Agenda item 3.1

Dissemination of tourism statistics: IRTS 2008 recommendations and UNWTO publications

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Content

I. Dissemination policy in tourism statistics
II. Data revision
III. Statistical confidentiality
IV. UNWTO publications
Data dissemination is one of the key activities in which the compilers of tourism statistics are involved.

The main goal of tourism statistics is to meet the information needs of users (for tourism policy making, for tourism industry etc.)

Providing respondents with the aggregate results that derive from the data they have initially provided is also a way of motivating the participation of respondents in statistical surveys.

Data dissemination timetable

In producing statistical information, there is usually a trade-off between the timeliness with which the information is prepared and the accuracy and level of detail of the published data.

A crucial element, therefore, is devising an appropriate compilation and release schedule that at the same time is realistic for compilers and useful for users.

Countries are encouraged to announce in advance the precise dates at which particular data series will be released.

The advance release calendar should be posted at the beginning of each year on the websites of the agencies which are responsible for the tourism statistics dissemination.
**Timeliness of release of monthly, quarterly and annual tourism data varies greatly from country to country**

IRST 2008: It should be recalled that the following timelines are considered the minimum requirement:

- for monthly data: 45 days
- for quarterly data: 3 months
- for annual data: 18 months

Countries are encouraged to disseminate data internationally *as soon as they become available for national users*

*UNWTO needs your data as soon as possible!*

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**Dissemination of metadata**

Countries are encouraged to disseminate metadata on:

- coverage, periodicity and timeliness of data
- data quality
- applied methodology

*It is recommended that countries indicate in the metadata all deviations from internationally accepted statistical standards and guidelines.*
**Dissemination formats**

Data can be disseminated both electronically (online or in various media) and in paper publications. Countries should assess data users’ capabilities and choose the dissemination format that best suits users’ needs and circumstances.

For example, press releases of tourism statistics have to be disseminated in ways that facilitate re-dissemination by the mass media; more comprehensive or detailed statistics have to be disseminated in paper and/or in electronic formats.

If resources permit, current statistics and longer time series should be organized in electronic database maintained by the responsible compiling agency; an easy user access to such databases should be ensured.

**Data revisions**

Revisions are an essential part of data compilation. They occur as a consequence of the trade-off between the timeliness of published data and their reliability, accuracy and comprehensiveness.

*To address this trade-off, the responsible agencies are encouraged to compile and disseminate the provisional data that are revised when new and more accurate data become available.*

IRTS 2008: Although, in general, repeated revisions may be perceived as reflecting negatively on the reliability of official tourism data, the attempt to avoid them by producing accurate but very untimely data will result in failing to satisfy the users’ needs.
Политика в области пересмотра данных
To deal with the issues surrounding revisions of tourism statistics, countries are encouraged to develop a well-designed revision policy that should be carefully managed and coordinated with other areas of statistics.

*The absence of coordination and planning of revisions is considered a quality problem by users.*

**It is recommended:**
- To establish a predetermined revision schedule,
- Ensure a reasonable stability of the revision policy,
- Ensure openness, advance notice of reasons for the revision and its effects,
- Provide an easy access of users to sufficiently long time series of revised data, as well as
- Ensure adequate documentation of revisions included in the statistical publications and databases.

Владимир Мархонько, Консультант ЮНВТО

Statistical confidentiality

One of the most important policy concerns relevant to data dissemination is the preservation of statistical confidentiality.

*Statistical confidentiality is necessary in order to gain and keep the trust of both respondents to statistical surveys and users of the statistical information.*

The sixth United Nations Fundamental Principles of Official Statistics stipulates that *individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons or not, are to be strictly confidential and used exclusively for statistical purposes.*

Владимир Мархонько, Консультант ЮНВТО
Confidential data and methods of protecting confidentiality

Data should be considered confidential when they allow statistical units to be identified, either directly or indirectly, and thereby disclose individual information.

To determine whether a statistical unit is identifiable, account shall be taken of all means that might reasonably be used by a third party to identify it.

There are two forms of confidentiality of tourism data: primary and secondary.

Tourism data are primary confidential if their dissemination would permit the identification of the data for a particular statistical unit.

Data that are not primary confidential, but whose dissemination, when combined with other data, permits the identification of a unit are secondary confidential.

The most common practices to protect the disclosure of primary confidential data

Aggregation consists in combining primary confidential data with other data. Only the aggregate is the object of dissemination.

Suppression means removing confidential records from the database.

In cases when countries prefer suppression as a method for protecting confidentiality of tourism data, it is recommended that any data deemed confidential be included in full detail at the next higher level of applicable classification that adequately protects confidentiality.
It is recommended that in respecting confidentiality, countries adopt the following commonly accepted rules:

(a) a tabulation cell should comprise at least three units; and
(b) for cells with large numbers, the three units with the largest values should not together dominate the cell value, that is, they should not account for more than 70 per cent of it.

This rule may be relaxed by requesting the permission of the dominating respondent(s) to authorize the compiling agency to disclose the data.

This last solution should be used in cases in which the national providers of tourism characteristic products are very few (e.g., transportation).

Internationalization of confidentiality

There is a growing demand of international users for countries’ data at a very detailed level, even in some cases, demand for countries’ micro data.

This flow of data can be impeded by national confidentiality rules that make it impossible for countries to transmit some of the data requested.

In this connection, IRTS 2008 recommends that countries, while transmitting data to international organizations do not impose confidentiality rules more strict than the rules applied at the national level.
Provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism.

The 2013 edition presents data for 205 countries from 2007 to 2011, with methodological notes in English, French and Spanish.

Focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin.

The 2013 Edition presents data for 199 countries from 2007 to 2011, with methodological notes in English, French and Spanish.
Get the latest and most up-to-date statistics on inbound and outbound tourism for all the countries and regions around the world. Besides the convenient access by alphabetical or geographical selection, the Tourism Factbook offers a multiple country search as well as other additional data sets. All statistical tables available are displayed and can be accessed individually.

As well as collecting data, the UNWTO monitors trends, analyses and forecasts development, which is provided for the first time as Tourism Market Trend files in xls. or pdf format.

The Tourism Factbook is a central access point available free of charge as part of any subscription to the e-unwto. Non-subscribers may purchase the complete set of statistical tables.

Thank you very much for your attention!