TSA and Tourism Demand Forecasting

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Tourism Demand

• Tourism consumption - the most important component of aggregate demand for tourism
  – This measure is important for destination management
    • Infrastructure investment
    • Long-term business planning
• Tourism demand - measured by expenditures on the following products:
  – Retail services
  – Accommodation (including meals in hotels/hostels)
  – Meals outside hotels
  – Passenger transportation services
  – Others

• A Web-based tourism demand forecasting system has been developed by the Hong Kong Polytechnic University (www.tourismforecasting.net)
• The System can utilize expenditure data from the TSA and generate forecasts
• The forecasts are generated based on the econometric models estimated using historical TSA data
Welcome to the Hong Kong Tourism Demand Forecasting System website, a part of the research project "Developing a Tourism Demand Forecasting System for Hong Kong: impacts of the project"

Recent News

- *The 10th China Tourism Forum*<br>
  The 10th China Tourism Forum was held in Beijing, China, on September 1-2, 2008. The forum discussed the future of China's tourism industry and the role of international tourism in promoting economic development. More...

- *The 24th Annual Conference of the International Association of Scientific Research in Tourism*<br>
  The 24th Annual Conference took place in Paris, France, from October 27 to 29, 2008. The conference focused on the latest research and trends in the tourism industry. More...

- *The Second Stage of Hong Kong Tourism Forecasting Report (2007)*<br>
  The Second Stage of Hong Kong Tourism Forecasting Report was published on July 10, 2008. The report provided an in-depth analysis of the tourism market in Hong Kong. More...

- *The Fifth International Tourism Statistics Conference*<br>
  The Fifth International Tourism Statistics Conference was held in Bali, Indonesia, from September 12 to 14, 2008. The conference aimed to promote the use of tourism statistics in policy making. More...

- *The Sixth Annual International Symposium on Forecasting*<br>
  The Sixth Annual International Symposium on Forecasting was held in Hong Kong, China, from September 15 to 17, 2008. The symposium brought together experts from around the world to discuss the latest developments in tourism forecasting. More...

Expenditure Forecasts:

- *Expenditure Forecasts* for various sectors in Hong Kong are available on the website. More information is available on the site.

- *Expenditure Forecasts* for various regions in Hong Kong are available on the website. More information is available on the site.

- *Expenditure Forecasts* for various industries in Hong Kong are available on the website. More information is available on the site.
Future Possibilities

• With a more complete TSA system, we will be able to predict
  – Tourism Investment
  – Tourism employment
  – Net tourism export
  – Government expenditure on tourism