



**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 2. Outbound Tourism Statistics

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### 1. Information flow of outbound tourism

- ▶ Concepts and definition: followed the UNWTO standards
- ▶ Coverage: nation wide
- ▶ Frequently: monthly
- ▶ Agency involved:
  - Ministry of Tourism: number of arrival
  - National Bank of Cambodia
- ▶ Source:
  - Tour operators
  - Survey of Cambodian travel abroad

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## 2. Data collection constraint

- ▶ Concepts and definition: not clear definition
- ▶ Coverage: based on report from tour companies and not frequently survey
- ▶ Frequently: annually not quarterly due to budget constraint
- ▶ Expenditure information:
  - No sampling frame
  - Hard to get detail information
  - Small samples

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## 3. Outbound tourism analysis

- ▶ Capital/income outflow
- ▶ Improve BoP compilation
- ▶ Improve National accounts
- ▶ Policy makers

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#### 4. New initiative

- ▶ Improve concepts and sources

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