OUTLINE

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1. COLLECTION OF TOURISM STATISTICS IN ZAMBIA

Agencies that collect tourism related statistics include:

- **The Bank of Zambia**: BOZ is mandated to compile and publish the Balance of Payments. The BOP is compiled in accordance with BPM 6 guide where inbound (travel credits) and outbound (travel debits) tourist expenditure is recorded.

- **The Ministry of Tourism and Arts**: MOTA also compiles and publishes tourism statistics. They compile statistics on tourist activity such as visits to heritage sites, national parks, and museums. In addition, they collect data on revenues from accommodation earnings (average room cost and bed occupancy rates), average length of stay, tourism related employment and levies, and other activities such as wildlife hunting.

- **The Department of Immigration**: DOI captures entry and exit statistics at all border points. DOI provides numbers and purpose of visits of inbound/ outbound travelers.

2. INSTITUTIONAL ARRANGEMENTS

I. **The Bank of Zambia (BOZ)**: collects the following via survey instruments:

   i) Quarterly Survey of Hotels and Lodges (Travel) - This survey collects non-resident expenditures on accommodation services as well as other tourist services such as costs of game park viewing, boat cruises and other services offered by surveyed establishments.

   ii) Individual Travel Survey - This survey collects expenditure data directly from non-resident travels.

II. **Ministry of Tourism and Arts (MOTA)**: collects the following via survey instrument:

   i) visitor arrivals and accommodation statistics – This data is collected from establishments and other tourists' sites (heritage sites, national parks, and museums).

III. **Department of Immigration (DOI)**

   The DOI is the main source for entry and exit data.

   • This information which, in conjunction with the other data collected, is used to derive estimates for tourist expenditure is shared with BoZ and MOTA.

These three plus other Institutions are members of the Balance of Payments Statistical Committee (BOPSC), this committee is constituted by all institutions mandated to compile and publish External Sector Statistics. The committee meets on a quarterly basis to share information and validate data before the BOP is published.
3. ESTIMATING TOURISM EXPENDITURE

i. Balance of Payments (BOP): Travel
In the BOP travel credits and debits are computed according to business or personal traveler for the following:
• Average length of stay (data source: Hotels and lodges travel survey)
• Average expenditure per person (data source: Hotels and lodges travel survey)
• Expenditure per day:
  • Goods
  • Local transport services
  • Accommodation services
  • Food-serving services
  • Other services
• Number of travelers (inbound and outbound) is provided administratively by the Department of Immigration.
• To obtain the inbound (credit) and outbound (debits) expenditures values in the BOP, estimates of average expenditures are obtained using the various surveys. This data, in conjunction with the administrative data from DOI is used to estimate BOP travel credits and debits.

4. CHALLENGES IN COLLECTING TOURISM STATISTICS

I. Coverage:
• Survey scope is limited, focuses on established hotels and lodges (accommodation service providers),
• Not all travelers stay at Hotels and lodges, some stay with family and friend who are not covered by the survey.

II. Other:
• Need to enhance collection of other tourism related data such as ‘Other personal, cultural, and recreational services’
5. PLANS FOR IMPROVEMENT

I. Automation for improved efficiency in data processing: Plans are underway to automate all BoZ surveys. This will allow wider coverage.

II. Replacing the hotels and lodges survey with a border entry and exit survey to enhance coverage and improve expenditure estimates.

III. Development of a TSA Account – The Ministry of Tourism and Arts (MOTA) in collaboration with the Zambia Statistics Agency (Zamstats) and other stakeholders are working on developing a TSA framework.

IV. Improve the data collection instruments (Technical assistance missions from cooperating partners such as the IMF, COMESA)

V. Improve validation of collected tourism data (leverage on the existing Institutional arrangements such as the Balance of Payments Statistical Committee)

Thank you!