



NATIONAL CENTRE
FOR STATISTICS
& INFORMATION

Enhancing Knowledge
SULTANATE OF OMAN

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2nd Issue

National Indicators Handbook

Tourism Indicators

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Preface

Within its efforts to ensure the quality of statistical work in the Sultanate, the National Centre for Statistics and Information (NCSI) has prepared a Handbook for National Statistical Data and Indicators in order to maximize the utilization of such data and indicators, facilitate their effective circulation among the various stakeholders and remove any ambiguity or inconsistency arising from their use, leading to greater confidence in the data and indicators issued by NCSI.

Given NCSI great role in collecting, refining, processing and analyzing the data generated by the various authorities in the Sultanate, it was essential to prepare this Handbook. It contains the definition of each indicator, its calculation method (by displaying its mathematical equations), its unit of measurement, primary issuing entity, issuance frequency, level of geographical coverage, and review of any other preference level available for it.

The first issue of the National Indicators Handbook was issued in 2016 to shed light on monthly issued indicators. The National Indicators Handbook – Second Edition aims at providing a detailed explanation of key tourism indicators issued by NCSI in terms of its value, its calculation method, issuance frequency and other metadata of interest to data users who want to understand tourism statistics.

The methods used in calculating indicators are in line with the international recommendations for tourism statistics and the Tourism Satellite Account: Recommended Methodological Framework.

The background features a diagonal line from the top-left to the bottom-right. The area above and to the left of this line is a dark blue-grey color. The area below and to the right is white. A thin, light purple line runs parallel to the main diagonal line. In the bottom-right corner, there is a triangular area filled with a light purple color.

General Concepts

Inbound Tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference (the Sultanate of Oman) on an inbound tourism trip. An inbound traveler is called inbound visitor. An inbound tourism trip refers to the travel of a visitor from the time of arriving in the country to the time of leaving. Nationals living abroad returning to their country of origin in a temporary visit are classified as non-resident visitors. Thus, non-resident visitors entering the Sultanate throughout the year through border crossings constitute the targeted population. The total number of non-resident tourists to the Sultanate is calculated according to the purpose of visit, total inbound tourism expenditure and the time series for tourism related data that have been met through surveys conducted by the National Center for Statistics and Information.

Domestic Tourism

Domestic tourism comprises the activities of a resident visitor within the country of reference (the Sultanate of Oman). Domestic tourism comprises the activities of Sultanate residents who travel to places inside the Sultanate, but outside their usual environment, and reside there for a period of not more than 1 straight year for relaxation, work or any other purposes, except for income-generating activities in the visited country.

Internal Tourism

Internal tourism comprises inbound tourism and domestic tourism, that is, the activities of resident and non-resident visitors within the country of reference (the Sultanate of Oman) as part of domestic or international tourism trips.

Outbound Tourism

Outbound tourism comprises the activities of a resident visitor outside the country of reference (the Sultanate of Oman) on an outbound tourism trip. Omani Nationals and residents arriving in the Sultanate on an outbound tourism trip throughout the year through border crossings constitute the targeted population. The total number of Omani and resident tourists arriving in the Sultanate is calculated according to the purpose of visit, total visitors expenditure outside the Sultanate and the time series for tourism related data that have been met through an outbound tourism survey conducted by the National Center for Statistics and Information.

Tourism Satellite Account

Tourism is the first activity that uses global standards for the satellite account in order to measure their impact on national economy. The Tourism Satellite Account is an advanced scientific methodology that provides the appropriate framework for measuring the importance of the tourism sector through tourism data presented in internationally recognized frameworks. It also summarizes the economic importance of tourism in the form of key indicators comparable with those of other economic sectors.

The Tourism Satellite Account can be described as an instrument that recognized that tourism cuts across many products and productive activities, facilitating a deeper understanding of tourism's linkages to other economic areas; and as a structural link to the System of National Accounts, the balance of payments and the statistics of international trade in services, and as a consequence, to other macroeconomic frameworks. It focuses on the description and measurement of tourism in its different forms (inbound, domestic and outbound). It also highlights the relationship between consumption by visitors and the supply of goods and services in the economy provided by different industries.

Two types of consistency are provided by the Tourism Satellite Account: first, between the measurement of tourism from the perspective of visitors through their consumption activity and that of the supply of goods and services by all industries to meet their demand; and second, between the general use and supply of all products and all agents in the economy and the demand generated by visitors.

The Tourism Satellite Account provides the following:

- **Macroeconomic aggregates that describe the size and the direct economic contribution of tourism, such as tourism direct gross value added, consistent with similar aggregates for the total economy and for other productive economic activities and functional areas of interest;**
- **Detailed data on tourism consumption, a more extended concept associated with the activity of visitors as consumers, and a description of how this demand is met by domestic supply and imports.**
- **Link between economic data and non-monetary information on tourism, such as number of trips (or visits), duration of stay, purpose of trip, modes of transport, etc., which is required to specify the characteristics of the economic variables.**

Accommodation Services

All main establishments operating in the hospitality industry in the Sultanate, including three, four and five stars hotels as well as a sample of small establishments, including two stars and lower rating hotels, apartment hotels and rest areas must be covered to provide detailed data on this industry.

The most important indicators obtained include the number of employees, wages, income, occupancy rates, number of guests by nationality and number of nights spent. All five, four and three star hotels are covered on a monthly basis by sending e-mails to these establishments at the beginning of each month to provide the NCSI with the data of the previous month. The remaining hotels are covered on a quarterly basis.

Usual Environment

The usual environment is defined as the area surrounding an individual's place of residence, work, study or any other frequently visited place.

The Usual environment is based on two main concepts: frequency of visit and frequently visited places on a regular basis even when this place is located far away from individual's place of usual residence. The area surrounding an individual's place of residence is considered as a usual environment even if it is not visited regularly. The usual environment in tourism statistics is a characteristic attached to individuals. So if two individuals belong to the same household, then they belong to the same country of residence and place of residence inside this country. However, their usual environment may differ to some extent.

The determination of the usual environment is based on the following criteria:

- **The crossing of administrative borders or distance from the place of usual residence;**
- **Duration of the trip;**
- **Frequency of the trip ;**
- **Purpose of the visit.**

Main purpose of the visit

The main purpose of a visit is defined as the purpose in the absence of which the trip would not have taken place. The main purpose of a visit helps to determine whether it qualifies as a tourism trip and the traveler qualifies as a visitor. Tourism trips are classified according to the main purpose of visit as follows:

I. Personal:

- **Holidays, recreation and leisure:** This category includes sightseeing; visiting natural sites; attending sporting or cultural events; recreation; using beaches and cruises.
- **Visiting friends and relatives:** This category includes visiting relatives or friends; attending weddings, funerals or any other family event; short-term caring for the sick or old, etc.
- **Education and training:** This category includes taking short-term training sessions based on specific study programs and acquiring language or occupational skills.

- **Health and medical care:** This category includes receiving services from hospitals and clinics as well as visiting health resorts and other specialized places to receive medical treatments. This category does not include treatments of one year or more.
- **Religious visits/Hajj (pilgrimage) and Umrah:** This category includes attending religious meetings and events, pilgrimages, and visiting other religious sites.
- **Shopping:** This category includes purchasing consumer goods for own personal use or as gifts except for resale.
- **Transit:** stopping at a place without any specific purpose other than being en route to another destination.
- **Other:** This category includes volunteer work; undertaking any other temporary non-remunerated activities, etc.

2. Business and professional:

This category includes the activities of the self-employed, investors and businessmen. It also includes attending meetings, conferences and exhibitions.

Salalah Tourist Season Visitors

Wilayat Salalah and its neighboring Wilayat are an important tourist attraction thanks to their exceptional weather during the summer and other tourist resources. This season is locally called «Khareef season» and runs from June 21 to September 21 of each year. Therefore, the National Center for Statistics and Information will conduct during this season the annual visitor inventory and survey.

a. Salalah Tourist Season Visitors Inventory:

It is a comprehensive inventory of all visitors arriving to Salalah during the Khareef Season through all entry points. This inventory will determine the total number of visitors to Salalah during the Khareef Season based on nationality and purpose of visit.

b. Salalah Tourist Season Visitors Survey

It is a survey of one sample of departing Salalah Khareef Season, where interviews will be carried out on a sample after their trip and while leaving Wilayat Salalah. This Survey will determine visitors expenditure according to expenditure items, number of nights spent and visitors' demographic characteristics.



Metadata for Tourism Indicators

The National Indicators Handbook basically aims to provide an explanation and description of the most important statistical indicators published by the NCSI. This description includes the following elements:

Name of indicator

The official name of the indicator as approved in the Sultanate.

Definition

A description of the concept of the indicator to make it clearer to users.

Calculation method

A description of the approved equation for calculation of the indicator.

Measurement unit

The unit used in the measurement of the indicator.

Frequency

The required duration to update the indicator's data.

Level of detail

A number of variables or groupings used to break down (classify, categorize) the indicator, when more detail is required for dissemination of its data.

Geographical coverage

Whether indicator's coverage applies all over the Sultanate, to Governorates or wilayat.

Primary data source

This element specifies the type of source or main methodology to obtain the data pertaining to the indicator. There are different types of sources for such data, such as field surveys, inventories, administrative records or more than one source. For some indicators data is derived and is prepared through special calculations.

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Inbound Tourism

Inbound Visitors

Definition

Are nonresident visitors taking a trip to the sultanate for less than a year and for any main purpose (business, leisure or a personal purpose), provided that he/she doesn't get remunerated in the Sultanate. This indicator includes cruise visitors. Inbound visitors are classified as tourists (overnight visitors) or same-day visitors. No age limit is applied, since children are counted just like adults, even if they are staying for free.

Calculation Method

*Foreigners = Data issued by ROP on tourist visas.

* Omanis = growth rate of arriving tourists, based on Omanis exit movement in border crossings.

* GCC = growth rate of GCC hotel guests.

Measurement Unit

Number

Frequency

Annual-monthly

Level of Detail

Group of nationalities, sex and main purpose of visit

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Tourists (Overnight Visitors) in Inbound Tourism

Definition

Visitors whose trips include an overnight stay

Calculation Method

Calculated based on arrivals and departures survey and ROP data on the number of tourist visas and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities, nights spent, average nights spent and type of accommodation

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Number of Nights Spent for Inbound Tourism

Definition

A tourist's number of nights spent at tourist accommodation establishments in the Sultanate. It is an important variable in assessing the level of demand for tourism services as tourism aspects are not only described by the number of trips but also the number of nights spent.

Calculation Method

Calculated based on arrivals and departures survey and ROP data on the number of tourist visas and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities, sex and main purpose of visit

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Average Nights Spent for Inbound Tourism

Definition

A tourist's average number of nights spent in the Sultanate. It is used as an analytical indicator to provide additional information on the type of tourism in the country/ area and the impact of tourists stay on the place of visit. Thus, it not only reflects the visit itself but also the length of stay.

Calculation Method

The average length of stay for a certain number of tourist trips is calculated by dividing the total number of nights spent by a visitor on the total number of visitors.

Measurement Unit

Number (nights)

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Same-Day Visitors for Inbound Tourism

Definition

Same-day visitors are inbound visitors whose trips did not include an overnight stay (irrespective of the number of hours spent on the trip). They are international visitors from small countries.

Calculation Method

Calculated based on arrivals and departures survey and ROP data on the number of tourist visas and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Average Expenditure per Tourist

Definition

Is the average amount spent by a tourist during his stay in the sultanate

Calculation Method

Calculated by dividing the total visitors spending by the total number of visitors.

Measurement Unit

Omani Riyals

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Total Inbound Tourism Expenditure

Definition

Total inbound tourism expenditure is the total spending of visitors to the Sultanate during their tourism trip. It is the amount paid for the acquisition of consumption goods and services as well as valuables for own use.

In addition to the monetary expenditure on consumption goods and services paid for directly by visitors, tourism expenditure includes the following

- * Monetary expenditure on consumption goods and services paid for directly by the employer for employees on business travel;
- * Monetary expenditure by the visitor paid for by a third party, either employers (business sector, government and non-profit institutions serving households), other households or the social insurance scheme;
- * Monetary payments made by visitors for the individual services provided and subsidized by Government and non-profit institutions serving households in the areas of education, health, museums, performing arts, etc.;
- * Out-of-pocket payments for services provided to employees and their families on tourism trips financed principally by employers, such as subsidized transport, accommodation, stays in holiday residences of employers or other services;
- * Supplementary payments made by visitors to attend sports or any other cultural events on the invitation of, or principally paid for by, producers (business, government, non-profit institutions serving households).

Tourism expenditure does not include all types of payments that visitors might make. Excluded are all payments that do not correspond to the acquisition of consumption goods and services, such as payments of taxes, payment of bank interest, purchase of financial and non-financial assets and purchase of housing and real estate.

Calculation Method

Total revenue from tourism activities

Measurement Unit

Omani Riyals

Frequency

Annual

Level of Detail

Group of nationalities, expenditure items and expenditure products

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

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Outbound Tourism

Number of Outbound Visitors

Definition

The number of outbound visitors is the total number of individuals residing in the Sultanate who travel abroad and reside there for no more than a year for leisure, business or any other purpose, except for performing remunerated activities inside the visited country.

Calculation Method

ROP data and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual-monthly

Level of Detail

Group of nationalities, sex and main purpose of visit

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative data

Tourists (Overnight Visitors) in Outbound Tourism

Definition

Visitors whose trips include an overnight stay

Calculation Method

Calculated based on arrivals and departures survey and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities, nights spent, average nights spent and type of accommodation

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Number of Nights Spent for Outbound Tourism

Definition

The number of nights spent by a tourist outside the Sultanate.

Calculation Method

Calculated based on arrivals and departures survey and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Average Nights Spent for Outbound Tourism

Definition

The average number of nights spent by a tourist outside the Sultanate.

Calculation Method

Calculated based on arrivals and departures survey and passengers' entry and exit movement. Calculated by dividing the total number of nights spent by visitors outside the Sultanate on the total number of visitors.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Same-Day Visitors for Outbound Tourism

Definition

Outbound visitors whose trips did not include an overnight stay (irrespective of the number of hours spent on the trip). The majority of same-day visitors are domestic visitors; however they can also be international visitors on a one day trip especially in small countries or if border crossing is particularly easy.

Calculation Method

Calculated based on arrivals and departures survey and passengers' entry and exit movement.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

ROP Administrative records and arrivals and departures survey carried out by the NCSI.

Total Outbound Tourism Expenditure

Definition

Is the average amount spent by a tourist during his stay in the sultanate

Calculation Method

Calculated by dividing the total visitors spending by the total number of visitors.

Measurement Unit

Omani Riyals

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Average Outbound Tourism Expenditure

Definition

A visitor's average spending during his stay outside the Sultanate.

Calculation Method

Calculated by dividing the total amounts spent by the visitors by the total number of visitors.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

Group of nationalities

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative records (National Accounts and Prices) and arrivals and departures survey carried out by the NCSI.



Tourism Satellite Account

Total Tourism Production

Definition

The total amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips in a domestic tourism trip.

Tourism characteristic consumption products are classified as follows:

- Accommodation services for visitors.
- Food- and beverage-serving services.
- Road passenger transport services.
- Water passenger transport services
- Air passenger transport services.
- Transport equipment rental services.
- Travel agencies and other reservation services .
- Cultural services
- Sports and recreational services .
- Country-specific tourism characteristic goods.
- Country-specific tourism characteristic services.

Tourism characteristic activities are classified as follows:

- Accommodation for visitors.
- Food- and beverage-serving activities
- Road passenger transport.
- Water passenger transport .
- Air passenger transport.
- Transport equipment rental .
- Travel agencies and other reservation activities .
- Cultural activities .
- Sports and recreational activities .
- Retail business of country-specific tourism characteristic goods .
- Other Country-specific tourism characteristic activities.

Calculation Method

Inbound tourism expenditure + domestic tourism expenditure.

Level of Detail

Tourism activities

Measurement Unit

Omani Riyal

Geographical Coverage

All over the Sultanate

Frequency

Annual

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Total Tourism Consumption

Definition

Total tourism consumption is the value of production requirements for tourism products. The notion of tourism consumption used in the tourism satellite account goes beyond the notion of tourism expenditure. Besides the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips, which corresponds to cash transactions (the focus of tourism expenditure), tourism consumption also includes accommodation-related services.

Calculation Method

Total value of production requirements for tourism products.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

Tourism activities

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Contribution of Tourism to Gross Domestic Product (GDP)

Definition

Tourism gross value added. It is one of the 2030 Agenda Sustainable Development Indicators used to calculate tourism direct contribution to national economy.

Calculation Method

Quotient obtained from dividing tourism value added by GDP.

Measurement Unit

Percentage

Frequency

Annual

Level of Detail

—

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Tourism Direct Value Added

Definition

The difference between the total value of goods and services produced by institutions operating in the field of tourism and the cost of products used in their production. It adds the part of gross value added generated by tourism industries and other industries of the economy that directly serve visitors in response to internal tourism consumption. The use of the term direct refers to the fact that the Tourism Satellite Account measures only that part of gross value added (generated by tourism industries and other industries) due to the consumption of visitors and leaves aside the indirect effects that such a consumption might generate.

Tourism Direct Value Added includes the part of gross value added generated by all industries in the process of provision of goods and services to visitors, would-be visitors (acquisition before a trip) or third parties for visitors' benefit.

Tourism Direct Value Added also includes the part of gross value added associated with the output of other (non-tourism) industries as long as this output responds to tourism consumption. Consequently, Tourism Direct Value Added can be seen to be independent of the definition of tourism characteristic products and tourism industries, a feature that enhances its usefulness as an internationally comparable measure of the economic importance of tourism.

Calculation Method

Quotient obtained from subtracting production requirements for the production of tourism products from the total tourism production of all activities financing/producing such products without tax and subsidies.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

Tourism activities

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.

Tourism Balance

Definition

Reflects the economic importance of the net value of tourism expenditures (difference between visitors' expenditure inside the Sultanate, inbound tourism, and outside the Sultanate, outbound tourism) for a country's economy. Consequently, a huge surplus or deficit will impact the trade balance and GDP.

Calculation Method

Quotient obtained from subtracting inbound tourism expenditure from outbound tourism expenditure.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

—

Geographical Coverage

All over the Sultanate

Primary Data Source

Administrative data (National Accounts and Prices) and data obtained from the arrivals and departures survey carried out by the NCSI.



Accommodation Services

Number of Hotels

Definition

Hotels are accommodation establishments that provide accommodation, on a daily or weekly basis, principally for short stay by visitors. This includes accommodation in guest rooms and suites with daily housekeeping services, in addition to a range of services such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, recreational facilities and conference facilities.

It includes accommodation provided by:

- hotels
- resort hotels
- suites / apartment hotels
- motels

and excludes :

Homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis.

Calculation Method

Total number of operating accommodation services during the year.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Hotel rating

Geographical Coverage

Per governorate

Primary Data Source

Ministry of Tourism

Number of employed persons in Hotels

Definition

The number of persons employed in different accommodation facilities (Omanis and non-Omanis).

Employment in tourism industry is currently being calculated in the Sultanate. It may be measured as a count of the persons employed (all workers who hold the type of job defined as “paid employment”) in tourism industry in any of their jobs (main or other), as a count of the persons employed in tourism industries in their main job, or as a count of the jobs in tourism industries.

Each measure serves different purposes. If the intent is to determine the number of people who depend to some extent for their livelihoods by working in the tourism industries, then a count of persons with a job (main or other) in these industries would be appropriate.

The measure based on employment in the main job would serve to gauge those with significant attachment to the tourism industries.

If the intent is to make a comparison between tourism and non-tourism industries or between the tourism industries and the economy overall, then a count of jobs in the tourism industries would be more appropriate.

Calculation Method

Total number of operating accommodation services during the year.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Nationality and hotel rating

Geographical Coverage

Per governorate

Primary Data Source

Economic Survey for Hotels - NCSI

Total Hotels Revenue

Definition

Revenue generated from accommodation services

Calculation Method

A Monthly and quarterly survey of various accommodation facilities.

Measurement Unit

Omani Riyal

Frequency

Annual, monthly (5-3 stars rating)

Level of Detail

Type of revenue (rooms, food, beverage, other) and hotel rating

Geographical Coverage

Per governorate

Primary Data Source

Economic Survey for Hotels - NCSI

Number of Guests

Definition

The number of persons, whether residents or non-residents of the Sultanate, staying at accommodation facilities for at least one night.

Calculation Method

A Monthly and quarterly survey of various accommodation facilities.

Measurement Unit

Number

Frequency

Annual, monthly (5-3 stars rating)

Level of Detail

Group of nationalities and hotel rating

Geographical Coverage

Per governorate

Primary Data Source

Economic Survey for Hotels - NCSI

Number of Nights Spent

Definition

The number of night spent by a tourist in different accommodation facilities

Calculation Method

A Monthly and quarterly survey of various accommodation facilities.

Measurement Unit

Number

Frequency

Annual, monthly (5-3 stars rating)

Level of Detail

Per group of nationalities and hotel rating.

Geographical Coverage

Per governorate

Primary Data Source

Economic Survey for Hotels - NCSI

Occupancy Rate

Definition

Hotel rooms and apartments occupancy rate.

Calculation Method

The Occupancy rate of hotels and similar facilities is calculated as follows:

- Bedrooms occupancy rate during a reference period is calculated by dividing the total number of occupied bedrooms during the reference period (total number of bedrooms used per day) on the total number of un-occupied bedrooms (total number of available rooms) per day. The result will be multiplied by 100 to obtain the occupancy rate (%).

Measurement Unit

Percentage

Frequency

Annual, monthly (5-3 stars rating)

Level of Detail

Per hotel rating

Geographical Coverage

Per governorate

Primary Data Source

Economic Survey for Hotels - NCSI

Accommodation Service Price Index

Definition

A monthly index that measures short-term change in room accommodation service price during a specific period compared to another period.

Calculation Method

Data is collected by sending emails attached to the survey form to be filled by the hotels to be surveyed.

The form includes data on:

- Revenue and prices according to the classification of rooms for the base year 2011,
- Rooms prices on a monthly basis.

The price index is calculated by estimating the weight of each hotel according to rooms classification by using revenues generated during the base year 2011, and the Modified Laspeyres Formula to obtain hotel price index according the following formula:

$$\sum \frac{P1/P0 * W}{\sum W} \times 100$$

Measurement Unit

Percentage

Frequency

Annual

Level of Detail

Commercial Contracts, Wholesale, Meetings and Conferences, Personal Booking, Other Categories.

Geographical Coverage

Whole Sultanate

Primary Data Source

Monthly survey of rooms price index for a sample of hotels - NCSI

*Data is collected on a monthly basis, but not published on a monthly basis.

The background features a diagonal line from the top-left to the bottom-right. The area above and to the left of this line is a dark blue-grey color, while the area below and to the right is white. A thin, light purple line runs parallel to the main diagonal line, creating a narrow purple stripe. In the bottom-right corner, there is a triangular area of light purple color.

Salalah Tourist Season Indicators

Salalah Tourist Season Visitors

Definition

Salalah Tourist Season visitors are arrivals to Salalah through all ports of entry during Salalah Tourist Season. Muscat International Airport, Salalah Airport, Sohar Airport, Military Airport, Harit Land Port and Hasik Land Port are the main ports of entry and exit to and from Wilayat Salalah.

Calculation Method

Salalah Tourist Season Visitors are calculated through a comprehensive inventory of all arrivals to Salalah during Salalah Tourist Season (from June 21st to September 21st) through all ports of entry.

Concerning Airports, direct interviews will be conducted in Muscat International Airport, Sohar Airport and Military Airport for all travelers to Salalah on domestic flights. Tablets will be used in the data collection process. As for international flights, data relating to travelers will be collected in Salalah Airport by researchers on-site using tablets.

Concerning land ports, direct interviews will be conducted in Harit Police Station and Hasik Land Port with all those arriving to Salalah by car. As for those arriving by bus, statistical cards will be distributed to passengers at the terminal station.

Measurement Unit

Number

Frequency

Annual

Level of Detail

Group of nationalities, Nationality, main purpose of visit, country of residence, months, ports of entry.

Geographical Coverage

Wilayat Salalah

Primary Data Source

Salalah Tourist Season Visitors' Survey conducted by the NCSI.

Salalah Tourist Season Visitors' Expenditure

Definition

Total spending of Salalah Tourist Season visitors on the trip. It includes:

1. Flight tickets expenditure
2. Accommodation expenditure
3. Food expenditure
4. Transport (car rental, car fuel, etc.)
5. Entertainment, cultural and sports activities (museums entry fee, festivals entry fees, etc.)
6. Shopping
7. Insurance during the trip
8. Telephone and postage expenses
9. Any other expenses

The following expenses are excluded from visitors spending on a trip:

1. Any purchases made during the trip for commercial purposes, that is any purchases with the intention of reselling or usage in the production process made on behalf of a company.
2. Financial and non-financial purchases, such as purchasing land, houses or shares.
3. Cash payments to family or friends during the trip which does not represent payments for a good or service. In addition, donations to charity are excluded from tourism expenditure

Calculation Method

Expenditure is estimated through Salalah Tourist Season Visitors' Survey. A few days of the season are selected to conduct direct interviews with a sample of departures.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

Nationality, type of expenditure (flight tickets, accommodation, food and beverage or other, purpose of visit and type of accommodation.

Geographical Coverage

Wilayat Salalah

Primary Data Source

Salalah Tourist Season Visitors' Survey conducted by the NCSI.

Salalah Tourist Season visitors' Average Expenditure

Definition

The average amount spent by a visitor during his stay in Salalah.

Calculation Method

Calculated by dividing the total amounts spent by visitors during their visit to Salalah Tourist Season by the total number of Salalah Tourist Season visitors.

Measurement Unit

Omani Riyal

Frequency

Annual

Level of Detail

Nationality

Geographical Coverage

All over the Sultanate

Primary Data Source

Salalah Tourist Season Visitors' Survey conducted by the NCSI.

Salalah Tourist Season visitors' Nights Spent

Definition

The number of nights spent by visitors during their visit to Salalah Tourist Season

Calculation Method

Total number of nights spent by visitors during their visit to Salalah Tourist

Measurement Unit

Number (nights)

Frequency

Annual

Level of Detail

Nationality

Geographical Coverage

All over the Sultanate

Primary Data Source

Salalah Tourist Season Visitors' Survey conducted by the NCSI.

Salalah Tourist Season Visitors' Average Nights Spent

Definition

Average nights spent by visitors during their visit to Salalah Tourist Season.

Calculation Method

Calculated by dividing the total number of nights spent by visitors on the total number of visitors.

Measurement Unit

Number (night)

Frequency

Annual

Level of Detail

Nationality

Geographical Coverage

Wilayat Salalah

Primary Data Source

Salalah Tourist Season Visitors' Survey conducted by the NCSI.

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