



## Agenda item 5:

# UNWTO Data Access

15th Committee on Statistics and Tourism  
Satellite Account – 13 January 2015 – Madrid

## 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.



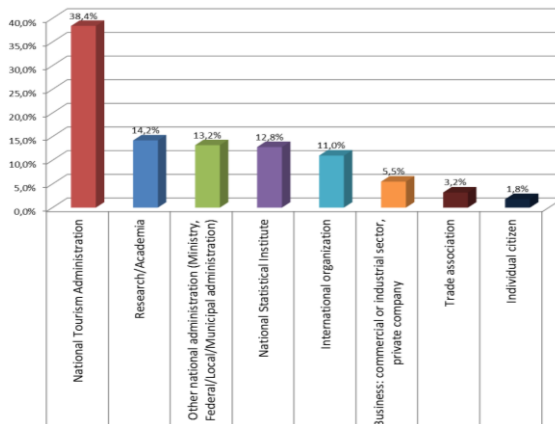
## Main Findings

- **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:**

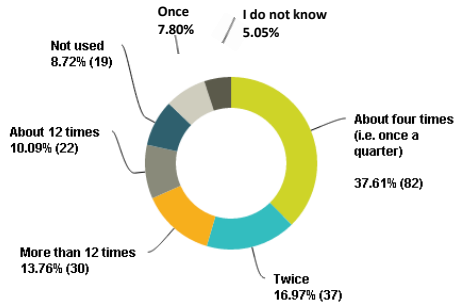


- The principal group of users is the **public sector** accounting for **62%**.

# 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?



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

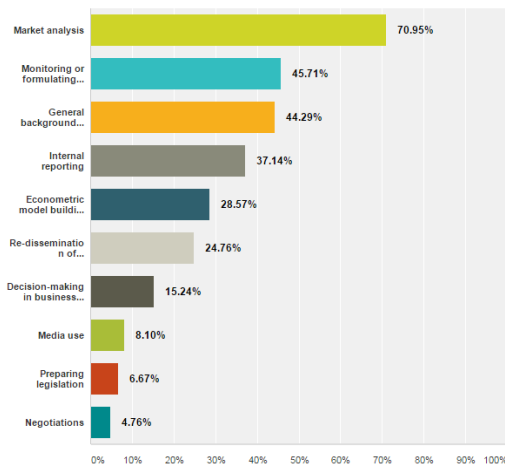
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# 1. Users – Results

## 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):



- **71%** use tourism statistics for **market analysis**.

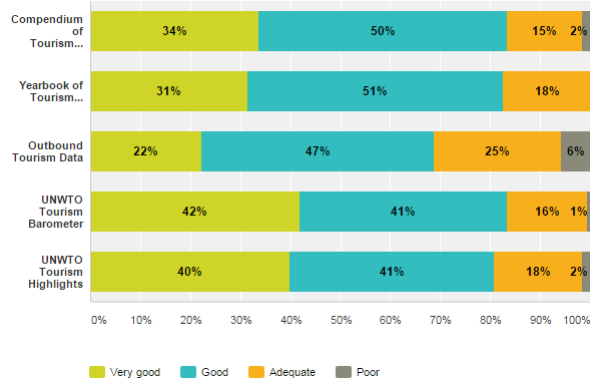
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# 1. Users – Results

## 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'.

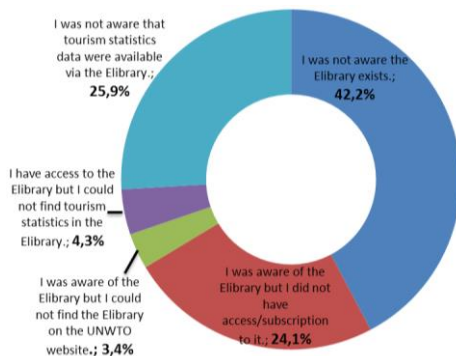
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# 2. Non-users - Results

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

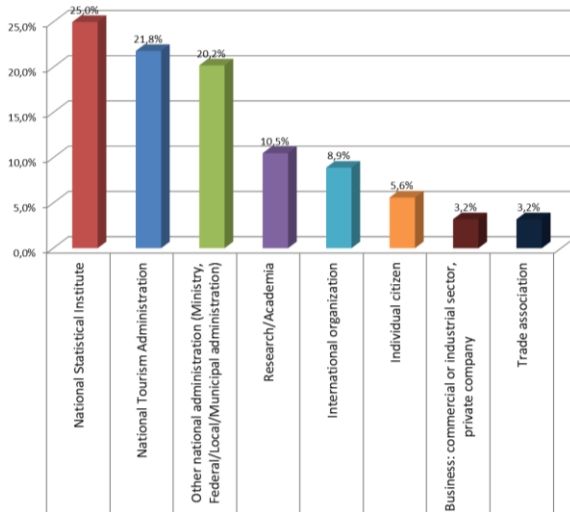
Awareness of the existence of tourism statistics on the UNWTO Elibrary:



- 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

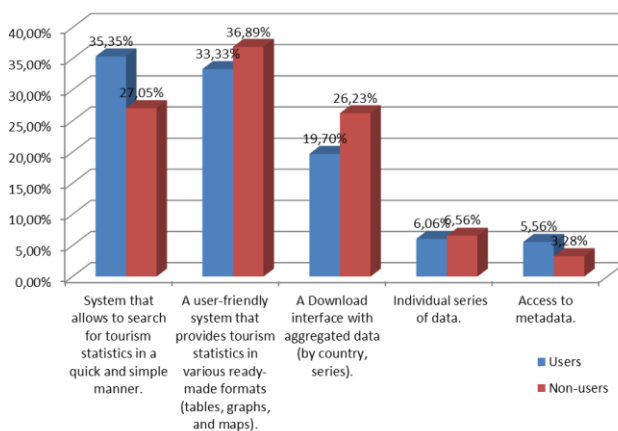
### Elibrary non-users by category:



- 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:

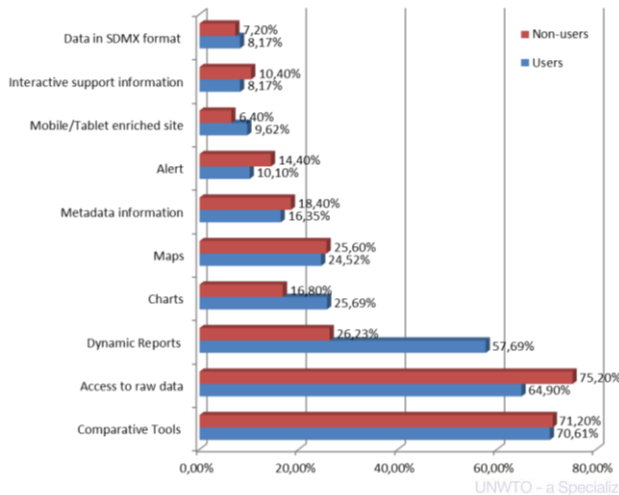


- Similar trends between users and non-users needs.
- The priorities for the users are a searching and a user-friendly visualization tool.



### 3. Comparative Analysis

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.

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### 4. Conclusions

- 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?**

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