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.