



13th Global Forum on Tourism Statistics

17-18 November 2014

Nara Prefectural New Public Hall – Nara – Japan

Special Session:

Tourism statistics – the European and the Asian cases

The European Union's system of tourism statistics

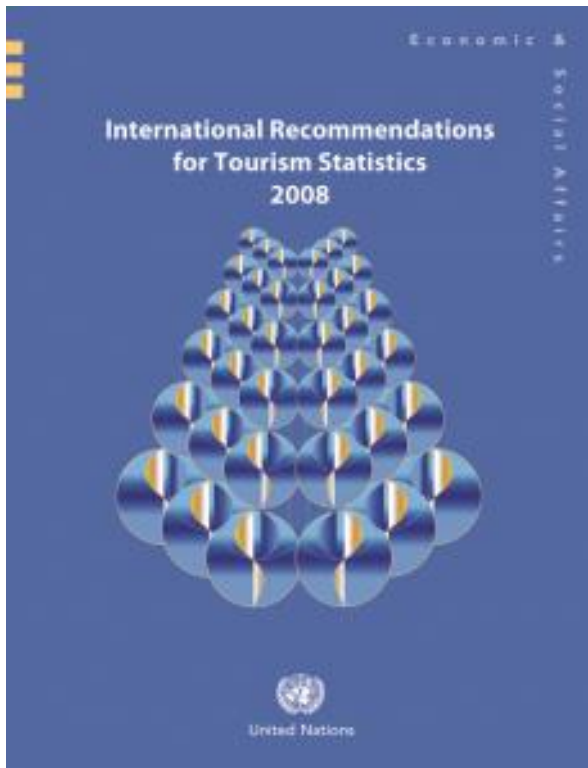
DG EUROSTAT, Unit G-3 'Short-term business statistics and tourism'

Outline of the presentation

- Introduction
- Governance – who does what?
- Harmonisation – how can we get there?
- Output – what do we produce?
- Conclusions and recommendations

Introduction

IRTS 2008 - § 1.26



"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."



European
Commission

Introduction

EP and Council Regulation 692/2011 concerning European statistics on tourism

22.7.2011 | EN | Official Journal of the European Union | L 192/17

REGULATION (EU) No 692/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 6 July 2011
concerning European statistics on tourism and repealing Council Directive 95/57/EC
(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 338(1) thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Acting in accordance with the ordinary legislative procedure (1),

Whereas:

(1) The European Council, in its Presidency Conclusions of 14 December 2007, stressed the crucial role that tourism plays in generating growth and jobs in the Union and called on the Commission, Member States, industry and other stakeholders to join forces in the timely implementation of the Agenda for a sustainable and competitive European tourism.

(2) The Union's tourism industry occupies an important place in the economy of the Member States with tourist activities representing a large potential source of employment. Any appraisal of its competitiveness requires a good knowledge of the volume of tourism, its characteristics, the profile of the tourist and tourism expenditure and the benefits for the economies of the Member States.

(3) Monthly data is needed in order to measure the seasonal influences of demand on tourist accommodation capacity and thereby help public authorities and economic operators develop more suitable strategies and policies for improving the seasonal spread of holidays and tourism activities.

(4) The majority of European businesses operating in the tourism industry are small or medium-sized, and the strategic importance of small and medium-sized enterprises (SMEs) in European tourism is not confined to their economic value and their substantial job-creation

potential. They also underpin the stability and prosperity of local communities, safeguarding the hospitality and local identity that are the hallmark of tourism in Europe's regions. Given the size of SMEs, the potential administrative burden needs to be considered, and a system of thresholds should be introduced so that users' needs can be met, while at the same time reducing the burden of response on the parties responsible for providing statistical data, particularly SMEs.

(5) The changing nature of tourism behaviour since the entry into force of Council Directive 95/57/EC of 23 November 1995 on the collection of statistical information in the field of tourism (2), with the growing importance of short trips and same-day visits contributing substantially in many regions or countries to the income from tourism, the increasing importance of non-reserved accommodation or accommodation in smaller establishments, and the growing impact of the Internet on the booking behaviour of tourists and on the tourism industry, means that the production of tourism statistics should be adapted.

(6) In order to enable assessment of the macroeconomic importance of tourism in the economies of the Member States based on the internationally accepted framework of tourism satellite accounts, showing the effects of tourism on the economy and jobs, there is a need to improve the availability, completeness and comprehensiveness of the basic tourism statistics as an input for compiling such accounts and, if deemed necessary by the Commission, as a preparation for a legislative proposal for the transmission of harmonised tables for tourism satellite accounts. This requires that the legal requirements which are currently laid down in Directive 95/57/EC be updated.

(7) In order to examine major issues of economic and social concern in the tourism sector, especially new issues requiring specific research, the Commission needs micro-data. Tourism in the Union has a predominantly intra-European dimension, which means that micro-data emanating from harmonised European statistics on the demand for outbound tourism already provide a source of statistics on inbound tourism demand for the Member State of destination, without imposing additional burden, thus avoiding duplicated observation of tourism flows.

(1) Position of the European Parliament of 6 April 2011 (not yet published in the Official Journal) and decision of the Council of 21 June 2011.

(2) OJ L 291, 6.12.1995, p. 32.

"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.

(Article 4 of [EP and Council Regulation 223/2009 on 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)

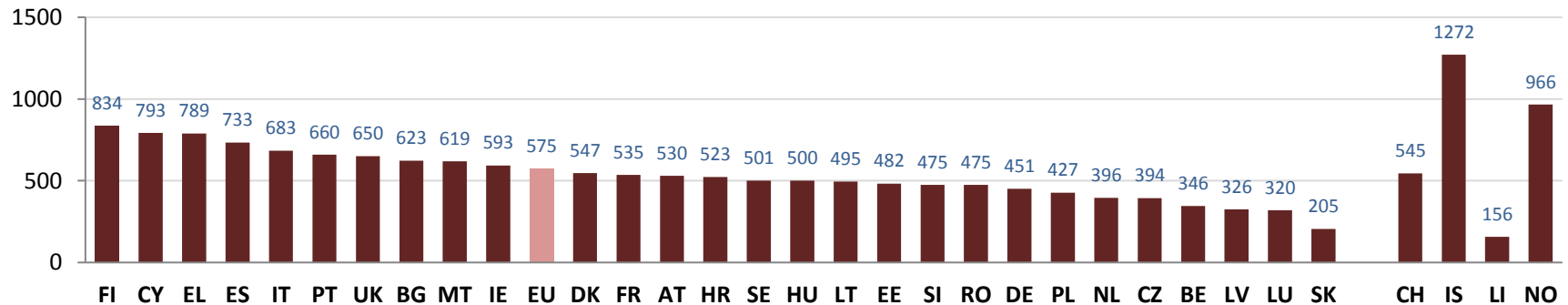
Harmonisation – how can we get there?

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

Average expenditure per inbound trip by residents from the EU, in euro (2012)



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 \neq 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 !

christophe.demunter@ec.europa.eu

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