Dissemination of TSA results - some considerations

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Directorate Spatial Statistics

Regional Workshop on the compilation of the TSA

Manila, 20 June 2017 (11.30-12.15)
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).
TSA - possibilities and usage

Possibilities

- Advocacy & public awareness of the “tourism industry” - not just Hotel industry
- Increased analytical and research capacity
- Quality benchmark for tourism statistics

Usage

- International comparability (“benchmarking”)
- Usage of the results for planning, investment, marketing, operations and management
- Regional TSAs

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

Increased analytical and research capacity

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

International comparability (“benchmarking”)

Regional TSAs

Quality benchmark for tourism statistics
TSA – some limitations

**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?
TSA for Austria – the main users

Federal Ministry of Science, Research and Economy (BMWFV)

- 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**: 1\(^{st}\) coordination meeting STAT/Wifo (direct effects), fine-tuning

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

**November**: 2\(^{nd}\) coordination meeting STAT/Wifo related to final report

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

TSA for Austria – dissemination/publication process

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:


- **BMWFW**: [https://www.bmfwf.gv.at/Tourismus/TourismusInOesterreich/Documents/LAGEBERICHT%202016_ELAK_HP.pdf](https://www.bmfwf.gv.at/Tourismus/TourismusInOesterreich/Documents/LAGEBERICHT%202016_ELAK_HP.pdf) (in German only)

4 main tourism related topics

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

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

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www.statistik.at
### TSA for Austria – the economic importance of tourism 2000 - 2016

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

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#### The direct macroeconomic importance of tourism in Austria 2000 to 2016

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#### Source:
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.
Conclusion

**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”!
Dissemination of TSA results - some considerations

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Peter Laimer

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peter.laimer@statistik.gv.at