Introduction

- Following last year committee agenda the STSA programme ran a survey in order to detect user needs and collect feedback to be integrated into the planning and improvement process of access to UNWTO tourism statistics.

- Between November and December 2014 the survey was sent to 4,286 potential respondents. Approximately the 9.6% (412) of the total have answered.
Main Findings

• **60% accessed tourism statistics** by logging in into the UNWTO dissemination tool in the past 12 months.

• The principal group of users (62%) is the public sector.

• **Main purpose** of data use is Market Analysis.

• **Users** expressed their needs for new tools for data analysis and user-friendly access.

1. Users – Results

60% (247) of the respondents **accessed** the UNWTO Elibrary in the last 12 months.

Elibrary key users by category:

- The principal group of users is the public sector accounting for 62%.
1. Users – Results

Identification of periodicity of access by users:

In the last 12 months, how many times did you use the Elibrary to access UNWTO tourism statistics?

- About four times (i.e., once a quarter): 37.61% (82)
- Twice: 16.07% (32)
- More than 12 times: 13.76% (30)
- About 12 times: 10.09% (22)
- I do not know: 7.80% (17)
- Not used: 8.22% (19)

- **77%** of the users access tourism statistics **at least four times a year** through the Elibrary.

Main purposes of statistical data usage:

For what purposes do you use UNWTO tourism statistics? (Please select up to THREE main purposes from the list below):

- Market analysis: 70.35%
- Monitoring and forecasting: 45.71%
- General background: 48.29%
- Internal reporting: 37.54%
- Economic context: 26.57%
- Re-distributing information: 24.70%
- Decision-making in business: 15.24%
- Media use: 8.55%
- Preparing legislation: 6.67%
- Negotiations: 4.76%

- **71%** use tourism statistics for **market analysis**.
1. Users – Results

Data and publications satisfaction:
(How do you rate the content of:)

- Overall publications related to tourism statistics are rate good or very good. The lowest percentage was given to the Outbound Tourism Data with 25% of the total responses classifying the product as ‘adequate’ and 6% as ‘poor’.

2. Non-users - Results

Approximately 35% (143) of the respondents did not access the UNWTO Elibrary in the last 12 months.

Awareness of the existence of tourism statistics on the UNWTO Elibrary:

- 42% answered that they were not aware that the Elibrary exists, while 26% responded that they were not aware that tourism statistics data was available via the Elibrary. - 68% potential users?
- The third largest group (24%) answered that they were aware of the Elibrary but they did not have access/subscription to it.
2. Non-users - Results

Elibrary non-users by category:

- The principal group of non-users is the public sector accounting for 67% of the total respondents.

3. Comparative Analysis

Determinate users’ and non-users main needs:

- Similar trends between users and non-users needs.
- The priorities for the users are a searching and a user-friendly visualization tool.
Identification of users’ and non-users potential functions that might enhance access of tourism data provided by UNWTO:

- Similar trends between users and non-users needs.
- The priorities for the users are a comparative tool and access to raw data.

Almost 80% of users entered to the Elibrary at least four times a year to access tourism statistics.

Need to develop new tools for analysis and user-friendly access.

Improve dissemination strategy for non-users to become potential users.

Questions?