Why tourist attractions?

- Tourist attractions might be the main reason for the tourism activity (no attractions – no need for accommodation, transport etc.)
- No official statistics available directly for tourist attractions
- Tourist attractions comprise a vital part of “tourism industry”
- Statistical estimations of Tourism attractions are crucial for TSA.
THE EXPERIMENT IN ISRAEL

In Israel for this purpose, together with the Israeli CBS, we tried to find ways how to collect data from the attractions.

1. Search for publications in other countries on Tourist Attractions

• The only official statistics on Tourist Attraction we found on the internet were “Visit Britain” and “Visit England”.

• These publications give the main trends in the attractions developments. They are based on a special survey.
## 2. Data sources

- Internet
- **Business register** – relevant economic classes (4 digits): VAT reports, Labour force reports, Income-tax reports
- Reports on national museums (annual)
- Reports on national parks (monthly)

### Administrative files

**a) the Business Register**

- A selection of 5 relevant 4-digit classes were considered
- Only operators relevant to tourism attractions were extracted (10,000 records were checked).
- Missing data were computed by the mean values of the classes
Administrative files
b) available reports (cont.)

- Museums do not have monthly VAT reports (non-profits) and the data were obtained from direct annual reports. The amount of visitors also available
- National Parks – provide detailed monthly reports

3. First Results

For the years 2008-2010 we computed by classes the
- Total Income
- Number of Employees
- Number of visitors (restricted to Museums and National Parks)
### Table – Summary of first results
#### Tourism attractions – 2010

<table>
<thead>
<tr>
<th>Classes</th>
<th>Name</th>
<th>Revenue (IS millions)</th>
<th>% change on previous year</th>
<th>Number of Employees (thousands)</th>
<th>% change on previous year</th>
<th>Number of visitors (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9450</td>
<td>Museums, preservation of historical sites and buildings</td>
<td>425.4</td>
<td>-3</td>
<td>2.0</td>
<td>3</td>
<td>3.2</td>
</tr>
<tr>
<td>9452</td>
<td>Botanic and zoological gardens &amp; natural reserves</td>
<td>508.7</td>
<td>13</td>
<td>1.9</td>
<td>2</td>
<td>11.1</td>
</tr>
<tr>
<td>9438</td>
<td>Dramatic Art, and Music activities</td>
<td>111.0</td>
<td>5</td>
<td>1.0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>9480</td>
<td>Sport Activities</td>
<td>218.7</td>
<td>3</td>
<td>1.4</td>
<td>-1</td>
<td></td>
</tr>
<tr>
<td>9488</td>
<td>Other recreational activities</td>
<td>420.3</td>
<td>6</td>
<td>2.5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1,684.1</strong></td>
<td><strong>5</strong></td>
<td><strong>8.8</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
</tr>
</tbody>
</table>

### Revenue of Tourism attractions –2010

- Museums, preservation of historical sites and buildings: 25%
- Botanic and zoological gardens & natural reserves: 30%
- Dramatic Art, and Music activities: 7%
- Sport Activities: 13%
- Other recreational activities: 25%
Tourism attractions – 2008-2010

Revenue in tourist attractions 2008-2010 (in Billions IS)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Billions IS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1.55</td>
</tr>
<tr>
<td>2009</td>
<td>1.60</td>
</tr>
<tr>
<td>2010</td>
<td>1.68</td>
</tr>
</tbody>
</table>

Number of employees in tourist attractions

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>8.5</td>
</tr>
<tr>
<td>2009</td>
<td>8.7</td>
</tr>
<tr>
<td>2010</td>
<td>8.8</td>
</tr>
</tbody>
</table>

Tourism attractions – 2008-2010

Number of visitors in Museums and National Parks

- 2008: 9450
- 2009: 9452
- 2010: 9452
Further steps: Special Survey on tourist Attractions

The CBS plans to improve the results by proposing a special survey on attractions:

- The CBS purchased a file of 2,200 active tourist attractions from a leading site.
- Only 1,300 attractions were with an entrance fee. We classified 9 important categories.
- An attempt was made to find the financial data from administrative files (only 30%).
- Conclusion – an additional direct survey needs to be performed for reliable results.

Proposed main attractions categories

1. Nature sites
2. Art and History
3. Religious sites
4. Visitor centers
5. Zoos and animal parks
6. Theme parks and Leisure parks
7. Sports and Extreme sports
8. SPA
9. Other
Tourism attractions – future plans

1. Compiling a supply-side survey on attractions is the most effective and reliable way of measuring the tourist attractions’ impact.
2. A regional division of the results is planned for the near future

CONCLUSIONS

In order to improve the tourism statistics and the Satellite Account we have to improve the data collection from the supply side.

The expenditure of tourists (both Inbound and Domestic) in the attractions is significant. As so, the economic contribution of the attractions to the TSA is significant as well as the contribution to the employment in Tourism.

We suggest to define the tourist attractions, and the different categories as well as the method to collect statistics from them, as part of the program for the years coming

THANK YOU!