

**BHUTAN**  
*Believe*



# REGIONAL WORKSHOP ON COMPILING TOURISM STATISTICS

**6-10 May, 2024**

**Sungkai, Perak, Malaysia**

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



# Session 6 Domestic & Outbound Tourism



## Classification of visitors

- Type of visitor
  - Domestic overnight trips
  - Domestic excursion trips
  - Outbound overnight trips
  - Overnight excursion trips
- Purpose
  - VFRs
  - Health and Medical
  - Leisure and holiday
  - Religion and pilgrim
  - Education and training
  - Others

Design and Methodology	Indicator
Sampling Frame	Developed based on the 2017 PHCB and represent 161,253 households.
Sampling Design	A stratified two-stage sampling design was adopted for the survey.
Sample Size Determination	Determined based on the mean consumption expenditure of the households from Bhutan Living Standards Survey-2017.
Sample Allocation	Allocated at urban and rural areas of 20 Dzongkhags in proportion to the size of the areas.
Survey Instrument	<ul style="list-style-type: none"> <li>• Interview questionnaires comprising both open-ended and close-ended is used which is designed by Computer Assisted Personal Interview (CAPI).</li> <li>• Enumerators Manual and Supervisors Manual were used to ensure uniformity, quality and consistency.</li> </ul>
Data Analysis	Data is analyzed using STATA software.



Concepts	Observation Unit	Characteristics	Data / Indicator
<b>Visitors</b>	Domestic Visitor and Outbound Visitor	Type / class of visitors	Trip/outbound trip by class / type of visitors *Overnight visitors, same day visitors
		Place of residence	Visitor by Districts
		Demographics	Visitor by Education level, Occupation, Sex
	Travel party	Size	Average size of travel parties
<b>Trips</b>	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, Districts
		Organisation	*Package tours / * Independent travel / other forms
		Expenditure	* Average length of stay / * Average expenditure per day



## Domestic and Outbound Tourism Dataset (DOTS, 2019)

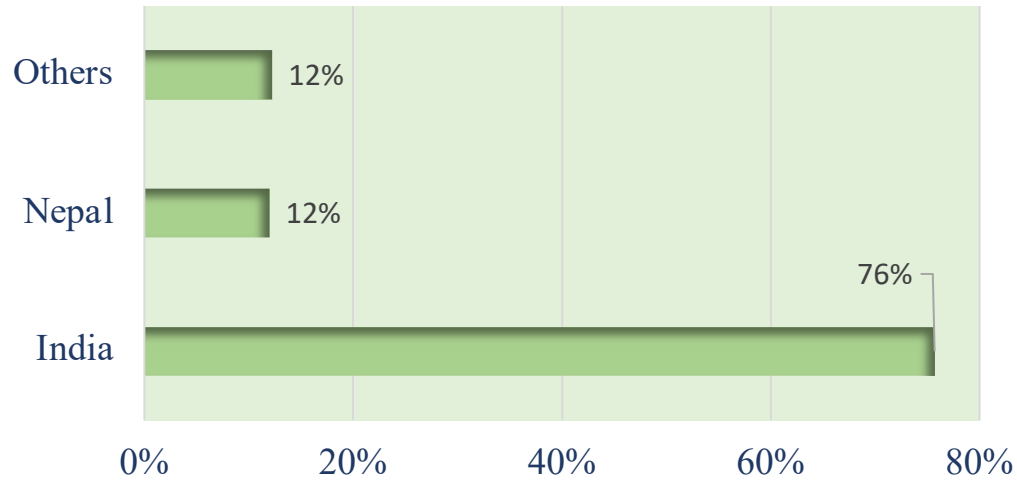
### Data as per DOTS 2019 (Domestic overnight trips)

Total domestic overnight travels	46.82% or 210, 801 individuals.
Visitor by purpose	VFR (31.53 %), health & medical (17.95 %), etc.
Visitor by place of residence	Most visitors are from Trashigang (49.7 %) traveling to Thimphu and Samdrup Jongkhar (33.14%) within Samdrup Jongkhar.
Visitor by types of accommodation	Majority stayed with their friends and relatives (73.34 %) followed by budget hotels.
Visitor by mode of transport	Majority traveled by public transport (49.57%) followed by their own / private vehicle (40.21%).
Expenditure	Total expenditure is Nu.5,913 million

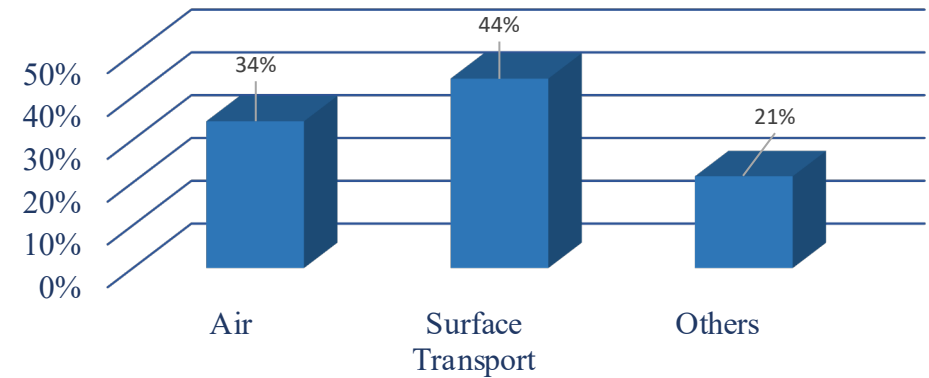
# Domestic & Outbound Tourism-2019



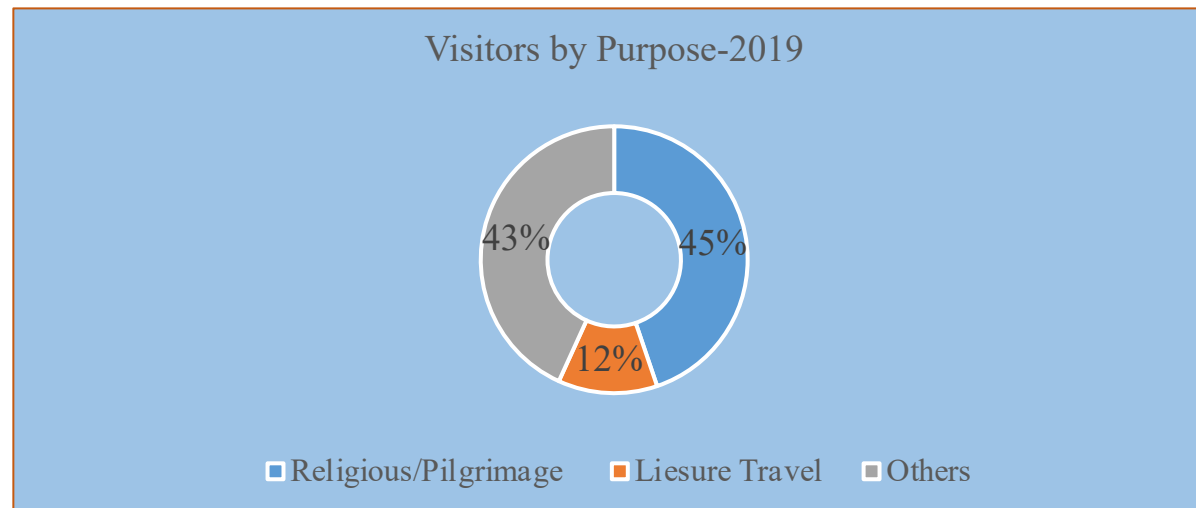
### Outbound Tourism by Destination-2019

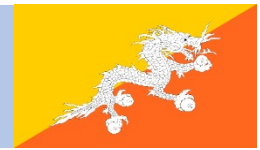


### Outbound Tourist Travel Modes



### Visitors by Purpose-2019





## Issues and Challenges

- Human Resources and funding to administer data collection.
- Coordinating with different data-generating agencies to source data.
- Convincing/justifying the need for resources (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 (once every 2-3 years).
- Important to translate/interpret data / statistics and analysis into policy briefs for the understanding of the policy makers and stakeholders.
- Need to develop a proper System of Tourism Statistics as per international standards to provide a basic framework.
- Insight on the importance of the contribution of domestic tourism to the national economy.

## 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!!!**