



Demand perspective: measuring tourism consumption

Developing National Systems of Tourism Statistics: Challenges and Good Practices
Regional Workshop for South East Asian countries, 16 – 19 June 2009



United Nations Statistics Division
Statistics of International Trade in Services Section



- **Defining tourism expenditure**
- **Relevant tourism expenditure tables in TSA**
 - **Table 1: Inbound tourism**
 - **Table 2: Domestic tourism**
 - **Table 3: Outbound tourism**

- Tourism expenditure is
 - the amount paid for the acquisition of consumption **goods and services**,
 - as well as **valuables**, for own use or to give away, for and during tourism trips.
- paid by
 - visitors themselves
 - others: paid-for, reimbursed or subsidized expenses

Expenses other than those directly paid by the visitors:

1. Monetary expenditure on consumption of goods and services **paid for directly by the employer for employees on business travel**
2. Monetary expenditure by the visitor **refunded by a third party** (employer, other household, the social insurance scheme)
3. Monetary payment by the visitor for individual services **provided and subsidized by government and NPISH** (non-profit institutions serving households) on education, health, performing arts, etc

Expenses other than those directly paid by the visitors:

4. Out-of-pocket payments for services **provided to employees and their families on tourism trips financed principally by employers**, such as subsidized transport, accommodation, stays in holiday residences of employers or other services
5. Supplementary payments made by visitors to attend **sports or any other cultural events** on the invitation of, and principally paid for by, producers (business, government, non-profit institutions serving households).

Table 1: Inbound tourism expenditure

Table 1

Inbound tourism expenditure, by products and classes of visitors

Products	Inbound tourism expenditure		
	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products ^{a/}			
A.1 Tourism characteristic products			
1 Accommodation services for visitors		X	
1.a Accommodation services for visitors other than 1.b		X	
1.b Accommodation services associated with all types of vacation home ownership		X	
2 Food and beverage serving services			
3 Railway passenger transport services			
4 Road passenger transport services			
5 Water passenger transport services			
6 Air passenger transport services			
7 Transport equipment rental services			
8 Travel agencies and other reservation services			
9 Cultural services			
10 Sports and recreational services			
11 Country-specific tourism characteristic goods			
12 Country-specific tourism characteristic services			
A.2 Other consumption products ^{b/}			
B.1 Valuables			
Total			

Note: X, does not apply.

^{a/} The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

^{b/} If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15.).

Table 2: Domestic tourism expenditure

Table 2

Domestic tourism expenditure, by products, classes of visitors and types of trips

Products	Domestic tourism expenditure								
	Domestic trips ^{a/}			Outbound trips ^{a/}			All types of trips		
	Tourists (overnight visitors) (2.1)	Excursionists (same-day visitors) (2.2)	Visitors (2.3) = (2.1) + (2.2)	Tourists (overnight visitors) (2.4)	Excursionists (same-day visitors) (2.5)	Visitors (2.6) = (2.4) + (2.5)	Tourists (overnight visitors) (2.7) = (2.1) + 2.4)	Excursionists (same-day visitors) (2.8) = (2.2) + (2.5)	Visitors (2.9) = (2.3) + (2.6)
A. Consumption products ^{a/}									
A.1 Tourism characteristic products									
1 Accommodation services for visitors		X			X			X	
1.a Accommodation services for visitors other than 1.b		X			X			X	
1.b Accommodation services associated with all types of vacation home ownership		X			X			X	
2 Food and beverage serving services									
3 Railway passenger transport services									
4 Road passenger transport services									
5 Water passenger transport services									
6 Air passenger transport services									
7 Transport equipment rental services									
8 Travel agencies and other reservation services									
9 Cultural services									
10 Sports and recreational services									
11 Country-specific tourism characteristic goods									
12 Country-specific tourism characteristic services									
A.2 Other consumption products ^{a/}									
B.1 Valuables									
Total									

Note: X, does not apply.

^{a/} Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip (see figure 2.1).

^{b/} The value of A. Consumption products, is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

^{c/} If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15.).

Table 3: Outbound tourism expenditure

Table 3

Outbound tourism expenditure, by products and classes of visitors

Products	Outbound tourism expenditure		
	Tourists (overnight visitors) (3.1)	Excursionists (same-day visitors) (3.2)	Visitors (3.3)=(3.1) + (3.2)
A. Consumption products ^{a/}			
A.1 Tourism characteristic products			
1 Accommodation services for visitors		X	
1.a Accommodation services for visitors other than 1.b		X	
1.b Accommodation services associated with all types of vacation home ownership		X	
2 Food and beverage serving services			
3 Railway passenger transport services			
4 Road passenger transport services			
5 Water passenger transport services			
6 Air passenger transport services			
7 Transport equipment rental services			
8 Travel agencies and other reservation services			
9 Cultural services			
10 Sports and recreational services			
11 Country-specific tourism characteristic goods			
12 Country-specific tourism characteristic services			
A.2 Other consumption products ^{b/}			
B.1 Valuables			
Total			

Note: X, does not apply.

^{a/} The value of A. Consumption products, is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

^{b/} If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15.).

Difference between expenditure and consumption

- Expenditure: monetary (Tables 1-3)
 - Tourism excludes payments of taxes (not related to purchases), land purchases, money transfer to family or others, shuttle trade
- Consumption (in Table 4):
 - Monetary expenditure plus
 - imputed expenditure, such as using the second home during vacation
 - Barter

Selected challenges

- Package tours
 - Which product applies => breakdown needed
 - Which economy has produced the package services => breakdown needed
 - In some countries, represents a significant proportion all tourism
- International flights
- Exclude: Visa fees; passport??

TSA tables 1, 2 and 3

- Have identical products as rows and different classes of visitors as columns
- Describe the most important component of tourism consumption: tourism expenditure
 - (Exclusion relate to expenditures associated with all types of vacations homes and social transfers in kind)
- Visitors are usually able to report fairly well on expenditure data

Similarities of Tables 1, 2, 3

Tables 1, 2 and 3 share

- The same classifications
- Breakdown and principles of valuation
- The principle of recording reservations separately from the services they intermediate (mainly because transportation and reservation services often in different economies)

Table 1 (Inbound)

Tourism expenditure is disaggregated into

- that corresponding to **overnight** and **same-day** visitors, because their structure of consumption is usually significantly different
- If possible and meaningful, it is also recommended to create an **additional category for transit passengers**.

Table 2 (Domestic)

Tourism expenditure by the type of trip:

- Not only the expenditure of **visitors on domestic trips** but also
- **the expenditure within the economy of reference** of visitors that undertake **outbound trips**

Table 3 (Outbound)

- Expenditure by **overnight** and **same-day** visitors
- Covers also marginal cases where residents spend on goods and services **acquired from non-resident providers**
 - using a non-resident carrier
 - purchases on Internet, transportation services
 - No breakdown usually required for these