

3rd **WORKSHOP ON TOURISM STATISTICS  
CAPACITY-BUILDING PROGRAMME**  
5-9 Bangkok, Thailand

**OUTBOUND TOURISM STATISTICS**  
Development, Challenges and Future Plan

**Country: Cambodia**

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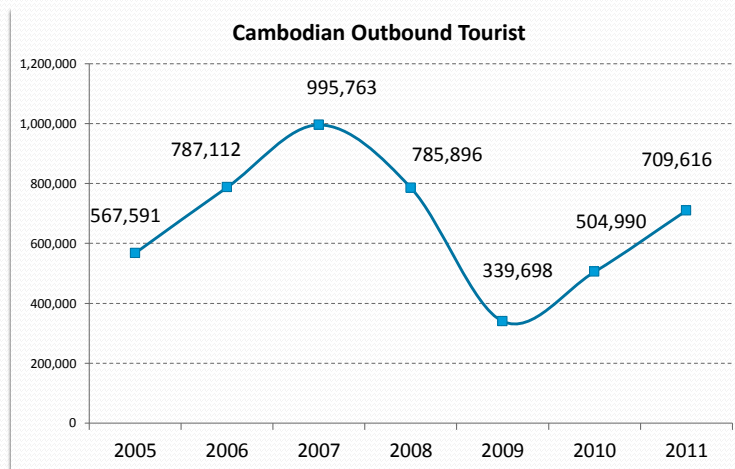
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## 1. Overview

- “ Many Cambodians now start exploring outbound tours experiences, they go to Vietnam, Singapore, Malaysia, Hong Kong, Thailand, China, Macao, Japan, South Korea, EU, and Australia”. (Ang Kim Eang, President of the Cambodia Association of Travel Agents).
- “Cambodian economy now is stable, with infrastructure improvement, Visa exemption, most of our citizen flocked to visit neighboring countries, especially Vietnam, Thailand Laos” Ho Vanndy, Co-Chair of the Tourism Working Group.

## 1. Overview



## 2. Development during 2010-2011 (1)

- Statistics of Outbound Tourist (Number) has been compiled and published.


### VI. Outbound tourists departures in January - December 2011

	Outbound		change (%)
	2010	2011	2011*/10
Cambodian outbound tourists	504,990	709,616	40.5
International outbound tourists	2,354,832	2,847,309	20.9

Source: Statistics and ICT Department, MOT

## 2. Development during 2010-2011 (2)

- The Questionnaire for outbound tourism has been design and tested.
- To include questions in the Household survey next round 2013.
- Explore mirror data



**National Institute of Statistics**  
Ministry of Planning  
Cambodia

**Cambodian Visitors Abroad Survey**  
Reference period 2012

Number	
City	
Date	
Interviewer	

Collectors Authority: This survey is conducted under the authority of the Statistics Law (Article 11). Any natural or juridical person is required to provide accurate, complete and timely information requested by the National Institute of Statistics for statistical purposes (Article 25).

Confidentiality: The Statistics Law (Article 23) requires that all individual information reported on this form will be kept strictly confidential by the National Institute of Statistics and will only be published in consolidated form.

Purpose: The purpose of this survey is to collect aggregate information to be used in the compilation of Cambodia's Balance of Payments and National Accounts Statistics.

**QUESTIONS:**

- Are you returning permanently to Cambodia? Yes  No  If No, how long do you plan to stay? \_\_\_ days \_\_\_ months
- If Yes, usual residence: Province/Municipality \_\_\_\_\_ City/Town/Village \_\_\_\_\_
- Sex: Male  Female  Occupation: \_\_\_\_\_
- Total duration of stay overseas: \_\_\_ days \_\_\_ months
- Arriving from (overseas city/country): \_\_\_\_\_
- Purpose of visit: Business  Conference  Official  Holiday/leisure  Family visit  Study  Other: \_\_\_\_\_
- Are you traveling: Alone  With a group  With family  Number of family/group members: Adults: \_\_\_ Children: \_\_\_
- Did a travel agent organize parts of your trip? Yes  No  If Yes, location of agency: \_\_\_\_\_

Please specify the cost of travel agency arranged travel: US\$ \_\_\_ 00 for \_\_\_ no. of person(s) for \_\_\_ no. days.

18. Cost of transport from Cambodia overseas: US\$ \_\_\_ 00 for \_\_\_ no. of person(s).

Traveled abroad by: (circle one) Air Ferry Road. Name of Airline, Bus Service or Ferry Service used: \_\_\_\_\_

11. Countries visited and type of accommodation and mode of transport (circle answer):

Country: \_\_\_\_\_ No. days: \_\_\_ Hotel: \_\_\_\_\_ Guesthouse: \_\_\_\_\_ Other: \_\_\_\_\_ No. nights: \_\_\_ Travel by: Air Boat/Ferry Road Train Other

Country: \_\_\_\_\_ No. days: \_\_\_ Hotel: \_\_\_\_\_ Guesthouse: \_\_\_\_\_ Other: \_\_\_\_\_ No. nights: \_\_\_ Travel by: Air Boat/Ferry Road Train Other

Country: \_\_\_\_\_ No. days: \_\_\_ Hotel: \_\_\_\_\_ Guesthouse: \_\_\_\_\_ Other: \_\_\_\_\_ No. nights: \_\_\_ Travel by: Air Boat/Ferry Road Train Other

12. Total amount spent on your trip: US\$ \_\_\_ 00 for \_\_\_ no. of person(s).

Of which amount spent on: Accommodation: US\$ \_\_\_ 00 Restaurant: US\$ \_\_\_ 00 Other food: US\$ \_\_\_ 00

Beverages: US\$ \_\_\_ 00 Transport: US\$ \_\_\_ 00 Entry fees to tourist sites: US\$ \_\_\_ 00 Gratuities/tips: US\$ \_\_\_ 00

Cab/taxi/rental: US\$ \_\_\_ 00 Entertainment: US\$ \_\_\_ 00 Clothing: US\$ \_\_\_ 00 Gambling/lottery: US\$ \_\_\_ 00

Vials: US\$ \_\_\_ 00 Departure taxes: US\$ \_\_\_ 00 Other expenses (please specify): US\$ \_\_\_ 00 on \_\_\_\_\_

Thank you for your cooperation

### 3. Key issues (1)

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- Priority: Outbound tourism statistics is low priority compared to inbound and domestic.
- Outbound Survey (questionnaire testing)
  - Conducted at luggage area (airport)
  - Response rate too low
  - passenger not willing to answer as they want to go home quickly
  - Recall of expenditures
  - Interview only day time

### 3. Key issues (2)

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- Household expenditure
  - Conducting every 4 years
  - Only total expenditure included
- Mirror data are limited

## **4. Plan for improvement (1)**

- Continue to explore data collection methods
  - Household survey
  - Outbound survey
  - Mirror data
- Technical working group meeting: Immigration Department, Department of Statistics (MOT), National Accounts Dept. and Statistics Dept. (NBC)
- Country bilateral cooperation

## **4. Plan for improvement (2)**

- Persuade government for the budget
- Using Model?



Thank you!