

**中华人民共和国商务部**

Ministry of Commerce of the People's Republic of China



# Introduction on China's Tourism Statistics

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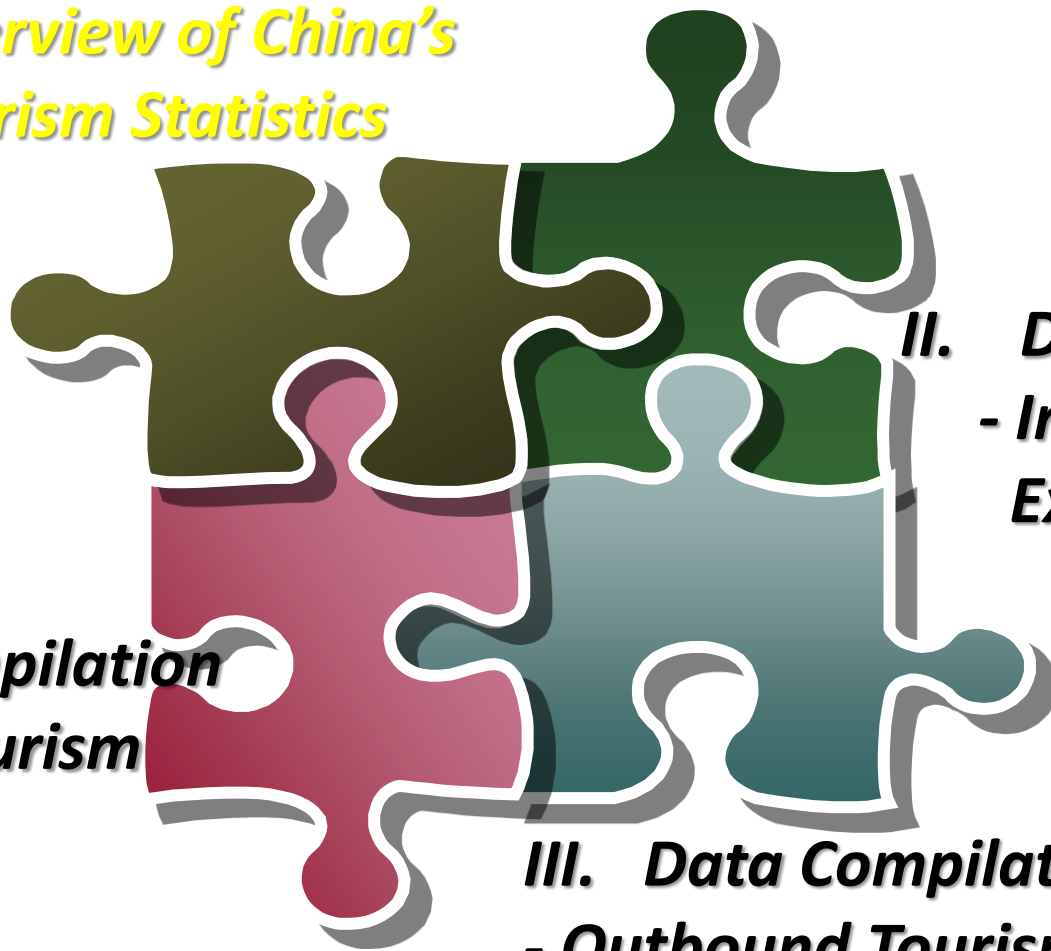
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**Jakarta, Indonesia**

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# China's Tourism Statistics

## *I. Overview of China's Tourism Statistics*



## *II. Data Compilation - Inbound Tourism Expenditure*

## *IV. Data Compilation - Domestic Tourism Expenditure*

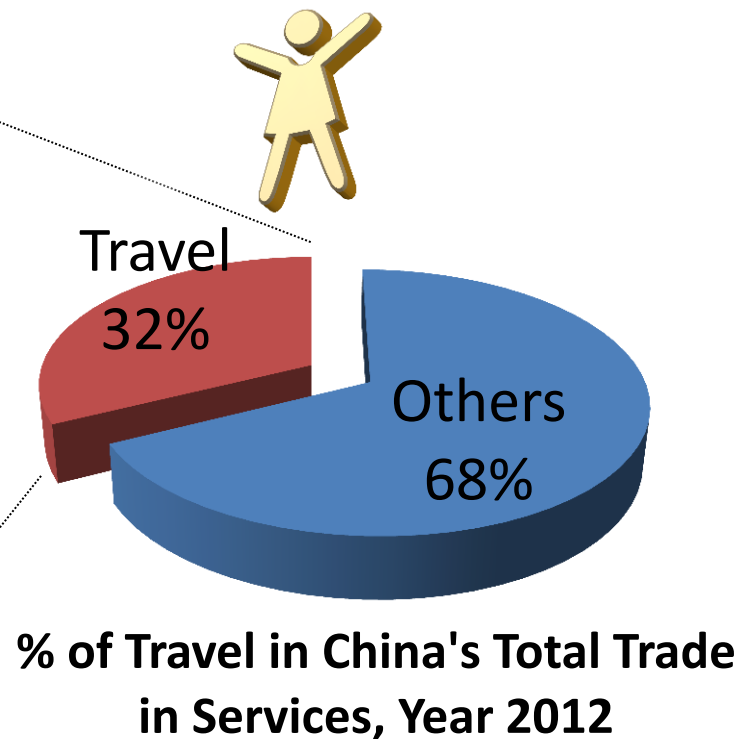
## *III. Data Compilation - Outbound Tourism Expenditure*



# I. Overview of China's Tourism Statistics

## Travel

1. The import: USD 102bn;  
The export: USD 50bn;  
The deficit: USD 52bn.
2. The total value of import and export: USD 152bn, 32% of China's total trade in service.
3. The biggest category of China's total trade in services, year 2012.

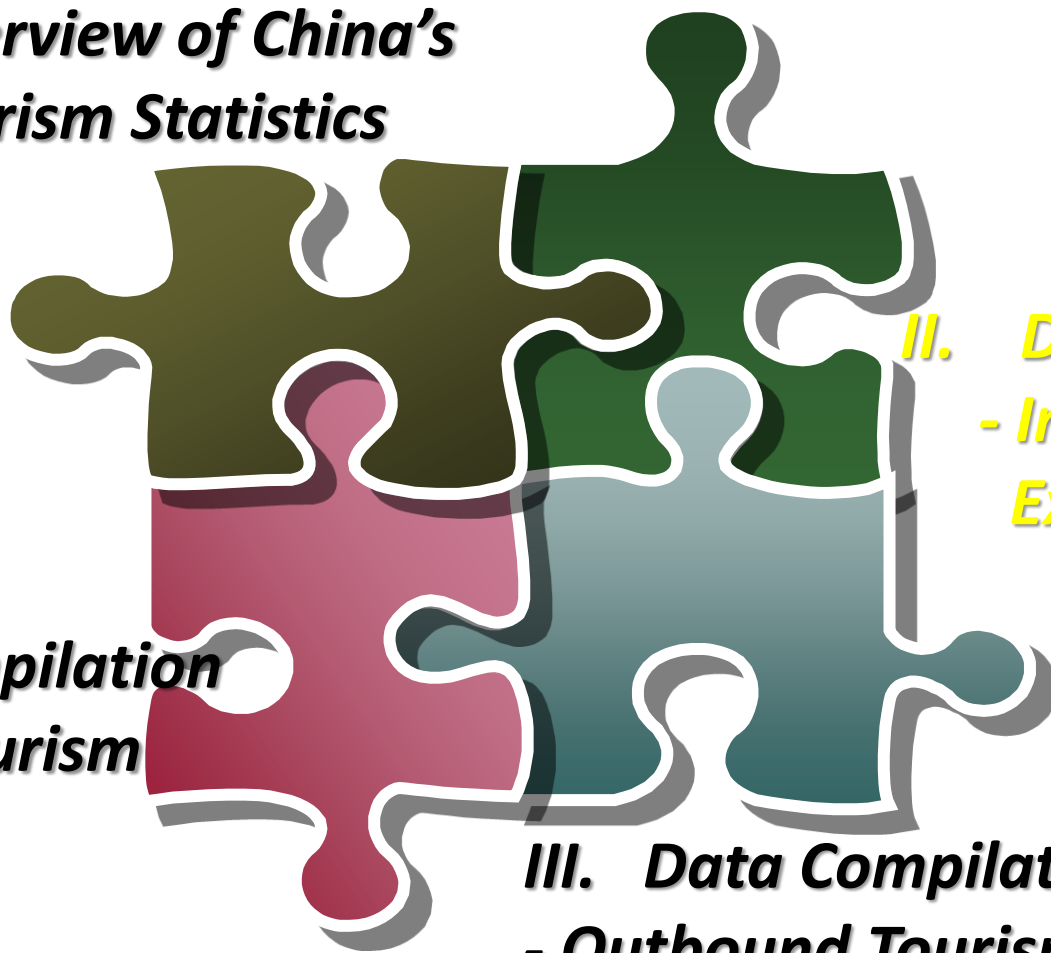


# I. Overview of China's Tourism Statistics



# China's Tourism Statistics

## ***I. Overview of China's Tourism Statistics***



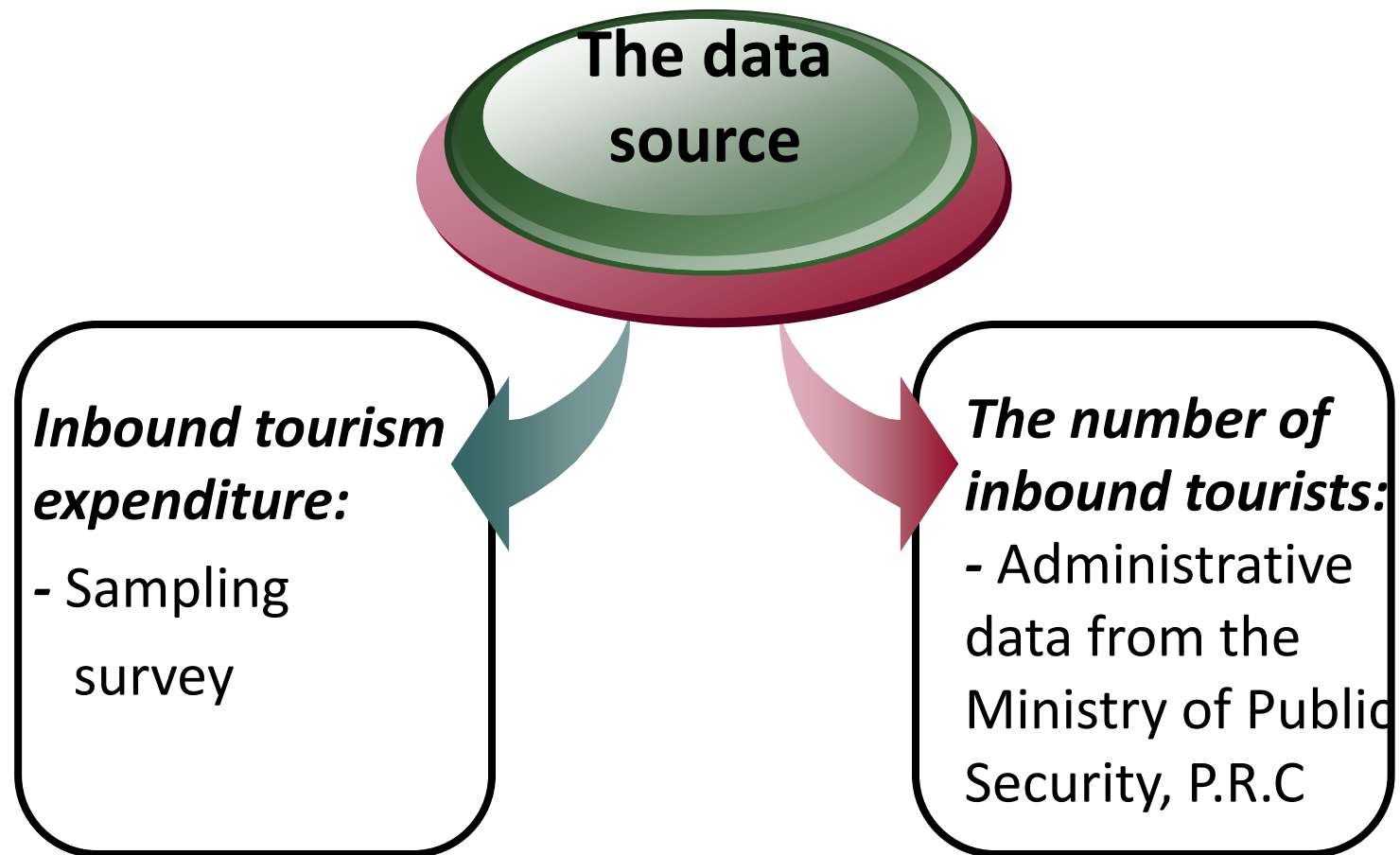
## ***II. Data Compilation - Inbound Tourism Expenditure***

## ***IV. Data Compilation - Domestic Tourism Expenditure***

## ***III. Data Compilation - Outbound Tourism Expenditure***



## II. Data Compilation- Inbound Tourism Expenditure



## II. Data Compilation- Inbound Tourism Expenditure

➤ The sampling survey of China's inbound tourism expenditure:

*-The population and scope of survey:* Inbound foreign tourists, who stay less than 3 months.

*-The type of survey:* Field survey of releasing questionnaire to the tourists.



## II. Data Compilation- Inbound Tourism Expenditure

### *-The contents of survey:*

- 1, The basic info. of foreign tourists, including nationality, country of residence, gender, age, occupation and purpose of travel.
- 2, The periods of stay and travel pattern.
- 3, Tourism expenditure: including transportation, accommodation, catering, site-viewing, entertainment, shopping, communication and so on.





## II. Data Compilation- Inbound Tourism Expenditure

*-The contents of survey (continued):*

4, The number of times the tourists travel to China.

5, The numbers of Chinese cities the tourists visit.

6, The travel country before/ after visit to China.



## II. Data Compilation- Inbound Tourism Expenditure

*-The implement of survey:*

Survey on foreign tourist  
at ports.

Survey at the place foreign  
tourists stayed, e.g. hotel.

Survey on travel agency,  
for group travel tourists.

Methodology:  
Stratified sampling  
survey



## II. Data Compilation- Inbound Tourism Expenditure

*-The time and frequency of survey:*

Avoid seasonal effect.

Make more comparable data.

Better represent the average level of whole year.

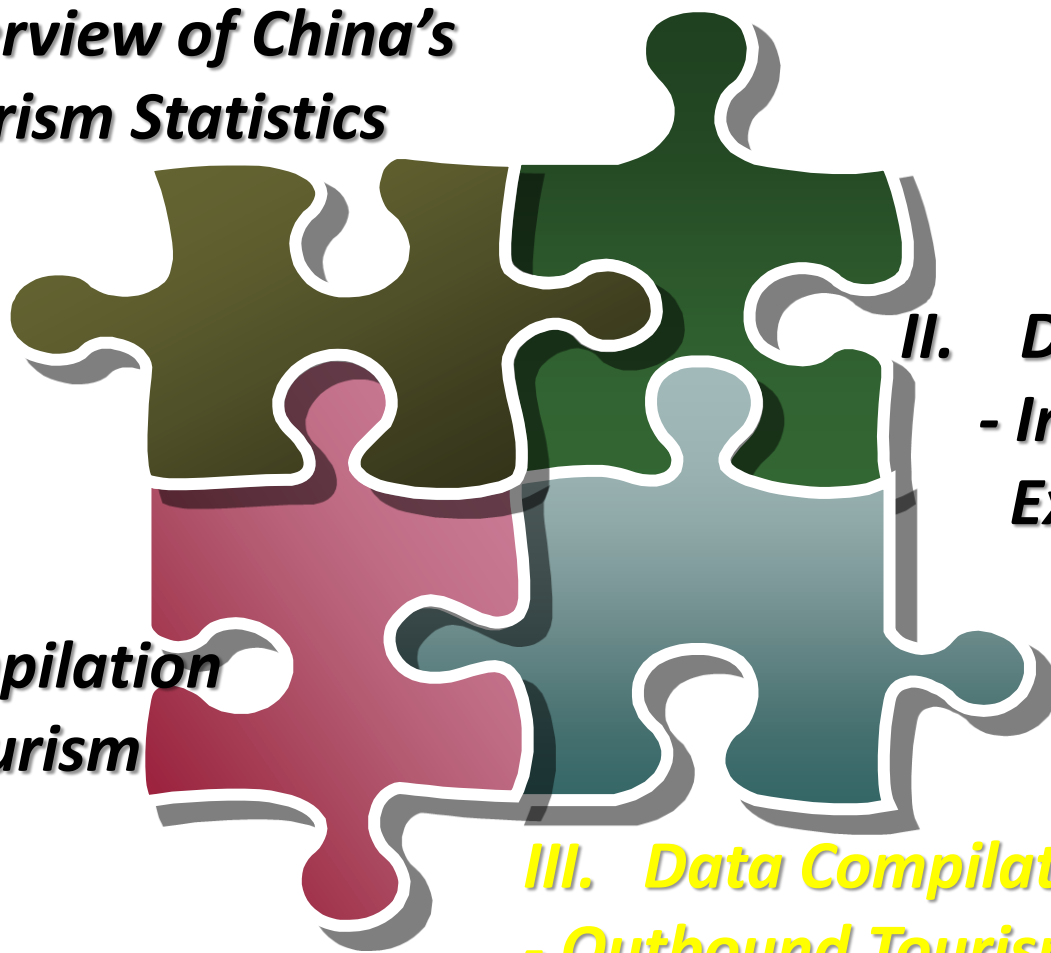
Once per  
year

In the  
middle  
of year



# China's Tourism Statistics

**I. Overview of China's  
Tourism Statistics**



**II. Data Compilation  
- Inbound Tourism  
Expenditure**

**IV. Data Compilation  
- Domestic Tourism  
Expenditure**

**III. Data Compilation  
- Outbound Tourism Expenditure**



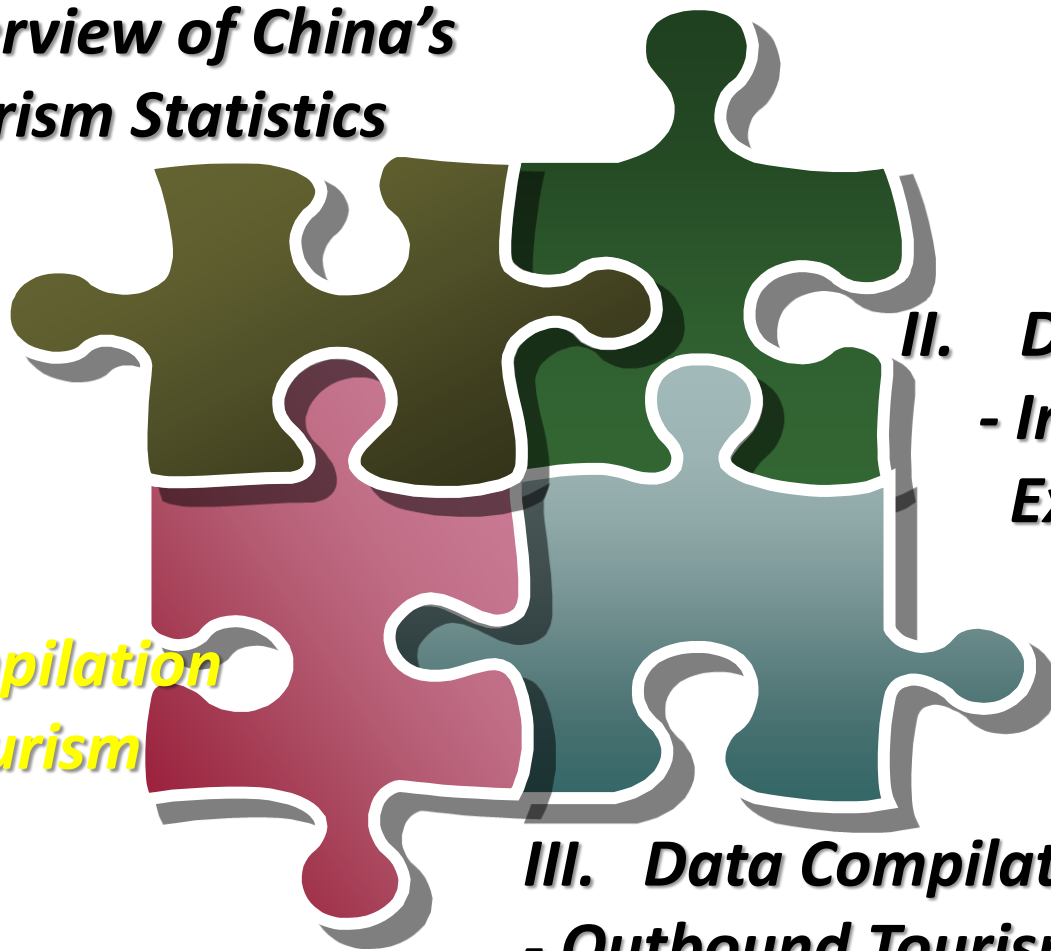
# III. Data Compilation- Outbound Tourism Expenditure

- **The data source of China's outbound tourism statistics:**
  - Administrative data from State Administration of Foreign Exchange by ITRS.
  - No extra survey has been carried out on outbound tourism expenditure.



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## ***I. Overview of China's Tourism Statistics***



## ***II. Data Compilation - Inbound Tourism Expenditure***

## ***IV. Data Compilation - Domestic Tourism Expenditure***

## ***III. Data Compilation - Outbound Tourism Expenditure***



# IV. Data Compilation- Domestic Tourism Expenditure

➤ **The survey of China's domestic tourism expenditure:**

***-The population and scope of survey:*** domestic tourists, who travel more than 10km from residence place, and stay more than 6 hours but less than 12 months.

***-The type of survey:*** Field survey of releasing questionnaire to the tourists.



# IV. Data Compilation- Domestic Tourism Expenditure

## *-The contents of survey:*

- 1, The pattern of domestic tourists.
- 2, The purpose of travel.
- 3, The periods of stay.
- 4, Tourism expenditure: including transportation, accommodation, catering, site-viewing, entertainment, shopping, communication etc.





# IV. Data Compilation- Domestic Tourism Expenditure

*-The implement of survey:*

Survey at the place domestic tourists stayed, e.g. hotel.

Survey for domestic tourists on sight spot..

Methodology:  
Stratified sampling survey



# IV. Data Compilation- Domestic Tourism Expenditure

*-The time and frequency of survey:*

- 1, No less than once per year.
- 2, Try to launch the survey once every season.
- 3, Make the survey more comparable and reliable.



# Publications

Annual Publications:

China Statistics of Trade in Services, 2012

by Department of Trade in Services and Commercial Services, Ministry of Commerce P.R.C



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Thank You !

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