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
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.
## Expenditure of international travel in Italy

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

+5.5%  +3.7%  +3.1%
Definitions (Tourism vs Travel)

Data collection in Italy

Bank of Italy borders survey

Conclusions
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

<table>
<thead>
<tr>
<th>Country A</th>
<th>Country B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domestic</strong></td>
<td><strong>Outbound</strong></td>
</tr>
<tr>
<td><strong>Inbound</strong></td>
<td><strong>Inbound</strong></td>
</tr>
</tbody>
</table>

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

- Business and professional
- Holiday, leisure and recreation
- Visiting friends and relatives
- Education and training
- Health and medical care
- Main purpose of tourism trips
- Religion / pilgrimages
- Shopping
- Transit
- Other

Other inbound travellers

- Inbound travellers
  - Tourists (Overnight visitors)
  - Same-day visitors (Excursionists)
    - Nationals residing abroad
    - Other non-residents (foreigners)

Border workers
- Seasonal workers
- Other short-term workers
- Long-term workers
- Nomads and refugees
- Transit passengers not entering the economic and legal territory
- Crews on public modes of transport
- Persons entering the country to establish there their country of residence
- Long-term students and patients and their family joining them
- Other travellers deemed not to enter the economic territory:
  - Diplomats, consular staff, military personnel and their dependants
  - Armed forces on maneuver
In general, «Other Travellers» are not negligible

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

<table>
<thead>
<tr>
<th></th>
<th>Border workers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4,914,289</td>
<td>57,531,613</td>
</tr>
<tr>
<td>2012</td>
<td>4,342,466</td>
<td>57,680,543</td>
</tr>
<tr>
<td>2013</td>
<td>4,331,391</td>
<td>56,964,663</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Border workers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>512,298</td>
<td>76,378,300</td>
</tr>
<tr>
<td>2012</td>
<td>440,776</td>
<td>76,733,625</td>
</tr>
<tr>
<td>2013</td>
<td>412,439</td>
<td>77,174,778</td>
</tr>
</tbody>
</table>
International tourism (Italy)
Overnight Visitors VS Excursionists

[Bar charts showing the comparison between same day visitors and tourists for Italy over the years 2011, 2012, and 2013 for both Italian and foreign visitors.]
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 passanger trasportation (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)

<table>
<thead>
<tr>
<th></th>
<th>Inbound</th>
<th>Outbound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guests</td>
<td>7,591</td>
<td>5,754</td>
</tr>
<tr>
<td>Total</td>
<td>77,175</td>
<td>56,965</td>
</tr>
</tbody>
</table>
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)
### TOURISM CLASSIFICATION

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>Inbound</th>
<th>Outbound</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACCOMMODATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tourists (overnight stays)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>ISTAT supply</td>
<td>ISTAT supply</td>
<td>ISTAT demand</td>
</tr>
<tr>
<td></td>
<td>ISTAT demand</td>
<td>BI</td>
<td>BI</td>
</tr>
<tr>
<td>Other commercial accommodations</td>
<td>ISTAT supply</td>
<td>ISTAT supply</td>
<td>ISTAT supply</td>
</tr>
<tr>
<td></td>
<td>ISTAT demand</td>
<td>BI</td>
<td>BI</td>
</tr>
<tr>
<td>Private structures</td>
<td>ISTAT demand</td>
<td>BI</td>
<td>ISTAT demand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BI</td>
<td>BI</td>
</tr>
<tr>
<td><strong>Excursionists (Same day visit)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISTAT demand</td>
<td>BI</td>
<td>BI</td>
</tr>
</tbody>
</table>
A comparison: border survey and survey of accommodation establishments

Data collection in Italian Experience

Nights spent - Foreign visitors
(12-months rolling sum)
The old method, based on bank settlements, became less and less effective with the full liberalization of foreign exchange transactions.

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Departures</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAIL</td>
<td>On board</td>
<td></td>
</tr>
</tbody>
</table>
| 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 |
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

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>LEVELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direction</td>
<td>2 (inbound, outbound)</td>
</tr>
<tr>
<td>2. Type of carrier</td>
<td>4 (road, rail, airports and seaports)</td>
</tr>
<tr>
<td>3. Frontier point</td>
<td>82 (42 road, 5 rail, 24 airports, 11 seaports)</td>
</tr>
<tr>
<td>4. Day of data collection</td>
<td>number of days in the month (e.g. 31)</td>
</tr>
<tr>
<td>5. Origins / destinations (rail crossings, airports in the area, port)</td>
<td>different levels depending on the type of border</td>
</tr>
<tr>
<td>6. Time of the day (only for road frontiers)</td>
<td>3 (morning, afternoon, night)</td>
</tr>
<tr>
<td>7. Day of the type collection (only for road frontiers)</td>
<td>2 (working, holiday)</td>
</tr>
</tbody>
</table>
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
## 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
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 table 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.
28. Tourism and travel services: items bought by tourists and travelers – IMTS versus MSITS/BOP versus Tourism statistics

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