



Mr. Peter Laimer
Directorate Spatial Statistics

Regional Workshop on the
compilation of the TSA

Manila, 20 June 2017
(11.30-12.15)

Dissemination of TSA results - some considerations



Introduction





TSA in general

- contributes to **benchmark the success of tourism policies** and supports answering questions from tourism policy decision makers;
- **provides a basis to evaluate the tourism development** compared to economic sector;
- **represents a solid basis for policy relevant issues** on the national/regional level and determines the contribution of tourism to national/regional value added and employment;
- has also a “**disciplinary effect**” since the economic impact of a specific subsector, such as that of the hotel industry, can never exceed the overall share of tourism in the economy;
- **supports the national/regional tourism policy** to increase the tourism share in regard to the national/regional GDP;
- **serves as a basis to justify and distribute subsidies** in tourism;
- **provides data related to different aspects of tourism**, such as same-day tourism or visits in vacation homes (which is not considered by accommodation statistics).



Advocacy & public awareness of the “tourism industry” - not just Hotel industry

International comparability (“benchmarking”)

Regional TSAs

Possibilities

Usage

Quality benchmark for tourism statistics

Usage of the results for planning, investment, marketing, operations and management

Increased analytical and research capacity

TSA is limited such as:

- **Fast available and short-term data**, in order to identify monthly and seasonal changes, might be difficult to receive.
- **Detailed results on micro level are not available**; therefore, conclusions at this level are not possible.
- The **impact of special events** and shocks (e.g. terror attacks, environmental disasters) cannot be currently analysed and forecasted.
- Based on TSA - data on **market level are not available**.





In general **data dissemination** is the process of communicating information through defined channels and media in order to reach various target groups (e.g., policy decisions makers, researchers, the broad public, etc.).

Before disseminating TSA results, the **key components of disseminating the data** have to be considered which concern the establishment of the communication message, the definition of the audience, the selection of the communication channel, the marketing the message and the evaluation of the impact.

TSA-results might be published via **various channels and media**:

- Comprehensive (paper) publications (i.e. method and results)
- Press releases and/or press conferences (i.e. yearly basis)
- Webpages (i.e. data compilers and users)
- Data bank
- Social media (i.e. Twitter, Facebook)
- Statistical Yearbook (i.e. main results)
- Seminars and workshops (i.e. universities)



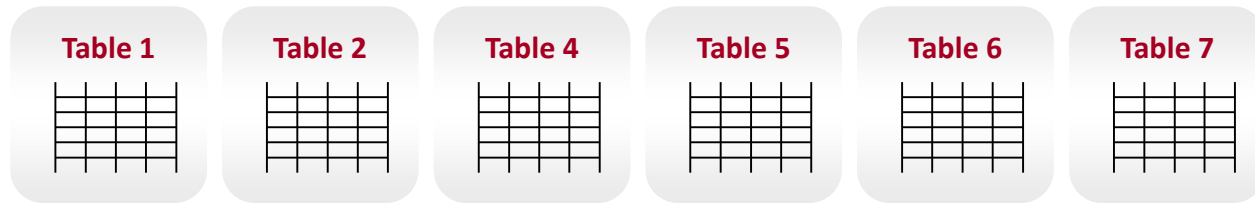
Austrian experiences



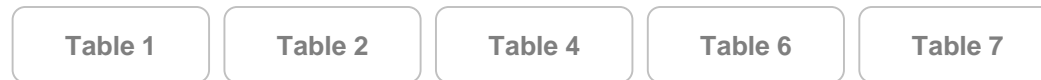
TSA for Austria - availability of tables



AVAILABLE: 7 detailed tables



PUBLISHED: main aggregates



USED: 2 figures?



Federal Ministry of Science, Research and Economy (BMWFW)

➔ Basis for tourism policy making and for determining the economic importance of tourism

Austrian National Tourist Office (ÖW) and Austrian Federal Economic Chamber (WKÖ)

➔ Evaluation of tourism in comparison to the overall economy

European Commission (Eurostat), Organization for Economic Co-operation and Development (OECD), UN World Tourism Organization (UNWTO), United Nations (UN Statistical Commission)

➔ International comparisons

Austrian Institute of Economic Research (WIFO)

➔ Forecasts for the current and coming year, measuring the indirect effects

Science and research (universities, etc.)

Consulters

TSA for Austria - timetable



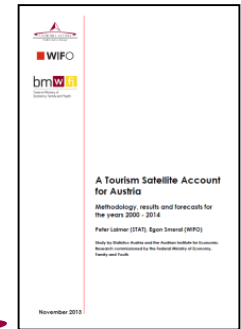
May-August: Continuous data collection related to respective reference year (apart from NA)



May-August: Compilation of demand related to TSA-Table 1, 2 and 4



End of September: NA data are available, and considered for TSA-Tables 5 and 6



October: Compilation of TSA-Table 7 (tourism labour)



November: 1st coordination meeting STAT/Wifo (direct effects), fine-tuning

WIFO



WIFO



November: Wifo-estimates related indirect tourism and direct/indirect leisure effects, including forecasts



WIFO



November: 2nd coordination meeting STAT/Wifo related to final report

December: Submission of the final report to BMWWF, publication of key figures in May of the following year

(http://www.statistik.at/web_en/statistics/tourism/tourism_satellite_accounts/index.html)



Availability of the country TSA:

- For the reference years 2000-2015 data has been **revised annually**.
- **Provisional TSA results** of the previous year are available by December of the current year, published in May of the following year (i.e. 2015 results in May 2017).
- The **preliminary data are revised** in course of the most recent TSA-results.
- The results are available on **paper** and in the **Webpage**.

Responsibility for the dissemination:

- **STAT** and **WIFO** are responsible for the dissemination of the TSA-results.
- After the approval of the BMWFW the TSA main results (summary version) are published **free of charge** on the Webpage of STAT.
- A **more detailed publication** is available on demand, distributed by STAT/WIFO. If demanded by the BMWFW a recent press release (or conference) – elaborated by STAT/WIFO - will be published which points out the main TSA-indicators (i.e. GDP share, resident/non-resident visitor consumption, time series).



Content of the publication (long version, only in German available):

- After an introductory chapter, the **main part** of the publication discusses the monetary interlinkages between tourism supply and demand, presenting an overview of conceptual TSA-issues, the application of the TSA-results, the economical implications of TSA (definition of demand, and direct, indirect and induced effects) and the most recent results (incl. a time series).
- The **second part** of the publication discusses the methodological issue related to the Austrian Employment Tool, including the purpose of **measuring tourism employment**, the concepts and definitions, the direct, indirect and induced tourism employment effects, and the results.
- Finally, an **executive summary** and the most important references are considered.
- **ToDos:**
 - Establishment of a data bank related to TSA-data.



Level of detail of the publication:

- The yearly TSA-publication (long version) gives particular attention to **methodological issues** and comments on methods used in Austria. Furthermore, adjacent to text parts, tables and charts are incorporated.
- The publication comprises the **core TSA-Tables**. In particular the tourism demand related TSA-Tables 1, 2 and 4 as well as the tourism supply related TSA-Tables 5 and 6 are taken into account. Tourism employment, considered within TSA-Table 7, is also presented.
- Mainly **due to lack of data** TSA-Tables 8 and 9 are not considered so far. TSA-Table 3 is not taken into account, since it is not part of the internal tourism consumption. - Moreover, TSA-Table 10 (non-monetary indicators) does not occur.

Publications/Links:

- Statistics Austria: http://www.statistik.at/web_en/statistics/Economy/tourism/tourism_satellite_accounts/value_added/index.html
- BMWFW: https://www.bmfwf.gv.at/Tourismus/TourismusInOesterreich/Documents/LAGEBERICHT%202016_ELAK_HP.pdf (in German only)
- WIFO: http://www.wifo.ac.at/jart/prj3/wifo/main.jart?rel=de&content-id=1454619331110&publikation_id=57848&detail-view=yes&sid=1 (in German only)

TSA for Austria - dissemination at Statistics Austria (1)



4 main tourism related topics

- STATISTICS
- PUBLICATIONS & SERVICES
- CLASSIFICATIONS
- SURVEYS
- PRESS
- ABOUT US
- INDEX A-Z

- People & Society
 - Education, Culture
 - Health
 - Labour Market
 - Statistics
- Economy
 - Agriculture and Forestry
 - Enterprises
 - Foreign Trade
 - Industry and Construction
 - National Accounts
 - Prices
 - Public Finance, Taxes
 - Tourism
 - Accommodation
 - Travel Habits
 - Tourism Satellite Accounts
 - Travel Balance of Payments
 - Trade, Services
- Energy, Environment, Innovation, Mobility
 - Energy, Environment
 - Information Society
 - Research and Development (R&D), Innovation
 - Transport
- Wealth and Progress
 - How's Austria?
- International
 - European set of selected statistics
 - European Indicators

Accommodation

The **accommodation statistics** provide key information about Austria's tourism, such as the number of overnight stays and arrivals, which can be analysed according to accommodation types and countries of origin in particular. Approximately 1 600 reporting municipalities (around two thirds of Austrian municipalities) submit data on a regular basis. In principle, only those municipalities that register at least 1 000 overnight stays per year are obliged to provide statistics.

Data is submitted on **monthly arrivals and overnight stays by guests** from Austria and abroad who stay in around 65 000 commercial and private accommodation establishments, broken down according to accommodation types and countries of origin.

Furthermore, **stock statistics (accommodation and beds)** are collected once per year on the survey date of 31 May for the winter and summer season. Besides the number of accommodation establishments, data is compiled on the number of beds in the different accommodation types in particular.

Stat. Databases	Press releases	Links	Publications	General information search
26.02.2016	▶ First half of tourism winter season 2015/16: 29.3 million overnights			82 KB
29.01.2016	▶ New tourism all-time-high with more than 135 million overnights in 2015			81 KB
14.01.2016	▶ Austria offers around 1.1 million beds for tourists in 2015			82 KB
08.01.2016	▶ Winter season 2015/16 starts with new all-time high: 4.5 million overnights in November 2015			83 KB
27.11.2015	▶ Summer season 2015: more than 20 million arrivals			83 KB
28.10.2015	▶ Current summer season 2015: Rise in overnights by 3.9% between May and September			83 KB
24.09.2015	▶ Tourism in May to August 2015: 51.9 million overnights			82 KB
28.08.2015	▶ 33 million overnights in current summer season			
27.07.2015	▶ Tourism in May and June 2015: rise in overnights by 2.1%			
26.06.2015	▶ Start of summer season 2015: Rise in overnights by 8.8% in May 2015			

< 1 2 > ↓ show whole list ↓

All available information on the specific topics is showed in tabs/flashcards

TSA for Austria - dissemination at Statistics Austria (2)

Any kind of information related to topics (tables, charts, publications etc.) is shown as tabs/flashcards. This is valid for the overview page „Tourism“ as well as for the four pages „Accommodation“, „Travel Habits“, „Travel Balance of Payments“, „Tourism Satellite Accounts“ and their subpages.

http://www.statistik.at/web_en/statistics/Economy/tourism/index.html

DE: only available for the German version http://www.statistik.at/web_de/statistiken/wirtschaft/tourismus/index.html

	Tourism								
		Accommodation			Travel Habits	Tourism Satellite Accounts			Travel Balance of Payments
			Accommodation Capacity	Arrivals, Overnight Stays			Labour Force	Value Added	
Tables			x	x	x		x	x	x
Charts			x	DE	x			x	
Interactive Maps				DE					
Thematic Maps			DE	DE					
Further Information	DE		x	x	x	DE	x	x	x
Stat. Databases	x	x	x	x	x				
Documentations	DE	DE	DE	DE	DE	DE	DE	DE	
Press Releases	x	x	x	x	x				
Links	x	x	x			x	x	x	x
Publications	x	x	x	x	DE				DE
General information	x	x	x	x	x	x	x	x	x

TSA for Austria – the economic importance of tourism 2000 - 2016



Tourism consumption expenditure by non-resident and resident visitors in Austria 2000 to 2016

Tourism demand	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	revised															preliminary	forecast
in mn. €																	
Non-resident visitors																	
Total	12.162	12.746	13.141	13.472	13.842	14.640	15.077	15.405	16.398	15.262	15.613	16.075	16.500	16.983	17.471	18.043	18.765
Overnight tourists	10.768	11.237	11.467	11.783	12.128	12.811	13.133	13.286	13.806	12.785	13.338	13.542	13.944	14.322	14.736	15.234	15.844
Same-day visitors	1.394	1.509	1.674	1.690	1.714	1.829	1.944	2.119	2.593	2.477	2.275	2.533	2.556	2.661	2.735	2.809	2.922
Resident visitors																	
Total	11.303	11.797	12.301	12.534	13.374	13.837	14.458	15.033	15.567	15.444	17.918	19.162	19.414	19.427	19.855	20.295	21.147
of which:																	
Holiday	9.288	9.602	10.073	10.230	11.092	11.487	11.863	12.176	12.495	12.873	15.399	16.341	16.536	16.523	16.819	17.131	17.841
Overnight tourists	5.665	5.948	6.304	6.454	6.990	7.131	7.463	7.747	7.849	8.024	9.533	10.016	10.021	10.049	10.308	10.586	11.063
Same-day visitors	3.623	3.655	3.769	3.777	4.102	4.356	4.400	4.430	4.646	4.849	5.867	6.325	6.516	6.474	6.511	6.544	6.778
Business	2.014	2.195	2.228	2.303	2.282	2.349	2.595	2.857	3.073	2.570	2.519	2.821	2.878	2.904	3.037	3.164	3.307
Overnight tourists	1.105	1.209	1.264	1.322	1.277	1.316	1.551	1.722	1.893	1.512	1.586	1.807	1.842	1.858	1.960	2.009	2.063
Same-day visitors	909	986	964	981	1.005	1.033	1.044	1.135	1.179	1.058	933	1.015	1.036	1.045	1.076	1.155	1.243
Tourism consumption expenditure in vacation homes																	
Total	76	81	82	84	87	90	91	92	94	99	110	111	112	112	114	116	119
Total																	
Total	23.541	24.625	25.525	26.090	27.303	28.567	29.627	30.530	32.059	30.805	33.641	35.348	36.027	36.522	37.440	38.454	40.032

S: STATISTICS AUSTRIA, Tourism Satellite Accounts for Austria; WIFO (Austrian Institute of Economic Research); based on "Recommended Methodological Framework (RMF) 2008". Compiled on 3 May 2017. Holiday and business trips.

The direct macroeconomic importance of tourism in Austria 2000 to 2016

Tourism demand	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	revised															preliminary	forecast
in mn. €																	
Excluding business trips	10.642	11.016	11.375	11.680	12.183	12.483	12.990	13.600	14.376	14.451	15.367	16.125	17.138	17.654	18.226	18.899	19.668
Including business trips	11.585	11.941	12.379	12.658	13.106	13.369	13.895	14.727	15.709	15.603	16.242	17.170	18.221	18.802	19.421	20.180	21.008
Percentage change from previous year																	
Excluding business trips	.	3,5	3,3	2,7	4,3	2,5	4,1	4,7	5,7	0,5	6,3	4,9	6,3	3,0	3,2	3,7	4,1
Including business trips	.	3,1	3,7	2,3	3,5	2,0	3,9	6,0	6,7	-0,7	4,1	5,7	6,1	3,2	3,3	3,9	4,1
Percentage share in GDP																	
Excluding business trips	5,0	5,0	5,0	5,1	5,0	4,9	4,9	4,8	4,9	5,0	5,2	5,2	5,4	5,5	5,5	5,6	5,6
Including business trips	5,4	5,4	5,5	5,5	5,4	5,3	5,2	5,2	5,4	5,5	5,5	5,6	5,7	5,8	5,9	5,9	6,0

S: STATISTICS AUSTRIA, Tourism Satellite Accounts for Austria; WIFO (Austrian Institute of Economic Research); based on "Recommended Methodological Framework (RMF) 2008". Compiled on 3 May 2017.

Source: http://www.statistik.at/web_en/statistics/Economy/tourism/tourism_satellite_accounts/index.html

TSA for Austria extended - the main results 2016*)

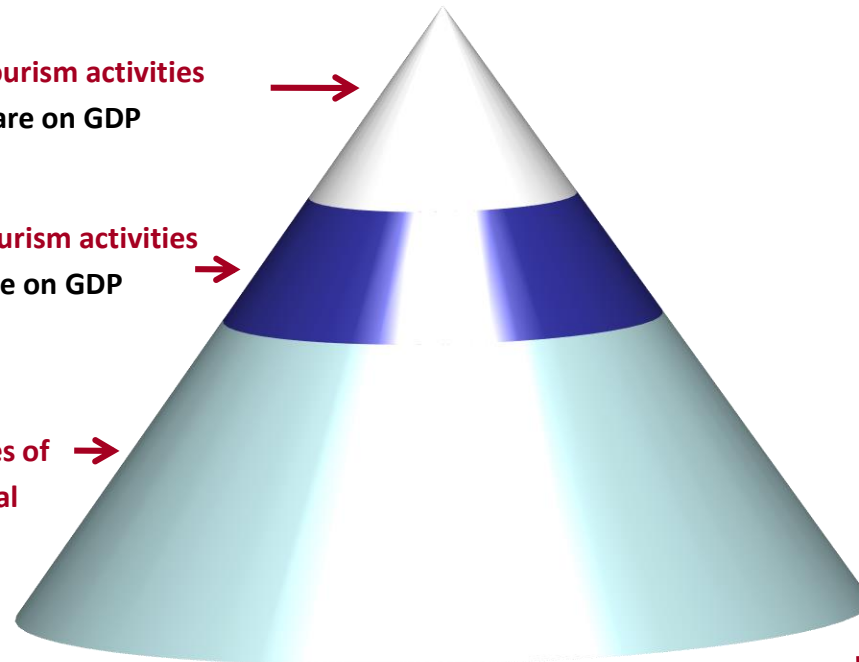


Economic effects of tourism and leisure activities

Direct VA according to **Tourism activities**
19.67 bn €, 5.6% share on GDP

Indirect VA according to **Tourism activities**
11.24 bn €, 3.2% share on GDP

Direct and indirect VA
according to **Leisure activities of
residents within their usual
environment**
25.54 bn €, 7.3% share
on GDP



Tourism & Leisure:
2016: Total VA 56.46 bn €,
16.1% share on GDP

↓
Employment:
About one fifth
of the Austrian FTE

*) Excl. business trips; 2016 forecast.



COMPILER perspective

- Many figures are not taken into consideration
- More users are necessary

USER perspective

- Demystifying TSA is necessary to increase usage and avoid misinterpretations

TSA needs to be more comprehensible and it requires “marketing and promotion” and an “efficient dissemination (tools) of results”!

*Please address queries to:
Peter Laimer*

*Contact information:
Guglgasse 13, 1110 Vienna
phone: +43 (1) 71128-7849
fax: +43 (1) 4934300
peter.laimer@statistik.gv.at*

Dissemination of TSA results - some considerations