



STATISTICS INDONESIA



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

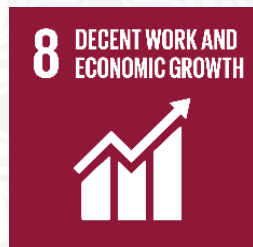
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➤ **Tourism has explicitly been mentioned as targets in Goals 8 (8.9), 12 (12.b) and 14 (14.7)**

➤ **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

