

# LIBYA TOURISM DEVELOPMENT PLAN

**Location:** Libya

**Client:** Ministry of Tourism

**Services:** Statistics Review, Tourism Satellite Account



## Review of the system of tourism statistics in Libya, and recommendations for improvement to lead to a TSA

### Project Objectives

- Very few of the recommendations from the previous master plan for Libya were implemented. The objectives of this project were therefore to update the master plan, and put forward a plan for implementation.
- We undertook the review of tourism statistics, with a view to ultimately implementing a tourism satellite account (TSA).

### Our Recommendations:

- Implementation of a regular visitor survey at airports, ports and land borders.
- Regular monthly measurement of the accommodation sector, in particular room and bed occupancy rates, average achieved room rate, and average length of stay.
- Liaise with the immigration authorities to capture inbound arrivals data, and to work towards a common solution for improving the existing entry/departure card.