The Use of Mobile Positioning Data to Capture Tourist Data in Indonesia

Titi Kanti Lestari
BPS-Statistics Indonesia
Tourism has explicitly been mentioned as targets in Goals 8 (8.9), 12 (12.b) and 14 (14.7)

There are data gaps, in terms of coverage, granularity (sub-national), timeliness

Mobile Positioning Data (MPD) is used to capture Inbound, Domestic and Outbound Tourists
MPD is used since October 2016

To increase the coverage and timeliness

Implemented at the border where there is no immigration checkpoint

Integrated with other data source (immigration data)

Implementing MPD is not easy, need good methodology and QAF
To obtain domestic tourist data at regency/city level. Where using survey needs quite big sample size.

To increase frequency and timeliness. Survey data result needs six months to be processed.

Combined with digital survey to obtain other data such as purpose, expenditure etc.

Prior MPD, the data publish at province level (34 provinces), from 50,000 households (samples), and need 8,000 enumerators.

Using MPD, the data will publish at regency level (514 regencies and cities), from 140 million subscribers with home detection, and 8 data scientists to process the data.
The immigration data only gave people that go overseas.

To complement immigration data, in order to know what country they visit and what province and regency they come from.

Combined with digital survey to obtain purpose, expenditure and other characteristics.

Prior MPD, the latest outbound survey is in 2013.

Using MPD, the data can be published monthly with partner country.
THANK YOU