



Travel and tourism consumption data compilation details



Regional WorkShop on Travel and
International Tourism Consumption
Organized by UNSD with UNWTO and
Caricom
14-17 Mayo 2013
Dominica

Content

- Particularities of the observation
- Sampling and grossing up
- Questionnaires
- The issue of packages and their unbundling
- The issue of international transport



Particularities of the observation

- Based necessarily on observation from travellers/visitors: a «household type» survey
- Nevertheless some important differences with household surveys:
 - Information refers to individuals, not to the household or party to which they belong;
 - The time to make the interview is very limited;
 - The interviewed persons is often in a situation of stress (and not necessarily happy to record how much he/she has spent);
 - Information might not be easily at hand (receipts, etc.)
 - Individuals might not have made themselves the expenditure... and may have no access to this information;
 - No possibility to come back to the informant to review information;
 - Expenditure might have occurred before the trip; or will be charged after; in different currencies.

Sampling and grossing up

- Tourism statisticians must have their say on the methods for selecting the sample and grossing up and not only on the questionnaire used to collect the information as global results depend heavily on the methods;
- The selection of the sample and the survey design have to take into consideration the factors that determine average expenditure per day; quotas systems based on factors that have little impact on expenditure might lead to important errors (samples based exclusively on country of residence for instance)

Questionnaires

- Many national questionnaires are available on the Internet
- UNWTO also proposes one (to be distributed...)
- Issues that need to be considered:
 - Using or not a package tour : treatment of the package tour altogether;
 - Paying vs. non paying accommodation: it makes a huge difference, not only on expenditure on accommodation;
 - The existence of a travel party that reduces the average expenditure per person; the presence of small children within the party;
 - Need to make a difference between having made an expenditure but not knowing its value (an estimation should be done) and not having made the expenditure (and the value is 0);
 - The treatment of international transport (mainly when by air...).



The issue of packages and their unbundling

- In some countries, visitors arriving on a package tour is a serious issue;
- A package is not a «CPC» product and needs to be «unbundled»;
- The value of a package must include at least 2 other tourism products, usually at least transport (international) and accommodation, **besides the travel agency service**;
- The provider of international transport and that of the travel agency service might not be resident of the country visited, so that the issue of whether all consumption belongs to inbound tourism consumption has to be faced (generating a difference with travel and with import/export of business services...);
- There is still no clear unique doing procedure for doing so... various methods depending on the availability of information, the cooperation of tour operators working in the country, the relative importance of the phenomenon, etc.



Methods for unbundling

- Using percentage breakdowns «available on the market»
- Using the structure of expenditure by products of visitors with similar profile (country of origin, purpose of trip, form of accommodation) and adding a % for travel agency services
- Using the structure of packages of corresponding outbound tourism expenditure informed by resident packagers, etc..



The issue of international transport

- Visitors, mostly those traveling by air, may travel on:
 - A resident airlines (resident of the country visited);
 - An airline of his/her country of residence
 - An airline resident in third country
 - A combination of all previous cases
- And may have purchased it through a travel agency resident in any country (purchase through Internet...);
- If only one airline is involved, the information provided by the visitor can be used;
- In other cases, the calculation has to be performed globally because the visitor does not have the information to make the individual estimation.
- Codesharing and interlining make things even more confusing: What is the actual scope of the information provided by airlines on tickets sold? How much correspond strictly to what should be measured as international transport in tourism statistics?





Thank you!

Marion LIBREROS

UNWTO consultant

Visit us at unwto.org