



Malawi Government

MALAWI TOURISM REPORT FOR 2022

August 2024

Published by National Statistical Office

For more information, please contact:

The Commissioner of Statistics

National Statistical Office

Chimbiya Road

P. O. Box 333

Zomba, Malawi

Tel: +265 (0) 1 624 377/111

Fax: +265 (0) 1 625 130

E-mail: enquiries@nso.gov.mw

Website: www.nsomalawi.mw



DOT'S REMARKS



Tourism plays a very important role to the socio-economic development of a country. As a sector, tourism makes a significant contribution to the total GDP, job creation, spurs growth of tourism related businesses and helps in the preservation of the cultural heritage of a country. In Malawi, tourism has been recognized as an important sector to contribute to the overall national economic

goals as stipulated in the Malawi 2063 and its First 10-year implementation plan (MIP-1). Tourism statistics is an important tool for evidence-based decision making, planning, implementation and monitoring of tourism-related programs and policies. Tourism statistics enable decision makers to formulate better strategies used to market tourism products, thereby increasing the number of tourist arrivals and consequently contributing to the socio-economic development of a country. In addition, this helps to track whether the implemented strategies are in line with the planned goals.

The year 2022 has been a year of progress as tourism is still convalescing from the lengthy impact of the COVID-19 pandemic following witnessing an increase in the number of tourist arrivals. This can be attributed to the continued easing of travel restriction and the opening up of travel across the globe in the post COVID-19 pandemic season.

I therefore believe that this report is coming at a right time as it will inform decision making process by all tourism stakeholders and researchers.

Sosten Y. LINGWALANYA (Mr.)
ACTING DIRECTOR OF TOURISM

PREFACE



The 2022 Malawi Tourism Report has been produced by the National Statistical Office in collaboration with the Department of Tourism. This report gives an overview of visitors to Malawi and accommodation utilization for the period January to December 2022. The sources of data for compiling this report were administrative records from the Department of Immigration

and Citizenship and the Department of Tourism. The data from Department of Immigration and Citizenship is obtained from non-residents at points of exit. Data for accommodation utilization is collected by Department of Tourism.

This report has provided the information on departures of international visitors by age, sex distribution, country of residence, continent of residence, purpose of entry, mode of transport, length of stay, type of accommodation used, expenditures, and bed occupancy.

In addition, the report builds a strong and effective tourism statistics database essential for monitoring the tourism industry.

Lastly, I would like to express my profound gratitude to the Department of Tourism, Department of Immigration and Citizenship, tourism accommodation enterprises, visitors and various agencies for their coordination during the production of this report.

Shelton KANYANDA (Mr.)

COMMISSIONER OF STATISTICS

EXECUTIVE SUMMARY

In 2022, Malawi received 736,992 international visitors compared to 431,999 international visitors in 2021, representing 70.6 percent increase.

Total expenditure by international visitors in 2022 was MK18.4 billion out of which MK14.4 billion was spent by visitors who came for holiday or vacation.

About 60.4 percent of departing visitors came to Malawi for work or business, 23.4 percent came to visit friends or relatives and 16.2 percent visited Malawi for holiday or vacation.

Mozambique was the country with the highest number of departing international visitors at 39.1 percent followed by Zimbabwe (22.3percent), South Africa (12.2 percent), United Republic of Tanzania (7.6 percent), United States of America (3.9 percent) and Zambia at 3.9 percent (Table 1).

Analysis by zones (geographical locations) shows that the average room occupancy rate was high in the Southern lakeshore (39.0 percent) and was lower in Thyolo/Phalombe/Mulanje at 15.3 percent.

TABLE OF CONTENTS

| | |
|---|-----|
| DOT'S REMARKS | i |
| PREFACE..... | ii |
| EXECUTIVE SUMMARY | ii |
| TABLE OF CONTENTS..... | iv |
| LIST OF TABLES | v |
| LIST OF FIGURES | vi |
| ABBREVIATIONS | vii |
| 1. INTRODUCTION..... | 1 |
| 2. METHODOLOGY | 2 |
| 2.1 Introduction..... | 2 |
| 2.2 Data Collection..... | 2 |
| 2.3 Data processing | 2 |
| 3. CHARACTERISTICS OF INTERNATIONAL VISITORS | 3 |
| 3.1 Trend in Total Number of Departing International Visitors | 3 |
| 3.2 Departing International Visitors by Sex..... | 4 |
| 3.3 Departing International Visitors by Age | 5 |
| 3.4 Departing International Visitors by Purpose of Visit..... | 6 |
| 3.5 Main Mode of Transport Used by Departing International Visitors | 7 |
| 3.6 Average Length of Stay (Nights) by Purpose of Travel for Departing International Visitors | 8 |
| 3.7 Main Type of Accommodation Used by Departing International Visitors..... | 9 |
| 3.8 Departing Visitors by Continent of Residence..... | 10 |
| 3.9 Departing International Visitors by Country of Residence | 11 |
| 3.10 Total Expenditure of Departing International Visitors by Purpose of Visit | 11 |
| 4. ACCOMODATION UTILIZATION | 13 |
| 4.1 Room Occupancy Rates by Zones | 14 |

LIST OF TABLES

| | |
|--|----|
| Table 1: Departing International Visitors by Top 10 Countries of Residence, Malawi 2022 | 11 |
| Table 2: Room Occupancy Rates According to Zones, Malawi 2022..... | 14 |

LIST OF FIGURES

| | |
|--|----|
| Figure 1.1: Trend in Total Number of Departing International Visitors ('000), 2012-2022, Malawi 2022..... | 3 |
| Figure 1.2: Percentage Distribution of Departing International Visitors by Sex, Malawi 2022. .. | 4 |
| Figure 1.3: Percentage Distribution of Departing International Visitors by Age Group, Malawi 2022..... | 5 |
| Figure 1.4: Percentage Distribution of Departing International Visitors by Purpose of Visit, Malawi, 2022 | 6 |
| Figure 1. 5: Percentage Distribution of Main Mode of Transport Used by Departing International Visitors, Malawi 2022..... | 7 |
| Figure 1.6: Average Length of Stay (Nights) by Purpose of Travel of Departing International Visitors, Malawi 2022..... | 8 |
| Figure 1.7: Percentage Distribution of Main Type of Accommodation used by Departing International Visitors, Malawi 2022 | 9 |
| Figure 1.8: Percentage Distribution of Departing International Visitors by Continent of Residence, Malawi 2022 | 10 |
| Figure 1.9: Total Expenditure of Departing International Visitors by Purpose of Visit (MK' Billion), Malawi 2022..... | 12 |

ABBREVIATIONS

| | |
|-------|---|
| DOI | Department of Immigration |
| DOT | Department of Tourism |
| MK | Malawi Kwacha |
| NSO | National Statistical Office |
| UNSC | United Nations Statistical Commission |
| UNWTO | United Nations World Tourism Organisation |
| USD | United States Dollar |
| VFR | Visiting Friends and Relatives |
| WTTC | World Travel and Tourism Council |

1. INTRODUCTION

Malawi Government has identified tourism as one of the economic drivers as envisioned in the Malawi 2063 under the Urbanization Pillar. The tourism sector suffered the greatest crisis on record in 2020 due to the COVID-19 pandemic. However, in 2022 the sector showed signs of continuing recovery from the effects of the pandemic as evidenced by, among others, the number of tourist arrivals and tourist receipts.

International tourist arrivals (overnight visitors) increased from 431,999 in 2021 to 736,992 in 2022, representing a 70.6 percent increase. The total expenditure in 2022 by international visitors was MK18.3 billion. This was an increase from MK7.2 billion realized in 2021.

To illuminate the potential of the tourism sector in Malawi, this report presents the annual tourism statistics for the year 2022, as well as an analysis of the scope and trends of the industry over 10 years from 2012 to 2022. The report focuses on different parameters, including international tourist arrivals, expenditure, country of residence, purpose of visit, average length of stay, type of accommodation used, mode of transport used, room and bed occupancy, and visitor demographics.

The information in this report will provide a basis for decision making, policy formulation as well as programme implementation by multiple stakeholders including government, private sector, the academia, regional and international agencies and the public. It will further provide the relevant platform for investment planning, strategic planning and marketing of tourism; identification of market trends; learning from competitors; understanding the current clientele and identifying new opportunities; and carrying out academic assignments.

2. METHODOLOGY

2.1 Introduction

This report has been produced following the guidelines, definitions and classifications recommended by the United Nations Statistical Commission (UNSC) and the United Nations World Tourism Organization (UNWTO).

2.2 Data Collection

Main sources of data used in this report are administrative records from the Department of Tourism and the Department of Immigration and Citizenship. The Department of Tourism collects bed occupancy data monthly from all licensed accommodation units using an accommodation occupancy statistics form.

The Department of Immigration and Citizenship provides data of non-residents using exit cards collected both manually and electronically from all border posts. The Department has automated the busiest border posts, which handle high volumes of traffic and is therefore able to provide timely electronic data.

2.3 Data processing

Completed exit cards from the non-automated border posts were collected by NSO for sorting. For representativeness, systematic random sampling was employed to select 10 percent of visitor exit cards. The cards were coded and entered in access database. The data was exported to Stata for merging with electronic data from the automated border posts. Besides, data cleaning, weight assignment at port level and analysis were performed.

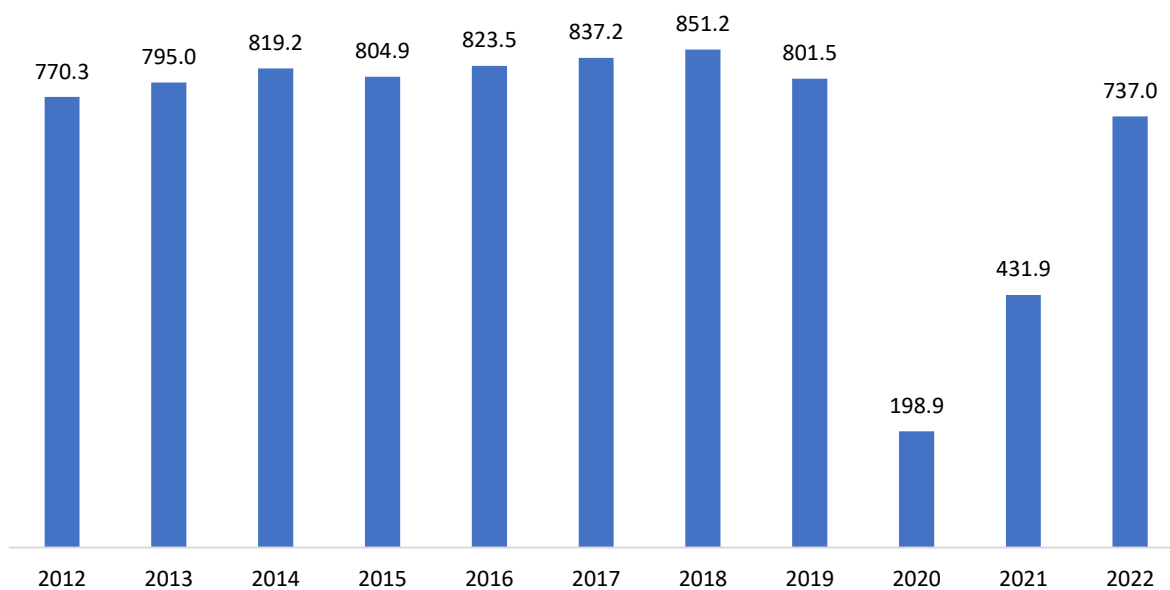
The sample for the utilization of accommodation units was used to provide room and bed occupancy estimates at district level. During sampling, 20 percent of units were randomly selected from each district and the data from the occupancy forms was entered into excel for data cleaning, weight assignment and analysis.

3. CHARACTERISTICS OF INTERNATIONAL VISITORS

3.1 Trend in Total Number of Departing International Visitors

The number of departing international visitors in Malawi was 736,992 in 2022 compared to 431,999 visitors in 2021. This represents an increase of 70.6 percent (Figure 1.1).

Figure 1.1: Trend in Total Number of Departing International Visitors ('000), 2012-2022, Malawi 2022

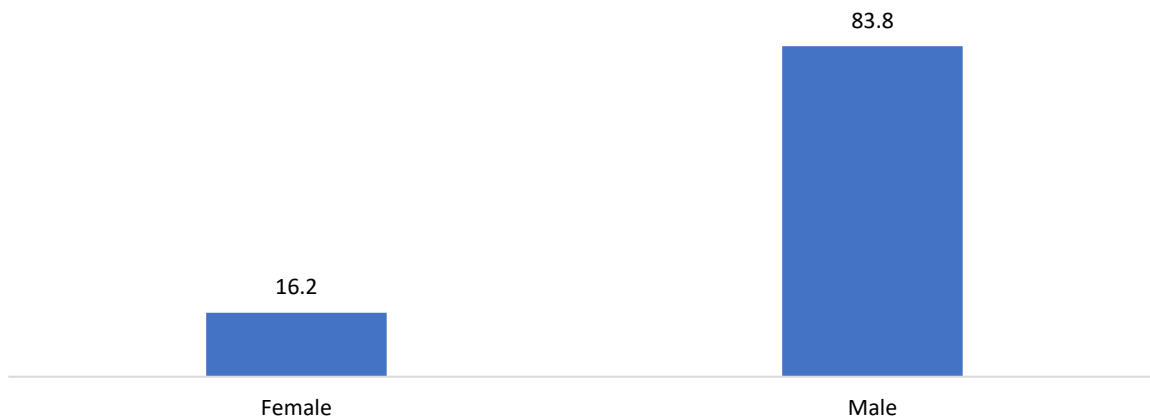


Source: National Statistical Office, Malawi Tourism Report, 2022

3.2 Departing International Visitors by Sex

Analysis by sex of international visitors that departed Malawi in 2022 shows that 83.8 percent were males while 16.2 percent were females (Figure 1.2).

Figure 1.2: Percentage Distribution of Departing International Visitors by Sex, Malawi 2022

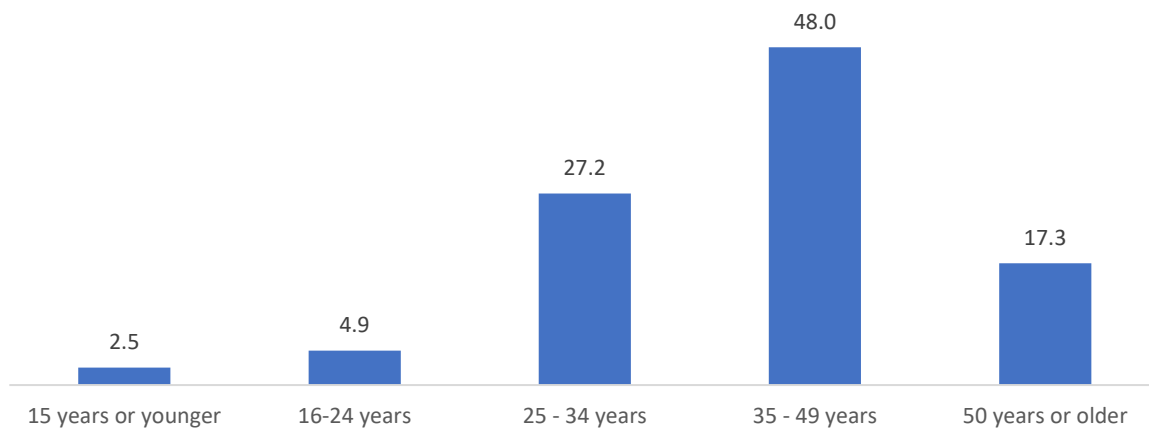


Source: National Statistical Office, Malawi Tourism Report, 2022

3.3 Departing International Visitors by Age

The results show that 48.0 percent of the international visitors who departed Malawi in 2022 were in the age group of 35-49 years, followed by 27.2 percent in the age group of 25-34 years and 17.3 percent in the age group of 50 years and above (Figure 1.3).

Figure 1.3: Percentage Distribution of Departing International Visitors by Age Group, Malawi 2022

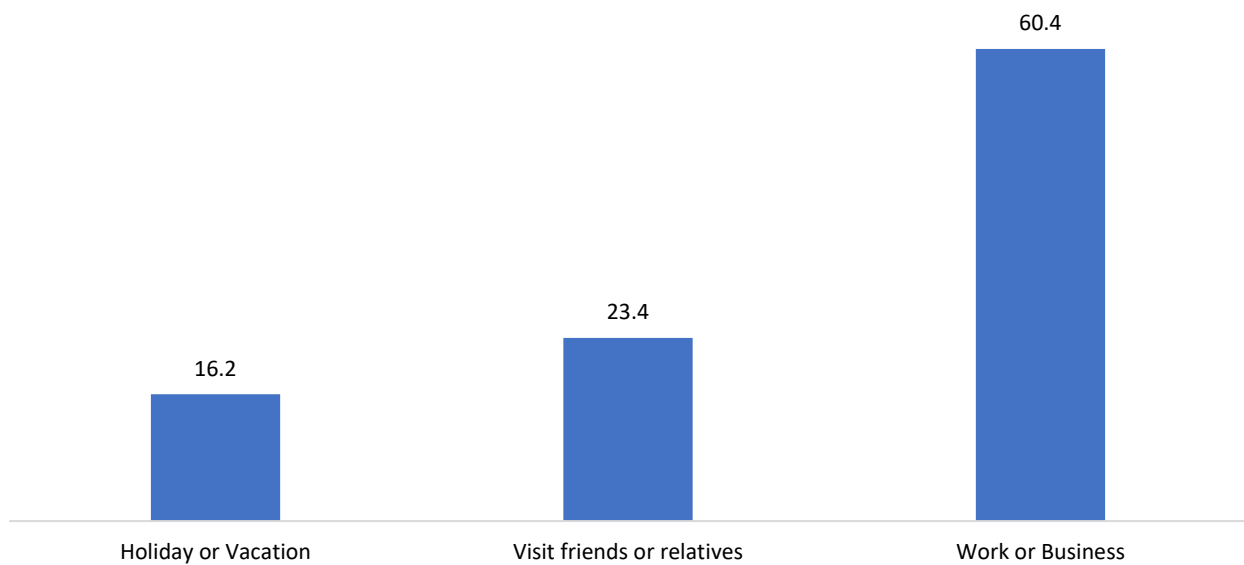


Source: National Statistical Office, Malawi Tourism Report, 2022

3.4 Departing International Visitors by Purpose of Visit

Analysis by purpose of visit shows that 60.4 percent of departing international visitors came to Malawi for work or business, 23.4 percent came to visit friends or relatives and 16.2 percent visited Malawi for holiday or vacation (Figure 1.4).

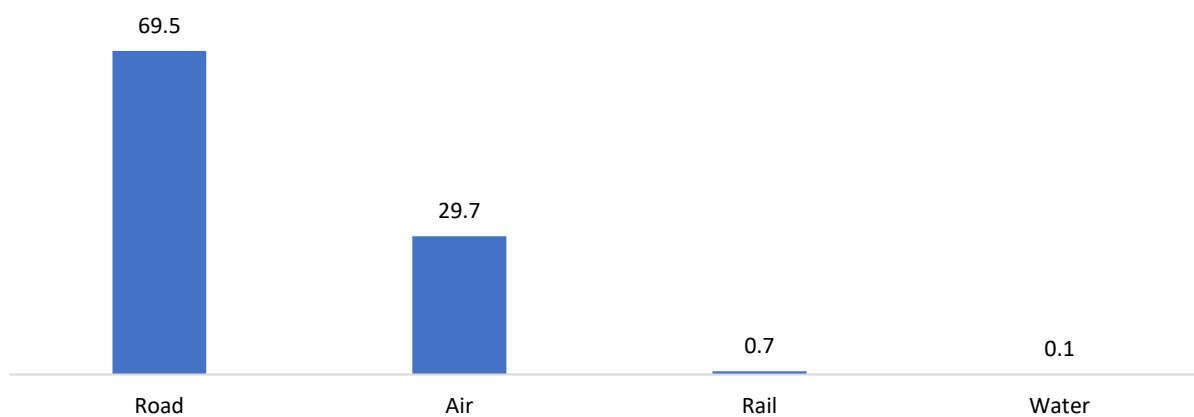
Figure 1.4: Percentage Distribution of Departing International Visitors by Purpose of Visit, Malawi, 2022



Source: National Statistical Office, Malawi Tourism Report, 2022

3.5 Main Mode of Transport Used by Departing International Visitors

The results show that the highest proportion of departing international visitors used road transport (69.5 percent) followed by air transport (29.7 percent). The least mode of transport used was water at 0.1 percent (Figure 1. 5).**Figure 1. 5: Percentage Distribution of Main Mode of Transport Used by Departing International Visitors, Malawi 2022**



Source: National Statistical Office, Malawi Tourism Report, 2022

3.6 Average Length of Stay (Nights) by Purpose of Travel for Departing International Visitors

The average length of stay by departing international visitors was 6.1 nights. The visitors who came for holiday or vacation stayed for an average of 7.7 nights followed by those that came to visit family and friends at an average of 7.1 nights and work or business at an average of 5.4 nights each (Figure 1.6).

Figure 1.6: Average Length of Stay (Nights) by Purpose of Travel of Departing International Visitors, Malawi 2022

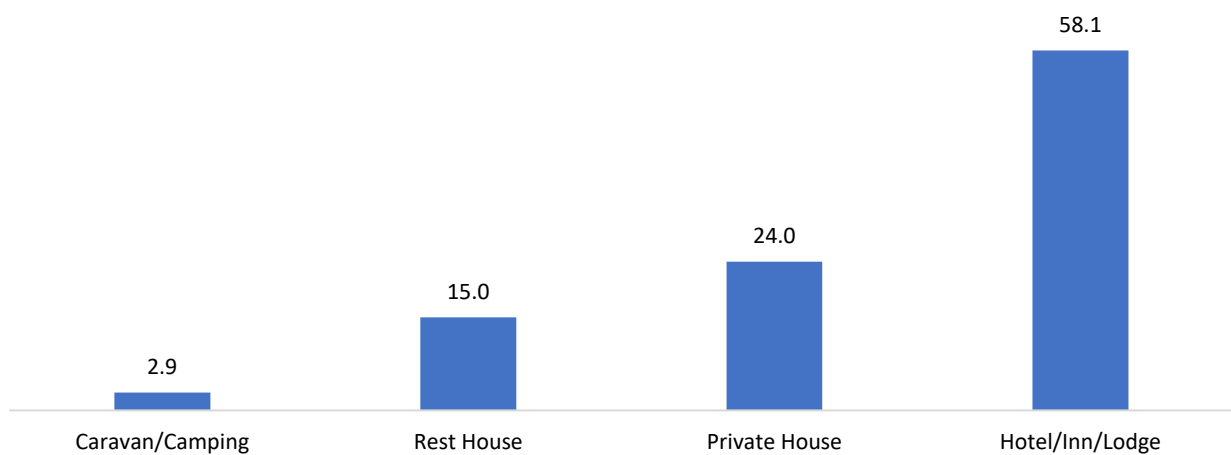


Source: National Statistical Office, Malawi Tourism Report, 2022

3.7 Main Type of Accommodation Used by Departing International Visitors

About 58.1 percent of departing international visitors were accommodated in Hotels/Inns/Lodges followed by Private Houses at 24.0 percent, Rest Houses at 15.0 percent and Caravan/Camping at 2.9 percent. (Figure 1.7).

Figure 1.7: Percentage Distribution of Main Type of Accommodation used by Departing International Visitors, Malawi 2022

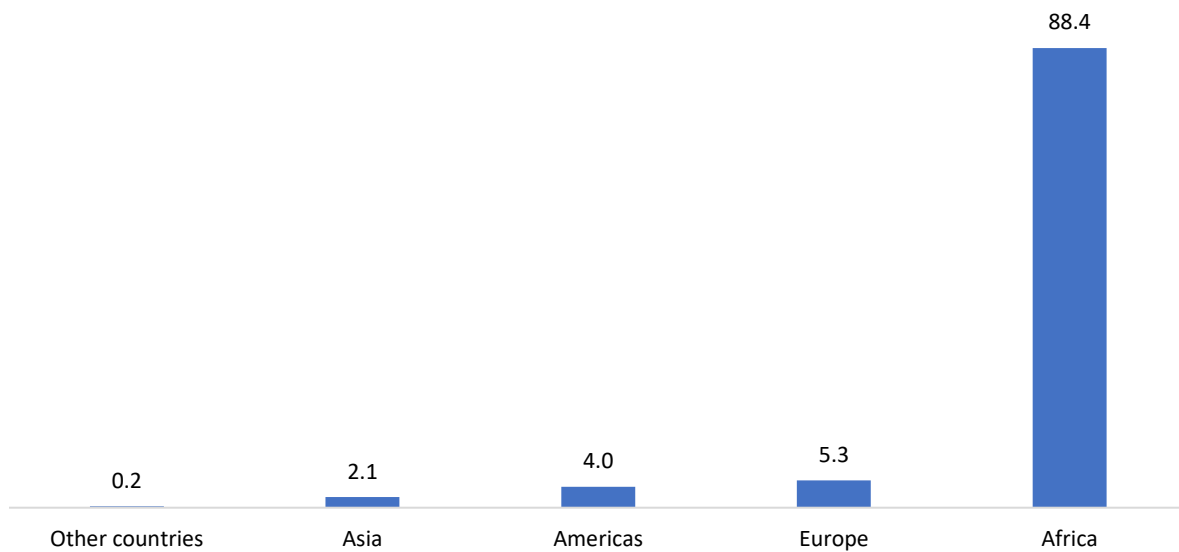


Source: National Statistical Office, Malawi Tourism Report, 2022

3.8 Departing Visitors by Continent of Residence

Analysis by continent of residence shows that the highest number of departing international visitors came from Africa (88.4 percent) followed by Europe at 5.3 percent, America at 4.0 percent and Asia at 2.1 percent (Figure 1.8).

Figure 1.8: Percentage Distribution of Departing International Visitors by Continent of Residence, Malawi 2022



Source: National Statistical Office, Malawi Tourism Report, 2022

3.9 Departing International Visitors by Country of Residence

Mozambique was the country with the highest number of departing international visitors at 39.1 percent followed by Zimbabwe (22.3percent), South Africa (12.2 percent), United Republic of Tanzania (7.6 percent), United States of America (3.9 percent) and Zambia at 3.9 percent (Table 1).

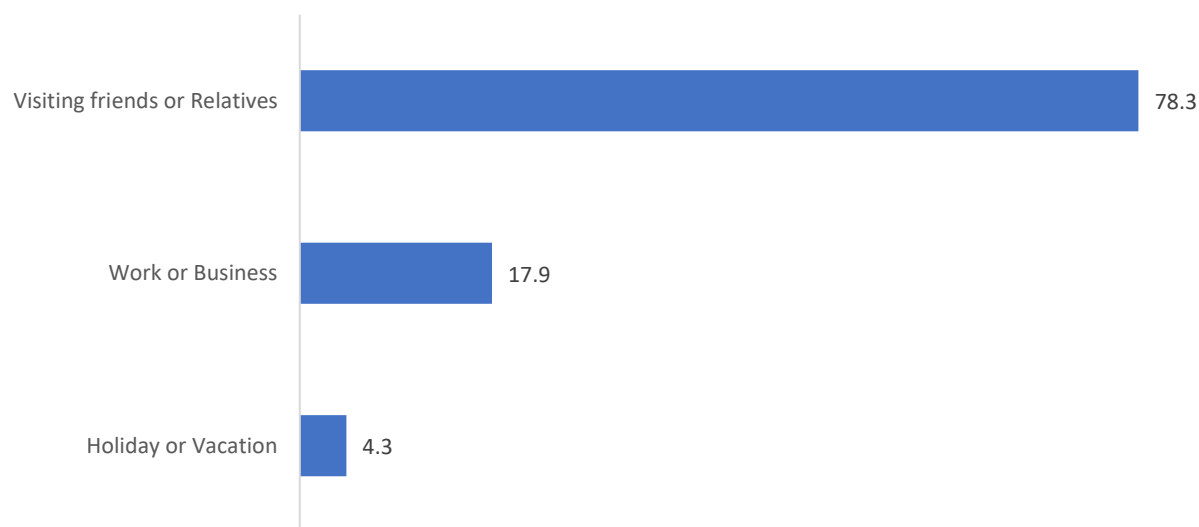
Table 1: Departing International Visitors by Top 10 Countries of Residence, Malawi 2022

| Country Name | Number of International Visitors |
|-----------------------------|---|
| Mozambique | 39.1 |
| Zimbabwe | 22.3 |
| South Africa | 12.2 |
| United Republic of Tanzania | 7.6 |
| United States of America | 3.9 |
| Zambia | 3.9 |
| United Kingdom | 2.8 |
| India | 1.6 |
| Germany | 1.4 |
| Kenya | 1.1 |

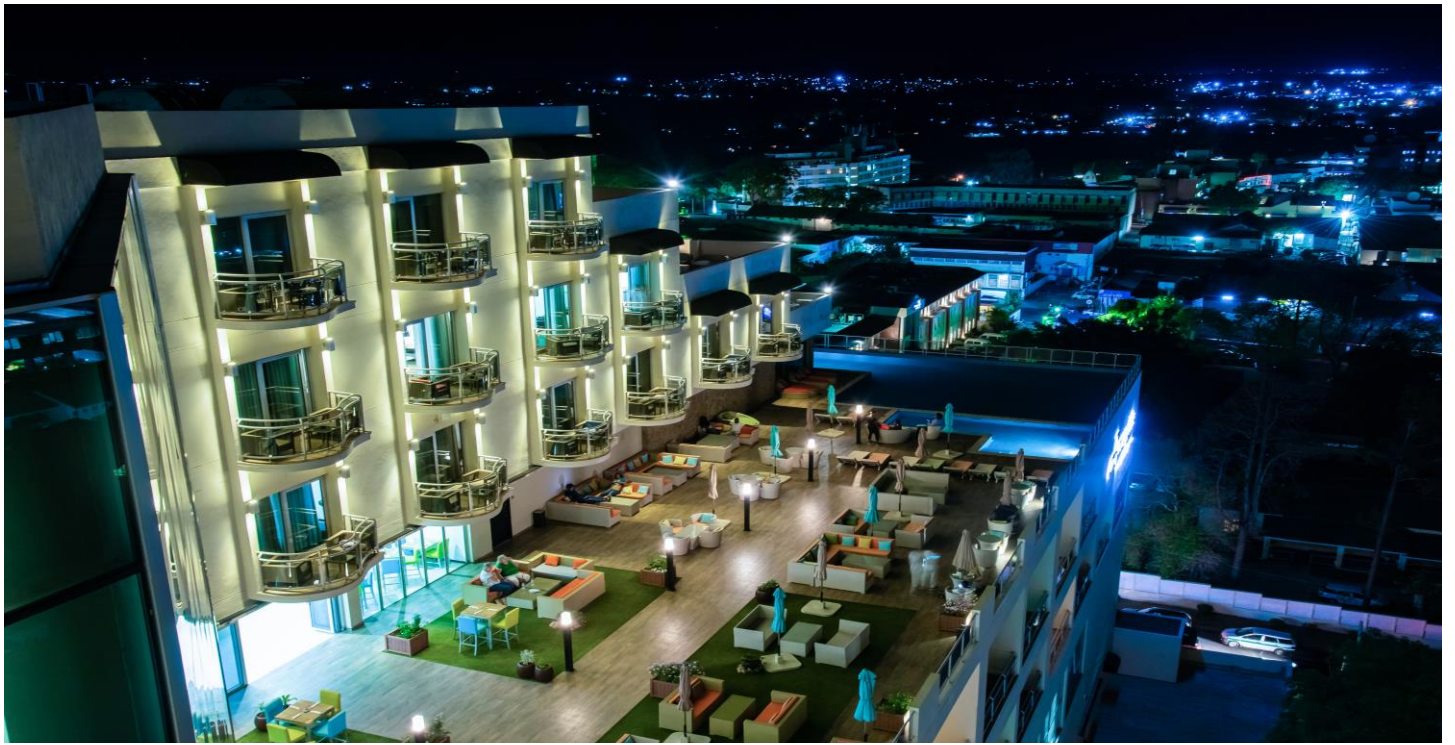
3.10 Total Expenditure of Departing International Visitors by Purpose of Visit

Total expenditure by departing international visitors in 2022 was MWK18.4 billion. Analysis by purpose of visit shows that the highest expenditure was made on holiday or vacation (78.3 percent) followed by work or business (17.9 percent). The least expenditure was on visiting friends or relatives at 4.3 percent (Figure 1.9).

Figure 1.9: Percentage Distribution of Expenditure of Departing International Visitors by Purpose of Visit, Malawi 2022



Source: National Statistical Office, Malawi Tourism Report, 2022



4. ACCOMODATION UTILIZATION

4.1 Room Occupancy Rates by Zones

Analysis by zones (geographical locations) shows that the average occupancy rate was high in the Southern lakeshore (39.0 percent) and was lower in Thyolo/Phalombe/Mulanje at 15.3 percent.

Table 2: Room Occupancy Rates According to Zones, Malawi 2022

| ROOM OCCUPANCY RATES ACCORDING TO ZONES FOR 2021 & 2022 | | | | | |
|--|-----------------------------------|---|--|---|-----------------------------------|
| Zone | Average Occupancy Rate (2021) (%) | Occupancy Rate (2022) (%) for Big Accommodation units | Occupancy Rate (2022) (%) for Middle Accommodation units | Occupancy Rate (2022) (%) for Small Accommodation units | Average Occupancy Rate (2022) (%) |
| Lilongwe | 20.0 | 46.0 | 26.0 | 16.0 | 29.3 |
| Blantyre | 18.0 | 36.0 | 17.0 | 25.0 | 26.0 |
| Mzuzu | 21.0 | 40.0 | 25.0 | 23.0 | 29.3 |
| Zomba | 20.0 | 43.0 | 13.0 | 24.0 | 26.8 |
| Northern Lakeshore | 15.0 | 16.0 | 30.0 | 15.0 | 20.3 |
| Central Lakeshore | 23.0 | 43.0 | 20.0 | 21.0 | 28.0 |
| Southern Lakeshore | 50.0 | 46.0 | 45.0 | 26.0 | 39.0 |
| Kasungu/ Mchinji | 12.0 | 13.0 | 35.0 | 16.0 | 21.3 |
| Thyolo/ Phalombe/ Mulanje | 18.0 | 21.0 | 15.0 | 10.0 | 15.3 |

Source: Department of Tourism, 2022

Malawi Tourism Report for 2022

National Statistical Office

P. O. Box 333

Zomba, Malawi

Tel: +265 (0) 1 624 377/111

Fax: +265 (0) 1 625 130

E-mail: enquiries@nso.gov.mw

economics@nso.gov.mw

Website: www.nsomalawi.mw