



**STATISTICS CAPACITY BUILDING PROGRAM
ON TOURISM STATISTICS FOR ASIA AND
THE PACIFIC 2010 – 2011**

CAMBODIA

Contents

- 1. Domestic visitor statistics**
- 2. Outbound tourism statistics**
- 3. Inbound tourism statistics**



Day 3. Inbound Tourism Statistics

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1. Information flow of inbound tourism

- ▶ Concepts and definition: followed the UNWTO standards
- ▶ Coverage: nation wide
- ▶ Frequently: monthly
- ▶ Agency involved:
 - Ministry of Tourism: number of arrival
 - Immigration Department
- ▶ Source:
 - Tourist arrival
 - Survey

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2. Data gap

- ▶ Expenditure by purpose of visit
- ▶ Expenditure by country of residence

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3. Data collection

- ▶ Number of arrival by purpose of visit
- ▶ Tourist Expenditure:
 - Accommodation
 - Food & beverage
 - Souvenir & shopping
 - Local transport
 - Others



4. New initiative to be considered

- ▶ Improve the concepts and definition
- ▶ Sampling design
- ▶ Questionnaire design
- ▶ Translate to many languages
- ▶ Staff training

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