



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



OUTBOUND TOURISM STATISTICS

Similar to inbound tourism, for outbound tourism we are still using the same concept/definition, and procedure of data collection and captured :

- Outbound tourist is Indonesia residents who travels outside his/her usual environment (Indonesia territory) other than following an occupation remunerated within the country visited, and staying not more than **12 (twelve) months** in the country visited, with any purpose of visit.
- The outbound tourist is obtained from the administrative record of Immigration Office



- The expenditure and other characteristics of outbound tourist is obtained from outbound survey
- The expenditures are classified into: pre, post and during trip.
- The outbound survey is conducted every year
- Respondents are Indonesia residents who just arrived from travelling abroad (survey location is in arrival area of port)
- 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



Recent activities for outbound 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 outbound traveler statistics and the implication to the BOP Statistics.
- Target on number of outbound travelers 2011



Recent activities for outbound travel statistics on BOP

- II. Conducting quarterly Outbound Survey in 2010

Background:

Enhance the estimate methodology of outbound travel

Survey Methodology :

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



Recent activities for outbound travel statistics on BOP
Survey Methodology (cont'd):

- Item collected : age, sex, marital status, province of domicile, main occupation, main purpose of traveling, source of fund, name of sea/airport for departure and arrival, country destination, Frequency of visiting, type of Airlines (foreign/nationally owned airline), total and type of spending abroad, length of stay, kind of souvenir spending.
- Period: 4 times (quarterly)
- Produce better estimate of travel outflow



Recent activities for outbound travel statistics on BOP

Number of respondent for outbound survey 2010

No	Destination	Number of sample				Total
		Soekarno-Hatta (Jakarta)	Polonia (Medan)	Batam	Juanda (Surabaya)	
1	Singapore	200	36	68	20	324
2	Malaysia	172	20	60	20	272
3	Thailand	40	-	-	-	40
4	Hongkong	32	12	12	-	56
5	Taiwan	16	-	-	-	16
6	Jepang	16	-	-	-	16
7	R.R.C	32	12	12	12	68
8	USA	24	16	12	-	52
9	Australia	52	-	16	-	68
10	EU	16	12	-	-	28
11	Middle East	36	-	24	-	60
Total		636	108	204	52	1,000



Recent activities for outbound travel statistics on BOP

III. Enhance the estimate methodology of outbound travel based on the result of quarterly Outbound Survey in 2010.

Previous Model :

$$TSO_{(p,b)} = NOT_{(p,b)} \times Avg. ST_{(dc)}$$

Where:

$TSO_{(p,b)}$ = Travel Services Outbound (personal and business)

$NOT_{(p,b)}$ = Number of Outbound Traveler (personal and business)

$Avg. ST_{(dc)}$ = Average spending of traveler by destination country

Weakness :

- Using single proportion for purpose of visit
- Using single spending value for each destination country



Recent activities for outbound travel statistics on BOP

New Model :

$$TSO_{(p,b)} = NOT_{(p,b)} \times Avg. ST_{(dc)}$$

Where:

$TSO_{(p,b)}$ = Travel Services Outbound (personal and business)

$NOT_{(p,b)}$ = Number of Outbound Traveler (personal and business)

$Avg. ST_{(dc)}$ = Average spending of traveler by destination country

enhancement :

- Purpose of visit : Using a seasonal pattern based on the result of quarterly outbound survey in 2010
- Spending value :
 - Using a seasonal pattern based on the result of quarterly outbound survey in 2010
 - Using a quarterly pattern of spending value for each destination country and purpose of visit



