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SOCIAL AND DEMOGRAPHIC STATISTICS  
TOURISM STATISTICS

Draft guidelines on statistics of  
international tourism

Report of the Secretary-General

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## INTRODUCTION

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1. This paper presents the draft international guidelines on a simplified and phased programme of statistics of tourism, which the eighteenth session of the Statistical Commission requested.<sup>1/</sup> The draft guidelines concentrate on the concepts and definitions, classifications and tabulations of statistics on non-resident visitors in a country and on residents of a country visiting abroad and deal briefly with the sources and methods of gathering and compiling the data. Fewer items of data and classifications of them are proposed in the case of the latter international travellers than the former primarily because of the greater difficulties of gathering and compiling statistics. In order to keep the proposed programme of statistics of tourism simple, a number of aspects of these statistics, for example domestic tourism, the activities and capacity of specific tourist resorts, or the employment, capital formation and income of establishments principally serving tourists, are not covered in the draft international guidelines. Furthermore, in order to tailor the simplified programme of tourism statistics to the possibilities of countries, it is suggested that the proposed statistics be developed in four phases of increasing difficulty.

2. The draft international guidelines presented in this paper take into account the earlier international work carried out on statistics of tourism. In particular, use has been made of the guidelines on statistics of tourism issued by the International Union of Official Travel Organizations (IUOTO) and by the United Nations Conference on Trade and Development (UNCTAD) and of the discussions and conclusions of the meeting in March 1972 of the Working Group on Statistics of Tourism of the Conference of European Statisticians (see Bibliography, references A.1, A.7 and A.16). Furthermore, when the draft guidelines in this paper deal with definitions or classifications which are already the subject of established international guidelines, for example the definitions of resident and non-resident of a country, the classification of the consumption expenditures of households in the United Nations System of National Accounts or the International Standard Classification of Occupations of the International Labour Office, care has been taken to use the established guidelines.

3. This paper is to be circulated to national statistical authorities and interested international organizations for comment. These comments will be summarized and analyzed in another paper (E/CN.3/487) which will be before the nineteenth session of the Statistical Commission. The international guidelines set out in this paper will also be considered by a meeting in April 1976 *at a Working Group* on *Tourism Statistics* of the Conference of European Statisticians; the report of the *Working Group* will be made available to the nineteenth session of the Commission. *(CES/AC.39/10)*

4. This document deals with the subject of statistics of international tourism in the following order. After suggesting the action that the nineteenth session of the Statistical Commission may wish to take on the draft international guidelines, it outlines the purposes, scope and limitations, the character and sources of data and the phases of development of the proposed simplified programme of statistics of international tourism. Dealt with next are the concepts and definitions of international tourists. After that the paper devotes separate chapters to the purposes and scope, items of data, definitions, classifications and tabulations, and the sources

<sup>1/</sup> The paper was prepared with the assistance of Mr. Raphael Raymond V. BarOn as consultant to the United Nations.

and methods of gathering and compiling of the major types of statistics of international tourism. The major types of these data are (i) statistics on arrivals and departures and length of stay of international visitors gathered at the frontiers of a country, (ii) statistics of arrivals and length of stay of guests and of the capacity and use of hotels and other lodgings which serve the non-resident tourists in a country and (iii) statistics of the outlays on consumption in a country of non-resident visitors and on consumption in foreign countries of residents visiting abroad.

## I. ~~SUGGESTED~~ ACTION BY THE COMMISSION

5. The nineteenth session of the Statistical Commission may wish to:

(a) Recommend the draft international guidelines presented in this paper, modified in the light of the comments of national statistical authorities and international organizations and the discussions and conclusions of the Commission, for the use of Member States of the United Nations in developing and improving their statistics of international tourism;

(b) Request the Secretary-General to:

(i) Prepare, issue and circulate a publication on the simplified and phased international guidelines on statistics of international tourism which are approved by the Commission;

(ii) Prepare a technical manual on the substance, sources and methodologies of gathering and compiling statistics of international tourism, in particular on the use of sampling.

## II. A PROGRAMME OF TOURISM STATISTICS

### A. The importance and state of tourism statistics

#### 1. The significance of tourism

6. Tourism is of major importance to many countries of the world. In 1974 about 210,000,000 arrivals of international tourists were recorded by the International Union of Official Travel Organizations (IUOTO), corresponding to about 100,000,000 trips abroad on which, excluding international transport, \$U.S.29 thousand million were expended. In addition to international tourism, domestic tourism consists of hundreds of millions of holidays away from home and of milliards of shorter recreational and business trips.

7. Outlays on tourism are significant expenditures of the disposable income of many groups of people, for whom the annual holiday abroad or at home is the highlight of their year. Holidays with pay are now standard in most developed countries. Many trips are made by businessmen and professionals each year, at considerable expense to their enterprises or themselves. Tourism plays a major part in the balance of payments of many countries, frequently exceeding in importance the imports or exports of commodities; and the economy of certain regions of these countries is greatly dependent on tourism.

8. A number of branches of the economy supply services and goods for tourism. In the case of some branches, all, or almost all, of their activity is related to tourism, for example hotels and similar accommodations, charter air passenger companies, travel agents; in the case of other branches, tourism supplies a major part of their revenue, for example restaurants in tourist resorts, souvenir shops.

9. Tourism grew at a high rate up to 1973 in many parts of the world, as compared with the growth of most other industries and of international trade in commodities. Since 1973, the oil crisis, inflation and economic difficulties caused a slowdown in the rate of expansion, or even a fall, in the volume of and receipts from international tourism in the case of many areas. This slowdown occurred after a considerable expansion in the capacity for tourist accommodations and travel, causing severe discrepancies between supply and demand. The adverse balance of payments of many countries also resulted in increased attention to the importance of the income from international tourism and of residents' expenditure abroad.

## 2. The need for tourism statistics

10. Government and other agencies and enterprises are therefore devoting greater attention to analyzing the structure and trends of demands from, and the supply of services to, tourism. National tourist organizations and other concerned bodies endeavour to prepare appropriate short-term, medium-term and long-term policies and plans and closely follow the major changes taking place in the various tourism markets. Statistics of national and international tourism are essential for the studies and analyses of government and private tourist organizations and of enterprises serving tourists.

## 3. The present state of tourism statistics

11. It is widely recognized that the present situation of statistics of tourism is far from satisfactory in the case of most countries and that inter-country comparisons are extremely difficult because of the limited use of international standard definitions and classifications. The deficiencies in statistics of tourism arise both from the intrinsic difficulties in defining the concepts and classifications and in collecting sufficiently reliable data. Work on the statistics and economics of tourism is comparatively recent, in contrast to statistics of population, labour, international trade, industrial activity etc., in which experience has been gained over long periods. Each country has its own geographic and administrative conditions, which have affected the growth of tourism statistics; these statistics have also usually received low priority in the development of the national statistical system.

12. Many of the items of data must be collected from tourists themselves or from establishments dealing with tourists; they are not the easiest respondents for statistical inquiries, especially because the transactions may be carried out in a variety of currencies and not always in accordance with government regulations. The exports and imports of commodities are usually accompanied by considerable documentation, which furnish the basis for compiling international trade statistics though there are, nevertheless, considerable difficulties in comparing and reconciling the foreign

trade data between different countries. In contrast, most countries, in order to facilitate tourism, eliminate all non-essential records at international frontiers and other points of contact. The volume and dispersion of tourism also make detailed collection of the statistics difficult.

13. Even in countries with advanced systems of statistics and considerable experience in this field, the available statistics of tourism are far from complete and there are marked difficulties in reconciling the data on certain aspects of the data from different sources. The growth of the tourist industry is of major importance in the case of a number of developing countries but they have serious difficulties in compiling statistics of tourism which are adequate for their needs, in part because of their limited statistical resources.

14. Many countries publish periodic digests of tourism statistics and research. Certain international organizations have devoted considerable efforts to encouraging the collection, analysis and improvement of tourism statistics. The World Tourism Organization (formerly IUOTO) and the Organisation for Economic Co-operation and Development (OECD) publish important annual statistics and special studies; statistics of tourism are also issued in the Statistical Yearbook of the United Nations and the Balance of Payments Yearbook of the International Monetary Fund.

#### B. The purpose and scope of tourism statistics

15. The programme of tourism statistics of a country should consist of the collection, compilation and publication of data on:

- (a) International travel to the country and the principal activities and outlays of international visitors in the country;
- (b) International travel and the outlays on tourism of residents of the country;
- (c) Domestic tourism;
- (d) The characteristics and operations of the principal establishments serving international and domestic tourism, especially hotels and similar accommodations.

##### 1. Purpose

16. The statistics of tourism should primarily serve the government needs to determine policies and activities concerning tourism and the associated services, for example the promotion and marketing of, the financial incentives to, and the taxes on tourism and the activities of government agencies concerned with tourism. Annual data are therefore needed first of all on the numbers and types of international visitors and their impact on the economy. The demands for and supply of accommodations and other tourist services should be measured and analyzed for medium- and long-term planning and promotion.

17. A comprehensive body of statistics of tourism will also supply data for monitoring the operations and formulating the policies of:

(a) Airlines, shipping lines, especially national carriers;

(b) Enterprises furnishing services to tourists, for example hotels, tour promoters, travel agents, and their business associations.

18. The statistics should be sufficiently detailed as to the geographic areas of the destination of tourists in a country to be useful for studies of demand and supply and for planning on a regional and local, as well as on a national, basis. The detail concerning the characteristics of and the purpose of visit of tourists should be adequate for the planning and follow-up of marketing.

## 2. Scope

### (a) International tourism

19. An international visitor is essentially defined as any person visiting a country other than that in which his centre of interest lies for less than one year for any reason other than following an occupation remunerated from within the country visited. More detailed definitions of "visitor" and "tourist" are presented in chapter III below. Thus, visitors to a country comprise holidaymakers from other countries (the popular conception of "tourist" and persons travelling on business, for professional purposes and for health and other purposes, including visits of nationals of the given country who reside abroad.

20. International travel and migration statistics relate to other travellers too, for example, migrants, seasonal workers, diplomats stationed abroad, who should not be included in tourism statistics on entry into or exit from the country though they may indulge in tourist activities in the country.

### (b) Domestic tourism

21. Domestic tourism primarily consists of holidays of residents of a country away from home, staying in a hotel or other accommodation in the given country. The demands for accommodations and other services to domestic tourists may complement, or compete with, those of tourists from abroad, depending on the extent to which their demands coincide or differ in respect of seasons of the year, type of resorts and type of establishments. It is therefore important to analyse the two types of demands in parallel, wherever possible. Because of the complexities, difficulties and the lower priority of statistics of domestic tourism, the guidelines set out in this paper deal only with nights of residents in accommodation establishments and the related receipts.

### (c) Establishments serving tourism

22. Many branches of the economy serve tourism, as detailed in chapter V; it is important to gather statistics on their activities and receipts in the case of tourists and some of the characteristics of the establishments.



23. The most important are the hotels and other accommodation establishments, which derive most of their income from tourism and which can also supply basic data on their guests, nights spent and receipts, as well as on the characteristics of the establishment. Hotels and similar establishments are usually obliged to keep certain records of their guests but it is difficult to obtain detailed statistics from many other types of accommodation. The data on guests, receipts etc., should be related to the characteristics, such as capacity, of the establishments, in relevant detail according to region and area.

24. As tourism involves transport, statistics are wanted on international transport, in particular on the revenues of national (domestic) carriers from visitors from abroad. Similarly, the expenditure of residents travelling abroad on national and non-national carriers, should be covered. A number of other forms of commercial transport are used by tourists, for example coaches, railroads, internal aviation, hired cars.

#### C. The development of tourist statistics in phases

25. These guidelines propose that statistics of tourism should be developed in four phases, in the light of the requirements for and the availability, difficulties and costs of the collecting of reliable data (see sections D of chapters IV, V and VI).

26. The suggested first phase is to gather, compile and issue national statistics annually on the movements of international visitors into a country and on their stay, followed by data on their use of hotels and other accommodations and on the characteristics of the establishments in the second phase. The collection of detailed statistics on the characteristics and length of stay is considered to be part of the third and fourth phase of development. The preparation of annual estimates of non-resident visitors' outlays on tourism services is also assigned to the third and fourth phases.

27. It is proposed that statistics on the movement of residents abroad for tourism purposes and their outlays should be dealt with to some extent in the first two phases of development but primarily in the last two phases.

28. As tourism is often seasonal in character, it is desirable to follow changes in tourist volumes over the year as well as annually. It is therefore important to have monthly data on the principal series. Because of difficulties of collection, the development of most of the monthly statistics is considered to be part of the third and fourth phases. These data are needed for studies of the exogenous circumstances and endogenous factors, such as the policies and practices of agencies promoting and serving tourism, in tourist trends, and monthly data are also needed for purposes of seasonality analyses (see paragraph 67 and table 5).

#### D. International comparability

29. Each country exhibits specific circumstances in respect of the character of tourism, of administrative regulations of tourist entry and exit, of accommodations and foreign currency, and of economic and statistical institutions and arrangements. While the statistics of tourism collected, processed and published by a country

should be designed to meet its own requirements and circumstances, it is desirable that the data should be as compatible with the definitions and classifications of international guidelines as is feasible. If this is the case, adequate national data on tourism will also serve the requirements of international agencies concerned with tourism and of other governments. The exchange of comparable data on tourism between countries is of considerable value to them for purposes of dealing with their own problems and policies. Internationally comparable statistics of tourism are of course also of interest to the establishments serving tourists, to universities and other research organizations, which may carry out studies in depth, and to the general public.

#### E. Complementarity of sources of data

30. It is necessary to use a range of sources of data to compile the various series and estimates, even in the case of a simplified body of tourism statistics. Certain sources of data may be used in gathering other statistics as well; other sources of data may have to be specially developed for tourism statistics. The principal sources of data, which are discussed in some detail in later sections of this paper, are set out below.

##### 1. Administrative records compiled at frontiers

31. Many countries require the completion of an entry form, and usually an exit form, by all, or most, visitors to the country; similar forms may be required for residents departing or returning. These forms, when available, are a very important source of tourism statistics (see chapter IV) though the reliability of certain of the data recorded may not be great, for example purpose of visit, and data on the movement of tourists within the country, the type of accommodation they use, etc., are not supplied.

##### 2. Returns from accommodation establishments

32. In a number of countries, hotels and other accommodation establishments are obliged to maintain a register of guests, from which relatively detailed statistics on the arrivals of guests and the nights they spend, may be compiled. These registers furnish data on tourist nights, international and domestic, according to regions and types of accommodation; they may also yield statistics on international tourist arrivals in the absence of frontier-control data. However, the registers do not cover (i) the tourists who stay in such accommodations as the homes of friends or family or (ii) excursionists. Furthermore, the collection of those statistics through the accommodation establishments may be more difficult than through the frontier authorities (see chapter V). The establishments can of course supply data on their capacity, total receipts, employment, etc.

##### 3. Banks and other establishments

33. Data may be available on foreign currency changed by international visitors through banks and similar institutions. These data should be useful for the outlays of non-resident visitors though the bank transactions may differ substantially from the total outlays of the tourists. Similarly, the currency obtained by residents for travel abroad may provide an estimate of their outlays abroad.

34. The international transport carriers are also a source of tourism data, notably on the income of the national carriers from visitors and outlays of residents for international travel. Internal passenger carriers and other establishments may provide other required statistics on tourism. (See Chapter VI).

#### 4. Sample surveys at frontiers

35. The entry and exit forms can cover only a limited number of subjects and will not usually provide details concerning the characteristics of the tourists and their trips or concerning their outlays. The liberalization of international travel has been accompanied in recent years by the abolition or reduction of frontier forms, especially in the case of countries with large volumes of tourism and many entry points. Sample surveys of the tourists departing at the frontier can supply a range of valuable data though subject to sampling and other errors. It is similarly possible to conduct a survey of departing residents, usually coupled with departing visitors, or of returning residents, perhaps coupled with arriving visitors.

#### 5. Household surveys

36. Sample surveys of individuals in their homes are conducted in many countries for statistics of population, of employment and unemployment and of migration. They may be used to obtain data on travel abroad of residents and on domestic tourism. Family expenditure surveys may supply expenditure data on trips abroad and at home though they are usually less frequent than current population surveys. Population and economic censuses may provide infrequent data on establishments and private homes which accommodate tourists.

#### F. Topics not covered in the guidelines

37. The users of the statistics of tourism of a given country will often wish to have a wide range of prompt and current data on all aspects of tourism in geographic detail, classified according to the characteristics of tourists and of the services supplied to them. Much of the required data may need to be collected in inquiries specifically concerning tourism; some of the wanted data may be derived from more general inquiries or surveys concerning related subjects.

38. The guidelines set out in this paper relate only to the most basic and simpler statistics of tourism required by countries with a significant volume of tourism and for international comparisons and studies. The topics set out below have not been covered in the guidelines.

(a) Domestic tourism, other than the nights spent by resident tourists recorded in the registers of accommodation establishments;

(b) The operations of accommodation and other establishments serving tourists, other than accommodation nights and receipts. Omitted data on employment, wages and salaries and other financial and physical aspects of operations are also important; some of these statistics may be collected as part of inquiries into businesses and services (see the Bibliography, reference A. 14).

(c) Capacity of units principally supplying services to tourists and their fixed capital formation;

(d) Gross and net earnings of services to tourists in foreign currencies;

(e) Statistics of tourism concerning specific types of resorts;

(f) Socio-economic statistics on holidays, the use of leisure and recreation associated with tourism.

39. For many purposes it is desirable to classify non-resident visitors into (i) tourists, that is visitors who stay at least one night in the country visited, and (ii) excursionists, that is visitors who do not stay overnight in the country visited.

### III. DEFINITION OF INTERNATIONAL TOURISTS

40. The fundamental subject of statistics of tourism is the volume and pattern of international tourism into and out of the country. Statistics are to be compiled on the relevant individuals and their movements into and out of the country, classified into (a) non-resident visitors, further divided into tourists and excursionists and (b) residents visiting abroad. These movements are only part of the movements across the borders of a country; it is therefore necessary to define clearly the persons whose movements are considered to be tourism.

#### A. Non-resident visitors

41. An accepted international definition of a non-resident visitor is any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited (see Bibliography, references A.7, A.9 and A.16). Another, essentially equivalent definition, which appears in the United Nations System of National Accounts (SNA), is any person visiting a country other than that in which his general centre of interest lies, that is, where he cannot be expected to participate in production and engage in economic activity or to consume goods and services on a lasting basis (see Bibliography, reference A.12).

42. The latter definition is made more precise in the SNA by enumerating the categories of persons who in view of their purpose in coming to a country and their activities and length of stay in the given country may be considered to have their centre of interest elsewhere, that is, in general, to be non-resident visitors. These categories of persons are listed below; their accompanying servants, companions and family members are also to be classed as international visitors.

(a) Persons visiting the country for less than one year, specifically for purposes of recreation or holiday, medical care, religious observances, family affairs, participation in international sport events, conferences and other meetings,

study tours and other student programmes, and transit to another country. Included are nationals of the country other than diplomatic and consular representatives and members of the armed forces residing abroad.

(b) Crew members of foreign vessels or aircraft docked in the country or on lay-over.

(c) Foreign commercial (business) travellers who are in a given country for less than one year; and foreigners who are employees of non-resident enterprises and who have come to the country for less than one year for purposes of installing machinery or equipment purchased from their employers. Also, professional travellers, such as musicians and lecturers, who are in the country to render services for short periods of time and youth on working holidays.

(d) Official diplomatic and consular representatives and members of the armed forces of a foreign country who are stationed in the country. However, as they are considered to be living in a foreign enclave in the country, they are not to be classed as international visitors. On the other hand, these personnel, when visiting a country for such purposes as rest and recreation, in transit, for civilian study programmes of less than one year, should be classed as international visitors.

(e) Employees of international bodies who are not citizens of the country and who are on a mission of less than one year.

Because the actual length of stay may stretch into one year or more in a country, or the purpose for remaining in a country may differ substantially from that indicated at the time of arrival, discrepancies may arise in the number of international visitors determined from arrival and departure records.

43. The non-resident visitors in a country should be classified into tourists and excursionists. Tourists are non-resident visitors who stay at least one night in an accommodation in the country. They are usually granted a tourist entry permit, or a visitor's permit if no distinction is made between excursionists and tourists for purposes of frontier controls. Excursionists are non-resident visitors who do not stay at least one night in an accommodation in the country though they may tour in the country during one or more days and return to their ship or train to sleep. Excursionists may be divided into the categories set out below.

(a) Shore excursionists, who tour in a country during one or more days but return to their ship or train to sleep each night. They are usually permitted to enter the country each day under simplified frontier control procedures.

(b) Day excursionists, who enter by land or air but do not stay overnight. Air transit passengers who do not formally enter the country through passport control but remain for a few hours in the air terminal are not classed as visitors though they may spend money in the airport and may form a potential market for longer stays. It would be desirable to record the number of such persons, if feasible, in order to reconcile statistics of transport and tourism on arrivals and departures.

(c) Crew day visitors, who are not residents of the country; in the case of many countries, they may be admitted under procedures more simplified than those for other visitors, for example without the completion of entry forms.

## B. Residents visiting abroad

44. Residents of a country who visit other countries for a period of less than one year for the purposes set out in paragraph 42 above are considered to be residents visiting abroad. It may be useful to classify them according to the categories of visitors listed in that paragraph.

## IV. ARRIVALS AND DEPARTURES AND LENGTH OF STAY

### A. Items of data to be sought

45. The data to be gathered and compiled on non-resident visitors are designed to measure the volume and pattern of foreign tourism to and within a country. The principal items of data for this purpose are the numbers of arrivals and departures of non-resident visitors at the frontiers of the country and the length of stay of non-resident visitors in the country.

46. Similarly, data are to be gathered and compiled on the volume and pattern of international tourism of residents of a country if it is significant. This tourism is of interest to the country in question and to the countries the tourists visit. The principal items of data to be gathered for this purpose are the numbers of departures from and returns to the frontiers of a country of resident visitors abroad and the length of their trip abroad.

#### 1. Departures and arrivals

47. The total number of departures and arrivals of non-resident visitors during a year should be very similar but may differ substantially during a month or classified according to means of transport. This is likely to be so in the case of numbers of departures and returns of resident visitors abroad.

48. A non-resident visitor, in particular a tourist, may enter a given country more than once in the course of the same trip, for example if he makes a side trip to another country or passes through the country en route to another country and in the course of his return from the trip. An individual may also visit a given country more than once during a year. The statistics of tourism nevertheless relate to the numbers of arrivals and departures as these numbers are more practical to gather than statistics of the number of different non-resident visitors or trips.

#### 2. Length of stay or of trips abroad

49. The length of stay of non-resident visitors and of tours abroad of residents are important measures of tourism and are closely related to their outlays on tourism. The length of stay of visitors should be calculated as the difference between their date of arrival and their date of departure, that is it should be the number of nights they spend in the country rather than the number of days. For example, a visitor who arrives early in the morning of 1 July and departs late at night on 2 July will be considered to have spent one night in the country though he will have spent two days in the country. Similarly the length of trips abroad (number of nights spent abroad) of residents should be equivalent to the difference between their date of departure and their date of return.

50. The exact number of nights should be calculated for each non-resident visitor, or for each member of a representative sample of them. Use should be made of their dates of arrival and departure, or of their intended length of stay if information on the actual length is not available. A similar procedure should be followed in the case of the length of trips abroad of residents.
51. It is also useful to compile data on number of excursion days in the case of excursionists. Some shore visitors from cruises may spend several days in land tours but will be counted as excursionists only once.
52. In addition to the length of stay of each non-resident tourist and the length of visit abroad of each resident, figures should be compiled on their average length of stay and average length of trip abroad, respectively.
53. The average length of stay of tourists should be calculated for all those spending 1 to 364 nights by dividing the total of the nights they stay by the number of tourists. The result may be expressed with two digits after the decimal point, for example 4.37 nights) in order to indicate differences between classes of tourists and long-term trends in the length of stay. The average length of stay should also be calculated separately for tourists staying up to one month as they furnish most of the demand for hotels and are usually the prime spenders on tourism. The tourists with longer stays usually spend most of their stay at other accommodations (see table 8, item 4, below).
54. If the expense of calculating the exact length of stay for each non-resident tourist, or each member of a representative sample, is too great, the average stay may be calculated to a reasonable degree of approximation from counts of the numbers of tourists in relatively detailed groupings of their length of stay. For this purpose the mid-point of each group might be used as the average in the case of short stays, say up to 5 nights; in the case of categories of longer duration it would be desirable to use the average duration of each group based on information on the distribution obtained in an occasional sample.
55. A classification is needed of the length of stay in a country of non-resident tourists and the length of trip abroad of residents of the country for purpose of tabulating these data. A suggested classification is set out in table 1 below.

Table 1. Lengths of stay and of trip abroad

Major groups	Minor groups	Notes on definition
1. 0 nights		Excursionists who depart on the same day as they arrive or within 24 hours without an overnight stay
2. 1-6 nights		Less than one week, including week-end and short business and holiday visits
	2.1. 1-2 nights	
	2.2. 3-4 nights	
	2.3. 5-6 nights	

Table 1. Lengths of stay and of trip abroad (continued)

Major groups	Minor groups	Notes on definition
3. 7-13 nights		One to two weeks
	3.1. 7-9 nights	
	3.2. 10-13 nights	
4. 14-29 nights		Two to four weeks but less than a complete month except in the case of February
	4.1. 14-20 nights	
	4.2. 21-29 nights	
5. 30-364 nights		In general, one month but less than one year
	5.1. 30-59 nights	
	5.2. 60-89 nights	
	5.3. 90-364 nights	

B. Adjustments to frontier control data on arrivals and departures and on length of stay

56. If statistics on arrivals and departures and on length of stay (or of trip abroad) are based on entry and exit forms gathered at the frontiers of a country, the data compiled from these forms may not conform to the definitions set out above because of the administrative practices used in the case of certain classes of non-resident visitors or of residents returning from visits abroad. In such cases, the data from the forms should be adjusted, at least on an annual basis, to the desired statistics of tourism. This will require special sources of information or even informed estimates, in the case of certain classes of visitors or returning residents. The classes in question may relate to the categories of travellers set out below.

(a) Non-resident visitors may be recorded as tourists in the forms though they stay less than one day in the country (are excursionists) or for a year or more (are not visitors).

(b) Nationals of a country who are residents abroad visiting the country may be classed as residents returning and departing for visits abroad in the forms rather than as tourists.

(c) Diplomats and businessmen who are stationed in a country may be classified as tourists while others who are visitors to the country may not be treated as tourists in the forms.

(d) Cruise visitors staying in land accommodation may not be counted as tourists, that is be distinguished from shore excursionists.



(e) Some tourist visitors, for example for purposes of study tours of less than a year, may not be classified as tourists in the forms, while other non-residents may enter a country on tourist visas; though in the light of the purposes of their entry, they should not be classed as tourists. Similar situations may occur in the case of residents travelling abroad.

(f) The crews of aircraft, ships or land vehicles may not be recorded at frontier control - neither the non-residents who should be classified as visitors nor the residents travelling abroad.

(g) Land and other excursionists may not be recorded at all frontier points.

(h) Members of the armed forces travelling for purposes of tourism may also not be recorded, while some who enter a country to be stationed there on official duty may be counted as international visitors.

C. Classifications of non-resident visitors and residents  
visiting abroad

57. In order to tabulate the items of data on arrivals and departures of non-resident visitors and of resident visitors abroad and on their length of stay for use in assessing and analysing tourism and in formulating policies and plans concerning tourism, it is of course necessary to have schemes to classify the non-resident visitors and the resident visitors abroad. The principal classifications suggested for this purpose are set out below. Each scheme of classification is made up of major groups and of their constituent minor groups. Countries may wish to use all of the major groups of a classification or their equivalent, in the relevant tabulations. The use countries make of the minor groups should depend on their requirements for information and the feasibilities and costs of gathering and compiling the required detailed data.

1. Purpose of visit

58. A classification of the purpose of the visit of non-residents to a country and of residents abroad is fundamental to the analytical and instrumental uses of data on arrivals and departures and on related topics. The purpose of visit may be ascertained from a "closed" or "open-ended" question on entry or exit forms or in surveys. Some persons have distinct main and secondary purposes for their visit to a country, which may be ascertained in a detailed inquiry. Attention should also be paid to the possibility that the accompanying family members may have a different purpose for their visit than their head. The suggested classification of the purpose of the visit is set out in table 2 below.

Table 2. Classification of purpose of the visit

Major groups	Minor groups	Notes on definitions
1. Holiday		
	1.1. Recreation	Pleasure and leisure, such as sightseeing, participating in winter sports, attending sporting and cultural events, use of beaches, honeymooning, gambling
	1.2. Other holiday	Pilgrimage, attending religious festivals, holiday visits to relatives or friends, home leave, rest and recreation for armed forces, employer incentive tours, family members on holiday while accompanying head member
2. Business and professional (non-crew)		
	2.1. Government mission	Diplomatic, military or international organization missions, except when stationed and on duty in country visited
	2.2. Business and professional	Professional activity such as giving lectures, concerts, tourist guides, commercial traveller; installing equipment, inspection, purchases for foreign enterprises; attending conference or congress; working for tourists; persons accompanying business or professional tourist
3. Crew duty, including security personnel		Aircraft, ship and land vehicles crews
4. Other tourist purposes		
	4.1. Participate in sporting event	Amateur or professional
	4.2. Summer holiday camp	
	4.3. Health treatment	
	4.4. Study and research	Up to one year; Sabbatical year, attend university or school, language, cultural or other special courses
	4.5. Part-working holiday	Volunteer welfare work, agricultural or archaeological pursuits
	4.6. Family affairs	Visiting to attend funeral, see invalid, in connexion with inheritance
	4.7. Investigating work and migration possibilities	
	4.8. Transit to holiday or work in another country	

## 2. Country of residence and destination

59. Classification according to country of usual residence of visitors is of major importance for tourism statistics although under certain circumstances classification according to their country of nationality may be the only practical alternative. The precise list of countries used in the classification will depend on the specific geographic, political and economic situation of the country compiling statistics and the relative importance of the different sources of tourism. It may not be practicable to code and tabulate all the countries of residence of visitors; it will then be desirable to use a classification of continents, subdivided according to the specific groups of countries and individual countries which are significant sources of visitors. It may be necessary to use a more abbreviated list of countries and regions for statistics of tourists obtained from accommodation establishments.

60. The country of destination of a resident travelling abroad should be classified in a similar fashion as the country of residence of visitors. If tours frequently cover a number of countries, it is desirable to classify such tours according to the region visited, as well as the specific countries of destination.

61. The classification of continents used by the United Nations is as follows: Africa, North America, including Central America and the Caribbean, South America, Asia, excluding the Union of Soviet Socialist Republics, Europe, Oceania and the USSR.

## 3. Classification of age

62. Classification of the age of non-resident visitors and residents travelling abroad is important for purposes of statistics of tourism. The age or date of birth of a visitor is usually recorded on frontier entry and exit forms, at least for the head of the travel group; it may also be recorded for residents travelling abroad. Age may be calculated with sufficient accuracy as the difference between the current year and the recorded person's year of birth, without using the month and day of birth. If a wife is recorded on her husband's entry form and her year of birth is not given, her age may be imputed as that of her husband. Children whose year of birth is not recorded may be classified as under 15 years of age. The suggested classification of age is set out in table 3 below; it follows a classification being considered for use in a system of social and demographic statistics being developed by the United Nations.

Table 3. Classification of age

Major groups	Minor groups
1. Under 15 years of age	1.1. 0-9 years
	1.2. 10-14 years
2. 15-29 years of age	2.1. 15-19 years
	2.2. 20-24 years
	2.3. 25-29 years

Table 3. Classification of age (continued)

Major group	Minor group
3. 30-64 years of age	3.1. 30-44 years 3.2. 45-64 years
4. 65 years of age and over	4.1. 65-74 years 4.2. 75 years and over

4. Classification of occupation and other status

63. An important classification for statistics of tourism is the occupation of individual visitors and residents touring abroad, or if they have no occupation, their other status. When the available records relate to the head of a family travel party only, the other members of the family may be classified as having no occupation or according to the occupation of the head. The proposed classification set out in table 4 below is a simplified version of the International Standard Classification of Occupations (ISCO), (see Bibliography, reference A.5). The classification should relate to visitors other than those on crew duty; crew personnel, visiting for purposes other than their crew duty, may be classified according to their appropriate occupation. At least the major groups of the classification should be used in tabulation; minor groups might be distinguished only if they account for a significant amount of tourism.

Table 4. Classification of occupations and other status

Major groups	Minor groups	ISCO Code
1. Profession and technical, distinguishing		0, 1
	1.1. Teachers	1-3
	1.2. Religious personnel	1-4
	1.3. Journalists, authors, photographers, artists	1-5, 1-6
2. Administrative and managerial, distinguishing		2
	2.1. Diplomatic personnel, politicians, other government administrators	2-0
	2.2. Managers and executives	2-1
3. Clerical		3

Table 4. Classification of occupations and other status (continued)

Major groups	Minor groups	ISCO Code
4. Sales, distinguishing		4
	4.1. Managers, proprietors, travelling salesmen and buyers	4-0, 1, 22, 3, 41, 42
	4.2. Other sales personnel	4-21, 43, 5, 9
5. Services, distinguishing		5
	5.1. Managers and proprietors	5-0, 1
	5.2. Guides and other service personnel	5-2 to 9
6. Agriculture, distinguishing		6
	6.1. Managers and farmers	6-0, 1
	6.2. Other agricultural workers	6-2 to 4
7. Workers, industrial, building and transport, distinguishing		7 to 9
	7.1. Production supervisors and foremen	7-0
	7.2. Production and related workers	7-1 to 9-7
	7.3. Labourers	9-9
8. Military		
9. Other status, distinguishing		
	9.1. Housewives	
	9.2. Retired persons	
	9.3. Students and pupils	
	9.4. Other	

5. Classification of means of transport

64. Arrivals and departures at the frontiers of a country should be classified according to the major means of international transport of non-resident visitors and of residents visiting abroad. The behaviour and outlays of tourists are closely associated with the means of transport they use. The suggested classification of means of international transport is set out in table 5 below.

Table 5. Classification of means of international transport

Major groups	Minor groups
1. Aircraft	1.1. Scheduled flights 1.2. Charter flights 1.3. Other aircraft
2. Water transport	2.1. Cruise liners 2.2. Other ships
3. Land transport	3.1. Railroad 3.2. Private vehicle: motor-car, motor cycles and scooters, other vehicles 3.3. Motor coach or bus 3.4. Other vehicles 3.5. Other: horseback, by foot

D. Tabulations of arrivals and departures and of length of stay

1. Purpose and scope

65. The tables on arrivals and departures and length of stay that are compiled and issued should be designed to furnish the data classified according to the characteristics of non-resident visitors and resident visitors abroad to meet the needs of government policy makers, of enterprises for which international tourism is an important source of demand and of studies of patterns of international tourism and its economic and social impact on a country. These requirements call for tabulations of statistics of arrivals and departures and of length of stay which indicate the volume, character and pattern of international tourism and its annual and monthly trends. To meet the requirements more fully, tabulations of data on the accommodations and outlays of international tourists are also required; the proposed classifications of these statistics are discussed in subsequent chapters of this paper.

2. The phased programme of classifications

66. The development and publication of the proposed classification of the items of data on arrivals and departures and length of stay of international tourists in four phases is proposed in table 6 below. The classifications have been phased in the light of the relative urgency with which they are, in general, required and in the light of the relative difficulties and costs, in general, of gathering and compiling the items of data on, and classifications of, arrivals and departures and length of stay. Each country should adapt the suggested order of developing and publishing

Table 6. Proposed classifications of arrivals and departures and length of stay in various phases of development of statistics of tourism

Item of data and classification	Phase and frequency <sup>a/</sup>			
	I	II	III	IV
a. Non-resident visitors				
1. Number of arrivals of visitors at frontiers of a country Classified according to:	A	M		
1.1. Main means of transport	A	M		
1.2. Country of residence	A	S	M	
1.3. Country of residence and main means of transport			A	M
2. Number of arrivals of tourists at frontiers of a country Classified according to:	A	M		
2.1. Country of residence	A	S	M	
2.2. Country of residence and main means of transport			A	M
2.3. Purpose of visit			A	S
2.4. Purpose of visit and country of residence				A
2.5. Purpose of visit and main means of transport				A
2.6. Age			A	S
2.7. Age and purpose of visit				A
2.8. Age and main means of transport				A
2.9. Occupation			A <sup>b/</sup>	A
3. Number of tourist departures at frontiers of a country Classified according to:	A			
3.1. Means of transport		A		
4. Average and total number of nights of stay in a country by departing tourists Classified according to:	A			
4.1. Country of residence				A
4.2. Age				A
4.3. Purpose of visit				A
4.4. Frequency distribution of departing tourists according to classes of nights of stay in a country				A
5. Excursionists arriving at the frontiers of a country <sup>2/</sup>				
5.1. Number Classified according to:	A		M	
5.2. Country of residence			A	M
5.3. Main means of transport			A	M
5.4. Total number of excursion trips		A		

Table 6. Proposed classifications of arrivals and departures and length of stay in various phases of development of statistics of tourism (continued)

Item of data and classification	Phase and frequency <sup>a/</sup>			
	I	II	III	IV
b. Residents visiting abroad				
6. Number of visits (trips) abroad, residents returning at the frontiers of a country Classified according to:	A			
6.1. Tourists and excursionists	A			
6.2. Main means of transport		A		
6.3. Main means of transport of tourists and of excursionists			A	
6.4. Principal country visited by tourists and by excursionists			A <sup>b/</sup>	
7. Number of visits (trips) abroad, resident tourists returning at frontiers of country classified according to:				
7.1. Purpose of travel				A <sup>b/</sup>
7.2. Age				A <sup>b/</sup>
8. Average and total number of days abroad, residents returning at the frontiers of a country Classified according to:			A	
8.1. Nights abroad of tourists and days abroad of excursionists			A	
8.2. Frequency distribution of returning residents according to classes of days abroad				A
9. Number of departures abroad from frontiers of country, resident tourists and resident excursionists Classified according to:	A	M		
9.1. Main mode of transport			A	M

a/ A stands for annual data; M for monthly data; S for seasonal data.

b/ May be compiled less frequently if annual compilation is too expensive.

c/ Data concerning excursionists should be compiled only if their number is significant.

the classifications suggested in table 6 to its own priorities and statistical circumstances. For example, some countries may wish to carry out certain of the classifications of length of stay in an earlier phase of their programme than that suggested in table 6 or to leave out certain of the suggested cross-classifications of phase four from their programme.



67. The items of data and their classifications included in phase one in table 6 are considered to be fundamental data on international tourism that are easily gathered and compiled. Data on the number of arrivals of non-resident visitors, on the tourists and excursionists among them and on their main means of transport and country of residence may in most instances, be gathered from entry forms completed at the frontiers of a country. This is also so in the case of the number of residents returning from visits abroad. The annual compilation and issue of these data furnishes the most essential basic information on the volume and sources of international tourism and is relatively simple and inexpensive. As the monthly or seasonal compilation and issue of these data on a current basis is more difficult, it is included in phase two in the suggested programme for developing statistics of tourism.

68. The calculation of average and/or the length of stay in a country by non-resident tourists and excursionists from frontier entry and exit forms presents difficulties. Therefore, despite the importance of the series of data for purposes of monitoring and analysing international tourism, it is suggested in table 6 that they should be developed and issued on an annual basis during phase two of the programme. Annual data on the number of non-resident tourist departures at the frontier of a country - total and classified according to main means of transport - and on the main means of transport of resident tourists returning from abroad are also included in phase two, because while these statistics are not too difficult to collect and compile, they are not as important as the series covered in phase one.

69. The annual compilation and issue of classifications of data on arrivals and on the length of stay of non-resident tourists according to their age, purpose of visit and occupation have been assigned to the third or fourth phase, respectively, of developing statistics of tourism primarily because of the difficulties of gathering data on these characteristics. This is also the case for these classifications when used in the case of the arrivals of non-resident excursionists and the return from abroad of resident tourists. The proposed annual cross-classifications of data on the arrivals of non-resident visitors and tourists are relegated to phase three or four because of the costs of compilation. The compilation and issue of the relatively less important and more costly monthly series are also included in phase four.

### 3. The tables to be published

70. Each country will need to decide on how to organize and present the suggested series of annual and monthly data on arrivals and departures and length of stay in tables and in what kind of publications the tables should be issued. These decisions should of course take into account the national and other requirements for information on the state of and trends in international tourism - annual, seasonal and monthly the resources available for preparing, storing and tabulating these statistics and the national statistical publication programme.

71. While it is therefore impracticable to give international guidelines on the tables in which the suggested statistics of arrivals and departures should be compiled and issued, it may be useful to set out examples below of one type of table format for presenting annual and monthly data.









72. The examples of formats set out above are designed to show comparable series of data for a number of preceding years, months and accumulated months, as well as for the most current year, month and accumulated months. They also call for simple analytical indicators. The indicators relate to trends, in per cent, from one year to the next and between the comparable months and comparable cumulative periods of these years and to the distribution, in per cent, of non-resident visitors according to main means of transport and type, that is whether tourists or excursionists.

E. Sources and methods of gathering the data

1. Frontier entry and exit forms

73. Many countries demand the completion of entry forms by non-resident visitors; each form may relate to a passport holder and his companions who do not have individual passports. To facilitate their entry, certain kinds of visitors may not be required to complete a form; some countries have entirely eliminated such requirements. In these instances, other sources of data on arrivals and departures and length of stay such as are described below, must be used.

74. Non-resident visitors may also be required to complete exit forms; these forms may be carbon copies or counterfoils of the entry forms on which the data on arrivals have already been recorded. Similarly, residents departing for and returning from visits abroad may be required to complete exit and/or entry forms.

75. The following information is often recorded on the forms under discussion: name; nationality and passport number; date and point of arrival and type of entry or exit permit, which may be stamped on by the frontier authorities; accompanying persons, for example wife, children and perhaps other members of the travel group. Other data of value for the draft guidelines in this paper which may be recorded are: length of stay of non-resident visitors in the country, in question, which may be based on their actual dates of arrival and departure or their declaration of length of stay on departure or of intended length of stay on arrival; length of stay abroad for residents visiting abroad; date of birth (year or complete date) or age; purpose of trip; occupation or status; means of transport, perhaps with complete data on the carrier. Additional information may be recorded on the entry and exit forms which are also of interest for statistics of tourism. This information may consist of: address in the country in question of arriving non-resident visitors (the first place visited only or the principal address) and residents departing or returning; countries of destination for residents departing or returning; sex of non-resident visitors and of residents visiting abroad; other countries visited before the country in question or to be visited afterwards on the trip in question; previous visits to the country in question (number and perhaps dates); previous trips abroad of residents; size and composition of party travelling together.

76. Simple counts of the numbers of visitors may be obtained from each frontier point each month, or from major frontier points, even daily. Classifications of the counts require tabulation of the forms according to the classifications or cross-classifications in question by hand or by automatic data processing. Problems may arise in processing all the forms if the volume is very considerable; it is then adequate to process a probability sample of the forms (see Bibliography, references A.7 and A.15). A systematic sample of one in ten forms may be sufficient; certain categories, tourists, special types of arrivals, may require higher sampling fractions.

## 2. Accommodation establishments

77. If frontier entry and exit forms are not available or furnish little information on the characteristics of non-resident visitors or their length of stay, it is of course necessary to resort to other sources of information. One such source is information on arrivals at and departures from accommodation establishments, principally hotels of non-resident tourists and on their length of stay (see section V.E). However, this source of information has serious limitations. For example, data can not be gathered on non-resident visitors who do not stay in conventional accommodation establishments such as hotels and there will be duplicate counting of arrivals and departures of non-resident visitors who stay in more than one such accommodation establishment.

## 3. Sample surveys of tourists and residents at frontiers

78. A better source of data on arrivals and departures and on length of stay if frontier entry and exit forms are not available or yield inadequate or unreliable information are sample surveys at frontiers of non-resident visitors and residents visiting abroad. This approach can also furnish reliable estimates on other aspects of tourism statistics such as the outlays of tourists, the types of accommodations they used, their characteristics, previous visits to the country in question, their satisfaction with their visit. These types of data may be gathered in a sample survey of departing visitors. Similarly, the information wanted about resident visitors abroad may be gathered in sample inquiries into arrivals at and departures from the frontiers of a country.

79. A sample survey may be conducted on a current basis or occasionally, preferably covering a complete year. The characteristics of the tourists do not usually change considerably from year to year; a survey once every three years or so may suffice to yield estimates for each year if it is too costly to conduct a continuous survey. The sample survey should be conducted at the international airports, sea-ports and principal points at the frontier for rail and road traffic.

80. The sample survey should at least consist of interviews with, or self-enumeration by a representative sample of departing visitors; for self-enumeration, the survey questionnaire must be simple and limited in scope. The design, organization and conduct of the sort of sample survey under discussion requires statistical sophistication and effective administration.

81. A sample survey of departing visitors may well be based on a sample of all departing travellers and cover at little extra expense departing residents. Data may be gathered on the purpose of their travel, country or countries of destination, intended length of stay abroad and so on.

82. Similarly, a simple survey of arriving travellers may be undertaken at a somewhat advanced phase of the programme of tourism statistics. Such a survey will provide more complete and reliable data on residents returning from travel abroad, for example on their length of stay and outlays abroad and on means of international travel used and countries visited. Rapid information can also be gathered on arrivals of non-resident visitors, the purpose of their visit and their intended length of stay.

83. The data obtained from a sample survey of visitors at the frontier between two countries may yield valuable information to both on topics such as tourist flows between them. A single interview of the travellers may be sufficient for these purposes.

84. Sample surveys may also be conducted on international carriers during the voyage or through distributing questionnaires to travellers for return through the mails. Diaries of tourist activities and expenditures may be kept by small samples of willing tourists. While such surveys do not usually furnish data for a representative sample, they may yield useful information on tourists, in the absence of more reliable means (see Bibliography, references B.2 and B.7).

#### 4. Household surveys

85. A number of countries carry out household sample surveys to gather statistics on employment and unemployment, on migration and on other topics. A household survey may be a valuable source of data on travel abroad of residents, and also on their holidays at home (see Bibliography, references A.4 and B.5). A survey of holidays may be carried out once every year, following the main holiday season, or less frequently, say, once every three or five years. These surveys may yield information on the characteristics of residents travelling abroad, their length of stay, the purposes and frequency of their trips, the countries visited and their outlays on international travel, as well as data on domestic tourism. Such a survey may require the use of a special stratified sample if travel abroad varies greatly between various categories of the population.

86. Censuses of Population, which are usually carried out every five or ten years, may yield information on the number of non-resident tourists in the country and of residents abroad at the time of the census. A census may also be used as a basis for gathering data on special topics from a sample of the population and for collecting information on establishments and private homes which accommodate tourists.

### V. TOURIST ACCOMMODATION STATISTICS

#### A. Purposes and scope

87. The supply of goods and services to tourists is an important activity of many establishments engaged in certain kinds of activity. Of these, accommodation establishments, that is units which furnish public lodging and related services, are most closely associated with tourism. In a number of countries, a very large proportion of non-resident tourists spend all their stay as guests of hotels; in other countries, supplemental accommodation establishments, such as hostels, camping sites and private homes, may also be important. Hotels are distinguished from the other units by virtue of their provision of desk, maid and room services and of lounge facilities (see section C.3 below for a fuller classification). The statistics on the former should be classified according to type of accommodation and according to the regions of a country. The data on the latter should, in addition, be classified according to the characteristics of the guests and of the establishments. Statistics on the arrivals of international tourists at accommodation establishments and their



length of stay furnish information according to kinds of accommodation establishment used and according to region which cannot be obtained from frontier entry and exit forms. Furthermore, in the absence of any or of sufficiently detailed frontier statistics, accommodation establishments may be the major source of current series on international tourists. Because the hotels and similar establishments will accommodate various kinds of guests, it is necessary to distinguish the non-resident tourists from the other guests in gathering the data on arrivals of stay and length.

B. Statistics and classification of guests and non-resident tourists

1. Definitions of arrivals and person-nights

88. The statistics of the use of hotel and other lodging places by non-resident tourists included in the draft guidelines of this paper are data on their arrivals and nights spent there. As is noted above, it is convenient to gather these statistics concerning all guests of the accommodations, distinguishing the non-resident tourists among them. The number of arrivals of guests at an accommodation establishment during a particular given period (month, season or year) includes children and babies, who may not require separate beds. If a guest checks out and checks in again during the same period, for example after a tour of one or a few nights, it should be considered as two arrivals, but if he keeps his room while away on tour, only the initial arrival should be counted.

89. The number of person-nights and average number of nights spent by the guests of an accommodation establishment during a period should relate to all the guests in the period in question, including children and babies, and should cover the total of the actual nights they spent there, excluding nights during which the tourists are absent on tours requiring overnight stay or rentals during the day only, for example at airport hotels. The nights spent are recorded in relation to the previous day, for example the night between 31 July and 1 August is treated as part of July.

2. Classification of guests and of non-resident tourists

90. Guests of a hotel or other lodging place might be classified as set out below in order to distinguish non-resident tourists.

Table 7. Classification of guests<sup>a/</sup> of an accommodation establishment

- 
1. Non-resident tourists
  2. Residents of the country in question who are not permanent guests, that is staying in the establishment for less than a year, including domestic tourists
  3. Residents of the country in question who are permanent guests. It is desirable, if feasible, that the rooms or suites they occupy should be considered as separate establishments and that they not be included in the statistics of arrivals, person-nights, occupancy, etc.
- 

<sup>a/</sup> While the staff and their families may reside in the establishment, they are not to be classed as guests.

91. In the case of the data on arrivals of and nights spent (length of stay) by non-resident tourists, use should be made of some of the classifications discussed in section IV.C above, in particular of the country of usual residence or its proxy, country of nationality.

C. Statistics and classification of accommodation establishments

1. Capacity and occupancy

92. Data on beds and rooms are the proposed statistics on the supply (capacity) of hotel and similar lodgings to tourists; the proportion of available beds and rooms occupied are the proposed statistics on the use of the capacity. As some of the accommodations for tourists may not operate all year round, it is necessary to take this into account in the items of data on available beds and rooms and on occupancy rates. These accommodations consist of establishments which are closed during tourist off-seasons or which are used primarily for other purposes but furnish tourist accommodations during certain seasons of the year or during special events.

93. The primary measure of capacity in the case of tourist accommodation establishments is the number of bed-places available for use of guests; double beds are to be counted as two bed-places. The count should primarily relate to the normal bed-places, excluding children's cots or other beds which, at the request of guests, may be temporarily added to the regular beds in a room. Some accommodation establishments may lodge part of their guests in annexes or supplementary rooms (perhaps in private houses) during the tourist high season or all year round; beds in these rooms should be included in the count as long as they are used by guests of the establishment. While the count of bed-places as of a given date should cover closed, as well as open, tourist accommodation establishments during that time, it should be classified to distinguish the open from the closed units. In the case of camping sites, the number of bed-places is the measure corresponding to number of bed-places.

94. The number of rooms available for guests is also a useful measure of capacity in the case of hotels. Problems may arise in counting of the number of rooms in suites; rooms which are not normally used as bedrooms should be excluded. This is also the case for other rooms in hotels which are not normally used for sleeping guests though they may be used for this purpose during overflows. The concept of rooms is not appropriate in the case of youth hostels, dormitories, camp-sites and the like; the concept of bed-place or bed-space is, however, a useful measure of capacity in these instances. As in the case of bed-places, the count of rooms as of a given date should be classified into open and closed hotels at that time.

95. The measure of rate of occupancy of available beds relates to all kinds of accommodation establishments; that on the rate of occupancy of rooms relates to hotels only.

96. The rate of bed-occupancy is the ratio of the number of person-nights during a given period to the number of available bed-places (spaces) multiplied by the number of nights during the period. This ratio is usually expressed in percentage terms. Bed-occupancy ratios usually refer to the establishments which are open

during one or more days (nights) of the period in question; the number of nights used in calculating the ratios of course relate to the nights during which the establishments are actually open to guests. An alternative bed-occupancy ratio during a given period is based on the bed-places available in seasonally closed, as well as open, establishments but excludes bed-places in establishments which are used for non-tourist purposes during the period. The alternative measure of bed-occupancy should be assigned a much lower priority than the main measure.

97. The rate of room occupancy is the ratio of the number of room nights occupied to the number of room nights available. As in the case of bed-occupancy ratio, room-occupancy rates should be calculated in respect of open establishments as a matter of first priority and in respect of all establishments with much lower priority. Because one or two individuals or even a couple with one or two small children may occupy a double room, room and bed-occupancy rates differ. Room-occupancy ratios are usually higher than the corresponding bed-occupancy ratios by 5 to 10 per cent.

## 2. Receipts

98. Very important statistics of hotels and other accommodation establishments concern their receipts. The receipts measure the value of the demand for services of those establishments by non-resident tourists and other guests, as well as the revenue of the establishments from supplying these services.

99. The total receipts of hotels should consist of the following sources.

(a) Outlays of non-resident tourists for their rooms, meals, drinks and other services, including non-accommodation facilities such as casinos or sports clubs.

(b) Outlays of residents of the country who are staying in hotels.

(c) Other receipts from hotel operations, for example the use by the local population and other persons not staying at the hotels of the restaurant, bar, night-club, banquetting and conference facilities. Some of these services may be furnished to non-resident tourists who are not hotel guests.

(d) Other receipts of hotels, for example from their shops, rentals paid for shops, offices etc. in the hotels, fees for car-park facilities, and from any staff payments for board and lodging.

The total receipts of hotels should not take into account items such as the following:

(a) Commissions paid to travel agents and others for soliciting guests should not be deducted from the receipts.

(b) Service charges added to bills, which are divided among the staff or tips received by staff should not be included in the receipts.

(c) Government subsidies for hotel operations should not be included in the receipts.

100. Ideally, statistics of the receipts of hotels and similar lodgings should be compiled in respect of the outlays of non-resident tourists for accommodation services. In some countries, the receipts of certain hotels are almost entirely from non-resident tourists, or the accounting procedures of hotels furnish reliable records of hotel receipts from non-resident tourists. In other cases it is necessary to estimate the proportion of the revenue of a given hotel or groups of them which comes from non-resident tourism (see section VI.E). These data are sufficiently important to be compiled, at least in phase IV of the development of a programme of tourist statistics.

### 3. Classification according to kind of accommodation

101. A classification according to kind of accommodation is needed for statistics on both accommodation establishments themselves and on the facilities used by and length of stay of non-resident tourists.

102. The classification according to kind of accommodation in table 8 below is based on the classification of the IUOTO and of that proposed by the Statistical Office of the United Nations in the case of all goods and services (see Bibliography, references A.7 and A.13). Some countries may have national classifications of accommodation establishments, including an official grading of hotels serving tourists; if so, it would be useful to bring the national classification into correspondance with that in table 8. In the case of the classification in the table, countries may find certain categories of minor significance or impracticable to cover in statistics of accommodation establishments.

Table 8. Classification according to kind of accommodation

Major groups	Minor groups
1. Hotels and similar establishments	1.1. Hotels primarily serving tourists. Perhaps classified for national purposes according to class or type, such as apartment hotels with full hotel service 1.2. Other hotels 1.3. Motels and inns 1.4. Pensions and boarding houses not primarily for long-term guests 1.5. Residence clubs serving tourists
2. Supplementary accommodation establishments	2.1. Holiday villages, if not officially classified as hotels 2.2. Youth hostels, hospices and field schools

Table 8. Classification according to kind of accommodation (continued)

Major groups	Minor groups
2. Supplementary accommodation establishments (continued)	2.3. Apartments and villas rented primarily to tourists 2.4. Organized camping and caravan sites 2.5. Camps, for example agricultural or archaeological work camps, scout camps 2.6. Other accommodations, for example academic partially used for tourists, mountain cabins owned by tourist establishments
3. Health establishments	3.1. Thermal 3.2. Convalescent and nursing homes 3.3. Sanatoria and hospitals
4. Other accommodation	4.1. Private homes 4.2. Other, for example houseboats, yachts, caravan or camping out not at organized sites

#### D. Tabulations of statistics of accommodation establishments

##### 1. Purpose

103. The proposed tabulations of statistics on accommodation establishments are designed to serve a number of purposes.

104. One major purpose of the tabulations is to indicate the volume and pattern of the demands of non-resident tourists for accommodations. The volume is measured in terms of arrivals and person-nights; classifications of these items of data according to the regions of a country, according to specific resorts and according to the kind of accommodation used are indicative of the pattern of the demands. Tabulations of the arrivals of non-resident tourists at hotels and other accommodation establishments complement the data compiled on their arrival at frontiers, and may furnish the only reliable data on the arrivals of tourists according to country of usual residence on a current basis. Similarly, the total length of stay of non-resident tourists in accommodation establishments, measured by person-nights, complements the data on length of stay in a country gathered from frontier statistics. This series of data also furnishes figures according to region and according to kind of accommodation which are not obtainable from frontier statistics.

105. Another major purpose of the tabulation is to indicate the supply of accommodations available to tourists, measured in terms of the number of beds and rooms in various kinds of accommodation establishments classified according to region. The most important of these tabulations are annual. However, if the supply of rooms is highly seasonal, separate data on it should be tabulated according to season.

106. The extent to which the supply of accommodation is used is a third major topic of the tabulations. This is necessarily measured by bed-occupancy and by room-occupancy by all guests. Still other tabulations deal with another measure of the activity of accommodation establishments, namely their receipts.

## 2. Scope

107. In the case of a number of countries most non-resident tourists stay in hotels; a high proportion of their outlays is also spent in the hotels, for room and basic meals and for other services. Total receipts of hotels and such indicators as receipts per person-night and per room are classified according to region and, if feasible, according to kind of hotel, provide indicators of trends in the outlays of non-resident tourists.

108. First priority should therefore be given to data on tourist hotels which may be officially designated as such or may be distinguished according to agreed statistical criteria, such as deriving at least 20 per cent of their person-nights from non-resident tourists. If a country is large and most non-resident tourists concentrate in a few resorts, it may be desirable to start with tabulations of data for these resorts only, gradually expanding to complete national coverage of hotels.

109. Whether or not the other hotels, supplementary accommodation establishments and health establishments defined in table 8 above should be covered in the statistics of accommodation establishments should depend on the volume of non-resident tourists who use these establishments and the feasibility of collecting and processing these data. Complementary data on the use of accommodations by non-resident tourists may be gathered in surveys of departing tourists at the frontiers of a country. These data might include the number of person-nights spent in establishments not covered directly by reports from them, such as supplementary, health and other accommodation establishments.

## 3. The phased programme of tabulations

110. As in the case of statistics on visitors usually gathered at frontiers, the development of tabulation of statistics of establishments accommodating non-resident tourists is divided into four phases in table 9 below. The phasing of the tabulations reflects the urgency with which the data are wanted and the difficulties and costs of gathering and compiling the information in the case of most countries.

111. The tabulations of statistics of accommodation establishments which it is proposed should be carried out in the early phases of the programme are restricted to hotels. Hotels, in particular those that cater to non-resident tourists, account for a large part, if not most, of the accommodations of the non-resident tourists in a number of countries and are often required to keep records and, in addition, to submit reports on such characteristics of guests as their dates of arrival and departure, usual residence, purpose of visit.

Table 9. Proposed classifications of items of data on accommodation establishments in various phases of development of statistics of tourism

Classification	Phases <sup>a/</sup>			
	I	II	III	IV
1. Number of arrivals of non-resident tourists at hotels Classified according to:	A		M	
1.1. Kind of hotel	A		M	
1.2. Region or resort area <sup>b/</sup>	A		M	
1.3. Country of usual residence	AE <sup>/</sup>			
2. Total number of person-nights and average number of person-nights per arrival of non-resident tourists at hotels Classified according to:		A	M <sup>d/</sup>	
2.1. Kind of hotel		A	M <sup>d/</sup>	
2.2. Region or resort area <sup>b/</sup>		A	M <sup>d/</sup>	
2.3. Country of usual residence			A	M <sup>d/</sup>
3. Average number of bed-places in all and in open hotels Classified according to:		A	S	
3.1. Kind of hotel		A	S	
3.2. Region or resort area <sup>b/</sup>		A	S	
4. Ratio of total person-nights to product of total bed-places multiplied by nights in open hotels Classified according to:		A	M	
4.1. Kind of hotel		A	M	
4.2. Region or resort area <sup>b/</sup>		A	M	
5. Average number of rooms in all and in open hotels <sup>e/</sup> Classified according to:			A	S
5.1. Kind of hotel			A	S
5.2. Region or resort area <sup>b/</sup>			A	S
6. Ratio of total occupied room-nights to total available room-nights in open hotels Classified according to:				A
6.1. Kind of hotel				A
6.2. Region or resort area <sup>b/</sup>				A
7. Total receipts of hotels and their average receipts per person-night and per room-night <sup>e/</sup> Classified according to:				A
7.1. Kind of hotel				A
7.2. Region or resort area <sup>b/</sup>				A

Table 9. Proposed classifications of items of data on accommodation establishments in various phases of development of statistics of tourism (continued)

Classification	Phases <sup>a/</sup>			
	I	II	III	IV
8. Number of arrivals of non-resident tourists at supplementary, health and other accommodation establishments <sup>f/</sup>			A	
Classified according to:				
8.1. Kind of accommodation establishment			A	
8.2. Region or resort area <sup>b/</sup>			A	
9. Total number of person-nights and average number of person-nights per arrival of non-resident tourists at supplementary, health and other accommodation establishments <sup>f/</sup>				A
9.1. Kind of accommodation establishment				A
9.2. Region or resort area <sup>b/</sup>				A

a/ A, annual data; M, monthly data; S, seasonal data.

b/ Resort area may be more appropriate than region if non-resident tourists concentrate in certain areas only.

c/ If adequate annual data are gathered at frontiers, this series may be delayed until phase II.

d/ Average person-nights per arrival, unless based on seasonally adjusted data, should not be tabulated on a monthly basis as arrival may occur toward end of preceding month.

e/ Preferably the average of data as of the end of each month included; otherwise the average of data as of the end of the previous and current year or seasons.

f/ Only for those accommodation establishments which account for a significant number of non-resident tourists.

112. Tabulations on the annual number of arrivals of non-resident tourists at hotels are included in phase one of the programme as they are the easiest to compile and yield the most fundamental information. Monthly tabulations of that item of data are covered in the third phase because they are more costly to prepare. For similar reasons, tabulations on the person-nights spent at hotels by non-resident tourists are assigned to the second and third phases of developing statistics of tourism.

113. It is of course feasible to tabulate the suggested items of data on the capacity of hotels, on the extent to which it is utilized or the receipts of hotels for all guests only. To the extent that non-resident tourists are primarily served by tourist hotels, the data on tourist hotels will be indicative of the capacity, use



and receipts of the facilities of primary interest in international programmes. The collection and compilation of the series of data under discussion are included in the second, third or fourth phase of the programme depending on the relative urgency with which the tabulations are needed and the costs and problems which may be encountered in this work.

114. The most important and simplest series of data proposed in the case of hotels are suggested for other kinds of accommodation establishments. These series are included in phase four because of the difficulties and costs of gathering and compiling the data and the relatively lesser urgency of the needs for the information.

#### 4. The tables to be published

115. As in the case of statistics of tourism gathered at frontiers, it is not practicable to furnish international guidelines on the tables in which the proposed classifications should be presented. Countries may find it useful to show each series of data for a number of recent years, say two to five last years in the case of annual data, or for the months of at least the last two years in the case of monthly data. It may also be useful to compare data on arrivals and length of stay of non-resident tourists gathered from accommodation establishments and at the frontier points of a country in the case of certain tables.

#### E. Sources and methods of collecting data

116. Hotels and other public accommodation establishments often keep detailed records of their guests, in the form of a register containing the data set out below.

(a) The dates of arrival and departure; the length of stay in the establishment may be calculated from that information.

(b) The names of guests, or of the head of family or group, and their identification, in particular, nationality according to their passports.

(c) The usual address of guests; this information may be used to classify them according to their country of residence.

(d) The number of accompanying dependents; this information is needed to calculate the number of person-nights.

(e) The number of rooms occupied by each guest, family or party; room-occupancy may be calculated from this information.

(f) Other data which may be recorded concerning guests are whether the hotel is the first hotel in a country at which the guest arrives; the purpose of the visit; the means of transport; and of course the bill of guests. The usefulness of the data on first arrivals for purposes of compiling information on the arrivals in a country of non-resident tourists is questionable.

Accommodation establishments of course also normally keep records of their receipts, expenditures, employment and so on.

117. In the case of a number of countries, hotels and perhaps other accommodation establishments are registered and/or licensed by central or regional authorities. These establishments may be required to supply copies of their registers to the responsible authorities; the authorities can use these records to compile the required statistics concerning the accommodation establishments. Alternatively, the accommodation establishments may be required to submit monthly or annual summaries of the number of arrivals and person-nights, of measures of capacity and occupancy, of receipts and so on; examples of such forms are presented in the Guidelines of UNCTAD (see Bibliography, reference A.16). It is desirable to gather monthly returns in order to have current statistics and to ensure that establishments keep their records and reports up-to-date and furnish reliable data.

118. If the number of accommodation establishments is large, it may be necessary to compile statistics from a sample of them in order to gather reliable data at a reasonable cost. The sample should be stratified and variable sampling fractions should be used in order to obtain a comparatively high degree of accuracy in the case of the statistics on the hotels and the regions of a country which are most important in international tourism. The frame for the sample should be a list of the hotels and perhaps other accommodation establishments, that is kept up-to-date. In the absence of a suitable list, area sampling might be used. Estimates from the sample should relate to the total population of hotels, etc. even if some sample establishments do not submit their returns in time or in the required detail.

119. The wanted statistics of accommodation establishments may also be compiled from statistical surveys conducted for other purposes, for example annual surveys of services (see Bibliography, reference A.14). Attention should be paid to the need to keep the individual returns and data for establishments confidential in the handling of the returns and the publication of detailed data classified according to kind of accommodation establishment or according to region.

120. If establishments do not supply current data on receipts in the sources of data discussed above, estimates might be made on the basis of published tariffs and infrequent surveys of hotel accounts or better by sampling hotel bills for guests.

## VI. STATISTICS OF THE CONSUMPTION EXPENDITURE OF INTERNATIONAL VISITORS

### A. Purposes and scope

121. Statistics of the outlays on consumption of non-resident visitors in a country are wanted in order to measure their contribution to the demand for goods and services, employment etc. These outlays contribute to the income of a number of kinds of economic activity in the country, in particular, the hotels and the passenger transport enterprises. Reference is often made to the "tourism sector or industry" of a country which presumably produce goods and services wholly or mainly consumed by non-resident visitors, domestic tourists or residents departing abroad (see Bibliography, reference A.16). However, it is not feasible to demark that sector or industry as the kinds of economic activity which serve tourists also serve other individuals and/or enterprises.

122. In order to assess the impact of the outlays on consumption on the economy, it is necessary to compile estimates of these outlays essentially according to the categories of object of consumption expenditure in table 6.1 of the United Nations System of National Accounts (SNA). In the case of some countries it is also important to compile estimates of the outlays classified according to principal regions or according to selected characteristics of non-resident visitors. However, in order to keep the international guidelines proposed in this paper simple, these classifications of the outlays are not recommended. For the same reason the consumption expenditures of domestic tourists are omitted from the guidelines presented here.

123. Residents touring abroad may travel on national and/or foreign carriers and make outlays on consumption abroad. The amounts they spend on goods and services purchased from foreign enterprises may be of considerable importance in the balance of payments of their country of residence. Thus, the consumption outlays of residents visiting abroad are covered in the international guidelines in this paper.

124. Non-resident visitors or residents touring abroad may also make outlays on the purchase of an apartment, villa, land or other capital goods, on the purchase of goods and services for business use and/or on the donation of funds to relatives, friends or institutions. These outlays are not covered in the guidelines of this paper because of the conceptual and practical difficulties of gathering and compiling data and because of the much greater importance of their outlays on consumption expenditure.

#### B. Definition of consumption expenditure

125. As in the SNA, the consumption expenditure of non-resident visitors in a country is defined as outlays on purchases from domestic producers, including passenger carriers, of the country of all goods and services for their use as consumers. Outlays that the non-resident visitors may make on purchases of goods and services in connexion with business enterprises are excluded. However, while in the SNA, the outlays in the country in question of non-resident visitors on business travel on lodging, food, transport, entertainment and similar services are considered to be the intermediate consumption of the business enterprises with which they are connected, rather than their consumption, these outlays should be classed as consumption expenditure in statistics of tourism.

126. The consumption expenditures should be considered to take place at the moment that goods or services are purchased by the non-resident visitors, that is when they acquire legal title to the goods or when they receive the service. In the case of hire-purchase arrangements, the purchase by non-resident visitors is considered to take place at the time the contract is signed, or in the absence of a contract, at the time the goods are delivered. The purchases of goods and services should be valued at purchasers' values, that is at full price paid, including sales or turnover taxes, packaging, transport and similar charges.

127. The definition of the outlays abroad or at home on consumption in connexion with tourism of residents travelling abroad is of course the same as that for non-resident visitors. Conceptually, the total outlays abroad on consumption of

residents of a country visiting abroad should be equal to the sum of their outlays in all the foreign countries they visit; in practice, there may be difficulties in the exact reconciliation between the total expenditures abroad and that sum. Problems may also arise in separating the expenditures on tourism in their country of residence from the expenditure on tourism abroad in the case of residents who combine touring in their country of residence and abroad in a single trip. Similar difficulties may arise in separating the commissions of the domestic travel agent from whom residents may purchase transport on foreign carriers, hotel rooms abroad etc. from the receipts of the foreign carriers, hotel etc.

### C. Classification of consumption expenditure

128. The proposed classification of consumption expenditure according to object (kind of goods or services) is set out in table 10 below. It consists of major and minor groups based on table 6.1 of the SNA; the relevant one, two or three-digit category of table 6.1 is indicated in the table. The level of classification of certain categories of the SNA has been altered in the light of its importance in tourist outlays, for example the three-digit category "expenditure for hotels and similar lodgings" has been raised to a major group in table 10. The order in which some categories appear in the SNA has also been changed for the same reason. Countries may find it desirable and feasible to classify the consumption expenditure of non-resident visitors according to certain of the minor groups suggested in table 10 below, in addition to all of the major groups. In any case, the minor groups indicate the content of their parent major groups.

Table 10. Classification of consumption expenditure according to object

Major groups	Minor groups	Code number in table 6.1 of SNA
1. Expenditure in hotels and similar services Outlays on lodging, meals and other services in the establishments		8.3.2
	1.1. Hotels	
	1.2. Other lodging services, including supplementary accommodation establishments other than apartments and villages	
2. Gross rent, fuel and power, furniture, furnishings and household equipment and operation		3-4
	2.1. Gross rents and water charges All gross rent in respect of dwellings, actual and imputed in the case of owner operated dwellings; water charges	3.1

Table 10. Classification of consumption expenditure according to object (continued)

Major groups	Minor groups	Code number in table 6.1 of SNA
2. Gross rent, fuel and power, furniture, furnishings and household equipment and operation (continued)		
	2.2. Fuel and power Electricity, gas and liquid and other fuels	3.2
	2.3. Furniture, furnishings and household equipment	4.1-4.4
	2.4. Household operations and domestic service	4.5-4.6
3. Expenditure in restaurants and cafés, and on food, beverages and tobacco		8.3.1, 1.1-1.4
	3.1. Restaurants and cafés, in- cluding bars, nightclubs and the like	8.3.1
	3.2. Food and non-alcoholic beverages	1.1-1.2
	3.3. Alcoholic beverages	1.3
	3.4. Tobacco	1.4
4. Recreation, entertainment, education and cultural services		7
	4.1. Entertainment, recreational and cultural services, ex- cluding hotels, restaurants, cafés	7.2
	4.2. Equipment and accessories, including repairs	7.1
	4.3. Books, newspapers and magazines	7.3
	4.4. Education fees	7.4
5. Purchased international transport Fares and other travel costs on travel between countries on public carriers - aircraft, ships, trains, buses etc.		Part of 6.3

Table 10. Classification of consumption expenditure according to object (continued)

Major groups	Minor groups	Code number in table 6.1 of SNA
6. Other transport and communication		6 except part of 6.3 above
	6.1. Purchase of personal transport equipment and outlays on operation	6.1-6.2
	6.2. Purchased transport other than international	Part of 6.3
	6.3. Communication	6.4
7. Packaged tours All inclusive tours which provide for travel, international and internal food, lodging, guide services etc.		8.4
8. Clothing, footwear and other goods and personal services		2, 8.1-8.3, 8.5-8.6
	8.1. Clothing and footwear, including repairs	2
	8.2. Personal care and effects	8.1
	8.3. Jewellery, watches, rings and precious stones	8.2.1
	8.4. Other goods, n.e.c. Personal goods, n.e.c. and writing and drawing supplies and equipment	8.2.2-8.2.3
	8.5. Other services, n.e.c. Financial, legal, tax, undertaking, business services etc.	8.5-8.6
9. Medical care and health expenses Included are physicians, dental and hospital fees, outlays on medical and pharmaceutical products and therapeutic appliances and fees on accident and health insurance		5

D. Tabulations of consumption expenditure

1. Purpose

129. Tabulations of the consumption expenditure of non-resident visitors in a country and of residents visiting abroad have both analytical and instrumental uses.

130. Data on the outlays on consumption of non-resident visitors in a country and of residents touring abroad are wanted in analysing the importance of tourism in contributing to a favourable or unfavourable balance of payments. Trends in the amount and pattern of the consumption expenditure of non-resident visitors also point to the advantages and possibilities of expanding international tourism of a country. The classification of the consumption outlays of non-resident visitors according to object of expenditure point to the economic activities of a country which benefit most from, and are dependent on, international tourism. These figures are also wanted in analysing the health of those industries and in planning their expansion.

131. The instrumental uses of statistics on the outlays on consumption in a given country of non-resident visitors are in estimating the balance of payments of the country and its national consumption expenditure in national accounting. Statistics on the outlays on consumption in foreign countries of residents touring abroad have similar uses.

2. A phased programme of tabulations

132. The stages in the development of statistics of tourism when it is suggested that data should be gathered and compiled on the consumption expenditure in a country of non-resident visitors and on these outlays in foreign countries of residents touring abroad are set out in table 11 below.

Table 11. Proposed classifications of data on consumption expenditure of non-resident visitors and resident visitors abroad according to phase of development of tourism statistics

Classifications	Phases			
	I	II	III	IV
1. Consumption expenditure in a country of non-resident visitors - total, per visitor and per visitor-day			A	
2. Consumption expenditure in a country of non-resident visitors according to major groups of object of outlays				A
3. Consumption expenditure in a country - total, per person and per tourist - night or excursionist-day - of non-resident visitors classified into tourists and excursionists				A
4. Consumption expenditure in foreign countries - total and average per person - of residents touring abroad classified according to international travel, package tours and other objects of expenditure			A	

133. Despite their importance, statistics on the consumption expenditure in a country of non-resident visitors and on that in foreign countries of residents visiting abroad have been included in the last two phases of the development of tourism statistics. This is due to the difficulties of gathering the basic data to estimate the outlays on consumption as well as the problems of making these estimates. The more difficult aspects of the statistics on consumption expenditure have been assigned to phase four of the programme.

134. As in the case of the other statistics of tourism, it would be useful to compile tables on the consumption outlays of non-resident visitors and of residents touring abroad which portray the trends in these expenditures over the last three or so years.

E. Sources and methods of estimating the consumption of international visitors

135. There are five major approaches to making estimates of outlays of non-resident visitors and of residents visiting abroad. They are based on (a) data on number of visitors, length of stay and estimates of average outlays per visitor or per day, (b) data from banks and similar institutions, (c) surveys of visitors and of residents at frontiers, (d) household surveys and (e) establishment statistics. In most cases it will be necessary to use a combination of all available sources of relevant data in order to make the best possible estimates. Priority should be given to making reliable estimates of consumption expenditure on items of the most importance for purposes of formulating government policies on tourism. Attention should also be devoted to making consistent estimates of the outlays from one year to the next.

1. Estimates from number of visitors, length of stay and average outlays

136. Estimates of the total consumption expenditure in a country of non-resident visitors might be made from annual statistics on the number of visitors, classified into tourists and excursionists, and on their average length of stay, coupled with expert judgements of their average outlay per visitor or per day. Better estimates of the average outlays would be derived from separate estimates of the average outlay per tourist and per excursionist, or per tourist-day if their length of stay differed significantly. If feasible, summing such estimates of outlays for non-resident visitors, classified according to such characteristics as purpose of visit or country of usual residence, to total outlays would be desirable.

137. Estimates of the consumption expenditure in foreign countries by residents visiting abroad may be made in a similar way.

2. Data from banks and similar institutions

138. Almost all the non-resident visitors in the case of most countries will bring travellers' cheques, cash etc. in foreign currency. If in the majority of these instances the foreign currency is exchanged for local currency through banks and



similar institutions, these exchanges may yield useful estimates of the total outlay of the non-resident visitors in the country. This would be the case if the banks etc. maintained suitable records on exchanges of foreign for local currencies, distinguishing business transactions, remittances of residents etc. from the transactions of non-resident visitors. Account should also be taken of exchanges of foreign for local currencies by non-resident visitors made at banks and similar establishments abroad and of their exchange of surplus local currency back to foreign currencies before departure or after return home. The approach outlined in this paragraph is used by many countries reporting data to the IUOTO and the International Monetary Fund.

139. Estimates of the outlays under discussion based on data from banks and similar institutions may have some serious deficiencies.

140. In some countries a significant proportion of visitors' foreign currency is exchanged through "unofficial" sources. The amounts exchanged in this way may vary from one year to the next, depending on the strictness with which exchange regulations are enforced and the favourableness of the "unofficial" exchange rates. Furthermore there are practical difficulties to ensuring that banks and similar institutions record exchanges of foreign currency by visitors separately from other exchanges. At best, estimates of the total outlays not of non-resident visitors in a country may be made from the data obtained from banks and similar establishments.

### 3. Surveys of non-resident visitors and of residents at frontiers

141. International tourists usually have reasonably accurate knowledge of the cost of their trip, based on the amounts paid before their departure, on the currency exchanged in each country visited and on outlays on the major items. A sample survey by skilled interviewers or perhaps self-enumeration of departing non-resident visitors and of returning residents can furnish estimates of their outlays in the country and abroad, respectively. The survey may also yield estimates of these outlays according to major objects of expenditure and according to selected characteristics of departing non-resident visitors and returning residents from abroad. Problems may however arise because of unwillingness to participate in the sample inquiry or recall errors. In some of these cases, respondents may be willing and able to furnish information concerning the kind of accommodation establishment at which he stayed, the number of days of touring and the like. Based on this information, his trip outlays may be estimated.

142. It is best to undertake a continuous sample survey programme. If this is not feasible, an infrequent sample inquiry may furnish data to make estimates for years in which the survey is not conducted if patterns of expenditure are reasonably constant. On the other hand, the estimates of total outlays which may be made from the sample survey may suffer from non-response, response errors and other biases. In such instances, the data from the surveys should be coupled with data from other sources to make estimates of the consumption expenditures under discussion.

### 4. Household surveys

143. The household surveys which are described in paragraph 85 above, may yield valuable data on the consumption outlays of residents on trips abroad, as well as on

the frequency of these trips and on holidays at home. In addition to the problem mentioned above, data on the outlays will be less fresh in the memory of the residents than at the end of their trip; problems may also arise concerning the segregation of business outlays on travel abroad.

#### 5. Establishment statistics

144. Data from establishments may furnish reliable statistics annually, or more frequently, on tourism outlays. The particular difficulty that arises in using this source is separating the receipts of the establishments from non-resident visitors and from others.

145. The most important establishment statistics are those of hotels and other accommodation establishments which record data on non-resident tourists. It should be noted that the outlays of the tourists at hotels may differ from the receipts of the hotels, for example gratuities and certain other payments made by the tourists are not likely to be included in the hotel accounts and those accounts may show receipts net of commissions paid to travel agents and tour operators.

146. Transport enterprises compile elaborate statistics on their activities which make it possible to estimate the outlays of international tourists on travel. Distinction should be drawn between outlays on travel in a country and on travel between countries. Problems may arise in drawing this distinction in the case of package tours which involve international and internal transport, as well as accommodation and other outlays, and in estimating the total travel outlays of tourists from the records of transport enterprises because their receipts may be recorded net of commissions paid to travel agencies etc.

147. Travel agents and tour operators may also provide valuable data on the outlays of non-resident visitors and of residents travelling abroad.

148. Other sources of basic data on the outlays of non-resident visitors may be tourist shops, in particular, duty-free, restaurants and entertainment establishments, manufacturers of souvenirs and local specialities and conference organizers. Non-resident tourists may have special privileges, for example discounts for certain payments in foreign currency or exemption from specific taxes; sales made to them with these discounts and exemptions may therefore be distinguished in the records of establishments and be a source of data for estimating their outlays.

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