

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

## Outbound Tourism Statistics

Macau, China

## Sources of Outbound Tourism Data

### Outbound tourism

Outbound tourism comprises the activities of a *resident visitor* outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip. (IRTS 2008 para. 2.39.).

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

1. Could you evaluate the present information available regarding flows of outbound visitors?

**Survey of Travel Agencies**

- Outbound Macau residents traveling in package tours by type of itinerary
- Outbound Macau residents traveling under own arrangements using services of travel agencies by destination

(Source of data: Macau Statistics & Census Service (DSEC))

2. Is there a clear interest in the analysis of outbound tourism?

- Provide tourism professionals with better knowledge of tourism trend, markets and industry conditions
- Provide reference data for travel agencies and companies.
- Co-ordinate the development plan of the transportation sector;

### 3. Are there new initiatives envisaged to improve the measurement of this form of tourism?

- Improvement to existing travel Agency survey.
- Detailed data on outbound destination to Mainland China by provinces

END