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Tourism and Travel Statistics at Statistics Austria

Methodology, concepts and results

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We are moving information

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Content

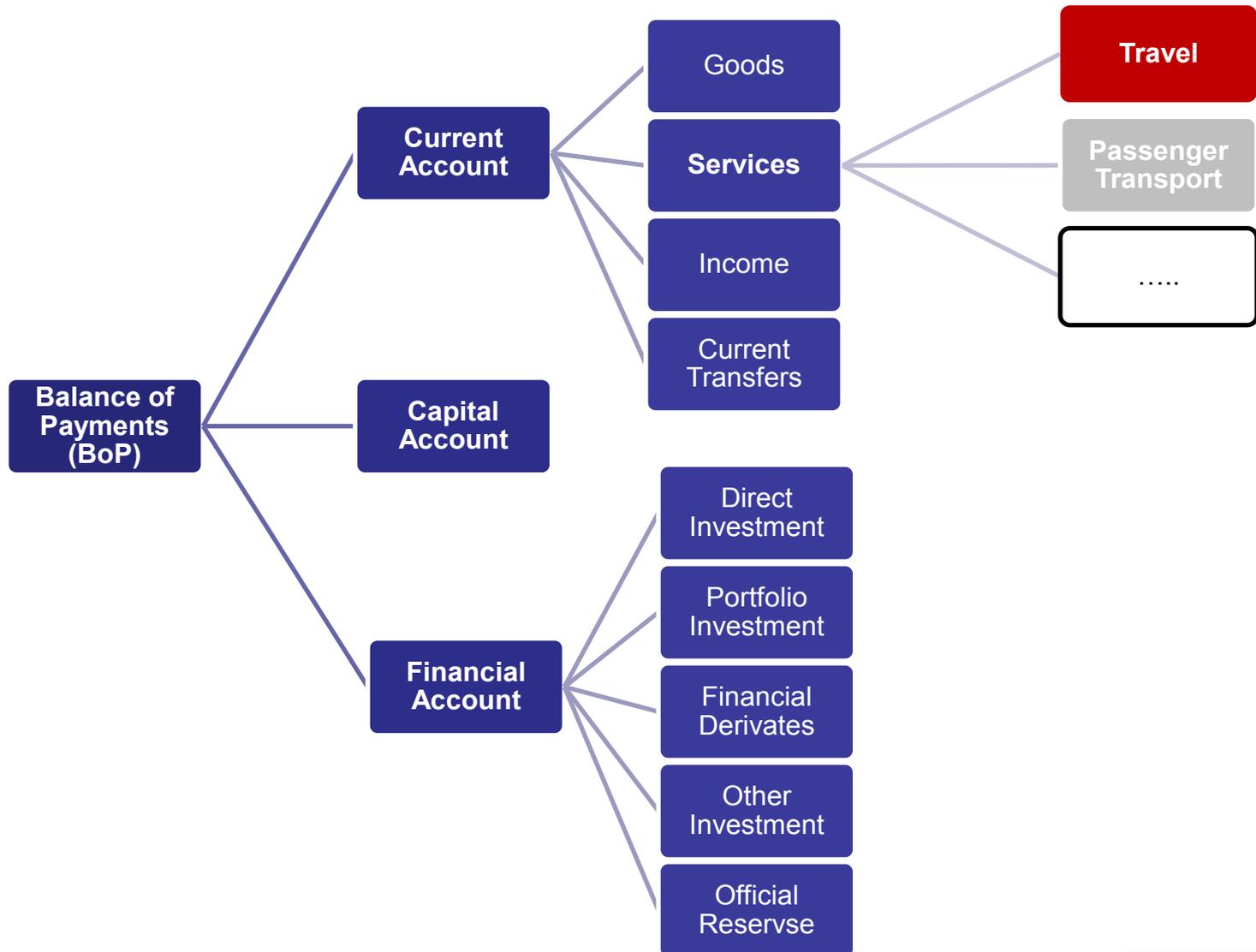


- (1) Tourism and Travel Statistics within the **BoP-system**
- (2) Tourism and Travel Statistics – the **main projects** at Statistics Austria
- (3) Tourism Satellite Accounts (**TSA**) for Austria: Methods and concepts
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Tourism and Travel Statistics within the BOP-system

Where is „Travel“ within Balance of Payments (BoP)?





Tourism and Travel Statistics

The main projects at Statistics Austria

Tourism and Travel Statistics at Statistics Austria - an overview



Surveys

Accommodation capacity (yearly)

Arrivals & overnight stays (monthly)

Trips with overnight stay (quarterly)

Same-day trips (quarterly)

Accommodation in Austria



Travel Behavior of Austria



Accounts

Travel Balance of Payments (TBoP)

Tourism Satellite Accounts (TSA)

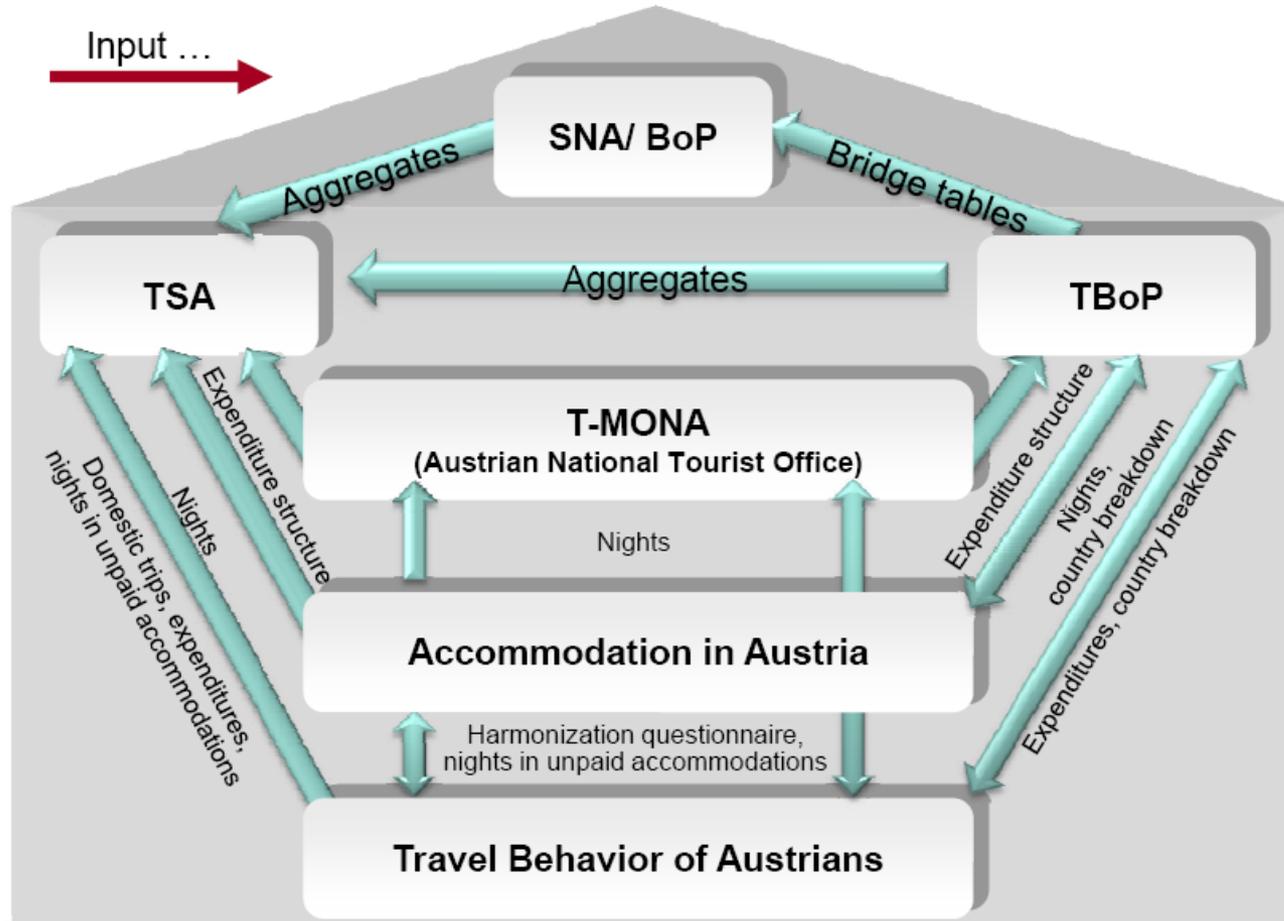
International tourism receipts (quarterly)

International tourism expenditure (quarterly)

Value added (yearly)

Labour force (yearly)

Integrated System of Tourism and Travel Statistics





Tourism Satellite Accounts

The general conceptual and methodological framework

Use of TSA



- Describing the size and the **economic importance** of tourism
- Providing detailed information on **visitor consumption, including all forms of tourism**
- **Linking** economic data and other non-monetary information on tourism
- Providing a reliable and credible **tool** necessary for both effective **public policies** and efficient **business operations**
- **Enhance robust information** and indicators on the role tourism is playing and can play in the economy
- Bring **new recognition and confidence in tourism** as one of the most important sectors of the economy

Use of TSA - what else?



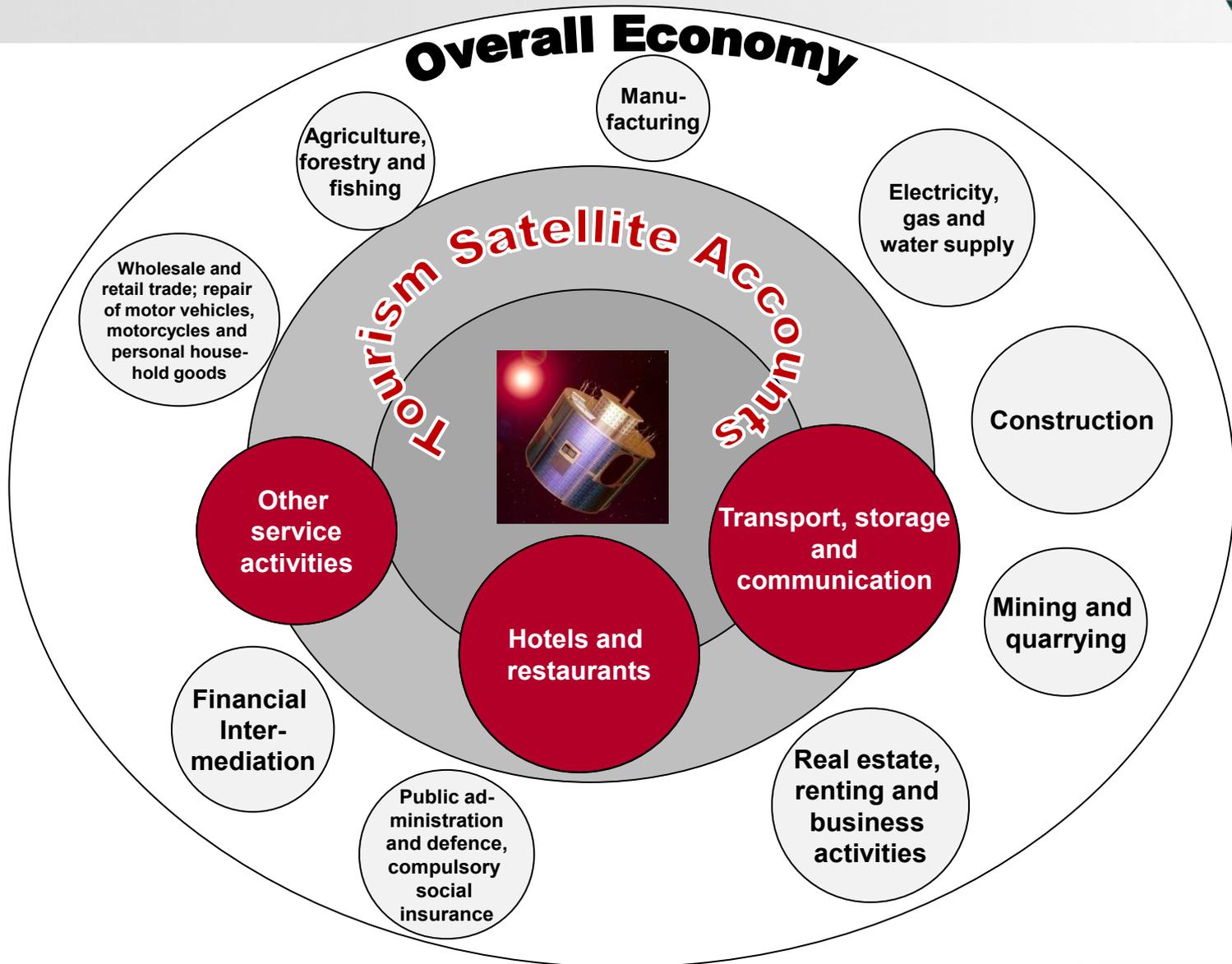
- **Reconciliation/benchmarking** tool regarding demand and supply related data, considering the quality of the data used
- **Using/combining different data sources** as a prerequisite for receiving a consistent TSA
- Starting point of the documentation of the **meta data** related the data used compiling TSA
- Starting point of **cooperation** between NSI and NTA, Central Bank, research institutes, and exchange of views with the tourism industry
- Starting point of general considerations related the tourism statistical system, including the introduction of **best estimates, modeling** and **extrapolation methods**
- Starting of discussion related the **quality of the used statistics** and rethinking of the used concepts
- Increasing the **public acceptance** of tourism statistical data and justifying new/additional research in this field

What is (Tourism) Satellite Accounting?



- Tourism Satellite Account: Tourism statistics is linked with **macroeconomic analysis**.
- The link between **inbound** and **outbound** tourism and the **balance of payments** is highlighted.
- The respective commodities produced by tourism suppliers and purchased by visitors are included in the **core accounts**.
- **BUT**: SNA 1993 and ESA 1995 do not distinguish between a shoe purchase by a tourist or by a resident.
- **THEREFORE**: TSA integrates supply side and demand side **information** figuring out the share of tourism demand related to the total value added.

What is (Tourism) Satellite Accounting?



What cannot be fulfilled by TSA?



- ...being a **solution** for any tourism statistical problem;
- ...**substituting** the regular tourism and travel statistics;
- ...being a **micro-economic tool**;
- ...providing data on **high disaggregated level**;
- ...considering the **indirect/induced effects**;
- ...considering the **leisure effects**;
- ...being in the first stage a **regional** or a **sub-yearly tool**.



Tourism Satellite Accounts for Austria

State of the art and data sources

A TSA for Austria - state of the art



Tourism Satellite Accounting in Austria is

- **commissioned** by the “Federal Ministry of Economy, Family and Youth”,
- done in **cooperation** with the Austrian Institute of Economic Research (WIFO),
- done by the **Tourism Statistics’ section** of Statistics Austria,
- done **every** year,
- not a perfect system, but **being yearly improved**,
- a **living system**, taking into account any relevant data source,
- **methodologically** based on the UNWTO/EUROSTAT/OECD TSA requirements,
- **not as detailed** as required according to the UN-Manual,
- the **basis** for Regional TSA and the Employment Item.

A TSA for Austria – overview of the main data sources



National Account



NA yearly main results

Private household consumption expenditure (yearly)

Supply-Use-Tables (SUT; yearly)

Input-Output-Table (5 years)

Price statistics (CPI)

Tourism/Travel Statistics



Accommodation Statistics

Travel Balance of Payments (TBoP)

Travel Behavior of the Austrians

Business Statistics



Economic Census 1995

Structural Business Statistics (yearly)

Business Register

Population Statistics



Population Census

Labour Force Survey

Household Budget Survey

External data sources

Social Insurance Statistics

Data related same-day visits of Germans to Austria

TBoP data from several countries (credit)

Data related same-day visits of Italians to Austria

Austrian Tourism Board (T-MONA)

Central Population Register

Mirror data of several partner countries



Tourism and Travel Statistics

Selected results

Inbound and domestic tourism 2009/10*)

Calendar year 2009

Number of	Total	Non-residents	Residents
<i>Nights spent in Mn. (+/- in %)</i>	124.31 (-1.9%)	89.86 (-3,2%)	34.44 (+1.7%)
<i>Arrivals (in Mn.)</i>	32.32 (-0.9%)	21.36 (-2.6%)	10.96 (+2.6%)

Summer season 2009 (May - October)

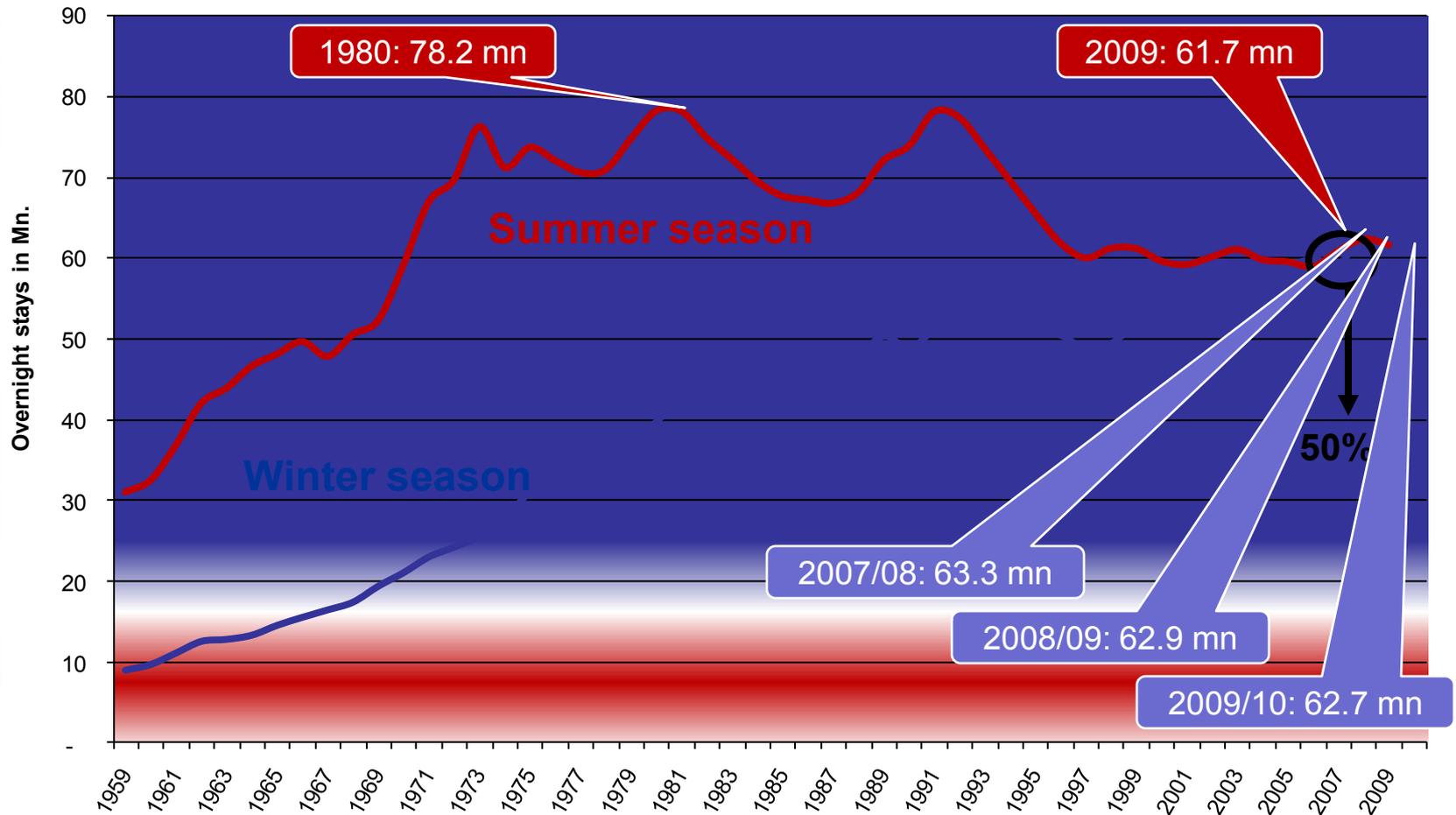
Number of	Total	Non-residents	Residents
<i>Nights spent in Mn. (+/- in %)</i>	61.67 (-1.2%)	41.80 (-2.6%)	19.87 (+2.0%)
<i>Arrivals (in Mn.)</i>	17.25 (-0.5%)	10.88 (-2.7%)	6.37 (+3.6%)

Winter season 2009/10 (November 2009 - April 2010)

Number of	Total	Non-residents	Residents
<i>Nights spent in Mn. (+/- in %)</i>	62.67 (-0.4%)	47.83 (-1.1%)	14.84 (+2.1%)
<i>Arrivals (in Mn.)</i>	15.37 (+1.6%)	10.62 (+0.6%)	4.75 (+4.0%)

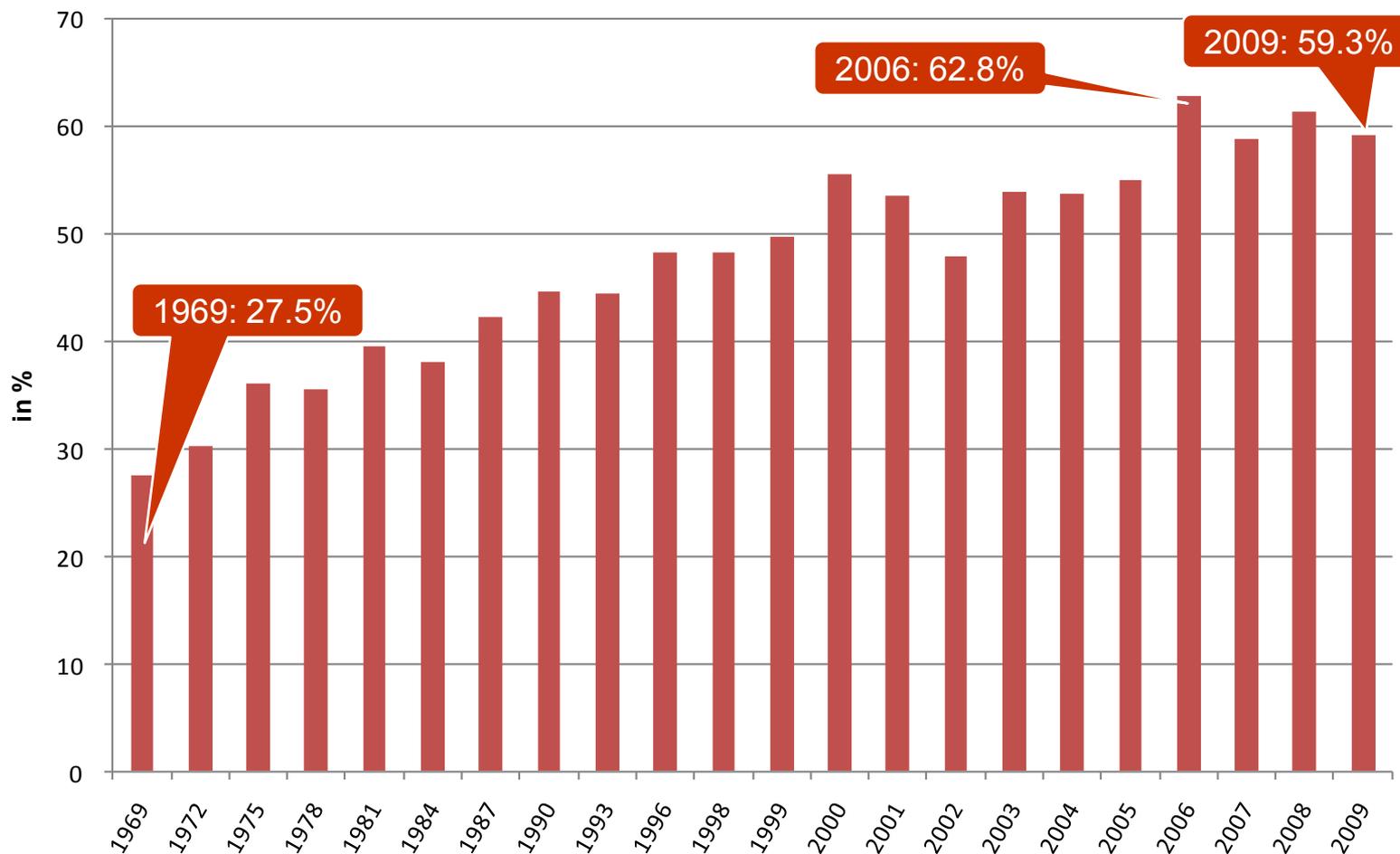
*) Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).

Internal tourism by seasons 1959 - 2009*)



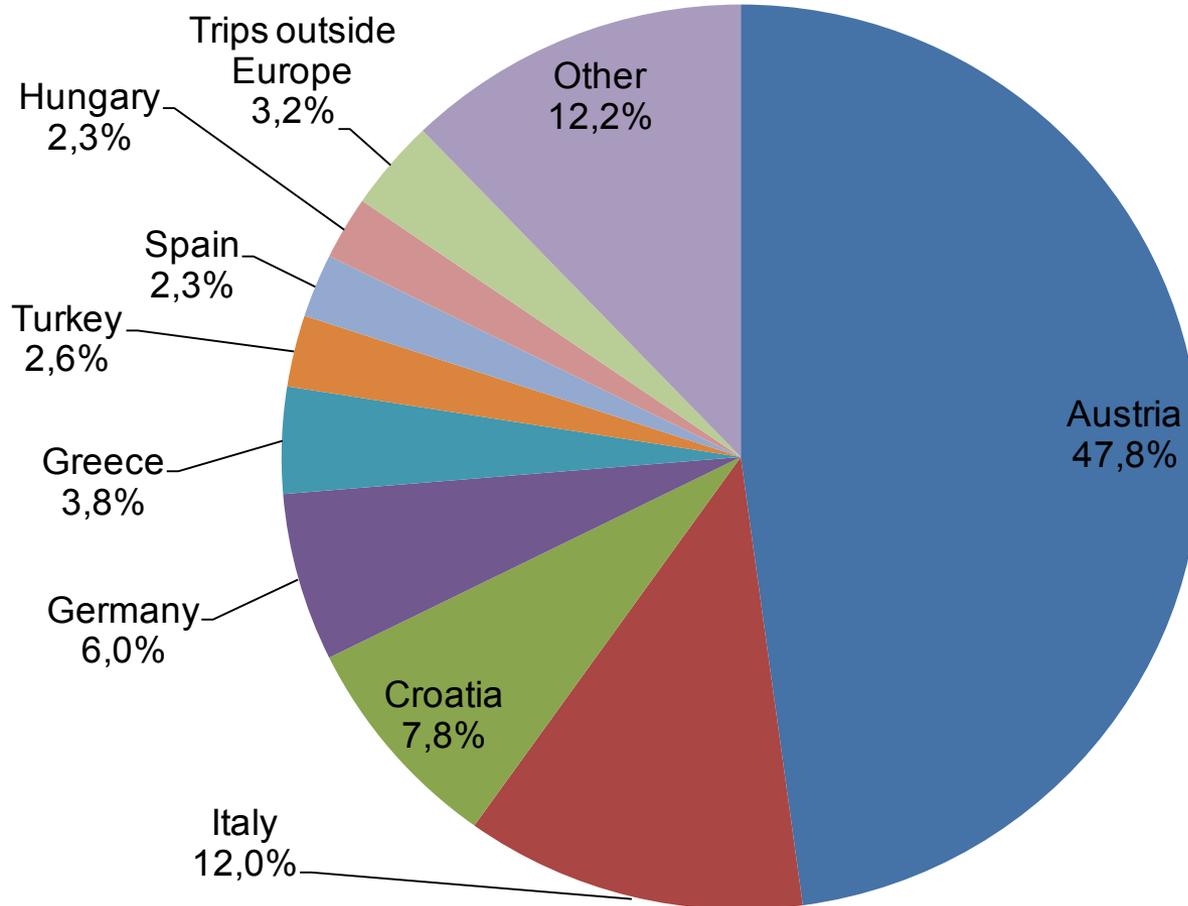
*) Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).

Travel behavior of the Austrians: Travel intensity*) 1969 - 2009 (in %)



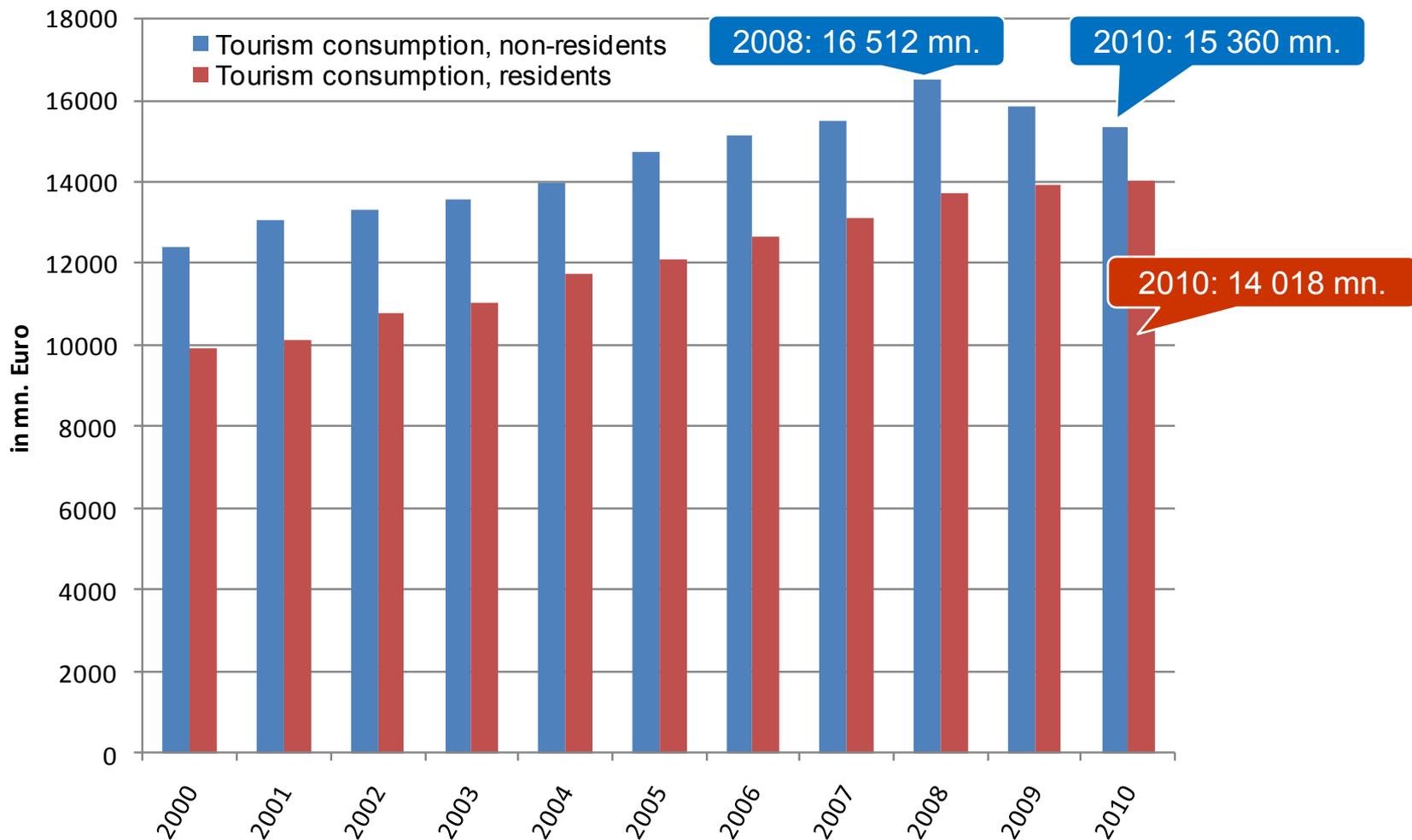
*) Source: Statistics Austria; quarterly (yearly) sample surveys (CATI) of the Austrian population aged 15 years and over. Share of persons on overall population with at least one holiday trips with at least 4 overnight stays.

Travel behavior by the Austrians: Holiday trips by destination in summer 2009 (in %)



*) Source: Statistics Austria; quarterly sample surveys (CATI) of the Austrian population aged 15 years and over. Holiday trips with at least 4 overnight stays.

Tourism in the national economy: Tourism consumption 2000 - 2010*)



*) Source: Statistics Austria/ Austrian Institute of Economic Research;
Tourism Satellite Accounts 2000 - 2010; 2009 and 2010: forecasts.

Extended TSA – the main results 2008

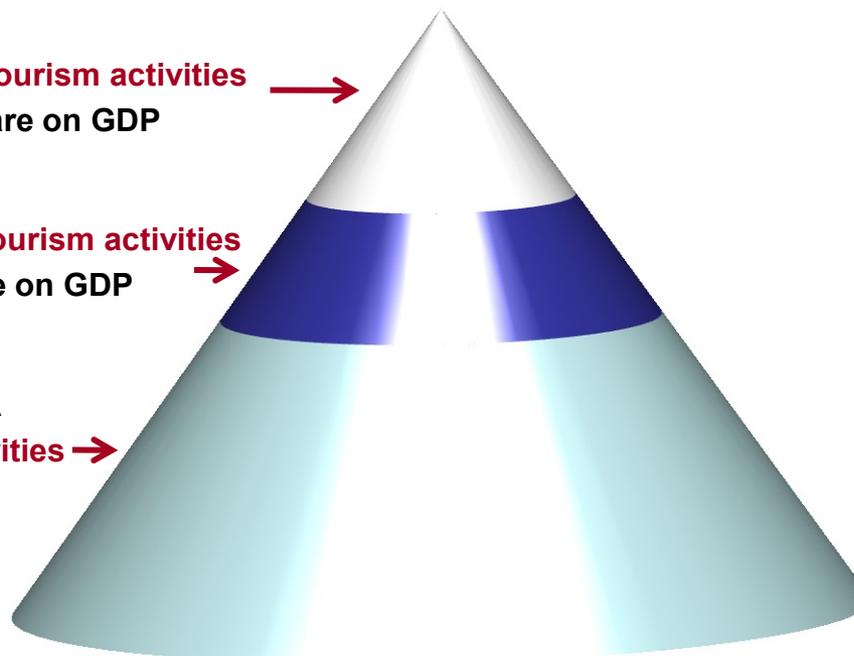
Economic effects of tourism and leisure activities



Direct VA according to **Tourism activities**
13.8 bn €, 4.9% share on GDP

Indirect VA according to **Tourism activities**
7.8 bn €, 2.8% share on GDP

Direct and indirect VA
according to **Leisure activities**
20.8 bn €, 7.4% share
on GDP

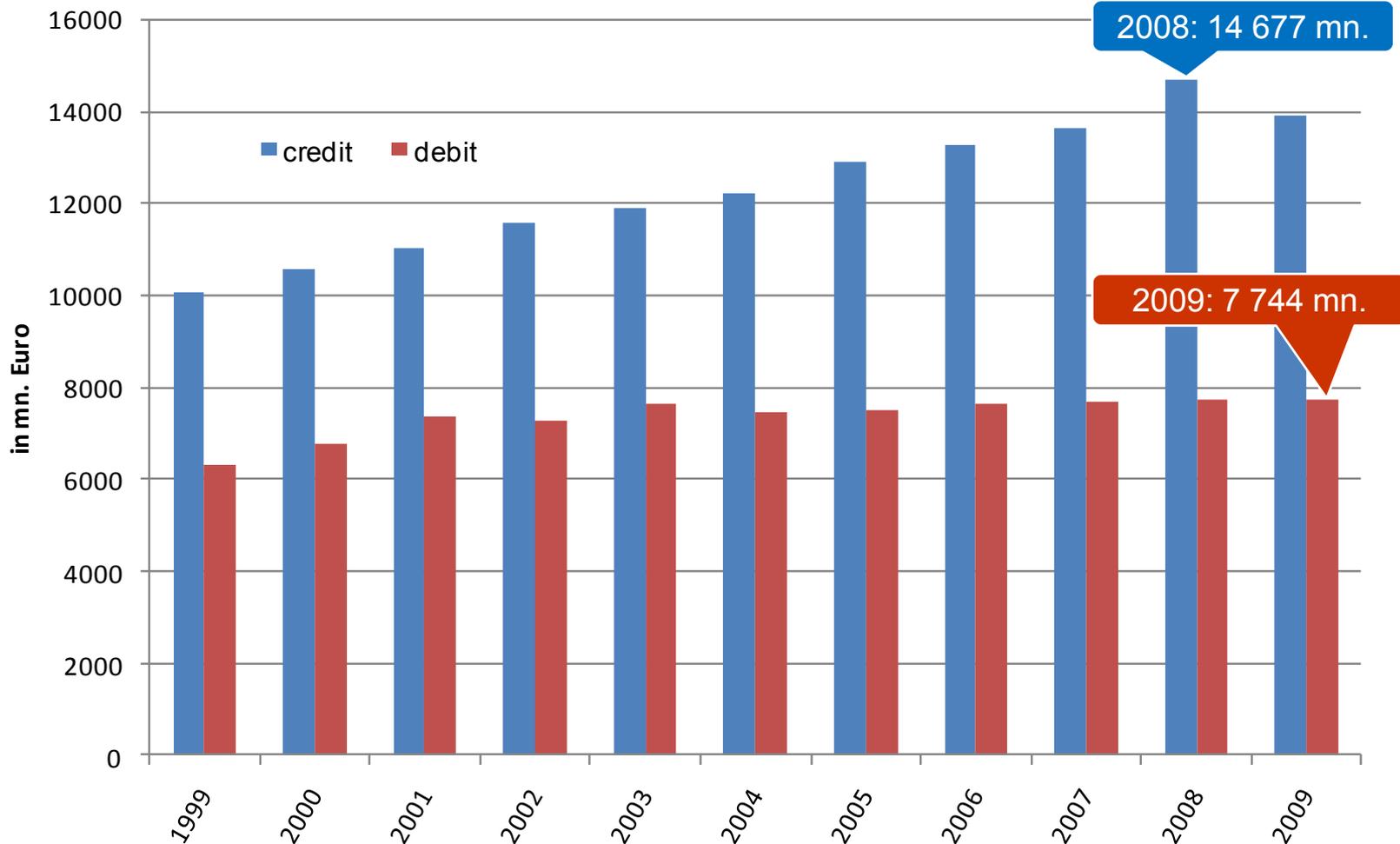


2008: Total VA
42.4 bn €,
15.1% share on GDP*

↓
About one fifth
of the Austrian FTE

*) excl. business trips.

Travel Balance of Payments: Credits and debits 1999 - 2009*)



*) Source: Austrian Central Bank/ Statistics Austria. Exclusive international passenger transport; 2009: provisional results.



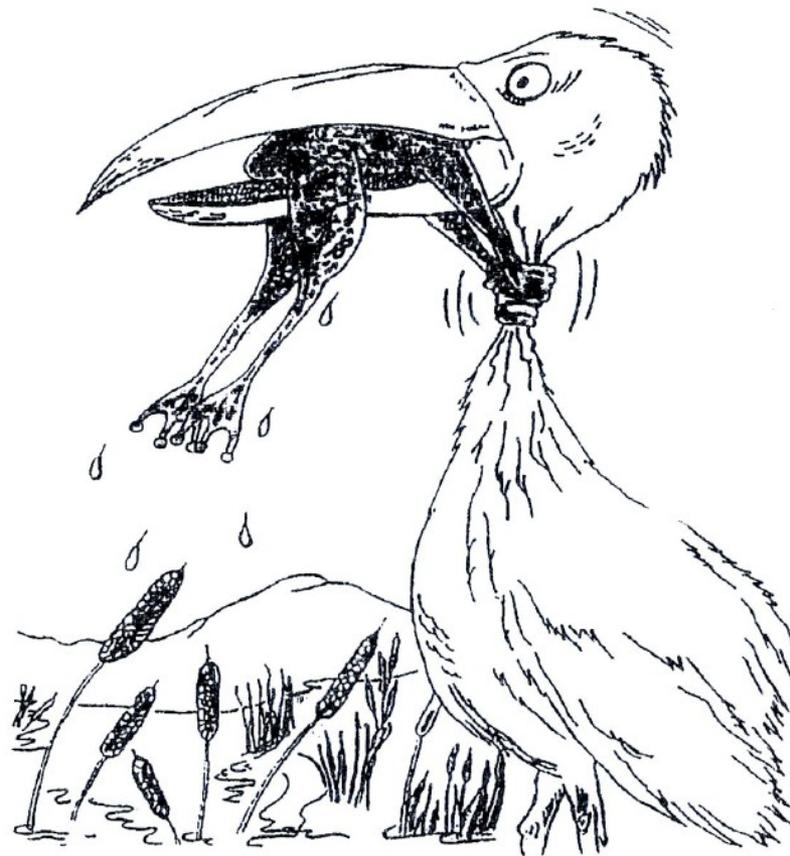
Conclusions

Conclusions



Tourism and Travel Statistics in Austria is

- **part** of the official Austrian statistical system,
- **done** on a monthly, quarterly and yearly basis,
- an **integrated** and to a great extent **harmonised** system,
- accepted as an **instrument** of **political** interest and used as a decision basis to justify and to initiate tourism investments,
- used as a statistical basis for **forecasting** in the field of tourism,
- not a perfect but a **living system** ready for current improvements, and
- a **statistical challenge** which requires every day afresh to say...



Never ever give up !



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www.statistik.at/web_en/statistics/tourism/index.html