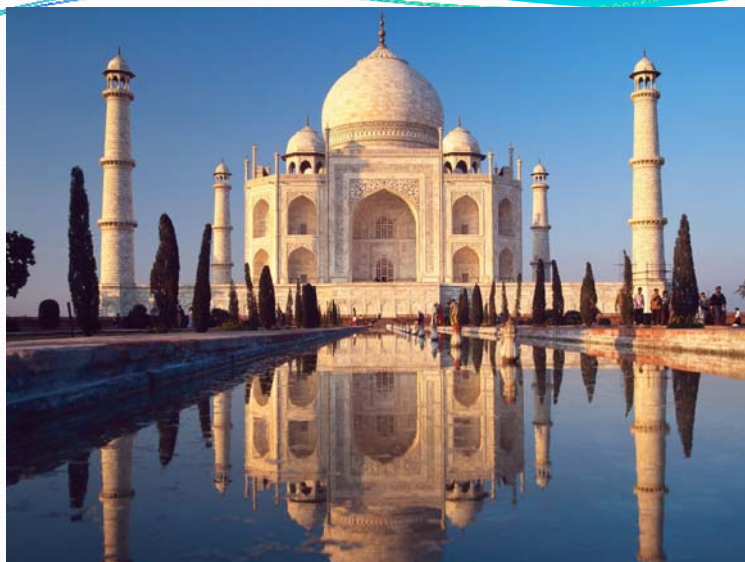


INBOUND TOURISM STATISTICS IN INDIA

Dr. R.N. Pandey
Additional Director General
Ministry of Tourism, Govt. of India
E-mail: rnpandey@nic.in



Visited by 491554 Foreigners in 2009

Sources of Information

- Bureau of Immigration: Embarkment and Disembarkment information is collected from 24 Airports, 17 Seaports and 31 Land Checkposts.
- International Passenger Surveys: Provide Information on Profile and Expenditure Pattern of Foreign Tourists in India and Indian component of the journey of Outbound Indians.

Periodicity of Data

- Monthly:
 - Volume of Foreign Tourists Arrivals (FTAs).
 - Foreign Exchange Earnings (FEEs) from tourism in India.
- Annual:
 - Volume of Foreign Tourists Arrivals (FTAs).
 - Foreign Exchange Earnings (FEEs) from tourism in India.
 - Other details related to Profile of FTAs such as their age-sex distribution, Country of Nationality , mode of travel, purpose of visit, etc.

Data for Some Years

- Foreign Tourist Arrivals (Figures in millions)

Year	2001	2002	2003	2004	2005
Foreign Tourist Arrivals	2.54	2.38	2.73	3.46	3.92
Year	2006	2007	2008	2009	2010(upto October)
Foreign Tourist Arrivals	4.45	5.08	5.28	5.11	4.32

Data for Some Years

- Foreign Exchange Earnings (Figures in US \$ Billion)

Year	2001	2002	2003	2004	2005
Foreign Exchange Earnings	3.2	3.10	4.46	6.17	7.49
Year	2006	2007	2008	2009	2010(upto October)
Foreign Exchange Earnings	8.63	10.72	11.75	11.39	11.19

Top 10 Source Markets in 2009

Rank	Country	FTAs	% Share
1	USA	0.803	15.7
2	UK	0.749	14.7
3	Bangladesh	0.458	9.0
4	Srilanka	0.241	4.7
5	Canada	0.221	4.3
6	France	0.195	3.8
7	Germany	0.194	3.8
8	Australia	0.149	2.9
9	Malaysia	0.134	2.6
10	Japan	0.124	2.4
Total of top 10 Countries		3.268	63.98
Others		1.840	36.02
Grand Total		5.108	100.0

Main Users of Inbound Tourism Statistics

- Ministry of Tourism (MOT):
 - To continuously monitor the Tourism Scenario in the Country.
 - To identify the Markets for organizing campaigns, road shows etc. for attracting more tourists.
 - To identify the determinants for tourist flows from source countries. One such study is currently in progress in 4 countries namely, Australia, New Zealand, UK and UAE.

Main Users of Inbound Tourism Statistics (contd.)

- **Ministry of Tourism:**

- To determine the requirement of resources for various activities of MOT such as publicity campaigns, tourism infrastructure development.
- Annual fund allocation from the Planning Commission and Ministry of Finance is heavily dependent on the figure of FTAs and Domestic Tourist Visits.
- To study the growth of inbound tourism in India and its comparison with trend for other countries.
- To estimate the provisional figures of Foreign Exchange Earnings from Tourism on monthly and annual basis.

Main Users of Inbound Tourism Statistics (contd.)

- **Reserve Bank of India:**

- To have a consistency check with the balance of payment figures from tourism in the balance of payment statistics.

Main Users of Inbound Tourism Statistics (contd.)

- Ministry of Home Affairs:
 - To decide the visa norms for facilitating greater inflow of tourists to the country.

Main Users of Inbound Tourism Statistics (contd.)

- Ministry of Civil Aviation:
 - To decide the requirements of Aircrafts, Airport Infrastructure and other related facilities.

Main Users of Inbound Tourism Statistics (contd.)

- **Ministry of External Affairs:**
 - In drafting various bilateral and multilateral treaties with other countries of the World.

Main Users of Inbound Tourism Statistics contd.

- **National Statistical Organization:**
 - For use in its various Publications.
 - For formulation of capacity building programmes for the States/ UTs in the field of tourism statistics.
 - For overall review of the statistical system in the Country.

Main Users of Inbound Tourism Statistics contd.

- State Governments and UT administrations:
 - For showcasing the attractiveness of their State/UT for foreign tourists as compared to other States and UTs.
 - To have an idea about earnings from foreign tourists.

Data Gaps in existing Inbound Tourism Statistics:

- Information on Non Resident Indian arrivals currently not available:
 - Embarkment and Disembarkment cards have been revised to get this data.
 - Revised cards have been in use since July, 2008. However, actual data still not available- likely to be available for the year 2009 onwards.

Data Gaps in existing Inbound Tourism Statistics (contd.)

- Non Availability of details in the monthly FTA figures:
 - The monthly figures of FTAs released by MOT do not provide various details of Foreign Tourists such as their Country of Nationality/ Residence, Purpose of Visit, Duration of stay etc.

Data Gaps in existing Inbound Tourism Statistics (contd.)

- Data Gaps of annual inbound tourism statistics:
 - Data on expenditure incurred by tourists in the country and their average duration of stay are not collected on regular basis.

Quality of Inbound Tourism Statistics:

- Release of monthly figures for FTAs with 7 days time gap and their wider dissemination through press note and website.
- Reduction in the time lag in the release of annual figures as well as other details of FTAs.

Reliability of MOT's FTA figure

Year	MOT (In Mn)	BOI (In Mn)	Percentage Difference
2007	4.98	5.08	- 2.05
2008	5.37	5.28	1.60
2009	5.11	5.05	1.23

Reliability of MOT's FEE figure (Rs. Crore)

Year	MOT	RBI	% Difference
2007	44360	44362	-0.01
2008	50730	51294*	-1.1
2009	54960	51245**	7.2

Quality of Inbound Tourism Statistics:

- Following 2 publications are being released based on the received data:
 - Tourism at a glance: July
 - India Tourism Statistics: November
- Attempts are being made to compile the data on arrivals of NRIs in collaboration with Bureau of Immigration.

Initiatives by MOT

- **International Passenger Survey:**
 - To have details about the Foreign Tourists regarding the duration of stay, expenditure incurred, places visited in the country, their perception about the various tourist destinations, facilities etc. IPS has been commissioned to ISI, Kolkata.
 - Field Work of the survey started in January, 2010 and is likely to be over in January, 2011.
 - The results of this survey will be used in the preparation of 2nd Tourism Satellite Account of

Quality of Inbound Tourism Statistics: Initiatives by MOT (contd.)

- Studies to have an insight into our important source markets.
 - Presently a study has been commissioned to cover 4 markets of Australia, New Zealand, UK and UAE.
 - Plan to cover other countries in stages in coming years.

Quality of Inbound Tourism Statistics: Initiatives by MOT (contd.)

- To find out the opinions of Foreign Tourists on the existing tourism infrastructure and facilities a study was commissioned to ascertain infrastructure gaps at 5 important tourist destinations.

Quality of Inbound Tourism Statistics: Initiatives by MOT (contd.)

- A new methodology, which will enable the estimation of foreign tourist visits at State and District level also has been developed and tested through large surveys in 5 States. The findings of the survey will help the State Governments in development of Tourism Infrastructure and targeting the special source markets in India and abroad.



CONCLUSION

- Though a number of initiatives have been taken to improve the quality and timely availability of Inbound Tourism Statistics, efforts will continue to bridge the existing data gaps in this area at the earliest.



THANK YOU