

Tourism Statistics: Challenges and Good Practices

Regional Workshop for the CIS countries

**Demand perspective:
Measuring flows of visitors/ trips/
expenditure and their characteri-
zation in each form of tourism**

Item 6

**Peter LAIMER
UNWTO**



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Characterization of visitors



Characteristics according to IRTS 2008 (para 3.6-3.8):

- Country (place) of usual residence

Box 2.3 Place of usual residence

The place of usual residence is the geographical place where the enumerated person usually resides.... Although most persons will have no difficulty in stating their place of usual residence, some confusion is bound to arise in a number of special cases where persons may appear to have more than one usual residence

- Gender
- Age
- Economic activity status
- Occupation
- Annual household, family or individual income
- Education

...furthermore:

- Population of usual residence
- Place of birth (i.e. rural or urban)
- Distance to national and administrative borders

**Influence to
propensity to
travel!**

Forms of tourism



IRTS 2008 (para 2.39-2.40):

- **Domestic tourism** comprises the activities of a resident visitor within the country of residence, either as part of a domestic tourism trip or part of an outbound tourism trip (see also TSA).
- **Inbound tourism** comprises the activities of a non-resident visitor within the country of reference on an inbound trip.
- **Outbound tourism** comprises the activities of a resident visitor outside the country of reference either as part of an outbound trip or as part of a domestic tourism trip.

Box 2.5 The scope of domestic tourism

The term “domestic” has different connotations in the context of tourism and the national accounts. In tourism, “domestic” retains its original marketing connotations, that is, it refers to the activities of resident visitors within the country of reference. In the national accounts, and from a demand perspective, the term “domestic” refers to the activities of resident consumers irrespective of the location of that activity. In the national accounts context, “domestic tourism” thus corresponds to what is called “national tourism” in tourism statistics.

Travel party vs Travel group



IRTS 2008 (para 3.2 and 3.5):

- **Travel party:** visitors traveling together on a trip and whose expenditures are (might be) pooled (mainly households but not necessarily)

In a travel party, the **main purpose is usually shared**; but each member might have his/her own second purpose!

- **Travel group:** made of individuals or travel parties traveling together (i.e. same package tour, summer camp)

It is **recommended** that the membership of an individual visitor in a travel party be identified as well as the size of the party (crucial for monetary) information!

Characterization of tourism trips



IRTS 2008 (para 3.9):

- Main purpose
- Duration of trip/stay/visit
- Types of accommodation
- *Types of “tourism products” (para 3.22 -3.24):*
 - ✓ *culinary tourism*
 - ✓ *ecotourism,*
 - ✓ *city tourism, etc.*

Notion “**Tourism products**” is not related to the concept of “**product**” used in economic statistics.

Because these “tourism products” are still not sufficiently characterized in a uniform way, there is **no international recommendation** for the use of this type of classification.

- *Origin and destination (para 3.29-3.31)*
- *Modes of transport (para 3.32-3.34)*
- *Use of package (net valuation)*

Characterization of tourism trips



Main purpose (IRTS 2008, para 3.10-3.21):

Definition: The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place.

But: Main purpose “employment” is not a visitor (but an other traveler)!

Personal:

- Holidays, leisure and recreation (incl. vacation homes, incentive trips)
- Visiting friends and relatives
- Education and training
- Health and medical care
- Religion/pilgrimages
- Shopping
- Transit
- Other

In some countries, one or more of these categories may be sufficiently important to justify an additional level of classification! Sufficient number of possible observations should be included!

Business and professional:

- Attending meetings
- Other business and professional purposes

Duration of a trip/stay/visit



IRTS 2008, para 3.25-3.28:

Duration might be measured according to

- the point of departure: absence from the usual environment;
- the destination: duration of stay in a country, in a place;
- the place of accommodation (length of stay in a hotel....)

There is a need to define what we want to measure and if the different measurements are equivalent!

Types of accommodation



IRTS 2008 (para 3.35-3.38; Annexes 3 and 4):

- Defining a national (or regional) relevant **typology** based on:
 - ✓ Market (commercial)/non market (non-commercial); paying/non-paying (without charge)
 - ✓ According to types of additional services included in the price paid
- Take into consideration **second homes** (i.e. vacation homes) and **innovative forms** of second home ownership (timeshares, condo hotels, fractionals, private clubs, etc.) if relevant!

See also under (**ISIC Rev. 4**):

<http://unstats.un.org/unsd/statcom/doc06/ISIC-Rev4.pdf>

Observing characteristics of visitors /tourism trips



Inbound tourism (IRTS 2008, para 2.54-2.69):

- Comparing the concepts used in administrative sources with IRTS:
 - ✓ Nationality vs. country of residence
 - ✓ Identifying whether the trip is or not within the usual environment
 - ✓ Place of stay
 - ✓ Duration of trip

- Combining administrative sources with surveys:
 - ✓ Using administrative sources as a universe of reference (incl. visitors and other travelers?)
 - ✓ Issue of frequency of observation (daily?)
 - ✓ Administrative sources versus mirror statistics of neighboring countries (outbound data versus inbound information)

- Diversifying methods according to type of points of entry
 - Road (open borders?)
 - Air
 - Water

Observing characteristics of visitors /tourism trips



Domestic tourism (IRTS 2008, para 2.70-2.77):

- Administrative sources (i.e. tax statistics)
- Surveys:
 - ✓ Module in a household survey (i.e. within budget surveys)
 - ✓ Specific survey to resident households (i.e. related travel habits)
 - ✓ Surveys at places of collective accommodation (i.e. accommodation statistics)
 - ✓ Surveys at tourism sites (i.e. guest inquiries)
- Questions:
 - ✓ Tourism trips of a visitor are identified or only the tourism visit in a place during a tourism trip?
 - ✓ Purpose of a trip is identified?
 - ✓ VFR and trips to owned vacation homes are covered?
 - ✓ Same-day tourism is covered?
 - ✓ Personal and business tourism is separated?

Observing characteristics of visitors /tourism trips



Outbound tourism (IRTS 2008, para 2.78):

It is recommended to use one of three methods, or a combination of these to determine the flows of outbound visitors:

- using an entry/departure card;
- a specific survey at the border (i.e. when residents are returning);
- mirror statistics (i.e. based on inbound tourism of neighboring countries)
- observing them from household surveys (i.e. CATI or CAPI) because they belong to resident households.

Household surveys: Information on outbound trips is usually collected at the same time as that on domestic trips (incl. VFR, same-day visits and trips to vacation homes).

Measuring tourism expenditure



Definition (IRTS 2008, para 4.2 and 4.3):

- Tourism expenditure refers to 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. It includes expenditures by visitors themselves as well as expenses that are paid for or reimbursed by others.
- It excludes the acquisition of certain items such as social transfers in kind that benefit visitors, the imputation of accommodation services from owned second homes, and FISIM (financial institutions services indirectly measured; see also IRTS 2008, para 4.6 and 4.7)

But: All included in the more inclusive concept of tourism consumption used within TSA.

Measuring tourism expenditure



Exclusions (IRTS 2008, para 4.6 and 4.7):

- **Exclusions:** all expenditures that do not correspond to acquisition of goods and services or valuables:
 - ✓ Tax payments
 - ✓ Interests
 - ✓ Current transfers in cash (i.e. family support transferred to the country of nationality)
 - ✓ Purchase of financial and non-financial assets (i.e. land and real estate, but excluding valuables)
- **Purchase of housing, real estate** are capital expenses according to SNA 1993 and BoP – **excluded** from tourism expenditure!
- **Current expenses related to vacation homes**, such as those usually incurred by an owner as a producer of accommodation services, should also be **excluded** from tourism expenditure.

Measuring tourism expenditure



Timing (IRTS 2008, para 4.8-4.11):

- Anytime as long as it is for and during a tourism trip.
- Anywhere as long as
 - ✓ it refers to an acquisition that is done during and before the trip and clearly related to the trip;
 - ✓ these purchased goods intended to be used on the trip or brought along as gifts are included.
- According to the economy of residence of the transactors (seller and visitor), the transaction is considered as belonging to:
 - ✓ Inbound tourism expenditure
 - ✓ Outbound tourism expenditure
 - ✓ Domestic tourism expenditure

Measuring tourism expenditure



Classifications and breakdowns (IRTS 2008, para 4.23-4.27):

- **Functional classification** linked to COICOP and CPC:
 - ✓ Package travel, package holidays and package tours
 - ✓ Accommodation
 - ✓ Foods and drink
 - ✓ Local transport
 - ✓ International transport
 - ✓ Recreation, culture and sporting activities
 - ✓ Shopping
 - ✓ Others

- **Breakdown - difference to BoP** (i.e. education, health related expenditure)

Measuring tourism expenditure



Observation (IRTS 2008, para 4.28-4.36):

- Expenditure surveys:
 - ✓ Specific, stand alone survey
 - ✓ Combined with observation of flows of inbound and outbound visitors and their characteristics (i.e. border surveys)
 - ✓ Combined with a household budget survey (outbound and domestic tourism)
- Frequency (i.e. every three years, in between modelling)
- Tabulating results (case of missing values, extrapolations, imputations)
- Using models for receiving results

Measuring tourism expenditure



Specific issues (IRTS 2008, para 4.36):

- Expenditures made by others on behalf of visitors - difference to SNA, and implications as in the case of
 - ✓ expenditure on accommodation and transportation by visitors on business and professional trips that the system of national accounts considers as part of the intermediate consumption of the employing entity.
 - ✓ valuables that are not considered as part of household final consumption expenditure but correspond to a non-consumption category of final demand (see also IRTS 2008, para 5.16)
- Package tours: how to break down their value?
- International transportation: how to identify the carrier (resident, non-resident) in case of code-sharing or use of multiple carriers=?
- Separate transfers (i.e. to family members) from consumption expenditure
- “All inclusive stays” in hotels

Measuring tourism expenditure



Specific issues (IRTS 2008, para 4.36 h):

- Valuables and consumer durables acquired by visitors during their trip are part of tourism expenditure irrespective of their unit value.
- By contrast, those whose value is above a country's customs threshold (within EU: 500.000 Euro, Extra EU: 1.000 Euro; threshold related to motives of bank transfers: 50.000 Euro) are to be included under merchandise trade for the compilation of BoP and NA and thus excluded from the travel spending by non-residents in the economy or by residents abroad.
- As a consequence, it is recommended to present them separately since their inclusion with other acquisitions would affect the comparability with the above-mentioned frameworks (see also para. 5.16 under "Non-consumption products").