Workshop on Tourism Statistics
Session 2 - 7 July 2021

Measuring International Tourism
Ms. Leandry Moreno, Senior Tourism Statistics Specialist, UNWTO

International Standards for Measuring Tourism

https://www.unwto.org/standards/un-standards-for-measuring-tourism
Learning objectives

Module 2
International Tourism

- Differentiate Travel and Tourism
- Identify the main purposes of tourism trips
- Distinguish Visitors and Tourists
- Differentiate between inbound, outbound and international tourism
- Recognize the available data sources for international tourism

Travel and Tourism

Not all travel is tourism

*Travel* refers to the activity of a traveller while *tourism* refers to the activity of visitors:

- A *traveller* is someone who moves between different geographic locations for any purpose and for any duration

- A *visitor* is a traveller taking a trip to a main destination **outside his or her usual environment**, for **less than a year** and for any **main purpose** (business, leisure or other personal purpose) other than to be employed by an entity resident in the country or place visited.

These trips taken by visitors qualify as *tourism trips.*

*Tourism* refers to the activity of *visitors.*

*Tourism* is therefore a subset of travel and visitors are a subset of travellers.
Visitors and Tourists

Tourism refers to the activity of visitors

Demand side phenomenon

A visitor becomes a tourist when he/she makes an overnight stay.

A visitor who does not make an overnight stay is called an excursionist.

Visitors = tourists + excursionists

Most of the time, a cruise passenger is an excursionist, not a tourist.

Main purpose of tourism trips (in the absence of which the trip would not have taken place)

International Classification

TOURISM
Personal purposes
- Holiday, leisure and recreation
- Visiting friends and relatives
- Education and training
- Health and medical care

Business & Professional

NOT TOURISM
- Workers (border, seasonal, short-term or long term)
- Nomads and refugees
- Transit passengers not entering the economic & legal territory
- Crews on public modes of transport
- Persons entering to establish their residence

- Religion / pilgrimages
- Shopping
- Transit
- Other

- Long-term students and patients
- Other travellers deemed not to enter the economic territory: diplomats, consular staff, military personnel and their dependants
International tourism:
Inbound tourism +
Outbound Tourism
The same logic applies
as for international
trade
International trade:
exports + imports

Forms of tourism

Inbound tourism
Activities of a
non-resident visitor within
the country of reference

Domestic tourism
Activities of a
resident visitor within
the country of reference

Outbound tourism
Activities of a
resident visitor outside
the country of reference

Internal tourism
National tourism

What do we want to measure?

Inbound tourism
Internationally comparable data

<table>
<thead>
<tr>
<th>Arrivals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Total</td>
</tr>
<tr>
<td>1.2</td>
<td>Overnight visitors (tourists)</td>
</tr>
<tr>
<td>1.3</td>
<td>Same-day visitors (excursionists)</td>
</tr>
<tr>
<td>1.4</td>
<td>of which, cruise passengers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Arrivals by region</th>
<th></th>
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<tbody>
<tr>
<td>1.5 Total</td>
<td></td>
</tr>
<tr>
<td>1.6 Africa</td>
<td></td>
</tr>
<tr>
<td>1.7 Americas</td>
<td></td>
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<tr>
<td>1.8 East Asia and the Pacific</td>
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<tr>
<td>1.9 Europe</td>
<td></td>
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<tr>
<td>1.10 Middle East</td>
<td></td>
</tr>
<tr>
<td>1.11 South Asia</td>
<td></td>
</tr>
<tr>
<td>1.12 Other not classified</td>
<td></td>
</tr>
<tr>
<td>1.13 of which, nationals residing abroad</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Arrivals by main purpose</th>
<th></th>
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<tbody>
<tr>
<td>1.14 Total</td>
<td></td>
</tr>
<tr>
<td>1.15 Personal</td>
<td></td>
</tr>
<tr>
<td>1.16 holidays, leisure and recreation</td>
<td></td>
</tr>
<tr>
<td>1.17 other personal purposes</td>
<td></td>
</tr>
<tr>
<td>1.18 Business and professional</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Arrivals by mode of transport</th>
<th></th>
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<tbody>
<tr>
<td>1.19 Total</td>
<td></td>
</tr>
<tr>
<td>1.20 Air</td>
<td></td>
</tr>
<tr>
<td>1.21 Water</td>
<td></td>
</tr>
<tr>
<td>1.22 Land</td>
<td></td>
</tr>
<tr>
<td>1.23 railway</td>
<td></td>
</tr>
<tr>
<td>1.24 road</td>
<td></td>
</tr>
<tr>
<td>1.25 others</td>
<td></td>
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</tbody>
</table>
What do we want to measure?

Inbound tourism

Internationally comparable data

https://www.unwto.org/statistics/country-fact-sheets

What do we want to measure?

Inbound tourism

Internationally comparable data

https://www.unwto.org/statistics/country-fact-sheets
What do we want to measure?

Outbound tourism

Internationally comparable data

Departures
3.1 Total
3.2 Overnight visitors (tourists)
3.3 Same-day visitors (excursionists)

Expenditure
3.4 Total
3.5 Travel
3.6 Passenger transport

Expenditure by main purpose of the trip
3.7 Total
3.8 Personal
3.9 Business and professional

Indicators
3.10 Average length of stay
3.11 Average expenditure per day

Total Departures by country
2019 or Latest available year (in thousands of arrivals)
Click or hover over a country to see historical data
What do we want to measure?

Outbound tourism

Internationally comparable data

https://www.unwto.org/statistics/country-fact-sheets

<table>
<thead>
<tr>
<th>Year</th>
<th>Mauritius</th>
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<tbody>
<tr>
<td>2015</td>
<td>616</td>
</tr>
<tr>
<td>2016</td>
<td>683</td>
</tr>
<tr>
<td>2017</td>
<td>736</td>
</tr>
<tr>
<td>2018</td>
<td>693</td>
</tr>
<tr>
<td>2019</td>
<td>899</td>
</tr>
</tbody>
</table>

Main data sources

Tourism flows

Inbound tourism
- Administrative data: Immigration records (entry/departure cards), Transport operators records (i.e. ship manifest)
- Surveys: at borders (airports and ports), at accommodation establishments, at attraction places,
- Big data: Mobile network operators, booking platforms

Outbound tourism
- Administrative data: Immigration records (entry/departure cards), Transport operators records
- Surveys: Household survey, at borders (airports and ports)
Understanding the data sources

Some considerations

How reliable are they
- Coverage or timing issues
- Census versus sample
- Regular versus irregular
- Are they available on consistent basis over time
- Do definitions match the concepts

What was the purpose behind the data
- Are data designed for one purpose but used for another

How to implement a border survey

1. Institutional cooperation
   - Tourist administration
   - Statistical office
   - Regulatory authorities
   - Central bureau
   - Border control authority
   - Passenger transport administration

2. Concepts, definitions, classifications
   - Characteristic types of travelers
   - Tourist same day visit
   - National resident abroad
   - In transit visit

3. Frames
   - Recommended classification variables
   - Means of transport
   - Type of visitor
   - Country of residence

4. Sampling

5. Questionnaire design
   - Set of proposed questions
     - [See Annex 1 to the present publication]

6. Response and non-response

7. Data collection

8. Periodicity

9. Invitation

10. Estimation
   - Nominal expenditure
   - Average expenditure per visitor
   - Average data expenditure
   - Average expenditure by travel group

11. Seasonal adjustment

12. Data processing
   - Coverage errors
   - Sampling and non-sampling errors
   - N/A

13. Data checking
   - Source of error
   - Gaps of quality
   - Gaps of coverage
   - Geographic level
   - Organization of tag

14. Data dissemination

15. Data compensation

16. Documentation

17. Administrative data use
   - Test the questionnaire and to identify potential features for sampling and non-sampling errors

Thank you!