



Chinese system of tourism statistics

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Overview on Chinese system of tourism statistics

- [Domestic tourism statistics](#)
- [Inbound and outbound tourism statistics](#)
- [statistics on travel agencies and star-rated hotels](#)
- [Tourism satellite account in China](#)



1. Domestic tourism statistics

- ◆ **Data source:** Household survey
- ◆ **Frequency:** Four times a year (quarterly)
- ◆ **Variables of reference:** Rate and per capita expenditure
- ◆ **work mode:** Jointly by CNTA and NBS



constraints in collecting data

- ◆ Lower sample expenditure data
 - hard to get data from the group with high incomes
 - likely to result in omission of each trip expense
 - due to long memorial period
- ◆ Difficulty in breakdown of expenditure data



Initiatives envisaged

- **Data source:** CATI & Household survey
- **Redesigning Questionnaire :** Two kinds of questionnaires
Long questionnaire & short questionnaire respectively to
different samples.



Hope to strengthen
our cooperation and communication .

Thank you for your attention !