Domestic Tourism Statistics in India

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Presentation

• Sources of data
• Concerns
• Need for a new methodology
• Way forward
Sources of data on Domestic Tourists:

• Ministry of Tourism compiles data on domestic and foreign tourist visits in States/ UTs based on the information received from the State/ UT Governments.
• Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns.
• In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc.

Some Figures

Limitations of existing Administrative 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.
Limitations of HH survey data

• Not available periodically.

• Data available only at State level but not at substate level such as district level.

Need for a standard survey methodology

• Felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments.

• The methodology should enable the compilation of such data on monthly basis.

• The methodology should also help in preparation of estimates of number of visitors, for some years after the base line survey, mainly based on the information to be collected from the accommodation units, without resorting to regular large scale survey.
Objective of the Survey

- The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:
  - Estimated number of visits
- Visits by overnight visitors- staying at accommodation units;
  - staying with friends and relatives
- others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
- (ii) Visits by same-day visitors
  - Profile of visitors, their expenditure pattern, purpose of visits, etc.
  - Occupancy rates and direct employment in accommodation units.

Efforts to bridge the gap:

- 1st Round July 2009 – June 2010
  • Covering 5 states of Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab.
- 2nd Round April 2011 – March 2012
  • Covering 2 states of Haryana and Himachal Pradesh,
- 2nd Round June 2011 – July 2012
  • Covering 5 states of Chhattisgarh, Madhya Pradesh and Sikkim.
- Three types of surveys are being conducted at each district:
  ✓ Survey at Tourist Destinations.-monthly
  ✓ Survey at Exit points of the district-quarterly
  ✓ Survey of Accommodation units.- returns
Survey of Tourist Destination

• The methodology envisages three stage sampling.
• The first stage units will be the towns important from tourism perspective,
• The second stage units will be the tourist destinations in the selected town or linked to the selected town,
• the visitors within a tourist destination will constitute the third stage 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:

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)

The dates of survey at a tourist destination during the 12 months will be as follows.

<table>
<thead>
<tr>
<th>Month</th>
<th>Weeks</th>
<th>Days of weeks</th>
<th>Dates of the month</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>First and Third</td>
<td>1\textsuperscript{st} week: 1-3 days, 3\textsuperscript{rd} week: 4-7 days</td>
<td>1, 2, 3, 18, 19, 20, 21</td>
</tr>
<tr>
<td>Second</td>
<td>Second and Fourth</td>
<td>2\textsuperscript{nd} week: 1-3 days, 4\textsuperscript{th} week: 4-7 days</td>
<td>8, 9, 10, 25, 26, 27, 28</td>
</tr>
<tr>
<td>Third</td>
<td>First and Fourth</td>
<td>1\textsuperscript{st} week: 1-3 days, 4\textsuperscript{th} week: 4-7 days</td>
<td>1, 2, 3, 25, 26, 27, 28</td>
</tr>
<tr>
<td>Fourth</td>
<td>Second and Third</td>
<td>2\textsuperscript{nd} week: 1-3 days, 3\textsuperscript{rd} week: 4-7 days</td>
<td>8, 9, 10, 18, 19, 20, 21</td>
</tr>
<tr>
<td>Fifth</td>
<td>First and Second</td>
<td>1\textsuperscript{st} week: 1-3 days, 2\textsuperscript{nd} week: 4-7 days</td>
<td>1, 2, 3, 11, 12, 13, 14</td>
</tr>
<tr>
<td>Sixth</td>
<td>Third and Fourth</td>
<td>3\textsuperscript{rd} week: 1-3 days, 4\textsuperscript{th} week: 4-7 days</td>
<td>15, 16, 17, 25, 26, 27, 28</td>
</tr>
<tr>
<td>Seventh to Twelve</td>
<td>Above pattern will be repeated</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Survey at Tourist Destinations

No. of Visitors

Profile 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)

To capture Leisure visitors

Survey at Tourist Destinations:

Profile of Visitors

Foreign

Domestic

Same Day

Overnight

Staying in Hotels

Staying with friends and relatives

Staying Elsewhere
Survey at Exit Points of the district:

- 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

During the 1st Quarter the distribution of sample size.

<table>
<thead>
<tr>
<th>Exit</th>
<th>Weeks</th>
<th>Days</th>
<th>Dates of the month</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1st week</td>
<td>1-3</td>
<td>1,2,3</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>2nd week</td>
<td>7-11</td>
<td>11, 12, 13, 14</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>3rd week</td>
<td>1-3</td>
<td>15, 16, 17</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>4th week</td>
<td>7-11</td>
<td>25, 26, 27, 28</td>
<td>50</td>
</tr>
</tbody>
</table>

Balance sample to be allocated based on secondary information. Remaining 3 quarters should follow the same pattern.
Estimation of Total Tourists and Day Visitors:

Total Tourists = Staying in Accommodation units
\[(Leisure + Non\ Leisure)\]
+ Tourists staying with friends and relative
\[(Leisure + Non\ Leisure)\]
+ 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.

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**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>Staying at Hotels</td>
<td>Staying with F&amp;R</td>
</tr>
<tr>
<td>5</td>
<td>14</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></th>
<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></td>
<td>50</td>
<td>85</td>
<td>65</td>
<td>130</td>
<td>330</td>
</tr>
</tbody>
</table>

Then we can say that there were:

- $330 \times (3/55) = 18$ Non Leisure visitors staying at hotels.
- $330 \times (12/55) = 72$ Non Leisure visitors staying with friends and relatives.
- $330 \times (45/55) = 270$ 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 1\textsuperscript{st} Workshop

- The results of the 1\textsuperscript{st} Round of the Survey (July 2009 to June 2010) from 5 States became available in December 2010.
- 2\textsuperscript{nd} Round of Survey commissioned for another 5 States.
  - Covering 2 states of Haryana and Himachal Pradesh, April 2011 – March 2012
- Results of the 1\textsuperscript{st} Round have been used for estimating the figures of Tourist Visits to these States for 2010 and revising the figures for 2009. Data to be released in July, 2011.

Steps taken after the 2\textsuperscript{nd} Workshop

- An interactive session was held with the Officials of Punjab to enable them to estimate figures of Tourist visits (in Punjab) for 2011 and 2012 based on the ratios obtained from the 1\textsuperscript{st} Round of the Survey (July 2009 to June 2010).
- The six monthly results from the 2\textsuperscript{nd} Round of Survey commissioned for the 2 states of Haryana and Himachal Pradesh have been discussed in Workshops with the State Governments.
New Developments

• Comparative study of 4 markets-Uk Austrailia, New Zealand and Abu Dhabi
• Relative prices of travel and other analysis

Thank You
<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>526.4</td>
<td>13.9</td>
</tr>
<tr>
<td>2008</td>
<td>563.0</td>
<td>7.0</td>
</tr>
<tr>
<td>2009</td>
<td>668.8</td>
<td>18.8</td>
</tr>
<tr>
<td>2010</td>
<td>740.2</td>
<td>10.7</td>
</tr>
</tbody>
</table>