

Example



Virtual Event 15-18 June
2020
**2020 Asia-Pacific
Statistics Week**

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Innovations in Meeting the Demand for Development Data

Action Area A. Engaging Users and Investing in Statistics (Fiji)

*Tourism Statistics: Opportunities for and
Barriers to Growth*

Presenter:

Rashikendra R Mira
Fiji Bureau of Statistics

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2019 Highlights

- Annual Visitor Arrivals -894,398
- Japan recorded highest % increase – 3 direct flights to Narita weekly
- July arrivals topped the 96,000 mark
- New Zealand arrivals – 205, 99
- USA arrivals - 96, 968



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DATA USERS

Information by Region

Data on arrivals by State or Province is critical in formulating successful tourism strategies. Knowing who is coming to your area, why they are coming and what they are doing upon arrival

A snapshot of visitors from a region

Example, Fiji has recorded the highest number of visitors for the month of July for years 2018 & 2019

Planners using arrival by State data will have detailed information to suit the need of a visitor in terms of:

Tourism related expenditure

Accommodation

Market share

Transport

Other related activities – Eco Tourism etc....

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International Markets

Visitors from different regions/states travel in different ways.

A region may experience high levels of visitation from a particular state, or you may be looking to attract visitors from a particular international source market.

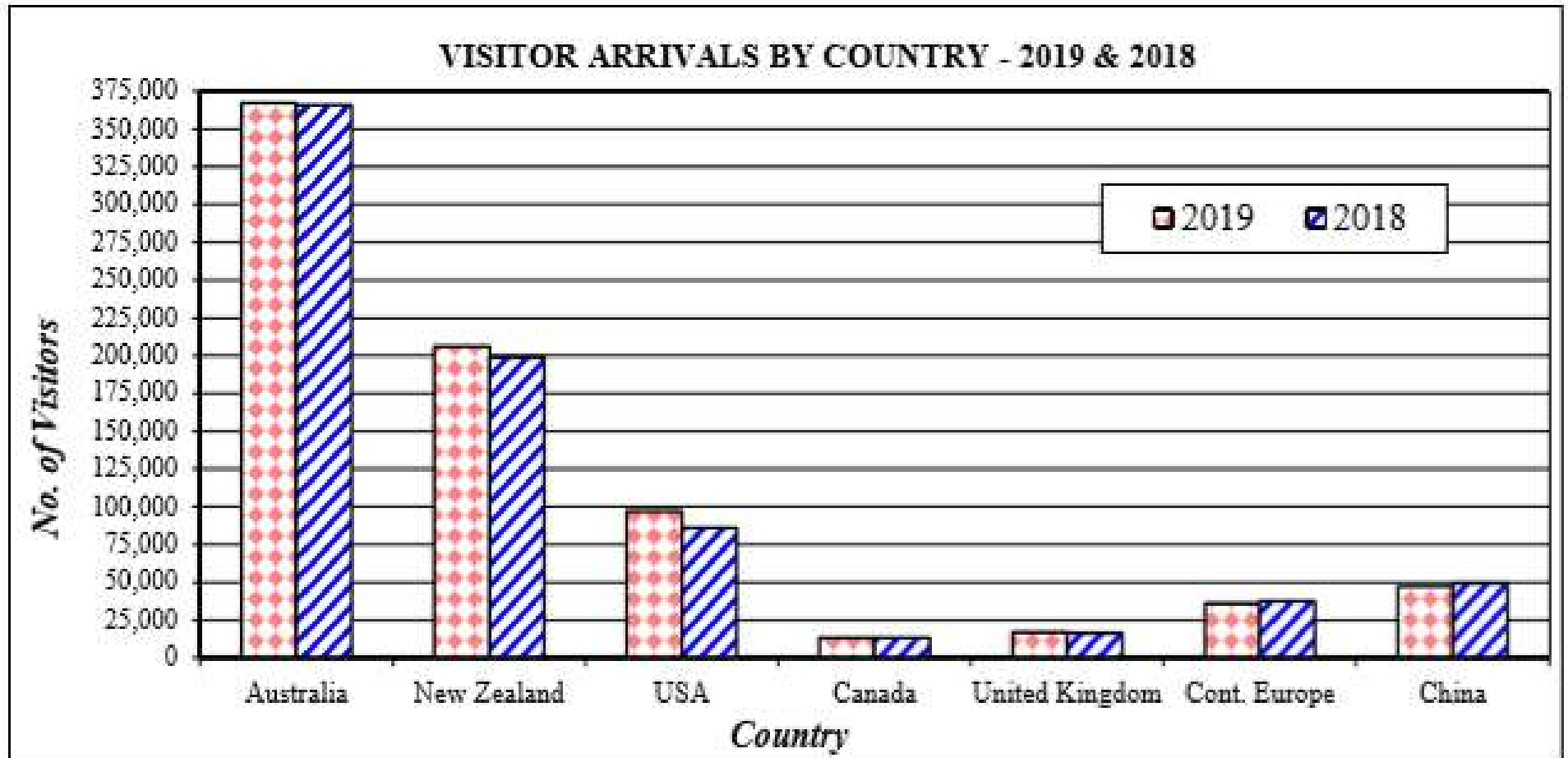
In either case, understanding how these visitors travel and what they like to do is crucial.

Continuous data compilation on arrivals by state or province provides a benchmark going back several years to help identify visitor trends over time – USERS OF VA'S DATA DEPEND ON FBOS TO PROVIDE THIS.

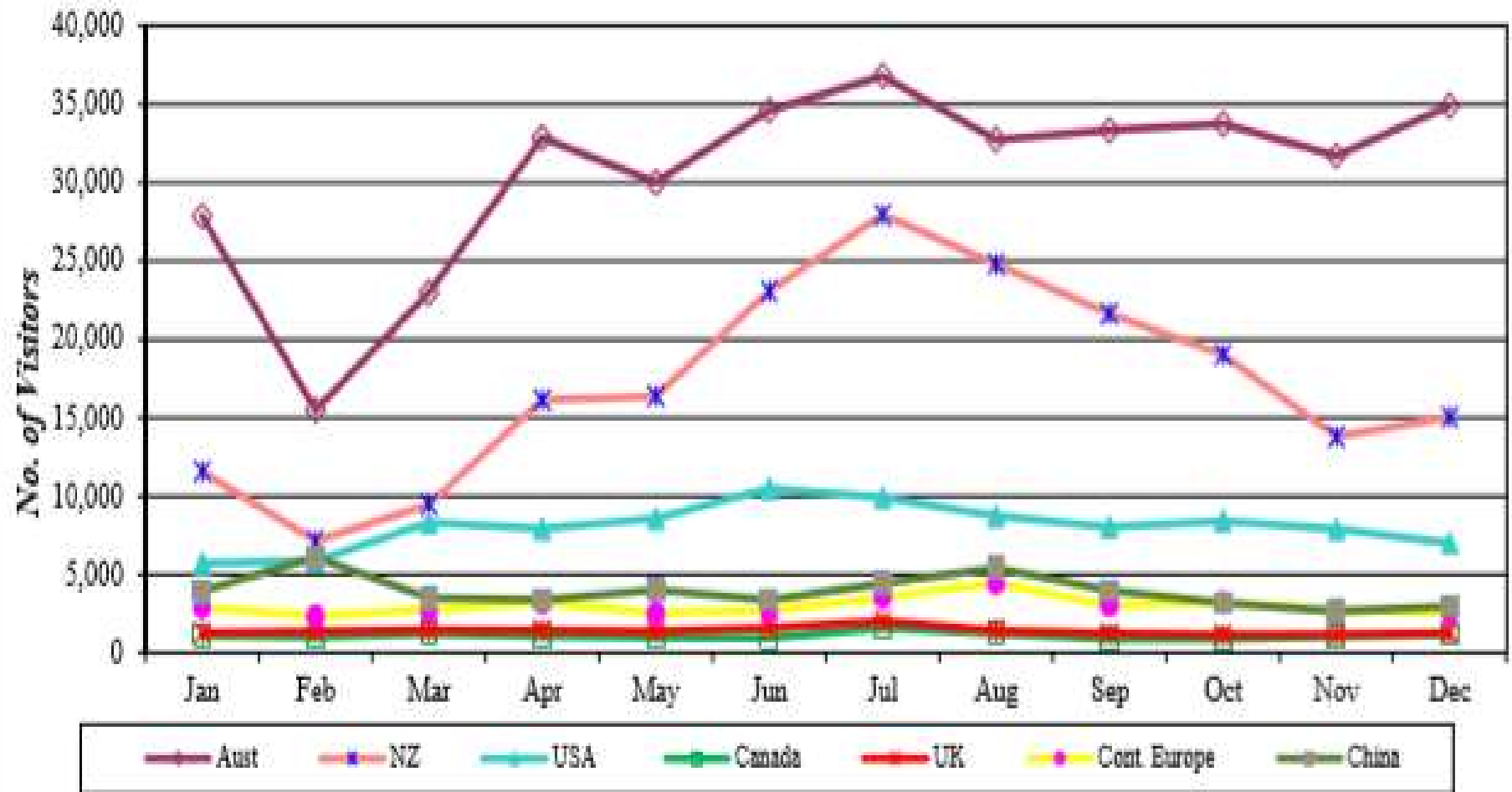
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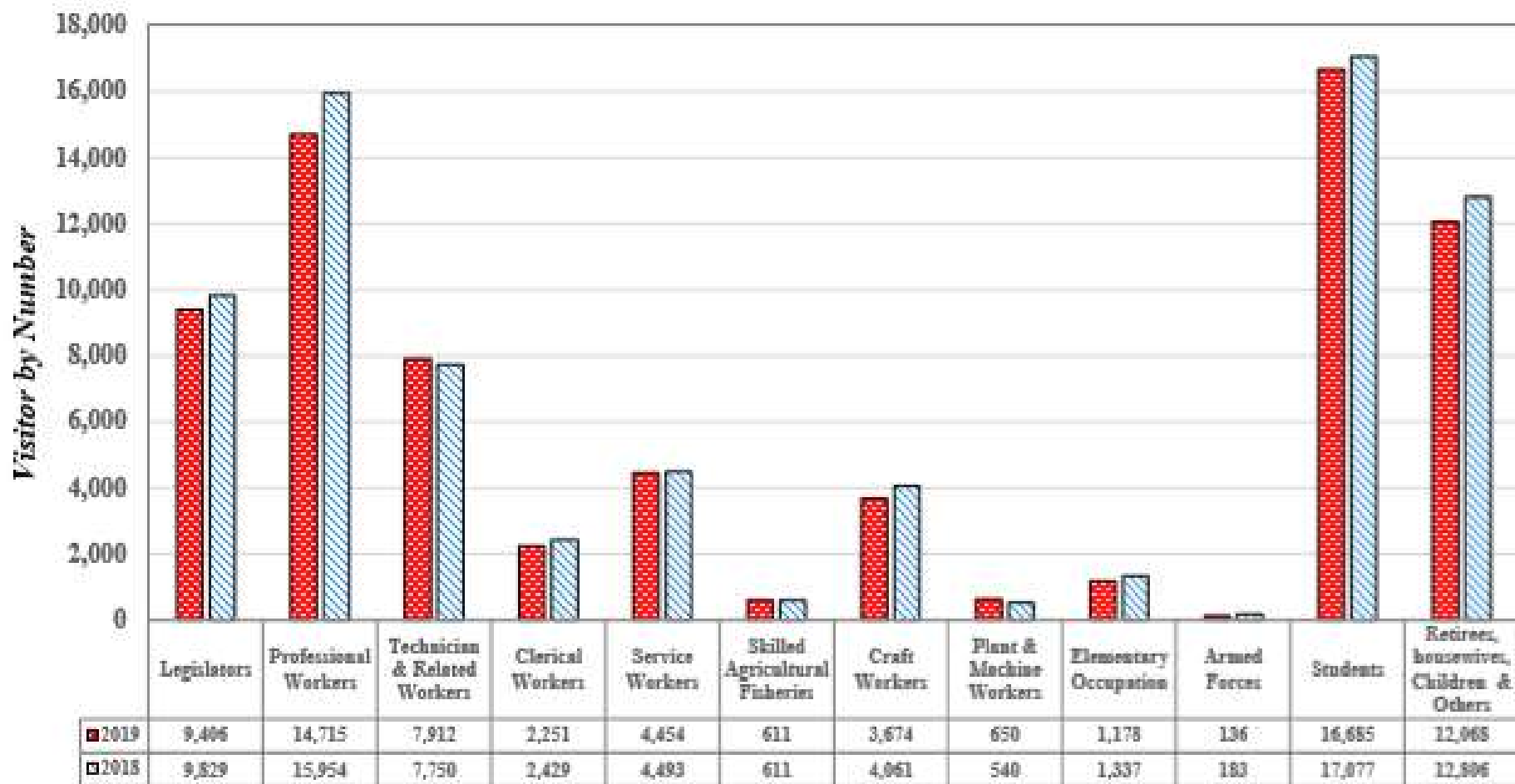
Figure 1 below is a graphical representation of Visitor Arrivals by Country for the year 2019 and 2018 – FBOS Website



VISITOR ARRIVALS BY MONTH AND COUNTRY - 2019



DECEMBER VISITOR ARRIVALS BY OCCUPATION - 2019 & 2018



Visitors by Occupation

Source: Fiji Bureau of Statistics



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| Content | Statistical need - FBOS |
|--|---|
| 1. Card number | The only other unique field apart from passport number – greatly assists to identify duplicates |
| 2. Flight Date | Identification purposes - assists in analysis |
| 3. Code [reason for visit] | Complement each other- used for coding reason for visit |
| 4. Reason for visit | |
| 5. Status | Identifies category of visitors - VP EP FC PH EV |
| 6. Flight number | Identification purposes - assists in analysis |
| 7. Arrival country code | Identifies residency information - linked to permanent address of visitor [15] |
| 8. Arrival by state | Arrival by State or Province - data users Tourism Fiji & Min. of Tourism |
| 9. Passport number | Embedded in system |
| 10. Surname | Embedded in system |
| 11. Other name | Embedded in system |
| 12. Occupation | Arrivals by occupation sector |
| 13. Date of birth | Arrivals by age group |
| 14. Gender | Arrivals by gender |
| 15. Address [overseas] | Confirms address of visitor - thus confirming the Arrival Country Code |
| 16. Arrival nationality | Embedded in system |
| 17. Expected date of departure | Used to calculate the average length of stay for visitors |
| 18. Address in Fiji | Preferred destination for visitors |
| 19.*Country of usual residence – added from March 2018 | Used as a counter check to confirm visitor addresses |



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- Problems
 - Recording of Data at the Border
- I. Partial understanding



II. Inconsistent data



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