



The Mongolian Tourism Association & The Competitiveness Initiative

International Tourism Survey 2002 Report of Results

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CONTENTS

| | |
|--|----|
| 1.0 Introduction | |
| 1.1 Acknowledgements | 7 |
| 1.2 Summary | 7 |
| 1.3 Background | 8 |
| 1.4 Methodology | 9 |
| 1.5 Definitions | 10 |
| 2.0 Visitor Profile | |
| 2.1 Purpose of Visit | 12 |
| 2.2 Reasons for Holiday Makers to Choose Mongolia | 14 |
| 2.3 Age & Sex | 16 |
| 2.4 Repeat Visits | 18 |
| 2.5 Sources of Information | 20 |
| 3.0 Travel Behavior Patterns | |
| 3.1 Travel Arrangements | 23 |
| 3.2 Single & Multi-Destination Travel | 25 |
| 3.3 Length of Stay | 28 |
| 3.4 Places Visited & Distribution of Tourist Nights | 31 |
| 4.0 Visitor Ratings | |
| 4.1 Rating of Services & Facilities Compared to Rating of Overall Stay | 37 |
| 4.2 Fulfillment of Expectations | 43 |
| 4.3 Likelihood to Return to Mongolia | 45 |
| 4.4 Recommendations of Mongolia for a Holiday Visit | 48 |
| 5.0 Visitor Expenditure | |
| 5.1 Average Total & Daily Visitor Expenditure | 51 |
| 5.2 Average Itemized Expenditure | 57 |
| 6.0 Tourists' Comments & Suggestions | |
| 6.1 Best Memories | 63 |
| 6.2 Worst Memories | 63 |
| 6.3 Suggestions/Comments | 64 |
| 6.4 Surprising about Mongolia | 64 |
| 6.5 Mongolia's Competing Countries | 65 |
| 6.6 Why Mongolia Over Competitors | |
| 7.0 Survey Questionnaire | 66 |

LIST OF TABLES

- 1 Major Differences between the TACIS 1998 survey and the MTA/TCI 2002 survey
- 2 Percentage of interviews required from each flight and the actual percentage of interviews undertaken from each flight

Visitor Profile

- 3 Breakdown of Surveyed Tourists by Purpose of Visit and Market Area
- 4 Breakdown of Surveyed Tourists by Market Area and Purpose of Visit
- 5 Main Reasons for Holiday Tourists Choosing Mongolia by Market Area
- 6 Comparison Between Holiday Makers Choosing Mongolia 1998 & 2002
- 7 Age & Sex by Market Area
- 8 Comparison between age bracket distribution patterns in 1998 & 2002
- 9 Age & Sex by Purpose of Visit
- 10 Repeat Visits by Market Area
- 11 Repeat Visits by Purpose of Visit
- 12 Sources of Information by Market Area
- 13 Sources of Information by Purpose of Visit
- 14 Sources of Information by Purpose of Visit. Comparison between 1998 & 2002

Travel Behavior Patterns

- 15 Travel Arrangements by Market Area
- 16 Travel Arrangements by Purpose of Visit
- 17 Single & Multi-destination Travel by Market Area
- 18 Single & Multi-destination Travel by Purpose of Visit
- 19 Single & Multi-destination Travel for Specific Market Areas. Comparison between 1998 & 2002
- 20 Multi-destination Travel by Purpose of Visit. Comparison between 1998 & 2002
- 21 Length of Stay by Market Area
- 22 Length of Stay. Comparison between 1998 and 2002
- 23 Length of Stay for Specific Markets. Comparison between 1998 & 2002
- 24 Length of Stay by Purpose of Visit
- 25 Length of Stay by Purpose of Visit. Comparison between 1998 & 2002
- 26 Places Visited by Market Area
- 27 Places Visited by Purpose of Visit
- 28 Places Visited by Purpose of Visit. Comparison between 1998 & 2002
- 29 Distribution of Tourist Nights by Market Area
- 30 Distribution of Tourist Nights by Purpose of Visit
- 31 Distribution of Tourist Nights for Specific Market Areas. Comparison between 1998 & 2002

Visitor Ratings

- 32 Rating of Facilities & Services Compared to Rating of Overall Stay – All Tourists
- 33 Rating of Services and Facilities by Market Area
- 34 Rating of Services and Facilities by Specific Market Areas. Comparison between 1998 & 2002
- 35 Rating of Services & Facilities by Purpose of Visit
- 36 Rating of Services & Facilities by Purpose of Visit. Comparison between 1998 & 2002
- 37 Fulfillment of Expectations by Market Area
- 38 Fulfillment of Expectations by Market Area. Comparison between 1998 & 2002
- 39 Fulfillment of Expectations by Purpose of Visit
- 40 Fulfillment of Expectations by Purpose of Visit. Comparison between 1998 & 2002
- 41 Likelihood to Return to Mongolia for a Holiday Visit by Market Area
- 42 Likelihood to Return to Mongolia for a Holiday Visit for Specific Market Areas. Comparison between 1998 & 2002

- 43 Likelihood to Return to Mongolia for a Holiday Visit by Purpose of Visit
- 44 Likelihood to Return to Mongolia for a Holiday Visit by Purpose of Visit. Comparison between survey results in 2002 and 1998
- 45 Recommendations of Mongolia by Market Area
- 46 Recommendations of Mongolia by Purpose of Visit
- 47 Recommendations of Mongolia for Specific Market Areas. Comparison between 1998 & 2002
- 48 Recommendations of Mongolia by Purpose of Visit. Comparison between 1998 & 2002

Visitor Expenditure

- 49 Average per Head and Daily Expenditure by Travel Arrangement & Market Area
- 50 Average per Head and Daily Expenditure by Travel Arrangement & Market Area. Comparison between 1998 & 2002
- 51 Average per Head and Daily Expenditure by Travel Arrangement & Purpose of Visit
- 52 Average per Head and Daily Expenditure by Travel Arrangement & Purpose of Visit. Comparison between 1998 & 2002
- 53 Average Itemized Expenditure – All Tourists
- 54 Average Itemized Expenditure – All Tourists. Comparison between 1998 & 2002
- 55 Average Itemized Expenditure for Tourists on Own Travel Arrangement by Market Area
- 56 Average Itemized Expenditure for Tourists on Own Travel Arrangement by Purpose of Visit
- 57 Average Itemized Expenditure for Holiday Tourists on Package Tours Arrangement by Market Area

LIST OF CHARTS

Visitor Profile

- 1 Breakdown of Surveyed Tourist by Purpose of Visit in 1998
- 2 Breakdown of Surveyed Tourist by Purpose of Visit in 2002
- 3 Breakdown of Holiday Makers by Market Area in 1998
- 4 Breakdown of Holiday Makers by Market Area in 2002
- 5 Reasons for Holiday Makers Choosing Mongolia in 1998
- 6 Reasons for Holiday Makers Choosing Mongolia in 2002
- 7 Number of Repeat Visits in 1998
- 8 Number of Repeat Visits in 2002
- 9 Sources of Information for Holiday Makers in 1998
- 10 Sources of Information for Holiday Makers in 2002

Travel Behavior Patterns

- 11 Travel Arrangements in 1998
- 12 Travel Arrangements in 2002
- 13 Travel Arrangements of Holiday Makers in 1998
- 14 Travel Arrangements of Holiday Makers in 2002
- 15 Multi-destination Travel in 1998
- 16 Multi-destination Travel in 2002
- 17 Places Visited in 1998 & 2002
- 18 Places Visited by Holiday Makers in 1998 & 2002
- 19 Distribution of Tourist Nights in 1998 & 2002
- 20 Distribution of Holiday Maker Nights in 1998 & 2002

Visitor Ratings

- 21 Rating of Facilities & Services 1998 & 2002

- 22 Overall Rating of Facilities & Services by Specific Market Areas in 1998 & 2002
- 23 Overall Rating of Facilities & Services by Holiday Makers in 1998 & 2002
- 24 Fulfillment of Expectations in 1998 & 2002
- 25 Fulfillment of Holiday Makers' Expectations in 1998 & 2002
- 26 Likelihood to Return to Mongolia for a Holiday Visit in 1998
- 27 Likelihood to Return to Mongolia for a Holiday Visit in 2002
- 28 Likelihood of Holiday Makers Returning to Mongolia for a Holiday Visit in 1998 and 2002
- 29 Likelihood of Business Tourists Returning to Mongolia for a Holiday Visit in 1998 & 2002
- 30 Recommendations of Mongolia to Friends & Relatives in 1998
- 31 Recommendations of Mongolia to Friends & Relatives in 2002
- 32 Recommendations of Mongolia to Friends & Relatives by Purpose of Visit in 2002

Visitor Expenditure

- 33 Daily Expenditures for Visitors for Different Market Areas in 2002
- 34 Daily Expenditures for Visitors for Different Purposes of Visit in 2002
- 35 Average Itemized Expenditure All Tourists 1998
- 36 Itemized Expenditure of Holiday Makers Traveling on Their Own Arrangement in 2002
- 37 Itemized Expenditure of Holiday Makers on Package Tours in 2002

1.0 INTRODUCTION

1.1 Acknowledgements

The Mongolian Tourism Association and The Competitiveness Initiative/USAID are very grateful to the Immigration Office and its staff at Buyant Ukhua airport for their support in undertaking the survey, particularly Mr. D. Munkhchuluun, Head of the Immigration office. We also wish to thank the students and staff of the Institute of Tourism Management for assisting in the collection of results and input of data. Especial thanks should go to Mr. D.Gansukh, former principal of ITM, for organizing all the logistical arrangements.

1.2 Summary

Visitor Profile

- Over half the tourists to Mongolia were Holiday Makers, while Business Tourists represented almost one third. Those visiting friends and relatives represented less than 10% of all those surveyed.
- Over half the Holiday Makers surveyed came from Western Europe and North America. One in three Business Tourists originated from Japan or Korea.
- The main reasons for Holiday Makers choosing Mongolia were Natural Scenery, Culture and Adventure Opportunities.
- The gender ratio showed a high predominance of males (65%), although the ratio was almost equal for Holiday Makers.
- Over half the visitors to Mongolia were over the age of 40.
- 72% of all the surveyed tourists were first time visitors. Just less than 50% of Business Tourists had traveled to Mongolia on at least one prior occasion. 14% of Holiday Makers had traveled to Mongolia before.
- The three most important sources of information about Mongolia were Travel Guide Books (39%), Friends & Relatives (36%) and the Internet (34%).

Travel Behavior Patterns

- 6 out of 10 tourists made their own independent arrangements to travel to Mongolia, whereas just over half the Holiday Makers made arrangements through a tour operator.
- 57% of all visitors and 57% of all Holiday Makers were single destination travelers. For those visiting other countries, China was the most popular.
- The overall length of stay in Mongolia was 12.87 nights. For Holiday Makers the length of stay was slightly shorter at 12.74 nights. The longest average length of stay was with UK visitors (18.2 nights) and the shortest, Japanese visitors (8.3 nights).
- Almost every tourist spent at least one night in Ulaanbaatar. The most popular places visited were Terelj (36%), Karakorum (31%) and the Gobi (30%).
- The average number of places visited was 2.41, whereas Holiday Makers visited on average 2.87 places.
- Based on tourist nights spent in Mongolia, 53% were in Ulaanbaatar followed by 13% in the Gobi.

Visitor Ratings

- 85% of all tourists rated their stay as good or excellent.
- The greatest satisfaction was with Guide Services, Tour Operator Services and Ger Camps.
- The greatest satisfaction in services came from UK tourists followed by those from North America and Australasia.
- The most poorly rated services were Ground Transportation and Domestic Air Transportation.

- In general, visitors rated their overall stay higher than for any of the individual services they had obtained.
- 8 out of 10 visitors stated that their stay had fulfilled their expectations.
- 67% of all tourists stated that they were likely or very likely to return to Mongolia for a holiday visit.
- 76% of all tourists and 79% of all Holiday Makers stated that they would recommend Mongolia to their friends and relatives for a holiday visit.

Visitor Expenditure

- The visitors spent on average US\$1137 or US\$87 per person per day.
- Those traveling on a package tour spent US\$2133 in total or US\$181 per person per day, whereas independent travelers spent on average US\$832 or US\$60 per person per day.
- Japanese tourists (US\$126 per day), North American tourists (US\$98 per day) and those from other countries (US\$90 per day) spent most.
- The lowest spenders were tourists from Korea at US\$69 per person per day.
- Holiday Makers recorded the highest daily expenditure (US\$106 per person per day), while those coming for employment spent the least (US\$30 per person per day).
- Overall, each tourist spent on average US\$162 on handicrafts and textiles.

Tourists' Comments & Suggestions

- The majority of tourists stated that their best memories were of the nature, landscape, people and hospitality.
- The worst memories were related to the infrastructure, sanitary facilities, service standards and environmental issues.
- It is estimated that 5-7% of all tourists were directly or indirectly subjected to crime, ranging from pick-pocketing to physical abuse.
- Providing more information in a greater number of languages would improve tourist service according to those interviewed.
- Tourists were surprised with how developed Ulaanbaatar was and the number of Mongolians that spoke some English. The contrast between urban and rural life was also a surprise.
- Mongolia's main competing country was identified as China, followed by other destinations in southeast, central and southern Asia to an equal extent.
- Mongolia was chosen over its competitors because of the landscapes, culture, history, religion, adventurous opportunities, wide open space, nomadic lifestyle and festivals.
- Many tourists had received recommendations from friends and relatives and chose to come because it was exotic and a relatively new destination.

1.3 Background

TACIS conducted an International Visitor Survey in Mongolia in 1998 to study the profile and characteristics of international tourists visiting Mongolia, their travel behavior, expenditure patterns and opinions/comments. This was the first and only international visitor survey that had been undertaken. It has served well as the main source of information on expenditures and travel behaviors of international visitors to Mongolia.

To measure trends from the 1998 survey and seek new statistics to estimate the real contribution of tourism to the Mongolian economy, the Mongolian Tourism Association with support from The Competitiveness Initiative implemented an International Tourism Survey for departing international visitors at Buyant Ukhoo airport between 15th June and 15th September 2002. The Institute of Tourism Management (ITM) was subcontracted to undertake the interviewing and data entry.

The definitions of terms used in this survey are those recommended by the World Tourism Organization (WTO). The term *tourist* is thus defined as "a resident of a foreign country

visiting Mongolia and staying for at least one night, but not more than one year, for non-immigrant and non-employment purposes". The term *visitor* is used in the text of the report interchangeably for better reading but with the same meaning: tourists are visitors staying at least one night in the country visited. To match the methodology used in the 1998 survey, only visitors that had spent between 1 and 92 days were interviewed.

1.4 Methodology

The survey was conducted using the face-to-face personal interview method. During the three-month period, the aim was to interview 10 tourists (excluding long-term residents, those foreigners who had spend more than 92 consecutive days in Mongolia and Mongolian citizens) for every international flight leaving Ulaanbaatar, excluding Hohhot and Irkutsk. There were a scheduled 320 flights during this period and therefore we anticipated a total of 3200 completed questionnaires.

The interviews were conducted at the departure lounge of Buyant Ukhaa International Airport, after the tourists had completed all departure formalities, by a team of students from the Institute of Tourism Management. ITM employed ten student interviewers who worked on a week on, week off basis. All students were trained in advance by TCI staff and lecturers from the Institute. Five interviewers were present for every flight leaving Ulaanbaatar. A supervisor was employed under the subcontract to ensure compliance with the methodology developed and to assist in dealing with questions. For the purpose of interviews, a systematic sample was drawn by selecting one out of every three reporting at the final immigration check-point.

The questionnaires were translated into Korean, Japanese, Russian and Chinese to attempt to obtain a greater input of information from the major markets. However the interviewers were not conversant in all these languages and therefore the language barrier meant that on some occasions, the tourists completed the questionnaire themselves rather than using the face-to-face interview style. We acknowledge that for this reason the survey sample may be distorted to some degree but feel that all possible steps were undertaken to minimize this problem. The data entry was undertaken by ITM, although the analysis of results was completed by TCI.

Table 1. Major Differences between the TACIS 1998 Survey and the MTA/TCI 2002 Survey

| | TACIS 1998 | MTA/TCI 2002 |
|-------------------------|--|---|
| Duration | Took place over a 100 day period between 1 st June and 8 th September 1998 | Took place over a 93 day period from June 15 th and September 15 th 2002 |
| Sample | 1506 usable questionnaires | 3703 usable questionnaires |
| Presentation of Results | Uses 8 broad groups according to the country of residence: <ul style="list-style-type: none"> • Asia • USA • Germany • France • UK • Other Western Europe • Eastern Europe • All other countries | Uses the major markets by country: <ul style="list-style-type: none"> • Japan • Korea • North America • Australasia • UK • Germany • France • Other Western Europe • All other countries |
| Questionnaires | Were in English only | Were in English, Japanese, Korean, Chinese and Russian |

The survey yielded 3703 usable responses, 503 above the target figure.

A total of 320 flights departed Ulaanbaatar to Moscow, Seoul, Osaka, Berlin, Beijing and Tokyo between 15th June and 15th September. Equal representation within the survey was required and it was aimed to interview 10 individuals leaving on each flight.

Table 2. Percentage of interviews required from each flight and the actual percentage of interviews undertaken from each flight.

| Destination – Airline – Flight Number | Each flight as a percentage of all flights departing | Percentage of interviews undertaken from each flight |
|---------------------------------------|--|--|
| Moscow – Aeroflot – SU564 | 12.50 | 12.85 |
| Beijing – Air China – CA902 | 16.56 | 16.66 |
| Beijing – MIAT – OM223 | 23.75 | 21.25 |
| Moscow/Berlin – MIAT – OM135 | 8.44 | 7.29 |
| Osaka/Seoul – MIAT – OM903 | 5.62 | 4.83 |
| Tokyo/Seoul – MIAT – OM501 | 12.50 | 15.07 |
| Seoul – MIAT – OM301 | 12.50 | 12.64 |
| Seoul – Korean Air – KE868 | 8.13 | 7.89 |
| Unknown Flight Numbers | | 1.40 |

The sample was largely on target for the required number of interviews from each flight. An increased percentage of interviews were undertaken on the Aeroflot flight to Moscow, the Air China flight to Beijing, MIAT flight to Tokyo/Seoul, MIAT flight to Seoul. Sample was below target for the MIAT flight to Beijing, MIAT flight to Moscow/Berlin, MIAT flight to Osaka/Seoul and Korean Air flight to Seoul. Reasons for this may include the facts that interviewees refused to be interviewed or that the resulting questionnaires were unusable.

This survey, similarly to the TACIS survey divides the results into 4 areas:

- Visitor Profile
- Travel Behavior
- Visitor Rating
- Visitor Expenditure

Under each main topic, analysis is carried out of several sub-topics. The layout of the individual sub-topics sections is standardized in order to facilitate the reader's understanding of the survey results. The questions given to the interviewed tourists are presented at the beginning of each section.

Presented by the majority markets by country results are expressed as percentages rather than as frequency (total number of answers). Expenditure data are presented in US\$ (US Dollars). In cases where the respondents have stated their spending in other currencies than US\$, they have been converted to US\$ according to the official exchange rates prevailing on 31st July (mid survey period).

Tables are followed by an analysis of the results and a review of trends based on the TACIS survey.

1.5 Definitions

For the purpose of this report, the following terms and definitions are used:

- a. Korea is an abbreviation for the Republic of Korea (South Korea)
- b. North America includes the countries of the United States of America & Canada
- c. Australasia includes the countries of Australia & New Zealand

- d. 'Other Western Europe' includes Spain, Portugal, The Netherlands, Belgium, Andorra, Luxemburg, Sweden, Norway, Finland, Austria, Denmark, Switzerland, Italy, Liechtenstein, Malta, Cyprus & Greece
- e. Holiday/Recreation/Leisure (hereafter as Holiday Makers) are those visitors that came to Mongolia primarily for holiday, recreation or leisure purposes
- f. Business/Conference/Professional (hereafter as "Business Tourists") are those visitors who came to Mongolia on business, to attend a conference or for professional purposes
- g. Visiting friends & relatives (hereafter as "VFR") are those visitors who came to Mongolia to visit friends & relatives whether those being visited are Mongolian or foreign citizens

VISITOR PROFILE

Purpose of Visit

Question: What was your main purpose of visiting Mongolia?

Table 3. Breakdown of Surveyed Tourists by Purpose of Visit and Market Area (%)

| Purpose of Visit | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|----------------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Holiday Recreation Leisure | 62 | 45 | 58 | 51 | 71 | 63 | 87 | 68 | 35 | 58 |
| Visiting friends & relatives | 7 | 9 | 10 | 5 | 10 | 11 | 4 | 7 | 9 | 8 |
| Business Conference Professional | 23 | 34 | 24 | 36 | 14 | 23 | 7 | 19 | 49 | 27 |
| Employment | 1 | 1 | 1 | 3 | 0 | 0 | 0 | 0.5 | 2 | 1 |
| Student | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 0.5 | 1 | 1 |
| Other | 5 | 9 | 6 | 5 | 5 | 2 | 2 | 5 | 4 | 5 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Overall, 58% of the surveyed tourists were Holiday Makers while Business Tourists and VFR accounted for 27% and 8% respectively. The remaining 7% were visitors coming to Mongolia with an employment purpose (1%), students (1%) and other purposes (5%).

France (87%), UK (71%), other Western Europe (68%), Germany (63%), Japan (62%), North America (58%) and Australasia (51%) had the highest percentage of Holiday Makers. Most of the Business Tourists came from 'all other countries' (49%).

Compared to the TACIS survey there were increases in the percentage of Holiday Makers, decreases in the percentage of VFR and decreases in the number of Business Tourists from all destinations. There was a significant increase in the number of Holiday Makers and a decrease of Business Tourists from the UK.

Chart 1. Breakdown of Surveyed Tourists by Purpose of Visit in 1998

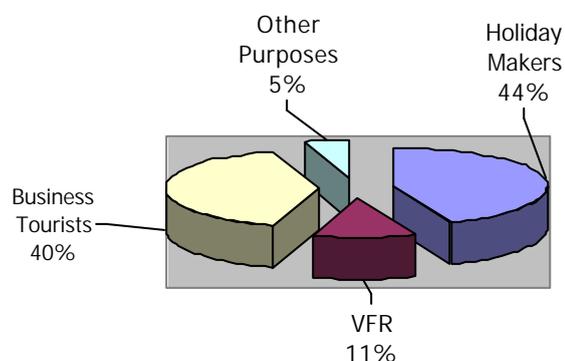


Chart 2. Breakdown of Surveyed Tourists by Purpose of Visit 2002

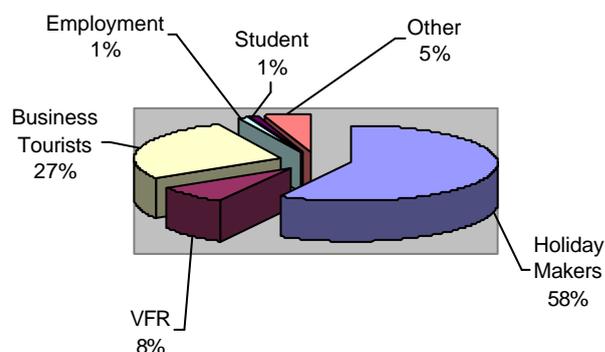


Table 4. Breakdown of Surveyed Tourists by Market Area and Purpose of Visit (%)

| Country of Residence | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|----------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Japan | 24 | 19 | 19 | 21 | 52 | 28 | 23 |
| Korea | 8 | 12 | 14 | 4 | 28 | 21 | 11 |
| North America | 18 | 22 | 17 | 25 | 9 | 18 | 18 |
| Australasia | 3 | 2 | 5 | 14 | 0 | 3 | 3 |
| UK | 7 | 7 | 3 | 0 | 0 | 4 | 6 |
| Germany | 8 | 10 | 6 | 0 | 6 | 3 | 7 |
| France | 11 | 3 | 2 | 0 | 0 | 2 | 7 |
| Other Western Europe | 14 | 10 | 9 | 4 | 3 | 12 | 12 |
| All Other Countries | 7 | 15 | 25 | 32 | 2 | 9 | 13 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

The majority of Holiday Makers were from Western-style countries (61%); 'Other Western Europe' (40%), North America (18%) and Australasia (3%). Japanese Holiday Makers (24%) and Korean Holiday Makers (8%) amounted to 32% in total.

The majority of VFRs came from North America (22%), Japan (19%) and 'all other countries' (15%). Most Business Tourists came from 'all other countries' (25%), Japan (19%), and North America (17%). Those coming for employment tended to come from North America (25%), Japan (21%) and Australasia (14%). Students mostly came from Japan & Korea.

Chart 3. Breakdown of Holiday Makers by Market Area 1998

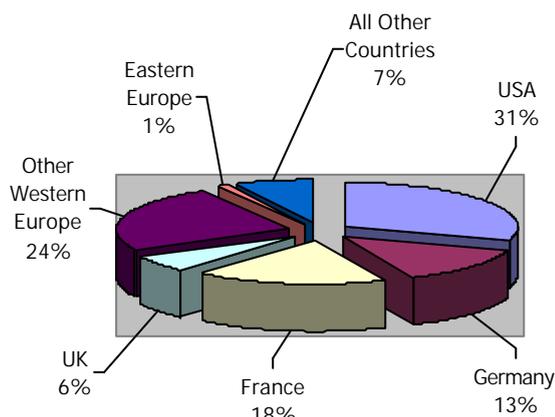
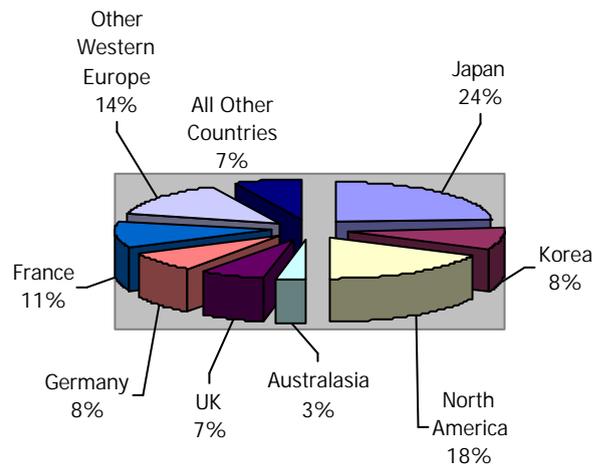


Chart 4. Breakdown of Holiday Makers by Market Area 2002



Reasons for Holiday Makers to Choose Mongolia

Question: What were your main reasons for choosing Mongolia?

Table 5. Main Reasons for Holiday Tourists Choosing Mongolia by Market Area (%)

| Reasons for Choosing Mongolia | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-------------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Natural Scenery | 84 | 42 | 53 | 70 | 59 | 84 | 74 | 74 | 67 | 69 |
| Wildlife | 21 | 37 | 22 | 11 | 25 | 26 | 34 | 26 | 23 | 25 |
| Mongolian Culture | 33 | 32 | 48 | 46 | 50 | 60 | 61 | 55 | 41 | 46 |
| Mongolian History | 13 | 19 | 28 | 27 | 23 | 37 | 18 | 21 | 11 | 21 |
| Adventure Tours | 18 | 11 | 30 | 35 | 50 | 34 | 28 | 24 | 27 | 26 |
| Special Interest Tours | 7 | 15 | 13 | 8 | 8 | 11 | 2 | 5 | 11 | 9 |
| Hunting | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 1 | 1 | 1 |
| Other Reasons | 16 | 4 | 16 | 14 | 10 | 8 | 9 | 10 | 14 | 12 |
| TOTAL | 192 | 160 | 211 | 213 | 225 | 261 | 226 | 216 | 195 | 209 |
| Average Number | 1.9 | 1.6 | 2.1 | 2.1 | 2.3 | 2.6 | 2.3 | 2.2 | 2.0 | 2.1 |

The survey questionnaire listed altogether seven major Mongolian attractions and allowed the respondents to give more than one reason for choosing Mongolia as their holiday destination. The average number of reasons stated by the surveyed tourists was 2.1 reasons. Holiday Makers from Germany stated on average 2.6 reasons, while Holiday Makers from Korea stated 1.6 reasons. The most popular reasons for choosing Mongolia were the natural scenery (69%) followed by Mongolian culture (46%), adventure tours (26%) and wildlife (25%).

The natural scenery was the main attraction for those originating from Japan, Germany, France, 'Other Western Europe' and Australasia. Mongolia's wildlife attracted all markets to a similar extent. Culture was most important to those Holiday Makers from Germany, France & 'Other Western Europe'. Germans were the most interested in history. Holiday Makers from the UK appear to be Mongolia's largest adventure tourism market followed by Australasia, Germany and North America. Japan & Korea are not big markets for adventure tourism.

Table 6. Comparison between Holiday Makers Choosing Mongolia 1998 & 2002

| Reasons for Choosing Mongolia | 1998 | 2002 |
|-------------------------------|------|------|
| | (%) | (%) |
| Natural Scenery | 66 | 69 |
| Wildlife | 31 | 25 |
| Mongolian Culture | 51 | 46 |
| Mongolian History | 27 | 21 |
| Adventure Tours | 24 | 26 |
| Special Interest Tours | 10 | 9 |
| Hunting | 2 | 1 |
| Other Reasons | 12 | 12 |

In the 1998 survey, it was reported that the most popular reasons for choosing Mongolia were the natural scenery (66%) followed by Mongolian culture (51%), wildlife (31%) and Mongolian history (27%) (Table 6). This indicates that in general, there have been changes in Holiday Makers' interests in coming to Mongolia. Adventure tours, which were in fifth place in 1998, went up to the third place.

The results indicate that Mongolia is now attracting a greater number of adventure tourists but is still retaining its popularity with natural scenery, culture, wildlife and history. The drop in the average number of reasons would indicate that Mongolian tourism companies are developing niche markets rather than trying to sell tours that combine everything.

Chart 5. Reasons for Holiday Makers Choosing Mongolia 1998

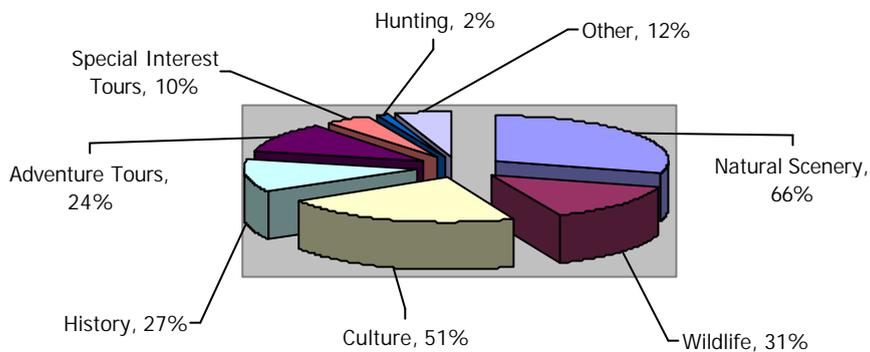
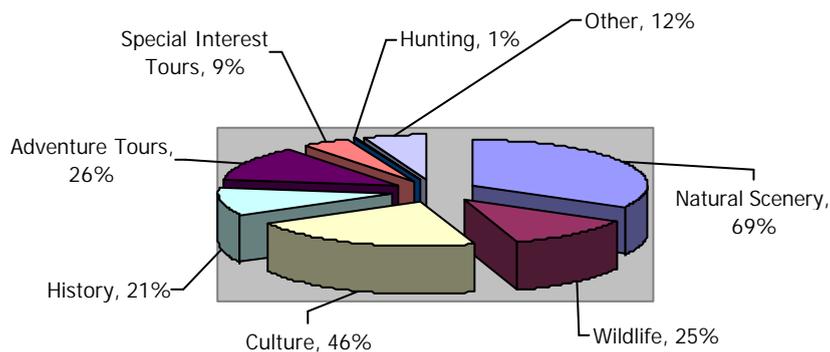


Chart 6. Reasons for Holiday Makers Choosing Mongolia 2002



Age & Sex

Question: To what age group do you belong? (Gender recorded by the interviewer)

Table 7. Age & Sex by Market Area (%)

| Age & Sex | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Males | 60 | 75 | 62 | 68 | 58 | 66 | 60 | 64 | 74 | 65 |
| Females | 40 | 25 | 38 | 32 | 42 | 34 | 40 | 36 | 26 | 35 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 15-19 Years | 5 | 2 | 3 | 0 | 14 | 3 | 2 | 2 | 2 | 4 |
| 20-29 Years | 23 | 20 | 15 | 15 | 21 | 9 | 23 | 15 | 16 | 18 |
| 30-39 Years | 24 | 25 | 21 | 25 | 22 | 27 | 27 | 29 | 37 | 26 |
| 40-49 Years | 14 | 30 | 20 | 19 | 11 | 19 | 21 | 23 | 26 | 20 |
| 50-59 Years | 18 | 14 | 21 | 28 | 18 | 22 | 20 | 20 | 14 | 19 |
| 60 Years & above | 16 | 9 | 20 | 13 | 14 | 20 | 8 | 11 | 5 | 13 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 101 | 100 | 100 | 100 |

The overall gender ratio shows a high predominance of men at 65%. This distribution pattern remained more or less the same for all market areas. Korea had the highest percentage of men while the UK had the least.

Most visitors to Mongolia were between 30-39 years of age (26%), although over half (52%) of all visitors were over the age of 40. The greatest percentage of young people came from the UK. North America, Australasia and Germany, brought more of the older generations.

Table 8. Comparison between Age Bracket Distribution Patterns in 1998 & 2002.

| | 15-19 Years (%) | 20-29 Years (%) | 30-39 Years (%) | 40-49 Years (%) | 50-59 Years (%) | 60 Years & above (%) | TOTAL (%) |
|------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------|-----------|
| 1998 | 2 | 17 | 23 | 25 | 23 | 10 | 100 |
| 2002 | 4 | 18 | 26 | 20 | 19 | 13 | 100 |

Trends between 1998 and 2002 indicate that the average tourist to Mongolia is getting younger. Certainly there are now a higher percentage of tourists under the age of 39 in 2002 compared to 1998, 48% versus 42% respectively. However, there is also an indication that the oldest age bracket, 60 years and above, is also increasing, from 10% in 1998 to 13% in 2002.

Table 9. Age & Sex by Purpose of Visit (%)

| Age & Sex | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|---------------------|----------------------------------|-----|--|------------|---------|-------|-------|
| Males | 56 | 61 | 85 | 75 | 58 | 63 | 65 |
| Females | 44 | 39 | 15 | 25 | 42 | 37 | 35 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 15-19 Years | 4 | 5 | 1 | 0 | 30 | 10 | 4 |
| 20-29 Years | 21 | 24 | 9 | 7 | 67 | 26 | 18 |
| 30-39 Years | 25 | 23 | 30 | 32 | 3 | 18 | 26 |
| 40-49 Years | 17 | 20 | 30 | 18 | 0 | 15 | 20 |
| 50-59 Years | 18 | 15 | 22 | 29 | 0 | 18 | 19 |
| 60 Years & above | 15 | 13 | 9 | 14 | 0 | 13 | 13 |
| TOTAL | 100 | 100 | 101 | 100 | 100 | 100 | 100 |

Most Business Tourists coming to Mongolia were men (85%). Holiday Makers showed the greatest gender equality. In comparison to 1998, there has been an increase in the number of female Holiday Makers and decreases in the number of female Business Tourists and VFR. The changes in the ages of the Holiday Makers reflect what is happening to ages overall. There are increases in both younger and older Holiday Makers and decreases in those in the 40-59 age brackets. VFRs are tending to be younger, along with Business Tourists.

Repeat Visits

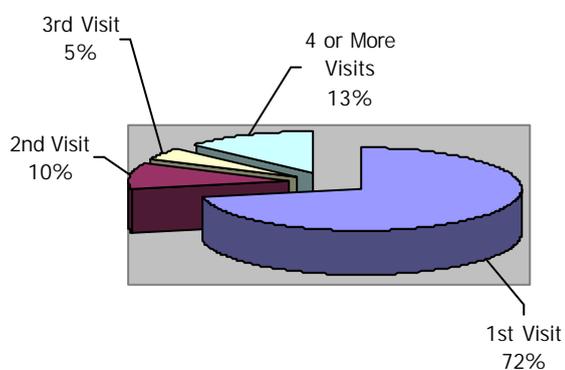
Question: Have you visited Mongolia before? If yes, how many times have you visited Mongolia before?

Table 10. Repeat Visit by Market Area (%)

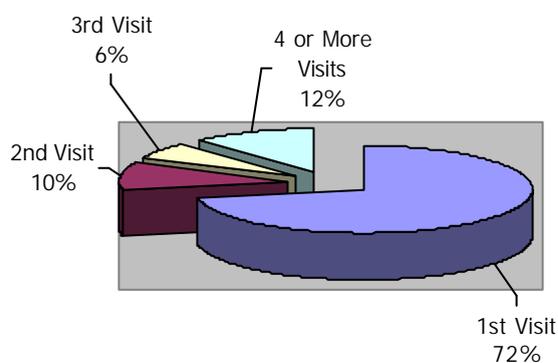
| Number of Previous Visits | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|---------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Nil | 86 | 58 | 77 | 72 | 85 | 74 | 87 | 82 | 58 | 72 |
| 1 visit before | 5 | 15 | 9 | 11 | 4 | 11 | 6 | 7 | 12 | 10 |
| 2 visits before | 4 | 13 | 5 | 6 | 2 | 5 | 2 | 2 | 8 | 6 |
| 3 visits before | 5 | 14 | 9 | 11 | 9 | 10 | 5 | 9 | 22 | 12 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

72% of the surveyed tourists were first time visitors, most of them coming from France (87%), Japan (86%), UK (85%) and 'Other Western Europe' (82%). The largest numbers of repeat visitors were from Korea and 'all other countries', both 42%. 'All other countries' had by far the greatest number of repeat visits with 22% having been to Mongolia at least 4 times.

**Chart 7. Number of Repeat Visits
1998**



**Chart 8. Number of Repeat Visits
2002**



As Charts 8 and 9 show, there was little change in the number of repeat visits for all visitors between 1998 and 2002

Table 11. Repeat Visit by Purpose of Visit (%)

| Number of Previous Visits | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|---------------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Nil | 86 | 67 | 46 | 50 | 82 | 70 | 72 |
| 1 Previous Visit | 7 | 14 | 15 | 11 | 15 | 13 | 10 |
| 2 Previous Visits | 3 | 5 | 11 | 18 | 0 | 7 | 6 |
| 3 or more previous visits | 4 | 14 | 28 | 21 | 3 | 12 | 12 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 102 | 100 |

The majority of first time visitors were Holiday Makers (86%), Students (82%) and Others (70%). 54% of the Business Tourists were repeat visitors. 12% of the surveyed tourists had visited Mongolia three or more times before. Business Tourists had visited Mongolia the greatest number of times (28% visiting four or more times)

In 2002 a greater number of Holiday Makers were shown to be making repeat visits. 2% more of Holiday Makers were now making repeat visits. However the greatest growth in repeat visits was seen by those traveling as Business Tourists and VFRs.

Sources of Information

Question: What were your main sources of information on Mongolia?

Table 12. Sources of Information by Market Area (%)

| Sources of Information | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-----------------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| Friends/Relatives | 38 | 40 | 36 | 37 | 29 | 36 | 34 | 34 | 37 | 36 |
| Previous Visits | 11 | 12 | 10 | 13 | 10 | 8 | 5 | 8 | 13 | 10 |
| Travel Agent, Tour Operator | 23 | 4 | 17 | 15 | 22 | 18 | 28 | 22 | 7 | 18 |
| Internet Information | 32 | 37 | 34 | 37 | 40 | 32 | 37 | 34 | 27 | 34 |
| TV, Radio, Newspaper | 15 | 5 | 11 | 3 | 12 | 23 | 23 | 9 | 9 | 11 |
| Travel Guide Books | 46 | 12 | 38 | 50 | 64 | 46 | 47 | 45 | 21 | 39 |
| Specialist Magazines | 9 | 1 | 7 | 5 | 6 | 10 | 16 | 12 | 4 | 7 |
| Business/Official | 11 | 19 | 16 | 21 | 9 | 18 | 5 | 13 | 31 | 16 |
| Other Sources | 4 | 2 | 5 | 6 | 5 | 6 | 4 | 3 | 6 | 5 |
| TOTAL | 189 | 132 | 174 | 187 | 197 | 197 | 199 | 180 | 155 | 176 |
| Average Number of Sources | 1.89 | 1.32 | 1.74 | 1.87 | 1.97 | 1.97 | 1.99 | 1.80 | 1.55 | 1.76 |

The survey questionnaire listed altogether eight major sources of information and allowed the respondents to state more than one main source. The three most popular sources of information for the surveyed tourists were travel guide books (39%), information from friends and relatives (36%) and internet information (34%).

Travel Guide Books were the most useful source of information for those visitors from all countries other than Korea and 'all other countries'. For them, information from friends and relatives was the most useful source. Internet information was the second most popular source of information for tourists from the UK (40%), Australasia (37%), France (37%), Korea (37%), 'Other Western Europe' (34%) and 'all other countries' (27%).

The number of sources of information used had dropped slightly from 1.85 in 1998 to 1.76 in 2002. This could indicate that the quality of information from each source was improving and visitors need to access less sources to obtain the same amount of information.

Business/Official information moved from 3rd to 5th place and was replaced by the Internet. Although this is due to the changes in the proportion of Holiday Makers and Business Tourists among all the surveyed tourists, the results of the survey indicates that popularity of internet information is growing very fast among travelers to Mongolia. Compared to 1998, previous visits, travel guide books, business information and other sources have become less popular, whilst travel agent/tour operator, the Internet and TV/Radio have become more important.

Table 13. Sources of Information by Purpose of Visit (%)

| Sources of Information | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-----------------------------|----------------------------|------|----------------------------------|------------|---------|-------|-------|
| Friends/Relatives | 35 | 87 | 27 | 32 | 21 | 25 | 36 |
| Previous Visits | 7 | 8 | 18 | 18 | 6 | 10 | 10 |
| Travel Agent, Tour Operator | 27 | 3 | 5 | 0 | 3 | 7 | 18 |
| Internet Information | 40 | 23 | 27 | 32 | 36 | 26 | 34 |
| TV, Radio, Newspaper | 14 | 6 | 7 | 7 | 12 | 6 | 11 |
| Travel Guide Books | 51 | 25 | 20 | 29 | 27 | 25 | 39 |
| Specialist Magazines | 9 | 4 | 4 | 4 | 3 | 5 | 7 |
| Business/Official | 1 | 3 | 53 | 54 | 9 | 9 | 16 |
| Other Sources | 4 | 3 | 3 | 11 | 18 | 15 | 5 |
| TOTAL | 188 | 162 | 164 | 187 | 135 | 128 | 176 |
| Average Number of Sources | 1.88 | 1.62 | 1.64 | 1.87 | 1.35 | 1.28 | 1.76 |

For Holiday Makers, travel guide books (51%), internet information (40%), friends/relatives (35%) and travel agent/tour operator (27%) were the most popular sources of information.

Logically, for 87% of VFRs the primary source of information was friends and relatives while for 53% of Business Tourists it was business/official sources.

Table 14. Sources of Information by Purpose of Visit (%). Comparison between 1998 & 2002

| Sources of Information | Holiday Makers (%) | | VFR (%) | | Business Conference Professional (%) | |
|----------------------------|--------------------|------|---------|------|--------------------------------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Friends/Relatives | 32 | 35 | 91 | 87 | 23 | 27 |
| Previous Visits | 7 | 7 | 19 | 8 | 29 | 18 |
| Travel Agent/Tour Operator | 32 | 27 | 4 | 3 | 3 | 5 |
| Internet Information | 19 | 40 | 16 | 23 | 17 | 27 |
| TV, Radio, Newspaper | 11 | 14 | 6 | 6 | 6 | 7 |
| Travel Guide Books | 57 | 51 | 36 | 25 | 22 | 20 |
| Specialist Magazines | 11 | 9 | 7 | 4 | 4 | 4 |
| Business/Official | 3 | 1 | 7 | 3 | 71 | 53 |
| Other Sources | 10 | 4 | 6 | 3 | 8 | 3 |
| TOTAL | 182 | 188 | 192 | 162 | 183 | 164 |

Table 14 suggests that overall, the use of travel guide books as an information source about Mongolia has decreased for Holiday Makers, VFRs and Business Tourists, though for the majority of tourists from UK (50%) and Australasia (64%) travel guidebooks remained as the first important source of information.

In 1998, it was reported that the most important sources of information among Holiday Makers were travel guide books (57%), friends/relatives (32%) and travel agent/tour operator (32%). Table 14 shows that the use of travel agent/tour operator as a source of

information had decreased among Holiday Makers. This to some extent confirms the now well-known perception that tour operators cannot be relied upon to promote the country. The Table also indicates that TV, radio and newspapers can be a stable source of information for visitors because this not only remained the same among VFR and Business Tourists but a proportion of Holiday Makers reported that TV, radio and newspaper had increased as an important source of information.

The use of the Internet as an important source of information has increased dramatically between 1998 and 2002 for Holiday Makers, VFRs and Business Tourists.

Chart 9. Sources of Information for Holiday Makers

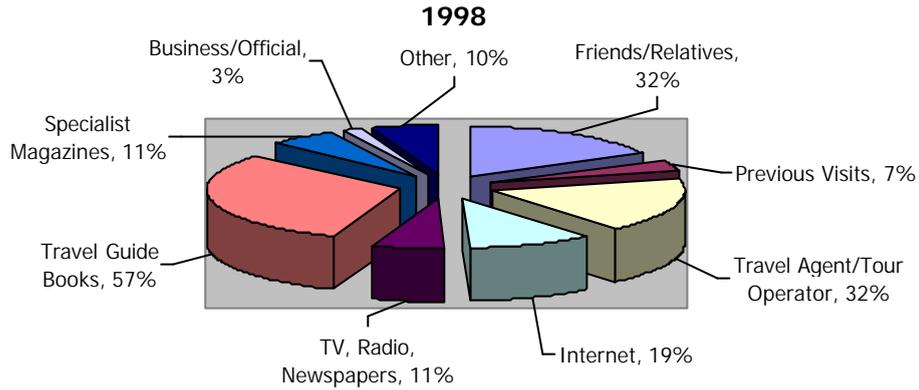
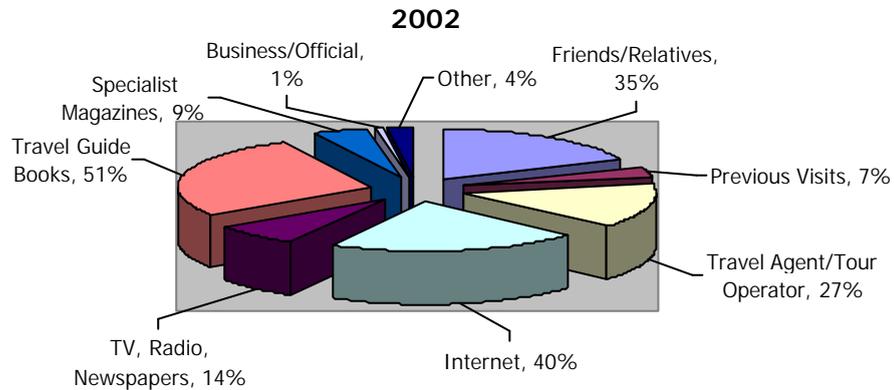


Chart 10. Sources of Information for Holiday Makers



TRAVEL BEHAVIOUR PATTERNS

Travel Arrangements

Question: Are you traveling on a package tour or did you make your own travel arrangements?

Table 15. Travel Arrangements by Market Area (%)

| Travel Arrangement | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-------------------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Package Tour | 45 | 44 | 31 | 20 | 45 | 45 | 50 | 38 | 16 | 37 |
| Own Arrangement with no pre-payment | 43 | 48 | 61 | 69 | 46 | 48 | 47 | 53 | 72 | 54 |
| Own Arrangement with pre-payment | 12 | 8 | 8 | 11 | 9 | 7 | 3 | 9 | 12 | 9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Overall, the majority of the surveyed tourists (63%) made their own arrangement either with or without pre-payment to a travel intermediary where one or more services were paid for in advance. 37% of all the surveyed tourists were on a package tour. Tourists from France (50%), UK (45%), Germany (45%) and Japan (45%) most frequently traveled to Mongolia on package tours.

Those least likely to travel on a package tour were "all other countries" (16%), Australasia (20%) and "Other Western Europe" (38%). North Americans and Australasians were most likely to make travel arrangements without pre-payment.

Chart 11. Travel Arrangements 1998

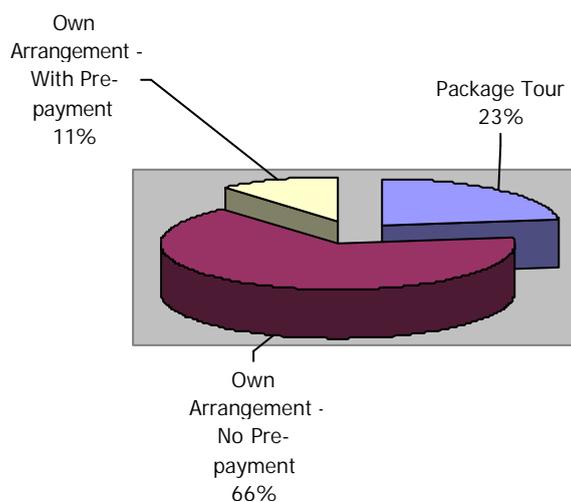
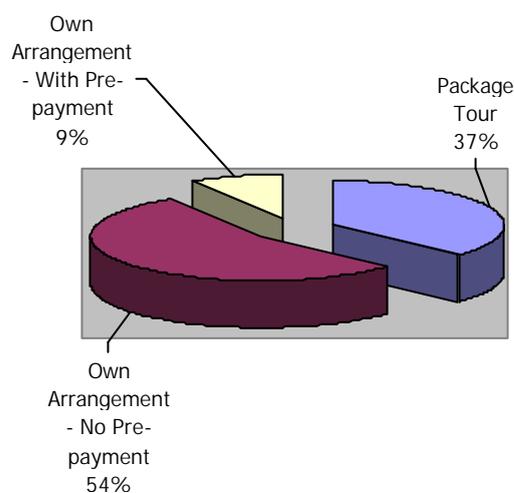


Chart 12. Travel Arrangements 2002



The number of tourists coming to Mongolia through a package tour has increased as a percentage of all tourists, from 23% in 1998 to 37% in 2002. This is as a result of the higher number of Holiday Makers in the overall survey.

Table 16. Travel Arrangement by Purpose of Visit (%)

| Travel Arrangement | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-------------------------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Package Tour | 54 | 7 | 8 | 7 | 61 | 40 | 37 |
| Own Arrangement with no pre-payment | 36 | 82 | 83 | 89 | 32 | 52 | 54 |
| Own Arrangement with pre-payment | 10 | 11 | 9 | 4 | 7 | 8 | 9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

54% of Holiday Makers to Mongolia make all their arrangements through a tour operator. As expected, this is the highest percentage of all visit purposes. The high number of students traveling on a package tour would indicate that accommodation and all logistical arrangements for their trips was made by an agent or the educational establishment. Table 16 also indicates, as one would expect, that 82% of VFRs made their own travel arrangements without any pre-payment.

Chart 13. Travel Arrangements of Holiday Makers 1998

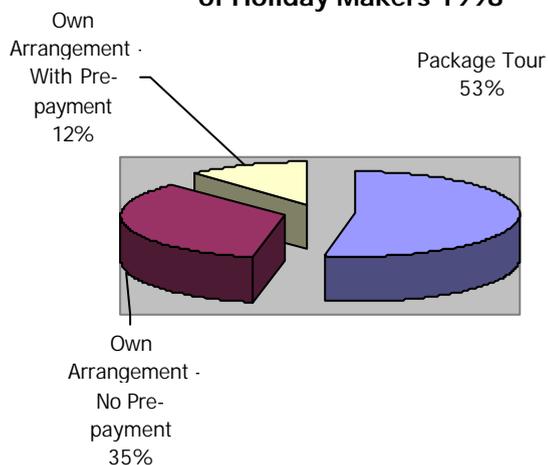
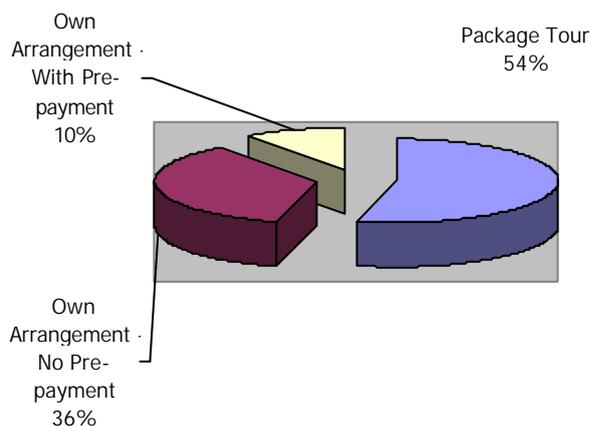


Chart 14. Travel Arrangements of Holiday Makers 2002



Charts 14 and 15 indicate that there has been very little change in the travel arrangements of Holiday Makers between 1998 and 2002. The other visitation purposes are similar in this respect.

Single and Multi-destination Travel

Question: Apart from Mongolia are you visiting other countries on this trip?

Table 17. Single & Multi-destination Travel by Market Area (%)

| Travel Type and Countries Visited by Multi-destination Travelers | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|--|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Single Destination | 85 | 61 | 30 | 40 | 31 | 68 | 70 | 48 | 59 | 57 |
| Multi Destination | 15 | 39 | 70 | 60 | 69 | 32 | 30 | 52 | 41 | 43 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Other Countries Visited China | 39 | 14 | 73 | 55 | 82 | 57 | 60 | 63 | 61 | 60 |
| Other Asia | 28 | 16 | 47 | 79 | 30 | 25 | 30 | 24 | 47 | 33 |
| Russia | 11 | 10 | 13 | 8 | 19 | 35 | 34 | 32 | 13 | 19 |
| Other Countries | 18 | 12 | 14 | 22 | 11 | 9 | 47 | 14 | 26 | 17 |
| TOTAL | 96 | 52 | 147 | 164 | 142 | 126 | 171 | 133 | 147 | 129 |
| Average No. of Countries | 1.0 | 0.5 | 1.5 | 1.6 | 1.4 | 1.3 | 1.7 | 1.3 | 1.5 | 1.3 |

A majority of the surveyed tourists (57%) traveled to Mongolia without visiting any other country on their trip. The remaining 43% were multi-destination travelers, visiting one or more countries in addition to Mongolia

The incidence of single destination travel was highest among tourists from Japan (85%), France (70%) and Germany (68%) whereas a high incidence of multi-destination travel was recorded from North America (70%), UK (69%) and Australasia (60%).

Because there were differences in geographical markets used in the 1998 and 2002 surveys, it was impossible to compare changes/trends for tourists from some countries (Table 17). For example Japanese tourists, the largest majority of which was recorded as single travelers according to this survey, were not covered by the TACIS survey in 1998.

Nevertheless, some comparison can be made for countries like France, Germany and UK. The proportion of single destination travelers among the tourists from France remained the same. There was a slight decrease in the proportion of single destination travelers from Germany (68%) compared to 1998 (72%). Dramatic changes can be observed for tourists from the UK. Among the surveyed tourists from the UK, single destination travelers amounted to 31% in 2002, down from 62% in 1998 (Table 19).

North Americans (73%) and those from the UK (82%) tended to travel via Beijing or spend time there. In comparison, tourists from 'Other Western Europe', France and Germany were more likely to spend time in or travel via Russia. China was the most popular destination alongside Mongolia, followed by other Asian destinations. On average, tourists traveled to 1.3 countries.

Chart 15. Multi-destination Travel 1998

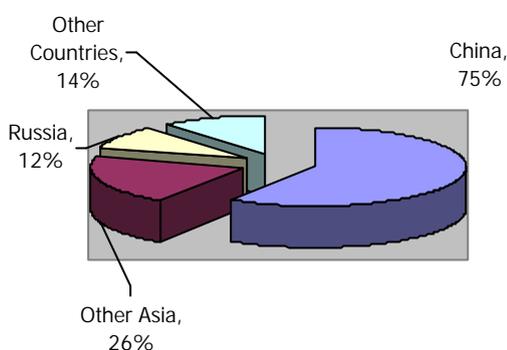
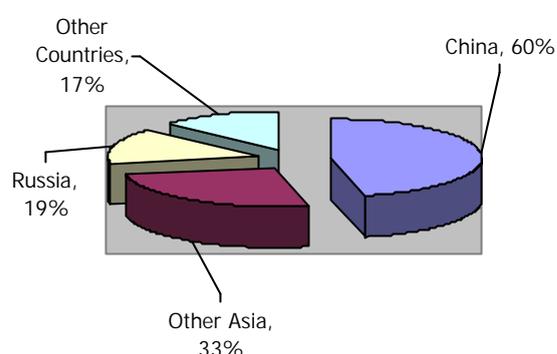


Chart 16. Multi-destination Travel 2002



Charts 16 and 17 show the change in Multi-destination travel between 1998 and 2002. Russia and other Asian countries have seen an increase in multi-destination travel with Mongolia, while China and other countries have seen a decrease. These changes are possibly as a result in changes in the flight schedules. For example MIAT and Aeroflot have increased the number of flights to Europe in the last four years. The growth in other Asian countries is likely to be a result of the increasing number of visitors from Asia and Australasia.

Table 18. Single and Multi-destination Travel by Purpose of Visit (%)

| Travel Type and Countries Visited by Multi-destination Travelers | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|--|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Single Destination | 57 | 58 | 58 | 82 | 82 | 60 | 57 |
| Multi Destination | 43 | 42 | 42 | 18 | 18 | 40 | 43 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Other Countries Visited: | | | | | | | |
| China | 63 | 59 | 56 | 11 | 0 | 40 | 60 |
| Other Asia | 31 | 38 | 44 | 7 | 9 | 43 | 33 |
| Russia | 25 | 11 | 9 | 7 | 0 | 11 | 19 |
| Other Countries | 19 | 13 | 22 | 0 | 3 | 20 | 17 |
| TOTAL | 138 | 121 | 131 | 25 | 12 | 114 | 129 |
| Average No. of Countries | 1.4 | 1.2 | 1.3 | 0.3 | 0.1 | 1.1 | 1.3 |

Those visiting Mongolia for employment and for studying (82% each) were most likely to be single-destination travelers. Holiday Makers, Business Tourists and VFRs had similar proportions of the number of people traveling on single and multi-destination trips (57% or 58% for single destinations).

All multi-destination tourists were more likely to visit China than anywhere else in addition to Mongolia. However, a higher percentage of Business Tourists visited other Asian countries than Holiday Makers and VFRs. The highest percentage of travelers visiting Russia were Holiday Makers.

Table 19. Single & Multi-destination Travel by Britains, Germans and French. Comparison between 1998 & 2002.

| Travel Type | UK (%) | | Germany (%) | | France (%) | |
|--------------------|--------|------|-------------|------|------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Single Destination | 62 | 31 | 72 | 68 | 70 | 70 |
| Multi Destination | 38 | 69 | 28 | 32 | 30 | 30 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |

Table 20. Multi-destination Travel by Purpose of Visit. Comparison between 1998 & 2002

| Travel Type and Countries Visited by Multi-destination Travelers | Leisure Recreation Holiday | | VFR | | Business Conference Professional | |
|--|----------------------------|------|------|------|----------------------------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Single Destination | 56 | 57 | 59 | 58 | 62 | 58 |
| Multi Destination | 44 | 43 | 41 | 42 | 38 | 42 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |
| Other Countries Visited: | | | | | | |
| China | 80 | 63 | 75 | 59 | 71 | 56 |
| Other Asia | 19 | 31 | 30 | 38 | 36 | 44 |
| Russia | 16 | 25 | 10 | 11 | 6 | 9 |
| Other Countries | 12 | 19 | 12 | 13 | 17 | 22 |
| TOTAL | 127 | 138 | 127 | 121 | 130 | 131 |
| Average No. of Countries | 1.27 | 1.4 | 1.27 | 1.2 | 1.3 | 1.3 |

Table 20 shows comparisons in single and multi-destination travel between 1998 and 2002 for Holiday Makers, VFR & Business Tourists. For all three purposes of travel, there was little change in the percentage of single against multi-destination travel. However, there were large differences in the countries visited by those multi-destination travelers whether they were Holiday Makers, VFR or Business Tourists. The changes are similar across the board.

Fewer travelers are visiting China now than in 1998. All travelers are more likely to visit other Asian countries. Holiday Makers are more likely to visit Russia and Holiday Makers and Business Tourists are more likely to visit all other countries. The total number of countries visited has increased for Holiday Makers, stayed the same for Business Tourists and decreased for VFRs.

Length of Stay

Question: When did you arrive in Mongolia? (the length of stay calculated on the basis of the dates of arrival and departure)

Table 21. Length of Stay by Market Area (%)

| Length of Stay | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-----------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| 1-3 Nights | 2 | 4 | 2 | 3 | 4 | 3 | 1 | 2 | 5 | 4 |
| 4-7 Nights | 32 | 41 | 22 | 16 | 7 | 10 | 7 | 19 | 35 | 25 |
| 8-14 Nights | 53 | 39 | 35 | 30 | 27 | 36 | 27 | 27 | 30 | 36 |
| 15-21 Nights | 7 | 7 | 20 | 17 | 23 | 28 | 38 | 26 | 16 | 17 |
| 22 or More Nights | 6 | 9 | 21 | 34 | 39 | 23 | 27 | 26 | 14 | 18 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 6815 | 3741 | 9951 | 2149 | 3722 | 3909 | 4388 | 6805 | 5094 | 46574 |
| Mean Number of Nights | 8.3 | 9.7 | 15.1 | 17.5 | 18.2 | 15.3 | 17.1 | 15.5 | 12.0 | 12.87 |

The average length of stay of the surveyed tourists was 12.87 nights. The average length of stay for all tourists in 1998 was 14.9 nights. There is therefore a decrease of 2 days over the four year period.

Table 22. Length of Stay. Comparison between 1998 & 2002

| Length of Stay | 1998 (%) | 2002 (%) |
|-----------------------|----------|----------|
| 1-3 Nights | 7 | 4 |
| 4-7 Nights | 27 | 25 |
| 8-14 Nights | 30 | 36 |
| 15-21 Nights | 17 | 17 |
| 22 or More Nights | 19 | 18 |
| TOTAL | 100 | 100 |
| Total Tourist Nights | 22385 | 46574 |
| Mean Number of Nights | 14.9 | 12.87 |

In 1998, French tourists were recorded as the longest stay tourists with 17.9 nights. In 2002, however, tourists from UK (18.2 nights) had the longest average stay followed by Australasia (17.5 nights) and France (17.1 nights). Japanese and Korean tourists were recorded as the shortest average length of stay with 8.3 and 9.7 nights respectively (Table 21). In 1998, the average length of stay of Asian tourists (including Japanese tourists) was estimated at 9.7 nights.

Table 23. Length of Stay for Specific Markets. Comparison between 1998 & 2002.

| Length of Stay | UK (%) | | Germany (%) | | France (%) | |
|-----------------------|--------|------|-------------|------|------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| 1-3 Nights | 5 | 4 | 7 | 3 | 3 | 1 |
| 4-7 Nights | 22 | 7 | 22 | 10 | 12 | 7 |
| 8-14 Nights | 36 | 27 | 32 | 36 | 34 | 27 |
| 15-21 Nights | 16 | 23 | 23 | 28 | 25 | 38 |
| 22 or More Nights | 21 | 39 | 16 | 23 | 26 | 27 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 1566 | 3722 | 2405 | 3909 | 2490 | 4388 |
| Mean Number of Nights | 15.4 | 18.2 | 14.6 | 15.3 | 17.9 | 17.1 |

The markets of UK and Germany have seen increases in the average length of stay, although France has decreased by 0.8 days (Table 23).

Table 24. Length of Stay by Purpose of Visit (%)

| Length of Stay | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-----------------------|----------------------------|-------|----------------------------------|------------|---------|-------|-------|
| 1-3 Nights | 5 | 1 | 7 | 7 | 0 | 21 | 4 |
| 4-7 Nights | 34 | 19 | 38 | 11 | 27 | 19 | 25 |
| 8-14 Nights | 30 | 37 | 30 | 14 | 31 | 30 | 36 |
| 15-21 Nights | 18 | 21 | 9 | 7 | 12 | 10 | 17 |
| 22 or More Nights | 13 | 22 | 16 | 61 | 30 | 20 | 18 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 26793 | 4446 | 11515 | 884 | 531 | 3514 | 47683 |
| Mean Number of Nights | 12.74 | 15.23 | 12.07 | 31.57 | 16.09 | 12.20 | 12.87 |

The highest average length of stay (31.57 nights) was recorded for visitors coming for employment purpose. The average length of stay for students was estimated at 16.09 nights followed by VFRs at 15.23 nights, Holiday Makers at 12.74 nights and Business Tourists 12.07 nights.

Compared to 1998, the average length of stay for Holiday Makers became shorter by 0.76 nights. Similarly, the average length of stay for VFRs and Business Tourists became shorter by 1.27 and 2.43 nights respectively.

The total number of nights shown in Tables 21 and 24 show a difference of around 1109 nights. This is due to the fact that not every respondent listed their country of origin and therefore not all answers could be recorded. The figure of 47683 tourist nights is more accurate. There were 86 respondents who did not list their country clearly enough to be used.

Table 25. Length of Stay by Purpose of Visit (%). Comparison between 1998 and 2002

| Length of Stay | Leisure Recreation Holiday | | VFR | | Business Conference Professional | |
|-----------------------|----------------------------|-------|------|-------|----------------------------------|-------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| 1-3 Nights | 3 | 5 | 4 | 1 | 12 | 7 |
| 4-7 Nights | 23 | 34 | 23 | 19 | 33 | 38 |
| 8-14 Nights | 39 | 30 | 31 | 37 | 22 | 30 |
| 15-21 Nights | 22 | 18 | 20 | 21 | 11 | 9 |
| 22 or More Nights | 13 | 13 | 22 | 22 | 22 | 16 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 8951 | 26793 | 2680 | 4446 | 8695 | 11515 |
| Mean Number of Nights | 13.5 | 12.74 | 16.5 | 15.23 | 14.5 | 12.07 |

Holiday Makers and Business Tourists had similar average lengths of stay in 2002 although Business Tourists had the larger decrease. The number of Holiday Makers coming to Mongolia for up to one week increased significantly from 26% to 39%.

Places Visited and Distribution of Tourist Nights

Question: Which of the following places, national parks and attractions did you visit while in Mongolia? And how many nights did you spend in each place? (Number of places visited was calculated on overnight stays i.e. day visits not included)

Table 26. Places Visited by Market Area (%)

| Places Visited | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|----------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Ulaanbaatar | 92 | 86 | 95 | 93 | 98 | 98 | 91 | 95 | 100 | 98 |
| Terelj | 36 | 57 | 31 | 38 | 38 | 41 | 35 | 35 | 29 | 36 |
| Karakorum | 23 | 16 | 28 | 29 | 38 | 59 | 31 | 46 | 18 | 31 |
| Gobi | 23 | 18 | 32 | 28 | 34 | 45 | 29 | 44 | 19 | 30 |
| Khentii | 2 | 2 | 7 | 6 | 12 | 10 | 6 | 10 | 4 | 6 |
| Khuvsgul | 5 | 12 | 19 | 21 | 30 | 20 | 16 | 23 | 15 | 16 |
| Arkhangai/ Khorgo | 6 | 8 | 15 | 10 | 23 | 23 | 16 | 26 | 11 | 16 |
| Bayan Ulgii, Uvs, Khovd | 5 | 4 | 10 | 13 | 11 | 9 | 8 | 13 | 4 | 8 |
| TOTAL | 192 | 203 | 237 | 238 | 284 | 305 | 232 | 292 | 200 | 241 |
| Average number of Places | 1.9 | 2.0 | 2.4 | 2.4 | 2.8 | 3.1 | 2.3 | 2.9 | 2.0 | 2.41 |

The survey listed eight places and attractions which produced multiple responses, since many tourists visited more than one place. The average number of places visited by the surveyed tourists was recorded as 2.41 places, the same as in 1998.

The most widely traveled tourists within Mongolia were the German tourists as their average number of places visited was 3.1. Tourists from 'Other Western Europe' and the UK had above average visits to places. The lowest numbers of places visited were by Japanese, Koreans and tourists from 'all other countries'.

Not surprisingly, almost every tourist stayed at least one night in Ulaanbaatar although the figures had dropped slightly from 1998. The most popular places outside of Ulaanbaatar were Terelj, Karakorum and the Gobi with 36% and 31% and 30% of all tourists visiting respectively.

Looking at markets specifically, Terelj was the most popular place outside of Ulaanbaatar for the Japanese, Koreans, Australasians, French and "all other countries". Karakorum was the most popular for the Germans and 'Other Western Europeans' and the Gobi was the most popular destination for North Americans.

Terelj and Karakorum were reported the most frequently visited places among Koreans (57%) and Germans (59%) respectively.

Chart 17. Places Visited 1998 & 2002

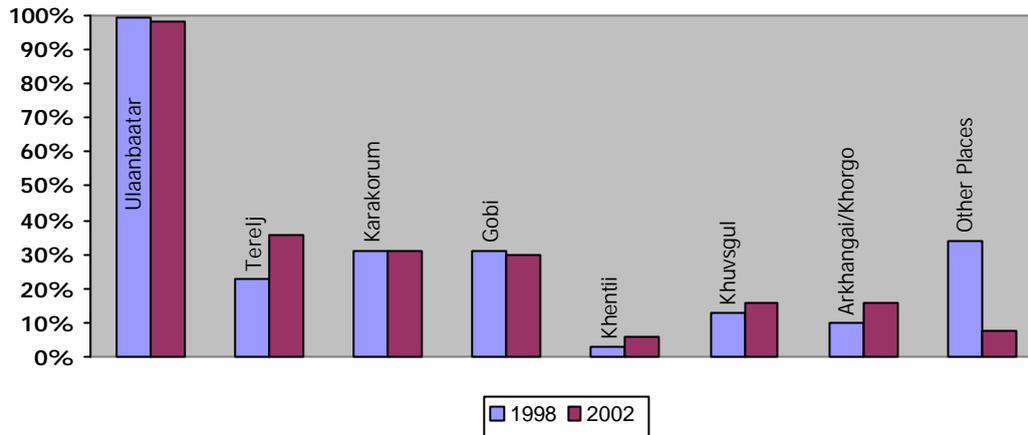


Chart 17 shows the changes in places traveled to between 1998 and 2002. Increases can be seen in the number of tourists traveling to Terelj, Khentii, Khuvsgul and Arkhangai. The TACIS 1998 survey did not include any of western Mongolia as a specific choice. In the 2002 survey, respondents were not given the choice of “other locations” (Table 26 & 27). This, combined with better knowledge of where they had been, may have given rise to increases in some destinations.

It is perhaps significant to note that more visitors are traveling to the west of Mongolia than to Khentii (Table 27).

Table 27. Places Visited by Purpose of Visit (%)

| Places Visited | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|--------------------------|----------------------------|------|----------------------------------|------------|---------|-------|-------|
| Ulaanbaatar | 98 | 92 | 96 | 100 | 100 | 98 | 98 |
| Terelj | 39 | 43 | 28 | 29 | 33 | 25 | 36 |
| Karakorum | 45 | 24 | 9 | 14 | 24 | 16 | 31 |
| Gobi | 40 | 22 | 14 | 29 | 21 | 16 | 30 |
| Khentii | 8 | 5 | 3 | 18 | 6 | 4 | 6 |
| Khuvsgul | 23 | 13 | 5 | 14 | 12 | 7 | 16 |
| Arkhangai/Khorgo | 23 | 12 | 5 | 14 | 12 | 7 | 16 |
| Bayan Ulgii, Uvs, Khovd | 11 | 5 | 4 | 7 | 0 | 5 | 8 |
| TOTAL | 287 | 216 | 164 | 225 | 208 | 178 | 241 |
| Average number of Places | 2.87 | 2.16 | 1.64 | 2.25 | 2.08 | 1.78 | 2.41 |

As expected, Holiday Makers traveled to more places in Mongolia than any other purpose of visit travelers. The most popular places for Holiday Makers were Karakorum (45%), Gobi (40%), Terelj (39%) and Khuvsgul and Arkhangai equally (23%).

The high percentage of all categories of tourists traveling to Terelj and the Gobi would indicate that many non-Holiday Makers undertake recreational tours while within the country

Table 28. Places Visited by Purpose of Visit (%). Comparison between 1998 & 2002

| Places Visited | Leisure Recreation Holiday (%) | | VFR (%) | | Business Conference Professional (%) | |
|--------------------------|--------------------------------|------|---------|------|--------------------------------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Ulaanbaatar | 99 | 98 | 100 | 92 | 98 | 96 |
| Terelj | 32 | 39 | 25 | 43 | 13 | 28 |
| Karakorum | 56 | 45 | 20 | 24 | 8 | 9 |
| Gobi | 53 | 40 | 15 | 22 | 12 | 14 |
| Khentii | 4 | 8 | 3 | 5 | 3 | 3 |
| Khuvsgul | 22 | 23 | 7 | 13 | 3 | 5 |
| Arkhangai/Khorgo | 17 | 23 | 7 | 12 | 3 | 5 |
| Average number of Places | 3.2 | 2.87 | 2.16 | 2.16 | 1.68 | 1.64 |

Table 28 indicates a decrease in the average number of places Holiday Makers and Business Tourists traveled to. However, an upward trend in the number of all tourists traveling to Terelj, Khuvsgul, Khentii and Arkhangai/Khorgo can be observed. The biggest decreases were by Holiday Makers traveling to Karakorum and the Gobi.

Chart 18. Places Visited by Holiday Makers 1998 & 2002

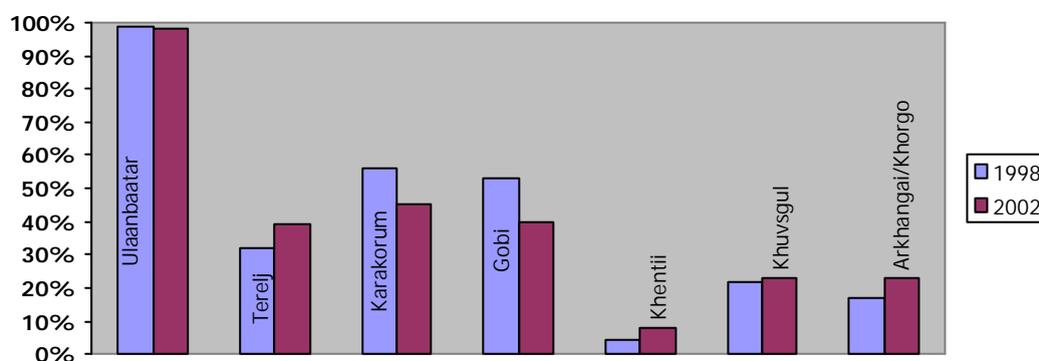


Chart 18 shows the changes in places visited by Holiday Makers between 1998 and 2002.

Table 29. Distribution of Tourist Nights by Market Area (%)

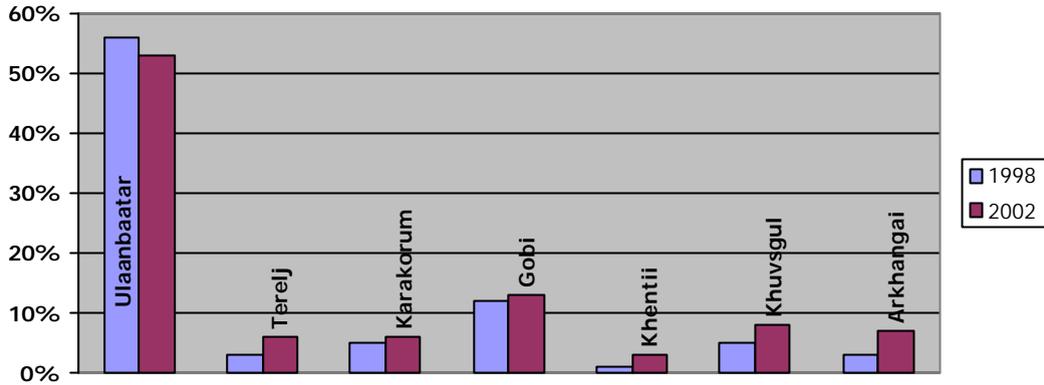
| Places Visited | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-------------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| Ulaanbaatar | 65 | 61 | 53 | 56 | 44 | 44 | 34 | 45 | 66 | 53 |
| Terelj | 9 | 12 | 4 | 5 | 7 | 7 | 3 | 4 | 4 | 6 |
| Karakorum | 7 | 5 | 5 | 4 | 5 | 12 | 9 | 8 | 4 | 6 |
| Gobi | 9 | 9 | 15 | 12 | 10 | 17 | 17 | 18 | 10 | 13 |
| Khentii | 1 | 4 | 3 | 1 | 3 | 2 | 4 | 2 | 2 | 3 |
| Khuvsgul | 3 | 6 | 8 | 6 | 14 | 7 | 10 | 8 | 8 | 8 |
| Arkhangai/ Khorgo | 3 | 2 | 7 | 4 | 10 | 6 | 18 | 9 | 4 | 7 |
| Bayan-Ulgii, Uvs, Khovd | 3 | 1 | 5 | 12 | 7 | 5 | 5 | 6 | 2 | 4 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 6815 | 3741 | 9951 | 2149 | 3722 | 3909 | 4388 | 6805 | 5094 | 46574 |

Table 30. Distribution of Tourist Nights by Purpose of Visit (%)

| Places Visited | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-------------------------|----------------------------|------|----------------------------------|------------|---------|-------|-------|
| Ulaanbaatar | 40 | 65 | 75 | 57 | 71 | 61 | 53 |
| Terelj | 7 | 7 | 4 | 2 | 4 | 5 | 6 |
| Karakorum | 9 | 4 | 2 | 1 | 4 | 5 | 6 |
| Gobi | 16 | 6 | 11 | 24 | 9 | 8 | 13 |
| Khentii | 3 | 5 | 1 | 6 | 4 | 3 | 3 |
| Khuvsgul | 10 | 6 | 2 | 2 | 4 | 4 | 8 |
| Arkhangai/Khorgo | 10 | 5 | 2 | 4 | 4 | 6 | 7 |
| Bayan Ulgii, Uvs, Khovd | 5 | 2 | 3 | 4 | 0 | 8 | 5 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 26793 | 4446 | 11515 | 884 | 531 | 3514 | 47683 |

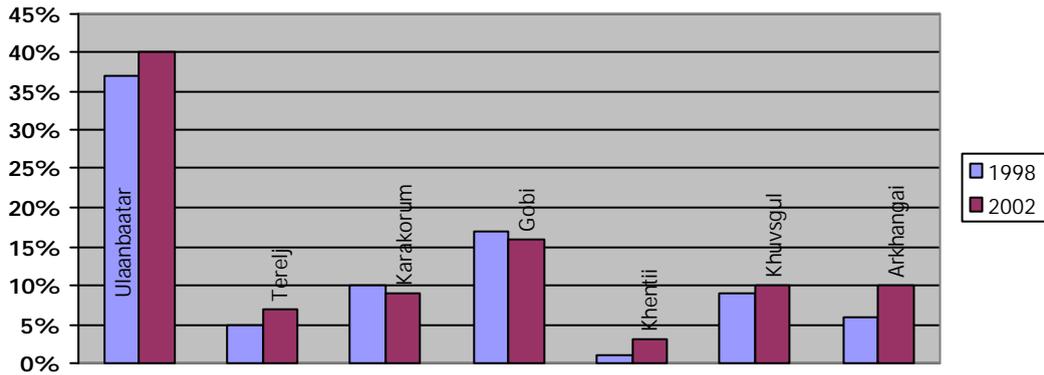
Overall, the majority of tourist nights (53%) were spent in Ulaanbaatar followed by Gobi (13%) and Khuvsgul (8%). A higher proportion of nights were spent in Ulaanbaatar by tourists from 'all other countries' (66%) followed by Japanese (65%) and Korean tourists (61%). Not surprisingly, the majority of nights spent by Business Tourists (75%), students (71%) and VFRs (65%) were in Ulaanbaatar whereas the majority of nights spent by Holiday Makers (63%) were outside Ulaanbaatar.

Chart 19. Distribution of Tourist Nights 1998 & 2002



Between 1998 and 2002 there have been decreases in the percentage of tourist nights spent in Ulaanbaatar and increases in all other destinations.

Chart 20. Distribution of Holiday Maker Nights 1998 & 2002



Between 1998 and 2002 there has been an increase in the percentage of Holiday Maker nights spent in Ulaanbaatar, Terelj, Khentii, Khuvsgul and Arkhangai and decreases in Karakorum and the Gobi.

Table 31. Distribution of Tourist Nights by Specific Market Areas (%). Comparison between 1998 & 2002.

| Places Visited | UK | | Germany | | France | | Other Western Europe | | Total | |
|----------------------|------|------|---------|------|--------|------|----------------------|------|-------|-------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Ulaanbaatar | 59 | 44 | 58 | 44 | 37 | 34 | 51 | 45 | 56 | 53 |
| Terej | 6 | 7 | 4 | 7 | 2 | 3 | 3 | 4 | 3 | 6 |
| Karakorum | 4 | 5 | 5 | 12 | 9 | 9 | 7 | 8 | 5 | 6 |
| Gobi | 7 | 10 | 10 | 17 | 16 | 17 | 12 | 18 | 12 | 13 |
| Khentii | 0 | 3 | 2 | 2 | 3 | 4 | 1 | 2 | 1 | 3 |
| Khuvsgul | 4 | 14 | 3 | 7 | 9 | 10 | 7 | 8 | 5 | 8 |
| Arkhangai/ Khorgo | 2 | 10 | 4 | 6 | 8 | 18 | 3 | 9 | 3 | 7 |
| | | | | | | | | | | |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Tourist Nights | 1566 | 3722 | 2405 | 3909 | 2490 | 4388 | 3808 | 6805 | 22385 | 46574 |

Table 31 shows the changes in the pattern of tourist nights spent in Mongolia between 1998 and 2002 for specific markets. Europe has seen a decrease in the percentage of tourist nights in Ulaanbaatar to a greater extent than other markets. The number of nights spent in Ulaanbaatar by Europeans is now less than the average. This has resulted in increases in the percentage of nights spent in all other locations in Mongolia. Visitors from the UK are spending more time in Khuvsgul and Arkhangai. Germans are spending more time in Karakorum and the Gobi, the French are spending more time in Arkhangai and 'Other Western Europeans' are spending more time in the Gobi and Arkhangai.

VISITOR RATINGS

Rating of Services & Facilities Compared to Rating of Overall Stay

Question: If you have used any of the following facilities and services, how would you in general rate their standards? Would you say it was Excellent, Good, Adequate, Moderate or Poor? Overall how would you rate you overall stay in Mongolia (the rating scale shown to respondents)

Respondents were asked to rate the standard of 11 different facilities and services followed by the question related to evaluation of their overall stay using the following rating scale:

- Excellent - 1
- Good - 2
- Adequate - 3
- Moderate - 4
- Poor - 5

Subsequently, an average rating was calculated by applying the value assigned to each scale, to establish the level of opinion.

Table 32. Rating of Facilities & Services Compared to Rating of Overall Stay – All Tourists (%)

| Facilities & Services | Excellent (1) | Good (2) | Adequate (3) | Moderate (4) | Poor (5) | Total | Average Rating |
|--------------------------------|---------------|----------|--------------|--------------|----------|-------|----------------|
| Service from Tour Operator | 39 | 37 | 13 | 8 | 3 | 100 | 2.01 |
| Hotels | 12 | 42 | 26 | 15 | 5 | 100 | 2.59 |
| Ger Camps | 31 | 44 | 17 | 7 | 1 | 100 | 2.03 |
| Restaurants | 12 | 47 | 26 | 12 | 3 | 100 | 2.46 |
| Ground Transportation | 11 | 32 | 25 | 18 | 14 | 100 | 2.91 |
| Domestic Air Transportation | 11 | 33 | 26 | 19 | 11 | 100 | 2.88 |
| Guide Services | 44 | 31 | 13 | 8 | 4 | 100 | 1.97 |
| Shopping | 11 | 41 | 29 | 15 | 4 | 100 | 2.61 |
| Availability of Handicrafts | 18 | 40 | 24 | 13 | 5 | 100 | 2.47 |
| Quality of Handicrafts | 17 | 44 | 23 | 13 | 3 | 100 | 2.42 |
| Price Levels | 20 | 41 | 24 | 11 | 4 | 100 | 2.37 |
| Average Rating of Overall Stay | 45 | 40 | 10 | 5 | 0 | 100 | 1.77 |

Overall, the surveyed tourists rated their stay in Mongolia very positively, resulting in an average rating of 1.77, which is in the middle of the scale “excellent” and “good”. 85% of the surveyed tourists rated their overall stay either as excellent (45%) or good (40%). 10% rated adequate and 5% moderate.

The highest ratings were for Guide Services (1.97), Services from Tour Operators (2.01) and Ger Camps (2.03) which were all classified as good. The lowest ratings were for Ground Transportation (2.91), Domestic Air Transportation (2.88), Shopping (2.61) and Hotels (2.59) classified between good and adequate. This is similar to the 1998 survey although ratings for

ground transportation and domestic air transportation significantly declined. This resulted in an overall decline in the rating between 1998 (1.6) and 2002 (1.97).

Chart 21. Rating of Facilities & Services 1998 & 2002

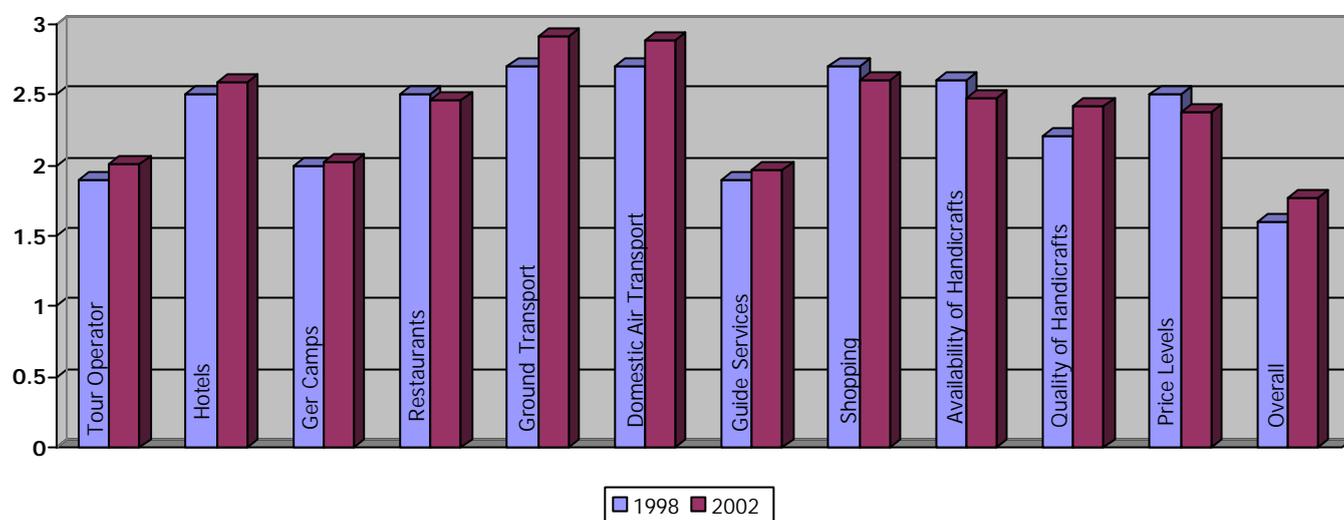


Table 33. Rating of Facilities & Services Compared to Rating of Overall Stay – All Tourists (%). Comparison between 1998 & 2002

| Facilities & Services | Excellent (1) | | Good (2) | | Adequate (3) | | Moderate (4) | | Poor (5) | | Average Rating | |
|--------------------------------|---------------|------|----------|------|--------------|------|--------------|------|----------|------|----------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Service from Tour Operator | 40 | 39 | 40 | 37 | 12 | 13 | 6 | 8 | 2 | 3 | 1.9 | 2.01 |
| Hotels | 9 | 12 | 50 | 42 | 30 | 26 | 8 | 15 | 3 | 5 | 2.5 | 2.59 |
| Ger Camps | 25 | 31 | 54 | 44 | 15 | 17 | 5 | 7 | 1 | 1 | 2.0 | 2.03 |
| Restaurants | 8 | 12 | 50 | 47 | 29 | 26 | 11 | 12 | 2 | 3 | 2.5 | 2.46 |
| Ground Transportation | 13 | 11 | 38 | 32 | 24 | 25 | 15 | 18 | 10 | 14 | 2.7 | 2.91 |
| Domestic Air Transportation | 12 | 11 | 39 | 33 | 25 | 26 | 15 | 19 | 9 | 11 | 2.7 | 2.88 |
| Guide Services | 43 | 44 | 37 | 31 | 11 | 13 | 6 | 8 | 3 | 4 | 1.9 | 1.97 |
| Shopping | 6 | 11 | 41 | 41 | 33 | 29 | 15 | 15 | 5 | 4 | 2.7 | 2.61 |
| Availability of Handicrafts | 10 | 18 | 43 | 40 | 27 | 24 | 14 | 13 | 6 | 5 | 2.6 | 2.47 |
| Quality of Handicrafts | 16 | 17 | 57 | 44 | 18 | 23 | 8 | 13 | 1 | 3 | 2.2 | 2.42 |
| Price Levels | 19 | 20 | 40 | 41 | 22 | 24 | 12 | 11 | 7 | 4 | 2.5 | 2.37 |
| Average Rating of Overall Stay | 47 | 45 | 46 | 40 | 6 | 10 | 1 | 5 | 0 | 0 | 1.6 | 1.77 |

Table 33. Rating of Services and Facilities by Market Area

| Facilities & Services | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|--------------------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| Service from Tour Operator | 2.07 | 3.02 | 1.68 | 1.82 | 1.64 | 1.67 | 1.92 | 1.84 | 2.23 | 2.01 |
| Hotels | 2.88 | 2.81 | 2.31 | 2.54 | 2.31 | 2.37 | 2.30 | 2.61 | 2.68 | 2.59 |
| Ger Camps | 2.23 | 2.40 | 1.77 | 1.85 | 1.80 | 1.93 | 1.92 | 1.93 | 2.07 | 2.03 |
| Restaurants | 2.93 | 2.66 | 2.12 | 2.24 | 2.23 | 2.27 | 2.29 | 2.44 | 2.43 | 2.46 |
| Ground Transportation | 3.58 | 3.74 | 2.39 | 2.86 | 2.41 | 2.45 | 2.86 | 2.70 | 2.85 | 2.91 |
| Domestic Air Transportation | 3.52 | 3.62 | 2.40 | 2.97 | 2.65 | 2.36 | 2.44 | 2.44 | 2.82 | 2.88 |
| Guide Services | 2.02 | 2.56 | 1.64 | 1.63 | 1.56 | 1.71 | 1.83 | 2.04 | 2.39 | 1.97 |
| Shopping | 3.03 | 2.91 | 2.20 | 2.43 | 2.43 | 2.37 | 2.35 | 2.54 | 2.71 | 2.61 |
| Availability of Handicrafts | 3.03 | 2.74 | 2.05 | 2.17 | 2.14 | 2.18 | 2.47 | 2.38 | 2.48 | 2.47 |
| Quality of Handicrafts | 2.95 | 2.76 | 2.02 | 2.20 | 2.12 | 2.22 | 2.37 | 2.29 | 2.38 | 2.42 |
| Price Levels | 2.63 | 2.57 | 1.94 | 2.46 | 2.02 | 2.33 | 2.34 | 2.44 | 2.59 | 2.37 |
| Average Rating of Overall Stay | 1.93 | 2.15 | 1.47 | 1.51 | 1.43 | 1.78 | 1.61 | 1.68 | 1.99 | 1.77 |

Tourists from the UK (1.43), North America (1.47) and Australasia (1.51) gave the highest average ratings for their overall stay in Mongolia whereas the lowest rating was given by Korean tourists (2.15).

Chart 22. Overall Rating of Facilities & Services by Specific Market Areas 1998 & 2002

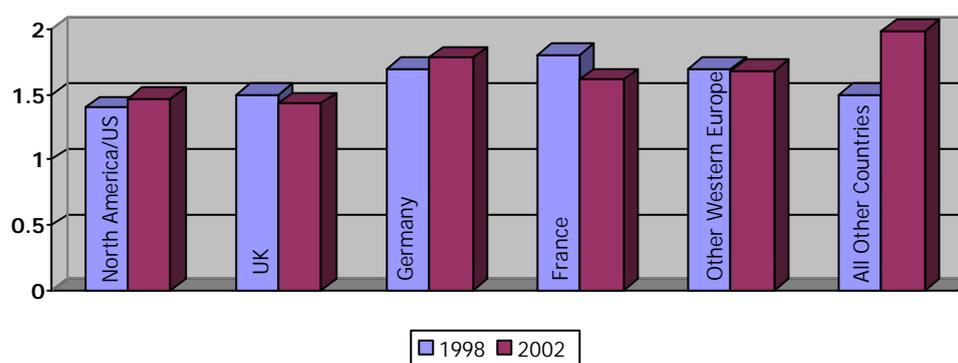


Chart 22 shows that between 1998 and 2002 the overall satisfaction of tourists from the UK, France and 'Other Western Europe' has increased and decreased for tourists from 'all other countries'. The chart also shows a small decrease in satisfaction for tourists from North America and Germany, although this may be due to errors in the rounding of the statistics as the 1998 survey only used figures to one decimal place.

Table 34. Rating of Services and Facilities by Specific Market Areas (%). Comparison between 1998 & 2002

| Facilities & Services | UK | | Germany | | France | | Other Western Europe | |
|--------------------------------|------|------|---------|------|--------|------|----------------------|------|
| | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 |
| Service from Tour Operator | 1.64 | 1.8 | 1.67 | 2.0 | 1.92 | 2.0 | 1.84 | 2.0 |
| Hotels | 2.31 | 2.5 | 2.37 | 2.5 | 2.30 | 2.5 | 2.61 | 2.6 |
| Ger Camps | 1.80 | 1.8 | 1.93 | 2.2 | 1.92 | 2.2 | 1.93 | 2.1 |
| Restaurants | 2.23 | 2.3 | 2.27 | 2.5 | 2.29 | 2.7 | 2.44 | 2.6 |
| Ground Transportation | 2.41 | 2.8 | 2.45 | 2.8 | 2.86 | 3.2 | 2.70 | 2.8 |
| Domestic Air Transportation | 2.65 | 2.7 | 2.36 | 2.8 | 2.44 | 2.9 | 2.44 | 2.7 |
| Guide Services | 1.56 | 1.6 | 1.71 | 2.1 | 1.83 | 2.0 | 2.04 | 2.0 |
| Shopping | 2.43 | 3.0 | 2.37 | 2.7 | 2.35 | 2.8 | 2.54 | 2.8 |
| Availability of Handicrafts | 2.14 | 2.6 | 2.18 | 2.5 | 2.47 | 2.9 | 2.38 | 2.7 |
| Quality of Handicrafts | 2.12 | 2.2 | 2.22 | 2.2 | 2.37 | 2.4 | 2.29 | 2.4 |
| Price Levels | 2.02 | 2.5 | 2.33 | 2.6 | 2.34 | 2.8 | 2.44 | 2.7 |
| Average Rating of Overall Stay | 1.43 | 1.5 | 1.78 | 1.7 | 1.61 | 1.8 | 1.68 | 1.7 |

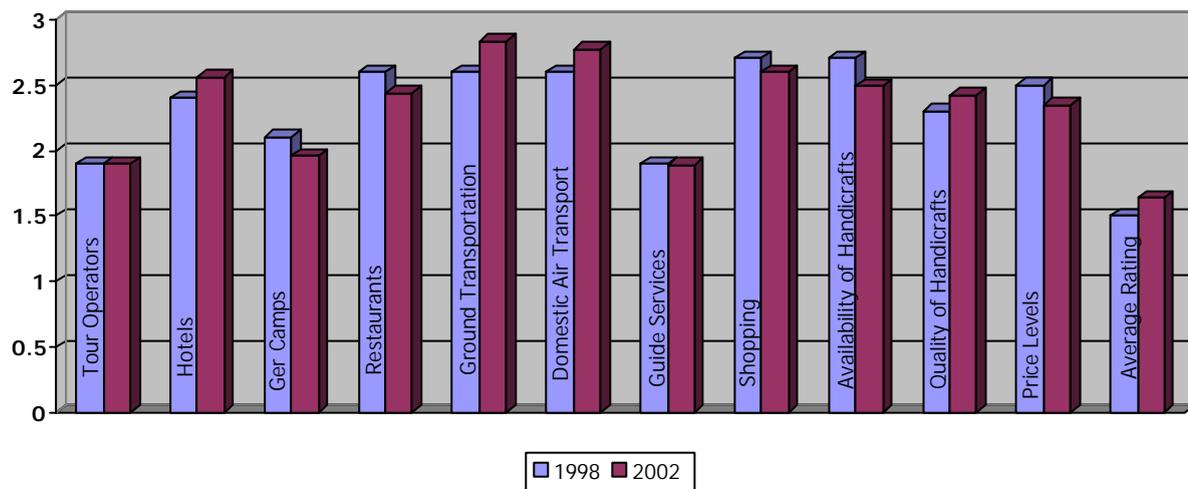
Table 35. Rating of Services & Facilities by Purpose of Visit

| Facilities & Services | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|--------------------------------|----------------------------|------|----------------------------------|------------|---------|-------|-------|
| Service from Tour Operator | 1.9 | 2.33 | 2.57 | 2.25 | 2.18 | 2.12 | 2.01 |
| Hotels | 2.56 | 2.72 | 2.64 | 2.35 | 2.72 | 2.59 | 2.59 |
| Ger Camps | 1.96 | 2.25 | 2.24 | 2.09 | 2.08 | 2.13 | 2.03 |
| Restaurants | 2.44 | 2.49 | 2.50 | 2.44 | 2.64 | 2.52 | 2.46 |
| Ground Transportation | 2.83 | 2.98 | 3.08 | 2.80 | 3.27 | 3.08 | 2.91 |
| Domestic Air Transportation | 2.77 | 2.79 | 3.19 | 2.67 | 3.53 | 3.05 | 2.88 |
| Guide Services | 1.89 | 2.27 | 2.31 | 2.00 | 2.48 | 2.21 | 1.97 |
| Shopping | 2.60 | 2.60 | 2.67 | 2.44 | 2.48 | 2.53 | 2.61 |
| Availability of Handicrafts | 2.49 | 2.31 | 2.47 | 2.29 | 2.36 | 2.47 | 2.47 |
| Quality of Handicrafts | 2.42 | 2.34 | 2.45 | 2.27 | 2.52 | 2.44 | 2.42 |
| Price Levels | 2.35 | 2.26 | 2.43 | 2.25 | 2.54 | 2.38 | 2.37 |
| Average Rating of Overall Stay | 1.64 | 1.76 | 2.03 | 1.96 | 1.84 | 1.82 | 1.77 |

Holiday Makers gave the highest average rating for their overall stay (1.64) which was higher than the total average rating (1.77). Contrary to this, the rating given by Business Tourists (2.03) was not only the lowest but also significantly lower than the total average rating (1.77) (Table 35).

Meanwhile, guide services (1.89) followed by services from tour operators (1.9) and ger camps (1.96) received the highest average ratings from Holiday Makers. Ground transportation (2.83) followed by domestic air transportation (2.77) and shopping (2.6) received the lowest average ratings. Business Tourists gave the highest average ratings to ger camps (2.24) followed by guide services (2.31) and price levels (2.43); the lowest average ratings to domestic air transportation (3.19) ground transportation (3.08) and shopping (2.67). For VFRs, ger camps (2.25), price levels (2.26) and guide services (2.27) received the highest ratings while ground transportation (2.98), domestic air transportation (2.79) and hotels (2.72) received the lowest average ratings (Table 35).

Chart 23. Overall Rating of Facilities & Services by Holiday Makers 1998 & 2002



Between 1998 and 2002, Holiday Makers suggested that the quality of ger camps, restaurants, guide services, shopping, availability of handicrafts, and price levels had improved. During the same time period the hotels, ground transportation, domestic air transportation, quality of handicrafts and average ratings had lowered in quality.

Table 36. Rating of Services & Facilities by Purpose of Visit (%). Comparison between 1998 & 2002

| Facilities & Services | Leisure Recreation Holiday | | VFR | | Business Conference Professional | | Total | |
|--------------------------------|----------------------------|------|------|------|----------------------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Service from Tour Operator | 1.9 | 1.9 | 1.8 | 2.33 | 2.0 | 2.57 | 1.9 | 2.01 |
| Hotels | 2.4 | 2.56 | 2.6 | 2.72 | 2.5 | 2.64 | 2.5 | 2.59 |
| Ger Camps | 2.1 | 1.96 | 1.9 | 2.25 | 2.0 | 2.24 | 2.0 | 2.03 |
| Restaurants | 2.6 | 2.44 | 2.2 | 2.49 | 2.5 | 2.50 | 2.5 | 2.46 |
| Ground Transportation | 2.6 | 2.83 | 2.6 | 2.98 | 2.9 | 3.08 | 2.7 | 2.91 |
| Domestic Air Transportation | 2.6 | 2.77 | 2.8 | 2.79 | 2.8 | 3.19 | 2.7 | 2.88 |
| Guide Services | 1.9 | 1.89 | 1.8 | 2.27 | 1.9 | 2.31 | 1.9 | 1.97 |
| Shopping | 2.7 | 2.60 | 2.7 | 2.60 | 2.8 | 2.67 | 2.7 | 2.61 |
| Availability of Handicrafts | 2.7 | 2.49 | 2.5 | 2.31 | 2.7 | 2.47 | 2.6 | 2.47 |
| Quality of Handicrafts | 2.3 | 2.42 | 2.0 | 2.34 | 2.3 | 2.45 | 2.2 | 2.42 |
| Price Levels | 2.5 | 2.35 | 2.3 | 2.26 | 2.5 | 2.43 | 2.5 | 2.37 |
| Average Rating of Overall Stay | 1.5 | 1.64 | 1.6 | 1.76 | 1.8 | 2.03 | 1.6 | 1.77 |

The overall satisfaction ratings for tourist traveling for all purposes declined between 1998 and 2002 despite satisfaction ratings improving for some specific facilities and services. Table 36 indicates that Business Tourists and VFRs are becoming more difficult to satisfy while Holiday Makers are very much the same as they were in 1998. Further study may identify specific areas for improvement other than those listed.

As tourism destinations develop, it is to be expected that in general tourists will become more demanding and will expect higher standards of service and facilities. This would also account for why the overall rating has decreased. The rating is subjective and is likely to be related to the preconceptions of Mongolia before arriving. As Mongolia becomes better known, the perceptions of facility and service are likely to increase.

Fulfillment of Expectations

Question: Did your stay fulfil your expectations?

Table 37. Fulfillment of Expectations by Market Area (%)

| Fulfillment of Expectations | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-----------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Yes | 72 | 75 | 90 | 89 | 90 | 85 | 82 | 83 | 74 | 80 |
| Partly | 27 | 21 | 9 | 8 | 9 | 14 | 17 | 16 | 23 | 18 |
| No | 1 | 4 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

The surveyed tourists were asked whether their stay in Mongolia fulfilled their expectations using the assessment scales of "yes", "partly" and "no".

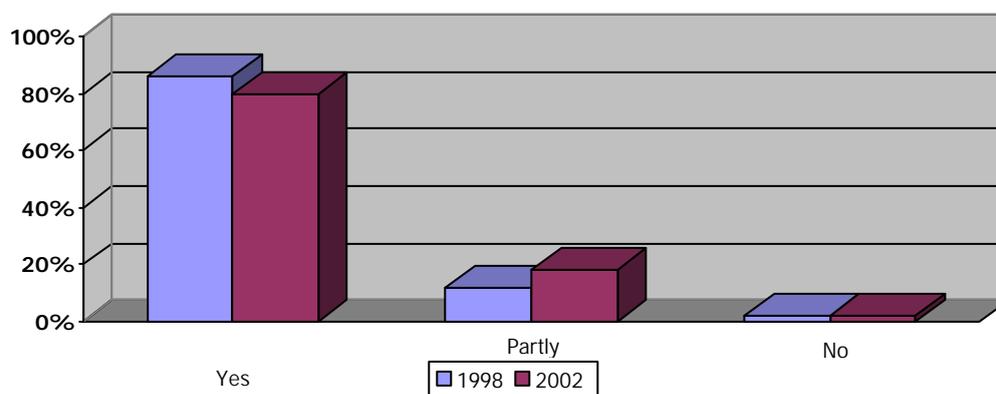
80% of the interviewed tourists responded that their expectations about their stay had been fulfilled, confirming the high level of satisfaction expressed when rating their overall stay. 18% stated that the expectations were partly fulfilled only and 2% stated that their stay was not fulfilled at all.

Tourists from North America (90%) and the UK (90%) stated that their stay had most fulfilled their expectations. Tourists from Japan, Korea and 'all other countries' recorded the least degrees of fulfillment of their expectations. 28% of Japanese tourists, 26% of tourists from 'all other countries' and 25% of Korean tourists stated that the stay partly or not at all fulfilled their expectations.

Table 38. Fulfillment of Expectations by Market Area (%). Comparison between 1998 & 2002

| Fulfillment of Expectations | UK | | Germany | | France | | Other Western Europe | | Total | |
|-----------------------------|------|------|---------|------|--------|------|----------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Yes | 93 | 90 | 85 | 85 | 76 | 82 | 84 | 83 | 86 | 80 |
| Partly | 6 | 9 | 12 | 14 | 20 | 17 | 15 | 16 | 12 | 18 |
| No | 1 | 1 | 3 | 1 | 4 | 1 | 1 | 1 | 2 | 2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Chart 24. Fulfillment of Expectations 1998 & 2002



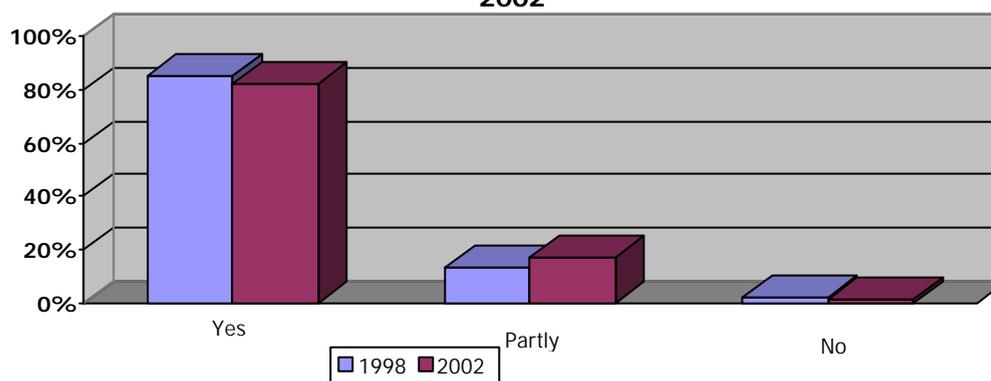
The overall fulfillment of expectations has decreased slightly between 1998 and 2002 and this again may be attributed to the more demanding visitors (see paragraph above). It is important to note however that the number of tourists that stated that their stay had not fulfilled their expectations had stayed the same (Table 40).

Table 39. Fulfillment of Expectations by Purpose of Visit (%)

| Fulfillment of Expectations | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-----------------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Yes | 82 | 85 | 76 | 67 | 59 | 79 | 80 |
| Partly | 17 | 14 | 21 | 22 | 41 | 19 | 18 |
| No | 1 | 1 | 3 | 11 | 0 | 2 | 2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

85% of the VFRs and 82% of Holiday Makers stated that their expectations had been fulfilled, while this was the case for 79% of tourists coming for 'other' reasons, 76% of Business Tourists, 67% of tourists coming for employment and 59% of students.

Chart 25. Fulfillment of Holiday Makers Expectations 1998 & 2002



Although the number of Holiday Makers who stated that their stay had fully met their expectations had gone down, fewer of them stated that it had not at all met their expectations (Table 40).

Table 40. Fulfillment of Expectations by Purpose of Visit (%). Comparison between 1998 & 2002

| Fulfillment of Expectations | Leisure Recreation Holiday | | VFR | | Business Conference Professional | | Total | |
|-----------------------------|----------------------------|------|------|------|----------------------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Yes | 85 | 82 | 91 | 85 | 85 | 76 | 86 | 80 |
| Partly | 13 | 17 | 7 | 14 | 13 | 21 | 12 | 18 |
| No | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

The fulfillment of expectations similarly decreased amongst those tourists coming as VFRs or Business Tourists.

Likelihood to Return to Mongolia

Question: How likely is it that you will return to Mongolia for a holiday visit during the next five years?

The surveyed tourists were asked about their likelihood to return to Mongolia for a holiday visit during the next five years using one of the following five responses:

- Very likely
- Likely
- Uncertain
- Unlikely
- Very unlikely

Table 41. Likelihood to Return to Mongolia for a Holiday Visit by Market Area (%)

| Likelihood to Return | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|----------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Very Likely | 37 | 41 | 37 | 34 | 22 | 34 | 32 | 31 | 44 | 36 |
| Likely | 30 | 37 | 24 | 25 | 25 | 31 | 28 | 25 | 30 | 29 |
| Uncertain | 24 | 14 | 23 | 22 | 26 | 23 | 29 | 24 | 17 | 22 |
| Unlikely | 7 | 6 | 14 | 16 | 22 | 10 | 8 | 15 | 7 | 10 |
| Very Unlikely | 2 | 2 | 2 | 3 | 5 | 2 | 3 | 5 | 2 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Overall, 65% of the surveyed tourists stated that it very likely (36%) or likely (29%) that they will return to Mongolia on a holiday visit during the next five years, whereas the remaining 35% stated their likelihood to return as uncertain (22%), unlikely (10%) or very unlikely (3%) (Table 41). This result was almost identical to the 1998 survey result (Table 42 & Charts 26 & 27).

Chart 26. Likelihood to Return to Mongolia for a Holiday Visit 1998

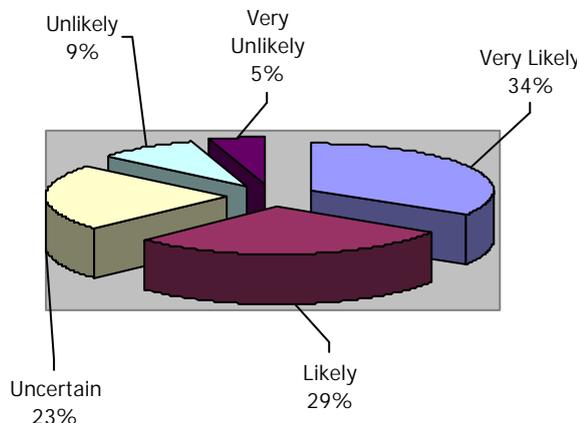


Chart 27. Likelihood to Return to Mongolia for a Holiday Visit 2002

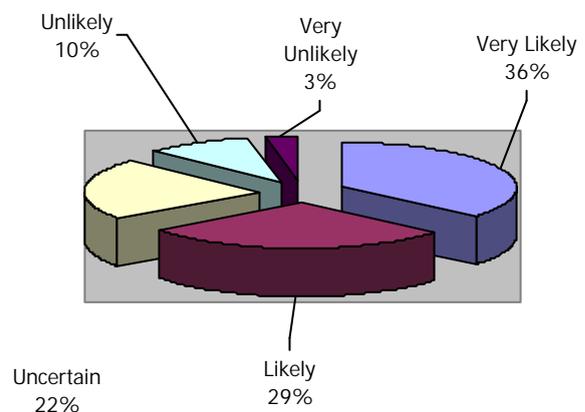


Table 42. Likelihood to Return to Mongolia for a Holiday Visit by Specific Market Areas (%). Comparison between 1998 & 2002

| Likelihood to Return | UK | | Germany | | France | | Other Western Europe | | Total | |
|----------------------|------|------|---------|------|--------|------|----------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Very Likely | 34 | 22 | 34 | 34 | 31 | 32 | 32 | 31 | 34 | 36 |
| Likely | 24 | 25 | 30 | 31 | 29 | 28 | 30 | 25 | 29 | 29 |
| Uncertain | 20 | 26 | 24 | 23 | 24 | 29 | 25 | 24 | 23 | 22 |
| Unlikely | 12 | 22 | 8 | 10 | 10 | 8 | 9 | 15 | 9 | 10 |
| Very Unlikely | 10 | 5 | 4 | 2 | 6 | 3 | 4 | 5 | 5 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Visitors to Mongolia from the UK are less likely to return whereas others show similar tendencies to return. Fewer tourists from all destinations are very unlikely or unlikely to return.

Table 43. Likelihood to Return to Mongolia for a Holiday Visit by Purpose of Visit (%)

| Likelihood to Return | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|----------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Very Likely | 30 | 46 | 44 | 54 | 25 | 46 | 36 |
| Likely | 29 | 23 | 30 | 14 | 34 | 30 | 29 |
| Uncertain | 26 | 22 | 17 | 18 | 22 | 13 | 22 |
| Unlikely | 12 | 7 | 8 | 11 | 6 | 8 | 10 |
| Very Unlikely | 3 | 2 | 1 | 3 | 13 | 3 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Holiday Makers are less likely to return to Mongolia than most other categories, which can be expected. Business Tourists and VFRs may have more of a reason to return based on their business interests and the friends they are visiting. Those tourists coming to Mongolia for 'Other Reasons' (76%) are most likely to return, followed by Business Tourists (74%), VFRs (69%) and Employment (68%).

Among the Holiday Makers, 30% stated that they were very likely to return to Mongolia, whereas 29% stated that they were likely to return. The remaining (41%) stated that they were uncertain (26%), unlikely (12%) or very unlikely (3%) to return to Mongolia for a holiday visit.

This distribution pattern was almost the same in the 1998 visitor survey. However, a considerable increase is observed in the percentage of Business Tourists stating that they were very likely or likely to return to Mongolia for a holiday visit (Table 44 & Chart 29).

Table 44. Likelihood to Return to Mongolia for a Holiday Visit by Purpose of Visit (%). Comparison between 1998 & 2002.

| Likelihood to Return | Leisure Recreation Holiday | | VFR | | Business Conference Professional | |
|----------------------|----------------------------|------|------|------|----------------------------------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Very Likely | 27 | 30 | 44 | 46 | 39 | 44 |
| Likely | 31 | 29 | 23 | 23 | 28 | 30 |
| Uncertain | 27 | 26 | 25 | 22 | 20 | 17 |
| Unlikely | 9 | 12 | 6 | 7 | 9 | 8 |
| Very Unlikely | 6 | 3 | 2 | 2 | 4 | 1 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |

Chart 28. Likelihood of Holiday Makers Returning to Mongolia for a Holiday Visit 1998 & 2002

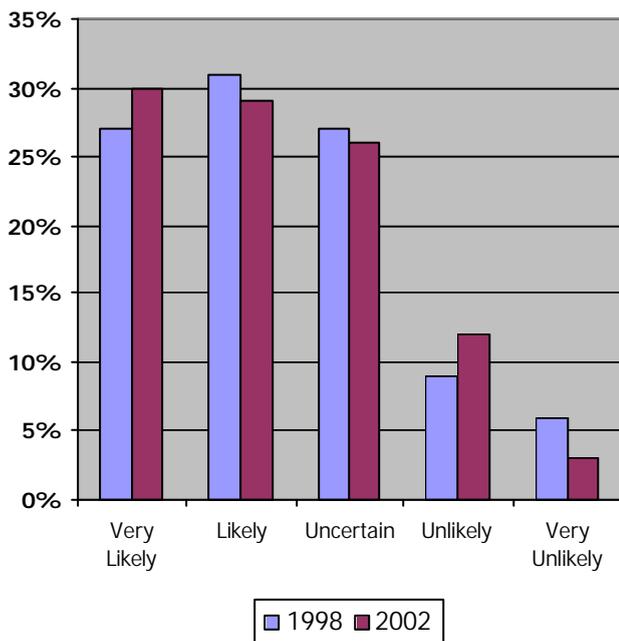


Chart 29. Likelihood of Business Tourists Returning to Mongolia for a Holiday Visit 1998 & 2002

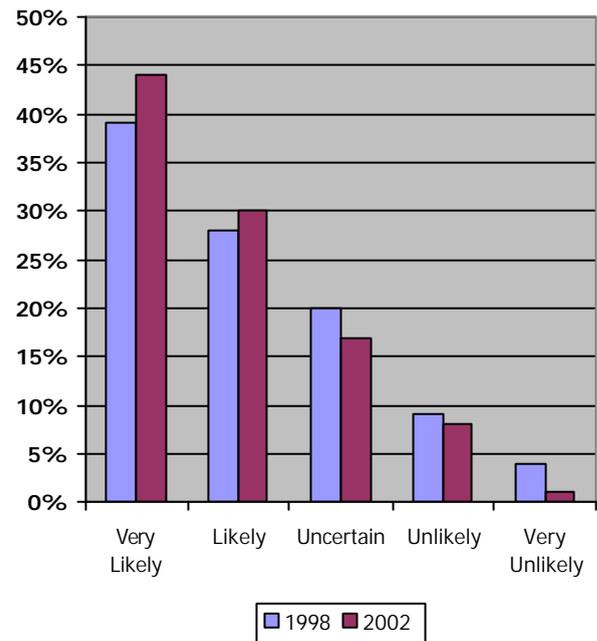


Chart 28 indicates that Holiday Makers are now more likely to return to Mongolia for a holiday visit than they were in 1998.

Recommendations of Mongolia for a Holiday Visit

Question: Would you recommend Mongolia for your friends and relatives for a Holiday Visit?

The surveyed tourists were asked to answer whether they would recommend Mongolia to their friends and relatives for a holiday visit choosing one of the following responses.

- Yes
- Perhaps
- No

Table 45. Recommendations of Mongolia by Market Area (%)

| Recommendation of Mongolia | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|----------------------------|-------|-------|---------------|-------------|-----|---------|--------|----------------------|---------------------|-------|
| Yes | 58 | 65 | 83 | 84 | 84 | 82 | 91 | 86 | 80 | 76 |
| Perhaps | 35 | 30 | 15 | 15 | 16 | 15 | 8 | 14 | 18 | 21 |
| No | 7 | 5 | 2 | 1 | 0 | 3 | 1 | 0 | 2 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Overall, 76% of the surveyed tourists responded “yes”, they would recommend Mongolia to their friends and relatives for a holiday visit, whereas 21% responded “perhaps” and 3% said “no” (Table 45).

A significant difference was observed between ‘Western’ and Asian tourists in terms of the proportions of the respondents who stated “yes”, i.e. that they would recommended Mongolia to their friends and relatives for a holiday visit. The proportion of tourists responding “yes” was over 80% among western tourists (France 91%, ‘Other Western Europe’ 86%, UK 84%, Australasia 84%, North America 83% and Germany 82%) whereas the proportion of Asian tourists responding “yes” amounted to around 60% (65% of Korean tourists, 58% of Japanese tourists) (Table 45).

Chart 30. Recommendations of Mongolia to Friends & Relatives 1998

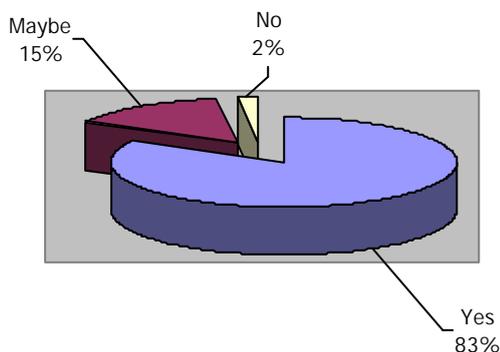
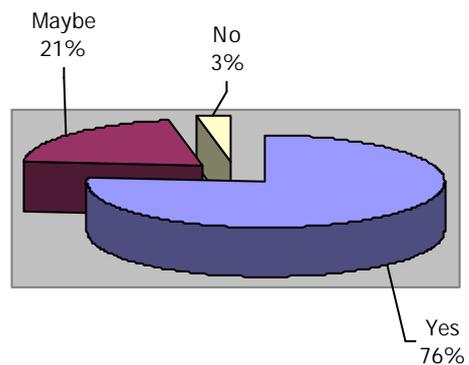


Chart 31. Recommendations of Mongolia to Friends & Relatives 2002



The number of overall tourists that would be willing to recommend Mongolia to their friends and relatives decreased between 1998 and 2002. This decrease is likely affected by the number of Asian tourists unwilling to make a recommendation (Tables 45 & 47)

Table 46. Recommendations of Mongolia by Purpose of Visit (%)

| Recommendation of Mongolia | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|----------------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Yes | 79 | 74 | 70 | 82 | 53 | 69 | 76 |
| Perhaps | 18 | 22 | 26 | 14 | 31 | 26 | 21 |
| No | 3 | 4 | 4 | 4 | 16 | 5 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

From the purpose-of-visit categories perspective, 82% of visitors coming to Mongolia with an employment purpose stated that they would recommend Mongolia to their friends and relatives for a holiday visit, while 79% of Holiday Makers, 74% of VFRs and 70% of Business Tourists responded the same way. Students were most unlikely to recommend Mongolia to their friends and families. It is important to remember that the majority of students were from Asian countries (Table 4) and this is similar to the results shown in Table 45.

Chart 32. Recommendations of Mongolia to Friends & Relatives by Purpose of Visit 2002

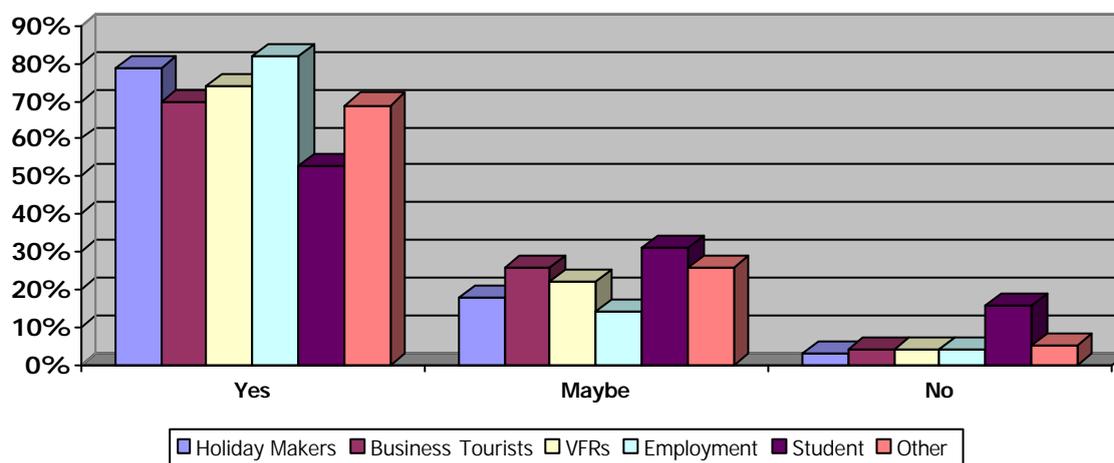


Table 47. Recommendations of Mongolia by Specific Market Areas (%). Comparison between 1998 & 2002

| Recommendation of Mongolia | UK | | Germany | | France | | Other Western Europe | | Total | |
|----------------------------|------|------|---------|------|--------|------|----------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Yes | 83 | 84 | 79 | 82 | 88 | 91 | 85 | 86 | 83 | 76 |
| Perhaps | 12 | 16 | 19 | 15 | 10 | 8 | 13 | 14 | 15 | 21 |
| No | 5 | 0 | 2 | 3 | 2 | 1 | 2 | 0 | 2 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Compared to the 1998 survey, the number of tourists recommending Mongolia for a holiday visit from Europe and North America increased despite the overall total decreasing. This decrease was a result of tourists from Asia and 'other countries'.

This also affected the number of tourists from each purpose of visit recommending Mongolia to their friends and relatives. The percentage of Holiday Makers, Business Tourists and VFRs willing to recommend Mongolia decreased between 1998 and 2002 (Table 48)

Table 48. Recommendations of Mongolia by Purpose of Visit (%). Comparison between 1998 & 2002

| Recommendation of Mongolia | Leisure Recreation Holiday | | VFR | | Business Conference Professional | | Total | |
|----------------------------|----------------------------|------|------|------|----------------------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Yes | 87 | 79 | 81 | 74 | 78 | 70 | 83 | 76 |
| Perhaps | 11 | 18 | 17 | 22 | 19 | 26 | 15 | 21 |
| No | 2 | 3 | 2 | 4 | 3 | 4 | 2 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

VISITOR EXPENDITURE

Average Total & Daily Visitor Expenditure

Question: How much did you pay for your package tour including yourself/and your family members, if any? And does this price include any stays in other countries?

Question (own arrangement): Apart from the airfare, have you paid in advance for any other services? If yes, state which services and, if possible, the cost of the individual services (the cost for the whole family, in a family group)

Question all: In all, how much did you (and your family members traveling with you, if any) spend during your stay here in Mongolia (excluding all pre-paid expenditure)?

In calculating the average total and daily visitor expenditure the following package prices have been deducted from the stated package prices in order to estimate direct foreign exchange earnings to Mongolia from the surveyed tourists:

- international airfare components for those traveling on package tour arrangements
- profit margins to overseas tour operators and travel agents
- costs related to overnight stays in other countries

It should be noted that it has not been possible to establish the method used in the TACIS survey on calculating the components listed above. Therefore, the figures outlined in this section should only be used as a guide rather than accurate measurement of foreign exchange earnings.

Foreign exchange earnings can only be given an accurate estimation by implementing a Tourism Satellite Accounting System developed by the World Tourism Organization. It is not possible to accurately calculate who paid airfares as part of the package tour cost and who did not, what the average profit margin is for each overseas tour operator, how many days were spent in other countries as part of the trip and what was spent during those stays in other countries.

The overall average expenditure per surveyed tourist is estimated at USD 1,137. Considering the average length of stay for all tourists is 12.87 nights, the average daily expenditure per surveyed tourist can be calculated at USD 88.34. Compared with the 1998 survey result, the average daily expenditure per tourist has increased by USD 11.34.

Table 49. Average per Head and Daily Expenditure by Travel Arrangement & Market Area (USD)

| Expenditure | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|--|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| PACKAGE TOURS Average Total Expenditure | 1910 | 925 | 2872 | 3074 | 2341 | 1738 | 2037 | 2134 | 1731 | 2133 |
| Average Length of Stay | 6.6 | 8.8 | 11.8 | 13.5 | 16.3 | 14.8 | 14.4 | 15.0 | 11.0 | 11.8 |
| Average Daily Expenditure | 288 | 105 | 244 | 229 | 144 | 118 | 141 | 142 | 157 | 181 |
| OWN ARRANGEMENT Average Total Expenditure | 668 | 699 | 981 | 995 | 1063 | 869 | 926 | 827 | 704 | 832 |
| Average Length of Stay | 8.9 | 9.6 | 16.1 | 17.1 | 19.5 | 14.8 | 20.3 | 15.6 | 11.8 | 13.9 |
| Average Daily Expenditure | 75 | 73 | 61 | 58 | 54 | 59 | 46 | 53 | 60 | 60 |
| ALL Average Total Expenditure | 1021 | 640 | 1459 | 1406 | 1398 | 1058 | 1256 | 1216 | 1058 | 1137 |
| Average Length of Stay | 8.11 | 9.3 | 14.8 | 16.6 | 18.0 | 15.0 | 17.9 | 15.3 | 11.7 | 13.0 |
| Average Daily Expenditure | 126 | 69 | 98 | 85 | 78 | 70 | 70 | 80 | 90 | 87 |

In terms of average daily expenditure, Japanese tourists were the highest spenders with USD 126 per visitor per day followed by tourists from North America with USD 98 per person per day and tourists from 'all other countries' with USD 90.

The highest spenders from Western Europe were the tourists from 'Other Western Europe' (USD 80 per day), followed by tourists from UK (USD 78 per day). German and French tourists (USD 70 per day) were recorded as the lowest spenders among Western European tourists.

The survey results show that package travelers in general were considerably higher spenders than individual travelers. Overall package travelers spent three times more than those traveling on their own arrangement. On average, a package traveler spent USD 181 per day compared to an average of USD 60 per day for individual tourists. This can, to some extent, be explained by the fact that a considerable number of those coming to Mongolia on individual travel arrangements are 'backpackers' who in general terms are considered as low spenders.

Market-wise, package travelers from Japan were the highest spenders with an average daily expenditure of USD 288 followed by tourists from North America (USD 244) and tourists from Australasia (USD 229). Package travelers from Korea (USD 105) and Germany (USD 118) were recorded as the lowest spenders.

With individual travelers, again tourists from Japan were the highest spenders with an average daily expenditure of USD 75 followed by Korean tourists (USD 73) and tourists from North America (USD 61). French tourists (USD 46), tourists from 'all other countries' (USD 53)

and tourists from the UK (USD 54) traveling on their own arrangement were recorded as the lowest spenders.

Chart 33. Daily Expenditures for Visitors from Different Market Areas in 2002

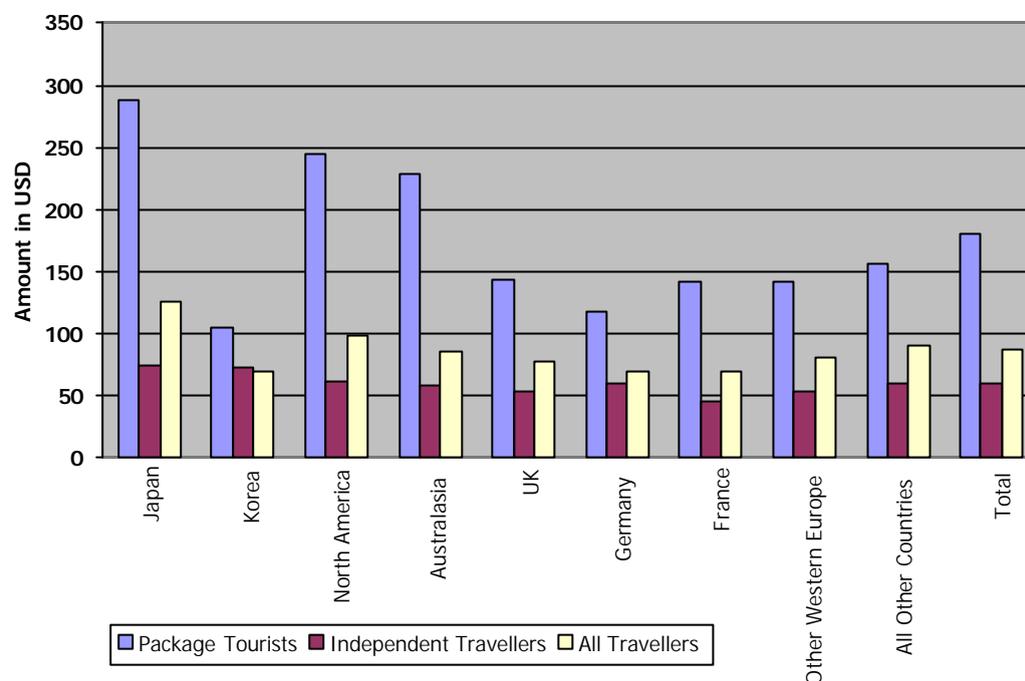


Table 50. Average per Head and Daily Expenditure by Travel Arrangement & Market Area (USD). Comparison between 1998 & 2002

| Expenditure | UK | | Germany | | France | | Other Western Europe | | Total | |
|--|------|------|---------|------|--------|------|----------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| PACKAGE TOURS Average Total Expenditure | 1203 | 2341 | 1562 | 1738 | 1628 | 2037 | 1551 | 2134 | 1609 | 2133 |
| Average Length of Stay | 11.7 | 16.3 | 14.3 | 14.8 | 14.7 | 14.4 | 14.0 | 15.0 | 12.2 | 11.8 |
| Average Daily Expenditure | 103 | 144 | 109 | 118 | 111 | 141 | 111 | 142 | 132 | 181 |
| OWN ARRANGEMENT Average Total Expenditure | 1052 | 1063 | 815 | 869 | 1147 | 926 | 944 | 827 | 1008 | 832 |
| Average Length of Stay | 16.1 | 19.5 | 15.0 | 14.8 | 20.5 | 20.3 | 16.2 | 15.6 | 16.0 | 13.9 |
| Average Daily Expenditure | 65 | 54 | 54 | 59 | 56 | 46 | 58 | 53 | 63 | 60 |
| ALL Average Total Expenditure | 965 | 1398 | 988 | 1058 | 1368 | 1256 | 1097 | 1216 | 1154 | 1137 |
| Average Length of Stay | 15.4 | 18.0 | 14.6 | 15.0 | 17.9 | 17.9 | 15.4 | 15.3 | 14.9 | 13.0 |
| Average Daily Expenditure | 63 | 78 | 68 | 70 | 76 | 70 | 71 | 80 | 77 | 87 |

The average daily expenditures for tourists from the UK, Germany, France and 'Other Western Europe' traveling on package tours have increased as Table 50 indicates. A considerable increase (USD 15 per day) is observed for all tourists from the UK. Those tourists from 'Other Western Europe' traveling on their own arrangements spent on average \$5 less in 2002 compared to 1998. It should be noted that this is still higher than the average.

Table 51. Average per Head and Daily Expenditure by Travel Arrangement & Purpose of Visit (USD)

| Expenditure | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|--|----------------------------|------|----------------------------------|------------|---------|-------|-------|
| PACKAGE TOURS Average Total Expenditure | 2133 | | | | | | 2133 |
| Average Length of Stay | 11.8 | | | | | | 11.8 |
| Average Daily Expenditure | 181 | | | | | | 181 |
| OWN ARRANGEMENT Average Total Expenditure | 804 | 631 | 901 | 933 | 865 | 975 | 832 |
| Average Length of Stay | 14.0 | 15.1 | 12 | 31.9 | 28.5 | 18.7 | 13.9 |
| Average Daily Expenditure | 58 | 42 | 75 | 29 | 30 | 52 | 60 |
| ALL Average Total Expenditure | 1355 | 631 | 901 | 933 | 865 | 975 | 1137 |
| Average Length of Stay | 12.8 | 15.1 | 12 | 31.9 | 28.5 | 18.7 | 13.0 |
| Average Daily Expenditure | 106 | 42 | 75 | 29 | 30 | 52 | 87 |

If analyzed by purpose of visit, HolidayMakers were the highest spenders with a total expenditure of USD 1,355 per visit on average followed by tourists for 'other' reasons (USD 975) and visitors with employment purposes (USD 933). VFRs, Business Tourists and Students were recorded as the lowest spenders with the average total expenditure of USD 631, USD 865 and USD 901 respectively.

Taking the average length of stay into consideration, Holiday Makers were in terms of daily expenditure recorded as the highest spenders (USD 106 per day) followed by Business Tourists (USD 75) and tourists coming to Mongolia for 'other' reasons (USD 52). The lowest spenders were visitors coming to Mongolia for employment purposes (USD 29), students (USD 30) and VFRs (USD 42).

Holiday Makers traveling on package tours on average spent USD 2133 per person corresponding to USD 181 per day.

Chart 34. Daily Expenditures for Visitors for Different Purposes of Visit in 2002

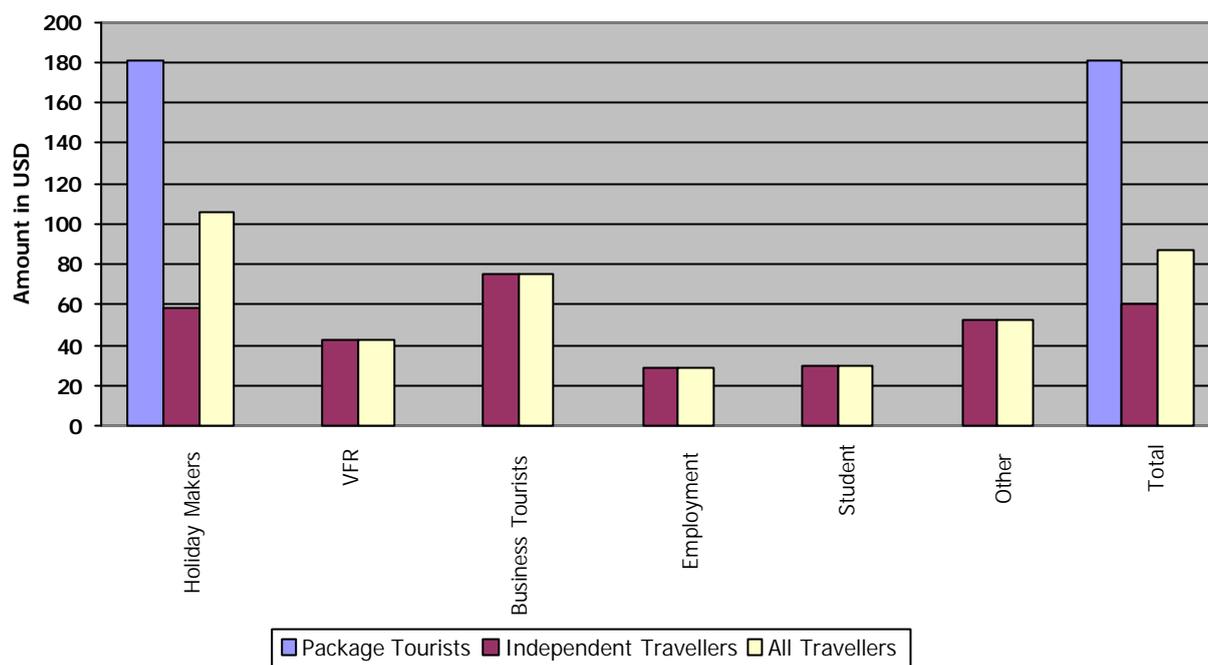


Table 52. Average per Head and Daily Expenditure by Travel Arrangement & Purpose of Visit (USD). Comparison between 1998 & 2002

| Expenditure | Leisure Recreation Holiday | | VFR | | Business Conference Professional | | Total | |
|---|----------------------------|------|------|------|----------------------------------|------|-------|------|
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| PACKAGE TOURS Average Total Expenditure | 1609 | 2133 | | | | | 1609 | 2133 |
| Average Length of Stay | 12.2 | 11.8 | | | | | 12.2 | 11.8 |
| Average Daily Expenditure | 132 | 181 | | | | | 132 | 181 |
| OWN ARRANGEMENT Average Total Expenditure | 1055 | 804 | 548 | 631 | 1131 | 901 | 1008 | 832 |
| Average Length of Stay | 15.2 | 14.0 | 16.7 | 15.1 | 14.5 | 12 | 16.0 | 13.9 |
| Average Daily Expenditure | 69 | 58 | 33 | 42 | 78 | 75 | 63 | 60 |
| ALL Average Total Expenditure | 1366 | 1355 | 548 | 631 | 1131 | 901 | 1154 | 1137 |
| Average Length of Stay | 13.5 | 12.8 | 16.5 | 15.1 | 14.5 | 12 | 14.9 | 13.0 |
| Average Daily Expenditure | 101 | 106 | 33 | 42 | 78 | 75 | 77 | 87 |

The average total expenditure for tourists traveling on their own arrangement has decreased by USD 176 or USD 3 per day. This decrease was seen by both Holiday Makers and Business Tourists. However, the daily expenditure of VFRs traveling on their own arrangement increased by USD 9 (Table 52).

Compared with 1998, the average daily expenditure of all tourists has gone up by USD 10 per day even though the average total daily expenditure has decreased. This is due to changes in the average length of stay. The average daily expenditure of package tourists has increased by USD 49 per day although the average daily expenditure of those traveling on their own arrangement has decreased by USD 3 over the four-year period.

Average Itemized Expenditure

Question: Try to give a breakdown of your total expenditure in Mongolia, to the best of your recollection, according to the following broad categories (excluding pre-paid expenditure and items included in package tours)

Table 53. Average Itemized Expenditure – All Tourists

| Expense Item | Itemized Expenditure (per tourist) | | | | | |
|-----------------------------------|------------------------------------|------------|-----------------|------------|-------------|------------|
| | Package Arrangement | | Own Arrangement | | Overall | |
| | USD | % | USD | % | USD | % |
| Package Tours | 1799 | 84 | 0 | 0 | 450 | 40 |
| Accommodation | 31 | 2 | 294 | 35 | 207 | 18 |
| Independent Restaurants | 37 | 2 | 141 | 17 | 111 | 10 |
| Organized Tours | 26 | 1 | 90 | 11 | 69 | 6 |
| Other Ground Transportation | 7 | 0 | 71 | 9 | 50 | 4 |
| Other Domestic Air Transportation | 7 | 0 | 24 | 3 | 19 | 2 |
| Handicrafts | 96 | 5 | 70 | 8 | 84 | 7 |
| Textiles | 72 | 3 | 68 | 8 | 78 | 7 |
| Other Spending | 56 | 3 | 74 | 9 | 69 | 6 |
| TOTAL | 2133 | 100 | 832 | 100 | 1137 | 100 |

Chart 35. Average Itemised Expenditure All Tourists 1998

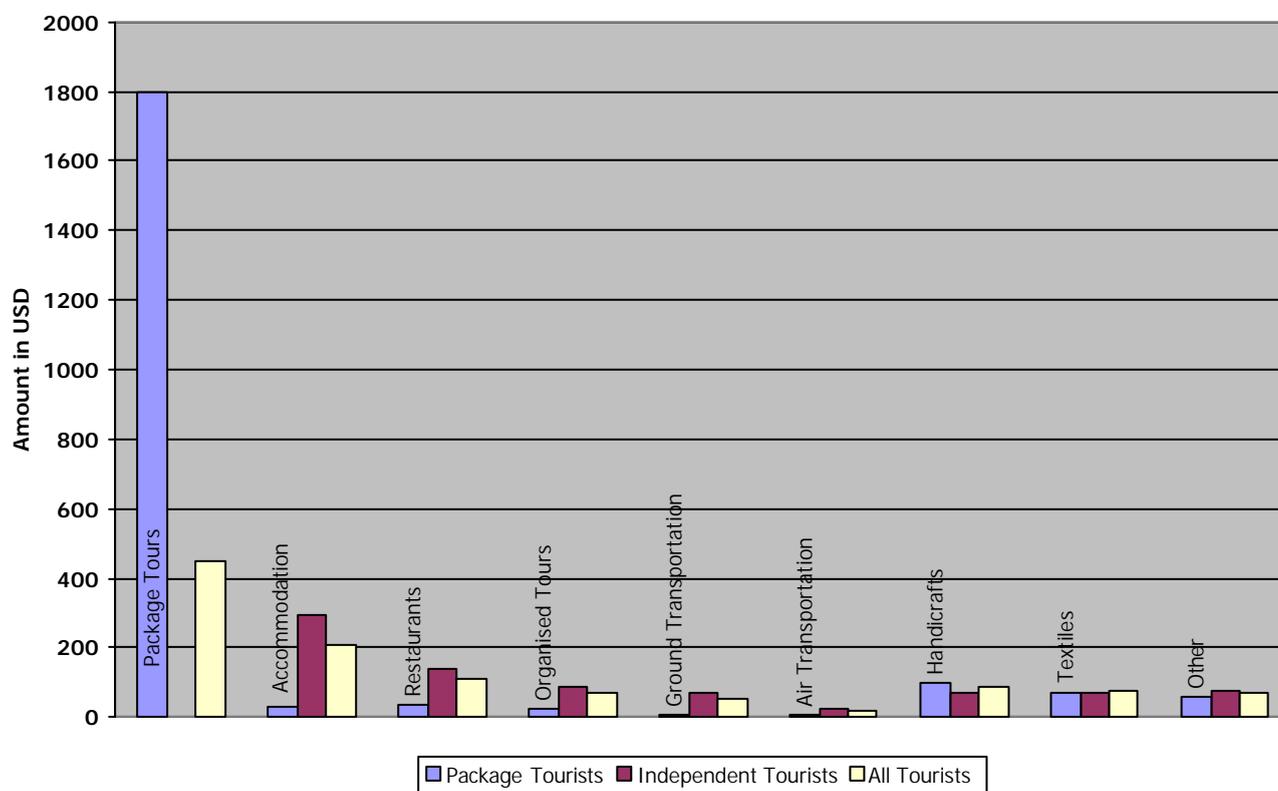


Table 54. Average Itemized Expenditure – All Tourists. Comparison between 1998 & 2002

| Expense Item | Itemized Expenditure (per tourist) | | | | | | | | | | | |
|-----------------------------------|------------------------------------|-------------|------------|------------|-----------------|------------|------------|------------|-------------|-------------|------------|------------|
| | Package Arrangement | | | | Own Arrangement | | | | Overall | | | |
| | USD | | % | | USD | | % | | USD | | % | |
| | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 | 1998 | 2002 |
| Package Tours | 1380 | 1799 | 86 | 84 | 0 | 0 | 0 | 0 | 335 | 450 | 29 | 40 |
| Accommodation | 6 | 31 | 0 | 2 | 420 | 294 | 42 | 35 | 319 | 207 | 28 | 18 |
| Independent Restaurants | 24 | 37 | 1 | 2 | 158 | 141 | 16 | 17 | 126 | 111 | 11 | 10 |
| Organized Tours | 4 | 26 | 0 | 1 | 143 | 90 | 14 | 11 | 109 | 69 | 9 | 6 |
| Other Ground Transportation | 3 | 7 | 0 | 0 | 66 | 71 | 7 | 9 | 51 | 50 | 4 | 4 |
| Other Domestic Air Transportation | 0 | 7 | 0 | 0 | 23 | 24 | 2 | 3 | 18 | 19 | 2 | 2 |
| Handicrafts | 98 | 96 | 6 | 5 | 60 | 70 | 6 | 8 | 69 | 84 | 6 | 7 |
| Textiles | 56 | 72 | 3 | 3 | 61 | 68 | 6 | 8 | 60 | 78 | 5 | 7 |
| Other Spending | 38 | 56 | 2 | 3 | 77 | 74 | 8 | 9 | 67 | 69 | 6 | 6 |
| TOTAL | 1609 | 2133 | 100 | 100 | 1008 | 832 | 100 | 100 | 1154 | 1137 | 100 | 100 |

Overall Analysis

40% of the total overall average expenditure per surveyed tourist was spent on package tours which in most cases is all-inclusive expenditure (accommodation, meals, transportation and sightseeing tours) totaling USD 450 per person. This is an increase of 11% overall on 1998 indicating that more money is now being spent in-country on package tours.

At the same time, an average of 18% of the total average expenditure was spent on separate accommodation, including meals, drinks and incidentals, amounting to USD 207 per person. This is a decrease from 1998 of 10% or USD 112 per person. This is likely to be due to the growth of low cost accommodation in Ulaanbaatar.

A considerable proportion of the total overall average expenditure was spent on independent restaurants totaling USD 111 corresponding to 10% of total expenditure per tourist. The percentage change from 1998 is minimal although the USD amount has decreased by USD 15.

The amount spent on organized tours has decreased significantly from USD 109 in 1998 to USD 69 in 2002. This may be due to the increase in backpacker style tourists that prefer to make their own arrangements traveling around Mongolia and the growth of low cost travel providers.

The costs for Ground and Air Transportation and Other Spending have remained similar during the four years.

Handicraft items (USD 84) and textiles (USD 78) accounted for as much as 14% of the total overall average expenditure per tourist in 2002. This is an increase of USD 33 per tourist over the four years (Table 54).

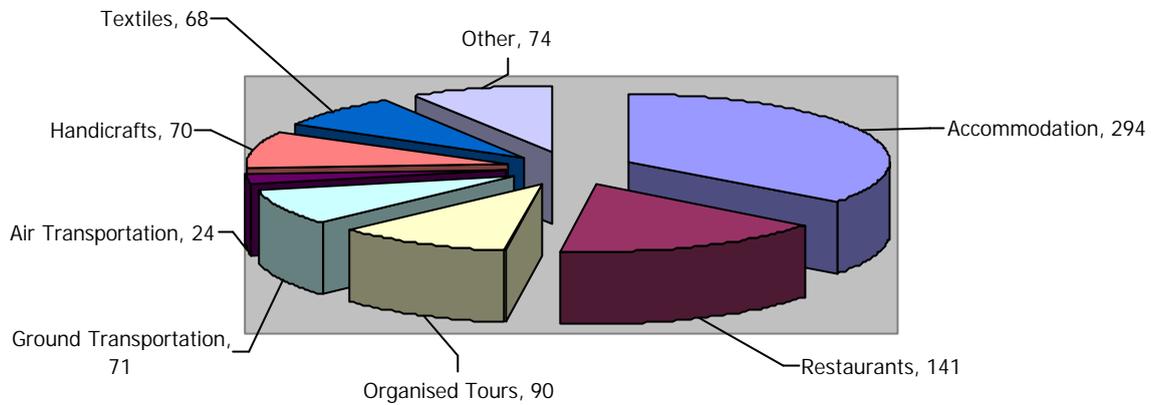
Table 55. Average Itemized Expenditure for Tourists on Own Travel Arrangement by Market Area (%)

| Expenditure Item | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-----------------------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| Accommodation | 37 | 37 | 35 | 41 | 29 | 32 | 27 | 40 | 35 | 35 |
| Independent Restaurants | 15 | 20 | 17 | 21 | 16 | 19 | 13 | 15 | 19 | 17 |
| Organized Tours | 10 | 4 | 8 | 9 | 21 | 13 | 22 | 11 | 10 | 11 |
| Other Ground Transportation | 11 | 6 | 8 | 6 | 8 | 10 | 14 | 8 | 7 | 9 |
| Other Domestic Air Transportation | 2 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 |
| Handicrafts | 6 | 11 | 10 | 7 | 9 | 7 | 9 | 8 | 8 | 8 |
| Textiles | 11 | 9 | 9 | 5 | 6 | 6 | 6 | 7 | 8 | 8 |
| Other Spending | 8 | 9 | 10 | 8 | 7 | 9 | 7 | 9 | 10 | 9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Average Total Expenditure | 668 | 699 | 981 | 995 | 1063 | 869 | 926 | 827 | 704 | 832 |

Table 56. Average Itemized Expenditure for Tourists on Own Travel Arrangement by Purpose of Visit (%)

| Expenditure Item | Leisure Recreation Holiday | VFR | Business Conference Professional | Employment | Student | Other | Total |
|-----------------------------------|----------------------------|-----|----------------------------------|------------|---------|-------|-------|
| Accommodation | 27 | 24 | 47 | 44 | 42 | 31 | 35 |
| Independent Restaurants | 14 | 21 | 19 | 20 | 16 | 14 | 17 |
| Organized Tours | 19 | 6 | 4 | 1 | 2 | 13 | 11 |
| Other Ground Transportation | 12 | 6 | 5 | 11 | 10 | 12 | 9 |
| Other Domestic Air Transportation | 3 | 2 | 3 | 3 | 0 | 2 | 3 |
| Handicrafts | 10 | 13 | 6 | 7 | 7 | 8 | 8 |
| Textiles | 7 | 16 | 8 | 9 | 9 | 9 | 8 |
| Other Spending | 8 | 12 | 8 | 5 | 14 | 11 | 9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Average Total Expenditure (USD) | 804 | 631 | 901 | 933 | 865 | 975 | 832 |

Chart 36. Itemised Expenditure of Holiday Makers Travelling on Their Own Arrangement (USD) in 2002



Analysis of Travelers on their Own Arrangement

Analysis of itemized expenditure for the surveyed tourists on their own travel arrangements shows that 35% of total average expenditure was spent on accommodation, including meals, drinks and incidentals, totaling on average USD 294 per tourist. 17% (USD 141) was spent on individual restaurants, 11% (USD 90) on organized tours and 9% (USD 71) on ground transportation. Expenditure on other domestic air transportation accounted for 3% only totaling USD 24 per tourist.

Of those tourists traveling on their own arrangements, those from Japan (37%), Korea (37%), Australasia (41%) and 'Other Western Europe' (40%) spent more of their money on accommodation. The Koreans (20%) and Australasians (21%) spent more of their money than other markets in restaurants. Europeans spent more of their money on organized tours. The biggest spenders on handicrafts and textiles were the North Americans and Koreans.

The highest overall spenders were those from the UK (USD 1063), Australasia (USD 995) and North America (USD 981). The lowest spenders were the Japanese (USD 668) and the Koreans (USD 699)

Table 56 indicates that Business Tourists spent more of their money on accommodation (47%) followed by visitors coming to Mongolia for employment purposes (44%) and students (42%). Visitors coming to Mongolia for 'other reasons', Holiday Makers and VFRs spent less of their money on accommodation. The reason for holidaymakers spending less on accommodation may be linked with the fact that they travel and spend more time camping in the countryside.

A smaller percentage does not necessarily mean less spending.

Compared to other tourists, VFRs followed by visitors coming to Mongolia for employment and Business Tourists spent more of their money on independent restaurants.

The highest spenders were those coming for 'other purposes' (USD 975), employment (USD 933), Business Tourists (USD 901), Students (USD 865) and Holiday Makers (USD 804). VFRs are the lowest spenders largely because they are more likely to stay with friends rather than

use hotel accommodation. These total amounts do not take into account the length of stay. For example, Holiday Makers spend less time in country compared to Business Tourists.

Table 57. Average Itemized Expenditure for Holiday Tourists on Package Tours Arrangement by Market Area (%)

| Expenditure Item | Japan | Korea | North America | Australasia | UK | Germany | France | Other Western Europe | All Other Countries | Total |
|-----------------------------------|-------|-------|---------------|-------------|------|---------|--------|----------------------|---------------------|-------|
| Package Tours | 78 | 69 | 82 | 93 | 87 | 89 | 93 | 87 | 85 | 84 |
| Accommodation | 3 | 6 | 1 | 0 | 2 | 0 | 0 | 2 | 1 | 2 |
| Independent Restaurants | 2 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 3 | 2 |
| Organized Tours | 1 | 3 | 2 | 0 | 1 | 2 | 0 | 1 | 0 | 1 |
| Other Ground Transportation | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Domestic Air Transportation | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Handicrafts | 5 | 9 | 6 | 3 | 3 | 4 | 2 | 4 | 6 | 5 |
| Textiles | 5 | 5 | 4 | 1 | 2 | 2 | 3 | 2 | 3 | 3 |
| Other Spending | 5 | 3 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Average Total Expenditure (USD) | 1910 | 925 | 2872 | 3074 | 2341 | 1738 | 2037 | 2134 | 1731 | 2133 |

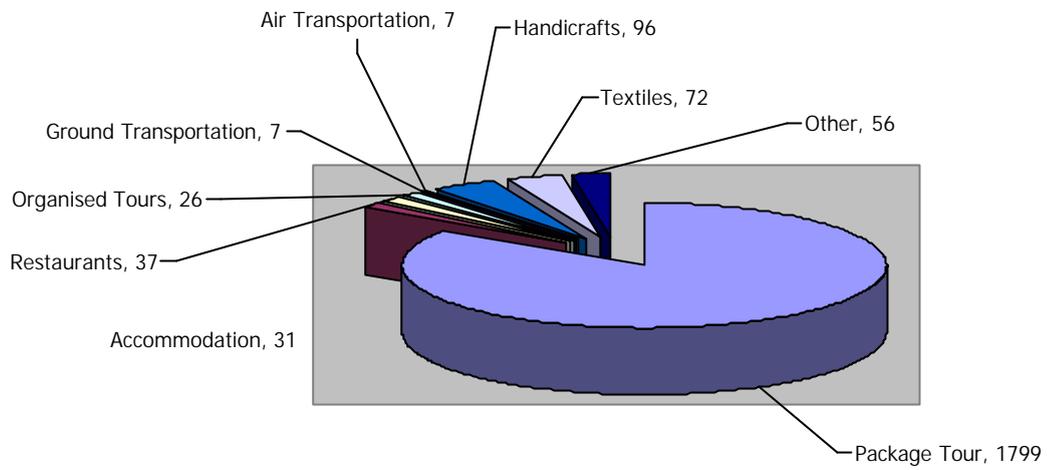
Analysis of Package Travelers

As Table 57 indicates, the average itemized expenditure pattern varies considerably compared to the patterns for those tourists traveling on their own arrangement in terms of percentage distribution to the individual expenditure items. Logically, package travelers have limited spending on separate accommodation, individual restaurants, tours and transportation (air and ground) due to the fact that normally such spending is included in the overall package price. Therefore, additional spending by package tourists is basically limited to the purchase of handicrafts, textiles and miscellaneous items.

In total, (see Table 53) the package tourists spent on average USD 96 on handicraft items, USD 72 on textiles and USD 56 on miscellaneous items. Compared to individual travelers, the average amount spent by package travelers on handicraft and textile items was higher. On average, the package travelers spent some USD 26 more on handicraft and USD 4 on textiles items than the individual travelers. Nonetheless, individual travelers spent more of their money on miscellaneous items (USD 8 on average).

Table 57 indicates that Australasian and French package tourists spent the least amount of their money on expenses in addition to their package tour cost. The Koreans in comparison spent more of their money on incidental expenses.

Chart 37. Itemised Expenditure of Holiday Makers on Package Tours in 2002



Tourists' Comments & Suggestions

Best Memories

Question: What is your best memory/experience of Mongolia?

The best memories of the visitors to Mongolia in 2002 were very similar to those highlighted in 1998. The majority stated that it was the landscape, countryside, scenery and wildlife that they most enjoyed combined with the hospitality, friendliness and openness of the Mongolian people. Many tourists specifically mentioned locations or national parks that they had been to as part of their tour or the activities they had undertaken, horse-riding, camel trekking, hiking, etc.

Guides, drivers, and tour operators and the services that tourists received from these people gave good memories. In particular, some tourists mentioned how these individuals had gone out of their way to make them more comfortable and provide extra services to make their trip more enjoyable.

The experience of meeting Nomads was very popular as well as the experience of staying in gers. Festivals were also mentioned by name including the Roaring Hooves festival, Naadam and mini Naadams.

For a few tourists their best memories were the things that others had complained about, for example, long journeys, service in hotels and changeable weather.

Worst Memories

Question: What is your worst memory/experience of Mongolia?

By far the largest numbers of worst memories were related to Mongolia's infrastructure and transportation. Comments were made on the poor quality of vehicles and the frequency that they were breaking down, navigation skills, driving manners, accidents, drivers' poor attitudes and punctuality, lengths of journeys and the poor quality of the roads in the countryside. Many tourists highlighted the quality of driving in Ulaanbaatar as a major concern, especially taxi drivers.

MIAT came under a lot of criticism in terms of the service quality, the delays to flights, availability of tickets and the difficulty in reserving tickets. In particular, the process of checking in for flights upset many tourists. The pushing to get check in gave the most concern. Some tourists highlighted visas and customs procedures as bureaucratic and cumbersome.

Hotel facilities and services came under more criticism than ger camps. Most complaints focused on service, friendliness of staff, water quality and availability, cleanliness, air conditioning, disturbances late at night and restaurants.

Complaints were made about toilets everywhere; in hotels, ger camps, museums, in the countryside, etc.

Generally, service standards were thought to be below standard in shops, hotels, at the airport, and in restaurants.

Environmental issues caused anxiety. The amount of rubbish in the countryside and within Ulaanbaatar, especially at tourist attractions upset many of the visitors. Air pollution was also cited.

Other complaints concentrated on high prices, price differentiation, lack of tourist information, the weather, mosquitoes and other insects, Naadam organization, the prevalence of street children and beggars, time keeping and punctuality, language skills of tourism staffs, accidents related to horse riding trips and corruption with the police.

Many objected to the food they were served and were worried by hygiene. Flies around food were mentioned on several occasions. Illness resulting from eating food in Mongolia was mentioned frequently. Mongolian-style food was not popular for everyone.

Perhaps the most important finding from the whole survey was the number of people that had been subjected to crime. It is estimated that approximately 5-7% of all tourists surveyed, highlighted theft, abuse from alcoholics and physical abuse as their worst experience. The State Department Store, Gandan Monastery, Black Market, Post Office, Naadam and buses were cited as the biggest problem areas. Some tourists even stated that they had been beaten up although it was mostly bag slitting and pick pocketing that was highlighted.

Compared to the 1998 survey, there appears to be significantly fewer complaints concerning ger camp facilities and food, the safety of MIAT flights and the service of tourist guides and tour operators.

Suggestions/Comments

Question: What could have made your trip better or more enjoyable?

Not surprisingly, the majority of the comments from tourists for this question reflected the answers given for their worst experiences. They therefore related to the improvement of infrastructure, particularly roads and the services of MIAT, hotel and restaurant service and toilets and bathroom facilities. These are exactly the same answers as in the 1998 survey.

Additionally, many comments focused on the lack of adequate information about Mongolia and guidebooks in a variety of languages. The lack of availability of maps was mentioned. Language improvement was one way that tourists identified to help them to get more from their trip; whilst the 1998 survey pinpointed tourist guides, the 2002 survey pointed at the industry in general and included groups such as taxi drivers. Contrary to the 1998 survey, there were no comments on improving tour operator services.

Many of the tourists highlighted the importance of protecting Mongolia's environment. This is probably related to the comments on the amount of rubbish both in Ulaanbaatar and the countryside.

Surprising About Mongolia

Question: What did you find surprising about Mongolia when comparing your preconceived ideas before arrival and your experiences?

The majority of tourists were surprised how developed and modern Ulaanbaatar was, the fact that it had good restaurants, bars, nightclubs, internet cafes, sound banking facilities and other infrastructure. Others were amazed by the number of people who spoke English. Many of the surprises are linked to the answers given on what their best memory was. For example, there were comments on how beautiful the landscapes and wildlife were and how friendly the countryside people were. The contrast between the modern city and basic lifestyles of the nomads surprised many.

The intactness of the culture shocked some visitors. They believed that it would not be as visible and in-depth as it was because of the development that taken place at the speed it has. They felt that Mongolia has successfully retained its traditions.

Other comments on what they felt was surprising included the western influences here, the fashions, the similarities with other cultures, the pollution, social advancement, lack of smiles, poor quality roads and the living conditions of Mongolian people.

Mongolia's Competing Countries

Question: Other than Mongolia, what other countries did you consider visiting this year?

The Holiday Makers that visited Mongolia quite surprisingly did not identify many clear competing countries for Mongolia. When asked what other countries they had considered, China came through as the most popular choice. Almost all countries were suggested from all continents. Southeast, central and south Asian countries were popular alternative choices and certainly Nepal, Bhutan and Tibet were highly considered. Perhaps the fact that Mongolia is seen to be a rather obscure destination would suggest why other similarly obscure countries such as Cuba, Guatemala and Iran were also mentioned. In essence, it was mostly countries in the same region that were considered.

Why Mongolia Over Competitors?

Question: Why did you choose Mongolia over these countries?

Respondents' answers to the final question fell in to very clearly defined categories.

Firstly, many of them suggested that they had chosen Mongolia because they believed it had a better nature, culture, history and religion compared to other destinations they had considered.

Secondly, it was the particular aspects of wide open space, a nomadic lifestyle, the Naadam Festival and safety that had attracted them.

Thirdly, some believed that the adventurous opportunities here were better than in other locations. Some tourists cited particular examples such as fishing, climbing, cycling, etc.

Fourthly, many tourists chose Mongolia because it had had very high reviews. Many came here because of the recommendations they had received from travel agents, tour operators and individual word of mouth. In particular, the fact that it was a relatively new destination and not overrun with other tourists was an attraction.

Lastly, the vast majority came to Mongolia because it was their dream or because they felt that it was the most exotic place on earth.