

UNWTO SCBP for AFRICA

Workshop IV
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Practical WS on the Measurement of Inbound Tourism

Flows, characteristics of Visitors,
Inbound Tourism Expenditure



(1) Difference between travellers and visitors

- Country of nationality vs. country of residence; foreigners vs non residents
- Definition of residence;
- The usual environment: frequency, territory and distance




FLOWS: measuring and differentiating travellers from visitors

- Observation procedure:
 - Entry cards: all countries of the region have one
 - Content of entry cards (see next slide)
 - Not all contents are of interest for tourism analysis purposes
 - Who fills the entry cards (case of nationals residing abroad: except Botswana, all fill)
 - Processing entry cards (manually/computerized process)
 - All cards (census) (for which variables?)
 - A selection of cards (sample of cards and entry points)
 - Survey at ports of entry: complementing the information



Information items	Usefulness for tourism statistics
Date	Useful to cross check with other sources
Name	Not useful for tourism statistics
Surname	Not useful for tourism statistics
Sex	Useful
Civil status	Useful
Date of birth	Useful
Place of birth	Not useful
Nationality	Useful
Occupation	Useful
Current country of residence	Useful (also for stratification of the universe)
Address in visited country	Not useful for tourism statistics
Passport number	Not useful for tourism statistics
Place of issue	Not useful for tourism statistics
Date of issue	Not useful for tourism statistics
Type of passport	Not useful for tourism statistics
Type of visa	Useful to identify certain categories of border crossers and to determine if non tourist:
Port of entry	Useful (also for stratification of universe)
Mode of transport	Useful (also for stratification of universe)
Flight number or name of ship	Useful to cross check with other sources
Airline	Useful to cross check with other sources
Intended length of stay	First approximation to actual length of stay; needs to be confirmed
Accommodation	First approximation to actual accommodation
Purpose of travel	First approximation to actual purpose of travel (also useful for stratification of universe)



Usefulness of using both entry and departure cards ?

- Almost all countries of the region have
- Useful for outbound tourism
- It is basically a Migration control
- Its usefulness for tourism statistics purposes is limited, unless there is no survey and used as if it were a survey of leaving inbound visitors



Use of surveys

- Complement E/D cards
- Need to check that the basic characteristics of the population are met in the survey (consistency of the sample with the universe) (otherwise the data need to be adjusted...)
- Usually applied at departure
- Content:
 - Data that cross check with E/D cards (for grossing up...)
 - New variables (explanation variable of expenditure) that cannot be captured in E/D card:
 - Purpose of visit
 - Length of stay
 - Place of accommodation
 - Places visited
 - Travel group; travel party
 - Package/non package



Expenditure

- By categories of visitors:
 - Purpose of visit
 - Form of transport
 - Form of accommodation
- Broken down by products
- Including expenditure by others

crossclassified

Size of the sample....



Classification/presentation of results

- Separating tourists from same-day visitors
- By region/country of residence; beware of too small numbers that may not be significant or useful from a statistical point of view; statistics are different from administrative data
- By purpose of visit;
- By main form of accommodation (at least market/non market)
- Package/non package
- Cross classification as much as possible: significant number of observations..
- Including number of overnights (explanatory variable)

