Introduction on China’s Tourism Statistics

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Oct. 8th, 2013
China’s Tourism Statistics

I. Overview of China’s Tourism Statistics

II. Data Compilation
   - Inbound Tourism Expenditure

III. Data Compilation
   - Outbound Tourism Expenditure

IV. Data Compilation
   - Domestic Tourism Expenditure
I. Overview of China’s Tourism Statistics

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

Data Source of China’s Tourism Statistics

- Sampling Survey
- International Transaction Reporting System (ITRS)
- Other Administrative Records
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- Outbound Tourism Expenditure

IV. Data Compilation
- Domestic Tourism Expenditure
II. Data Compilation - Inbound Tourism Expenditure

The data source

Inbound tourism expenditure:
- Sampling survey

The number of inbound tourists:
- Administrative data from the Ministry of Public Security, P.R.C
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
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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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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.
Annual Publications:

China Statistics of Trade in Services, 2012

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

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