

Domestic Tourism Statistics in India

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Presentation

- Sources of data
- Concerns
- Need for a new methodology
- Way forward

Sources of data on Domestic Tourists:

- Ministry of Tourism compiles data on domestic and foreign tourist visits in States/ UTs based on the information received from the State/ UT Governments.
- Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns.
- In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc.

[Some Figures](#)

Limitations of existing Administrative data

- India is unable to supply data to the UNWTO on
 - ✓ Same day visitors
 - ✓ Overnight stays in hotels and similar establishments
 - ✓ Overnight stays in all types of accommodation establishments etc.

Limitations of HH survey data

- Not available periodically.
- Data available only at State level but not at substate level such as district level.

Need for a standard survey methodology

- Felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments.
- The methodology should enable the compilation of such data on monthly basis.
- The methodology should also help in preparation of estimates of number of visitors, for some years after the base line survey, mainly based on the information to be collected from the accommodation units, without resorting to regular large scale survey.

Objective of the Survey

- The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:
 - Estimated number of visits
- Visits by overnight visitors- staying at accommodation units;
- - staying with friends and relatives
- - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
- (ii) Visits by same-day visitors
 - Profile of visitors, their expenditure pattern, purpose of visits, etc.
 - Occupancy rates and direct employment in accommodation units.

Efforts to bridge the gap:

- 1st Round July 2009 – June 2010
 - Covering 5 states of Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab.
- 2nd Round April 2011 – March 2012
 - Covering 2 states of Haryana and Himachal Pradesh,
- 2nd Round June 2011 – July 2012
 - Covering 5 states of Chhattisgarh, Madhya Pradesh and Sikkim.
- Three types of surveys are being conducted at each district:
 - ✓ Survey at Tourist Destinations.-monthly
 - ✓ Survey at Exit points of the district-quarterly
 - ✓ Survey of Accommodation units.- returns

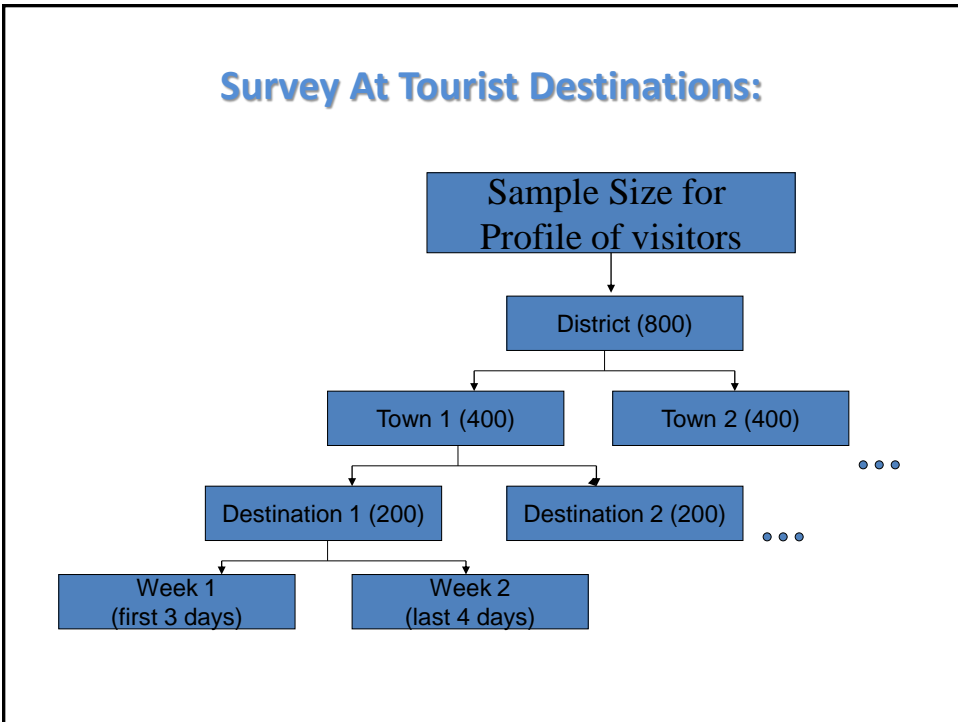
Survey of Tourist Destination

- The methodology envisages three stage sampling.
- The first stage units will be the towns important from tourism perspective,
- The second stage units will be the tourist destinations in the selected town or linked to the selected town,
- the visitors within a tourist destination will constitute the third stage units.

Defining Leisure and Non Leisure Visitors

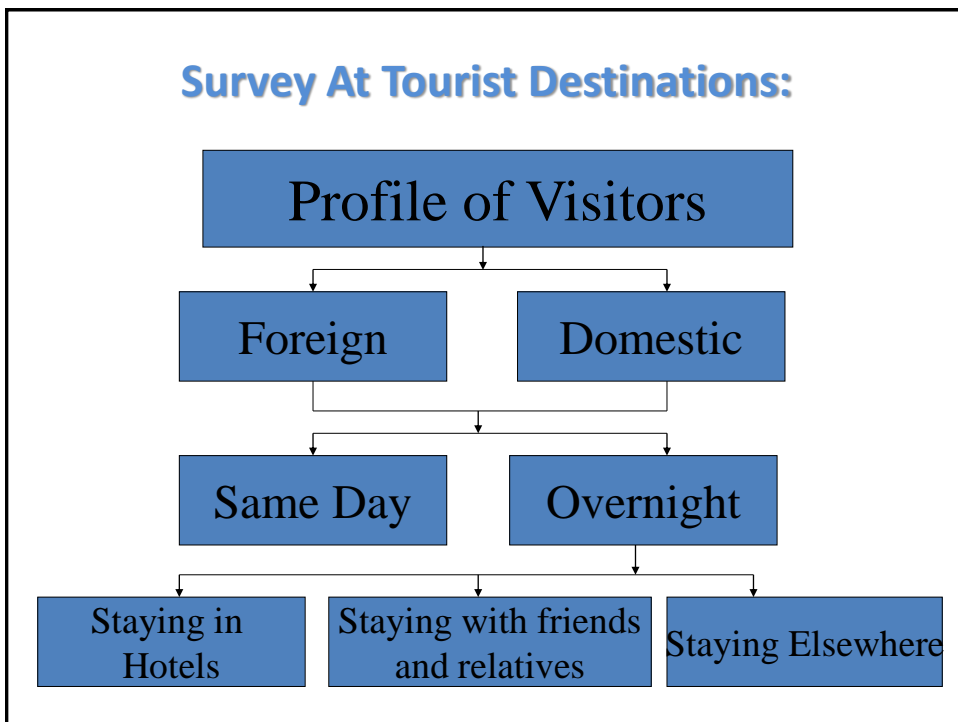
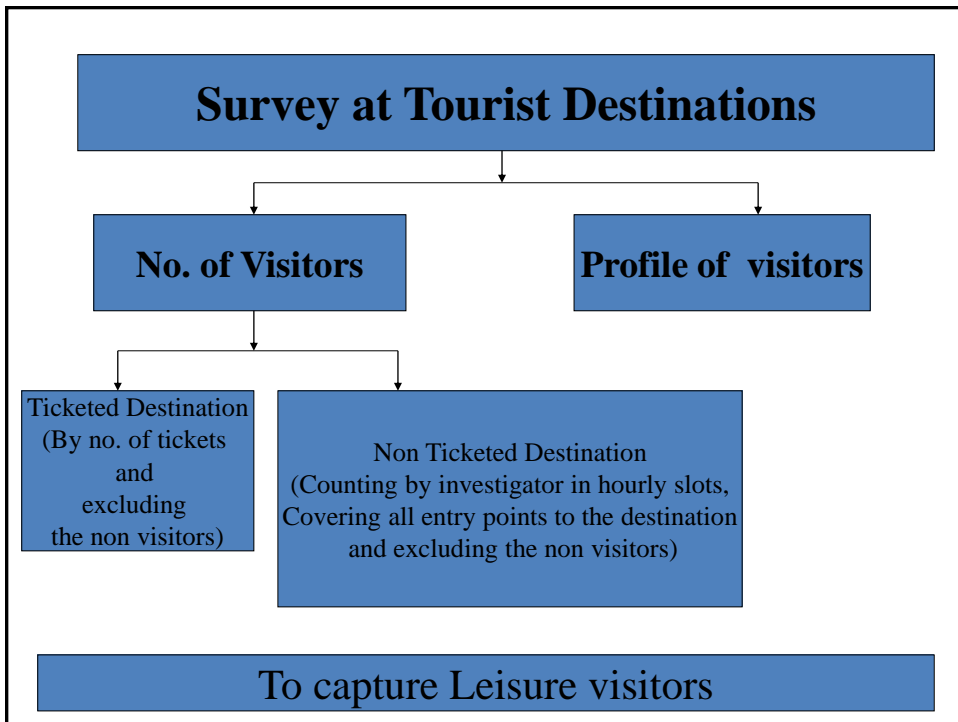
- In the Survey at Exit Points the visitors are classified as Leisure and Non Leisure Visitors based on their purpose of visit.
- If the purpose of visit is other than Holiday, Leisure and recreation and the visitor did not visit any tourist destination then he is classified as a non leisure visitor.

Survey At Tourist Destinations:

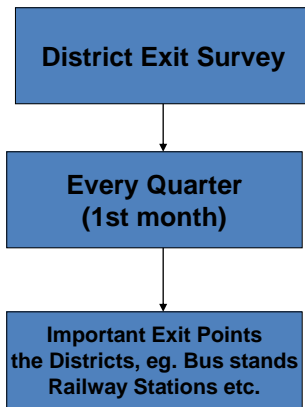


The dates of survey at a tourist destination during the 12 months will be as follows.

Month	Weeks	Days of weeks	Dates of the month
First	First and Third	1 st week: 1-3 days	1,2,3,18,19,20,21
		3 rd week: 4-7 days	
Second	Second and Fourth	2 nd week: 1-3 days	8,9,10, 25,26,27,28
		4 th week: 4-7 days	
Third	First and Fourth	1 st week: 1-3 days	1,2,3,25,26,27,28
		4 th week: 4-7 days	
Fourth	Second and Third	2 nd week: 1-3 days	8,9,10,18,19,20,21
		3 rd week: 4-7 days	
Fifth	First and Second	1 st week: 1-3 days	1,2,3,11,12,13,14
		2 nd week: 4-7 days	
Sixth	Third and Fourth	3 rd week: 1-3 days	15,16,17, 25,26,27,28
		4 th week: 4-7 days	
Seventh to Twelve	Above pattern will be repeated		



Survey at Exit Points of the district:



- Visitors staying in accommodation units but not visiting any tourist destination.
- Visitors staying with friends and relatives but not visiting any tourist destination.
- Visitors staying elsewhere but not visiting any tourist destination.
- Same day visitors not visiting any tourist destination.

To capture Non Leisure visitors

During the 1st Quarter the distribution of sample size.

Exit	Weeks	Days	Dates of the month	Sample Size
1	1 st week	1-3	1,2,3	50
2	2 nd week	7-11	11, 12, 13, 14	50
3	3 rd week	1-3	15, 16, 17	50
4	4 th week	7-11	25, 26, 27, 28	50
<i>Balance sample to be allocated based on secondary information Remaining 3 quarters should follow the same pattern</i>				

Estimation of Total Tourists and Day Visitors:

Total Tourists = Staying in Accommodation units

(Leisure + Non Leisure)

+ Tourists staying with friends and relative

(Leisure + Non Leisure)

+ Tourists staying elsewhere

(Leisure + Non Leisure)

Same Day Visitors = Same Day Visitors *(Leisure)* + Same Day Visitors *(Non Leisure)*

Survey of Accommodation Units:

- Preparation of the list of accommodation units in the towns selected (in consultation with the State Governments) on the basis of their importance from Tourism point of view.
- Estimate of no. of tourist staying in accommodation units.
 - ✓ Classified hotels
 - ✓ Other accommodation units
 - Having more than 20 rooms
 - Having 10-20 rooms
 - Having less than 10 rooms
- Sample:
 - ✓ All the classified hotels.
 - ✓ 10% in other categories.
 - ✓ If less than 10 accommodation units in the town then all were covered.

Survey of Accommodation Units:

- Multiplier: Total no. of beds in all accommodation units/Number of beds in selected accommodation units.
- Some information about no. of employees and turnover also generated.

To serve as check to the data collected in survey at tourist destinations and exit points.

Example: To Derive no. of Non Leisure Visitors

If following is the percentage distribution of Domestic Visitors obtained from Exit Point Survey at District A (sample size =200):

Leisure					Non Leisure				
Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total	Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
5	14	16	20	55	3	12	13	17	45

Example: To Derive no. of Non Leisure Visitors

From survey at Tourist Destinations it was found that in a given month there were :

Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
50	85	65	130	330

Example: To Derive no. of Non Leisure Visitors

Then we can say that there were

$330 * (3/55) = 18$ Non Leisure visitors staying at hotels.

$330 * (12/55) = 72$ Non Leisure visitors staying with friends and relatives.

$330 * (45/55) = 270$ total Non Leisure visitors

$270 + 330 = 600$ total visitors in District A for the given month.

Survey provides following for the first time in the country:

- Ratio of total number of tourists to number of tourists staying in Hotels and accommodation units.
- Ratio of total number of Same Day Visitors to number of tourists staying in Hotels and accommodation units.

Survey provides following for the first time in the country:

- Average Number of Tourist Destinations visited by a Tourist. (Leisure)
- Average Number of Tourist Destinations visited by a Same Day Visitor. (Leisure)

Way Forward:

- This Survey cannot be conducted every year.
- Survey provides district wise list of accommodation units.
- For the states covered under the survey list of accommodation units are available.
 - ✓ Representative sample from the list can be taken.

Way Forward:

- States to simply collect information of no. of tourists staying in accommodation units on monthly basis.
 - ✓ This information can be collected online also.
- Applying the ratios obtained from this survey total no. of tourists and same day visitors can be obtained on a monthly basis at all the tourist destinations covered in the survey.
- Ratios can be updated every 5 years.

Limitations of the Methodology:

- Percentage Distribution of Visitors based on 'Exit Survey' does not include visitors not going through 'Exit Points'.
 - ✓ Difficulty in capturing visitors travelling by their own vehicle.
- Exit Survey is done only once in 3 months. Relative share of different category of visitors may not be uniform in all 3 months.

Limitations of the Methodology:

- Ratios of different categories of visitors w.r.t. the visitors staying in hotels are not likely to vary substantially in a few years, but may not be same either. Ratios should be worked out afresh every 5 years, or earlier if feasible.
- While the reliability of estimates at state level is expected to be high, that of district- level (particularly monthly) may be low.

Steps taken after the 1st Workshop

- The results of the 1st Round of the Survey (July 2009 to June 2010) from 5 States became available in December 2010.
- 2nd Round of Survey commissioned for another 5 States.
 - Covering 2 states of Haryana and Himachal Pradesh, April 2011 – March 2012
 - Covering 5 states of Chhattisgarh, Madhya Pradesh and Sikkim. June 2011 – July 2012
- Results of the 1st Round have been used for estimating the figures of Tourist Visits to these States for 2010 and revising the figures for 2009. Data to be released in July, 2011.

Steps taken after the 2nd Workshop

- An interactive session was held with the Officials of Punjab to enable them to estimate figures of Tourist visits (in Punjab) for 2011 and 2012 based on the ratios obtained from the 1st Round of the Survey (July 2009 to June 2010).
- The six monthly results from the 2nd Round of Survey commissioned for the 2 states of Haryana and Himachal Pradesh have been discussed in Workshops with the State Governments.

New Developments

- Comparative study of 4 markets-Uk Australia, New Zealand and Abu Dhabi
- Relative prices of travel and other analysis

Thank You

Domestic Tourist Visits (In Million)

Years	Number of Domestic Tourist Visits (in Million)	% Change
2001	236.5	7.5
2002	269.6	14.0
2003	309.0	14.6
2004	366.2	18.5
2005	391.5	7.0
2006	462.3	18.0
2007	526.4	13.9
2008	563.0	7.0
2009	668.8	18.8
2010	740.2	10.7

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