

# Inbound Tourism

Republic of Turkey  
Ministry of Culture and Tourism

Research and Evaluation Department

## Schengen vs Non-Schengen



# Measurement of the Flows at the border

- Automatic counts from transport companies or airport administrations:  
*(difficult to cooperate)*
- Systematic sampling:  
*(possible but costly, might not be accurate)*
- Border police checking passports through administrative procedure and making exact counts  
*(free + easy to cooperate + accurate)*

# Measurement in other locations

- Accommodation statistics give some information
- However it does not include foreigners visiting relatives/friends
- Museum & Tourism attraction statistics might overlap

## Nature of the procedure: Border Control

- Border controls are made with caution for security reasons
- The possible errors would be too small to be taken into consideration
- Excursionists cannot be measured from land borders – that is a problem
- This can be estimated from the results of the Inbound Survey

## Inbound Tourism

- Counts are made both at entrance and leave
- Survey is made when the visitor is leaving
- One person can make more than one visits

## **Inbound Tourism**

- Border data is taken permanently
- Inbound Survey is made quarterly every year
- Transit visitors are not included (must have stayed at least one night)

## **Inbound Tourism Survey List of data collected**

- Demographics (nationality, age, sex, level of education, etc.)
- Information on the trip (source of information, length of stay, type of accommodation etc.)
- Expenditures (Food, accommodation, transportation, shopping, etc.)

**THANK YOU FOR LISTENING!  
FEEL FREE TO ASK  
QUESTIONS.**

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