

# **Tourism Statistics: Challenges and Good Practices**

**Regional Workshop for the CIS countries**

## **Measuring tourism at sub-national level**

**Item 11**

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# Regional statistics – what is the use?



## IRTS 2008 (para 8.26-8.32):

- providing useful indicators for tourism enterprises and organizations in identifying possible business opportunities;
- assessing the volume and intensity of tourism business and
- determining the extent to which private and public regional tourism networks and clusters are interconnected;
- highlighting or emphasizing the importance of specific features of regions as tourism destinations;
- characteristics and expenditure pattern of visitors going to a region can vary markedly across regions;
- need to design policies to attract visitors (i.e. type of demand) and investments (i.e. infrastructure) that are specific to regional objectives;
- need to adapt classifications of tourism characteristic products and of tourism industries by adding more details where relevant, while preserving the overall structure of the classification;
- need to be able to make comparisons of tourism, in terms of visitor numbers, characteristics and expenditure, across regions and between the regional and national levels.

# Statistical limitations



....especially in the **absence of a national collection** framework for tourism statistics:

- defining survey frames for tourism sample surveys conducted at the sub-national level is particularly difficult due to the lack of control at the corresponding administrative borders;
- regional estimates of tourism might not be compatible with those for other regions;
- therefore undermining the credibility of tourism estimates both for the regions and for the country as a whole.

It is **recommended** that a consensus be forged around a common definition that satisfies previous recommendations and takes into account these regional differences.

# Statistical limitations



....or:

- especially in those regions where tourism is particularly relevant, the regional tourism authorities might wish to complement national data with other data;
- in order to design policies and foster economic analysis tailored specifically to their own regions.

In this case it is **recommended** that these new data follow international and national statistical standards and recommendations.

....or:

- separate visitors to a region who have their place of usual residence within this region from those
- who come from other regions or other countries.

It is therefore **recommended** that three subsets of visitors to or in this region be identified: residents from other countries (inbound visitors for the country as a whole), residents from another part of the national territory and residents from this region.