Tourism Statistics: Challenges and Good Practices

Regional Workshop for South East Asian countries

UNWTO/UNSD WS Vientiane June 16-19 2009

The way ahead for SEA countries

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The way ahead

Priority 1: Measuring inbound tourism

- Flows of inbound tourism
- Characterizing inbound visitors and inbound trips
- Measuring inbound tourism expenditure

Priority 2: Characterizing supply: collective accommodation

- Defining a typology of forms of collective accommodation
- Measuring associated indicators

Measuring flows of inbound visitors from Immigration Records

Immigration records: arrivals by nationality

Tourism statistics:

Arriving non residents   **Returning residents**

- Visitors
  - by country of residence and   Nationals
  - tourists/sameday visitors   Non nationals
- Non visitors

Measuring flows of visitors: How

- Using additional information on persons collected through existing E/D cards
  - Current address: proxy to country of residence
  - Type of visa or document
  - Declared purpose of visit

- Using statistical type of information collected through survey (see following phase) or through expert opinion (case of land border) on holders of border pass

Useful information that could be disseminated

- Flows of visitors
  - Annual, by quarter, monthly
  - By regions, and for some main countries of residence
  - By purpose using the purpose declared on E/D card
  - Cross classifications

Relevant characteristics of visitors and trips

- Country of residence
- Duration of trip to the country (separating same-day (0 nights) and tourists (by categories of duration))
- Gender
- Purpose of trip (more detailed and refined classification than that derived from Immigration)
- Occupation
- Income bracket
- Means of transport used to enter the country
- Forms of accommodation (Paying/ no paying)
- Package/Non package

Important: Cross-classification

Characterizing inbound visitors/trips

- First basis: the E/D card
- Complemented or corrected using specific surveys
  - At the border (recommended)
  - At collective accommodation
  - At tourism attraction
- Periodicity:
  - High at the beginning to be able to catch the seasonality (monthly)
  - Possibly adapted to the situation when seasonality is understood and controlled (high and low season, etc. but at least annually)

Tourism expenditure

- What to measure
  - Total expenditure by categories of products (COICOP)
  - Average expenditure per day

- How to measure:
  - survey expanded to the universe
    - Upon departure (highly recommended)
    - At collective accommodation
    - At tourism sites
  - Periodicity
    - To be defined: usually, it should be annual;
    - But can be less frequent, but at least once every five years

From data collected on a survey to total tourism expenditure

- Country of residence taken alone is not a good explanatory variable for expenditure

- Clusters to be used for the design of the sample, should also take other variables into consideration: for example means of transport, forms of accommodation (paying, non paying) and/or purpose of trip, that are highly correlated with average expenditure per day.

Collective Accommodation

- Establish a typology of forms of collective accommodation and other accommodations

- Sample design

- Collect indicators on a monthly basis using the Accommodation Kit (request from UNWTO the use of such kit)

Indicators associated with collective accommodation

- Number of rooms
- Number of beds
- Employment
- Guests (residents, non residents)
- Overnights (residents, non residents)
- Room occupancy rate (gross, or net), or
- Bed occupancy rate (gross and net)
- Average income per room