3rd WORKSHOP ON TOURISM STATISTICS
CAPACITY-BUILDING PROGRAMME
5-9 Bangkok, Thailand

OUTBOUND TOURISM STATISTICS
Development, Challenges and Future Plan

Country: Cambodia

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1. Overview

- “Many Cambodians now start exploring outbound tours experiences, they go to Vietnam, Singapore, Malaysia, Hong Kong, Thailand, China, Macao, Japan, South Korea, EU, and Australia”. (Ang Kim Eang, President of the Cambodia Association of Travel Agents).

- “Cambodian economy now is stable, with infrastructure improvement, Visa exemption, most of our citizen flocked to visit neighboring countries, especially Vietnam, Thailand Laos” Ho Vanndy, Co-Chair of the Tourism Working Group.
2. Development during 2010-2011 (1)

- Statistics of Outbound Tourist (Number) has been compiled and published.

<table>
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<tr>
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<th>Outbound</th>
<th>change (%)</th>
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<tbody>
<tr>
<td></td>
<td>2010</td>
<td>2011</td>
</tr>
<tr>
<td>Cambodian outbound tourists</td>
<td>504,990</td>
<td>709,616</td>
</tr>
<tr>
<td>International outbound tourists</td>
<td>2,354,832</td>
<td>2,847,309</td>
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Source: Statistics and ICT Department, MOT

2. Development during 2010-2011 (2)

- The Questionnaire for outbound tourism has been design and tested.
- To include questions in the Household survey next round 2013.
- Explore mirror data
3. Key issues (1)

- Priority: Outbound tourism statistics is low priority compared to inbound and domestic.

- Outbound Survey (questionnaire testing)
  - Conducted at luggage area (airport)
  - Response rate too low
  - Passenger not willing to answer as they want to go home quickly
  - Recall of expenditures
  - Interview only day time

3. Key issues (2)

- Household expenditure
  - Conducting every 4 years
  - Only total expenditure included

- Mirror data are limited
4. Plan for improvement (1)

- Continue to explore data collection methods
  - Household survey
  - Outbound survey
  - Mirror data
- Technical working group meeting: Immigration Department, Department of Statistics (MOT), National Accounts Dept. and Statistics Dept. (NBC)
- Country bilateral cooperation

4. Plan for improvement (2)

- Persuade government for the budget
- Using Model?
Thank you!