Special Session: 
Tourism statistics – the European and the Asian cases

The European Union's system of tourism statistics

DG EUROSTAT, Unit G-3 ‘Short-term business statistics and tourism’
Outline of the presentation

- Introduction
- Governance – who does what?
- Harmonisation – how can we get there?
- Output – what do we produce?
- Conclusions and recommendations
"Eurostat also developed programmes and carried out studies on tourism statistics in the European Union. It prepared a methodology on tourism statistics, compatible with the 1993 Recommendations on Tourism Statistics and adapted to the specific needs and context of its Member States. Special mention should also be made of the 1995 directive of the Council of the European Union on the collection of statistical information in the field of tourism which aimed at harmonizing and improving the statistical data produced by Member States. It can be seen as the first legal step taken to create an integrated system of information on tourism demand and supply."
Introduction


"This Regulation establishes a common framework for the systematic development, production and dissemination of European statistics on tourism.

For this purpose, Member States shall collect, compile, process and transmit harmonised statistics on tourism supply and demand."

(Article 1)
Governance – who does what?

The European Statistical System (ESS)

The European Statistical System (ESS) is the **partnership** between the Community statistical authority, which is the Commission (**Eurostat**), and the national statistical institutes (**NSIs**) and other national authorities responsible in each Member State for the development, production and dissemination of European statistics.

Governance – who does what?

The division of competences in a nutshell

- **National statistical authorities** (in most cases national statistical office) collect and compile data, prepare national publications and transmit required data to Eurostat.

- **Eurostat** plays a coordinating role in producing and publishing European statistics (including aggregate data for the European Union) but also in harmonising methodologies, definitions, classifications, etc.
Governance – who does what?

Statistical principles

- Professional independence
- Impartiality
- Objectivity
- Reliability
- Statistical confidentiality
- Cost effectiveness

(see also European statistics Code Of Practice)
Harmonisation – how can we get there?

Regional cooperation to foster relevant results

- Legal basis laying down scope, definitions, standards
- Formal meetings gathering tourism statistics experts from European countries (plenary Working Groups or smaller, more technical Task Forces)
- Methodological manual for tourism statistics: recommended guidelines for producing harmonised, high quality data
- Data validation and data transmission standards
- Joint, supra-national projects
Harmonisation – how can we get there?

Main achievements

- A **common set of high quality and highly comparable tourism statistics** available for all countries of the European Union (harmonised definitions, harmonised breakdowns)

- A statistical information system allowing researchers, policy makers and decision-makers in businesses to **assess, evaluate and benchmark** the volume, performance and evolution of their tourism market in comparison to other destinations (national or sub-national)
Harmonisation – how can we get there?

Main achievements (2)

- A common framework allowing to exchange data without imposing additional burden, thus avoiding duplicated observation of tourism flows

E.g.: one country's outbound flow = another country's inbound flow
Output – what do we produce?

Annual and infra-annual data on tourism industries

- Data on tourist accommodation establishments (rented accommodation)
  - capacity (number of establishments, bedrooms, bedplaces)
  - occupancy (arrivals, nights spent, occupancy rates) – breakdowns by country of origin, urban/rural, coastal/non-coastal

- Economic data on tourism industries (based on existing business statistics)
  - turnover, employment, value added, persons employed (for a selection of tourism characteristic activities)
Output – what do we produce?

Annual data on trips of residents of the EU

- Participation in tourism for personal purposes
  - share of the population makes tourism trips
  - reasons for not making tourism trips

- Detailed information on tourism trips
  - number of domestic and outbound trips and nights spent, destination, purpose, expenditure, means of transport, means of accommodation, socio-demographic information on the tourist
  - national micro-data transmitted to Eurostat (total sample size of 500,000 observed trips)
Output – what do we produce?

Other sources for tourism statistics

- Labour market data for the accommodation sector
  - based on the Labour Force Survey

- Balance of Payments
  - international travel receipts and travel expenditure of a country
  - conceptual differences (tourism ≠ travel)
Output – where to consult?

All Eurostat data and publications are available **free of charge** from the Eurostat website

- Main tables & more detailed multi-dimensional datasets: "Eurobase"
- Articles in the online series *Statistics Explained*
- News releases and working papers in PDF
- Contributions to other Eurostat publications (e.g. Regional Yearbook)

☞ See also the **usb stick** provided by the organisers
Conclusions and recommendations

Tourism has a strong international dimension

- Strong necessity to cooperate in the area of tourism with other countries, and also for the statistics
- Importance to use common definitions and standards at regional or even worldwide level for accurate assessment and benchmarking of tourism
- Increase of relevance for users but also of cost effectiveness for producers via harmonisation
- Usefulness of institutionalised regional networks and fora to exchange best practices (e.g. the Global Forum)
Thank you for your attention!

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http://ec.europa.eu/eurostat/tourism