REGIONAL SEMINAR ON TOURISM STATISTICS CAPACITY BUILDING
FOR ASIA-PACIFIC REGION
MACAO, CHINA

INBOUND TOURISM STATISTICS

1) Visitor Arrivals
2) Survey on Travel Agencies
3) Survey on Hotels and Similar Establishments
4) Visitor Expenditure Survey
1. VISITOR ARRIVALS

Source of data

Public Security Police → Administrative Data
(on a monthly basis)
1. VISITOR ARRIVALS

Visitor Arrivals by Mode of Transport

- **By SEA**
  - Outer Harbour
  - Inner Harbour
  - Checkpoint of the Provisional Ferry Terminal in Taipa

- **By LAND**
  - Border Gate
  - Other entry points

- **By AIR**
  - Airport
  - Outer Harbour

Data on

- Visitor Arrivals by Place of Residence
- Visitor Arrivals by Nationality
- Same-day Visitors
1. VISITOR ARRIVALS

Mainland Visitor by Principal Province and Municipality

has further promulgated

2. SURVEY ON TRAVEL AGENCIES
2. SURVEY ON TRAVEL AGENCIES

Source of data

Licensed Travel Agencies

Inbound Visitor Arrivals in Package Tours
(on a monthly basis)

2. SURVEY ON TRAVEL AGENCIES

Data on

- Inbound Visitor Arrivals in Package Tours
- by Place of Residence
- by Type of Itinerary
3. Survey on Hotels and Similar Establishments

Source of data

Licensed Hotels and Similar Establishments

- Guests
- Guests through Arrangement of Travel Agencies
- Persons Engaged
- Available Rooms
- Available Bed-places

(on a monthly basis)
3. SURVEY ON HOTELS AND SIMILAR ESTABLISHMENTS

Data on

➢ Hotel Occupancy Rate;
➢ Average Length of Stay of Guests;
➢ Number of Hotel Guests

4. VISITOR EXPENDITURE SURVEY
Objective

- Collect Visitors’ expenditure so as to reflect their Spending Pattern and Spending Structure

Information collected

- Trip Characteristics
- Visitor Characteristics
- Visitor Expenditure
- Comments
4. VISITOR EXPENDITURE SURVEY

Trip Characteristics

- Origin
- Main Purpose of Visit
- Length of Stay
- Mode of Transport
- Travel Arrangement

Visitor Characteristics

- Type of Visitor
- Place of Residence
- Occupation
- Age Group
4. VISITOR EXPENDITURE SURVEY

Visitor Expenditure

- Spending on Visitors:
  - Non-shopping Spending
  - Shopping Spending

4. VISITOR EXPENDITURE SURVEY

Non-shopping Spending

- Accommodation
- Food and Beverage
- Local Transport
- Outbound Transport
- Entertainment/shows/sightseeing
- Others
4. VISITOR EXPENDITURE SURVEY

Shopping Spending
- Clothing
- Jewellery and Watch
- Local Food Products
- Shoes, Handbags & Wallets
- Cosmetics & Perfume
- Cellular Phones & Electrical Appliances
- Others

4. VISITOR EXPENDITURE SURVEY

Spending of Visitors
- Per-Capita Spending
- Per-Capita Non-shopping Spending (excluding gaming expenses)
- Per-Capita Shopping Spending
4. VISITOR EXPENDITURE SURVEY

Comments

➢ Visitors’ Comments on Services and Facilities
  ➢ Travel Agencies
  ➢ Hotels
  ➢ Restaurants
  ➢ Shops
  ➢ Public Transport
  ➢ Gaming Establishments

4. VISITOR EXPENDITURE SURVEY

Restrictions on data collection

➢ Lack of sufficient samples from certain countries
➢ Incompletion due to limited time for interviews with departing visitors
Data dissemination

- Brief Report
  - by month
  - by quarter
- Annual Report

THE END