



**AYUBOWN.....**

**SRI LANKA TOURISM**



**Outbound Tourism**  
Statistics

### Source of information

In Sri Lanka, Outbound tourist data are collected from the embarkation cards which is a property of Department of Immigration & Emigration of Sri Lanka. Currently the data are counted physically.

### Expected information in the analysis of outbound tourism

- Foreign visitors
- Tourist departure by country of Nationality and region of disembarkation
- Tourist departure by country of Nationality and by month
- Tourist departure by country of Nationality and average duration of stay

## ❑ Sri Lankan residents

- Sri Lankan departure by country of disembarkation
- Sri Lankan departure by country of disembarkation & carrier
- Sri Lankan departure by country of disembarkation & purpose of travel
- Sri Lankan departure by country of disembarkation by month

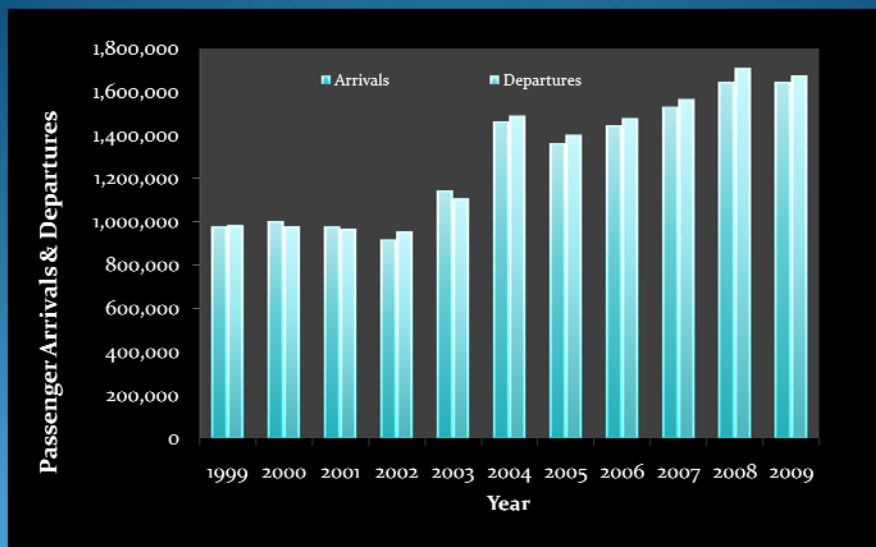
## New initiative envisaged to improve the measurement

- ❑ A physically counting system is currently exists.  
This is very inefficient and time consuming task
- ❑ To overcome this problem we are planning to introduce a new data scanning system at the exit point at the airport so that to read the data directly from the database. After the system is introduced new features are to be added to the embarkation card

### Passenger Arrivals and Departures by Port and Category of Travelers - 2009

Port	Total		Sri Lankan Residents		Foreign Tourists(1)		Other Foreigners(2)	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
Katunayake	1,644,142	1,673,265	914,584	962,786	447,470	446,894	282,088	263,585
<b>TOTAL AIR</b>	<b>1,644,142</b>	<b>1,673,265</b>	<b>914,584</b>	<b>962,786</b>	<b>447,470</b>	<b>446,894</b>	<b>282,088</b>	<b>263,585</b>
Colombo Harbour	420	379	-	-	420	379	-	-
<b>TOTAL SEA</b>	<b>420</b>	<b>379</b>	<b>-</b>	<b>-</b>	<b>420</b>	<b>379</b>	<b>-</b>	<b>-</b>
<b>Grand Total</b>	<b>1,644,562</b>	<b>1,673,644</b>	<b>914,584</b>	<b>962,786</b>	<b>447,890</b>	<b>447,273</b>	<b>282,088</b>	<b>263,585</b>

### Growth of Passenger Arrivals & Departures - 1999 to 2009



## Outbound Tourism Statistics

### □ Important measurements

- Tourist arrivals by country of Residence
- Tourist arrivals by country of Nationality
- Mode of transportation
- Arrivals by carrier
- Purpose of Visit
- Average duration of stay
- Arrivals by sex
- Arrivals by age
- Tourists arrival by occupation
- Average expenditure

## Initiative to improve the estimation of data

As departure, current data are counted physically and entered to a database. Due to the inefficiency and time consuming of the existing system, we plan to implement a data scanning system at the access point of the airport so that the data can be directly extracted from the database.



Thank you