



The Development of Inbound Tourism Statistics Compilation in the Philippines

PHILIPPINE DEPARTMENT OF TOURISM

Outline of the Presentation

- Sources of Inbound Tourism Statistics
- Limitations of the System
- Continuing development of the Inbound tourism statistics compilation



2. Visitor Sample Survey

The image displays several pages of a survey form titled "VISITOR SAMPLE SURVEY" from the Department of Tourism, Philippines. The forms are organized into sections with checkboxes and grids for data collection. Key sections include:

- SECTION 1: VISITOR INFORMATION** - Collects basic demographic data such as age, gender, and nationality.
- SECTION 2: TRAVEL INFORMATION** - Gathers details about the trip, including the purpose of the visit, duration, and mode of transport.
- SECTION 3: VISITOR PROFILE** - Assesses the visitor's profile, including their interests, activities, and satisfaction levels.
- SECTION 4: VISITOR INFORMATION** - Collects information about the visitor's travel companions and their own travel history.
- SECTION 5: VISITOR INFORMATION** - Focuses on the visitor's perception of the destination and their overall experience.
- SECTION 6: VISITOR INFORMATION** - Assesses the visitor's perception of the destination and their overall experience.

Major source for average expenditure, average length of stay, and other visitor profile and travel characteristics.

Survey done monthly in Metro Manila international airport and 2 - 4 times a year for other international airports

Limitations of the Compilation

Implementation

Sampling Coverage

Institutional Issues

➤ Captured data and respondents may not be complete as expected due to methodologies used and area of survey

1. Progress in the Development of Inbound Tourism Statistics

- Increased frequency of conduct of the Visitor Sample Survey in other ports of entry of the country
- Additional table tabulations for the Visitor Sample Survey to produce data for other tourist destinations such as Cebu, Clark, etc.
- Through the IAC-TS and TWG-TS, conducted discussions on the improvement of statistical systems as well as engage participation of data producers and users



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2. Progress in order to improve accessibility and data processing . . .

- ❖ DOT included regular statistical activities in the computerization program.
 - ❑ Reconstruction of Official DOT website to include webpage of updated downloadable static and dynamic statistical reports.
 - ❑ On-going construction of an online database and reporting tables that are accessible to end-users.
 - ❑ Skills training on MS Reporting Services and online data-banking for DOT personnel to enable report / table designing.



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3. Progress in order to Improve/Institutionalize Statistics Policy and Coordination . . .

Continuing deliberations over official definitions of tourism terms commonly used in the compilation of tourism statistics

- ❖ *Under the Inter-Agency Committee on Tourism Statistics spearheaded by National Statistical Coordination Board and Department of Tourism*
 - ❖ In order to avoid misconceptions and disagreement on the common terms, the policy body have been proposing official definitions for adaption.
 - ❖ The approved definitions are used as guide in the compilation of tourism statistics by the Philippine Statistical System.



3. Progress in order to Improve/Institutionalize Statistics Policy and Coordination . . .

On-going preparation of inputs to the Philippine Statistical Development Plan (PSDP) for 2011 – 2016: Tourism Chapter

- ❖ *Under an inter-agency committee on tourism statistics spearheaded by National Statistical Coordination Board and DOT*
 - ❖ The PSDP is a mechanism for setting the directions, thrusts and priorities of the PSS for the medium term.
 - ❖ For each sector like tourism, it defines the priority statistical programs and activities designed to provide vital information support for the MTPDP as well as promote efficiency of statistical operations



4. Progress on the Development of Supply Statistics . . .

Preliminary Results of the Survey on Tourism Establishments of the Philippines (STEP) 2009

- ❖ This is a DOT and National Statistics Office collaboration that aims to provide benchmark data on the available supply of tourism goods, products and services.
- ❖ It also aims to supplement data needed for the compilation of the Philippine Tourism Satellite Account.
- ❖ NSO and DOT conducted a national data dissemination forum for the purpose of seeking inputs from data users that can be used in the processing of final results and refinement of the survey for future implementation.



5. Other Developments:

- ❖ an initial review of the Philippine Tourism Statistical Classification System based on the 2008 IRTS particularly Annex 2, 3 and 4.
- ❖ To expand and improve the coverage of data, a bridge table for the 1994 Philippine Standard Industrial Classification or PSIC (based on International Standard Industrial Classification or ISIC 3.1) to the 2009 PSIC (based on ISIC Revision 4)



6. Other Developments: Travel Receipts/Payments in the Balance of Payments

- Travel receipts and disbursements by country for 2009
- Data on (on-line search) university/colleges enrolment especially on number of foreign students studying in the Philippines and tuition fees - Travel services (education-related)

Requirements:

Travel receipts/payments - business and personal



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