

REGIONAL SEMINAR ON TOURISM STATISTICS CAPACITY BUILDING

FOR ASIA-PACIFIC REGION

MACAO, CHINA

INBOUND TOURISM STATISTICS

- 1) Visitor Arrivals**
- 2) Survey on Travel Agencies**
- 3) Survey on Hotels and Similar Establishments**
- 4) Visitor Expenditure Survey**

1. VISITOR ARRIVALS

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Source of data

Public Security Police



Administrative Data

(on a monthly basis)

1. VISITOR ARRIVALS

Visitor Arrivals by Mode of Transport

By SEA

- ◆ Outer Harbour
- ◆ Inner Harbour
- ◆ Checkpoint of the Provisional Ferry Terminal in Taipa

By LAND

- ◆ Border Gate
- ◆ Other entry points

By AIR

- ◆ Airport
- ◆ Outer Harbour

1. VISITOR ARRIVALS

Data on

- Visitor Arrivals by Place of Residence
- Visitor Arrivals by Nationality
- Same-day Visitors

1. VISITOR ARRIVALS

**Mainland Visitor by Principal
Province and Municipality**



has further promulgated

2. SURVEY ON TRAVEL AGENCIES

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Source of data

Licensed Travel Agencies



Inbound Visitor Arrivals
in Package Tours

(on a monthly basis)

2. SURVEY ON TRAVEL AGENCIES

Data on

- Inbound Visitor Arrivals in Package Tours
 - by Place of Residence
 - by Type of Itinerary

3. SURVEY ON HOTELS AND SIMILAR ESTABLISHMENTS

3. SURVEY ON HOTELS AND SIMILAR ESTABLISHMENTS

Source of data

Licensed Hotels and Similar Establishments



- Guests
- Guests through Arrangement of Travel Agencies
- Persons Engaged
- Available Rooms
- Available Bed-places

(on a monthly basis)

3. SURVEY ON HOTELS AND SIMILAR ESTABLISHMENTS

Data on

- Hotel Occupancy Rate;
- Average Length of Stay of Guests;
- Number of Hotel Guests

4. VISITOR EXPENDITURE SURVEY

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Objective

- Collect Visitors' expenditure so as to reflect their Spending Pattern and Spending Structure

4. VISITOR EXPENDITURE SURVEY

Information collected

- Trip Characteristics
- Visitor Characteristics
- Visitor Expenditure
- Comments

4. VISITOR EXPENDITURE SURVEY

Trip Characteristics

- Origin
- Main Purpose of Visit
- Length of Stay
- Mode of Transport
- Travel Arrangement

4. VISITOR EXPENDITURE SURVEY

Visitor Characteristics

- Type of Visitor
- Place of Residence
- Occupation
- Age Group

4. VISITOR EXPENDITURE SURVEY

Visitor Expenditure

- Spending on Visitors:
 - Non-shopping Spending
 - Shopping Spending

4. VISITOR EXPENDITURE SURVEY

Non-shopping Spending

- Accommodation
- Food and Beverage
- Local Transport
- Outbound Transport
- Entertainment/shows/sightseeing
- Others

4. VISITOR EXPENDITURE SURVEY

Shopping Spending

- Clothing
- Jewellery and Watch
- Local Food Products
- Shoes, Handbags & Wallets
- Cosmetics & Perfume
- Cellular Phones & Electrical Appliances
- Others

4. VISITOR EXPENDITURE SURVEY

Spending of Visitors

- Per-Capita Spending
- Per-Capita Non-shopping Spending
(excluding gaming expenses)
- Per-Capita Shopping Spending

4. VISITOR EXPENDITURE SURVEY

Comments

- Visitors' Comments on Services and Facilities
 - Travel Agencies
 - Hotels
 - Restaurants
 - Shops
 - Public Transport
 - Gaming Establishments

4. VISITOR EXPENDITURE SURVEY

Restrictions on data collection

- Lack of sufficient samples from certain countries
- Incompletion due to limited time for interviews with departing visitors

Data dissemination

- **Brief Report**
 - by month
 - by quarter
- **Annual Report**

THE END