

UNWTO Statistics Capacity Building Program

WORKSHOP IV

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Reporting on main challenges remaining for continuing progress in measuring **INBOUND TOURISM**

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Main sources that we are collecting data from, related to inbound tourism:

- **FLOWS** - Form TU-11 (Monthly report on arrivals and overnights of tourists in accommodation facilities); administrative data
- **CHARACTERIZATION OF TRIPS AND EXPENDITURE** - Guest survey made by GTZ in cooperation with National Tourism Organization
- **TOURISM EXPENDITURE** – Data from Central Bank of Montenegro; plans to introduce survey on tourism expenditure (borders/accommodation facilities; it depends from decision of Monstat and other institutions in system)

FORM TU-11

- A separate TU-11 form is filled in for every hospitality accommodation facility (facility where mostly accommodation services are provided)
- Municipalities are responsible to collect all forms within their territory and to distribute them to Statistical Office by the 5th of the following month
- Foreign tourist is any person who spends at least one night in the accommodation facility, and is not a citizen of the Republic of Montenegro. The country of residence of the guest is defined based on citizenship stated in the passport or other internationally recognized travel document.

FORM TU-11

- Questions related to inbound tourism regarding:
 - Arrivals and overnights by 44 countries of residence (countries that we have most tourists from)
 - Ways of tourist arrivals (individually/organized by tourist agency or other organization*)

* **A guest in an arrangement** is a guest who stays in a hospitality facility in the organization of a tourist (travel) agency or other organization which is engaged in tourism mediation. It does not matter if the guest arrived in an organized group or individually.

TU-11 outcome

- Monstat is providing data on international arrivals and overnights broken down in different tables by:
 - Regions
 - Type of accommodation
 - Country of residence
 - Length of stay
 - Different groups of accommodation facilities and country of residence
 - Organized/individual arrangements and type of accommodation
 - Tourism destinations and type of accommodation
 - Municipalities (and country of residence)
 - Towns
 - Other

Ministry of tourism is using this data to make its own tables, and all of them contain data for the specific month and period from the beginning of the year, and comparison with the same month/period from the beginning of the last year

Administrative data

- During tourist summer season, Ministry of tourism collected data on weekly bases, from airports, national park management, national carrier, Ministry of finance, border control and other surveys and researches
- Collection of data is continued every month from mentioned subjects
- Data is compared one to another and with official statistical data published by Monstat, and is used for reports and researches

Guest survey

- This common research of Ministry of tourism in cooperation with National tourism organization started this year (Guest survey 2009)
- Guest survey was distributed in whole Montenegro, from June till the end of October (next survey is planned to be held same period of the following year)
- Size of sample – 1500 fulfilled questionnaires
- First results will be presented at the end November/ beginning December 2009

Guest survey

- Guest survey includes detailed questions on tourist interests, habits, satisfaction level and expenditures
- We expect that we will be able to combine data:
 - Number of nights in Montenegro / location
 - Planning / organizing / booking trip
 - transportation to get to / use within Montenegro
 - Main activities during the trip in Montenegro
 - Visit to the specific places
 - Overall holiday impressions / aspects in Montenegro
 - Quality of the accommodation (in total and in detail)
- AND
- Will you return in next 5 years?
- Would you recommend to your relatives and friends?

Guest survey

- Contains details on expenditure
- Spending for holiday in Montenegro (estimated):
 - Plan
 - Already spent
 - Will be spent
- total / per person / per night
 - **Opinion**: Holiday in Montenegro is cheap / expensive

Guest survey

- Estimation of expenditures for goods / services (total / per person / per night):
 - Accommodation
 - Food and beverages – shops/markets & restaurants
 - Shopping and souvenirs
 - Local transport (bus, train, taxi)
 - Guiding service
 - Entertainment (discotheque, bars, etc.)
 - Cultural activities (museum, theatre, etc.)
 - Sport activities (surfing, rafting, etc.)
 - Rental (boat, car, bicycle)
 - Other

Tourism expenditure

- Calculated by methodology of Central Bank of Montenegro
- Intention to introduce new survey on tourism expenditures