Mobile Positioning Data
Make sub Region Tourism Visible

RIFA RUFIADI
Domestic Tourism

- 34 Province → 514 Kabupaten
- 256 Million People
- How Many Domestic Tourism?
- How Much Their Expenditure? For what
- Where they come from, where they go
- Mode of Transport?
BORDER SURVEY is TOO EXPENSIVE

Under Coverage
Inbound & Outbound Data (7%)

NOT ALL GATE HAVE 24/7 IMMIGRATION SERVICE
COLLABORATION IS THE SUCCESS KEY

• BPS define concept & method of conversion MPD to Inbound Tourism Statistics
• MoT support budget to apply the method in border country
MPD from the largest Mobile Network Operator

• Fine Tune Inbound MPD to get better Tourism Statistics
• Produce Domestic Tourism Statistics using MPD
• Training
• Write Handbook
• Develop QAF
7 staff can handle work load that usually need 8,000 employee for each quarter on HH survey.
BUDGETING STRATEGY 2018

DOMESTIC TOURISM STATISTICS

38%

MOBILE POSITIONING DATA

62%

HOUSEHOLD SURVEY

Rp 40 Billion
LESS PRICE DEEPER DATA

Number of Domestic Tourism Yogyakarta Origin

38 % Budget

X

Budget

62 %

2020

Number of Domestic Tourism Yogyakarta Origin

Indonesia, 2018

 Millions

Q1

Q2

Q3

Q4

Before non mpd adjustment
SUMMARY

- MPD can be used for official statistics related to
  - Number of people
  - Movement
  - Location
  - Duration
  - Density

- Collaboration and Mutual Trust among Institutions is the Key for Success of using MPD

- MPD can be used for Official Statistics if NSO have access to MNO data, need regulation and Global Recommendation
Terima Kasih

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