



Developments of Chinese tourism statistics

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1. Domestic tourism statistics

1993—2010

- ◆ **Data source:** Household survey
- ◆ **Interview mode:** Face to face
- ◆ **Frequency:** Four times a year (quarterly)
- ◆ **Variables of reference:** Rate ,per capita expenditure and breakdown of expenditure
- ◆ **work mode:** Jointly by CNTA and CNBS



constraints in collecting data

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



Recent developments

- > **Changing interview mode:** Using CATI instead of face to face interview
- > **Redesigning sampling programme and questionnaires:** according to the advantage of telephone interview, learning from NZ questionnaires
- > **Shortening the recalling period:** Just recalling the expenditure of the latest 3 trips
- > **Changing the weighted methods:**



Hope to strengthen
our cooperation and communication .

Thank you for your attention !