

BHUTAN
Believe



REGIONAL WORKSHOP ON COMPILING TOURISM STATISTICS

6-10 May, 2024

Sungkai, Perak, Malaysia

**Department of Tourism & National Statistics Bureau
Bhutan**



Session 4 Inbound Tourism



Classification of visitors

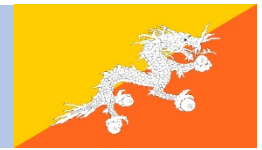
- Country of Origin
 - Visitors from India
 - Visitors from Countries other than India (COTI)
- Purpose
 - Leisure / Tourist
 - Official / Business
 - Others – VFRs, etc.

Design and Methodology	Indicator
Sampling Frame	VES is developed based on total number of tourists who departed the country in the previous year through two major exit points.
Sampling Design	Systematic random sampling.
Sample Size Determination	Based on the mean of length stay in the country using the tourist arrivals in the previous year.
Sample Allocation	Allocated at Paro and Phuntsholing Exit points to number of tourist departed in each month.
Survey Instrument	Survey questionnaires comprising both open-ended and close-ended is used which is designed by Computer Assisted Personal Interview (CAPI).
Data Analysis	Data is analyzed using STATA software.



Inbound Tourism Dataset Overview

Concepts	Observation Unit	Characteristics	Data / Indicator
Visitors	Inbound visitor	Type / class of visitors	Visitor by type / class of visitors - Overnight visitors
		Country of residence / region	Visitor by Country of residence, Region
		Demographics	Visitor by Education level, Occupation, Sex
	Travel pax	Size	Average size of travel pax and types
Trips	Tourism Trips	Main purpose	Visitor by main purpose of the trip - *Holiday / leisure / recreation, Business, Official, Others – VFRs etc.
		Mode of Transport	Visitor by mode of transport - *Land, Air
		Accommodation type used	Accommodation used by *Type, Dzongkhag
		Activities	Type of activities undertaken - *Culture, Nature, Wellness and Spiritual, MICE, Others
		Organisation	*Package tours / * Independent travel / other forms
		Expenditure	Inbound expenditure by: * Expenditure items, Dzongkhags, Purpose of visit * Average length of stay / * Average expenditure per day



Major Visitors by country of origin

Total Visitors: 315,599 India (73%), followed by USA and China



By air 45.29 %



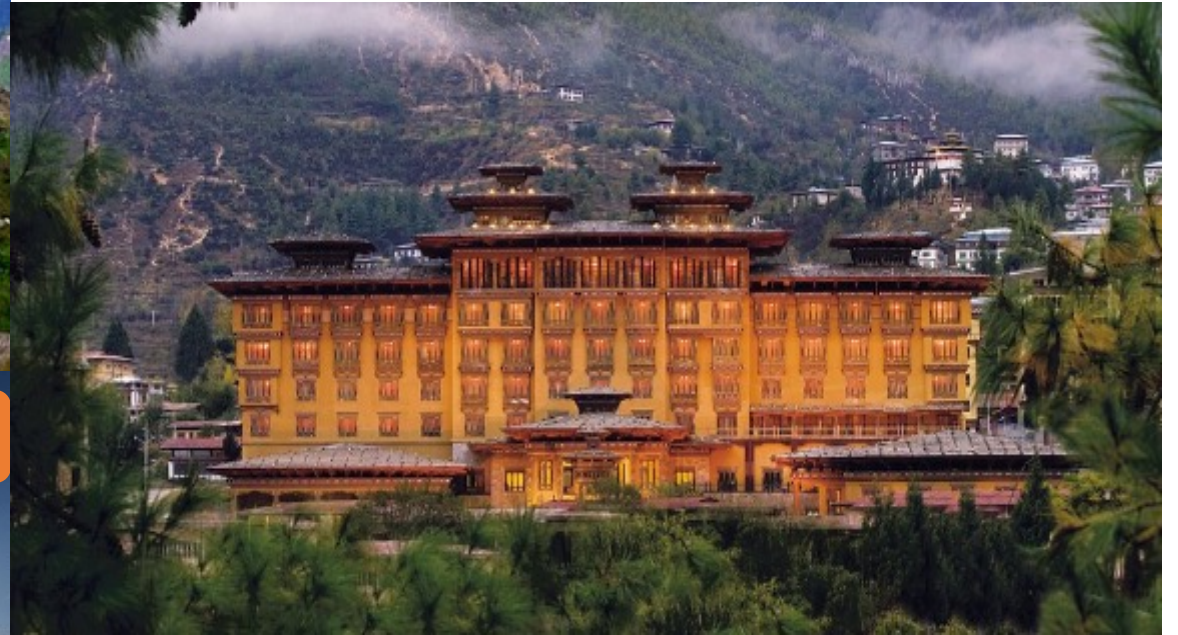
54.71% by road



High Season: Spring- Mar-May



High Season :Autumn (Sept-Nov)



In 3 star -50%, followed by budget hotels and 5-star and luxury hotels



Issues and Challenges

- Human Resource and funding to administer data collection
- Coordinating with different data generating agencies to source data
- Convincing / justifying the need for resource (HR and Funds) for statistics development
- Willingness of respondents to complete the survey
- Enumerators training

Lessons learnt

- Need to ensure regular and consistent data collection to ensure continuity and usability of data
- Important to translate/interpret data / statistics and analysis into policy briefs for the understanding of the policy makers and stakeholders
- Souvenirs for respondents completing surveys.
- Insight on who to promote and how as well as type of products to promote.

Support Required

- Training and capacity building in tourism statistics development
- Technical assistance in strengthening the existing BSTS framework on Inbound tourism.
- Support / assistance in how to develop / leverage on Big data in tourism



THANK YOU!!!