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## **Integrated tourism and travel statistics The Austrian view**

UNWTO Statistics Capacity Building Programme  
2008/2009  
Regional Seminar

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We are moving information

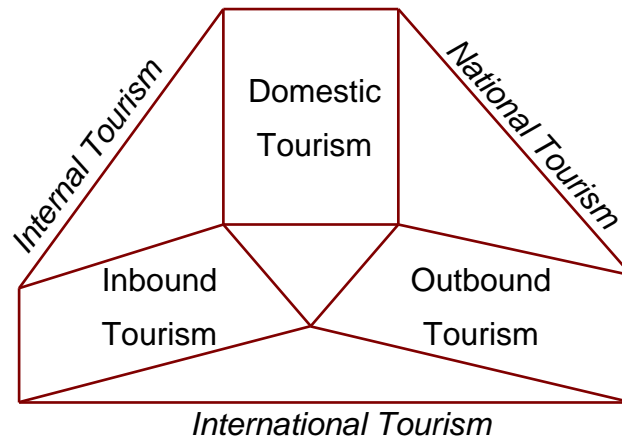
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- **Forms of Tourism**
- **The official Austrian Tourism and Travel Statistics**
- **Integrated Aspect of Tourism and Travel Statistics**



## Forms of Tourism



3

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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 (1600 reporting communes)

### Sample Survey

Statistics Austria, dpt. Travel & Tourism Statistics

→ refers to: **National Tourism (outbound and domestic)**  
Quarterly CATI survey among Austrian residents (n=3500)

### T-Mona

Austrian National Tourism Board

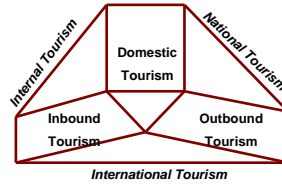
→ refers to: **Internal Tourism (inbound and domestic)**  
F2F survey among overnight holiday tourists  
(20.000 interviews every 2<sup>nd</sup> year in summer and winter season)

4

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## The Austrian Tourism and Travel Statistics



### T-BoP

Statistics Austria, dpt. Travel & Tourism Statistics  
on behalf of the Austrian National 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 concept in narrow sense, but:

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

5

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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:

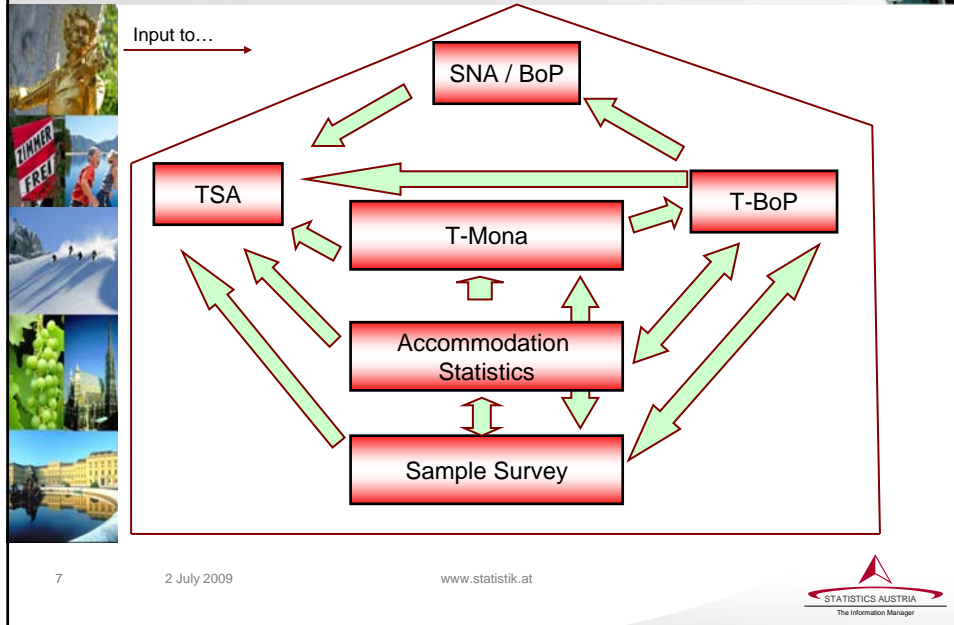
- harmonised concepts and definitions
- mutual inputs for compilation

6

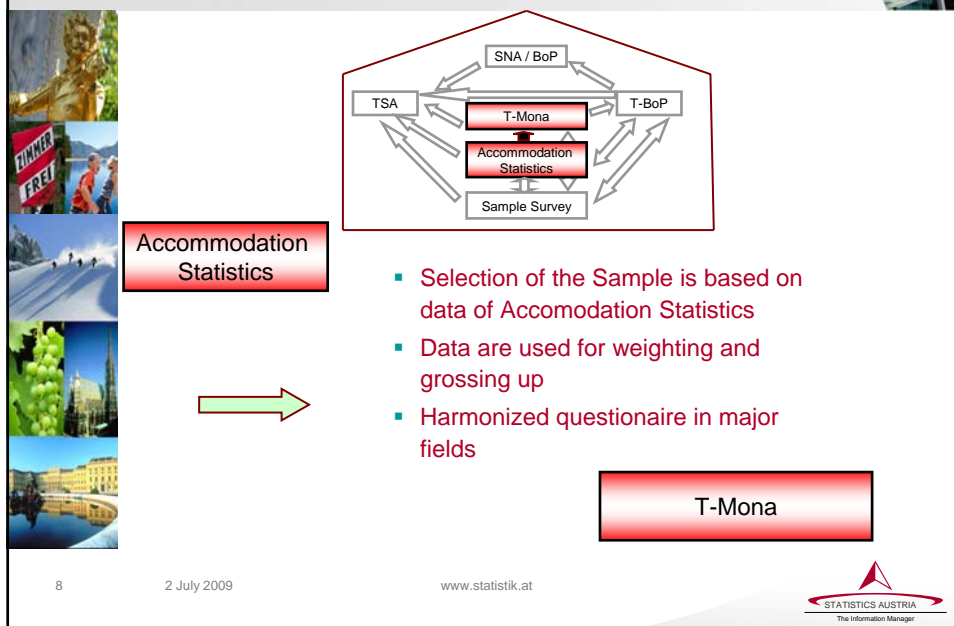
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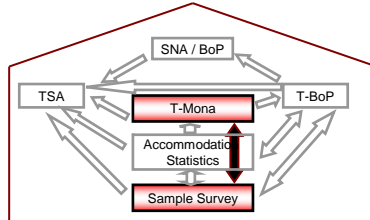
## Integrated Aspect of Tourism and Travel Statistics



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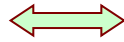


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Sample Survey

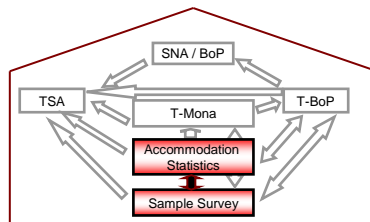
- visiting friends and relatives - no information from accommodation statistics



Harmonized questionnaire in major fields

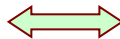
T-Mona

## Integrated Aspect of Tourism and Travel Statistics



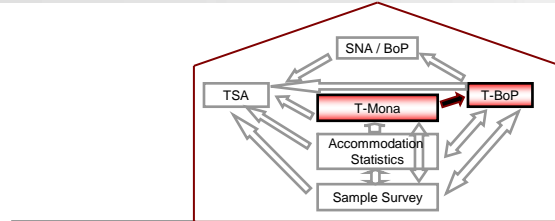
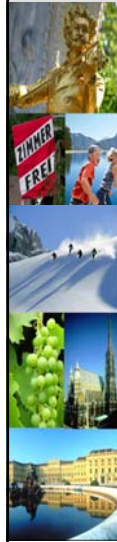
Sample Survey

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

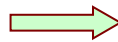


Accommodation statistics

## Integrated Aspect of Tourism and Travel Statistics



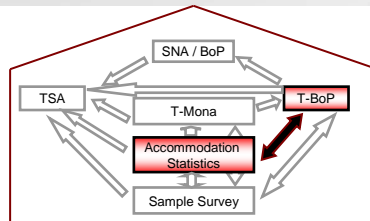
**T-Mona**



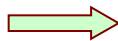
- Major source for compilation of Credit Side
- Average daily expenditure of non-resident tourists in paid and non-paid accommodation

**T-BoP**

## Integrated Aspect of Tourism and Travel Statistics



**Accommodation Statistics**



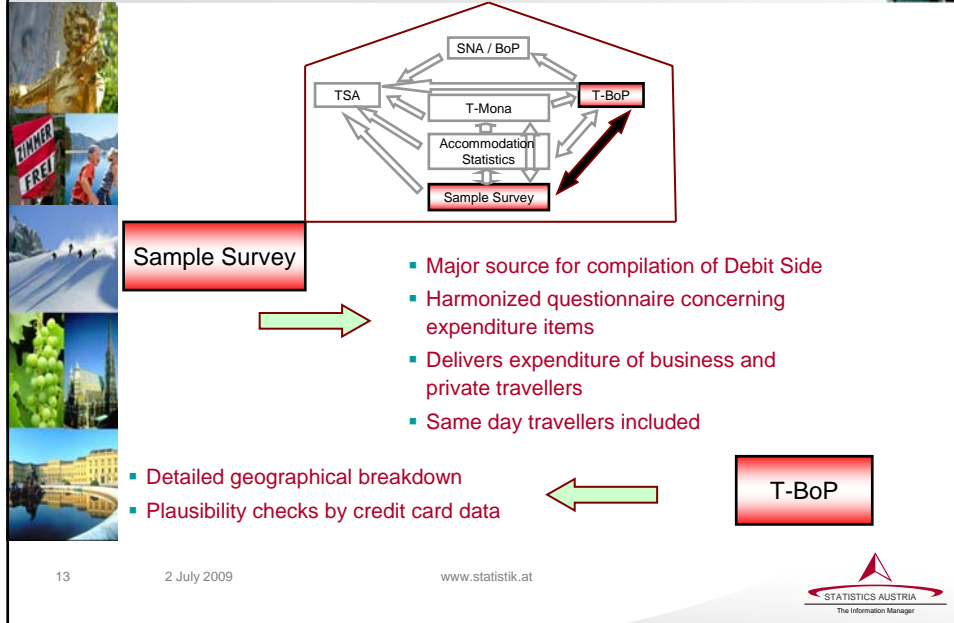
- Major source for compilation of Credit Side
- Population of non resident tourists in paid accommodation by country of origin (~60)

Detailed geographical breakdown

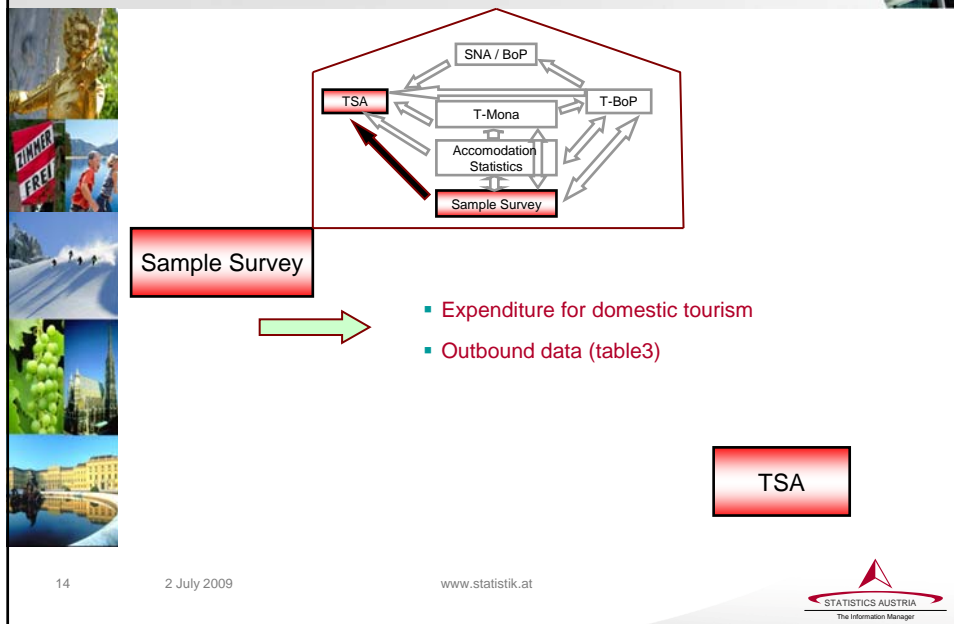


**T-BoP**

## Integrated Aspect of Tourism and Travel Statistics

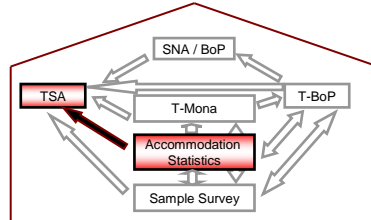
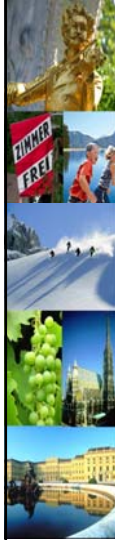


## Integrated Aspect of Tourism and Travel Statistics

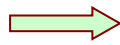




## Integrated Aspect of Tourism and Travel Statistics



### Accommodation Statistics



- Population of travellers
- Breakdown by Bundesländer and hotel category

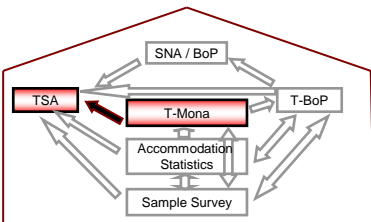
TSA

15

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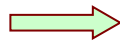
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## Integrated Aspect of Tourism and Travel Statistics



### T-Mona

Average daily expenditure of goods and services



- Accommodation
- Food and beverage
- Transportation
- Etc.

TSA

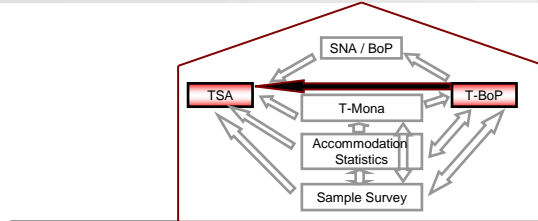
16

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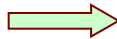
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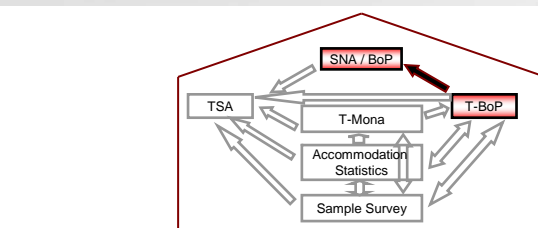
T-BoP



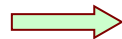
Key figures for tourism receipts

TSA

## Integrated Aspect of Tourism and Travel Statistics



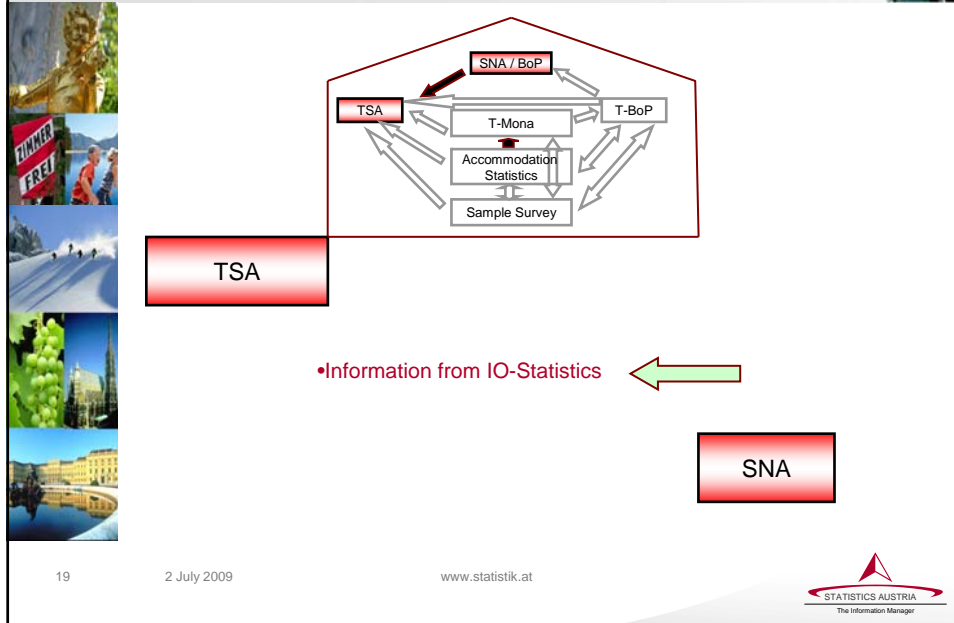
T-BoP



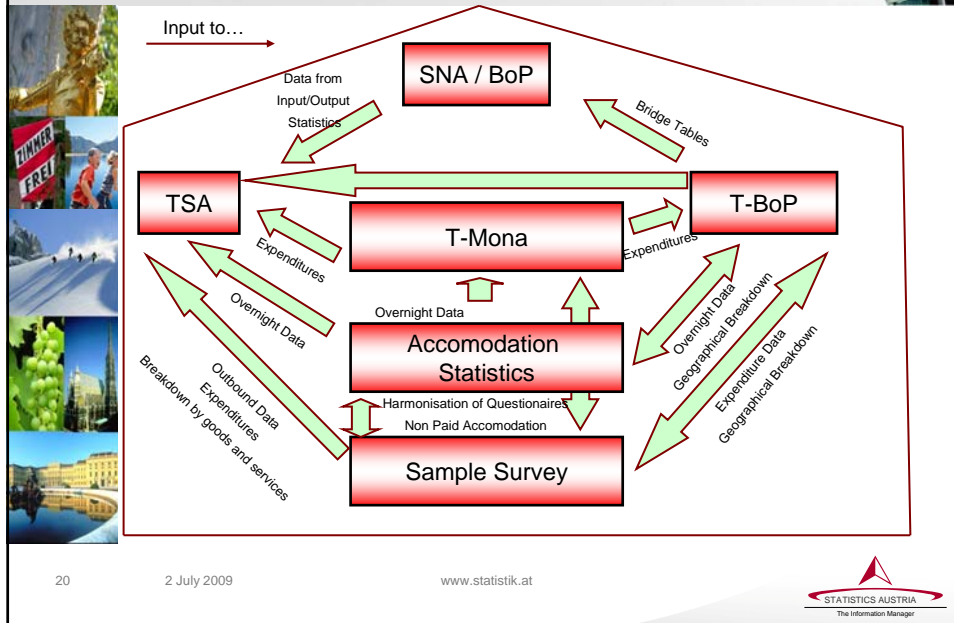
- Rest of the world account of SNA
- Bridgetables for private consumption
- Expenditure of Business Travel as production input

SNA

## Integrated Aspect of Tourism and Travel Statistics



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