1. OBJECTIVE

The primary objective of the 2002 Survey of Outgoing Tourists was to obtain more comprehensive statistical information relating to foreign tourists who visit the country. The data obtained supplement the basic tourism statistics already being collected from administrative sources, and serves to provide for better planning and marketing decisions. The data collected were obtained at the airport from the outgoing tourists and covered the following items:

(a) the profile of the tourists (sex, age, occupation, purpose of visit, etc.)

(b) the spending pattern of the tourists

(c) appreciation of the tourism product as well as suggestions.