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## Tourism Satellite Accounts in Austria (incl. TSA in EU Member States)



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We provide information

## Outline



- **Tourism Satellite Accounts (TSA) in general**
  - What, why & how
  - Use of TSA
  - Concepts and methods
- **Tourism Satellite Accounts (TSA) in Austria**
  - State of the art
  - Data sources
  - Results
- **Tourism Satellite Accounts (TSA) in EU-member states**



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## Tourism Satellite Accounts (TSA) in general

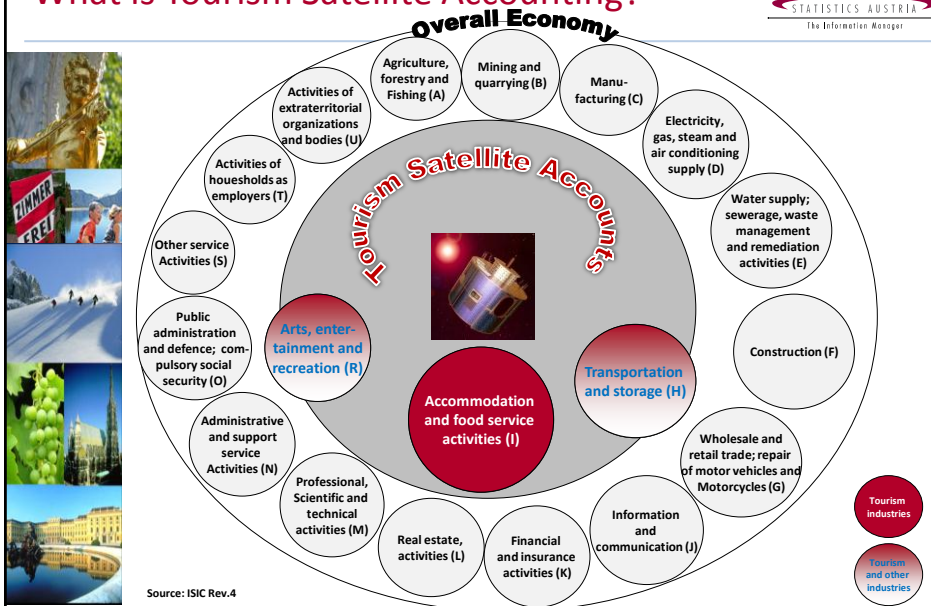


## What is (Tourism) Satellite Accounting?

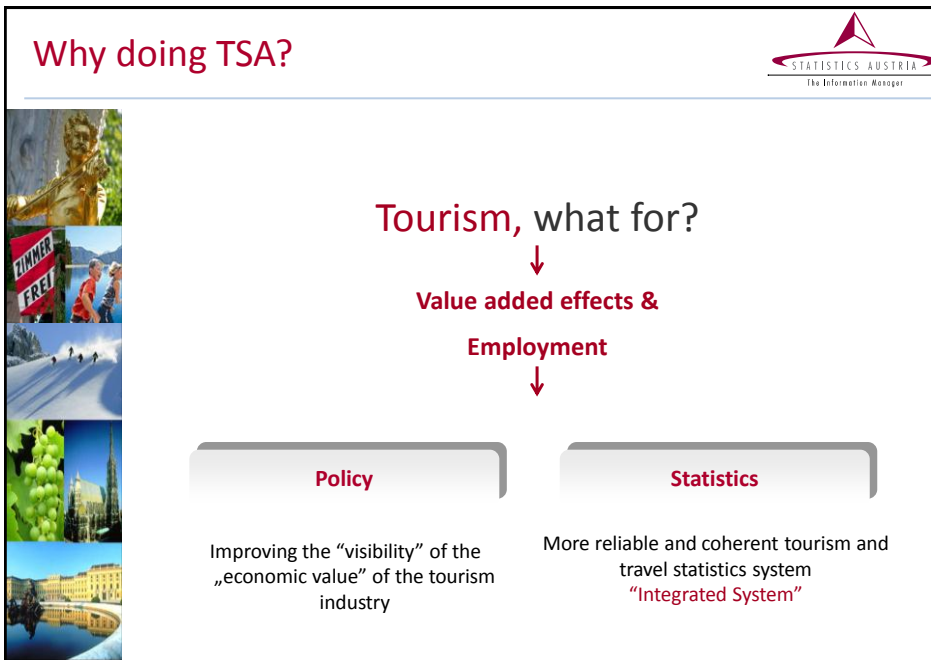


- **Extension** to the “System of National Accounts” (SNA) which enables a better understanding of the size and role of an activity which is usually “**hidden**” within such accounts.
- Satellite accounts **provide**
  - **additional information** on particular social concerns of a **functional** or cross-sector (multidisciplinary) nature (e.g. environment, agriculture, tourism);
  - the possibility of using of **complementary or alternative concepts**, including the use of classifications (when needed) and accounting frameworks (e.g. TSA);
  - **further analysis** of specific data by means of relevant indicators and aggregates;
  - **linkage** of **physical** data sources (e.g. flows, employment) and analysis to the **monetary** accounting system.

# What is Tourism Satellite Accounting?



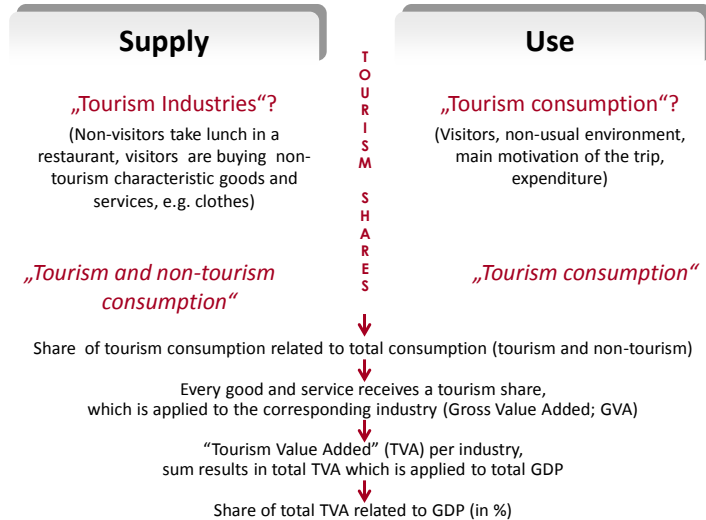
# Why doing TSA?



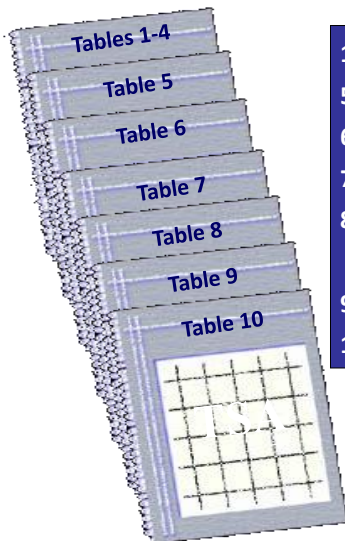
# How is TSA done?



## Integration of Supply and Use



# The 10 TSA Tables



- 1- 4 Tourism expenditure/ consumption
- 5 Production
- 6 Demand meets Supply
- 7 Employment in tourism industries
- 8 Tourism Gross Fixed Capital Formation
- 9 Tourism Collective Consumption
- 10 Non-monetary indicators

## Use of TSA



- Describing the size and the **economic importance** of tourism;
- Providing detailed information on **visitor consumption, including all forms of tourism**;
- **Linking** economic data and other non-monetary information on tourism;
- Providing a reliable and credible **tool** necessary for both effective **public policies** and efficient **business operations** ;
- **Enhance robust information** and indicators on the role tourism is playing and can play in the economy;
- Bring **new recognition and confidence in tourism** as one of the most important sectors of the economy;

## Use of TSA (cont.)



- Including **all kind of tourism activities**, same-day visits, overnight visits, visits in rented and non-rented accommodation;
- Give **greater credibility to tourism statistics** and to the indicators analyzing the scale and the significance of tourism as an economic activity;
- Provide a rich and **informed vision** of the “tourism industry” and of its component activities;
- Generate usable, practical **information for companies** and in particular for SMEs;
- Development of **research and innovative methodological approaches**;
- **Allow international comparison** of results by considering all kind of tourism activities;

## Use of TSA (cont.)



- **Reconciliation/benchmarking** tool regarding demand and supply related data, considering the quality of the data used;
- **Using/combining different data sources** as a prerequisite for receiving a consistent TSA;
- Starting point of the documentation of the **meta data** related the data used compiling TSA;
- Starting point of **cooperation** between NSI and NTA, Central Bank, research institutes, and exchange of views with the tourism industry;
- Starting point of general considerations related the tourism statistical system, including the introduction of **best estimates, modeling and extrapolation methods**;
- Starting of discussion related the **quality of the used statistics** and rethinking of the used concepts;
- Increasing the **public acceptance** of tourism statistical data and justifying new/additional research in this field.

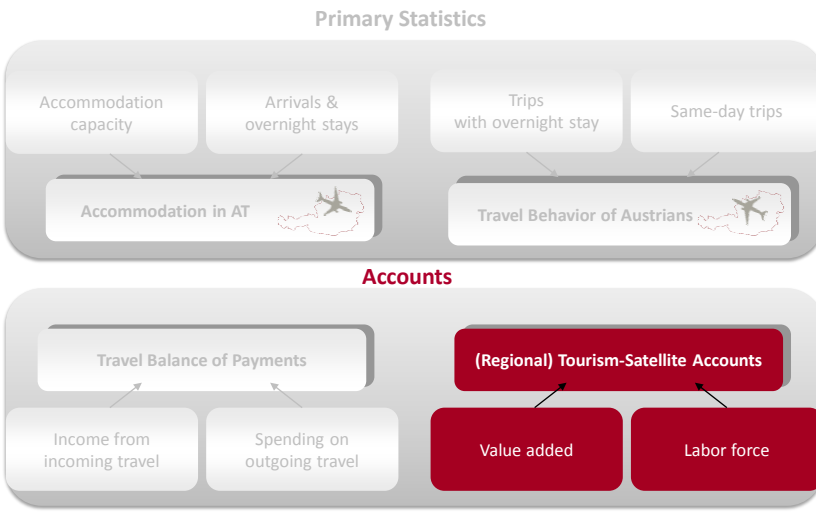


## Tourism Satellite Accounts (TSA) in Austria





# TSA in Austria – integrated part of Tourism & Travel Statistics



# TSA in Austria - Factsheet



<b>What is calculated</b>	
<b>Aim</b>	(Monetary) information about tourism as an economic phenomenon; by integrating the supply and demand side
<b>Subject</b>	Tourism's contribution to national and regional value added of Austria and "Lower Austria", "Upper Austria" and "Vienna"
<b>Coverage</b>	Visitor consumption (domestic , inbound, domestic part of outbound trips), direct and indirect tourism and leisure effects
<b>Why is it calculated</b>	
<b>Legal basis</b>	x
<b>Contract</b>	National TSA: Federal Ministry for Economy, Family and Youth (BMWFJ) Regional TSA: Tourism Boards of Lower Austria, Upper Austria, Vienna
<b>How is it calculated</b>	
<b>Type of statistics</b>	Accounts (synthetic product: model estimation based on existing data)
<b>Method</b>	National TSA: Recommended Methodological Framework (UNWTO, OECD, EUROSTAT, 2008); Regional TSA: Recommendations are not available (but country experiences and best practices)

## TSA for Austria – state of the art



### Tourism Satellite Accounting in Austria is

- **commissioned** by the “Federal Ministry of Economy, Family and Youth”,
- done in **cooperation** with the Austrian Institute of Economic Research (WIFO),
- done by the **Tourism Statistics’ section** of Statistics Austria,
- done **every year**,
- not a perfect system, but **being yearly improved**,
- a **living system**, taking into account any relevant data source,
- **methodologically** based on the UNWTO/EUROSTAT/OECD TSA requirements,
- **not as detailed** as required according to the UN-Manual,
- the **basis** for Regional TSA and the Employment Item.

## TSA for Austria - simplified but not simple



### Tourism Satellite Accounting in Austria is

- **available** for TSA-Standard-Tables 1, 2, 4, 5, 6, and 7;
- not based on primary data sources, but mainly on **secondary data sources**;
- partly and where necessary or feasible based on **estimates and assumptions**;
- only published for **current prices**, not constant prices;
- published taking into account **key results**, only;
- extended by considering **indirect** effects;
- extended by taking into account **leisure** effects.

### For more information, see:

[http://www.statistik.at/web\\_en/statistics/tourism/tourism\\_satellite\\_accounts/index.html](http://www.statistik.at/web_en/statistics/tourism/tourism_satellite_accounts/index.html)



## TSA for Austria – the main data sources



National Accounts
National Accounts
Private Consumption
Supply Use Tables
Input-Output Statistics / Survey Enterprises
Price Statistics
Corporate Statistics
Area Count
Structural Business Statistics
Business Register
Population Statistics
Census
Labor Force Survey
Household Budget Survey

External Data Sources
Social Security Data - HVSV
Same-Day Trips by Germans to Austria - DWIF
TBoP of Partner Countries – Central Banks
Same-Day Trips by Italians to Austria – UIC
T-MONA – Austrian National Tourist Office
CRR – Ministry of Interior
Mirror Data
...
Tourism & Travel Statistics STAT
Accommodation Statistics
Sample Surveys on National Tourism
Travel Balance of Payment

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## Economic importance of tourism in Austria 2000 - 2011



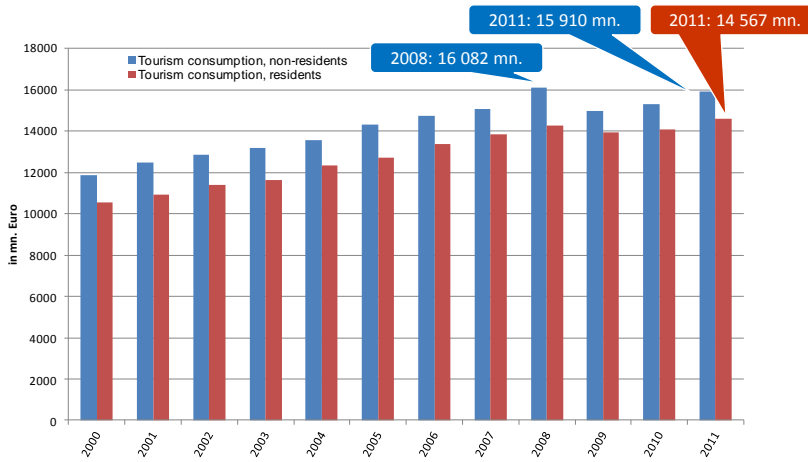
Tourism demand	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
	revised										preliminary	forecast
	in mn. €											
Total <sup>1)</sup>	16 155	16 766	17 439	17 797	18 678	19 526	20 191	20 652	21 618	20 888	21 504	22 276
Direct tourism value added	10 211	10 571	10 915	11 208	11 650	11 979	12 465	13 050	13 793	13 803	15 091	15 633
Indirect tourism value added	5 944	6 195	6 524	6 589	6 968	7 547	7 726	7 602	7 825	7 085	6 413	6 643
	Percentage change from previous year											
Total <sup>1)</sup>	.	3.8	4.0	2.1	5.0	4.5	3.4	2.3	4.7	-3.4	2.9	3.6
Direct tourism value added	.	3.5	3.3	2.7	4.3	2.5	4.1	4.7	5.7	0.1	9.3	3.6
Indirect tourism value added	.	4.2	5.3	1.0	6.1	8.0	2.4	-1.6	2.9	-9.5	-9.5	3.6
	Percentage share in GDP											
Total <sup>1)</sup>	7.7	7.8	7.9	7.9	8.0	8.0	7.8	7.5	7.6	7.6	7.5	7.4
Direct tourism value added	4.9	4.9	4.9	5.0	5.0	4.9	4.8	4.8	4.9	5.0	5.3	5.2
Indirect tourism value added	2.8	2.9	3.0	2.9	3.0	3.1	3.0	2.8	2.8	2.6	2.2	2.2

S: STATISTICS AUSTRIA, Tourism Satellite Accounts for Austria, WIFO (Austrian Institute of Economic Research). Compiled on 08 March 2012. - 1) Without business trips.

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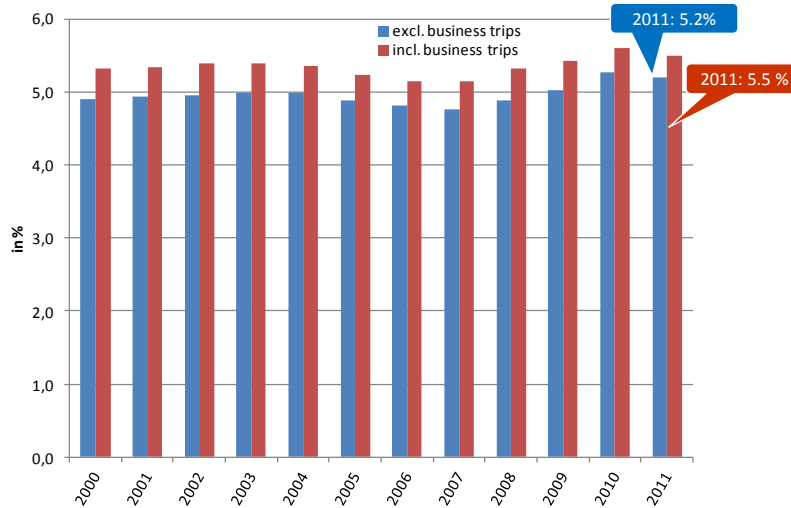
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## Tourism in the national economy: Tourism consumption 2000 - 2011\*)



\*) Source: Statistics Austria/ Austrian Institute of Economic Research; Tourism Satellite Accounts 2000 - 2011; 2010: preliminary; 2011: forecast.

## Tourism in the national economy: Tourism as % of GDP 2000 - 2011\*)

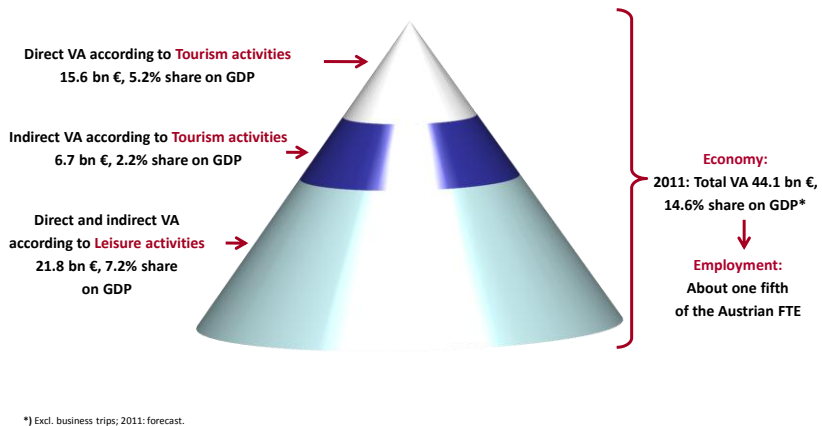


\*) Source: Statistics Austria/ Austrian Institute of Economic Research; Tourism Satellite Accounts 2000 - 2011; 2010: preliminary; 2011: forecast.

# Extended TSA – the main results 2011



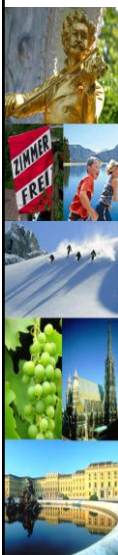
## Economic effects of tourism and leisure activities



# Tourism Satellite Accounts (TSA) in EU Member States



## TSA in EU-countries: 2008-2009 Eurostat project

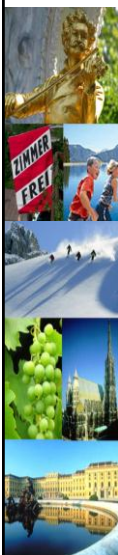


- The **general objective** of the Eurostat TSA-project 2008-2009 was to assess the implementation of TSA in the Member States. - The project focused
  - on the methodologies applied;
  - on the comprehensiveness of the results achieved;
  - on fostering the exchange of experience;
  - on offering technical assistance to those countries being less advanced in this exercise.
- **Achievements and conclusions of the project:**
  - Most Member States have now started the implementation of TSA
  - Clear information on the situation in each of the Member States
  - Better convergence of the work done
  - Assessment of the comparability of the results
- **For more information:**
  - Eurostat:  
<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/methodology>

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## TSA in EU-countries: 2008-2009 Eurostat project



- **Basic methodological Manuals:**
  - 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008)  
[http://unstats.un.org/unsd/publication/Seriesf/SeriesF\\_80rev1e.pdf](http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1e.pdf) (English)  
[http://unstats.un.org/unsd/publication/Seriesf/SeriesF\\_80rev1r.pdf](http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1r.pdf) (Russian)
  - European Implementation Manual on TSA  
[http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/TSA\\_EIM\\_FINAL\\_VERSION.pdf](http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/TSA_EIM_FINAL_VERSION.pdf)
  - OECD:  
<http://www.oecd.org/cfe/tourism/2401928.pdf>
- **Four reports have been published:**
  - Volume 1: Report on the implementation of TSA in the 27 EU Member States  
[http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-RA-09-021/EN/KS-RA-09-021-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-021/EN/KS-RA-09-021-EN.PDF)
  - Volume 2: Comparison of methodology and empirical results  
[http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-RA-09-022/EN/KS-RA-09-022-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-022/EN/KS-RA-09-022-EN.PDF)
  - Volume 3: Practical guide for the compilation of TSA  
[http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-RA-09-023/EN/KS-RA-09-023-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-023/EN/KS-RA-09-023-EN.PDF)
  - Volume 4: Possibilities to obtain more up-to-date TSA key figures  
[http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-RA-09-024/EN/KS-RA-09-024-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-024/EN/KS-RA-09-024-EN.PDF)

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## TSA in EU-countries: Current work



- **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**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:192:0017:0032:EN:PDF>

- Article 5 (Pilot studies): The Commission shall draw up a programme for pilot studies which may be carried out by Member States on a voluntary basis in order to prepare the development, production and dissemination of harmonised tables for tourism satellite accounts and to assess the benefits in relation to the cost of the compilation.

- **Voluntary transmission of TSA data since 2010 by EU and EFTA member states to Eurostat**

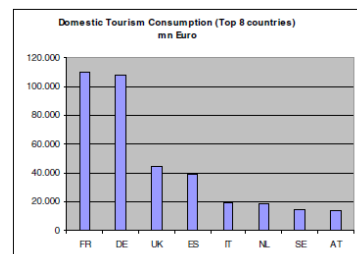
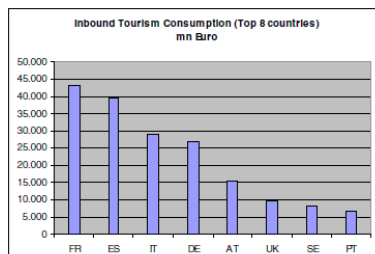
- **The European Commission promotes the use of TSAs by the EU Member States in order to improve the understanding of European tourism.**

[http://ec.europa.eu/enterprise/sectors/tourism/cooperation/tourism-satellite-account/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/cooperation/tourism-satellite-account/index_en.htm)

## TSA in EU-countries: Results



### Comparison of inbound /domestic tourism consumption within the Member States of the EU (in mn Euro)

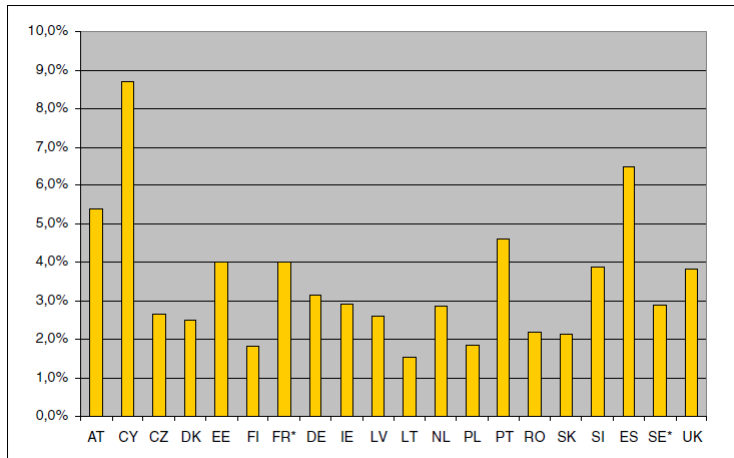


Source: Eurostat, Tourism Satellite Accounts in the European Union, Comparison of methodology and empirical results, Volume 2, Luxembourg 2009. Reference years are different according to countries (2000-2007).

## TSA in EU-countries: Results



### Share of tourism value added (TVA) in gross value added (GVA) within the Member States of the EU (in %)



Source: Eurostat, Tourism Satellite Accounts in the European Union, Comparison of methodology and empirical results, Volume 2, Luxembourg 2009.  
\*) For France and Sweden results for TGDP are displayed. Reference years are different according to countries (2000-2007).

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[http://www.statistik.at/web\\_en/statistics/tourism/index.html](http://www.statistik.at/web_en/statistics/tourism/index.html)

## Tourism Satellite Accounts in Austria (incl. TSA in EU Member States)