

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

Inbound Tourism Statistics

Macau, China

Sources of Inbound Tourism Data

Inbound tourism

*Inbound tourism comprises the activities of a **non-resident visitor** within the country of reference on an inbound tourism trip. (IRTS 2008 para. 2.39.).*

An inbound tourism trip refers to the travel of a visitor from the time of arriving in a country to leaving.

Immigration Department – Macau Public Security Police (PSP)	Macau Statistics & Census Service (DSEC)
Administrative Record	Local survey
1. Visitor Arrivals	1. Monthly survey of travel agencies
2. Visitor Departure	2. Monthly survey of hotels and similar establishments
3. Visitors' demographics (place of residence; nationality; gender; age, same-day vs. tourist)	3. Visitor Expenditure Survey

1. Which are the most important gaps regarding the measurement of inbound tourism flows of visitors?

- Inbound tourism flows of visitor are obtained from the administrative records

2. Initiatives that you might be considering for improving the estimation of these data.

- No estimation of inbound tourism flows of visitor.
- Visitors from Mainland China could be further categorized by source provinces.

3. What data do you collect on inbound visitors' expenditure? What restrictions do you have in producing inbound visitors' expenditure data?

Visitor Expenditure Survey

Data includes:

- Per-capita spending of visitor
 - > by place of residence;
 - > classified as visitor, tourist, same-day tourist;
 - > by mode of transport;
 - > by type of expenses (non-shopping spending and shopping spending, exclude gaming expenses)
- Per-diem spending of visitor - by place of residence
- Length of stay
- Characteristics of visitors – main purpose of visit, occupation
- Visitors' comments of travel agencies, hotels, restaurants, shops, public transport, gaming establishments, etc.

3. What data do you collect on inbound visitors' expenditure? What restrictions do you have in producing inbound visitors' expenditure data?

Restrictions

- Lack of sufficient samples for certain visitor countries
- Limited time to collect data from departing visitors

END