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Capacity Building Programme on Tourism Statistics

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Why we need tourism statistics?

The basic variables of tourism statistic such as

- arrivals
- overnight stays
- expenditures

deliver information about

- the competitive position of a country and the efficiency of tourism marketing
- the economic impact of tourism
- possible future development trends

- ◆ Export market shares (inbound tourism)
- ◆ Export quotas (inbound tourism)
- ◆ Tourism Satellite Accounts (TSAs)
- ◆ Forecasting

Market share in international European tourism exports (1)

	1996	2000	2006
		In percent	
EU 27	87.67	89.66	87.05
EU 15	79.45	81.15	79.00
Belgium-Luxembourg	2.31	3.37	3.79
Denmark	1.61	1.66	1.44
Germany	8.31	8.43	8.97
Finland	0.77	0.64	0.65
France	13.37	13.88	12.70
Greece	1.76	4.18	3.93
Ireland	1.16	1.18	1.47
Italy	14.15	12.46	10.45
Netherlands	3.10	3.26	3.11
Austria	6.03	4.49	4.43
Portugal	2.26	2.38	2.29
Sweden	1.74	1.84	2.50
Spain	12.81	13.50	14.01
UK	10.08	9.86	9.26

Market share in international European tourism exports (2)

Contin. (1)	1996	2000	2006
	In percent		
EU 27	87.67	89.66	87.05
EU 15	79.45	81.15	79.00
EU 10 (entry 2004)	7.56	7.86	6.98
Estonia	0.23	0.23	0.28
Latvia	0.10	0.06	0.13
Lithuania	0.15	0.18	0.28
Malta	0.30	0.27	0.21
Poland	1.49	2.57	1.98
Slovakia	0.32	0.20	0.41
Slovenia	0.58	0.44	0.49
Czech Republic	1.92	1.35	1.37
Hungary	1.68	1.69	1.16
Cyprus	0.79	0.88	0.66
EU 2 (entry 2007)	0.66	0.65	1.07
Bulgaria	0.41	0.49	0.71
Romania	0.25	0.16	0.35

Market share in international European tourism exports (3)

Contin. (2)	1996	2000	2006
	In percent		
EU 27	87.67	89.66	87.05
EU 15	79.45	81.15	79.00
EU 10 (entry 2004)	7.56	7.86	6.98
EU 2 (entry 2007)	0.66	0.65	1.07
Iceland	0.08	0.10	0.12
Norway	1.06	0.93	0.99
Switzerland	4.19	3.01	2.91
Croatia	0.95	1.25	2.18
Mazedonia	0.01	0.02	0.04
Moldova	0.02	0.02	0.03
Russia	3.35	1.55	2.08
Turkey	2.66	3.46	4.60
Europe	100.00	100.00	100.00

Source: IMF, OeNB, WIFO, wiw. Excluding international transport.

	1996	2000	2006
	Percentage share in GDP		
EU 27	1.99	2.34	2.19
EU 15	1.88	2.22	2.12
Belgium-Luxembourg	1.65	2.95	3.15
Denmark	1.85	2.29	1.90
Germany	0.72	0.98	1.13
Finland	1.27	1.15	1.14
France	1.80	2.31	2.07
Greece	2.73	7.25	5.37
Ireland	3.34	2.71	2.45
Italy	2.38	2.50	2.07
Netherlands	1.57	1.87	1.70
Austria	5.41	5.11	5.02
Portugal	4.07	4.65	4.31
Sweden	1.33	1.66	2.32
Spain	4.36	5.13	4.17
UK	1.78	1.50	1.41

	1996	2000	2006
	Percentage share in GDP		
Contin. (1)			
EU 27	1.99	2.34	2.19
EU 15	1.88	2.22	2.12
EU 10 (entry 2004)	4.74	4.90	3.27
Estonia	10.15	9.03	6.23
Latvia	3.79	1.67	2.39
Lithuania	3.86	3.43	3.49
Malta	17.20	15.07	12.16
Poland	2.02	3.31	2.12
Slovakia	3.15	2.11	2.75
Slovenia	6.06	4.90	4.70
Czech Republic	6.58	5.26	3.51
Hungary	7.68	7.79	3.77
Cyprus	18.06	20.98	13.34
EU 2 (entry 2007)	3.10	2.89	2.55
Bulgaria	8.83	8.53	8.29
Romania	1.50	0.97	1.06

Contin. (2)	1996	2000	2006
	Percentage share in GDP		
EU 27	1.99	2.34	2.19
EU 15	1.88	2.22	2.12
EU 10 (entry 2004)	4.74	4.90	3.27
EU 2 (entry 2007)	3.10	2.89	2.55
Iceland	2.40	2.61	2.65
Norway	1.41	1.22	1.07
Switzerland	2.92	2.66	2.74
Croatia	10.13	14.97	18.61
Mazedonia	0.47	1.06	2.04
Moldova	1.98	3.06	3.33
Russia	20.10	9.25	6.22
Turkey	3.11	3.83	4.18
Europe	2.11	2.41	2.30

Source: IMF, OECD, OeNB, WIFO, wiiw. Tourism exports: excluding international transport.

Information about

- ◆ the spending structure
(inbound, outbound, overnight trips, day trips, business trips, second homes)
- ◆ the product structure
- ◆ the value added effect of tourism (impact)
- ◆ employment effects of tourism (impact)

- ◆ Simple trends
- ◆ Time-series analysis
- ◆ Causal analysis
(relating variables of tourism statistics to macro-economic indicators such as GDP, living and transportation costs, exchange rates, oil prices, etc.)