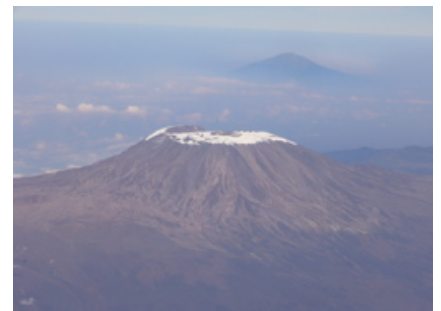


TOURISM MARKET RESEARCH STUDY FOR TANZANIA

Location: Tanzania

Client: Tanzania Association of Tour Operators

Services: Market Research, Marketing, Policy



Study aimed at assisting Tanzania increase tourist arrivals by successfully targeting new markets

Project Objectives

- Undertake market research to assist Tanzania with its growth strategy as it aims to double tourist arrivals over the period to 2010.
- Identify market segments into which Tanzania can diversify, as well as target new source markets, such as the African and domestic markets.
- Identify any specific areas of concern that are preventing tourists (in particular independent travellers) from visiting Tanzania.

Our Recommendations:

- We analysed 10 key markets for Tanzania, identifying which ones had the greatest potential for wildlife, beach, hiking/activity, culture, water sports, and hunting tourism. This was carried out through various primary research methods including an exit visitor survey at Dar es Salaam and Kilimanjaro airports, a web-based survey, tour operator interviews in Tanzania, Europe, Asia and America, and focus groups in the UK and USA.
- Based on these findings, we developed a marketing strategy for the country in order to exploit these 10 markets. These clearly identified which markets Tanzania should focus on attracting, and within these markets, which market segments (beach, safari, water sports, etc) had the greatest potential for growth.