91
19.5 Post graduate degree (Master's and Doctoral, etc.)	22,26	17,62	1,83	1,56	51,17
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,35	0,25
20. Please, would you give an evaluation to your economic status					
20.1 Bad	24,44	19,56	1,11		28,78
20.2 Fair	24,37	17,89	2,18	1,26	40,15
20.3 Good	17,35	13,15	1,95	1,55	43,73
20.4 Excellent	20,74	17,37	1,73	1,00	54,41
Statistical Sign.ce (T-test)	0,00	0,02	0,04	0,12	0,40
STRUCTURE_ID					
Bole Airport - INTERNATIONAL TOURIST	18,00	13,55	2,00	1,49	44,24
Metema Border - INTERNATIONAL TOURIST	35,35	18,00	1,26	1,00	40,58
Moyale Border - INTERNATIONAL TOURIST	6,73	5,81	1,22	1,00	35,97
Dire Dawa - INTERNATIONAL TOURIST	40,21	40,21	1,36	1,09	44,48
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,38	0,97
CONTINENT OF NATIONALITY					
Ethiopia	49,00	49,00	1,00		37,00
Europe	15,70	11,59	1,60	1,80	46,38
Asia & the Pacific	38,36	31,38	1,99	1,50	51,79
Americas	14,06	10,35	2,41	1,41	41,39
Africa	13,90	9,93	1,86	1,14	39,01
Middle East	6,62	5,95	1,10		36,95
Statistical Sign.ce (T-test)	0,00	0,00	0,00	0,02	0,44

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
AREA OF NATIONALITY					
Ethiopia	49,00	49,00	1,00		37,00
Northern Europe	14,30	10,85	1,70	1,65	48,55
Western Europe	17,17	11,82	1,49	1,57	43,13
Central/Eastern Europe	14,76	5,71	1,47		36,76
Southern/Mediter. Eu.	17,01	14,94	1,41	3,00	43,56
East Mediterranean Europe	23,32	15,25	1,33	5,00	43,22
North-East Asia	20,26	10,03	2,69	1,00	34,10
North-West Asia	11,31	10,46	1,62	2,00	43,54
South-East Asia	164,88	164,43	2,84		38,67
Oceania	15,30	8,38	4,19		40,24
South Asia	26,17	18,35	1,56	1,00	57,87
North America	13,96	10,39	2,31	1,41	41,18
Central America	19,94	10,31	7,88		51,81
South America	11,71	6,57	1,29		41,14
North Africa	5,63	4,74	1,53		37,63
Sub-Saharan Africa	16,56	8,81	2,06	1,00	38,56
Central Africa	12,44	4,56	2,58	1,00	38,04
East Africa	18,68	16,80	1,41	1,13	39,88
Southern Africa	5,32	3,86	1,73	1,00	41,07
West Africa	7,21	3,33	2,23	2,00	37,75
Middle East	6,62	5,95	1,10		36,95
<i>Statistical Sign. ce (T-test)</i>	0,00	0,00	0,00	0,00	0,98
CONTINENT OF RESIDENCE					
Ethiopia	180,00	180,00	1,00		25,00
Europe	16,38	11,63	1,69	1,80	45,83
Asia & the Pacific	36,49	31,67	1,99	1,40	52,51
Americas	14,12	10,27	2,40	1,35	41,27
Africa	14,52	9,87	1,72	1,21	39,32
Middle East	8,12	7,50	1,42	1,00	37,84
<i>Statistical Sign. ce (T-test)</i>	0,00	0,00	0,00	0,09	0,43

	7.1 How many nights away from home during this trip? - Total number of nights	7.2 Number of nights in Ethiopia	11.2 Number of persons included yourself	11.3 Number of children under 18 years	15. Age
AREA OF RESIDENCE					
Ethiopia	180,00	180,00	1,00		25,00
Northern Europe	15,16	10,63	1,83	1,65	47,74
Western Europe	17,70	11,64	1,49	1,57	43,68
Central/Eastern Europe	15,80	5,53	1,53		37,67
Southern/Mediter. Eu.	17,01	14,94	1,41	3,00	43,56
East Mediterranean Europe	21,67	16,02	1,35	5,00	42,05
North-East Asia	20,43	9,76	2,62	1,00	34,46
North-West Asia	10,90	9,90	1,60	2,00	40,00
South-East Asia	162,18	161,34	2,80		38,66
Oceania	15,78	8,73	4,19		41,41
South Asia	23,17	18,66	1,57	1,00	58,38
North America	14,01	10,27	2,30	1,35	41,08
Central America	22,21	11,21	8,86		52,64
South America	10,17	7,33	1,33		41,33
North Africa	5,87	5,04	1,43		37,30
Sub-Saharan Africa	15,07	7,12	2,09	1,00	38,94
Central Africa	5,90	4,91	1,53	1,00	38,94
East Africa	18,13	17,32	1,38	1,20	40,37
Southern Africa	33,20	3,83	1,80	1,00	40,48
West Africa	7,14	3,15	2,24	2,00	37,79
Middle East	8,12	7,50	1,42	1,00	37,84
Statistical Sign. ce (T-test)	0,00	0,00	0,00	0,00	0,99