

Basic Tourism Units and Concepts

Visitor, Purpose of Trip and Usual Environment

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Topics

- Data sources and methodology used to estimate the Travel and Tourism Satellite Accounts (TTSAs)
- BEA interpretation of core concepts: visitor, purpose and environment, using available data

Data constraint

- The United States does not collect information specifically for estimating TTSA's
- We have sources that provide information on travel and tourism, and adjust these data for use in the TTSA's

Data sources for the U.S. TTSA's

- Input-Output Accounts (BEA)
- Personal Consumption Expenditures (BEA)
- In-Flight Survey (ITA)
- Consumer Expenditure Survey (BLS)
- Private data (travel research firm)
- Employment data (BLS)

Data sources for the U.S. TTSA's

- The U.S. TTSA's are extensions of the U.S. Input-Output (I-O) Accounts
 - I-O accounts provide production and consumption data by item
 - An item is a detailed commodity
 - Can tell us how much is spent on movies but cannot tell us how many movie-goers are tourists

Data sources for the U.S. TTSA's

- Personal Consumption Expenditures (PCE) from BEA
 - Allows the most recent I-O data (2004) to be brought forward to 2006
 - Provides price indexes to calculate constant-price TTSA's

Data sources for the U.S. TTSA

- In-Flight Survey from ITA
 - Provides information on international travelers to and from the United States
 - About 80,000 surveys each year
 - Allows separation of U.S. vs. non-U.S. international travelers

Data sources for the U.S. TTSA's

- Consumer Expenditure Survey (CEX) from BLS
 - General purpose household survey used to weight the Consumer Price Index (CPI) components
 - Questions on travel are at the end of the survey

Data sources for the U.S. TTSA's

- CEX from BLS
 - Because of these limitations we adjust the CEX data by using a three year moving average of the detailed components
 - This is our primary source to estimate the percent of a commodity's supply that is sold to tourists

Data sources for the U.S. TTSA's

- Private data (travel research firm)
 - Provides expenditures
 - Transportation by mode
 - Hotel
 - Meals
 - Other
 - Provides ratios to break aggregates into
 - Leisure travelers
 - Business travelers
 - Government travelers

Concepts

- Do these data allow us to produce TTSAs that are consistent with the UNWTO “Recommended Methodological Framework”?

Concepts

- Visitor is a person who travels outside of their usual environment for pleasure or business
 - We exclude those who will be compensated at this new location and students and medical tourists
 - Fully consistent with UNWTO?
We cannot differentiate inbound visitors (leisure, business or government) with the current data

Concepts

- UNWTO recommends the following classifications for purpose
 - Leisure, recreation and holidays
 - Visiting friends and relatives
 - Business and professional
 - Health treatment
 - Religion, pilgrimages
 - Other

Concepts

- We measure three types of visitors by their purpose for travel
 - Leisure
 - Business
 - Government
- Fully consistent with UNWTO?
We cannot differentiate among categories of inbound visitors (leisure, business or government) and outbound visitors can be divided into leisure and business only

Concepts

- UNWTO states National statistical organizations may wish to establish the boundaries of the usual environment in statistical terms by referring to distances traveled, frequency of visits or the formal boundaries of localities or territories

Concepts

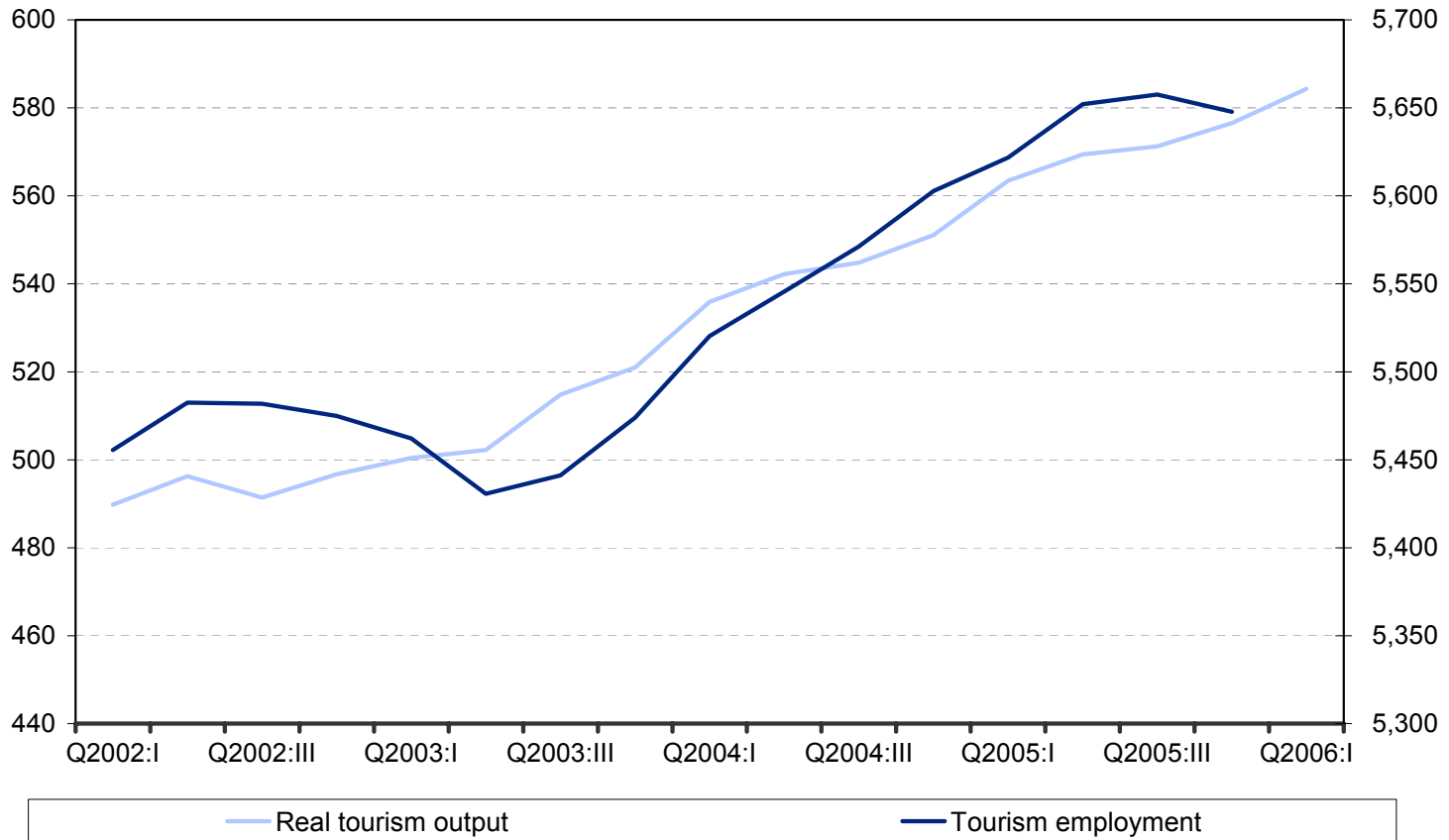
- For the BEA, the usual environment is the area of normal, everyday activities within 50-75 miles of home
 - CEX (BLS) uses 75 miles, or overnight of any distance
 - Private data uses 50 miles, or overnight of any distance
- Fully consistent with UNWTO?
It is not possible to reconcile the two sources

Results

Billions of chained
(2000) dollars

Chart 1. Real Tourism Output and Tourism Employment, Q2002:I - Q2006:I

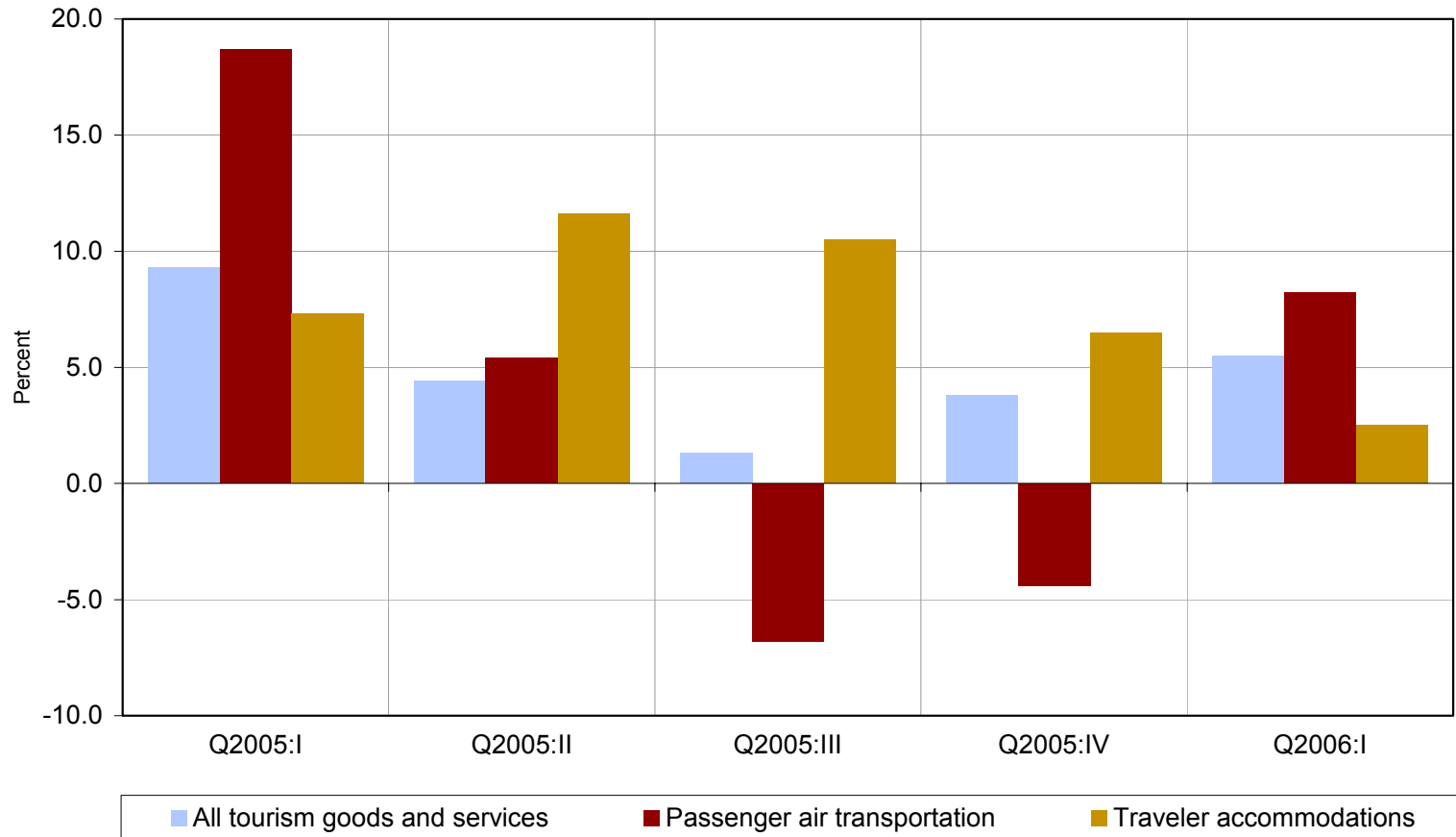
Thousands of
employees



U.S. Bureau of Economic Analysis

Results

Chart 2. Quarterly Growth in Real Tourism Output, Q2005:I - Q2006:I



U.S. Bureau of Economic Analysis

Conclusions

- BEA has done a good job of bridging the UNWTO concepts and goals to the existing data on travel and tourism in the United States
- These accounts are improving and we have additions and refinements under review or in development

Q & A

- BEA TTSA's

<http://www.bea.gov/bea/dn2/home/tourism.htm>

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