

AYUBOWN.....

SRI LANKA TOURISM

Inbound Tourism statistics

Previous method used to compile inbound tourism Statistics

Main Source:

Disembarkation cards

Method:

All disembarkation cards were manually checked .

The cards for tourism purpose were segregated and entered to a database.

The data were retrieved from the relevant database and reports were generated.

Disadvantages

- This method was very inefficient
- Hard & Time consuming
- Impossibility to capture up to date data.
- More data investigators should be employed when the tourist traffic is high.
- Ignore the incomplete cards

Digital gateway to Sri Lanka

Our Vision:

To be the best immigration service in the region

Our Mission:

To regulate the entry & exit of persons and provide citizenship services, while safeguarding the national security and social order and providing economic development.

Electronic Travel Authorization (ETA)

What is an ETA?

□ ETA is an official authorization for short visit to Sri Lanka and it is issued electronically. The ETA system is introduced with the intension of providing an efficient , reliable and simplified service to those who visit Sri Lanka and is a preliminary authorization for them to enter Sri Lanka.

ETA holders will be issued 30 days short visit visa at the port of entry in Sri Lanka. Foreign nationals, who intend to visit Sri Lanka for short stay, must obtain ETA, prior to their arrival.

The ETA is issued through an online system. Simply the application form is filled and submitted electronically.

If the ETA is granted, the applicant will be notified accordingly. In the event of ETA being rejected, the system will send a referral notification to the applicant.

It is advisable to keep a copy of the ETA approval with you to be produced at the port of entry.

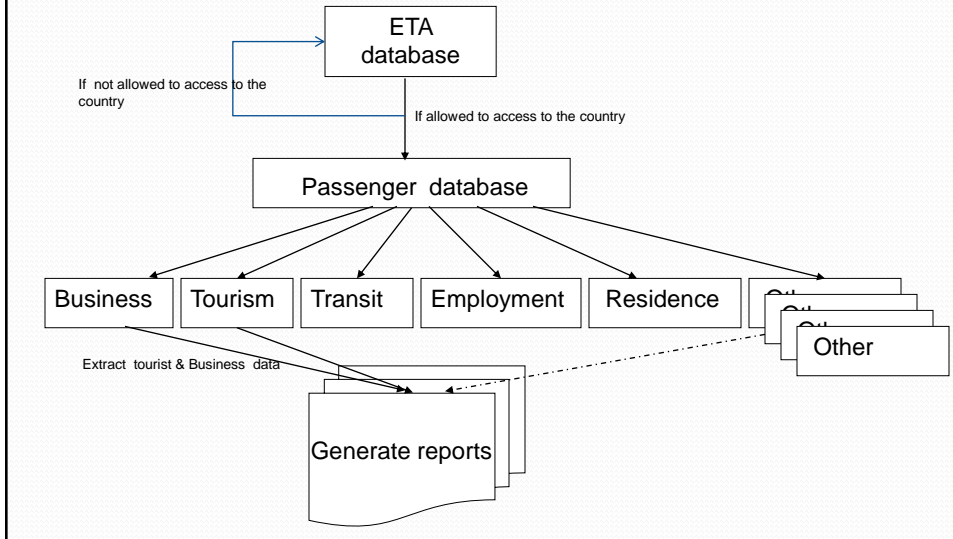
The ETA holders should fulfill the following requirements at the entry point....

- Should possess a valid passport not less than six months.
- A confirmed return ticket
- Sufficient funds to meet the expenses during the stay.....

❑ The data covered by the ETA system.

- 01.Passport number
- 02.Flight /vessel Number
- 03.Nationality
- 04.Residence
- 05.Gender
- 06.Date of Birth
- 07.Occupation
- 08.Address in Sri Lanka
- 09.Purpose
- 10.Intended arrival date
- 11.Duration
- 12.Port of Departure
- 13.Date

How the data are captured?



The reports generation

- Market Growth trend by Nationality
- Market Growth trend by Residence
- Tourist arrivals by country of Residence
- Tourist arrivals by country of Nationality
- Seasonal Variation in traffic flow
- Tourist arrivals by country of residence and seasonality ratio
- Tourist arrivals by country of residence and mode of transport
- Tourist arrivals by country of residence & carrier
- Tourist arrivals by country of residence & purpose of visit
- Period of stay (percentage distribution)

The reports generation (cond.)

- Tourist arrivals by country of residence & purpose of visit
- Period of stay (percentage distribution)
- Average duration by country of Nationality
- Tourist arrivals by country of residence by Sex
- Tourist arrivals by country of residence by Age
- Tourist arrivals by country of residence & Occupation

Advantages of ETA system

- ETA is efficient & fast
- Accuracy is very high
- Up to date information can be obtained immediately.
- Simplified service to those who visit Sri Lanka.
- On arrival visa can be obtained.
- The approval / referral notice is issued electronically immediately.
- No missing values.
- Anybody can apply from their own place accessing www.eta.gov.lk

Disadvantages of ETA system

- The arrivals by sea are not captured by this system . Therefore , manual method has to be used to count those data.

Air Traffic statistics

Scheduled Airline Operations and Seating Capacity

- The data on Scheduled Airline Operations are collected on quarterly basis.
- Special **format** is use to collect these data from all Scheduled Airlines in Sri Lanka.
- The following data are captured & analyzed.
 - Name of the Airline
 - Airline type
 - Seating Capacity
 - No. of incoming flights per week
 - No. of seats available on incoming flights per week
 - Total no. of passengers got down in Sri Lanka during the quarter
 - Total no. of passengers picked up from Sri Lanka during the quarter

Accommodation statistics

Accommodation industry - Capacity & it's utilization.

- The data on accommodation industry are collected on monthly basis.
- A **format** for Occupancy & Tariff Statistics is used to collect the data.
- The following data are captured from all accommodation establishments registered under Sri Lanka Tourism Development Authority.
 - Name
 - Category
 - Room Capacity for sale.
 - Room rates
 - Total number of rooms occupied by guests (Daily basis)
 - Total Guest Nights (Daily basis)
 - Foreign Guest Nights (Daily basis)
 - Local Guest Nights (Daily basis)

Accommodation industry - Capacity & it's utilization.

- The following reports are generated monthly & annual basis by Class and Resorts Region
 - Occupancy Rates
 - Room capacity
 - Bed capacity
 - Total Foreign Guest Nights
 - Total Local Guest Nights
 - Average Room Rates

Value of Tourism

Foreign Exchange Earning from Tourism

- The amount of Foreign Exchange collection from Tourism in following Tourist Establishments are collected on monthly basis
 - Banks
 - Travel Agencies
 - Tourist Shops
 - Hotels
 - Gem Corporation
 - Museums
 - Cultural Triangle
 - Zoological Gardens
 - Botanic Gardens
 - Wildlife Parks

Format

Tourism Receipts

- The overall Tourism Receipts are calculated by the results of expenditure Survey.
- **Total Receipts = R**
R= Per tourist per day x Average duration x Total arrivals.
- **Index of Tourist Prices**
Data source: Establishments providing goods & services in popular tourism regions in Sri Lanka.
- TPI based on the consumption structure of tourists derived from Tourist expenditure survey .

THANK YOU