Developments of
Chinese tourism statistics

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3. Outbound tourism statistics

- The number of outbound visitors
  - **Data source:** Provided by the authority of exit and entry administration
  - **Frequency:** Monthly
  - **Variables of reference:** The number of outbound visitors
  - **Gaps:** Difficult to get the proportion of non-visitors

- The outbound visitors’ expenditure
  - OCT, 2010: CNTA undertook a survey in Beijing, the sample size is 1000;
  - May to June, 2011: CNTA undertook a survey in Shanghai, Guangzhou and Chengdu, the total sample size is 5600;
Some practice in outbound tourism expenditure

- Both the Ministry of commerce and Central Bank are interested in outbound visitors’ expenditure.
- We discussed with CB on how to apply the sampling results in the course of compiling BOP.
- The main problem is how to get the expenditure data by countries of destination from the sample survey.
- The study on how to implement the statistics is in progress.

Hope to strengthen our cooperation and communication.

Thank you for your attention!