

**Location:** India

**Client:** Department of Tourism in Punjab, UNWTO

**Services:** Tourism Statistics Review



## Implementing a System of Tourism Statistics in the Punjab

### Project Objectives

- The State of Punjab was developing a tourism master plan for sustainable tourism, with the overall vision to increasing visitor numbers and spend.
- At the outset of the project, a system of tourism statistics did not exist, and therefore the State was looking at developing surveys and data collection procedures to build up a database of statistics.
- The development of a tourism satellite account was the long term aim of the State.

### Our Recommendations:

- We reviewed the tourism supply within the State, and developed an inventory of accommodation establishments, attractions, restaurants, travel agents, tour operators, and recreational activities.
- Surveys and data collection methodologies were recommended for capturing visitor arrivals numbers at attractions, monthly accommodation utilisation data, and visitor expenditure. In each case, survey forms and implementation methodologies, including sample sizes, data collection techniques, and analysis procedures were set out.
- The steps required for the development of a tourism satellite account were set out with a timeline and budget.