Tourism Statistics based on Mobile Positioning Data
Indonesia Experience

The 12th UNWTO Asia Pacific Executive Training Program on Tourism Policy and Strategy

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Republic of Indonesia
Country Profile

2,120 km from east to west

1,760 km from north to south

1.9 million km2 of land

3.1. million km2 of water/sea

17,100 island, with only

6,000 are inhabited

262 million people, with more than **300** distinct native ethnicities

742 different language and dialects

14 million intl' tourist ; **169** free visa countries ; rank **36** GCR WEF 2017, rank **42** at TTCI WEF 2017 ; rank **47** at CBS WEF 2017

371.5 million cell phone users

300 thousand BTS

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SWOT Analysis of Indonesia's MPD Methodology for Tourism Statistics

Strengths

- Faster, timely, and accurate
- cheaper
- coverage area

Weaknesses

- limited information
- survey is still needed as calibration
- The methodology should always be developed and improved

Opportunities

- multi-purpose application
- decision making support

Threats

- data security

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Stakeholder Roles and Responsibility in Indonesia on MPD Methodology

Name of Stakeholder	Roles and Responsibilities
Government	• policy making (MoT) • measurement (BPS-Statistic) • measurement (Immigration)
The Private Sector	• infrastructure supporting (provider) • partner (credit card operator) • TA/TO (analytical data user)
Industry Associations	• utilizing
Civil Societies	• utilizing • active respondent
International Organization	• capacity building • best practice • technical assistance

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Highlight of MPD

Key Regulatory and Policy Initiatives

The development of tourism statistics methodology to support the policy making in tourism

Strategies

The use of MPD to understand travelers behavior in order to develop strategic tourism policy faster and more accurate

Programs

Cross Border Survey conducted by BPS-Statistics, in cooperation with MoT, in order to obtain tourist data at the Indonesian border.

Success Story

- In cooperation with BPS-Statistic, MoT has succeed in examining tourist arrival at the Indonesian borders, utilizing mobile positioning data (MPD).
- In our experience, MPD has been accurately captured and increased the coverage of inbound tourists data at 19 regencies consisting of most difficult border check points especially in which Immigration Check Point is not available and Cross Border Survey is difficult to be conducted due to geographical condition.
- MPD tend to has good consistency over time compared to regular data

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Benefit, Lesson Learned and Recommedation

Benefit

- faster
- cheaper
- real time calculation

Lesson Learnt

- MPD change the process
- MPD needs to be developed

Recommendation

The use of mobile big data in tourism statistic tend to has good consistency over time compared to regular data.

MPD improves timeliness and cost efficiency but on the contrary, the data accuracy of MPD is difficult to measure, it also lacks of information on the purpose of the trip, expenditure, type of accommodation and transportation used.

It has to combine with another big data survey (card payment etc.) and followed by advanced analytical study in order to support strategic tourism policy decision making.

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Terima kasih

Thank you

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