Estimating tourism expenditure
Learning objectives

Module 3

Estimating tourism expenditure

✓ Recognize what is included in tourism expenditure

✓ Record the expenditure at the appropriate moment

✓ Identify the main categories of tourism expenditure

✓ Identify the main data sources

✓ Distinguish between tourism expenditure and balance of payment data
Tourism expenditure

Understanding the economic implications of visitors’ activities

Amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. Includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

Respondents should be made aware of this when responding to a survey on tourism expenditure.

Domestic tourism expenditure
Tourism expenditure of a **resident** visitor **within** the economy of reference

Inbound tourism expenditure
Tourism expenditure of a **non-resident** visitor **within** the economy of reference

Outbound tourism expenditure
Tourism expenditure of a **resident** visitor **outside** the economy of reference
Tourism expenditure

Time of recording

At the moment of the transfer of ownership of goods or that of the delivery of services, not at the time of payment:

Expenditure on transport services occurs when being transported, on accommodation services when staying in the place of accommodation, on travel agency services when the information is provided and the travel services are booked.

Services paid for in advance but then cancelled or postponed are therefore not included independently if they have been partially, totally, or not reimbursed. In the case of the pre-paid services being converted into a voucher, the associated expenditure should be recorded when the voucher is used.

When shall we measure?

At the point of departure from the country of residence for inbound tourism
At the point of arrival in the country of residence for outbound tourism
After completion of the trip for domestic tourism
Visitors are best able to answer questions about their expenditure at the moment of conclusion of the trip, and not at the onset, when a large portion of the expenditure is still to be made.
Tourism expenditure

Classification

According to its purpose

Package travel, package holidays and package tours
Accommodation
Food and drink
Local transport
International transport
Recreation, culture and Sporting
Shopping
Others

Aligned with the international Classification of Individual Consumption by Purpose (COICOP)
Tourism expenditure

Main data sources (not all)

Surveys
• At borders
• Household surveys
• Guest surveys
• Supply surveys (notably for package tours)

Big data
• Payment card data
• Prices of tourism products (i.e. hotels prices, flight tickets)
Thank you!