

**Regional Seminar on International Trade Statistics:  
Implementation of recommendations**

*28. Tourism and travel services: items bought by tourists and  
travelers – IMTS versus MSITS/BOP versus Tourism statistics*

Addis Ababa, Ethiopia  
12 – 16 May 2014



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# World Tourism Organization UNWTO

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## Press Release

### International tourism an engine for the economic recovery

PR No.: PR13081

Madrid

12 Dec 13

*In the first nine months of 2013, international tourism grew by 5% according to the latest UNWTO World Tourism Barometer. The number of international tourist arrivals reported by destinations around the world increased by some 41 million between January and September, growing above UNWTO's initial forecast and creating an important stimulus to the receiving economies.*



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## Expenditure of international travel in Italy

Period	2010	2011	2012	2013
JANUARY	1.598	1.641	1.671	1.636
FEBRUARY	1.494	1.439	1.535	1.526
MARCH	1.853	2.105	1.965	1.876
<b>Q1</b>	<b>4.945</b>	<b>5.185</b>	<b>5.171</b>	<b>5.038</b>
APRIL	2.249	2.388	2.456	2.497
MAY	2.753	2.862	3.058	3.244
JUNE	3.140	3.245	3.263	3.448
<b>Q2</b>	<b>8.142</b>	<b>8.496</b>	<b>8.776</b>	<b>9.189</b>
JULY	3.955	4.379	4.341	4.544
AUGUST	3.473	3.870	4.174	4.225
SEPTEMBER	3.231	3.363	3.571	3.912
<b>Q3</b>	<b>10.659</b>	<b>11.612</b>	<b>12.086</b>	<b>12.680</b>
OCTOBER	2.394	2.553	2.709	2.790
NOVEMBER	1.662	1.689	1.795	1.748
DECEMBER	1.456	1.356	1.518	1.618
<b>Q4</b>	<b>5.511</b>	<b>5.598</b>	<b>6.022</b>	<b>6.156</b>
<b>YEAR</b>	<b>29.257</b>	<b>30.891</b>	<b>32.056</b>	<b>33.064</b>

+5,5%

+3,7%

+3,1%



**Definitions (Tourism vs Travel)**

**Data collection in Italy**

**Bank of Italy borders survey**

**Conclusions**

## Tourism as a subset of travel

2.4. Travel refers to the activity of travelers. A traveler is someone who moves between different geographic locations for any purpose and any duration.

2.9 A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors.



## **Residence (BPM6)**

A household is resident in the economic territory in which household members maintain or intend to maintain a dwelling or succession of dwellings treated and used by members of the household as their principal dwelling.

## **Usual environment**

The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines

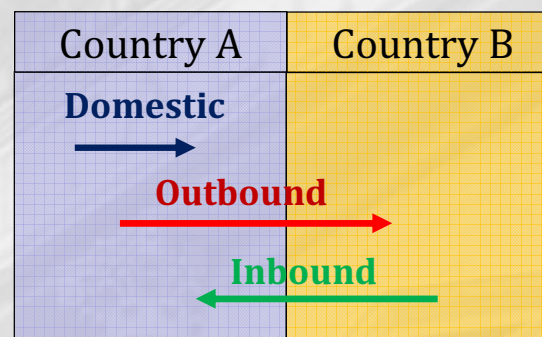


## Forms of tourism: domestic, outbound and inbound tourism

Internal tourism= Domestic & Inbound

National tourism= Domestic & Outbound

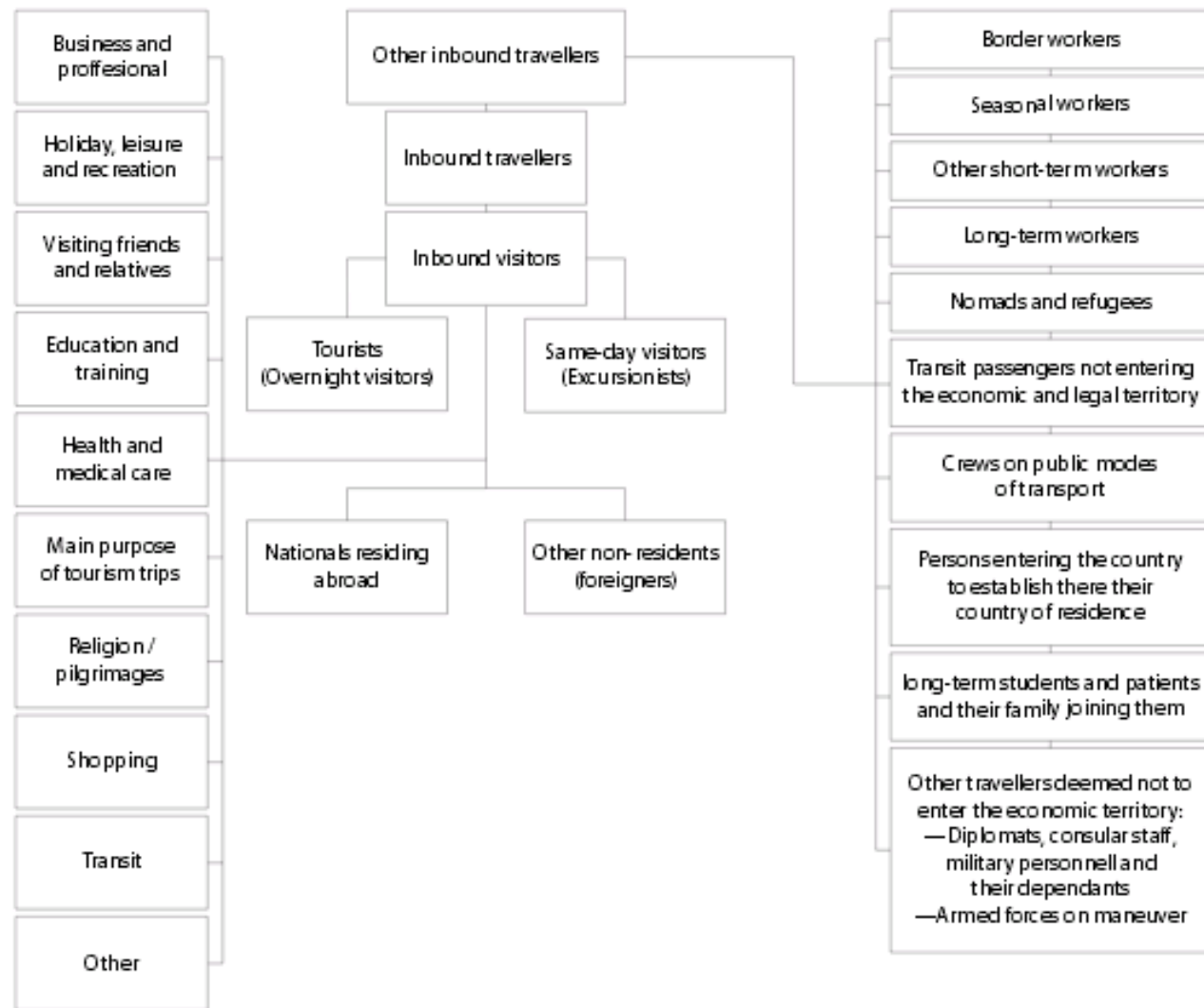
International tourism= Inbound & Outbound



## Overnight visitor and excursionist

A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise

Figure 2.1  
Classification of inbound travellers





In general, «Other Travellers» are not negligible

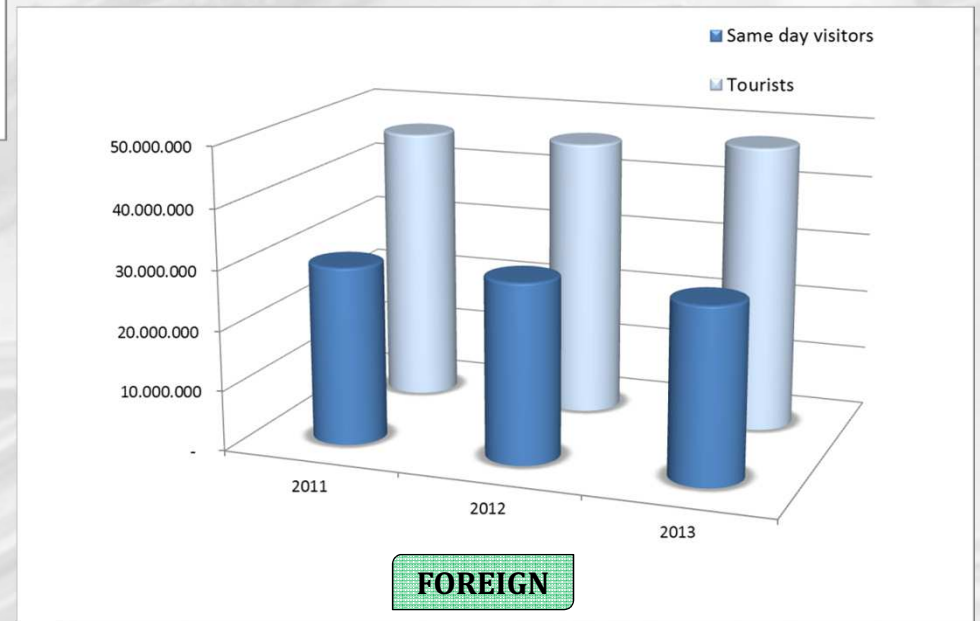
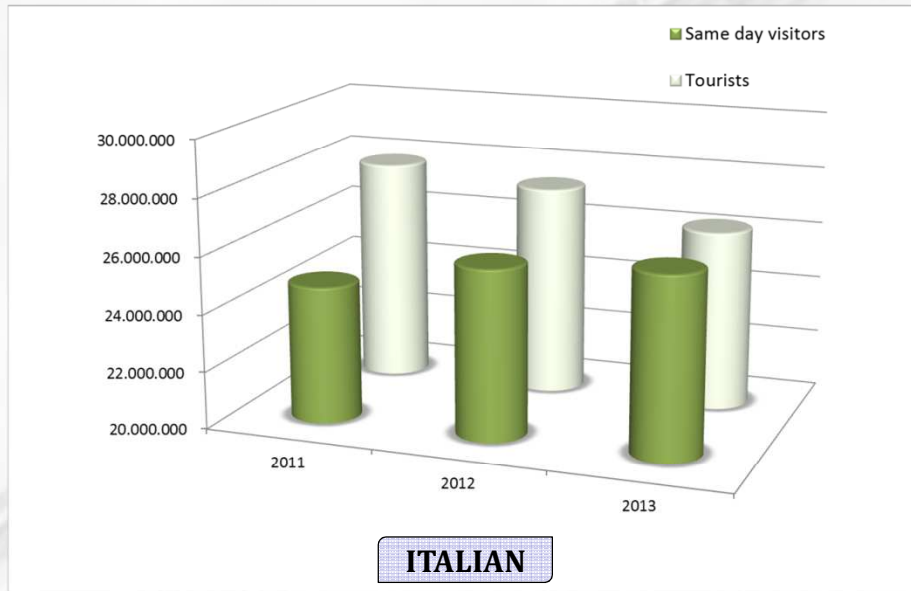
Border workers are about 8 percent of Italian international travellers,...

	Border workers	Total
<b>2011</b>	4,914,289	57,531,613
<b>2012</b>	4,342,466	57,680,543
<b>2013</b>	4,331,391	56,964,663

...and less than 1 percent of the foreign travellers

	Border workers	Total
<b>2011</b>	512,298	76,378,300
<b>2012</b>	440,776	76,733,625
<b>2013</b>	412,439	77,174,778

## International tourism (Italy) Overnight Visitors VS Excursionists



## **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. (IRTS 2008 - 4.2)

## **Travel credits**

cover goods and services for own use or give away acquired from an economy by nonresidents during visits to that economy.

## **Travel as a transactor based component**

## Expenditure Tourism vs Travel Credits : Main differences

### **Tourism includes:**

- Expenditure in international passenger transportation
- The acquisition of goods (valuables, such as jewelry, durable, such as cars) included in custom data in excess of customs thresholds

### **Travel includes:**

- imputed values, such as the provision of accommodation free of charge



## Tourism vs Travel : Some figures according with BI survey

*Expenditure in international passenger transportation (Years 2013):*

**Credits : 1,776 milion**

**Debits : 4,942 milion**

*Imputed values:*

Travelers with an accommodation free of charge (guests of relatives and friends) are about 10 per cent (both inbound and outbound)

	<b>Inbound</b>	<b>Outbound</b>
<b>Guests</b>	7,591	5,754
<b>Total</b>	77,175	56,965



## Data collection system for tourism statistics

### ITRS

monetary flows between non-residents/residents travelers and residents/non-residents **tourism providers**  
**recording of payments** made through bank notes, traveler cheques or credit cards

### Survey

survey of travelers (demand side)  
border surveys (mainly used for travel receipts)  
household surveys (mainly used for travel expenditures)

survey of enterprises (supply side)  
survey of accommodation establishments, survey of tourist intermediaries (travel agencies, tour operators)



## Data collection in Italian Experience

INTERNATIONAL TRAVEL – Border survey (Bank of Italy )

INTERNAL TOURISM – Households survey (ISTAT)

NATIONAL TOURISM - survey of accommodation establishments (ISTAT)



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## Data collection in Italian Experience

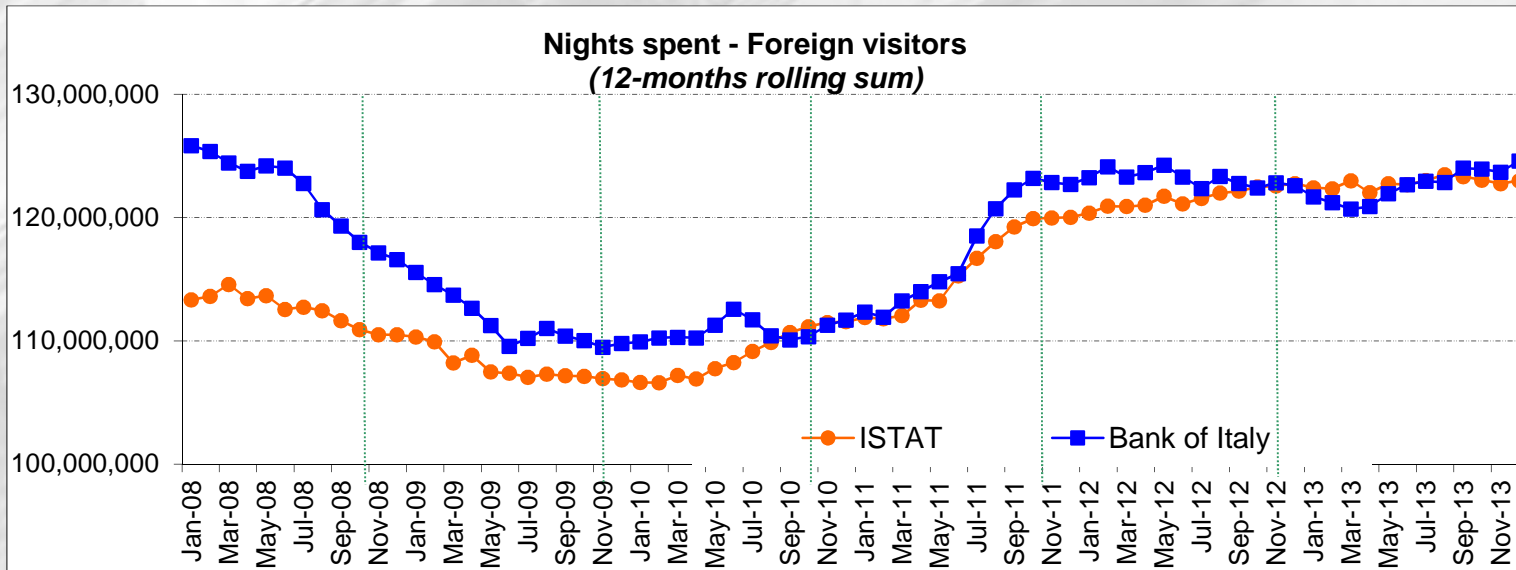
	TOURISM CLASSIFICATION		
	DOMESTIC	INBOUND	OUTBOUND
<b>ACCOMODATION</b>	<i>Tourists (overnight stays)</i>		
<b>Hotel</b>	ISTAT supply	ISTAT supply	ISTAT demand
	ISTAT demand	<b>BI</b>	<b>BI</b>
<b>Other commercial accomodations</b>	ISTAT supply	ISTAT supply	ISTAT supply
	ISTAT demand	<b>BI</b>	<b>BI</b>
<b>Private structures</b>	ISTAT demand	<b>BI</b>	ISTAT demand
			<b>BI</b>
	<i>Excursionists (Same day visit)</i>		
	ISTAT demand	<b>BI</b>	<b>BI</b>





## Data collection in Italian Experience

A comparison: border survey and-survey of accommodation establishments



## Bank of Italy border survey

### Until 1995: ITRS

The old method, based on bank settlements, became less and less effective with the full liberalization of foreign exchange transactions

### From 1996: Border Survey

The survey considers all types of Italy's entrance and exit points: road crossings, rail passages, international airports and seaports.



## Bank of Italy border survey: main objectives

The **primary objective** of the survey is the measurement of **tourist expenditures** for the “Travel” item (BoP)

The compilation of **other BoP items** derives from International Travel Survey: “**Passenger Transport**” (credits & debits) and “**Compensation of Employees**” (credit)

The Survey contributes to a **better quality** of tourism-related statistics in the balance of payments and a better compliance with the international organizations’ requirements (International Monetary Fund, World Tourism Organization, EUROSTAT, OECD)

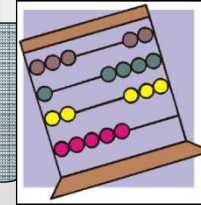
Bank of Italy makes available to the users **additional information** (*number and characteristics of visitors, characteristics of the trip, mode of payments, satisfaction for some aspects of the journey, etc.*) and **microdata** of the survey



## Bank of Italy border survey: main features

### **COUNTING 1.500.000 annual counting**

The counting aims at assessing the number and the nationality of the travellers, entering or exiting from Italy



### **INTERVIEWING 133.000 annual face-to -face interview**

The interviewing consists in questioning a sample of the travellers, after having approached and stopped them, in order to assess a number of basic classification characteristics of the traveller, the trip, the expenditures, etc.



## Bank of Italy border survey: interviewing strategy

**RAIL:** On board



**AIRPORT:** *Departures* at the gate before boarding  
*Arrivals* at the baggage claim



**SEAPORT:** *Departures* before boarding  
*Arrivals* after disembarking



**ROAD:** at the border (if police is available) or at the nearest gas station



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## Bank of Italy border survey: the counting

### COUNTING

- border location
- day and month of operation
- start time and end time of the counting
- direction under observation (to Italy, to foreign country)
- number of open lanes
- rate of sampling
- type of vehicle
- number of occupants in the vehicle
- nationality of the number plate of the vehicle



## Bank of Italy border survey: stratification variables

VARIABLES	LEVELS
1. Direction	2 (inbound, outbound)
2. Type of carrier	4 (road, rail, airports and seaports)
3. Frontier point	82 (42 road, 5 rail, 24 airports, 11 seaports)
4. Day of data collection	number of days in the month (e.g. 31)
5. Origins / destinations (rail crossings, airports in the area, port)	different levels depending on the type of border
6. Time of the day (only for road frontiers)	3 (morning, afternoon, night)
7. Day of the type collection (only for road frontiers)	2 (working, holiday)



## Bank of Italy border survey: The questionnaire

The interviews, whose average length is around 7-8 minutes, are recorded on a structured questionnaire, in two versions: one for the Italian visitors coming back to Italy from abroad, another for foreign visitors leaving Italy (translated into 16 languages).

Next step: introducing the tablet for the interviews



## Bank of Italy border survey: The questionnaire

### INFORMATION COLLECTED

- sex, age and occupation of respondent
- country (foreigners) / Italian province of residence (Italians)
- reason of the journey
- place(s) visited: town(s) visited in Italy (foreigners) / countr(ies) visited (Italians)
- number of nights stayed at each of the places visited
- type of accommodation used and number of nights stayed in
- number, sex and age of people travelling with the respondent and sharing the expenses
- expenditures carried out in home country
- expenditures carried out in the destination country
- level of satisfaction on several aspects of the place visited
- expectation to return in Italy in the next twelve month.



## Conclusions: Beyond the Balance of payments

Tourism Satellite Account

Data Dissemination



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## Conclusions: Tourism Satellite Account

The "Tourism Satellite Account" statistics require coordination and cooperation between National Institutions

Integrate and reconcile National Accounts statistics and Balance of payments

Bank of Italy cross border survey is used directly for the tables of international tourism...

...and indirectly, as benchmark, to breakdown some aggregates of the others tables



## Conclusions: Tourism Satellite Account

First TSA in Italy was published in 2012

*Progressive and gradual approach:*

- ) Test phase (producing six tables of TSA)
- ) Completing the missing tables
- ) Annual production of TSA

*Next step: Test for a regional TSA*



## Conclusions: Data Dissemination

Monthly data on international travel are published on Bank of Italy website, according with a scheduled calendar

The micro data of the single interviews are published annually (in April)

*Next step: Translate the web pages about the International Travel in English*



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