

AYUBOWN.....

SRI LANKA TOURISM



Outbound Tourism

- Things done since ws1

How outbound data are collected ?

The main sources of Outbound tourism data are from the embarkation cards which is a property of Department of Immigration & Emigration of Sri Lanka. Currently a physically counting method is used to collect data.

Analysis of outbound tourism

Foreign visitors

- Tourist departure by country of Nationality and region of disembarkation
- Tourist departure by country of Nationality and by month
- Tourist departure by country of Nationality and average duration of stay

Sri Lankan Residents

- Sri Lankan departure by country of disembarkation
- Sri Lankan departure by country of disembarkation & carrier
- Sri Lankan departure by country of disembarkation & purpose of travel
- Sri Lankan departure by country of disembarkation by month

New initiative envisaged to improve the measurement

existing system is inefficient and time consuming

To overcome this problem a new data scanning system will be installed at the exit point at the airport in collaboration with Foreign Employment Bureau and Department of Immigration and Emigration of Sri Lanka, so that to read the data directly from the database. After the system is implemented new features are to be added to the embarkation card.

System will be implemented by August 2011.

