INDONESIA TOURISM

WORKSHOP
STATISTICS CAPACITY BUILDING PROGRAM ON
TOURISM STATISTICS FOR ASIA AND THE PACIFIC
2010-2011

Statistics Indonesia
Ministry of Culture and Tourism
Bank Indonesia

Manila, Philippina, 4-6 July 2011
**Inbound Tourism Statistics**

In case of inbound tourism data collection, we are still using the same procedure as the year before:

- Inbound visitor is he/she who travel to Indonesia territory (outside his/her usual environment) for any purposes other than following an occupation enumerated from the country visited, and staying for less than 12 months.
- The number of inbound visitors is obtained from the administrative record of Immigration Office (monthly report).
- The profiles/characteristics of inbound visitor is obtained from the A/D card (sampling method, report annually).

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**Inbound Tourism Statistics**

- Need more specific travelers/visitors’ data on:
  - Separating short-long term student & patients
  - Identifying cross border/seasonal workers, and same day visitors
- Further detailed data on the spending of cross border/seasonal workers and transit passengers.
Some initiatives to improve the estimation of these data of inbound tourism:

- Enhancing coordination with Immigration Office to improve the method of A/D card processing
- Continuing regular survey on Passenger Exit Survey (PES) in collaboration among institutions (Ministry of Culture and Tourism, Central Bank, Statistics Indonesia, and Immigration Office).
- We expect that in this year the new system of Immigration office could be implemented wholly, so the data will be received faster and more detail

Some restrictions encountered in producing inbound and outbound visitors’ expenditure data

- Sample size only design to forecast at national level
- Covered only some main entry gates
Recent activities for inbound travel statistics on BOP

I. Conducting coordination meeting with several agencies (including NSO and Ministry of Culture and Tourism) to publish Travel statistics as part of BOP Publication.

The meeting discussed:
- Clarification on the quality of travel statistics which is will be published in BOP Publication
- Current issues related to data inbound traveler statistics and the implication to the BOP Statistics.
- Target on number of inbound travelers 2011

Recent activities for inbound travel statistics on BOP

II. Conducting quarterly Passenger Exit Survey (PES) in 2010

**Background:**
Enhance the estimate methodology of inbound travel

**Survey Methodology:**
- Sample size: 1000 respondents from 11 countries
- Location: 4 biggest passenger exit point
- Collecting method: interview and questionnaire
Recent activities for inbound travel statistics on BOP

Survey Methodology (cont'd):

- Item collected: age, sex, nationality, country of residence, main occupation, name of entry and exit point to/from Indonesia, Frequency of visiting, main purpose of visiting, type of accommodation, total and type of spending, length of stay, kind of souvenir spending.
- Period: 4 times (quarterly)
- Produce better estimate of travel inflow

### Number of respondent for PES 2010

<table>
<thead>
<tr>
<th>No</th>
<th>Nationality</th>
<th>Number of sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Soekarno-Hatta (Jakarta)</td>
<td>Ngarah Rai (Bali)</td>
</tr>
<tr>
<td>1</td>
<td>Singapore</td>
<td>48</td>
<td>16</td>
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<tr>
<td>2</td>
<td>Japan</td>
<td>56</td>
<td>104</td>
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<td>10</td>
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<td>20</td>
</tr>
<tr>
<td>11</td>
<td>Middle East</td>
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<td>36</td>
</tr>
<tr>
<td></td>
<td>Total</td>
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<td>420</td>
</tr>
</tbody>
</table>
Recent activities for inbound travel statistics on BOP

III. Enhance the estimate methodology of inbound travel based on the result of quarterly Passenger Exit Survey (PES) in 2010.

**Previous Model :**

\[ TSI_{(p,b)} = NIT_{(p,b)} \times \text{Avg. ST} \]

Where:
- \( TSI_{(p,b)} \) = Travel Services Inbound (personal and business)
- \( NIT_{(p,b)} \) = Number of Inbound Traveler (personal and business)
- Avg. ST = Average spending of traveler

**Weakness :**
- Using single proportion for purpose of visit
- Using single spending value

Recent activities for inbound travel statistics on BOP

**New Model :**

\[ TSI_{(p,b)} = NIT_{(p,b)} \times \text{Avg. ST}_{(co)} \]

Where:
- \( TSI_{(p,b)} \) = Travel Services Inbound (personal and business)
- \( NIT_{(p,b)} \) = Number of Inbound Traveler (personal and business)
- \( \text{Avg. ST}_{(co)} \) = Average spending of traveler by country of origin

**enancement :**

a. **Purpose of visit :** Using a seasonal pattern based on the result of quarterly Passenger Exit Survey (PES) in 2010
b. **Spending value :**
- Using a seasonal pattern based on the result of quarterly Passenger Exit Survey (PES) in 2010
- Using a quarterly pattern of spending value for each country of origin and purpose of visit
THANK YOU