Developments of Chinese tourism statistics

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1. Domestic tourism statistics

1993—2010

- **Data source**: Household survey
- **Interview mode**: Face to face
- **Frequency**: Four times a year  (quarterly)
- **Variables of reference**: Rate, per capita expenditure and breakdown of expenditure
- **Work mode**: Jointly by CNTA and CNBS
**Constraints in Collecting Data**

- Lower sample expenditure data
  
  - Hard to get data from the group with high incomes
  
  - Likely to result in omission of expenditure due to long recalling period
- Difficulty in breakdown of expenditure

**Recent Developments**

- **Changing interview mode**: Using CATI instead of face to face interview
- **Redesigning sampling programme and questionnaires**: according to the advantage of telephone interview, learning from NZ questionnaires
- **Shortening the recalling period**: Just recalling the expenditure of the latest 3 trips
- **Changing the weighted methods**
Hope to strengthen our cooperation and communication.

Thank you for your attention!