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# Integrated Tourism & Travel Statistics

## The Austrian experience

UNWTO Committee on Statistics and TSA

Madrid, 27-28 January 2010

We are moving information

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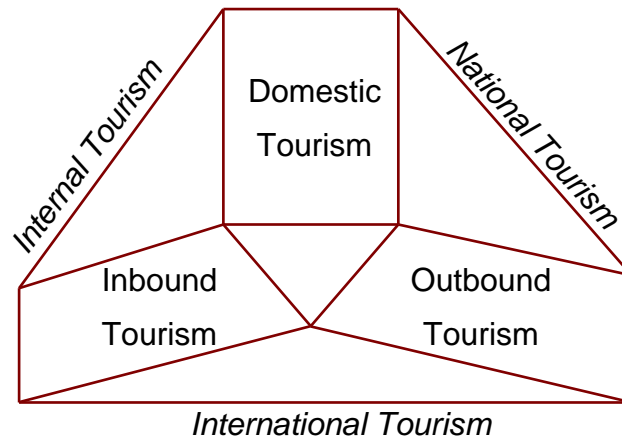


### Content



- Forms of Tourism
- The official Austrian Tourism and Travel Statistics
- Integrated Aspect of Tourism and Travel Statistics

## Forms of Tourism



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## The Austrian Tourism and Travel Statistics



### Accommodation Statistics

Statistics Austria, dpt.  
Travel & Tourism Statistics

→ refers to: **Internal Tourism (inbound and domestic)**

Coverage of arrivals and overnight stays

in paid accommodation establishments (1 600 reporting communes)

### Sample Survey

Statistics Austria, dpt.  
Travel & Tourism Statistics

→ refers to: **National Tourism (outbound and domestic)**

Quarterly CATI survey among Austrian residents (n=3 500)

### T-Mona

Austrian National Tourism Board

→ refers to: **Internal Tourism (inbound and domestic)**

F2F surveys among overnight holiday tourists

(20 000 interviews every 2<sup>nd</sup> year in summer and winter season)

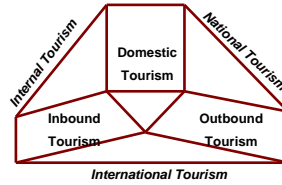
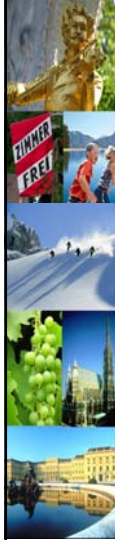
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## The Austrian Tourism and Travel Statistics



### T-BoP

Statistics Austria, dpt. Travel & Tourism Statistics on behalf of the Austrian Central Bank

→ refers to: **International Tourism (inbound and outbound)**

Covers expenditure in international travel –

goes beyond definitions of the „tourism“ concept

Covers seasonal and border workers, students, etc.

### TSA

Statistics Austria, dpt. Travel & Tourism Statistics, Austrian Economic Research Institute

→ refers to: **Internal Tourism** and **Outbound Tourism**

TSA-Tables 1, 2, 3 and 4, covering internal and outbound tourism consumption

### SNA / BOP

Statistics Austria, Directorate Macroeconomic Statistics

**No tourism statistics concept** in narrow sense, but:

- TSA as part of SNA
- T-BoP as part of BoP and SNA (rest of the world)

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## Integrated Aspect of Tourism and Travel Statistics



### What means integrated Tourism and Travel Statistics?

Major tourism and travel statistics seem to be separate entities on the surface.

**But:** In Austria statistical aggregates related tourism are closely interlinked with respect to...

- fairly harmonised concepts and definitions, and
- mutual inputs for compilation.

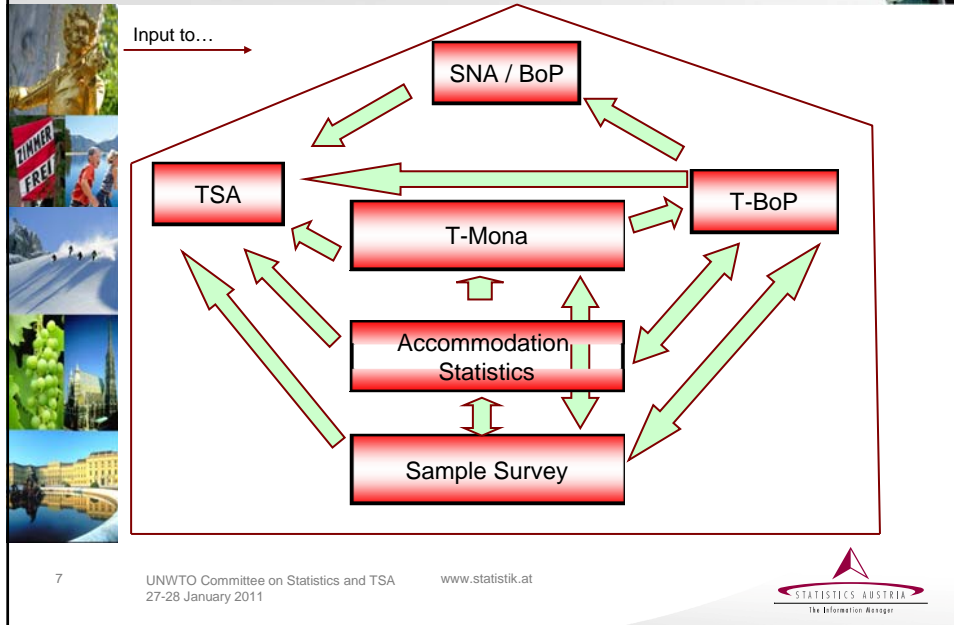
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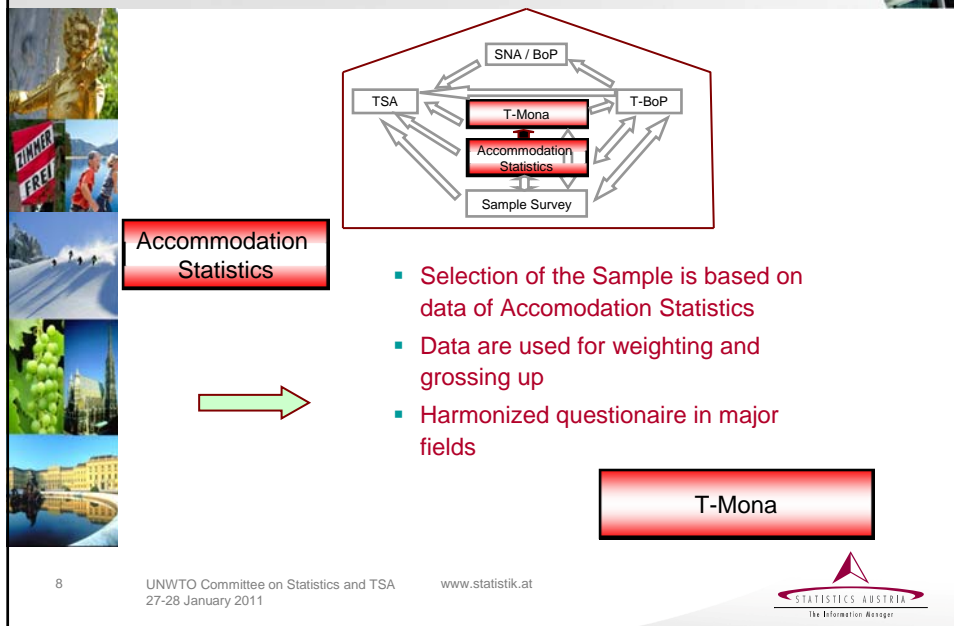
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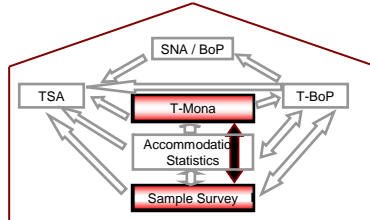
## Integrated Aspect of Tourism and Travel Statistics



## Integrated Aspect of Tourism and Travel Statistics



## Integrated Aspect of Tourism and Travel Statistics



Sample Survey

- visiting friends/relatives and vacation homes - information from accommodation statistics is not available
- Business trips cannot be extracted from accommodation statistics

Harmonized questionnaire in major fields

T-Mona

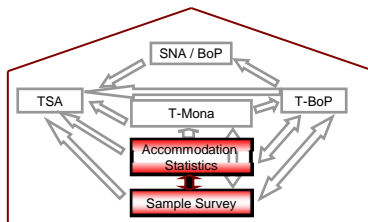
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Sample Survey

- Both sources cover „Domestic Tourism“
- Plausibility checks based on results of outcomes

Accommodation statistics

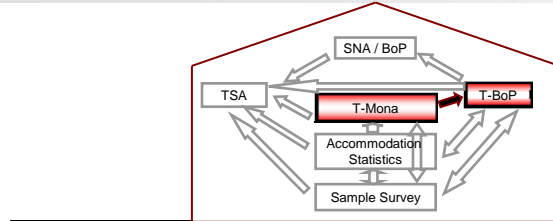
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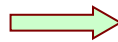
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## Integrated Aspect of Tourism and Travel Statistics



**T-Mona**



- Major data source for compilation of Credit Side
- Average daily expenditure of non-resident tourists in paid and non-paid accommodation

**T-BoP**

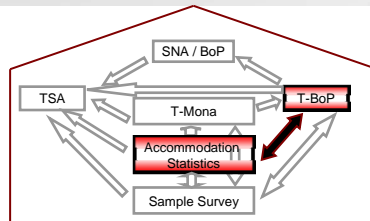
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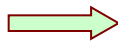
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## Integrated Aspect of Tourism and Travel Statistics



**Accommodation Statistics**



- Major data source for compilation of Credit Side
- Population of non-resident tourists in paid accommodation by country of origin (~60)

Detailed geographical breakdown



**T-BoP**

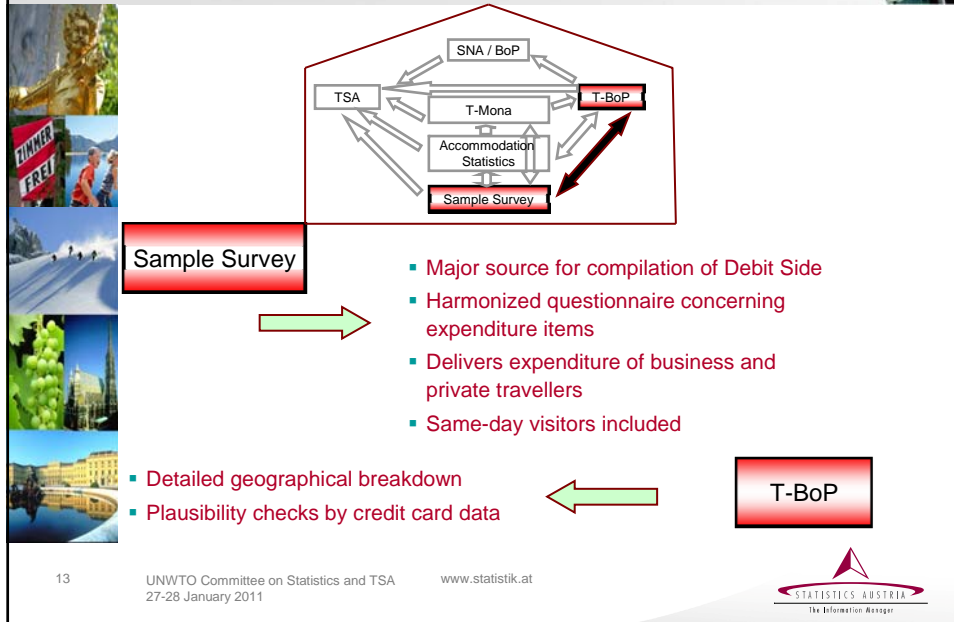
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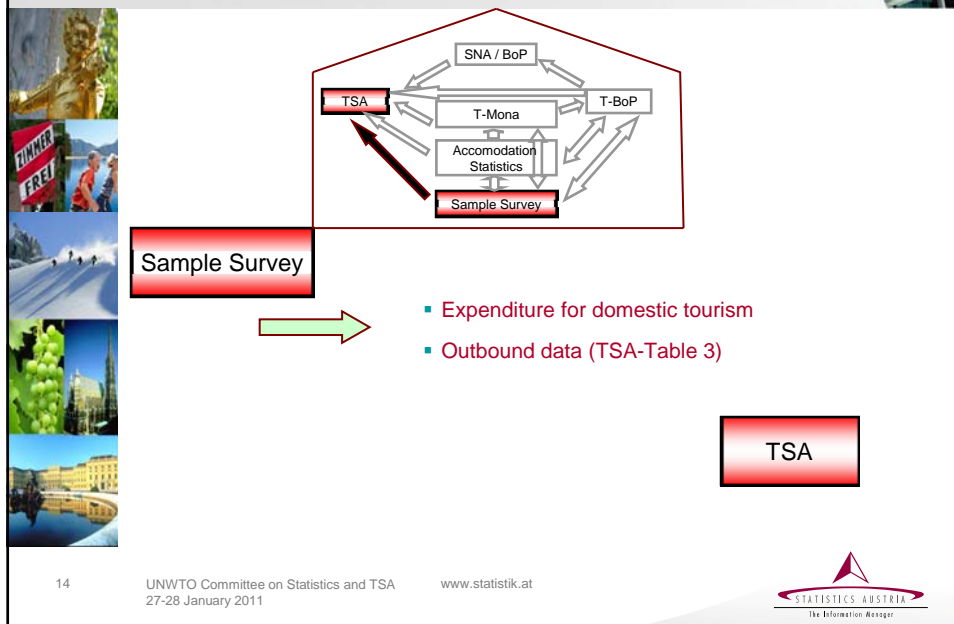
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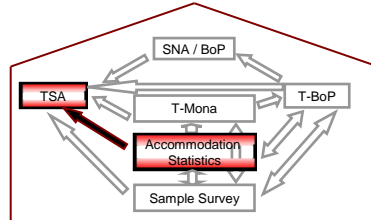
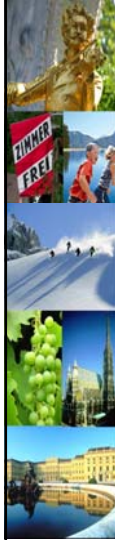


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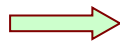




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### Accommodation Statistics



- Population of overnight tourists
- Breakdown by Bundesländer and hotel category

TSA

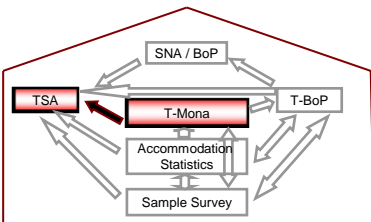
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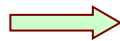


## Integrated Aspect of Tourism and Travel Statistics



T-Mona

Average daily expenditure of goods and services, in regard to inbound and domestic overnight tourists:



- Accommodation
- Food and beverage
- Transportation
- Etc.

TSA

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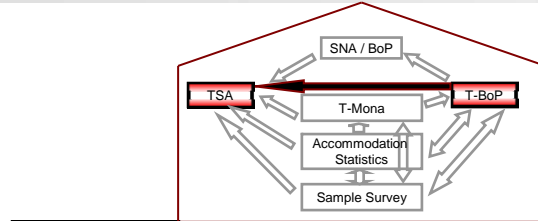
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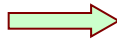




## Integrated Aspect of Tourism and Travel Statistics



T-BoP



Key figures for tourism receipts, adjusted according to tourism statistics methodology

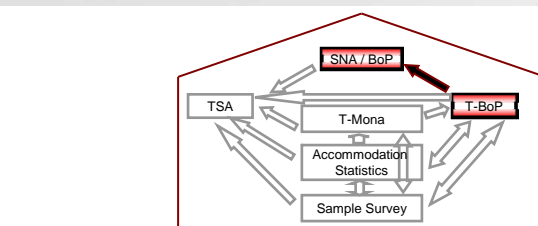
TSA

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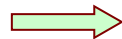
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T-BoP



- Rest of the world account of SNA
- Bridgetables for private household consumption
- Expenditure of Business Trips as production input

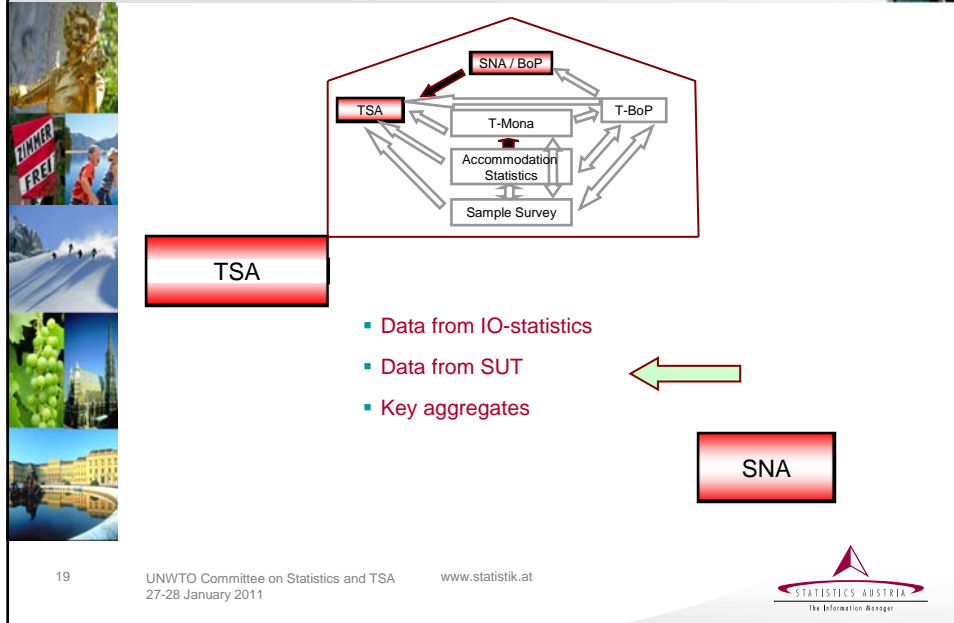
SNA

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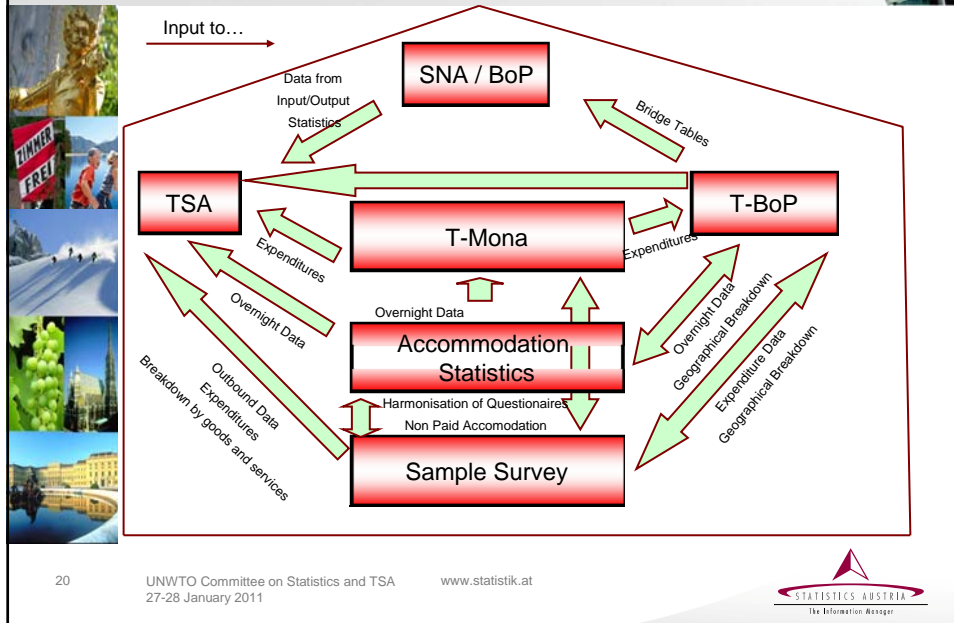
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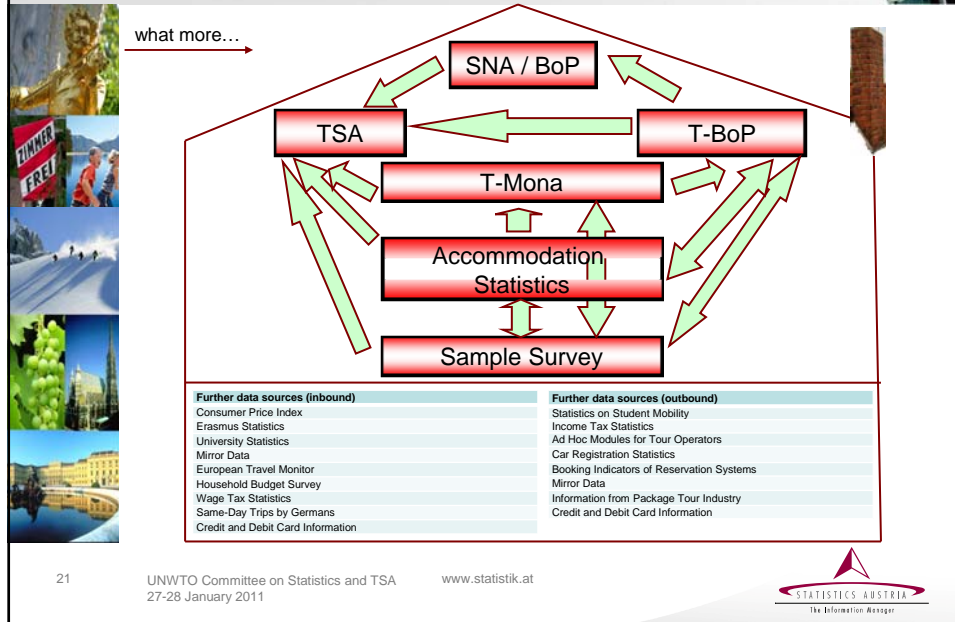
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