

Highlights

A survey on 'Domestic Tourism expenditure' was conducted in NSS 72nd round (July 2014-June 2015). A sample of 1040 rural households and 1560 urban households were surveyed across the state of Nagaland.

Highlights of the findings of this survey are given below:

I. Household profile

- Average household size was 4.72 all over Nagaland, with 4.68 in rural areas and 4.86 in urban areas. *(Statement 3.1a)*
- Around 69% of rural households and 71% of urban households reported at least one overnight trip with leading purposes holidaying, leisure and recreation; health & medical and shopping during last 365 days and/or with leading purposes business; social; pilgrimage; religious activities; education & training and others during last 30 days. *(Statement 3.1b)*

II. Characteristics of trips

- 70% of households have reported at least one overnight trip with leading purposes holidaying, leisure and recreation, health & medical and shopping completed during last 365 days (68% for rural & 75% for urban households).
- 34% households reported at least one overnight trip with leading purposes business, social, pilgrimage & religious activities, education & training and others completed during last 30 days (34% for rural and 35% for urban households). *(Statement 3.2)*
- For overnight trips completed during the last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping- around 43% were undertaken for shopping purpose, 31% for health & medical purpose and around 26% for holidaying, leisure & recreation purpose.
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- about 48% were undertaken for social purpose, 20% for business purpose, 17% for the purpose 'others', 8% for education & training and the remaining 6% for religious and pilgrimage purpose. *(Statement 3.3)*
- For overnight trips completed during the last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping in rural areas, 55% of overnight trips were undertaken by single members, followed by two members' overnight trips (32%).
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others in rural areas, 56% of overnight trips was undertaken by single members and about 30% overnight trips by two members. *(Statement 3.5R)*

- For overnight trips completed during the last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping in urban areas, about 43% of overnight trips were undertaken by single members and 32% by two members.
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others in urban areas, about 61% of overnight trips were by single members and about 22% by two members. *(Statement 3.5U)*
- Months of February, June and December generates close to 40% of overnight trips among the trips completed during last 365 days with leading purpose holidaying, leisure & recreation. *(Statement 3.6)*
- For overnight trips completed during the last 365 days with leading purposes holidaying, leisure and recreation, health & medical and shopping in both rural and urban areas, 98.4% of visitor trips were completed with visitor's purpose holidaying, leisure and recreation; health & medical and shopping and the rest 1.6% with visitor's purpose business, social, religious & pilgrimage, education & training and others.
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others in rural areas, 89.4% of visitor trips were completed with visitor's purpose business, social, religious & pilgrimage, education & training and others and the remaining 10.6% with visitor's purpose holidaying, leisure and recreation; health & medical and shopping.
- For the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others in urban areas, 97.1% of visitor trips were completed with visitor's purpose business, social, religious & pilgrimage, education & training and others and the remaining 2.9% with visitor's purpose holidaying, leisure and recreation; health & medical and shopping. *(Statement 3.7)*
- Bus was the most availed mode of travel in rural areas with a share of 81% of the visitor-trips completed during last 365 days, whereas in urban areas, bus (37%) and own transport (about 32%) were almost equally used. *(Statement 3.10a)*
- For visitor trips completed during last 30 days, bus was the most dominant mode of travel- about 72% from rural areas and 48% from urban areas. *(Statement 3.10b)*
- For overnight trips completed during last 365 days, 82% of the visitor-trips availed stay with friends & relatives in rural areas and 72% of the visitor-trips in urban areas also stayed with friends and relatives. *(Statement 3.11a)*
- For about 72% and 77% of visitor-trips completed during last 30 days from rural and urban areas respectively, visitors stayed with friends & relatives during the trips. *(Statement 3.11b)*
- 43% of the overnight visitor-trips completed during the last 365 days were undertaken within the visitor's own district, about 49% outside the district but within the state and the remaining 7.8% outside the state but within the country.

- For overnight visitor-trips completed during the last 30 days, about 47% was within district, about 45% outside district but within state and 8% outside state but within country. *(Statement 3.13)*
- 'Social' and 'Shopping' together accounted for about 58% of the same-day trips undertaken by both rural and urban households. *(Statement 3.14)*

III. Expenditure on trips

- Among the overnight trips completed during last 365 days with leading purposes holidaying, leisure & recreation, health & medical and shopping- costliest trip was for health & medical with average expenditure per trip of Rs. 15589 followed by trips with leading purpose shopping (Rs.14864).
- Among the overnight trips completed during last 30 days with leading purposes business, social, religious & pilgrimage, education & training and others- costliest trip was for education & training with an average expenditure per trip of Rs. 8230, followed by pilgrimage & religious activities (Rs. 7855). *(Statement 4.1)*
- The percentage share of total expenditure on Package component for overnight trips is low compared to that of non-package component- less than 3% for rural sector and less than 2% for urban.
- For trips undertaken in the last 365 days with leading purposes holidaying, leisure, medical, etc. share of expenditure on shopping was highest for rural sector (about 40%) and that of medical highest in the urban sector (31%).
- For trips undertaken during the last 30 days with leading purposes business, social, religious activities, etc. for both sectors, share of expenditure was highest for shopping (about 34% and 30% in rural and urban sectors respectively). *(Statement 4.2)*
- At the state level, average expenditure per same-day trip was Rs. 4075 (rural- Rs. 3950 and urban- Rs. 4628). *(Statement 4.5)*
- For the same-day trips undertaken by rural households, shopping constituted nearly 52% of total expenditure whereas for urban households, shopping contributed 54% of total expenditure. *(Statement 4.6)*