

# Domestic Tourism Statistics in India

Dr. R.N. Pandey  
Additional Director General  
Ministry of Tourism, Govt. of India  
E-mail: rnpandey@nic.in

## Sources of data on Domestic Tourists:

- Household Survey:
  - ✓ Conducted by NCAER in 2002.
  - ✓ Conducted by Ministry of Statistics and Programme Implementation during July 2008 to June 2009.
- Problems with Household Survey data:
  - ✓ Not available periodically.
  - ✓ Data available only at State level.

## Sources of data on Domestic Tourists:

- Based on Administrative Records.
  - ✓ Ministry of Tourism compiles data on state wise domestic and foreign tourist visits based on data supplied by State/ UTs .

### Some Figures

## Problems with existing data on Domestic Tourists:

- No Uniformity in coverage of type of tourists.
  - ✓ Some States supply data based on information received from accommodation units.
  - ✓ Others based on data collected at tourist places.
- Data based on Household Survey have limited utility for immediate policy interventions.

## Limitations of existing data:

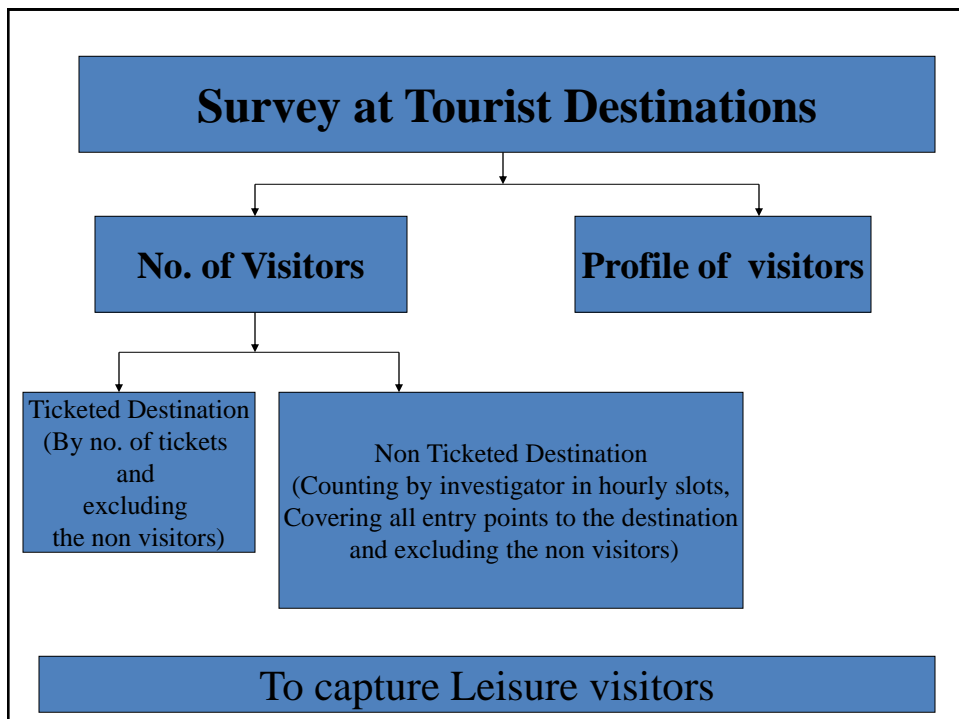
- India is unable to supply data to the UNWTO on
  - ✓ Same day visitors
  - ✓ Overnight stays in hotels and similar establishments
  - ✓ Overnight stays in all types of accommodation establishments etc.

## Efforts to bridge the gap:

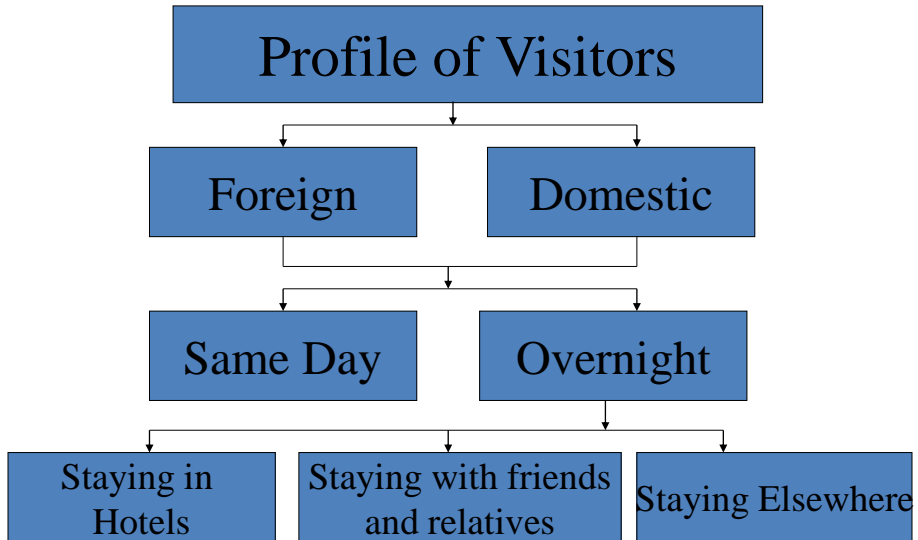
- 1<sup>st</sup> Round July 2009 – June 2010
  - Covering 5 states of Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab.
- 2<sup>nd</sup> Round April 2011 – March 2012
  - Covering 5 states of Chhattisgarh, Haryana, Himachal Pradesh, Madhya Pradesh and Sikkim.
- Three types of surveys are being conducted:
  - ✓ Survey at Tourist Destinations.
  - ✓ Survey at Exit points of the district.
  - ✓ Survey of Accommodation units.

## Defining Leisure and Non Leisure Visitors

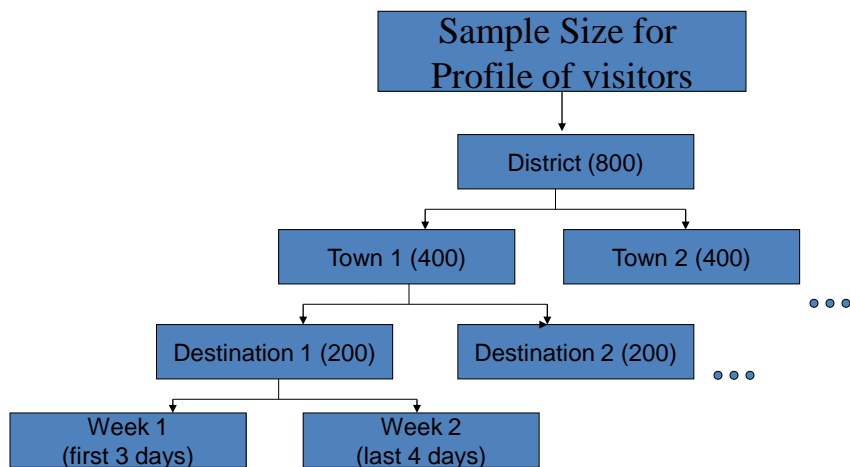
- In the Survey at Exit Points the visitors are classified as Leisure and Non Leisure Visitors based on their purpose of visit.
- If the purpose of visit is other than Holiday, Leisure and recreation and the visitor did not visit any tourist destination then he is classified as a non leisure visitor.



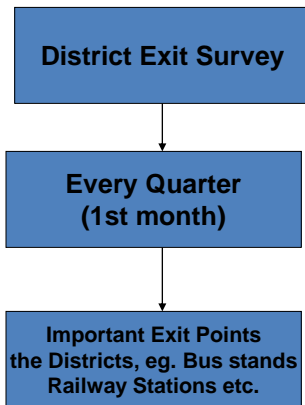
## Survey At Tourist Destinations:



## Survey At Tourist Destinations:



## Survey at Exit Points of the district:



- Visitors staying in accommodation units but not visiting any tourist destination.
- Visitors staying with friends and relatives but not visiting any tourist destination.
- Visitors staying elsewhere but not visiting any tourist destination.
- Same day visitors not visiting any tourist destination.

To capture Non Leisure visitors

## Estimation of Total Tourists and Day Visitors:

Total Tourists = Staying in Accommodation units

*(Leisure + Non Leisure)*

+ Tourists staying with friends and relative

*(Leisure + Non Leisure)*

+ Tourists staying elsewhere

*(Leisure + Non Leisure)*

- Same Day Visitors = Same Day Visitors *(Leisure)*  
+ Same Day Visitors *(Non Leisure)*

## Survey of Accommodation Units:

- Preparation of the list of accommodation units in the towns selected (in consultation with the State Governments) on the basis of their importance from Tourism point of view.
- Estimate of no. of tourist staying in accommodation units.
  - ✓ Classified hotels
  - ✓ Other accommodation units
    - Having more than 20 rooms
    - Having 10-20 rooms
    - Having less than 10 rooms
- Sample:
  - ✓ All the classified hotels.
  - ✓ 10% in other categories.
  - ✓ If less than 10 accommodation units in the town then all were covered.

## Survey of Accommodation Units:

- Multiplier: Total no. of beds in all accommodation units/Number of beds in selected accommodation units.
- Some information about no. of employees and turnover also generated.

**To serve as check to the data collected in survey at tourist destinations and exit points.**

### Example: To Derive no. of Non Leisure Visitors

If following is the percentage distribution of Domestic Visitors obtained from Exit Point Survey at District A (sample size =200):

Leisure					Non Leisure				
Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total	Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
5	14	16	20	55	3	12	13	17	45

### Example: To Derive no. of Non Leisure Visitors

**From survey at Tourist Destinations it was found that in a given month there were :**

Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
50	85	65	130	330



### **Example: To Derive no. of Non Leisure Visitors**

Then we can say that there were

$330 \times (3/55) = 18$  Non Leisure visitors staying at hotels.

$330 \times (12/55) = 72$  Non Leisure visitors staying with friends and relatives.

$330 \times (45/55) = 270$  total Non Leisure visitors

$270 + 330 = 600$  total visitors in District A for the given month.

### **Survey provides following for the first time in the country:**

- Ratio of total number of tourists to number of tourists staying in Hotels and accommodation units.
- Ratio of total number of Same Day Visitors to number of tourists staying in Hotels and accommodation units.

### **Survey provides following for the first time in the country:**

- Average Number of Tourist Destinations visited by a Tourist. (Leisure)
- Average Number of Tourist Destinations visited by a Same Day Visitor. (Leisure)

### **Way Forward:**

- This Survey cannot be conducted every year.
- Survey provides district wise list of accommodation units.
- For the states covered under the survey list of accommodation units are available.
  - ✓ Representative sample from the list can be taken.

## Way Forward:

- States to simply collect information of no. of tourists staying in accommodation units on monthly basis.
  - ✓ This information can be collected online also.
- Applying the ratios obtained from this survey total no. of tourists and same day visitors can be obtained on a monthly basis at all the tourist destinations covered in the survey.
- Ratios can be updated every 5 years.

## Limitations of the Methodology:

- Percentage Distribution of Visitors based on 'Exit Survey' does not include visitors not going through 'Exit Points'.
  - ✓ Difficulty in capturing visitors travelling by their own vehicle.
- Exit Survey is done only once in 3 months. Relative share of different category of visitors may not be uniform in all 3 months.

## **Limitations of the Methodology:**

- Ratios of different categories of visitors w.r.t. the visitors staying in hotels are not likely to vary substantially in a few years, but may not be same either. Ratios should be worked out afresh every 5 years, or earlier if feasible.
- While the reliability of estimates at state level is expected to be high, that of district- level (particularly monthly) may be low.

## **Steps taken after the 1<sup>st</sup> Workshop**

- The results of the 1<sup>st</sup> Round of the Survey (July 2009 to June 2010) from 5 States became available in December 2010.
- 2<sup>nd</sup> Round of Survey (April 2011 – March 2012) commissioned for another 5 States.
- Results of the 1<sup>st</sup> Round have been used for estimating the figures of Tourist Visits to these States for 2010 and revising the figures for 2009. Date to be released in July, 2011.

# *Thank You*

## Domestic Tourist Visits (In Million)

<b>Years</b>	<b>Number of Domestic Tourist Visits (in Million)</b>	<b>% Change</b>
<b>2001</b>	<b>236.5</b>	<b>7.5</b>
<b>2002</b>	<b>269.6</b>	<b>14.0</b>
<b>2003</b>	<b>309.0</b>	<b>14.6</b>
<b>2004</b>	<b>366.2</b>	<b>18.5</b>
<b>2005</b>	<b>391.5</b>	<b>7.0</b>
<b>2006</b>	<b>462.3</b>	<b>18.0</b>
<b>2007</b>	<b>526.6</b>	<b>13.9</b>
<b>2008</b>	<b>562.9</b>	<b>6.9</b>
<b>2009</b>	<b>650.0</b>	<b>15.5</b>

