

C.3. Tables of results

3.97. The focus of the present IRTS 2008 Compilation Guide is on helping countries implement the [IRTS 2008](#) and develop their national STS frameworks. Consequently, the data to be obtained should be classified using reference classifications (see Chapter V) to help countries pursue both specific national purposes (the collection of much more detailed data) and international comparability.

3.98. Regarding international comparability, the data set and indicators for inbound tourism presented in Table III.2 below will be requested annually by UNWTO from member and nonmember countries and disseminated in the *Compendium of Tourism Statistics*, its most comprehensive statistical publication.

3.99. As a first approximation for tourism expenditure data, a country can use BalanceofPayments data ("travel" and "passenger transport" items). This ensures a high degree of international comparability. Indeed, the expenditure data included in the UNWTO *Compendium* are actually taken from the Balance of Payments. The Balance of Payments data are not tourism data per se; rather, they are used to approximate expenditure in the absence of tourism expenditure statistics (for the relationship between tourism statistics and the Balance of Payments, see [IRTS 2008, paras. 8.10-8.25](#)).

3.100. As countries successfully develop their own measurements of tourism expenditure, it is expected that this approximated information will be replaced with data on actual tourism expenditure (separately identifying expenditure on international transportation).

Table III.2

Inbound tourism: example of a table of results

COUNTRY X

Basic data and indicators		Units	YEAR X
1. INBOUND TOURISM			
Data			
Arrivals			
1.1	Total	('000)	..
1.2	♦ Overnight visitors (tourists)	('000)	..
1.3	♦ Same-day visitors (excursionists)	('000)	..
1.4	* of which, cruise passengers	('000)	..
Arrivals by region			
1.5	Total	('000)	..
1.6	♦ Africa	('000)	..
1.7	♦ Americas	('000)	..
1.8	♦ East Asia and the Pacific	('000)	..
1.9	♦ Europe	('000)	..
1.10	♦ Middle East	('000)	..
1.11	♦ South Asia	('000)	..
1.12	♦ Other not classified	('000)	..
1.13	* of which, nationals residing abroad	('000)	..
Arrivals by main purpose			
1.14	Total	('000)	..
1.15	♦ Personal	('000)	..
1.16	* holidays, leisure and recreation	('000)	..
1.17	* other personal purposes	('000)	..
1.18	♦ Business and professional	('000)	..
Arrivals by mode of transport			
1.19	Total	('000)	..
1.20	♦ Air	('000)	..
1.21	♦ Water	('000)	..
1.22	♦ Land	('000)	..
1.23	* railway	('000)	..
1.24	* road	('000)	..
1.25	* others	('000)	..
Arrivals by form of organization of the trip			
1.26	Total	('000)	..
1.27	♦ Package tour	('000)	..
1.28	♦ Other forms	('000)	..
Accommodation			
Total			
1.29	♦ Guests	('000)	..
1.30	♦ Overnights	('000)	..
Hotels and similar establishments			
1.31	♦ Guests	('000)	..
1.32	♦ Overnights	('000)	..
Expenditure			
1.33	Total	US\$ Mn	..
1.34	♦ Travel	US\$ Mn	..
1.35	♦ Passenger transport	US\$ Mn	..

Expenditure by main purpose of the trip			
1.36	Total	US\$ Mn	--
1.37	♦ Personal	US\$ Mn	--
1.38	♦ Business and professional	US\$ Mn	--
Indicators			
1.39	Average size of travel party	Persons	--
	Average length of stay		
1.40	Total	Days	--
1.41	♦ For all market accommodation services	Nights	--
1.42	* of which, "hotels and similar establishments"	Nights	--
1.43	♦ For non market accommodation services	Days	--
1.44	Average expenditure per day	US\$	--

Abbreviations:

"000": thousands

"US\$ Mn: millions of United States dollars

3.101. Apart from the data and indicators requested by UNWTO, countries are encouraged to generate and disseminate additional information useful to key tourism stakeholders (see para. 1.29), including:

- Number of trips (by visitors and by others travellers not visitors)[1], classified by supranational regions of residence and main countries of interest
- Number of tourism trips by tourists/excursionists, classified by country of residence and main purpose of trip
- Number of travellers (visitors and others), classified by country of residence, duration of stay (intervals), total number of overnights in each category and total
- Number of guests and overnights, classified by main form of accommodation and main purpose of trip
- Number of visitors, crossclassified by various characteristics, including size of travel party, purpose of visit and form of accommodation (detailed)
- Number of visitors (crossclassified by various characteristics) arriving as part of travel groups, as a proportion of the total number of visitors (country of residence and monthly or quarterly data might also be of interest).

3.102. In the case of statistics on inbound tourism, and also on outbound tourism, it may be useful and user friendly to produce tables of results and disseminate data together with BalanceofPayments data.

Arrivals in and departures from Australia**OCTOBER KEY FIGURES**

	Oct '13 (thousands)	Sep '13 to Oct '13 (Percentage change)	Oct '12 to Oct '13 (Percentage change)
Short-term visitor arrivals			
Trend	548.4	0.8	5.1
Seasonally adjusted	545.5	-1.1	..
Original	541.7
Short-term resident departures			
Trend	739.3	0.1	7.2
Seasonally adjusted	733.9	-1.3	..
Original	679.9

Note: Two dots (..) indicate that the item is not applicable

OCTOBER KEY POINTS: SHORT-TERM VISITOR ARRIVALS TO AUSTRALIA

Trend estimates: The number of short-term visitor arrivals during October 2013 (548,400 movements) represented an increase of 0.8 percent with respect to the figure for September 2013 (544,300 movements). This followed monthly increases of 0.9 percent in August and 0.8 percent in September 2013. The current trend estimate for arrivals is 5.1 percent higher than in October 2012.

Seasonally adjusted estimates: During October 2013, the number of short-term visitor arrivals (545,500 movements) represented a decrease of 1.1 percent with respect to the figure for September 2013 (551,700 movements). This followed a monthly increase of 2.2 percent in August and 1.8 percent in September 2013.

Original estimates: There were 541,700 short-term visitor arrivals in Australia in October 2013.

Source: Australian Bureau of Statistics.

Box III.23

Inbound tourism trends: example of the United Kingdom

The table below exhibits the trends in inbound tourism for the period 2002-2012 based on the Office for National Statistics International Passenger Survey. The number of visits peaked in 2007 at 32.8 million, followed by several years of slight decline with small increases in 2011 and 2012. After a long period during which the average expenditure per visit hovered at a little under £500, there has been a marked increase in the past four years, driven by the relative weakness of the sterling.

The long-term trend has been a decline in the average length of stay of each inbound visitor in the United Kingdom. However, the figure has been fairly stable for the past six years. In line with many other developed economies, the United Kingdom has a balance-of-payments deficit for international tourism. This increased both rapidly and consistently in the decade to 2008, but shrank by over one third in recent years, as Britons have taken fewer overseas trips.



Headline Trends in Inbound Tourism to the UK					
(2002-2012)					
Year	Number of Visits	Spend	Average Spend per Visit	Average Nights per Visit	International Balance of Payments
	<i>(millions)</i>	<i>(£ billions)</i>			<i>(£ billions)</i>
2002	24.180	£11.737	£481	8.2	-£15.225
2003	24.715	£11.855	£475	8.2	-£16.695
2004	27.755	£13.047	£466	8.2	-£17.238
2005	29.971	£14.248	£471	8.3	-£17.906
2006	32.713	£16.002	£486	8.4	-£18.409
2007	32.778	£15.960	£487	7.7	-£19.053
2008	31.888	£16.323	£511	7.7	-£20.515
2009	29.889	£16.592	£554	7.7	-£15.102
2010	29.803	£16.899	£563	7.6	-£14.921
2011	30.798	£17.998	£584	7.6	-£13.703
2012	31.084	£18.640	£600	7.4	-£13.810

Source: United Kingdom, Office for National Statistics.

Arrivals and overnight stays: example of Austria

Calendar year		2010		2011		2012	
		Absolute	Change over previous year (%)	Absolute	Change over previous year (%)	Absolute	Change over previous year (%)
Arrivals (millions)		33.4	3.3	34.6	3.7	36.2	4.4
Overnight stays (millions)		124.9	0.5	126.0	0.9	131.0	4.0
Thereof	Residents	35.0	1.7	35.3	0.8	36.0	1.9
	Non-residents	89.9	0.0	90.7	0.9	95.1	4.8
Thereof	Burgenland	2.9	1.5	1.2	0.8	2.9	0.2
	Carinthia	12.3	-3.7	2.1	1.2	12.6	1.7
	Lower Austria	6.5	0.5	7.3	3.2	6.7	0.7
	Upper Austria	6.7	-1.8	5.9	3.4	7.2	3.9
	Salzburg	23.9	0.6	2.3	0.3	25.2	5.4
	Styria	10.8	1.1	4.9	1.8	11.2	1.7
	Tyrol	42.8	-0.5	2.2	-0.2	44.3	3.8
	Vorarlberg	8.2	0.1	1.1	-2.4	8.5	6.6
	Vienna	10.9	10.3	8.3	5.0	12.6	7.6
Thereof	Germany	48.2	-1.4	47.4	-1.6	49.6	4.7
	Netherlands	9.1	-4.0	8.9	-1.9	9.4	5.5
	United Kingdom	3.3	-0.3	3.1	-4.6	3.2	2.5
	France	1.8	2.7	1.8	2.7	1.8	-0.9
	Belgium	2.5	-2.6	2.6	4.1	2.6	0.7
	Luxembourg	0.3	3.5	0.3	6.2	0.3	-2.2
	Italy	3.0	0.2	3.0	-0.2	2.9	-3.2
	USA	1.2	11.9	1.2	-3.2	1.3	6.9
	Switzerland	3.8	4.3	4.3	12.6	4.6	6.6
Thereof	5-/4-star accommodation establishments	44.1	4.1	44.9	1.8	46.8	4.2
	3-star accommodation establishments	26.8	-0.2	27.1	1.2	27.7	2.2
	2-/1-star accommodation establishments	10.5	-3.7	10.4	-1.5	10.7	2.9
	Private accommodations	6.8	-6.7	6.6	-3.9	6.6	-0.2
	Private holiday dwellings	14.1	-0.3	14.1	-0.1	14.9	5.9

Source: Statistics Austria.

[1] The statistical unit is the trip: the term "visitor" really refers to a tourism trip and the term "traveler" refers to both tourism and nontourism trips. However, the number of "non-tourism" trips will be not only difficult but prohibitively expensive to measure.