



INDONESIA TOURISM

WORKSHOP STATISTICS CAPACITY BUILDING PROGRAM ON TOURISM STATISTICS FOR ASIA AND THE PACIFIC 2010-2011



Statistics Indonesia



Ministry of Culture and Tourism



Bank Indonesia

Manila, Philipina, 4-6 July 2011



INBOUND TOURISM STATISTICS

In case of inbound tourism data collection, we are still using the same procedure as the year before:

- Inbound visitor is he/she who travel to Indonesia territory (outside his/her usual environment) for any purposes other than following an occupation enumerated from the country visited, and staying for less than 12 months
- The number of inbound visitors is obtained from the administrative record of Immigration Office (monthly report)
- The profiles/characteristics of inbound visitor is obtained from the A/D card (sampling method, report annually)



INBOUND TOURISM STATISTICS

- Need more specific travelers/visitors' data on:
 - Separating short-long term student & patients
 - Identifying cross border/seasonal workers, and same day visitors
- Further detailed data on the spending of cross border/seasonal workers and transit passengers.



Some initiatives to improve the estimation of these data of inbound tourism:

- Enhancing coordination with Immigration Office to improve the method of A/D card processing
- Continuing regular survey on Passenger Exit Survey (PES) in collaboration among institutions (Ministry of Culture and Tourism, Central Bank, Statistics Indonesia, and Immigration Office).
- We expect that in this year the new system of Immigration office could be implemented wholly, so the data will be received faster and more detail



Some restrictions encountered in producing inbound and outbound visitors' expenditure data

- Sample size only design to forecast at national level
- Covered only some main entry gates



Recent activities for inbound travel statistics on BOP

- I. Conducting coordination meeting with several agencies (including NSO and Ministry of Culture and Tourism) to publish Travel statistics as part of BOP Publication.

The meeting discussed :

- Clarification on the quality of travel statistics which is will be published in BOP Publication
- Current issues related to data inbound traveler statistics and the implication to the BOP Statistics.
- Target on number of inbound travelers 2011



Recent activities for inbound travel statistics on BOP

- II. Conducting quarterly Passenger Exit Survey (PES) in 2010

Background:

Enhance the estimate methodology of inbound travel

Survey Methodology :

- Sample size : 1000 respondents from 11 countries
- Location : 4 biggest passenger exit point
- Collecting method : interview and questionnaire



Recent activities for inbound travel statistics on BOP

Survey Methodology (cont'd):

- Item collected : age, sex, nationality, country of residence, main occupation, name of entry and exit point to/from Indonesia, Frequency of visiting, main purpose of visiting, type of accommodation, total and type of spending, length of stay, kind of souvenir spending.
- Period: 4 times (quarterly)
- Produce better estimate of travel inflow



Recent activities for inbound travel statistics on BOP

Number of respondent for PES 2010

No	Nationality	Number of sample				Total
		Soekarno-Hatta (Jakarta)	Ngurah Rai (Bali)	Batam	Juanda (Surabaya)	
1	Singapore	48	16	128	12	204
2	Japan	56	104	8	-	168
3	Malaysia	60	24	20	12	116
4	Australia	20	76	-	-	96
5	Taiwan	32	44	12	-	88
6	South Korea	20	24	12	-	56
7	USA	16	12	-	-	28
8	EU	48	52	-	-	100
9	India	28	12	-	-	40
10	R.R.C	12	20	-	-	32
11	Middle East	24	36	12	-	72
Total		364	420	192	24	1,000



Recent activities for inbound travel statistics on BOP

III. Enhance the estimate methodology of inbound travel based on the result of quarterly Passenger Exit Survey (PES) in 2010.

Previous Model :

$$TSI_{(p,b)} = NIT_{(p,b)} \times \text{Avg. ST}$$

Where:

$TSI_{(p,b)}$ = Travel Services Inbound (personal and business)

$NIT_{(p,b)}$ = Number of Inbound Traveler (personal and business)

Avg. ST = Average spending of traveler

Weakness :

- Using single proportion for purpose of visit
- Using single spending value



Recent activities for inbound travel statistics on BOP

New Model :

$$TSI_{(p,b)} = NIT_{(p,b)} \times \text{Avg. ST}_{(co)}$$

Where:

$TSI_{(p,b)}$ = Travel Services Inbound (personal and business)

$NIT_{(p,b)}$ = Number of Inbound Traveler (personal and business)

$\text{Avg. ST}_{(co)}$ = Average spending of traveler by country of origin

enhancement :

- a. Purpose of visit : Using a seasonal pattern based on the result of quarterly Passenger Exit Survey (PES) in 2010
- b. Spending value :
 - Using a seasonal pattern based on the result of quarterly Passenger Exit Survey (PES) in 2010
 - Using a quarterly pattern of spending value for each country of origin and purpose of visit



