Developments of Chinese tourism statistics

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2. Inbound tourism statistics

- **The number of inbound visitors**
  - **Data source:** Provided by the authority of exit and entry administration
  - **Frequency:** Monthly
  - **Variables of reference:** The number of inbound visitors

- **The inbound visitors' expenditure**
  - **Data source:** Border survey
  - **Frequency:** annual
  - **Variables of reference:** The daily per capita expenditure, the length of stay, and the breakdown of expenditure
Restrictions in producing data

- Difficulty in evaluating the proportion of non-visitors
- Bias of expenditure data by generating countries
- Bias of sub-national expenditure data
- Not reflecting the seasonal changes

Improvement

- Due to the lack of staff and source data, it's difficult for us to improve the present inbound tourism statistics.
- So we have strengthened the data collection from accommodation on inbound tourists.