Domestic Tourism Statistics in India

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Sources of data on Domestic Tourists:

- Household Survey:
  - Conducted by NCAER in 2002.

- Problems with Household Survey data:
  - Not available periodically.
  - Data available only at State level.
Sources of data on Domestic Tourists:

- Based on Administrative Records.
  
  ✓ Ministry of Tourism compiles data on state wise domestic and foreign tourist visits based on data supplied by State/UTs.

Some Figures

Problems with existing data on Domestic Tourists:

- No Uniformity in coverage of type of tourists.
  
  ✓ Some States supply data based on information received from accommodation units.
  
  ✓ Others based on data collected at tourist places.

- Data based on Household Survey have limited utility for immediate policy interventions.
Limitations of existing data:

- India is unable to supply data to the UNWTO on:
  - Same day visitors
  - Overnight stays in hotels and similar establishments
  - Overnight stays in all types of accommodation establishments etc.

Efforts to bridge the gap:

- 1\textsuperscript{st} Round July 2009 – June 2010
  - Covering 5 states of Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab.
- 2\textsuperscript{nd} Round April 2011 – March 2012
  - Covering 5 states of Chhattisgarh, Haryana, Himachal Pradesh, Madhya Pradesh and Sikkim.
- Three types of surveys are being conducted:
  - Survey at Tourist Destinations.
  - Survey at Exit points of the district.
  - Survey of Accommodation units.
Defining Leisure and Non Leisure Visitors

- In the Survey at Exit Points the visitors are classified as Leisure and Non Leisure Visitors based on their purpose of visit.

- If the purpose of visit is other than Holiday, Leisure and recreation and the visitor did not visit any tourist destination then he is classified as a non leisure visitor.

Survey at Tourist Destinations

- No. of Visitors
  - Ticketed Destination (By no. of tickets and excluding the non visitors)
  - Non Ticketed Destination (Counting by investigator in hourly slots, Covering all entry points to the destination and excluding the non visitors)

Profile of visitors

To capture Leisure visitors
Profile of Visitors

Survey At Tourist Destinations:

Foreign

Domestic

Same Day

Overnight

Staying in Hotels

Staying with friends and relatives

Staying Elsewhere

Sample Size for Profile of visitors

District (800)

Town 1 (400)

Town 2 (400)

Destination 1 (200)

Destination 2 (200)

Week 1 (first 3 days)

Week 2 (last 4 days)
### Survey at Exit Points of the district:

- **District Exit Survey**
- **Every Quarter (1st month)**
- **Important Exit Points of the Districts, eg. Bus stands, Railway Stations etc.**

- Visitors staying in accommodation units but not visiting any tourist destination.
- Visitors staying with friends and relatives but not visiting any tourist destination.
- Visitors staying elsewhere but not visiting any tourist destination.
- Same day visitors not visiting any tourist destination.

To capture Non Leisure visitors

### Estimation of Total Tourists and Day Visitors:

Total Tourists = Staying in Accommodation units

\[
(Leisure + Non\ Leisure) + \text{Tourists staying with friends and relatives} \ (Leisure + Non\ Leisure) + \text{Tourists staying elsewhere} \ (Leisure + Non\ Leisure)
\]

- Same Day Visitors = Same Day Visitors (Leisure) + Same Day Visitors (Non Leisure)
Survey of Accommodation Units:

• Preparation of the list of accommodation units in the towns selected (in consultation with the State Governments) on the basis of their importance from Tourism point of view.

• Estimate of no. of tourist staying in accommodation units.
  ✓ Classified hotels
  ✓ Other accommodation units
    o Having more than 20 rooms
    o Having 10-20 rooms
    o Having less than 10 rooms

• Sample:
  ✓ All the classified hotels.
  ✓ 10% in other categories.
  ✓ If less than 10 accommodation units in the town then all were covered.

Survey of Accommodation Units:

• Multiplier: Total no. of beds in all accommodation units/Number of beds in selected accommodation units.

• Some information about no. of employees and turnover also generated.

To serve as check to the data collected in survey at tourist destinations and exit points.
Example: To Derive no. of Non Leisure Visitors

If following is the percentage distribution of Domestic Visitors obtained from Exit Point Survey at District A (sample size =200):

<table>
<thead>
<tr>
<th>Leisure</th>
<th>Non Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stayng at Hotels</td>
<td>Staying with F&amp;R</td>
</tr>
<tr>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>12</td>
</tr>
</tbody>
</table>

Example: To Derive no. of Non Leisure Visitors

From survey at Tourist Destinations it was found that in a given month there were:

<table>
<thead>
<tr>
<th>Staying at Hotels</th>
<th>Staying with F&amp;R</th>
<th>Staying Elsewhere</th>
<th>Same Day Visitors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>85</td>
<td>65</td>
<td>130</td>
<td>330</td>
</tr>
</tbody>
</table>
Example: To Derive no. of Non Leisure Visitors

Then we can say that there were

330*(3/55)=18 Non Leisure visitors staying at hotels.

330*(12/55)=72 Non Leisure visitors staying with friends and relatives.

330*(45/55)=270 total Non Leisure visitors

270 + 330 = 600 total visitors in District A for the given month.

Survey provides following for the first time in the country:

• Ratio of total number of tourists to number of tourists staying in Hotels and accommodation units.

• Ratio of total number of Same Day Visitors to number of tourists staying in Hotels and accommodation units.
Survey provides following for the first time in the country:

- Average Number of Tourist Destinations visited by a Tourist. (Leisure)
- Average Number of Tourist Destinations visited by a Same Day Visitor. (Leisure)

Way Forward:

- This Survey cannot be conducted every year.
- Survey provides district wise list of accommodation units.
- For the states covered under the survey list of accommodation units are available.
  - Representative sample from the list can be taken.
Way Forward:

- States to simply collect information of no. of tourists staying in accommodation units on monthly basis.
  - This information can be collected online also.
- Applying the ratios obtained from this survey total no. of tourists and same day visitors can be obtained on a monthly basis at all the tourist destinations covered in the survey.
- Ratios can be updated every 5 years.

Limitations of the Methodology:

- Percentage Distribution of Visitors based on ‘Exit Survey’ does not include visitors not going through ‘Exit Points’.
  - Difficulty in capturing visitors travelling by their own vehicle.
- Exit Survey is done only once in 3 months. Relative share of different category of visitors may not be uniform in all 3 months.
Limitations of the Methodology:

- Ratios of different categories of visitors w.r.t. the visitors staying in hotels are not likely to vary substantially in a few years, but may not be same either. Ratios should be worked out afresh every 5 years, or earlier if feasible.

- While the reliability of estimates at state level is expected to be high, that of district-level (particularly monthly) may be low.

Steps taken after the 1st Workshop

- The results of the 1st Round of the Survey (July 2009 to June 2010) from 5 States became available in December 2010.


- Results of the 1st Round have been used for estimating the figures of Tourist Visits to these States for 2010 and revising the figures for 2009. Date to be released in July, 2011.
Thank You

Domestic Tourist Visits (In Million)

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of Domestic Tourist Visits (in Million)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>236.5</td>
<td>7.5</td>
</tr>
<tr>
<td>2002</td>
<td>269.6</td>
<td>14.0</td>
</tr>
<tr>
<td>2003</td>
<td>309.0</td>
<td>14.6</td>
</tr>
<tr>
<td>2004</td>
<td>366.2</td>
<td>18.5</td>
</tr>
<tr>
<td>2005</td>
<td>391.5</td>
<td>7.0</td>
</tr>
<tr>
<td>2006</td>
<td>462.3</td>
<td>18.0</td>
</tr>
<tr>
<td>2007</td>
<td>526.6</td>
<td>13.9</td>
</tr>
<tr>
<td>2008</td>
<td>562.9</td>
<td>6.9</td>
</tr>
<tr>
<td>2009</td>
<td>650.0</td>
<td>15.5</td>
</tr>
</tbody>
</table>