



Developments of Chinese tourism statistics

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3.outbound tourism statistics

The number of outbound visitors

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

Frequency: Monthly

Gaps: Difficult to get the proportion of non-visitors due to the insufficient information from departure cards



Outbound tourism expenditure

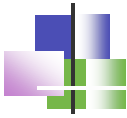
Up to now CNTA has not established the statistics on outbound tourism expenditure. CB(central bank) is responsible to compile and release the travel debits of BOP.



Some practice in outbound tourism expenditure

With the rapid development of outbound tourism, more attentions have been paid on the outbound tourism expenditure.

CNTA undertook the first pilot sampling survey on outbound visitors' expenditure in Beijing at the end of October 2010, the sample size was 1000 and the outcome was positive.



Some practice in outbound tourism expenditure

In order to get more refined data, we have respectively carried out 3 border surveys in Shanghai, Guangzhou and Chengdu during May-June. The total sample size is 5600, now the data collecting has been finished, but the final result has not been worked out.



Hope to strengthen
our cooperation and communication .

Thank you for your attention !