



1

Introduction

- John Kester
- independent consultant
- 22 years of service at UNWTO with responsibility for statistics trends and policy, taken early retirement from March
- 7 years of Statistical researcher at Statistics Netherlands
- Master's degree in Social Science with specialisation in research methodology and data analysis
- worked with tourism data of all countries in the world and have been in contact with most
- participated in events, gave presentations, workshops and trainings and attended meetings in some 70 countries

LinkedIn www.linkedin.com/in/john-kester-28800650

2

About the workshop

- informal, interactive, hands-on
- my role is facilitator
- encourage active participation
- Q&A, ask questions if its not clear or if you would like to expand
- I will also ask you where relevant
- share issues, experiences, comments and ideas
- open discussion
- we are here to learn from each other
- opportunity to build a network

3

The programme

- Methodology: what to measure
 - IRTS conceptual framework, definitions
- Implementation: how to measure
 - Data sources and methods of data collection
 - Traditional sources and methods, but also touching on big data
 - Mirror statistics
- Future trends
 - The expansion of the the existing statistical framework with the Statistical Framework for Measuring the Sustainability of Tourism (MST). This is also is basis for the development of indicators for the measurement of Sustainable Development Goals (SDGs)

4

The programme

- there is a lot to deal with...
- aim is to get a general understanding, time is too limited to know all the details, nor is there need to
- above all aimed to be practical guidance, want to get something out of it that's useful for your everyday work

5



6

Why Tourism?

=> **Tourism is economic activity with substantial impact**

- Employment
- Diversification of economy / Tax revenues
- Earning foreign currency / balancing Balance of Payments
(inbound tourism = export / outbound = import ; tourism = 7% of overall exports worldwide and 30% of service exports)
- Development of weak regions / Regeneration of regions in decay
- Redistribution of wealth between countries and within countries
- Multiplier effect > impact in several other sectors
- Preservation of culture
- Soft diplomacy

7

Why Tourism?

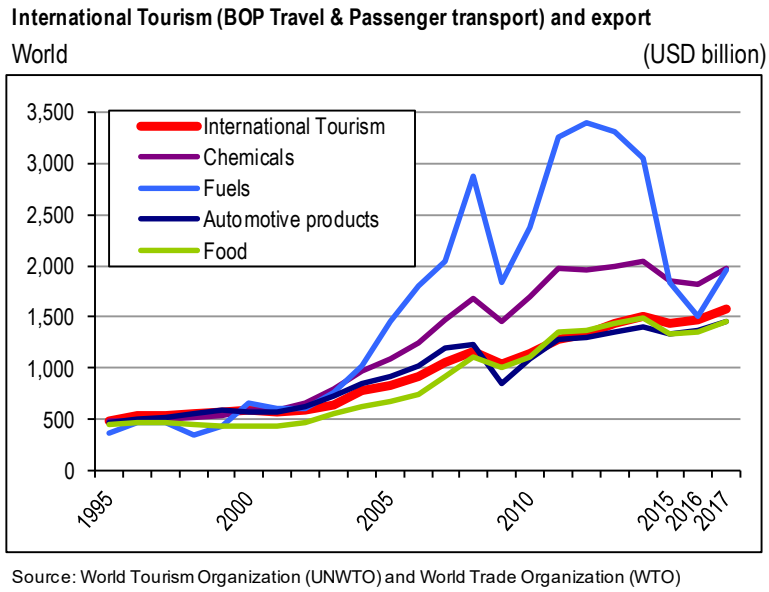
Economic benefits from tourists



Source: Korea Tourism Organization (KTO), www.etourkorea.com

8

International tourism vs. other export categories



9

Tourism as Generator of Wealth



10

Measurement and analysis



11

Why measure and analyse?



12

Why measure and analyse?

Measure better to manage better, i.e. better informed, evidence based decision making

Needed for:

- Planning, strategy and policy
- Marketing
- Management

Furthermore important for:

- Advocacy
- Support policy and actions
- Evaluation
- Transparency

13

Measure better to manage better



"The United Nations recognizes the World Tourism Organization as the appropriate organization to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system."



I.
Development
of statistical
Standards



II.
Implementation
and
capacity
building



III.
Data
compilation
and
dissemination




IV.
Analysis



V.
Support
decision-
making,
management,
strategy,
policy

14




Statistical Standards What to measure


I.
Development
of statistical
Standards

▪ **Why statistical standards?**

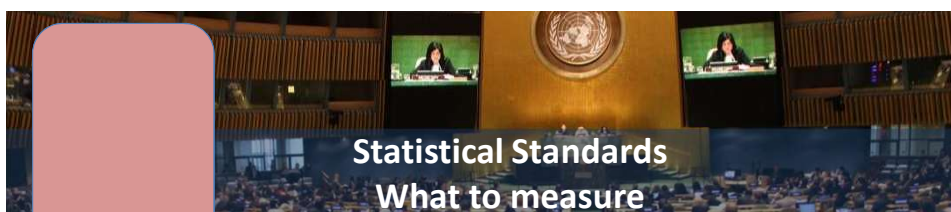
- Speak common language, need to understand and agree on concepts, definitions
- Ensure comparability with others, ability to aggregate to regions and world
- Compare in time, build consistent series
- Compare with other sectors, e.g. to show contribution of tourism in economy
- Follow quality requirements
- Harmonisation with other variables, frameworks for coherence and consistency

(It is always possible to measure on ad-hoc basis for operational purposes, but this has not to be confused with statistics)





15




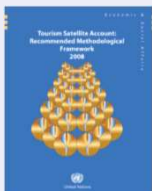
Statistical Standards What to measure

I.
Development
of statistical
Standards

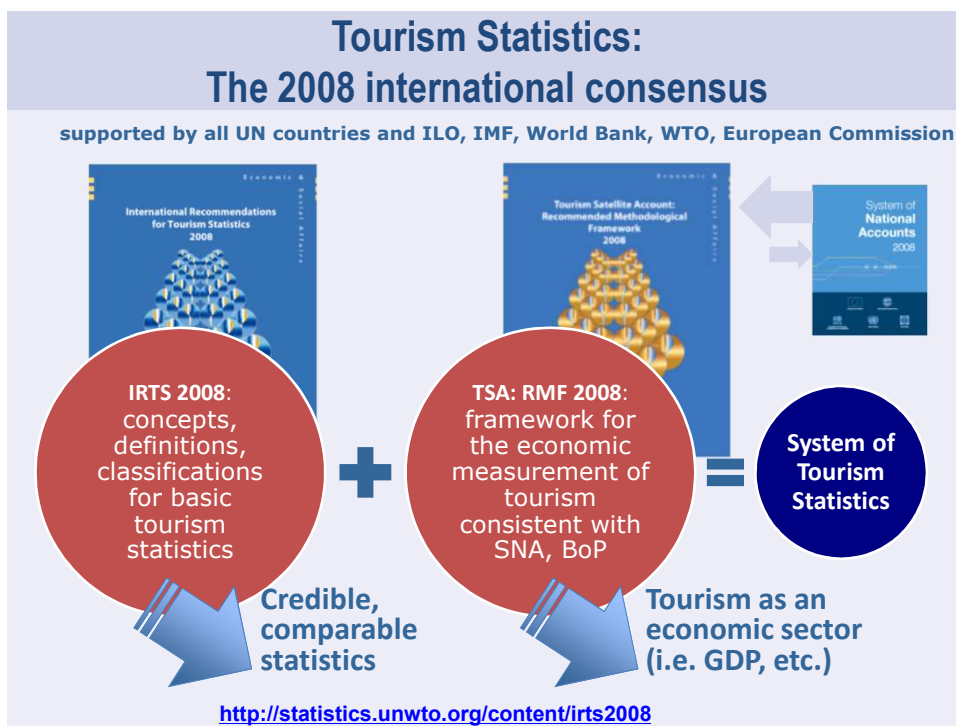
▪ **How?**

- Process of worldwide consensus building with countries
- Multilateral coordination: UN system, UNWTO Statistics Committee, MST experts group
- Partnerships: UNSD, ILO, OECD, Eurostat, etc.
- Mobilise engagement, support and resources
- Adoption by UN Statistical Commission (UNSC)





16



17



18

Tourism: concepts and definitions

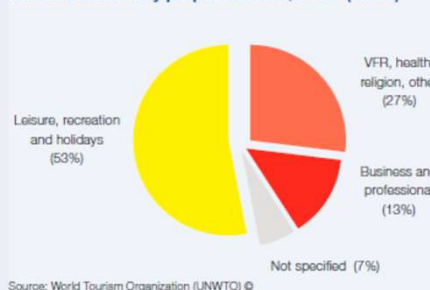
Tourism is about visitors

“Tourism is a social, cultural and economic phenomenon related to the movement of people to places **outside their usual place of residence**, pleasure being the usual motivation.”

“A visitor is someone who is travelling under certain conditions, namely, **for holiday, leisure and recreation, business, health, education or other purposes.**”

“A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.”

Inbound tourism by purpose of visit, 2016* (share)



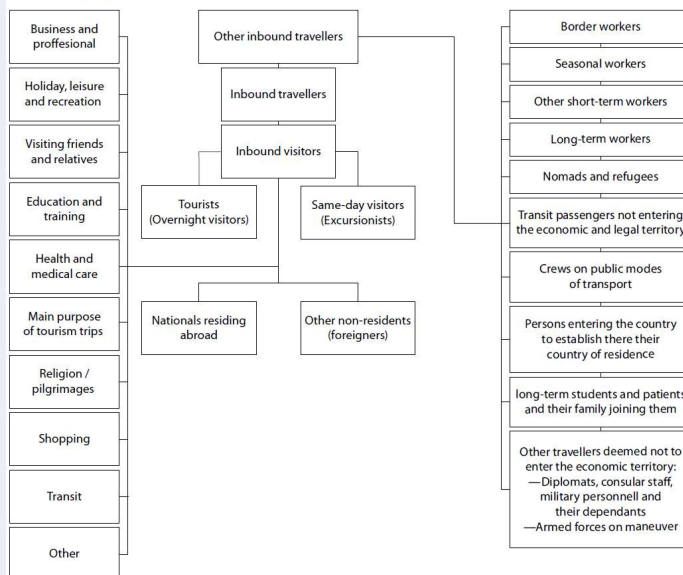
Source: World Tourism Organization (UNWTO) ©

International Recommendations for Tourism Statistics 2008 (UNWTO and United Nations)

19

Tourism: concepts, forms and indicators

Classification of inbound travellers



International Recommendations for Tourism Statistics 2008 (UNWTO and United Nations)

20

What do we want to know?

- **Tourism demand, both inbound, outbound and domestic**
- **Tourism supply, businesses**
- **Economic contribution**
- **Employment**
- **Both measures of volume and value**

For:

- Comparison in time: evolution, trends, and evt. projections
- Breakdown by various characteristics, such as:
 - place(s) visited, source markets, purpose of visit, means of transport, visitor characteristics
- Comparing with competitors (uniform methodology)


21

Contribution of tourism to the economy

- **Tourism Satellite Account**: a TSA consists of a set of tables reflecting visitor expenditures and economic activities and employment of tourism industries
- compatible with System of National Accounts (SNA)
- however, **tourism** is demand side defined
- for that reason **satellite** to the SNA, results are expressed in the same terms: Value Added, Gross Domestic Product, etc.
- TSA produces measurements of the direct economic contribution, models can use TSA data to derive indirect, induced effects




22



Applying of standards How to measure

II.
Implementation
and
Capacity
building

- UNWTO leads multilateral coordination in designing practical guidance for implementing the standards across countries:
 - **IRTS 2008 Compilation Guide**
 - Forthcoming **TSA Compilation Guide** (with UNSD, working group formed, 2019)
 - Technical note on linking TSA and the System of Environmental-Economic Accounting (SEEA)
- UNWTO support countries in their implementation:
 - (sub) regional seminars and workshops
 - Capacity Building Programme for Northern and Western Africa
 - Bilateral technical assistance in collaboration with TECO



23

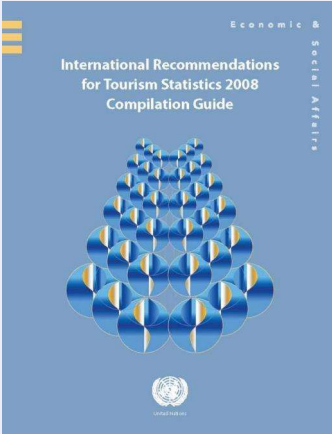
Tourism Statistics: Implementation of standards

IRTS 2008 Compilation Guide:

A companion document to the IRTS providing further clarification, practical guidance for using sources and methods to compile statistics on tourism, and country examples.

Designed to support the production of a high quality set of basic data and indicators in each country, and to strengthen the international comparability of tourism statistics

- For national compilers, international experts, and international/regional organisations
- By national compilers, international experts, and international/regional organisations under UNWTO-UNSD coordination
- PDF version online at:
<https://unstats.un.org/unsd/tourism>



24

Tourism Statistics: Implementation of standards

IRTS 2008 Compilation Guide:

- Wiki version online at:
<https://unstats.un.org/wiki/display/IRTSCG/IRTS+2008+Compilers+Guide+Home>

The screenshot shows the 'IRTS 2008 Compilers Guide Home' page. The left sidebar contains a table of contents with links to various chapters and annexes. The main content area includes a search bar, a 'Dear User!' message, and a 'Recently updated pages' section. The page footer indicates it is powered by Atlassian Confluence.

25

Statistics data collection

Sources of data and methods of collection

- census, integral count
- sample survey
- administrative / business records
 - i.e. immigration, visa, chamber of commerce
 - i.e. accommodation records
- big data
 - in practice often a combination
 - all have strengths and challenges
 - often depend on situation what's most appropriate

26

THE SYSTEM OF TOURISM STATISTICS

C. International comparability and national Systems of Tourism Statistics (STS): the basic information network data set

http://statistics.unwto.org/content/sts_nss

27

INBOUND TOURISM				
Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
Visitors	Inbound visitors	Classes of visitors (overnight visitor-tourists-/ same-day visitor-excursionist-) Country of residence/regions	BASIC DATA ¹⁾ Arrivals by classes of visitors • overnight visitors (tourist) • same-day visitors (excursionist) * of which, cruise passengers ²⁾ Arrivals by region ³⁾ • Africa • Americas • East Asia and the Pacific • Europe • Middle East • South Asia • Other not classified * of which, nationals residing abroad	- E/D card - Other type of administrative registers - Surveys: • Borders • Accommodation • Transport • Other
	Travel party	Size	Average size of travel parties ⁴⁾	Surveys: • Borders • Accommodation • Transport • Other
Trips	Tourism trips	Main purpose	Arrivals by main purpose of the trip • personal * holidays, leisure and recreation * other personal purposes • business and professional	- E/D card - Surveys: • Borders • Accommodation • Transport • Other
		Modes of transport	Arrivals by mode of transport used • Air • Water • Land * railway * road * others	- E/D card - Other type of administrative registers - Surveys: • Borders • Accommodation • Transport • Other
		Types of accommodation used	Accommodation related data • overnight stays in hotels and similar establishments • guests in hotels and similar establishments • overnight stays in all types of accommodation establishments	- E/D card - Other type of administrative registers - Surveys: • Borders • Accommodation • Transport • Other

2/8

28

INBOUND TOURISM

Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
		Organization	Arrivals by form of organization of the trip <ul style="list-style-type: none"> • package tour • other forms 	Surveys: <ul style="list-style-type: none"> • Borders • Accommodation • Transport • Travel agencies • Tour operators • Others
		Expenditure	Inbound tourism expenditure ^{5/} <ul style="list-style-type: none"> • "travel" • "passenger transport" Inbound tourism expenditure by main purpose of the trip ^{6/} <ul style="list-style-type: none"> • personal <ul style="list-style-type: none"> * holidays, leisure and recreation * other personal purposes • business and professional 	BP items <ul style="list-style-type: none"> • Travel • International passenger transport
			INDICATORS ^{7/} Average length of stay ^{8/} <ul style="list-style-type: none"> • All types of accommodation establishments <ul style="list-style-type: none"> * Hotel and similar establishments • Non commercial accommodation Average expenditure per day	- Surveys: <ul style="list-style-type: none"> • Households • Borders • Accommodation • Transport • Travel agencies • Tour operators • Other - Other type of administrative registers

Notes:

- As a general warning, it must be taken into account that the flows of inbound tourism are measured in arrivals (in case of using the border surveys) or in persons (in case of using the guest type information in accommodation establishments). In both cases, national practices are not known which, for statistical purposes, define the corresponding databases of each observation system with the purpose of grouping the corresponding registers to the same person: the difficulties and cost associated with this distillation explains why registers of international flows do not refer to individuals but to the entry or accommodation of travelers.
- Even though this is not strictly speaking a typology of visitors, its importance in some countries (island countries and others) warrants its separate identification, as published by the UNWTO in the "Compendium of Tourism Statistics". In case some cruise passengers make an overnight stay in the country of reference, they should be considered as tourists and classified as such.
- It is recommended that regions should be derived as the aggregation of the country of residence of international visitors. If not possible, nationality should be used instead.
- IRTS does not suggest any threshold for classifying travel parties by size but the composition of them (especially those including children) are certainly relevant for measurement and analysis. Countries should classify travel parties as is appropriate.
- These data are Balance of Payments data.
- These data are Balance of Payments data ("travel" item exclusively).
- These data are obtained from visitor surveys (mainly from border surveys).
- Be ware that not all visitors stay at accommodation establishments.

3/8

29

DOMESTIC TOURISM

Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
Visitors	Domestic visitors	Classes of visitors (overnight visitor-tourists/-same-day visitor-excursionist-)	BASIC DATA Trips by classes of visitors ^{1/} <ul style="list-style-type: none"> • overnight visitors (tourist) • same-day visitors (excursionist) 	- Surveys: <ul style="list-style-type: none"> • Households • Accommodation • Transport • Other - Other type of administrative registers
	Travel party	Size	Average size of travel party ^{2/}	- Surveys: <ul style="list-style-type: none"> • Households • Accommodation • Transport • Other - Other type of administrative registers
Trips	Tourism trips	Main purpose	Trips by main purpose <ul style="list-style-type: none"> • personal <ul style="list-style-type: none"> * holidays, leisure and recreation * other personal purposes • business and professional 	- Surveys: <ul style="list-style-type: none"> • Households • Accommodation • Transport • Other - Other type of administrative registers
		Modes of transport	Trips by mode of transport used <ul style="list-style-type: none"> • Air • Water • Land <ul style="list-style-type: none"> - railway - road - others 	
		Types of accommodation used	Accommodation related data <ul style="list-style-type: none"> • overnight stays in hotels and similar establishments • guests in hotels and similar establishments • overnight stays in all types of accommodation establishments 	
		Organization	Trips by form of organization of the trip <ul style="list-style-type: none"> • package tour • other forms 	
			INDICATORS Average length of stay ^{3/} <ul style="list-style-type: none"> • All types of accommodation establishments <ul style="list-style-type: none"> * Hotel and similar establishments • Non commercial accommodation Average expenditure per day	- Surveys: <ul style="list-style-type: none"> • Households • Accommodation • Transport • Travel agencies • Tour operators • Other

Notes:

- Household surveys are the observation instrument by excellence for the measurement of resident traveller flows; however, only in the case that the survey makes use of a panel sample is the unit of analysis the trip and not the
- The IRTS does not suggest any threshold for classifying travel parties by size.
- Be ware that not all visitors stay at accommodation establishments.

4/8

30

OUTBOUND TOURISM

Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
Visitors	Outbound visitors	Classes of visitors (overnight visitor-tourists/ same-day visitor-excursionist-)	BASIC DATA	<ul style="list-style-type: none"> - E/D card - Other type of administrative registers - Surveys: <ul style="list-style-type: none"> • Borders • Households
			<ul style="list-style-type: none"> Departures by classes of visitors <ul style="list-style-type: none"> • overnight visitors (tourist) • same-day visitors (excursionist) 	
Trips	Tourism trips	Main destination	<ul style="list-style-type: none"> Departures by region ^{1/} <ul style="list-style-type: none"> • Africa • Americas • East Asia and the Pacific • Europe • Middle East • South Asia • Other not classified <ul style="list-style-type: none"> * of which, nationals residing abroad Outbound tourism expenditure ^{2/} <ul style="list-style-type: none"> • "travel" • "international passenger transport" Expenditure by main purpose of the trip ^{3/} <ul style="list-style-type: none"> • Personal • Business and professional 	<ul style="list-style-type: none"> - Surveys: <ul style="list-style-type: none"> • Borders • Households - Other type of administrative registers
			<ul style="list-style-type: none"> Expenditure 	
			INDICATORS	<ul style="list-style-type: none"> - BP items <ul style="list-style-type: none"> • travel • international passenger transport
			<ul style="list-style-type: none"> Average length of stay for a resident tourist outside the country of reference ^{4/} Average expenditure per day for a resident tourist outside the country of reference ^{4/} 	

Notes:

- 1/ It is recommended that regions should be derived as aggregation of the country of residence of international visitors. If not possible, nationality should be used instead.
- 2/ These data are Balance of Payment data.
- 3/ These data are Balance of Payments data ("travel" item exclusively).
- 4/ Either as part of an outbound tourism trip or as part of a domestic tourism trip.

31

TOURISM INDUSTRIES

Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
Tourism industries	Establishments (in the tourism industries)	Non-monetary	BASIC DATA	<ul style="list-style-type: none"> - Surveys: <ul style="list-style-type: none"> • Establishments • Businesses - Other type of administrative registers
		<ul style="list-style-type: none"> Size Other characteristics for specific industries 	<ul style="list-style-type: none"> Number of establishments in tourism industries, by size <ul style="list-style-type: none"> • accommodation for visitors (hotels and similar establishments) • other accommodation services • food and beverage serving activities • passenger transportation • travel agencies and other reservation services activities • other tourism industries Accommodation for visitors (hotels and similar establishments) 	
		Monetary	<ul style="list-style-type: none"> A1) monetary data <ul style="list-style-type: none"> • output • intermediate consumption • gross value added • compensation of employees • gross fixed capital formation A2) non-monetary data <ul style="list-style-type: none"> • number of establishments • number of rooms • number of bed-places A3) indicators <ul style="list-style-type: none"> • Occupancy rate / rooms • Occupancy rate / bed-places • Average length of stay • Available capacity Travel agencies and other reservation service activities 	<ul style="list-style-type: none"> - Surveys: <ul style="list-style-type: none"> • Establishments • Businesses - Other type of administrative registers
	<ul style="list-style-type: none"> Output Intermediate consumption Gross value added Compensation of employees Gross fixed capital formation 	<ul style="list-style-type: none"> A1) monetary data <ul style="list-style-type: none"> • output • intermediate consumption • gross value added • compensation of employees • gross fixed capital formation A2) non-monetary data <ul style="list-style-type: none"> • domestic trips <ul style="list-style-type: none"> - with package tour - without package tour • Inbound trips <ul style="list-style-type: none"> - with package tour - without package tour • Outbound trips <ul style="list-style-type: none"> - with package tour - without package tour 	<ul style="list-style-type: none"> - Surveys: <ul style="list-style-type: none"> • Establishments • Businesses - Other type of administrative registers 	

32

EMPLOYMENT

Concepts and definitions	Observation units	Characteristics	Related data / indicators	Statistical sources
Employment	Establishments (in the tourism industries)	Persons Size Status in employment Jobs Duration of work Full-time equivalent jobs	<p>BASIC DATA</p> <p>Number of persons, by tourism industries</p> <ul style="list-style-type: none"> • accommodation services for visitors (hotels and similar establishments) • other accommodation services • food and beverage serving activities • passenger transportation • travel agencies and other reservation service activities • other tourism industries <p>Number of jobs by status in employment</p> <ul style="list-style-type: none"> • employees • self employed <p>INDICATORS</p> <p>Number of full-time equivalent jobs by status in employment</p> <ul style="list-style-type: none"> • employees <ul style="list-style-type: none"> * male * female • self employed <ul style="list-style-type: none"> * male * female 	<ul style="list-style-type: none"> - Surveys: <ul style="list-style-type: none"> • Establishments • Business • Business - Other type of administrative registers

33

COMPLEMENTARY INDICATORS

Demand	Gross travel propensity Carrying capacity
Macroeconomic indicators related to international tourism	Inbound tourism expenditure over GDP Outbound tourism expenditure over GDP Tourism balance (inbound minus outbound tourism expenditure) over GDP Tourism openness (inbound plus outbound tourism expenditure, over GDP) Tourism coverage (inbound over outbound tourism expenditure) Inbound tourism expenditure over exports of goods Inbound tourism expenditure over exports of services Inbound tourism expenditure over exports of goods and services Inbound tourism expenditure over Balance of Payments current account credits Outbound tourism expenditure over imports of goods Outbound tourism expenditure over imports of services Outbound tourism expenditure over imports of goods and services Outbound tourism expenditure over Balance of Payments current account debits Inbound tourism expenditure over workers' remittances

34

Considerations, strengths and challenges

Census, integral count

- who is conducting
 - stats office
 - third party
- access to data
- is it needed to have all
- cost effectiveness

Administrative / business records

- access to data
- how to adjust to concepts and definitions
- how to fill in missing data

37

Considerations, strengths and challenges

Sample survey

- sample type and size
- dedicated survey or part of larger one
- frequency, once a year, continuous
- is unit individual or travel party
- when asking retrospectively, what period to take into account
- conducted self or subcontracted
- how to deal with non-response
- what is the universe and how to expand to it

38

data in practice often like a Swiss cheese



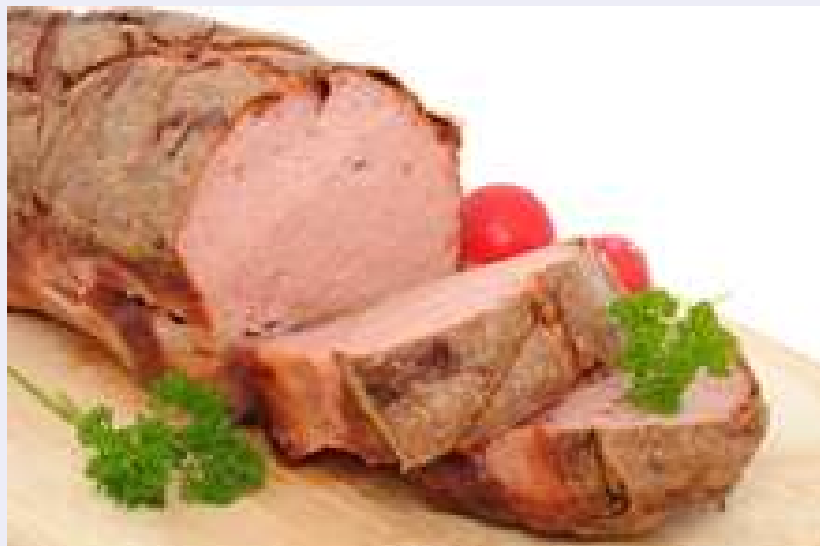
39

...and its not even always the same cheese



40

...or its not even cheese



41

Indicators volume and value of inbound tourism

- Visitor Arrivals at Frontier, both overnight and same-day (VF & TF)
- Arrivals and Nights at various types of accommodation establishments
(=> average length of stay in the accommodation)
 - In hotel and similar (THS & NHS)
 - In all accommodation units (TCE & NCE)
- International Tourism Receipts (ITR) = BOP
 - item 'Services, Travel, Credit';
 - excluding international fares receipts (BOP transport, passenger services)

42

Common problems arrivals data

- distinguishing between travellers and visitors
- distinguishing between same-day visitors and tourists
- residence vs nationality, i.e. nationals residing abroad, immigration and expats
- transit (airport transfer vs longer duration)
- not always all flows included (i.e. some border crossings, means of transport, purpose of visit)
- no measure at borders, so proxy need to be used, i.e. arrivals at accommodation
- change in series

43

Inbound tourism in South Africa



Source: World Tourism Organization (UNWTO)

44

Inbound tourism in South Africa



Source: World Tourism Organization (UNWTO)

45

Quality of statistics

- Validity
 - do you measure what your intend to measure?
- Reliability
 - is it measured consistently?
- Comprehensiveness
 - wealth of indicators covered and detail / breakdowns available
- Frequency, timeliness,
 - building routine and use of ICT
- Harmonisation
 - is system consistent internally

46

Measuring Tourism

Visitors				
	Same-day visitors (incl. cruise passengers)	Tourists (overnight visitors)		
		In collective tourism establishments		In private accommodation (2nd home, family and friends, etc.)
		Hotel and similar establishments	Other types of accommodation establishments (campsite, rented places etc.)	
International		International Tourist Arrivals		
Domestic				

47

Measuring Tourism: Example data Spain 2000

Source: Frontur and Familtur (Instituto de Estudios Turísticos)

(millions)

Visitors					
	Same-day visitors (incl. cruise passengers)	Tourists (overnight visitors)			
		In collective tourism establishments		In private accommodation (2nd home, family and friends, etc.)	
		Hotel and similar establishments	Other types of accommodation establishments (campsite, rented places etc.)		
International	25,7 35%	33,7 45%	7,5 10%	7,5 10%	74,5
		76%	59%	7%	
Domestic		10,6 9%	5,2 4%	103,7 87%	119,5
		24%	41%	93%	

48

TABLE 1912 4. Arrivals of non-resident tourists in all types of accommodation establishments, by country of residence

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Market share 2016	% Change 2016/2015	NOTES
1	162,264	16,180,079	18,676,025	19,077,639	19,327,971	19,952,350	20,268,533	20,773,316	21,935,409	21,205,439	22,094,264	22,811,956	24,158,276	24,813,128	25,291,371	26,222,634	26,120,644	100.00	5.2%	Only paid accommodation establishments and relatives and...	
2	35,211	35,737	25,279	27,206	32,114	42,229	42,553	46,422	39,957	38,794	44,965	52,345	50,807	60,827	63,763	72,469	77,256	0.28	7.30		
3	24,220	19,286	14,574	13,552	16,355	20,282	20,776	20,546	19,418	15,699	19,874	20,479	21,737	20,282	20,378	21,200	21,420	0.08	0.47		
10	11,291	16,451	11,205	13,664	15,739	22,057	21,777	19,905	20,539	20,895	20,991	31,866	36,350	40,545	42,765	51,609	56,336	0.20	16.27		
11	11,251	16,414	11,265	13,664	15,739	22,057	21,777	19,905	20,539	20,895	20,991	31,866	36,350	40,545	42,765	51,609	56,336	0.20	16.27		
12	103,881	787,830	646,983	596,474	673,693	694,644	780,232	755,989	672,810	646,720	708,535	742,421	805,619	846,311	918,600	1,012,296	1,012,296	3.60	4.71		
13	806,653	722,676	593,795	599,660	618,427	628,262	633,381	668,931	572,913	553,314	598,425	594,679	629,700	619,355	723,545	815,326	806,500	7.67	1.68		
14	68,665	104	64,724	61,943	72,711	72,326	85,311	10,035	88,856	9,560	95,545	97,807	90,342	101,033	107,200	103,620	0.17	1.23			
15	791,658	43,299	24,564	25,920	17,273	55,276	70,942	86,851	87,038	100,697	93,416	106,472	97,346	100,682	111,752	107,395	123,113	127,510	0.45	3.57	
16	23,239	24,134	29,322	48,874	55,276	70,942	86,851	87,038	100,697	93,416	106,472	97,346	100,682	111,752	107,395	123,113	127,510	0.45	3.57		

Comprehensive database on tourism statistics



Compendium of Tourism Statistics

- 145 data series covering broad range of information with regard to inbound, domestic, and outbound tourism, tourism industries, employment, macroeconomic indicators

Yearbook of Tourism Statistics

- Arrivals and nights to destination countries by country of origin

- Over 200 countries covered
- Updated on permanent basis
- Available through elibrary, in hardcopy, CDROM and under contract

49

Telling the story

What

- Analysis and aggregation of data
- Communication of results

How

Monitoring tourism trends

- UNWTO World Tourism Barometer (6x)
- UNWTO Tourism Highlights (2018 edition)
- UNWTO Tourism Trends Snapshots
- long-term trends (pending)

Research in framework agreement EU

- European Union Short-Term Tourism Trends (6x)
- Annual trends report

- Ad hoc reports and requests

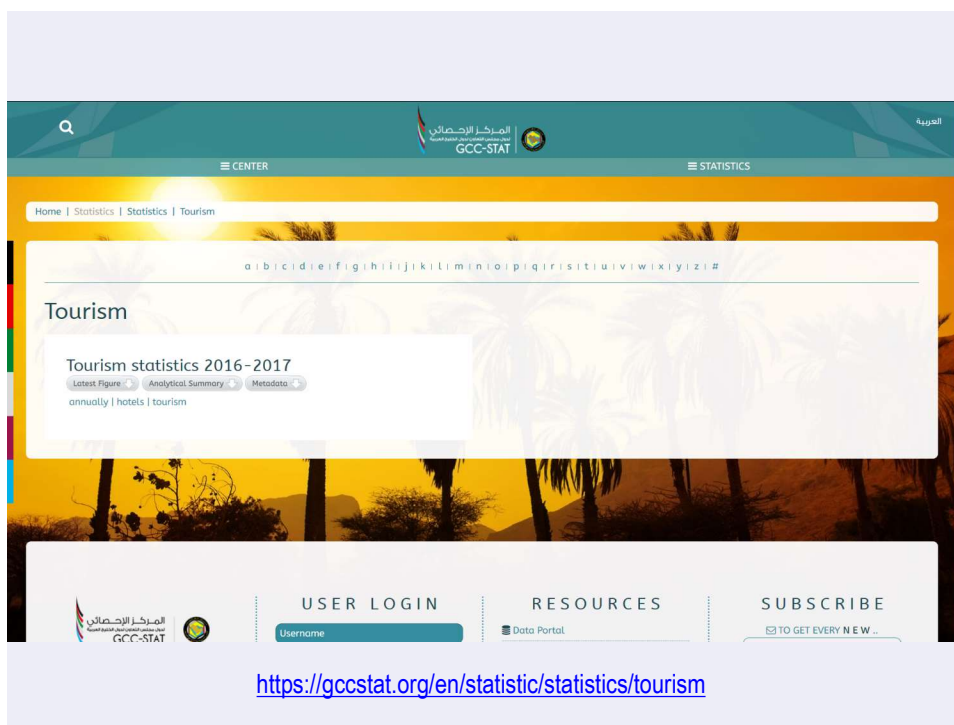




50



51



52

DUBAI TOURISM 2019: PERFORMANCE REPORT
Visitor Performance by Source Market - Jan 2019

SOURCE OF VISITOR BY REGION (Jan 2019)

Region	Percentage
AMERICA	7%
WESTERN EUROPE	19%
MENA	10%
GCC	20%
SOUTH ASIA	17%
EUROPE (EXCEPT WESTERN EUROPE)	9%
SOUTH ASIA (EXCEPT SOUTH ASIA)	11%
Africa	5%
ASIA (EXCEPT SOUTH ASIA)	2%

Total International Guests
1.61M | 1.59M
2019 | 2018

TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI (200 visitors 100 Jan 2019/2018)

Rank	Country	2019	2018
1	India	206	235
2	KSA	160	189
3	China	100	80
4	Oman	100	75
5	UK	87	85

www.visitdubai.com/en/tourism-performance-report

55

eurostat
Your key to European statistics

Tourism - Overview

INTRODUCTION

What information can I find here?

Tourism, in a statistical context, refers to the activity of **visitors taking a trip to a destination outside their usual environment**, for less than a year; it can be for any main purpose, including **business or leisure**.

Eurostat statistics on tourism statistics consist of two main components relating to:

- Capacity and occupancy of tourist establishments**
Capacity data refer notably to the number of establishments and the number of bed places, while occupancy data refer to the number of arrivals at accommodation establishments and the number of nights spent.
- Tourism trips**
This data refers to the number of tourists and tourism trips made. They are available broken down by main characteristics of the trip, such as destination, duration, mode of transport used, or expenditure, as well as by socio-demographic characteristics of the tourists, such as age and gender.

[read more](#)

HIGHLIGHTS

Who goes on holidays where?
Our visualisation tool shows you at a glance where people from your country travelled to and who visited your country.

Tourism in a nutshell
With our interactive maps, you can visualise a range of our tourism statistics in an easy way.

DIRECT ACCESS TO...

- Complete database
- Selected tables
- Information on data
- Publications
- Statistics
- Methodology
- Legislation
- Links to further

<https://ec.europa.eu/eurostat/tourism>

56

The screenshot shows the Eurostat website interface. At the top, there is a search bar and navigation links for 'Legal notice', 'RSS', 'Cookies', 'Links', 'Contact', and 'English'. The main header includes the Eurostat logo and the tagline 'Your key to European statistics'. Below this is a navigation menu with 'News', 'Data', 'Publications', 'About Eurostat', and 'Help'. The breadcrumb trail indicates the path: 'European Commission > Eurostat > Tourism > Methodology'. The main content area is divided into two columns. The left column contains a sidebar with 'TOURISM' and 'METHODOLOGY' sections, listing various resources like 'Overview', 'Data', 'Publications', and 'Legislation'. The right column features the heading 'Eurostat Metadata on tourism statistics' followed by a list of publications: 'Capacity and occupancy of tourist accommodation establishments', 'Annual data on trips of EU residents', 'Manuals and guidelines', 'Methodological manual for tourism statistics - Version 3.1 - 2014 edition', 'International recommendations for tourism statistics', '2008 Tourism Satellite Account: Recommended Methodological Framework', and 'European Implementation Manual on Tourism Satellite Accounts'. At the bottom, there are sections for 'News', 'Data', 'Publications', 'About us', and 'Opportunities', along with social media sharing options and the Eurostat logo.

<https://ec.europa.eu/eurostat/web/tourism/methodology>


57

The screenshot displays the UNstats website's 'Tourism' section. The top navigation bar includes 'Home', 'About', 'Data', 'Publications', 'Methodology', 'Glossary', and 'Data'. The main content area is organized into several sections: 'METHODOLOGY', 'COORDINATION', and 'PUBLICATIONS'. The 'METHODOLOGY' section includes a 'Current international Recommendation on Tourism Statistics (ITS) (2008)' and a 'Completed: Guidelines to support the implementation process'. The 'COORDINATION' section lists the 'UNWTO Committee on Statistics and TSA' and the 'UNWTO Committee on Statistics and TSA'. The 'PUBLICATIONS' section features three main items: 'International Recommendations for Tourism Statistics 2008 (ITS 2008)', 'ITS 2008: Completion Guide', and 'Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA: RMP 2008)'. Each publication entry includes a brief description and a 'Download' button. The bottom of the page contains an 'About' section, 'UNWTO Principles', and 'Contact Us' information.

<https://unstats.un.org/unsd/tourism>

58

BoP travel and int'l passenger transport credit and debit



Home | About the IMF | Research | Countries | Capacity Development | News | Videos | Data | Publications

Sixth Edition of the IMF's Balance of Payments and International Investment Position Manual (BPM6)

Last updated: November 2017
Order a Print Copy | Ordering Information


The sixth edition of the Balance of Payments and International Investment Position Manual (BPM6), updates the fifth edition (BPM5) that was released in 1993. The update was undertaken in close collaboration with the IMF Committee on Balance of Payments Statistics (Committee) and involved extensive consultations with national compilers, and regional and international agencies over many years.

Full BPM6 text in PDF format

Table of Contents

- Chapter 1. Introduction
- Chapter 2. Overview of the Framework
- Chapter 3. Accounting Principles
- Chapter 4. Economic Territory, Units, Institutional Sectors, and Residence
- Chapter 5. Classifications of Financial Assets and Liabilities
- Chapter 6. Functional Categories
- Chapter 7. International Investment Position
- Chapter 8. Financial Account
- Chapter 9. Other Changes in Financial Assets and Liabilities Account
- Chapter 10. Goods and Services Account
- Chapter 11. Primary Income Account
- Chapter 12. Secondary Income Account
- Chapter 13. Capital Account
- Chapter 14. Selected Issues in Balance of Payments and International Investment Position Analysis

Appendix 1. Exceptional Financing Transactions
Appendix 2. Debt Reorganization and Related Transactions
Appendix 3. Regional Arrangements: Currency Unions, Economic Unions, and Other Regional Statements



Home | About the IMF | Research | Countries | Capacity Development | News | Videos | Data | Publications

Balance of Payments and International Investment Position Compilation Guide

Last updated: November 2017

The IMF Statistics Department has prepared the Balance of Payments and International Investment Position Compilation Guide (BPM6 CGI), which is a companion document to the sixth edition of the Balance of Payments and International Investment Position Manual (BPM6). It updates the Balance of Payments Compilation Guide that was released in 1995 to accompany the BPM5. Balance of Payments and International Investment Position Compilation Guide – Full text PDF (English), Arabic version, Chinese version, Spanish version, Russian version, French version.

Table of Contents

Front Matter

- Chapter 1. Introduction
- Chapter 2. How to Conduct a Survey
- Chapter 3. Specific Surveys for Balance of Payments and International Investment Position
- Chapter 4. International Transactions Reporting System
- Chapter 5. International Merchandise Trade Statistics
- Chapter 6. Data from Official and Administrative Sources
- Chapter 7. Selected IMF and Other International Organizations' Data Collection Initiatives
- Chapter 8. Crosscutting Issues in Compiling Balance of Payments and International Investment Position Statistics
- Chapter 9. The International Investment Position
- Chapter 10. The Financial Account
- Chapter 11. Goods
- Chapter 12. Services
- Chapter 13. Primary Income
- Chapter 14. Secondary Income
- Chapter 15. The Capital Account
- Chapter 16. Exceptional Financing Transactions
- Chapter 17. Serviceability and Accessibility of External Sector Statistics

www.imf.org/external/pubs/ft/bop/2007/bopman6.htm
www.imf.org/external/pubs/ft/bop/2007/bop6comp.htm

59

Measuring employment in the tourism industries



World Tourism Organization

Measuring Employment in the Tourism Industries – Guide with Best Practices

2014
N° of Pages: 190
Get a printed copy
Get an electronic copy
ISBN (electronic version):
978-92-844-1615-8
ISBN (print version):
978-92-844-1614-1

The facts and findings presented in this guide confirm that employment in tourism and the economic value of tourism in terms of employment remain inadequately measured and insufficiently studied. Employment in the tourism industries needs to be measured and described in a more consistent way supported by proper statistical instruments developed on international tools and enhanced through international cooperation. This guide provides some examples of best practices of measuring employment in the tourism industries from countries that have demonstrated capacity to develop a comprehensive set of employment indicators. This publication is a joint project by the International Labour Organization (ILO) and UNWTO.

Join the UNWTO mailing list

Highlights



9th World Congress on Snow and Mountain Tourism

Newsletter



UNWTO News 85 April 2019

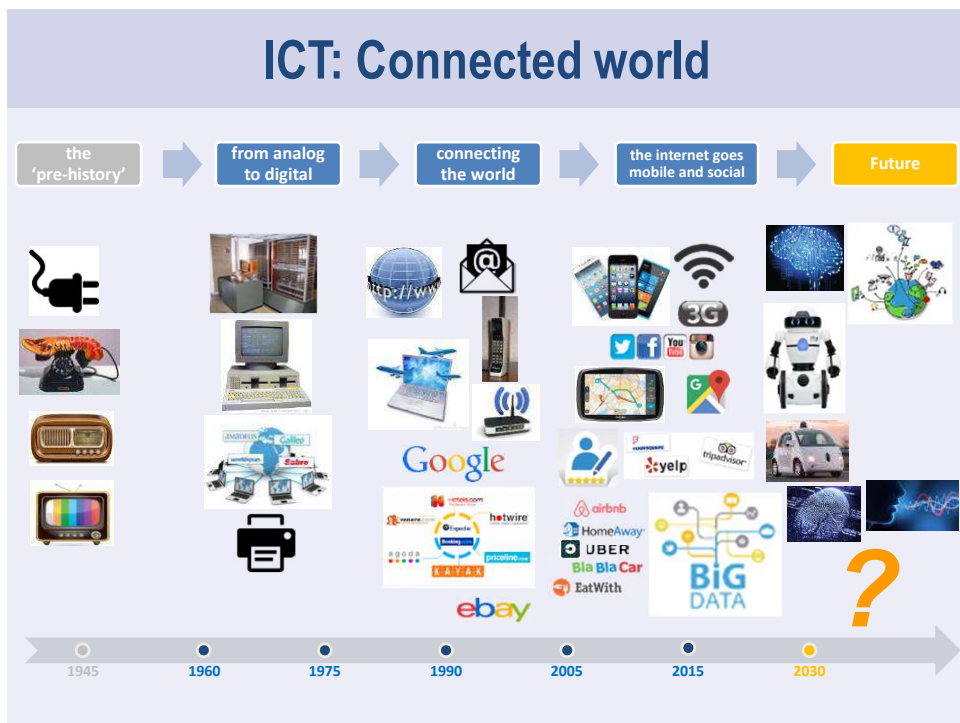
Publications

www2.unwto.org/publication/measuring-employment-tourism-industries-guide-best-practices

60



61



62

Digital footprint



- Opportunities but also many questions
- For operational or statistical use?

63

Big data for statistics

Plenty of possible sources

- mobile phones
- internet use
- search
- social networks
- reservation data
- payment data
- smart energy meters
- etc., etc., etc.

64



65

Big data for statistics

Report Eurostat, version UNWTO forthcoming

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News
Data
Publications
About Eurostat
Help

European Commission > Eurostat > Products Statistical working papers > Tourism statistics: Early adopters of big data?

PUBLICATION DETAILS

Tourism statistics: Early adopters of big data?

This paper, originally prepared for the 6th UNWTO International Conference on Tourism Statistics, gives an overview of the different sources of big data and their potential relevance in compiling tourism statistics. It discusses the opportunities and risks that the use of new sources can create: new or faster data with better geographical granularity; synergies with other areas of statistics sharing the same sources; cost efficiency; user trust; partnerships with organisations holding the data; access to personal data; continuity of access and output; quality control and independence; selectivity bias; alignment with existing concepts and definitions; the need for new skills, and so on.

The global dimension of big data and the transnational nature of companies or networks holding the data call for a discussion in an international context, even though legal and ethical issues often have a strongly local component.

Table of contents

Electronic format

Download Publication (EN)

Release date: 18/09/2017

Send product via email to Send

<https://ec.europa.eu/eurostat/web/products-statistical-working-papers/-/KS-TC-17-004>

Additional information

Product Code: KS-TC-17-004
 ISBN: 978-92-79-71899-1
 ISSN: 2315-0807
 Digital Object Identifier (DOI): 10.2785/762729

Theme: Industry, trade and services
 Collection: Statistical working papers

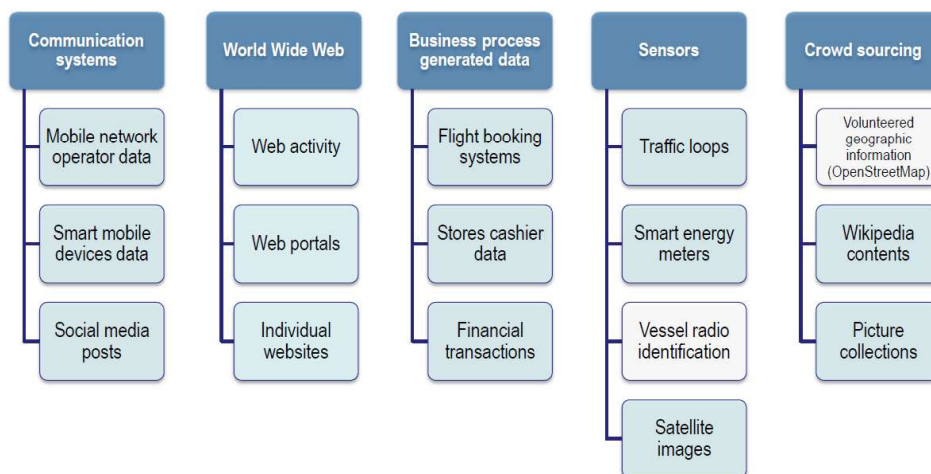
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 E-mail

66



Sources linked to tourism



67

Big data for statistics

Different uses

- replace existing data collection
- complement / fill in gaps
- additional data
 - more indicators
 - more geographic detail
- more timely
- synergies with other statistics
- auxiliary information for surveys
 - validation, calibration, deeper breakdowns

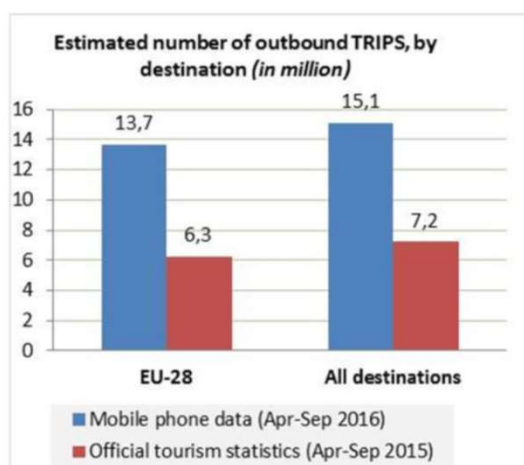
68

Big data for statistics

Plenty of challenges

- access to data
- adjustment to statistical concept and definitions
- need to develop algorithms
- coverage
- selectivity bias / representativeness
- comparability over time
- continuity
- cost
- privacy
- independence
- trust
- skills

69



Quality, breaks, concepts, trust, access, ...
Outbound tourism trips by residents of Belgium

70

Big data for statistics

Positium: mobile positioning data www.positium.com

The screenshot displays the Positium website's content for 'Mobile Location Data Analytics For Official Statistics'. At the top, the Positium logo and navigation links (HOME, PRODUCTS, SOLUTIONS, RESEARCH, JOBS, CONTACT, BLOG) are visible. The main heading is 'Mobile Location Data Analytics For Official Statistics'. Below this is a diagram illustrating the process: a 'MOBILE NETWORK' of towers and phones feeds into 'Anonymous Data', which is then processed into various statistical indicators. These indicators include 'Population statistics', 'Transportation modelling', 'Tourism statistics', 'Event visitation', and 'De facto population'. A descriptive paragraph states: 'A technological platform and methodology for processing Mobile Big Data for human mobility monitoring, analyses and statistical indicators.' Below this, two columns of text describe the solution's use of anonymised mobile data and list potential users such as National Statistical Offices, Department of Transportation, Tourism Boards, Ministry of Planning, Municipalities, Event organisers, Retail shops, Shopping centres, Rescue services, Academics, Planners and construction companies, Marketing, and Government agencies.

71

Big data for statistics

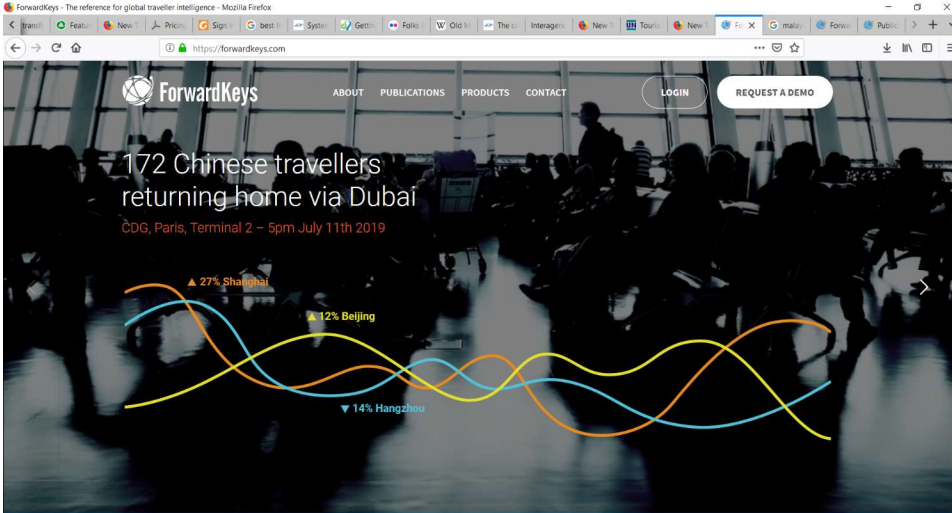
mobile positioning data (mpd) in Indonesia: Positium and Estonia

The screenshot shows an article on the Positium website titled 'Partnership with BPS - Statistics Indonesia: Using MPD for Official Statistics'. The article text includes: 'Today marks a big milestone for both Positium and the global statistics community. On January 30, 2019 we have signed a Memorandum of Understanding with BPS - Statistics Indonesia, launching a cooperation to use mobile positioning data (MPD) in the official statistics production in Indonesia.' It also mentions that Positium has been studying mobile positioning data for nearly 15 years and that the partnership will benefit future research and policymaking in Indonesia. To the right of the article is a comment form with the text 'NO REPLIES' and fields for Name, E-mail, and Comment, along with a Submit button. At the bottom of the article is a photograph of two men, one in a blue shirt and one in a green shirt, standing together and holding a document, likely the Memorandum of Understanding mentioned in the text.

72

Big data for statistics

the use of flight reservation data: Forwardkeys



ForwardKeys - The reference for global traveller intelligence - Mozilla Firefox

ForwardKeys ABOUT PUBLICATIONS PRODUCTS CONTACT LOGIN REQUEST A DEMO

172 Chinese travellers returning home via Dubai
CDG, Paris, Terminal 2 – 5pm July 11th 2019

▲ 27% Shanghai
▲ 12% Beijing
▼ 14% Hangzhou

73

Big data for statistics

Do you know the difference between?

passenger at airport	
passenger number in airline	
visitor to country	
guests in hotels	

74


Big data for statistics

Do you know the difference between?


passenger at airport	1 visitor arriving by air counted at least 4 times
passenger number in airline	1 visitor arriving by air counted at least 2 times
visitor to country	1 visitor arriving by air counted 1 time
guests in hotels	1 visitor can be counted more than one time


75

Use of big data in market intelligence





Understanding Chinese Outbound Tourism
What the Chinese blogosphere is saying about Europe






Understanding Brazilian Outbound Tourism
What the Brazilian Blogosphere is Saying about Europe





Understanding Russian Outbound Tourism
What the Russian Blogosphere is saying about Europe



**Outbound market 'netnographic' studies
based on the analysis of the blogosphere**

www.kairosfuture.com

76

Mirror statistics

Some indicators should be mirrored in other countries

- for instance inbound travel to you and outbound from you with any country should ideally mirror his outbound to and inbound from you
- equally Balance of payments travel credit and debit
- opportunity for partnerships, especially with neighbours (where numbers are large with many over land borders, and NRA also prevalent)
 - for instance Mexico and US, and Canada and US work together on inbound and outbound statistics for their common borders

77

Mirror statistics



78

Mirror statistics

Example in excel for GCC

Outbound			Inbound			Inbound			Inbound			Inbound			Inbound	
SAUDI ARABIA			BAHRAIN			KUWAIT			OMAN			QATAR			UNITED ARAB EMIRATES	SAUDI ARABIA
sa111			bh121			kw121			om121			qa111			ue711	sa111
Outbound tourism - trips abroad by resident visitors to countries 2. Arrivals of non-reside 2. Arrivals of non-reside 2. Arrivals of non-reside 1. Arrivals of non-reside 3. Arrivals of non-resident tourists 1. Arrivals of non-res																
to:	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
Bahrain	4,082,298	3,537,114			237,189						135,202	68,360			918,432	568,564
Kuwait	2,035,702	1,841,361									93,115	83,985			2,064,087	2,092,824
Oman	237,788	314,019			24,936						98,617	74,526			167,863	195,156
Qatar	1,072,706	606,571			67,682										623,917	274,935
Saudi Arabia			8,942,321	9,919,617	2,621,805				949,145	467,799						
United Arab Emirates	3,454,925	3,680,065			104,565				134,578	58,206					947,628	649,902
Other countries of Middle East			881,007	1,108,007					167,326	71,092						
All countries of Middle East													6,389,473	6,253,609		
									GCC excluded?							

79

Process

Measure better to manage better

What is needed:

- Technical expertise
- Awareness and engagement
- Resources (both human and budget)
- Institutional setup
- Collaboration and coordination amongst all relevant national institutions
- International and regional cooperation

80

Vitamin 4C : Communication, collaboration, cooperation and coordination

- between tourism and other government departments policy areas (transport, foreign affairs, environment, etc.)
- between national, regional and local authorities
- between policy makers and tourism board
- between public and private sector
 - ppp public-private sector partnerships
- with civil society
- in the value chain, between destination and travel trade
- with various distribution channels

⇒ It is teamwork, you only can do it together

81

**Thank you very much
for your attention!**

John G.C. Kester



82