Tourism Statistics: Challenges and Good Practices

Regional Workshop for South East Asian countries
The way ahead for SEA countries

Marion LIBREROS
UNWTO

UNWTO/UNSD WS Vientiane June 16-19 2009
The way ahead

Priority 1: Measuring inbound tourism
• Flows of inbound tourism
• Characterizing inbound visitors and inbound trips
• Measuring inbound tourism expenditure

Priority 2: Characterizing supply: collective accommodation
• Defining a typology of forms of collective accommodation
• Measuring associated indicators
Measuring flows of inbound visitors from Immigration Records

Immigration records: arrivals by nationality

Tourism statistics:

Arriving non residents
- Visitors
  - by country of residence and
  - tourists/sameday visitors
- Non visitors

Returning residents
- Nationals
- Non nationals
Measuring flows of visitors: How

• Using additional information on persons collected through existing E/D cards
  – Current address: proxy to country of residence
  – Type of visa or document
  – Declared purpose of visit

• Using statistical type of information collected through survey (see following phase) or through expert opinion (case of land border) on holders of border pass
Useful information that could be disseminated

• Flows of visitors
  – Annual, by quarter, monthly
  – By regions, and for some main countries of residence
  – By purpose using the purpose declared on E/D card
  – Cross classifications
Relevant characteristics of visitors and trips

• Country of residence
• Duration of trip to the country (separating same-day (0 nights) and tourists (by categories of duration))
• Gender
• Purpose of trip (more detailed and refined classification than that derived from Immigration)
• Occupation
• Income bracket
• Means of transport used to enter the country
• Forms of accommodation (Paying/ no paying)
• Package/Non package

Important: Cross-classification
Characterizing inbound visitors/trips

• First basis: the E/D card
• Complemented or corrected using specific surveys
  – At the border (recommended)
  – At collective accommodation
  – At tourism attraction
• Periodicity:
  – High at the beginning to be able to catch the seasonality (monthly)
  – Possibly adapted to the situation when seasonality is understood and controlled (high and low season, etc. but at least annually)
Tourism expenditure

• What to measure
  – Total expenditure by categories of products (COICOP)
  – Average expenditure per day

• How to measure:
  – survey expanded to the universe
    • Upon departure (highly recommended)
    • At collective accommodation
    • At tourism sites
  – Periodicity
    • To be defined: usually, it should be annual;
    • But can be less frequent, but at least once every five years
From data collected on a survey to total tourism expenditure

• Country of residence taken alone is not a good explanatory variable for expenditure

• Clusters to be used for the design of the sample, should also take other variables into consideration: for example means of transport, forms of accommodation (paying, non paying) and/or purpose of trip, that are highly correlated with average expenditure per day.
Collective Accommodation

• Establish a typology of forms of collective accommodation and other accommodations
• Sample design
• Collect indicators on a monthly basis using the Accommodation Kit (request from UNWTO the use of such kit)
Indicators associated with collective accommodation

– Number of rooms
– Number of beds
– Employment
– Guests (residents, non residents)
– Overnights (residents, non residents)
– Room occupancy rate (gross, or net), or
– Bed occupancy rate (gross and net)
– Average income per room