The Development of Inbound Tourism Statistics Compilation in the Philippines

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Outline of the Presentation

- Philippine Inbound Tourism Statistics Compilation
- Limitations and Important Gaps in the Measurement of Inbound Tourism
- Current Initiatives and Recommendations in the Development of Inbound Tourism Compilation
Philippine Inbound Tourism Statistics Compilation

1. Compilation of Data from Arrival / Departure (A/D) Cards and from inbound international ship manifests

- **Major Data Derived**
  - Volume of inbound visitors by:
    - Country of Birth
    - Country of Residence
    - Nationality
    - Purpose of visit
    - Sex
    - Age group
    - Port of Entry
    - Travel Arrangement
    - Frequency of visit
    - Type of Accommodation
    - Length of Stay
    - Mode of Travel
    - Point of Embarkation
    - Air Carrier
    - occupation
2. Visitor Sample Survey (VSS)

- A monthly 7-day interview survey of departing passengers in international airports in the Philippines.

- Complements data derived from the Arrival/Departure (A/D) Card which includes visitor profile and travel characteristics: places visited, trip/services ratings, expenditure, purposes of visit, influential factors, length of stay, among others.

- Indicators are used as parameters for the computation of visitor receipts.

 DOT Regular Data Gathering Activities:

Visitor Sample Survey (VSS)

- Specific Expenditure Data Captured:
  - Expenditure per Item (e.g. Accommodation, Tour, Food/Beverages)
  - Items included in the package tour
  - Number of persons covered by the expenditure
  - Items arranged and paid for prior to departure
  - Items arranged and paid for after the visit
  - Things bought
  - Shopping Places
  - Price ratings
Limitations and Specific Important Gaps Identified in the Compilation

1. Implementation
   - A/D Cards / Sea manifest Data Compilation
     - Data pertaining to characteristics of market of specific tourism activities is not captured
   - Visitor Sample Survey
     - Refusal of airlines to allow interview at the business lounge
     - There are no surveys done in seaport, hence there are no data on expenditure of visitors entering the country by sea.
Limitations of the Compilation:

2. Sampling Issues
   - A/D Cards / Sea manifest Data Compilation
     - Some markets have difficulties understanding the A/D cards due to language
   - Visitor Sample Survey
     - Respondents may refuse interview
     - Language Barrier
     - Recall of information especially expenditure may be difficult
     - Respondents may tend to overestimate or underestimate
     - Coverage may tend to provide limited samples
1. Arrival/Departure Card and Sea Manifest Data compilation

- Updating/enhancing the A/D card design to include important travel data
- Matching of Arrival and Departure cards to improve data on length of stay
- Installation of A/D cards information boards for Chinese, Japanese and Korean speaking passengers
Improving the tools...

2. Visitor Sample Survey

- Hiring of interpreters
- Expansion of coverage and increase frequency of conduct of the survey in international airports outside Metro Manila
- Improvement in the Processing and Reporting System
New Initiatives and Plans

1. Conduct of Special Expenditure Survey for Specific Tourism Product markets
   - Medical tourism
   - ESL
   - Diving
   - Second Homes
New Initiatives and Plans

2. Plan for Conduct of Visitor Sample Survey in Seaports

3. Conduct of Classification Workshop to update the Philippine Tourism Statistics Classification System

4. Thru the IAC–TS, continue to work on the standardization of tourism concepts and formulation of tourism definitions for tourism statistics compilation

5. Collaboration with the Philippine Retirement Authority on the generation of statistics for former Filipinos and foreigners who are availing “second homes” in the Philippines
Collection of Inbound Visitor Expenditure and its limitations

Visitor Expenditure Data Being Collected

1. Expenditure of independent and package tour visitors (per expenditure item)
   a. Package tour
      • Items included in the package tour
      • Expenditure over and above the price paid for the package tour

2. Items arranged and paid for prior to departure (per expenditure item)
Visitor Expenditure Data Being Collected

3. Items arranged and paid for after visit (per expenditure item)
4. Number of persons covered by the expenditure
5. Things bought
6. Places where the visitor went for shopping
7. Rating of the prices for each expenditure item

Limitations/Restrictions

1. Some respondents tend to over-estimate/ under-estimate trip expenditure
2. Difficulty to recall information
3. Refusal to provide information
4. Limitations on samples taken which resulted in estimation
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