Statistics for tourism

Empowering the sector to better serve people, planet and prosperity

Clara van der Pol
Department Coordinator, Statistics
World Tourism Organization (UNWTO)
cvanderpol@unwto.org
What is statistics?

Mobilizing the power of data to make better decisions to serve the public good
Value of statistics

Quality

Institutional
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality

Process
- Methodological soundness
- Cost effectiveness
- Appropriate statistical procedures
- Managing respondent burden

Outputs
- Relevant
- Accurate
- Timely
- Accessible
- Comparable

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Role of UNWTO

...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
Tourism

... is a social, cultural and economic phenomenon related to the movement of people outside their usual place of residence.

... has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves.
Pillars of tourism statistics

**Standards**

*Multilateral coordination and technical developments for improving tourism measurement*

1. UN System, UNWTO Committee on Statistics
2. Technical expertise and innovation
3. Consensus

**Implementation/Capacity**

*Translating standards into practical implementation guidance & direct support to countries*

1. Compilation Guides
2. Capacity Building
3. Ad-hoc workshops
4. Technical assistance

**Data**

*Worldwide data collection, processing and dissemination to support policy and decisions*

1. UNWTO Database
   - inbound, outbound, domestic
   - Tourism industries
   - Employment
   - Macroeconomic indicators
2. SDG indicators
   - Tourism GDP
   - Level of implementation
3. Measuring the Sustainability of Tourism
   - Environmental: emissions, water, energy, waste, land
   - Social: decent work, health, education, culture, heritage
   - Economic: industries, establishments, employment
Pillars of tourism statistics

Standards
Multilateral coordination and technical developments for improving tourism measurement

Implementation/Capacity
Translating standards into practical implementation guidance & direct support to

Data
Worldwide data collection, processing and dissemination to support policy and decisions

Core topic 1: basic tourism statistics

Core topic 2: economic contribution (Tourism Satellite Account)

Core topic 3: sustainability (Measuring the Sustainability of Tourism)
Core topic 1: basic tourism statistics

Visitors and their characteristics
Tourism expenditure
Inbound, outbound, domestic

Core topic 2: economic contribution

Tourism Satellite Account
(10 tables)
Tourism Direct GDP
Value Added
Jobs

Tourism industries
Accommodation
Food & beverage
Transport
Travel agencies
Culture
Sports
Retail
Core topic 3: sustainability

**DIMENSION**
- Tourism industry value added
- Tourism GDP
- Tourism established
- Tourism experiences
- Employment
- Investment
d- Water use in tourism
- Energy use in tourism
- GHG emissions generated
- Solid waste generated in tourism
- Land use (including marine areas)
- Ecosystem condition and services
- Wildlife in protected areas
- Green jobs
- Culture/heritage
- Health outcomes
- Education
- Community
- Visitor perception
- Tourism governance
- Accessibility
- Decent work

**ECONOMIC**
- Environment
- Social
- Economic
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<tr>
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<th>Compilation Guidance</th>
<th>Regional Capacity Building Programme</th>
<th>Regional workshops</th>
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Basic tourism statistics

Inbound
Outbound
Domestic
Tourism industries
Employment
Macroeconomic indicators

https://www.unwto.org/statistics/country-fact-sheets
https://www.unwto.org/unwto-tourism-dashboard
Economic contribution

TSA implementation

Tourism Direct GDP
Target 8.9 “promotion of sustainable tourism”
Indicator: Tourism Direct GDP
Target 12.b “develop and implement tools to monitor sustainable tourism”
Indicator: implementation of standard accounting tools
(MST relevant tables from TSA and environmental accounts)
Measuring the Sustainability of Tourism

- Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy
- Philippines: Domestic tourism 3x more water & energy than inbound tourism
- Netherlands: 4% value added, 7% taxes (biggest polluters paid least)
- Mexico: Socio-economic benefits from archaeological sites & protected areas
- Samoa: 13% GDP and 22% employment, 10% water and 12% electricity
- Austria: €2,2291 tourism income/capita, 78/100 acceptance
Thank you

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