



Continuing the Development of Inbound Tourism Statistics Compilation

PHILIPPINE DEPARTMENT OF TOURISM

It's more fun in the **Philippines** 

Outline of the Presentation

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



It's more fun in the **Philippines** 



2. Visitor Sample Survey

Major source for average expenditures, 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

➤ 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



It's more fun in the
Philippines

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

- ❖ DOT included regular statistics 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.



It's more fun in the
Philippines

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 adaptation.
 - ❖ 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 . . .

Finalized inputs to the Philippine Statistical Development Plan (PSDP) for 2012 –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 in support to the MTPDP as well as promote efficiency of statistical operations



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

The Technical Working Group on Tourism Statistics (TWG-TS) is encouraging more active participation of tourism-related institutions (i.e., travel agencies, airline companies, academe and industry associations), particularly on data sharing.



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. On the IRTS 2008:

- ❖ On going review of the Philippine Tourism Statistical Classification System based on the 2008 IRTS particularly Annex 2, 3 and 4.
- ❖ Implementation of the various recommendations of the IRTS 2008 (e.g. Expansion of the coverage of tourism expenditure (this is for both inbound and domestic) which now includes not only expenditure by visitors themselves but also expenditures that are paid for or reimbursed by others thru the utilization of various surveys conducted



It's more fun in the
Philippines



6. Other Developments:

- ❖ 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)
- ❖ Advocacy Program at national scale to promote the use of tourism statistics in planning and policy (e.g. Philippine Statistical Association Annual Convention)



It's more fun in the
Philippines



7. Travel Receipts/Payments in the Balance of Payments

- For purposes of compiling travel services data in the balance of payments, the Bangko Sentral ng Pilipinas (Central Bank of the Philippines) will process data obtained from the Commission on Higher Education
- This refers to foreign students enrolled in the Philippines to estimate receipts on education-related transactions and validate data coming from the International Transactions Reporting System (ITRS)



It's more fun in the
Philippines

Thank you!

For further inquiries, kindly email us at:
rcanizal@tourism.gov.ph or
mysay@tourism.gov.ph
Contact Number: +63 2 523 7314



It's more fun in the
Philippines