



Developments of Chinese tourism statistics

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2. Inbound tourism statistics

◆ The number of inbound visitors

Data source: Provided by the authority of exit and entry administration

Frequency: Monthly

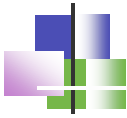
Variables of reference: The number of inbound visitors

◆ The inbound visitors' expenditure

Data source: Border survey

Frequency: annual

Variables of reference: The daily per capita expenditure, the length of stay and the breakdown of expenditure



Restrictions in producing data

- Difficulty in evaluating the proportion of non-visitors
- Bias of expenditure data by generating countries
- Bias of sub-national expenditure data
- Not reflecting the seasonal changes



No new developments

- Due to the information from arrival cards is insufficient, the quality of data on inbound visitors can not be improved in near future.
- CNTA has no plan to improve the survey on inbound tourism expenditure in the coming 2 years. China has many ports ,and it is hard for us to increase the frequencies of the survey.



Hope to strengthen
our cooperation and communication .

Thank you for your attention !