



OECD transport statistics meeting

1 – 2 April 2015, Paris

Item 4.5a

Transport and tourism statistics

Christophe Demunter

EUROSTAT – Unit G-3 "Short-term business statistics and tourism"

Outline of the presentation

- Legal basis for tourism statistics in the EU
- What tourism statistics are available via Eurostat?
- Data with potential for transport statisticians
- Conclusions

EU legislation regarding tourism statistics

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

22.7.2011  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-resident 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 accounting, 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)

EU legislation regarding tourism statistics

EP and Council Regulation 692/2011 concerning European statistics on tourism (2)

22.7.2011  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 138(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-resident 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.

⇒ **Applicable to: EU Member States, Norway, Liechtenstein, Iceland (and partly Switzerland)**

⇒ **First reference year: 2012**

⇒ **Operational tool for harmonisation: Methodological Manual for Tourism Statistics**



Output – what do we produce?

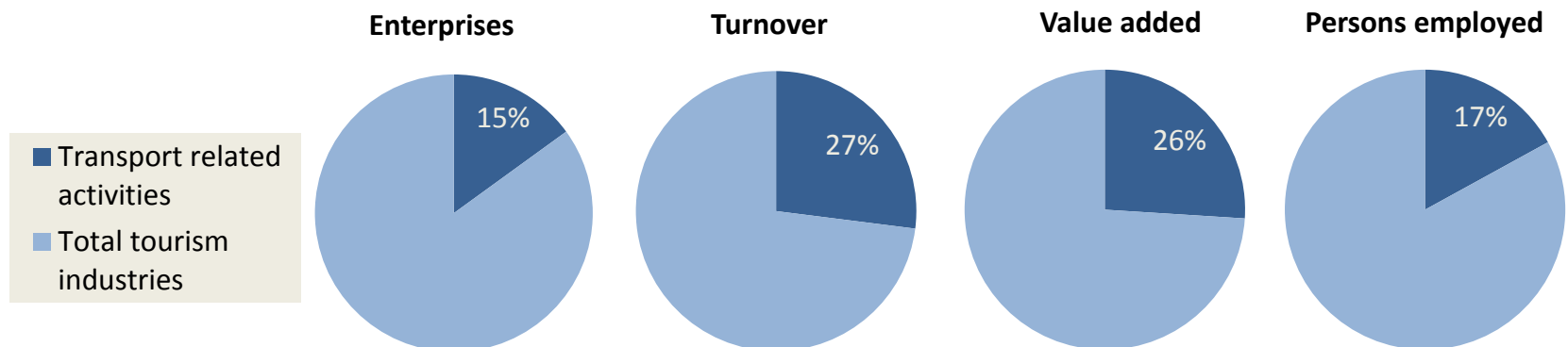
Annual & infra-annual data on tourism industries

- **Data on tourist accommodation establishments (rented accommodation, NACE 55.1, 55.2, 55.3)**
 - **capacity** (nr of establishments, bedrooms, bed places)
 - ⇒ annual data
 - **occupancy** (arrivals, nights spent, occupancy rates) – breakdowns by country of origin of the guest, region of destination (NUTS2), urban/rural, coastal/non-coastal
 - ⇒ detailed annual data
 - ⇒ monthly data for main indicators (nights spent and arrivals by residents / by non-residents)

Output – what do we produce?

Annual & infra-annual data on tourism industries (2)

- **Economic data on tourism industries**
(based on existing business statistics)
 - **turnover, employment, value added, persons employed** (for selected tourism characteristic activities)
 - ↪ e.g. share of (passenger) transport-related activities in tourism industries



Output – what do we produce?

Annual data on trips of residents of the EU

- **Participation in tourism for personal purposes**
 - share of the population (15+) that 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, month of departure, expenditure, means of transport, means of accommodation, socio-demographic information
 - national *micro-data* transmitted to Eurostat (total sample size of 500.000 observed trips)

Output – what do we produce?

Annual data on trips of residents of the EU (2)

- **Same-day visits**
 - outbound same-day visits for personal purpose (2014)
 - domestic same-day visits for personal purpose (2018, triennial)
 - number of SDV, expenditure, country of destination (optional), socio-demographic information (optional)
 - annually transmitted data, but broken down by quarter

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)



Data with potential for transport statistics

Tourist flows: number of trips/arrivals/nights

- Accommodation statistics
 - inbound and domestic flows of tourists staying at rented accommodation
 - regional data (destination) and data on country of origin, *but not combined!*
 - monthly data (only at national level, no further geographical breakdown)
- ⇒ main gaps: does not cover the very significant segment of tourists staying at non-rented accommodation (second home, free accommodation with relatives/friends), smaller establishments are often not covered

Data with potential for transport statistics

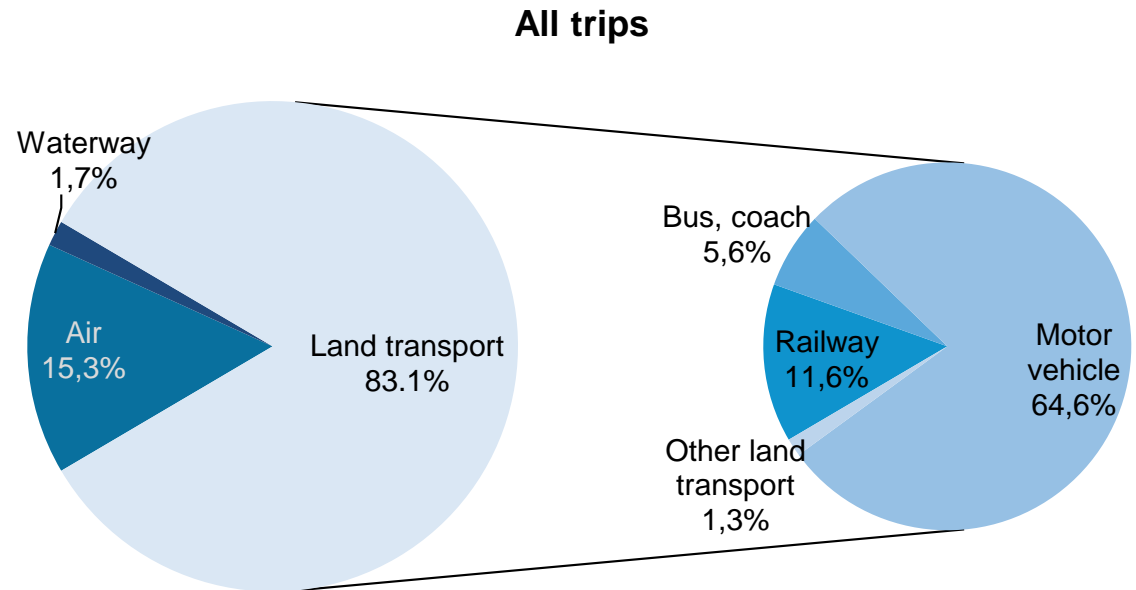
Tourist flows: number of trips/arrivals/nights (2)

- Demand side statistics (household surveys)
 - domestic and outbound flows of tourists (regardless of the means of accommodation)
 - breakdown by month of departure and by duration
 - breakdown by main means of transport
 - expenditure (total, expenditure on transport)
 - Eurostat receives micro-data, which allows for estimating intra-EU inbound tourism flows by using partner data
- ➡ main gaps: no regional breakdown, only covers population aged 15+, important recall bias (underestimation), sample based (some flows are not measured or are unreliable)

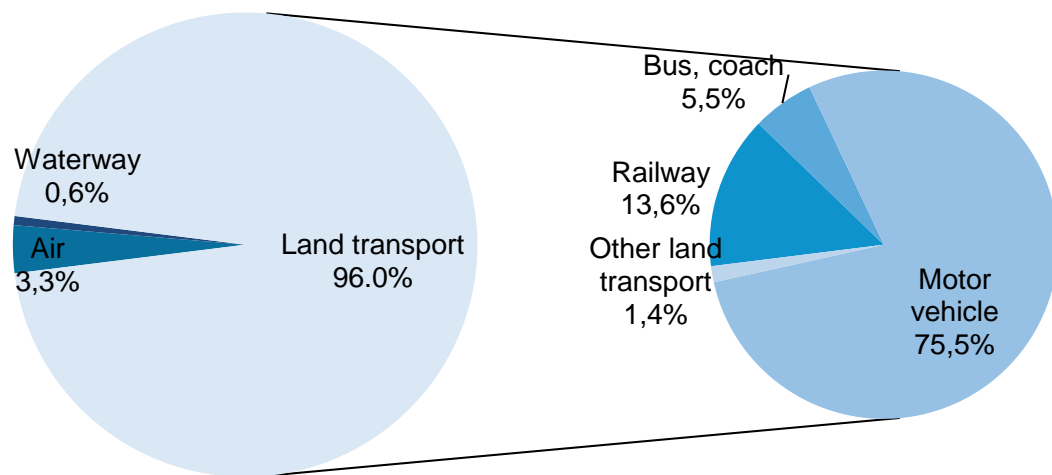
Data with potential for transport statistics

Main means of transport

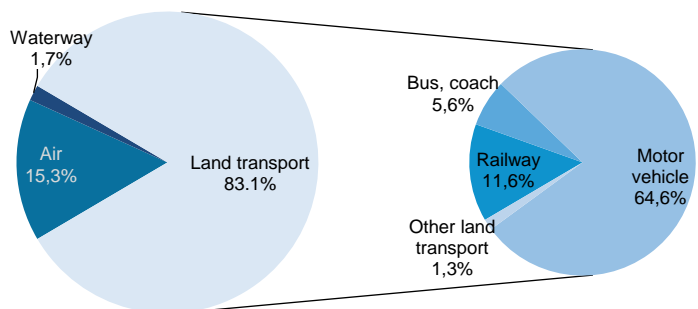
- Categories:
 - air
 - waterway
 - railway
 - bus, coach
 - motor vehicle
 - other



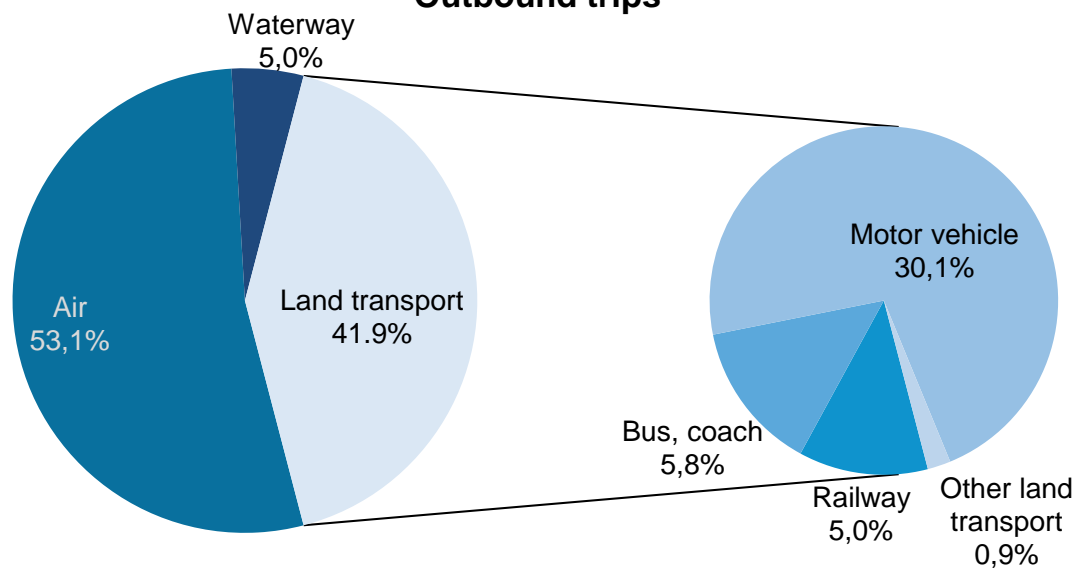
Domestic trips



All trips



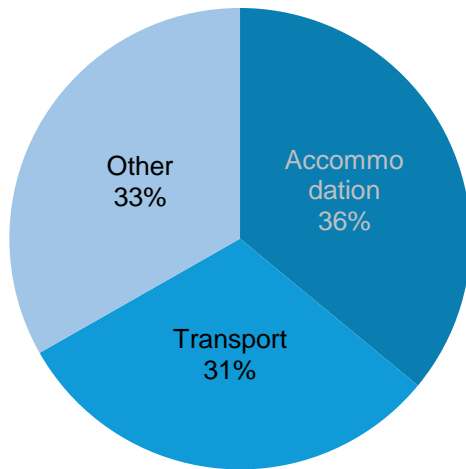
Outbound trips



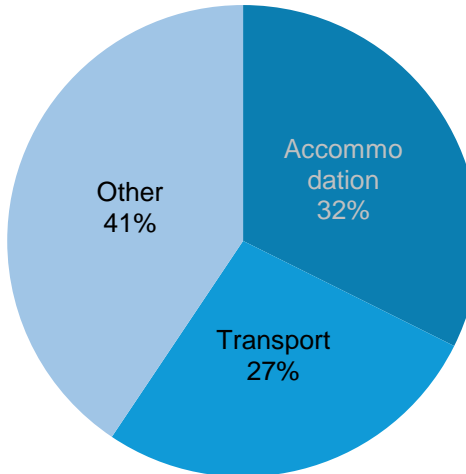
Data with potential for transport statistics

Expenditure on transport

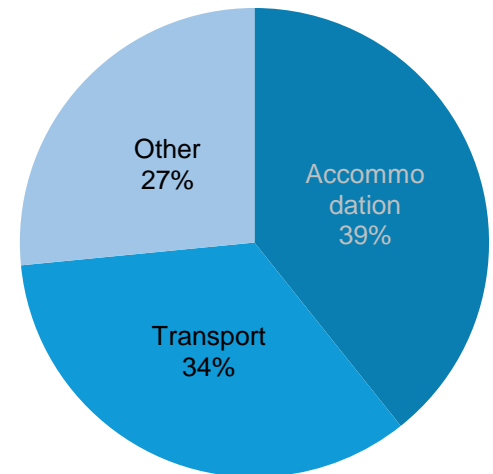
All trips



Domestic trips



Outbound trips



Data with potential for transport statistics

Intra-EU inbound trips

- Estimates obtained by exchanging partner data (via the micro-data transmitted to Eurostat, n=114.000)
- Basic principle: an outbound flow out of one country is an inbound flow into another country => avoid duplicate data collection



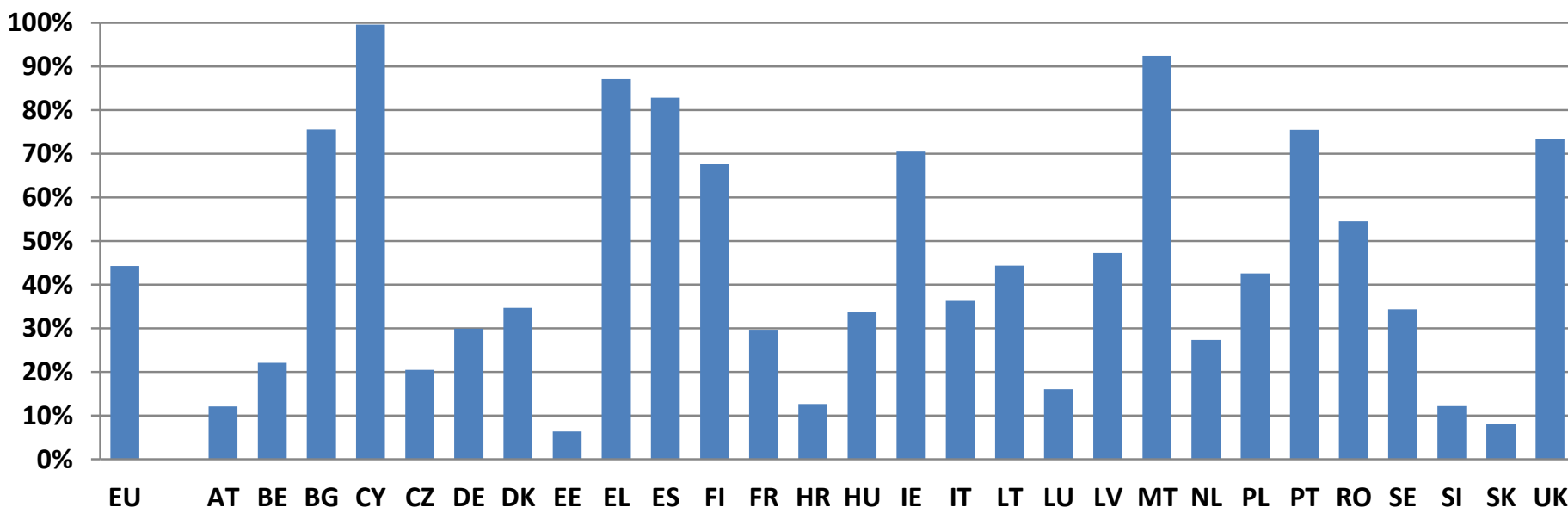
Outbound trip to Italy by a Finnish tourist
↳ Statistics Finland via the Finnish household survey

Inbound trip in Italy by a Finnish tourist
↳ ISTAT via border survey?
↳ or... simply re-using the Finnish information on the same flow?

Data with potential for transport statistics

Intra-EU inbound trips, *by means of transport* (%)

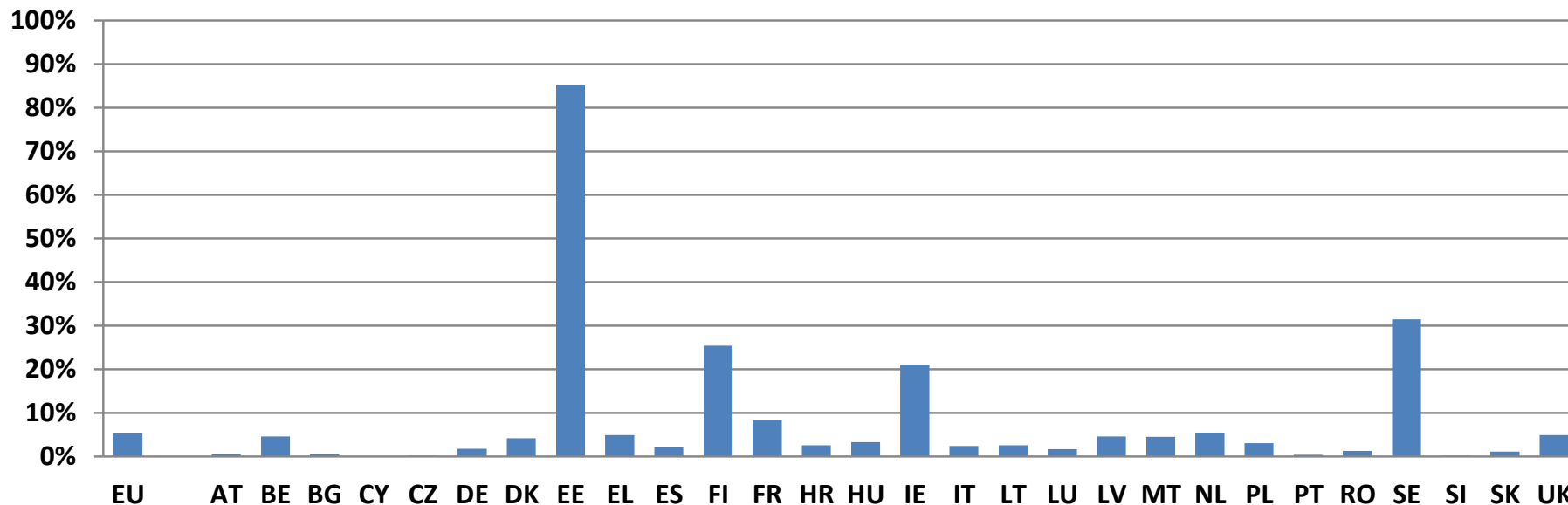
Air



Data with potential for transport statistics

Intra-EU inbound trips, *by means of transport* (%)

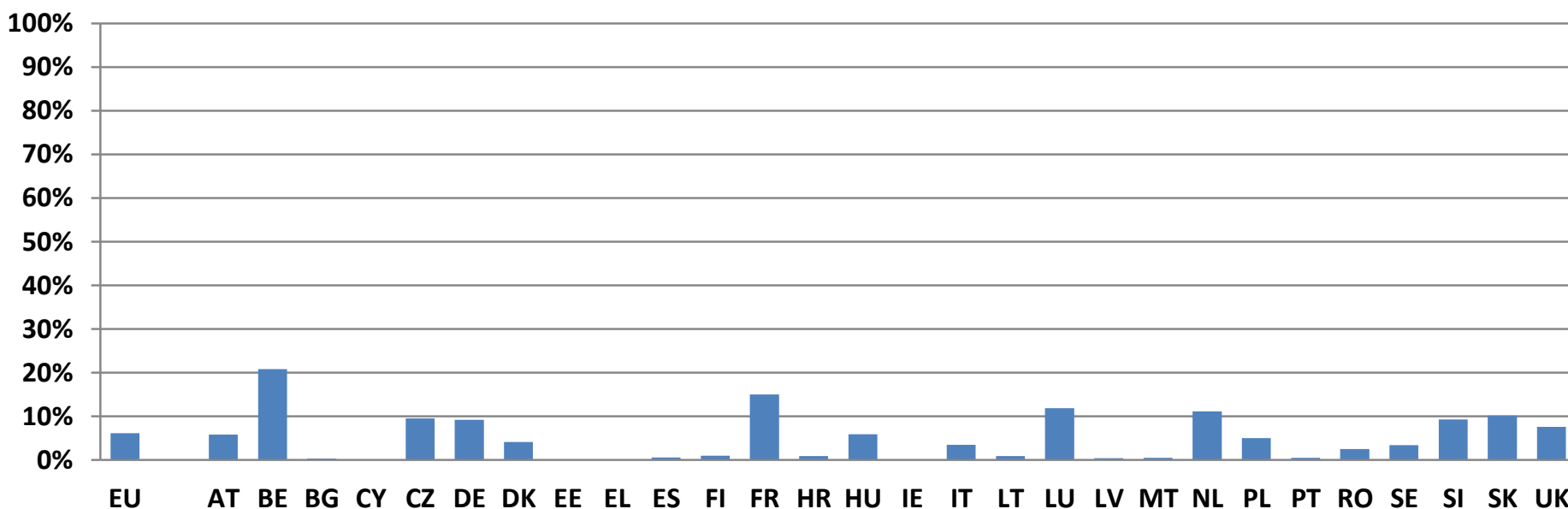
Waterway



Data with potential for transport statistics

Intra-EU inbound trips, *by means of transport (%)*

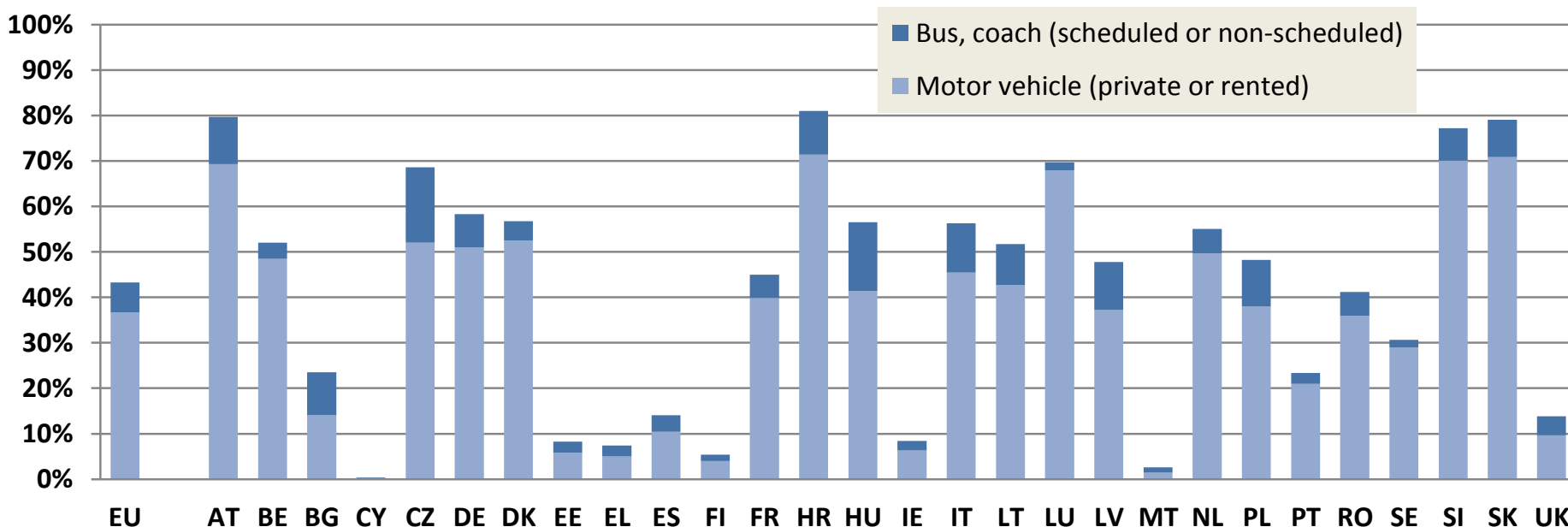
Railway



Data with potential for transport statistics

Intra-EU inbound trips, *by means of transport (%)*

Land (other than railway)



Conclusions

Now: tourism statistics can be an important source for transport statistics

- ⇒ Few variables of direct relevance, but certain variables can significantly contribute to the completeness of models (see presentation by P. Bolsi of DG MOVE)
- ⇒ Micro-data allows for flexible and detailed analysis

Future: towards more integrated data collection and data connection statistics?

- ⇒ Exploitation of big data: synergies, joint algorithms across statistical domains (e.g. tourism & passenger mobility)



**Thanks for
your attention**

christophe.demunter@ec.europa.eu