Inbound Tourism Statistics

Ministry of Tourism and Sports

Thailand
Question:
What have we done since the 1st. Workshop?

Answer:
1. To meet immigration Bureau for controlling quality data
2. To increase sample sizes relating to population. (more than 95% confidence)
3. To prepare & release monthly report of international tourist arrivals to Thailand

To meet immigration Bureau

Closer coordination to ensure that quality control is in place:
1. Total number of international visitors is obtained from administrative record of Immigration Bureau (Monthly)
2. Number of visitors by country origin and the characteristics of visitor are obtained from the immigration card (Quarterly)
3. Planning to set up computer system at all national borders
To increase sample sizes

We increase the number of sample sizes for tourism expenditure survey in 2011 and 2012 more than 95% confidence.

To launch monthly report

A report of international tourist arrivals to Thailand:

1. Getting administrative records from all immigration check points
2. Preparing a report (in Thai language)
3. Dissemination to public
An example report

February 2012

Key lessons learned

- Cooperative measure lead to more effective & cost-efficient data collection & compilation
  - coordinate with NSO for modification of HH survey
  - inter-agency committee to share the inputs / workloads / review methodology
Key lessons learned

- Methodology + Data sources + Survey frame needs to be reviewed regularly
  - changing policies of related agencies
  - technological innovation
  - extending scope of survey

Key lessons learned

- Utilization of mirror data for data verification purpose

- Users’ interest for additional tourism indicators

- Proper timing for the introduction of new system / methodology
Future Plan

- Steering committee for studying and identifying deviations from IRTS 2008 / suggesting action plans for development

- Preparing quarterly analytical report of International Tourism Statistics

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