Chinese system of tourism statistics

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Overview on Chinese system of tourism statistics

- Domestic tourism statistics
- Inbound and outbound tourism statistics
- Statistics on travel agencies and star-rated hotels
- Tourism satellite account in China
1. Domestic tourism statistics

- **Data source**: Household survey
- **Frequency**: Four times a year (quarterly)
- **Variables of reference**: Rate and per capita expenditure
- **work mode**: Jointly by CNTA and NBS

**constraints in collecting data**

- **Lower sample expenditure data**
  - hard to get data from the group with high incomes
  - likely to result in omission of each trip expense
  - due to long memorial period
- **Difficulty in breakdown of expenditure data**
Initiatives envisaged

- **Data source**: CATI & Household survey
- **Redesigning Questionnaire**: Two kinds of questionnaires
  - Long questionnaire & short questionnaire respectively to different samples.

Hope to strengthen our cooperation and communication.

Thank you for your attention!