

World Tourism Organization



UNWTO

Global Benchmarking for City Tourism

AM Reports: Volume ten

Affiliate Members Report published by UNWTO and
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Global Benchmarking for City Tourism Measurement

World Tourism Organization (UNWTO)

Secretary-General: Taleb Rifai

Director-Executive Secretary of Member Relations: Carlos Vogeler

UNWTO Editorial team

AM Reports Management: Yolanda Perdomo, Director of the Affiliate Members Programme

Editorial Team: Addaia Arizmendi, Aditya Amaranggana, Dmitriy Ilin, Leandro Victor Choi,
UNWTO Affiliate Members Programme

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CICtourGUNE Editorial team

Contributing authors: Nagore Espinosa Uresandi, Aurkene Alzua Sorzabal

AM Reports, Volume ten - Global Benchmarking for City Tourism Measurement

Published and printed by the World Tourism Organization (UNWTO), Madrid, Spain.

First printing: November 2014.

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World Tourism Organization (UNWTO)
Calle Capitán Haya, 42
28020 Madrid
Spain

Tel.: (+34) 915 678 100
Fax: (+34) 915 713 733
Website: www.unwto.org
E-mail: omt@unwto.org

Citation: *World Tourism Organization (2014), AM Reports, Volume ten – Global Benchmarking for City Tourism Measurement, UNWTO, Madrid.*

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Design and printing: Impacto Creativo de Comunicación, SL
Photos by UNWTO / Dreamstime Cover photo: Dreamstime

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Foreword



Cities are vibrant epicenters of culture and commerce. Today, half of the world's population lives in cities, and by 2030, five billion people will be urbanized. As some of the world's greatest tourism destinations, cities attract a growing number of visitors every year, generating a positive impact on the local economy by creating jobs, stimulating foreign exchange and promoting investment in infrastructure that benefits residents and visitors alike.

Mindful of this, urban tourism plays a critical role in the preservation and promotion of the cultural identity, economic development and the enrichment of cities around the world. As defined in the Istanbul Declaration on City Tourism, measuring the economic impact of tourism in cities is essential to identify new trends, prevent risks and create effective policies for sustainable city tourism development. Furthermore, new technologies provide an unprecedented opportunity to seize and interpret large amounts of information that allow a better understanding and managing of tourism flows while improving visitors' experience.

Taking this into account, there is a growing need to produce comparable indicators to systematically collect and analyze data on city tourism in a comparable manner. This Report aims to provide relevant, transferable and accurate indicators that can be applied broadly. As the first volume of a series of upcoming UNWTO Affiliate Members reports on measuring city tourism, it further provides instruments for policy-making, planning and management of urban destinations.

I would like to take this opportunity to express my deepest appreciation to all the Member States, UNWTO Affiliate Members and other organizations involved in this Report for their valuable contribution and engagement. I trust it will serve as a useful tool for cities to evaluate and benchmark performance, paving the way for a more sustainable development of city tourism.

Taleb Rifai

Secretary-General
World Tourism Organization (UNWTO)



1 BILLION TOURISTS: BILLION OPPORTUNITIES

Over one billion international tourists travelled the world in 2013, supporting jobs, generating income and boosting development.

International tourism currently accounts for 9% of global GDP, 30% of services exports and 1 in every 11 jobs.

At the World Tourism Organization (UNWTO) we work to make this impact even greater.

Because every tourist counts.

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Introduction



In 2012, UNWTO initiated the Cities Project in collaboration with 21 cities worldwide. This initiative brought together Affiliate Members and other relevant stakeholders from the private and public sectors, academia and destinations to create a platform for dialogue on the current and potential challenges and opportunities for cities. Here, an initial framework to work on common priority areas was created as a result of thorough consultation on key matters of the promotion agencies of different cities. These priorities were later agreed upon and signed in the 2012 Istanbul Declaration during the 1st UNWTO Global Conference on City Tourism.

This Global Report addresses the priorities stated in the Istanbul Declaration, which called for the implementation of specific actions to further elaborate seven focus areas considered vital for the development of city tourism. The Affiliate Members Programme's action plan incorporates a series of strategic initiatives to address these seven areas and member priorities. To this end, this publication specifically addresses the first area, *"to raise awareness of the economic and social impact of city tourism on national and local economies"* and contributes to the other six areas. Additionally, the Report proposes a specific plan to contribute to urban tourism's analysis through interaction and exchange of experiences among private entities, destinations and universities worldwide.

Against this backdrop, the Report identifies a set of indicators that can be applied to assess competitiveness at the national level. Mature city tourism economies need to enhance competitiveness as a source of growth, and implement effective action plans with knowledgeable understanding of their key determinants. Therefore, the report proposes a measurement scheme that includes a scorecard of core indicators to guide cities in building robust statistical frameworks for international comparison. The aim of the scorecard is not to produce an index or ranking of the most competitive cities, but to provide a guiding tool for cities to

analyze tourism competitiveness and inform policy for further development.

The work has benefited from an inclusive participative process with contributions from nine cities, a number of private organizations and universities, demonstrating effective public private partnerships in achieving a common goal. The Report analysis of key indicators illustrates the diverse data that is already being collected by cities, while the comparison between destinations shows that the information does not follow a common standard. The study points out limitations for comparing, benchmarking and analysing the impacts of tourism. Finally, a model scorecard is proposed for achieving standardization of measurements and thus allowing comparisons between cities.

This framework shall be considered by destinations as a toolkit. Pilot testing of the indicators will drive the work forward. For this reason, we strongly advocate for continued discussion in all global tourism forums on the current situation of city destinations to gain better knowledge of their challenges and opportunities, to share the best proposals and experiences, to provide guidance, and ultimately, to enhance our global responses.

I would also like to express our appreciation to all Affiliate Members that have collectively contributed to the report and invested their time and effort into the future of this project, including CICTourGUNE, Destination Melbourne, James Cook University, Vienna Tourist Board, Modul University, Barcelona Turisme, Bogotá Instituto Distrital de Turismo, Fundación Universitaria CAFAM, São Paulo Spturis, Vilnius Convention and Information Bureau Vilnius, ISLB Vilnius, International School of Law and Business, Istanbul Tourist Board, Bogazici University, Buenos Aires Tourist Board, Cape Town Tourism, Exceltur and European Cities Marketing. I trust that this Global Report and its scorecard will serve as a useful tool for global benchmarking.



Executive summary

Cities, without a doubt, are centre stage for their residents (the majority of the world population) and to the tourists who choose to visit them. As such, cities are performing and competing in a fierce, global market, and are therefore in need of tools that help them monitor and evaluate their progress. The nine cities that are part of the present study are no exception, desiring not only to measure city tourism as it occurs within their territories but also to benchmark their performance with others. This report joins others in stressing the unavoidable relevance of cities on any arena, including tourism, but specifically examines city tourism through a magnifying glass.

The UNWTO Affiliate Members Programme, interested in the concerns of Affiliate Member destinations, launched two rounds of questionnaires to learn about the main challenges and interests of Affiliate Member cities. Respondents expressed that their priority areas were economic impact, governance and planning, promotion and marketing, human resources, responsible tourism, cultural and natural heritage, innovation, and visitor experience.

As evidenced by the questionnaire responses, cities of different sizes, economic contexts and tourism relevance are not only interested in monitoring and evaluating their tourism performance but also acknowledging the economic impact of their tourism sectors. This report of the UNWTO Affiliate Members Programme, prepared by the Centre for Cooperative Research in Tourism (CICtourGUNE), is one of the first steps in the current research project, which emerged from the aim to delve into the first priority area of interest, economic impact.

This report provides critical arguments towards taking tourism measurement seriously, and more importantly, regards subnational measurement as a specific area counting with appropriate basic data and indicators to be provided to key tourism stakeholders at this territorial level. Measuring and analysing tourism is a challenging and high resource-consuming action. At the same time, it is seen as a means to monitor performance of a highly relevant economic sector

and to provide the knowledge necessary for stakeholders to make better-informed decisions (tourism practitioners, public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms). Beyond self-monitoring performance, benchmarking can include contrasting it against that of peers. This is the case at the national level, but even more so when the interested parties of a given territory zoom in to focus on a city – one municipality, one local administrative unit.

At the national level, the United Nations and international organizations, such as International Monetary Fund (IMF), World Bank (WB), OCDE, Eurostat, etc., have reached a formal consensus on the statistical framework for analysing tourism's economic impact. The implementation of such a consensus is an ongoing process. Given the umbrella role of the official national statistical framework, it is necessary to develop robust official subnational statistical frameworks, principally at the local level. At the same time, the International Network on Regional Economics, Mobility and Tourism (INRouTe), with the support of UNWTO, is currently working on achieving a consensus for the subnational level, particularly at the regional level.

This report is a significant step forward, as it represents a formulation of the recommended approach for the measurement and economic analysis of local tourism. Prior to such formulation, the report analyses a selection of existing approaches currently being utilized to benchmark subnational destinations (please see chapter 3), including the European Tourism Indicators System (ETIS), the renowned TourMIS, the European Cities Marketing (ECM) Benchmarking Report and UrbanTUR. Based on the European Commission Research Programme, ETIS has been developed as a potential system to monitor sustainability in European destinations. TourMIS is an internationally consolidated database of arrivals and overnights of over 130 European cities. It was developed by the Department of Tourism and Hospitality Management of UNWTO Affiliate Member MODUL University and financially supported by the Austrian National Tourist Office and UNWTO Affiliate Members, European Travel Commission (ETC) and ECM. The ECM Report is an attempt to make the complex information contained in the TourMIS database more accessible to city tourism managers and to address their information needs. UrbanTUR is a report on the city-competitiveness ranking of Spanish cities developed by UNWTO Affiliate Member Exceltur. It is important for UNWTO Affiliate Members to be acquainted with existing initiatives tackling city measurement and benchmarking, their pros and

cons, as well as the differences between their approaches, to build a robust official local statistical framework for tourism.

Chapter 4 discusses a set of nine committed cities – Barcelona, Bogotá, Buenos Aires, Cape Town, Istanbul, Melbourne, Sao Paulo, Vienna and Vilnius – who were selected to conduct an analysis of the current publicly available indicators used by these cities to benchmark their measurement. The cities were selected not only for their commitment to the current purpose of the project but also to gather cases that represent a wide spectrum of city demographics (i.e., larger/smaller in population with more or less tourism significance). This chapter includes case studies demonstrating efforts of distinct cities to build local/regional information systems.

Chapter 4 serves multiple purposes. On the one hand, it attempts to provide any city with a similar case from which to learn common elements, as well as to identify areas for improvement. On the other hand, the participant cities can learn from their specific cases, better understand their pros and cons, and view themselves against other city tourism destinations. Please note that the UNWTO Affiliate Members Programme is not aiming to gather and build databases or to create a ranking. Rankings are numerous nowadays, the credibility of which depends on the respective information sources, using common definitions and classifications. Precisely what is stressed in this report is the need for standardization and operationalization of key concepts and definitions. At the same time, the UNWTO Affiliate Members Programme seeks to foster collaboration with the participant urban destinations, steer a project that advances city tourism measurement, and present the project report and results in order to inspire other cities to join the efforts.

Finally, Chapter 5 presents a scorecard along with a recommended approach for how best to complete it. It is a scalable and granular scorecard. Perhaps more important than the scorecard itself – which is not an exhaustive list – is the contextual information provided, as it seeks to help and empower destination management organizations when deciding which section of the scorecard to venture into first. The present recommendations build upon the proficient work conducted by UNWTO at the national level and by INRouTe at the regional level. An underlining tenet of the study is to encourage nations, regions and cities to measure, analyse, study and benchmark, following international standards with rigor, fixed cadence and stability over time.



1.

UNWTO work on city impact measurement

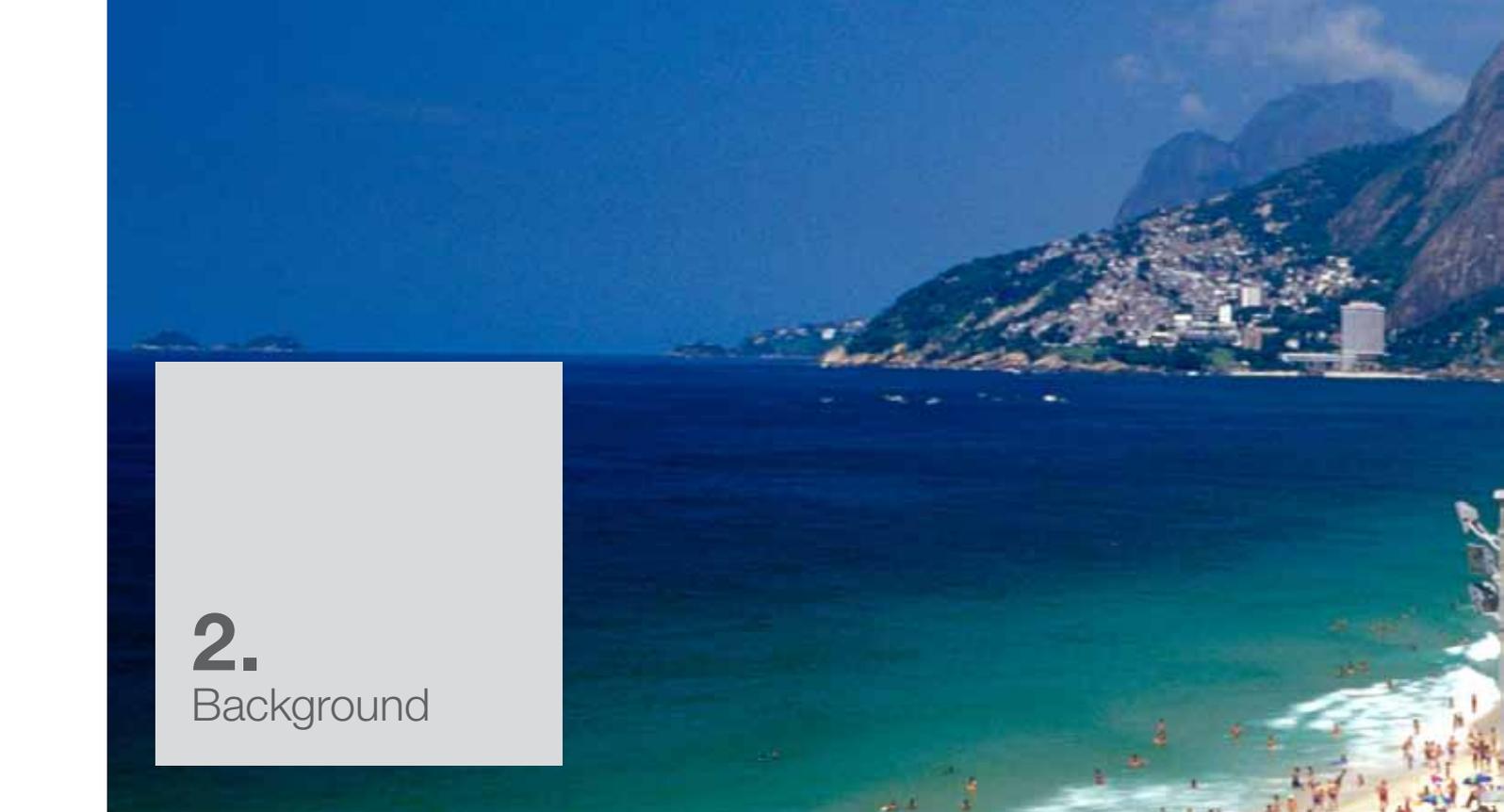
UNWTO is a specialized agency recognized and empowered by the United Nations to collect, analyse, standardize, improve and publish the statistics of tourism. The two UNWTO flagship publications – *Compendium and Yearbook of Tourism Statistics* – contain both comprehensive and the most important statistical indicators on tourism per country. As such, it views the process of collection and analysis of tourism data as one of the fundamental mechanisms in promoting the values of tourism as an economic and social activity. UNWTO has thrived in providing its member states and the international scientific and business communities a reliable, methodological framework to effectively measure and monitor tourism of national economies. UNWTO's international recommendations for tourism statistics ensure comparability of data between countries. From the beginning of the organization, great advances have been made in international tourism statistics from only a handful of countries making constant measurement of their economic activities related to tourism and little or no international collaboration on methodology and guidelines application.

As a decisive contribution to these efforts, UNWTO, through its Statistics and Tourism Satellite Account Programme, has promoted the publication of key documents on tourism statistics that should aid national governing bodies, the scientific community and the private sector in compiling and analysing data on tourism.

Firstly, the *International Recommendations for Tourism Statistics* (IRTS) – adopted in 1993 and revised into its current form in 2008 – provides a comprehensive methodological framework for collection and compilation of tourism statistics in all countries, irrespective of the level of development of their statistical systems. It aims to clarify all aspects pertaining to the measurement of tourism statistics, its main concepts and methodology, and is accompanied by the IRTS 2008 Compilation Guide, a document that further facilitates this process for all bodies that compile and assess tourism statistics.

Secondly, the *Tourism Satellite Account: Recommended Methodological Framework* comprises all methodological work of UNWTO related to Tourism Satellite Accounts (TSAs), representing the most accurate measure of the cross-sector contribution of tourism to national economies. First adopted in 2000 and revised into its current form in 2008, it allows for the harmonization and reconciliation of tourism statistics from an economic (national accounts) perspective, thus enabling the generation of economic data on tourism (such as Tourism Direct GDP) that is comparable with other economic statistics.

Finally, the *UNWTO World Tourism Barometer* is a regular publication aimed at monitoring the short-term evolution of tourism and providing the sector with relevant and timely information. It mainly provides an overview of short-term tourism data from destination countries and air transport, a retrospective and prospective evaluation of tourism performance by the UNWTO Panel of Tourism Experts, and selected economic data relevant for tourism.



2. Background

The Cities Impact Measurement Project is a practical application that originates from the “Cities” project and the Istanbul Declaration (discussed below). The Cities project was launched by UNWTO in 2012 in collaboration with 21 cities worldwide and the city of Moscow.

Through a series of consultations with tourism promotion bodies from different cities, an initial framework was created for working with the common priority areas, which resulted in the publication of a special report: AM Reports Volume 6 on City Tourism. This report was presented at the first UNWTO Global Summit on City Tourism held in Istanbul in November 2012. The event covered key topics in order to launch the initial phase of the project, such as the strategic role of tourism in the development of cities, the keys to its successful development and the concepts of reference for Smart Cities. During the Summit, the 21 participating cities plus the city of Moscow signed a joint statement called the “Istanbul Declaration”, named after the city where it was presented, calling for the implementation of specific actions to further elaborate on, and give greater visibility to, seven areas of action vital to the development of city tourism.

Based on the conclusions from this first City Tourism Summit, the UNWTO Affiliate Members Programme revised its strategic objectives to include addressing the seven areas of action mentioned in the Istanbul Declaration and, consequently, implementing a specific plan to contribute to urban tourism’s progressive analysis through interaction and the exchange of experiences among companies, destinations and universities worldwide.

Therefore, the present project not only responds to a highly relevant issue for urban destinations, but it also lies within the conceptual frameworks of UNWTO, INRouTe and CICtourGUNE. UNWTO is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156



countries, six territories, two permanent observers and over 400 Affiliate Members. Moreover, UNWTO aspires to support national tourism administrations as they work towards an improved formulation of national policies that take into account the subnational territories where tourism is significant (INRouTe & UNWTO, 2012:1). Furthermore, the UNWTO Affiliate Members Programme has taken into account the requests made by Affiliate Member cities with the interest of improving their knowledge on what occurs in their territories in relation to tourism, as it is relevant to their respective economies.

INRouTe is an initiative promoted by UNWTO and formally established as a non-profit association by two UNWTO Affiliate Members: CICtourGUNE and the statistical consulting firm Instituto Movatur, S.L. This network is dedicated to advancing policy-oriented measurement and analysis of tourism in order to provide operational guidance to entities involved with regional and local tourism destinations. INRouTe works in a number of well-defined research areas – tourism as an economic sector, tourism and sustainable development, tourism development and territorial cohesion, and finally, supporting tourism destination key stakeholders – with the specific focus on subnational levels. Given the high relevance of INRouTe's work to the purpose of the present project, it will be mentioned periodically throughout this report.

Likewise, CICtourGUNE, located in the Basque Country, Spain, is a scientific and technological organization dedicated to the creation and transfer of knowledge excellence in the areas of tourism and mobility. Today, these centres, known as innovative “hubs” or environments (ihubs), serve as points of strategic alliance between companies and stakeholders of the Basque Innovation System, including research centers, universities, business associations, financial groups

(venture capital) and innovation agencies, among others. CICtourGUNE places the interest of advancing novel and more efficient methods to measure and analyse tourism at subnational levels at the core of its research. Proof of such interest is the commitment of CICtourGUNE's research area, Tourism Systems and Media, to INRouTe and the launching of prominent projects, such as the Basque Tourism Observatories – one of the most innovative observatories of its kind, currently being studied for replication in Colombia and Kazakhstan. One of its monitors is providing services to countries, such as Ireland and Spain, to benchmark their city hotel performance against cities in foreign competitor countries.

2.1 City tourism relevance

By 2030, five billion people are expected to live in cities, and those city dwellers seem inclined to visit cities when travelling in light of the 47% increase in the last five years of city trips worldwide.

From a global perspective, the tourism sector is a growing conglomerate of industries with potential for expansion and future development (UNWTO, 2014). In the period 2011–2030, it is estimated that world tourism growth will average 4.4% annually; the number of international tourists is expected to reach 1.8 million by 2030, and the tourism sector is projected to generate 9.6% of world GDP with 300 million direct jobs (UNWTO, 2014). It is believed that the expansion of international tourism will create a new market structure that will provide opportunities for subnational tourism destinations, while international competition will simultaneously increase (UNWTO, 2014). According to comparative data on the diversification of destinations, in 1950, 97% of

Figure 2.1



Source: Fundación Metropoli.

international market share was concentrated in 15 countries (UNWTO, 2014). Today that percentage has dropped to 51.8% (UNWTO, 2014), and there is greater diversification thus opening opportunities for other regions and cities worldwide. Equally, those world regions that have enjoyed such high market shares in the past are bound to react so they do not lose their significant market shares. In that sense, given that tourism is an economic and social phenomenon that incorporates a key commodity – a territory, a place or more specifically, a destination – the current context of fierce global competition stresses even more the need for highlighting the uniqueness of each destination down to the local level.

Cities of all sizes can be competitive

This powerful statement is in the latest report of the Economist Intelligence Unit, after concluding from its analysis that within the ten most competitive cities in 2025, there are cities as large as Tokyo and as small as Zurich, in terms of population. Such emphasis on regions and cities is also supported by “the perceived relative decline of the nation state with respect to power and decision-making and the emergence of subnational structures and systems of local control”, hand in hand with cities or city-regions turning into hubs taking the center stage (Greene, F. J.; Tracey, P. and Cowling, M.; 2007).

How adventurous would it be to disregard places that currently embody more than half of the global population

and are expected to gather 70% of the world's population by 2050 (TII, 2013). Likewise, according to the Economist Intelligence Unit, these places represent a steadily growing 80% of the world's GDP (EIU, 2013).

Historically, there is no doubt that cities have been the economic engines of the world. However, the current pace at which metropolises are expanding has no precedent. It is estimated that by 2025, cities could contribute over US\$ 30 trillion a year to the world economy (Dobbs, R.; Remes, J.; Manyka, J.; Roxburgh, C.; Smit, S. and Schaer, F.; 2012). From a purely economic perspective, it would appear imperative to understand cities and their shifting demographics in order to understand how to reach urban consumers, attract visitors to cities, handle the coexistence of both sets of people, and to be prepared for the upcoming challenges. A majority of the world's population lives in cities and travels to cities for business and/or leisure (UNWTO, 2012); therefore, these cities have not only their own residents but also floating populations, including visitors.

Hence, it is reasonable to assert that tourism echoes the phenomenon of city hegemony. According to the *ITB World Travel Trends Report 2013/2014*, in the period 2009-2013, the volume of city trips increased by 47% worldwide. More significantly, this report states “*tours and city holidays by consumers in emerging markets have driven tourism growth in the last four years*” (IPK International, 2013). The following figure precisely reflects this phenomenon.

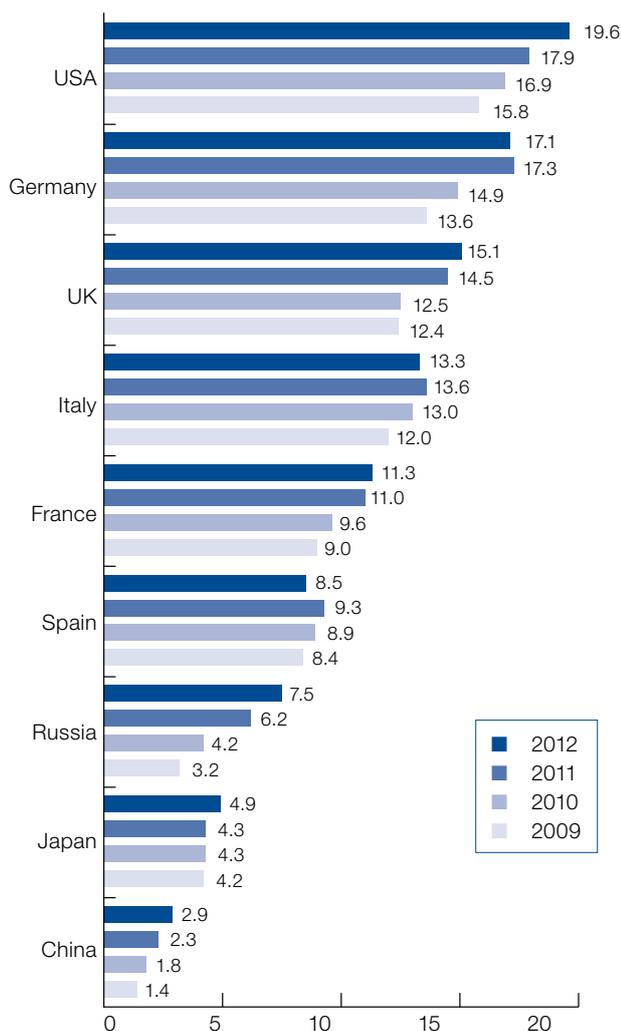
Figure 2.2 World outbound holidays 2009–2013

1	City holidays	+47	>	From emerging markets
2	Touring holidays	+27		
3	Sun and beach holidays	+12	-	From Eastern Europe
4	Countryside holidays	-10	-	European crisis impact

Source: World Travel Monitor 2013, IPK International.

The relevance of emerging markets is highlighted by figures such as the 29% growth in Chinese-market outbound-city trips for the period 2009-2013, as reported by the World Travel Monitor. In the case of European destination cities, most countries have felt the growth of the main source markets as shown in the following figure.

Figure 2.3 Growth in travel to European cities by main source markets (million)



Source: European cities marketing 2011/2012 in TII (2013:22)

City tourism’s significance is equally relevant at a country/region level, since visitors tend to use the city as a hub and explore beyond the city limits. Thus, the economic activity spillovers are felt in neighbouring areas. Current city visitors are not only hyper-technologically equipped and connected, but they also enjoy breaking boundaries and getting under the skin of destinations, and are interested in further engaging in cities they visit and becoming local “city dwellers” for a short period of time. Tourism Intelligence International (2013) posits the characteristics for a perfect match between the current traveller and highly competitive destinations capable of attracting such dwellers:

“The conclusion can also be drawn that higher spenders hold higher and more sophisticated expectations, taking infrastructure and many services and facilities for granted rather than considering them as added value. However, intangibles that add a sense of exclusiveness make a significant difference. This supports the idea that cities are not only the current centre stage of every economic sector, improving the income of its residents, but also compete to attract worthy visitors”.

In sum, not only are cities becoming the unavoidable hubs for any type of economic sector but also play a crucial role in the case of tourism. This is reflected in their territory administration, private sector, international institutions and research bodies interested in covering the gap of proper measurement and analysis, relying on tools to make better-informed decisions for cities to remain competitive.

2.2 National vs. subnational level statistics: challenges

National, regional and local stakeholders agree that “tourism statistics are necessary for designing marketing strategies, strengthening inter-institutional relations, evaluating the efficiency and effectiveness of management decisions and measuring tourism throughout the national economy” (UNWTO, 2010). When it comes to measuring tourism, “regional tourism is not just the transposition of national figures to subnational levels” (INRouTe & UNWTO, 2012:2); instruments and definitions cannot simply be re-applied to the regional/local level.

UNWTO has committed to produce recommendations for the measurement and analysis of tourism at the subnational level. A proper articulation between the nation and its subnational levels is a precondition for producing analytical possibilities that are useful to tourism managers and allow comparability – primarily for tourism destinations within a given country. As such, it is also an opportunity for national tourism authorities to reinforce their leadership in the sector.

Designing a robust articulation of national/subnational tourism policies requires: 1) the adoption, as well as the adaptation,

of The International Recommendations for Tourism Statistics (IRTS 2008) concepts and definitions and, when necessary, the proposal of new ones; and 2) operationalizing the measurement of these concepts. Both issues are crucial to understanding why we need to take subnational tourism seriously; a solid conceptual framework is required because tourism is particular in nature and is not to be treated as any other conventional economic sector.

There are several reasons why it is worth measuring tourism at subnational levels. First, tourism in most countries is an unevenly distributed economic activity. Therefore, when creating national policies, the particularities of specific regions or localities should be identified. Second, subnationally targeted policies need to account for the disaggregation and granularity of the information for such territories, and this cannot be achieved by simply transposing national data. Third, given the previously highlighted relevance of cities and their economic significance, data, information and knowledge are needed to remain competitive, and this is only achieved through accurate measurement of their realities, not fractals of assumptions about what is happening in their portion of the country.

On a geographical scale, under international standards, official tourism statistics are intended to gather the demand and the supply perspectives. The demand side involves tourism flows, visitor profiles and expenditure, and the supply side identifies tourism industries and employment. Other indicators need to be taken into account, but these statistics represent the basic information for measuring the economic contribution of tourism to a given destination.

Whether on the demand or the supply side, both revolve around the traveller who takes a tourism trip. Despite seeming straightforward and logical for professionals in the business, travellers, who ultimately respond to surveys, typically are not aware of industry-specific concepts. More specifically, terms such as “usual environment” and “visitor”, while being extremely relevant for the measurement of tourism economic activity, tend to be unknown to the general public and suffer some nuances at the subnational level.

The term usual environment gains much more significance under a larger magnifying glass. At the national level, the framework is rather clear: inbound tourism relates to non-residents visiting the given country. This second set, the residents, become more difficult to assess when a subnational approach is in place. In the case of regional tourism, UNWTO & INRouTe (2014) posits the following:

“In order to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or countries, it is recommended that three subsets of visitors be identified:

1. *Residents from countries other than the country of reference (inbound visitors to the country as a whole);*
2. *Residents from another region of the country of reference; and*
3. *Residents in the region of reference (who travel for tourism purposes outside their usual environment which is located in such region).*

It should be noted that inbound tourism would include the first two subsets. (INRouTe, 2014). Regional tourism comprises the activities of these three subsets of visitors (although some regions will not have data on the third subset).”

This classification should be adapted at a local level to measure city tourism. The different subsets of visitors need to be identified, as each of them respond to different travel patterns and consumption behaviour; consequently, the corresponding economic contributions might be different. Data from surveys is required (border, household, accommodation and supply), as well as other types of data (not necessarily official data nor even proper statistical data).

The third subset of visitors must be taken into account when developing the surveys. In many countries, this simply means that the border, household and accommodation surveys need to incorporate such distinctions, allowing for the generation of an origin and destination matrix. Beyond these three surveys, INRouTe suggests that subnational territories consider statistical business registries and structural business surveys to gain further information on the specific supply at their destinations.

The central aim is to develop an appropriate tool for destinations at a subnational level, particularly cities, to measure the specific economic contribution and relevance of tourism in their territories. Furthermore, measurement should also consider the need for comparing one’s performance against that of both national and international competitors; therefore, it is crucial that all destinations to be benchmarked follow the same statistical standards – an uncommon and truly complex task. While feasible, a significant amount of stakeholders must compromise and the standard must take into account the cost of implementing, expanding or modifying statistical operations. However, technology opens a vast range of opportunities to analyse certain types of data, such as credit card expenditure, hotel dynamic pricing, visits to destination sites and online reputation analysis.

The following chapter introduces the complex and challenging task of measuring tourism’s economic contribution, and chapter 5 will provide concrete recommendations for achieving the best outcomes.



3. Reviewing measurement of city tourism

The present chapter analyses a selection of existing approaches currently being utilized to benchmark subnational destinations, including the European Tourism Indicator System (ETIS), TourMIS, the European Cities Marketing (ECM) Benchmarking Report and UrbanTUR. Based on the European Commission Research Programme, ETIS has been developed as a potential system to monitor sustainability in European destinations. TourMIS is an internationally consolidated database of arrivals and overnights of over 130 European cities. It was developed by the Department of Tourism and Hospitality Management of UNWTO Affiliate Member MODUL University and financially supported by the Austrian National Tourist Office with the collaboration of UNWTO Affiliate Members Programme, the European Travel Commission (ETC) and European Cities Marketing (ECM). The ECM Report is an attempt to make the complex information contained in the TourMIS database more accessible to city tourism managers and to address their information needs. UrbanTUR is a report on the city-competitiveness ranking of Spanish cities developed by UNWTO Affiliate Member Exceltur. It is important for UNWTO Affiliate Members to be acquainted with existing initiatives tackling city measurement and benchmarking, their pros and cons, as well as the differences between their approaches, to build a robust official local statistical framework for tourism.

3.1 City benchmarking initiatives

Tourism destinations of all sizes, including cities, have long had the need not only to measure their own performance but also to compare themselves with domestic and foreign competitors. This section describes three different but relevant European initiatives that address this need, with the complexity and challenges summarized in the following box:

Shared desire: Measuring and Analyzing Tourism and Benchmarking

Difficulty: Many countries, regions, cities follow distinct definitions and methods to collect, process, analyze and publish data concerning the tourism activity.

Consequent needs:

- Countries to implement existing United Nations recommendations for measuring and analyzing tourism at the national level as drawn by UNWTO;
- Institutions, international organizations, and other entities to reach an agreement on international recommendations for measuring and analyzing tourism at the subnational level. Such recommendations should also be a commitment of UNWTO with the international community including UNWTO Affiliate Members; and
- For such purpose UNWTO supported the creation of the International Network of Regional Economics, Mobility and Tourism (INRouTe) for the adaptation of UN 2008 International Recommendations for Tourism Statistics (IRTS 2008) to be applied at sub-national levels (regional and local levels). In sum subnational territories **try to, at least, adapt their statistical frameworks to the currently existing international standards.**

Only then the feasibility of comparing countries, regions and cities may be achieved.

The authors of this report deem the following initiatives most relevant to understanding the progress made in this area thus far:

- ETIS, the European Tourism Indicators System, launched by the European Commission;
- TourMIS, which is the most relevant worldwide initiative that currently benchmarks cities in tourism terms. In 2009, TourMIS received the UNWTO Ulysses Award for Innovation in Enterprises Special Jury Award;
- The European Cities Marketing (ECM) Benchmarking Report, which converts TourMIS complex statistical data to easily accessible and comprehensive managerial information; and
- UrbanTUR, which benchmarks urban tourism competitiveness in selected cities within Spain, representing the most ambitious initiative of its kind in Spain.

3.1.1 ETIS

ETIS is an official and supranational initiative created by the European Commission (EC) to measure destinations' competitiveness and sustainability. The EC hired the University of Surrey (United Kingdom of Great Britain), Sustainable Travel International (United States of America) and Intasave (United States of America) to develop the *Study on the Feasibility of a European Tourism Indicator System for Sustainable Management at Destination Level*, and ETIS emerged as a result.

At this stage, ETIS is 1) a set of indicators, 2) a toolkit to be used by destination management organizations to implement such indicators, and 3) the framework of datasets for destinations that choose to implement ETIS.

ETIS is currently being tested in a group of destinations across Europe. Despite its "system" denomination, ETIS is a document containing a collection of core and optional indicators—which are explained in detail as part of the toolkit—that the authors suggest destinations implement, so they can monitor their own progress over time and make informed decisions based on such information. Hence, the motivation to use it is self-benchmarking.

The following key elements of ETIS should be considered:

- **Business model:**
 - ETIS is not compulsory; destinations choose to implement it, fully or partially;
 - There is no financial aid for destinations willing to implement it;
 - ETIS does not include a technological platform for sharing information. Therefore, benchmarking is not

possible even if several destinations implement it, unless they know each other and decide to share and compare; and

- Some of the indicators described in the toolkit require launching specific surveys or modifying and expanding existing ones, which could involve substantial economic investment.
- **Coverage:** Within the framework of ETIS, the term "destination" has no predefined thresholds—a portion of an administrative unit can be a destination, as well as a municipality, a region/province/county/district, or a whole country. The content of the indicators cover a range of matters, from destination management (some of the usual demand and supply indicators) all the way to environmental, social and cultural sustainability.
- **Existing consensus and international standards:** ETIS does not integrate existing consolidated standards and definitions, and many indicators leave room for interpretation at the level of the destination. The International Recommendations for Tourism Statistics (IRTS 2008) developed by the World Tourism Organization (UNWTO), addressed the term destination, as did INRouTe from the subnational perspective.
- **Comparability:** The above-mentioned issues suggest that ETIS does not provide comparability but only self-benchmarking.
- **Preciseness and rigor:** Given its voluntary character and that any territorial entity (or a portion thereof) can apply the present toolkit with no supervision by an official statistics institute or similar organization, rigor cannot be guaranteed. The toolkit is intended for destinations to be able to act on their own, so that the lack of economic resources is not an obstacle to implementing it. Cooperation among numerous actors is encouraged throughout the toolkit in order to foster further gain of information and to bring sustainability to the aim of measuring tourism activity.
- **Scalability and granularity:** Being a bottom-up approach, the system is certainly scalable, but arguably at the expense of quality assurance and granularity.

In sum, ETIS is in a notably initial stage, and the current pilot tests being conducted in Europe may allow for further fine-tuning and possibly substantial reconsideration.

Please note that Eurostat and the European Tourism Virtual Observatory initiative have not been part of the process.

3.1.2 TourMIS

TourMIS, a tourism marketing information system, is a database developed by Dr. Karl Wöber at the Department of Tourism and Hospitality Management of MODUL University; it is financially supported by the Austrian National Tourist Office in collaboration with the European Travel Commission (ETC) and European Cities Marketing (ECM), providing data on tourism volumes (arrivals and bednights) (UNWTO & ETC, 2005).

TourMIS is a system that has been running for almost 15 years, providing the most up-to-date, comprehensive city tourism data on overnights, arrivals and accommodation provider capacity. The following key elements of TourMIS should be considered:

– **Business model:**

- TourMIS is free to use; and
- City tourism offices interested in participating in TourMIS enter their data in the system and then receive individual benchmarking reports in return. Therefore, data compilation mainly depends on the interest of tourism offices.

– **Coverage:** TourMIS works with properly defined territorial entities, so it suffers what any supranational venture would when handling cities—while some cities have clear boundaries, others have administrative limits that do not represent everyday life/business, which may move far beyond that. Therefore, TourMIS uses the terms “city area only” and “greater city area”. TourMIS gathers information from over 130 cities in Europe, including the following indicators year over year (YOY):

- Arrivals of all visitors (tourists and day visitors) in city area only;
- Bednights in all paid forms of accommodation establishments (total and breakdown for market origin);
- Arrivals in all paid forms of accommodation establishments (total and breakdown for market origin);
- Capacity of accommodation providers (accommodation units, beds and occupancy) for all forms of accommodation;
- Average length of stay in all accommodation establishments (total foreign and domestic); and
- Prices for various items and services purchased by visitors.

– **Existing consensus and international standards:**

Given its academic background, TourMIS demonstrates respect for international standards, which is shown in the detailed methodological notes. TourMIS does not create its own data, but instead gathers it from diverse cities, using different and not necessarily harmonized sources; consequently, it is not evident whether TourMIS follows

international standards, but this is beyond TourMIS's control.

- **Comparability:** Due to the differing definitions and survey methodologies that are applied in different cities (and countries), the collected data cannot be readily used or compared. For example, within the same tables, if one city has provided data on “city area only” but the other has provided data on “greater city area”, then any comparative conclusions should be carefully made. TourMIS clearly states this limitation on its website and in every downloaded file.

- It should be noted that Dr. Wöber is involved in numerous initiatives to harmonize methods and definitions in support of international comparability. The same applies to ECM, one of the entities supporting TourMIS.

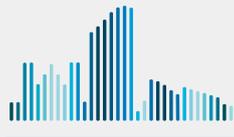
- **Preciseness and rigor:** The TourMIS website states that “No guarantee can be given for the quality and quantity of the data.” This is not a matter of TourMIS not being interested in preciseness and rigor, but simply that under the current business model, TourMIS cannot verify how the data entered by tourism offices has been collected and processed.

- **Scalability and granularity:** TourMIS is clearly scalable in that any city in the world can submit its data simply by registering, so the tool can benchmark far beyond the current 130 cities. The difficulty with granularity is that TourMIS does not collect the data itself; therefore, little can be done in this area under the current business model.

In sum, TourMIS is the only initiative that currently publishes data on three tourism indicators for 130 cities; however, quality, quantity and comparability cannot be ensured because tourism offices submit the data themselves. It is not a benchmarking tool in the strictest sense of the word, but only because there is no harmonized, universal operating measurement system of tourism statistics despite existing international agreed standards (IRTS, 2008).



Case study 1: The European cities marketing benchmarking report



EUROPEAN CITIES MARKETING
MEET EUROPEAN CITIES



UNWTO
AFFILIATE MEMBER

European Cities Marketing (ECM), a not-for-profit membership association dedicated to strengthening and improving European city marketing, produces the European Cities Marketing Benchmarking Report (ECM Report) on an annual basis. The prime objective of the ECM Report is to convert complex statistical data to easily accessible and comprehensive managerial information mainly by graphical presentation of charts. Since its first edition in 2004, the ECM Report has had a distinct focus on the strategic and competitive position of European city destinations and aims to equip destination managers with important trends and recent developments in the European city tourism business. The main source of information used in the ECM Report is the data collected by TourMIS.

Business model: The ECM Report is produced in collaboration with MODUL University Vienna, the scientific partner of the project. The report is provided free of charge to ECM members and can be purchased by non-members. Prior to the completion of the report, a group of ten ECM-member cities finance additional data collection so that the report includes destinations that do not enter their data into TourMIS but are perceived as interesting for benchmarking activities. The task of collecting this information is outsourced to MODUL University Vienna.

Coverage: The ECM Report includes tourism statistics from 115 European cities for which complete data series are available. It is almost completely based on TourMIS and the resources of MODUL University Vienna. Other data used in the report comes from Genesis, the Spanish Institute for Statistics INE, National Institute of Statistics Portugal, Official Website of Veneto and Padova Regions, Statistics of Turkish Ministry of Culture and Tourism, Norway, Ente Bilaterale Turismo del Lazio, Statistische Berichte Baden-Württemberg + Magic Cities Germany and Stadt Würzburg. In order to see overall tourism development, the ECM Report also displays the total and international bednights of 28 European nations provided by the European Statistical Office (Eurostat).

The ECM Reports displays information for year-on-year developments as well as for a five-year benchmarking period for the following items:

- Total bednights;
- International bednights;
- Bednights generated by nine key source markets including Germany, Italy, France, Spain, United Kingdom of Great Britain and Northern Ireland (the), United States of America (the), Japan, Russian Federation (the), and China; and
- Bed capacity.

Besides providing an overview of the developments concerning the total market for city tourism, the ECM Report also distinguishes the following competitive groups:

- The European Premier League, which consists of 44 major European cities that have more than 1.5 million bednights annually. They are usually national capitals or national urban power centres. The Premiere League benchmark group compares cities of equal competitive standing in terms of tourism brand value and tourism infrastructure, and serves as a base for calculations of a benchmark market approximation for the city tourism development in larger European urban centres.
- The European Second Division consists of 71 European cities that have less than the Premier League's annual bednights. On the other hand, the Second Division benchmark group comprises cities that are culturally and economically well-known destinations across other European nations. In the ECM Report, the Second Division group of cities serves as a base for calculations of a market benchmark approximation of the often analytically overseen second tier of cities in Europe.

Last but not least, the report also includes some forecasts for the year to come.

Existing consensus and international standards:

Given that the ECM Report's primary source of information is TourMIS, the same remarks apply in terms of consensus and international standards. The ECM Report includes in its Annex the data rectification procedures and an extensive city index displaying, for each city, the definitions used and the data availability.

Comparability: All definitions in the ECM Report are used in a consistent manner. In other words, when a city changes its reporting definitions, all its statistics are converted to the

same definition basis during the ECM Report's benchmarking period 2009-2013.

For some cities where this is not possible, data rectifications and estimates were necessary in order to fill gaps in existing time series or to adjust for significant deviations from the standard definition applied in this report. For instance, the statistics for UK and Irish cities have been adjusted due to the fact that they, in contrast to continental European cities, include numbers of bednights in unpaid forms of accommodation (visiting friends and relatives). Furthermore, the greater city areas comprise in this example of the UK/IRL cities entire regions. In the ECM Report the statistics of UK/IRL cities have therefore been adjusted in order to make their statistics somewhat comparable. In the ECM Report the figures of cities including VFR are replaced by estimates for the paid (commercial) accommodation share. This is done in order to reach a minimum level of comparability to the vast majority of the included cities who report their statistics without VFR.

Preciseness and rigor: The ECM Report depends on the input provided by the cities entering their data in TourMIS. As for the data concerning cities which are not participating to TourMIS, its correctness and homogeneity is carefully checked before being entered into the database by MODUL University Vienna. Cities that could not provide data following the standard European Cities Tourism Benchmarking Report definition as well as cities where the data was adjusted to make their data comparable are marked with an asterisk (*) in all graphs and tables. All rectifications and estimates for sporadically missing data are well documented in the Annex of the report.

Scalability and granularity: The methodology behind the ECM Report is scalable, in the sense that the report could include more cities provided these destinations are able to enter their data into TourMIS. Concerning granularity, the ECM Report faces the same issue as TourMIS.

The ECM Report is an attempt to bring the complex information contained into the TourMIS database closer to the city tourism managers and to cover their information needs. The methodological challenge consisting in synchronizing the numerous different tourism reporting standards across the European nations and cities remains. However, the main reason why this project has been repeated each year for a decade is that the ECM Report is perceived as extremely valuable for city marketing managers in need of information on which to base their campaigns, strategies and operational plans.

3.1.3 UrbanTUR

UrbanTUR is a report on the competitiveness ranking of Spanish urban tourism destinations conducted by Exceltur (UNWTO Affiliate Member), the Spanish association of some of the most relevant private tourism companies in the country.

At the national level, Spain has a statistical framework that follows the international recommendations to measure tourism, including the Tourism Satellite Account (TSA). At the regional level, which for Spain means Autonomous Communities (NUTS 2), some regions have regional TSAs and some do not, but regional statistical frameworks tend to follow international recommendations in order to facilitate the aggregation towards the national level. Then, reaching the local level as UrbanTUR does, analysing tourism within the country is a challenge that not even the national statistical institute ventures into given the methodological difficulties for comparison. Therefore, UrbanTUR is highly relevant to bridging this gap and addressing the interests of the country's urban tourism destinations in benchmarking themselves against each other. When it comes to the initiatives attempting to tackle the difficulty of city tourism comparability, UrbanTUR fits partially between the first and second initiatives (ETIS and TourMIS). The nuance is that UrbanTUR deals with a *single and coherent* national statistical framework, collects publicly available data from reliable sources and creates some *ad hoc* indicators.

– **Business model:**

- UrbanTUR is a report that so far has been issued once in 2012, financed by the private association Exceltur.
- Its methodology utilizes already existing indicators whose data is publicly available and from reliable sources, and it creates *ad hoc* indicators, which also use reliable, available data and a minor set of qualitatively obtained data.

- **Coverage:** UrbanTUR concentrates exclusively on Spanish cities, or urban tourism destinations (the report uses both terms interchangeably). It includes the 20 most visited cities of Spain, with the exception of Palma de Mallorca given its notably different characteristics. UrbanTUR does not specifically define the term “urban tourism destination” or its characteristics. The ranking refers to 20 Spanish urban tourism destinations and gathers 57 indicators per areas of knowledge, as shown in figure 3.1 below.

- **Existing consensus and international standards:** Most of the data used for UrbanTUR comes from reliable sources (official bodies and other entities), which follow the existing consensus and international standards. It also includes some qualitative indicators sourced through interviews.

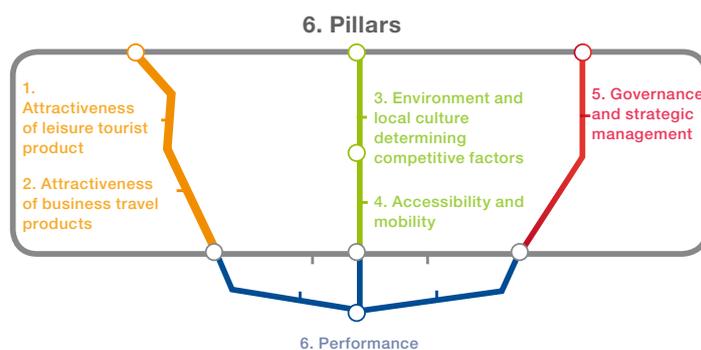
- **Comparability:** As the report posits relative comparability, readings can be conducted bearing in mind that “a given city should analyse its position in relation to those other cities similar to it in size, geographical location, cultural heritage, territorial configuration and economic structure.” (Exceltur, 2012). Only the rankings, and not the absolute figures, are provided.
- **Preciseness and rigor:** On the one hand, most of the information sources are official bodies, and renowned and legitimate businesses, and most of the data is publicly available. On the other hand, preciseness and rigor are assumed for the operations conducted within Exceltur to produce the ranking, despite not having the supervision of an official statistical institution.
- **Scalability and granularity:** The methodology behind UrbanTUR is scalable and granular as long as there is information available and resources are invested. Under the current business model and as long as the limit is Spain, the number of urban tourism destinations and indicators under study could be increased with higher resources. If other countries with different statistical frameworks became involved, this would increase dramatically, but with the trade off of granularity. Sustainability over time depends upon Exceltur's willingness to invest in this report again in the future.

In sum, UrbanTUR allows for point-in-time, relative comparability of the competitiveness of 20 urban tourism destinations within Spain. This methodology is not applicable in other countries, without substantial modifications, when seeking international benchmarking.

As a result of the analysis in this chapter, UNWTO might want to address the challenge of comparing the economic impact of city tourism—especially intranational and international comparability of tourism destinations. To do so, there must be precise concepts and definitions, and appropriate tools and classifications.

Figure 3.1 UrbanTUR structure

UrbanTUR 2012 is comprised of 6 pillars, 15 fields and 57 homogeneous and comparable indicators



Source: Exceltur (2012).



4. Knowledge map on a set of cities

The present research work looks into a selection of nine cities that cover a wide spectrum, from a larger to smaller scale cities and with more or less tourism significance. These cities have participated in several rounds of questioning by UNWTO Affiliate Members and have shown commitment to the present research project; hopefully this report and the rest of the research-project steps inspire others to join.

After reviewing the publicly available indicators, which are currently collected and periodically published by the nine destinations involved in the project, this knowledge map represents an analysis of the pros and cons of the available indicators that empower city tourism boards to make informed decisions. The analysis takes into account the IRTS framework, which refers to nations; the work conducted by INRouTe, which looks into the subnational level; and last but not least, the challenges highlighted in section 2.2.

None of the mentioned frameworks focus on a specific type of tourism as their intent is to cover all kinds of destinations (bearing in mind the geographical scope limit) and measure the degree of the tourism activity and its economic impact, irrespective of the specific type of tourism. Therefore, this research keeps that singularity in mind.

This chapter analyses the current indicators for the nine cities under study and the potential room for improvement. The annexes to this report include the full available indicators, which are listed for each destination, indicating source of data, source of publication, and collection and publication periodicity.

4.1 Demand perspective

The first point to be analysed, from the demand perspective, involves whether the cities are applying the definition of visitor in accordance with international standards. In this regard, it should be noted that cities might be deeply influenced by the nation's statistical framework. Visitors

tend to be distinguished via surveys in main points of entry (to the country or to the city) or at accommodation facilities and interviewing households in their place of residence and National statistical offices tend to govern these surveys in many cases.

A visitor is not any traveller; it is a traveller taking a tourism trip:

A visitor is a traveller taking a tourism trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

(INRouTe & UNWTO, 2012:89).

This means that the administrative controls or the survey, whether they might be border surveys, domestic tourism household surveys, accommodation surveys or other kinds of surveys, should utilize some of these subconcepts to be able to distinguish traveller subsets, and single out visitors. For example, travellers that cross international or administrative borders on a regular basis and travellers employed under short-term contracts to work in a country or region other than their residence should not be counted as visitors.

Moreover, the concept of “usual environment” must be broken down into frequency of the trip (except for displacement to vacation homes); duration of the trip; the crossing of administrative borders; and distance from the place of usual residence. The underlying issue with usual environment, as expressed in para.2.50-2.53 IRTS (2008), is that countries differ in their population densities, cultural behaviours and administrative unit sizes; these and other elements affect the understanding of usual environment from country to country or from sections of a country to other sections or countries.

Additionally, “metropolitan areas may stretch over administrative borders even though they represent a compact or contiguous geographical area, and the place of usual residence of some individuals may be very close to the administrative borders so that their crossing might not be relevant for tourism analysis” (UNWTO, 2008:para.2.53). IRTS 2008, in this sense, recommends that the National Statistics Office select one national criterion for the whole territory and that prior to selecting it, it consults neighbouring countries to foster comparable statistics. In sum, usual environment is a cornerstone of the term visitor and at the same time, it creates numerous challenges for their distinction and implementation.

The following table highlights potential compliance with the traveller/visitor distinction; however, it is unknown which operational definition is used by each destination. In other

words, having a ✓ in this table does not mean compliance with international standards, as it is currently unknown whether each city utilizes the above-mentioned visitor definition when it publishes figures on visitors.

Table 4.1 Compliance with visitor distinction

	Measuring visitors (as opposed to travellers)	Distinguishing foreign visitors from resident visitors
Barcelona	✓	✓
Bogotá	*	*
Buenos Aires	✓**	✓
Cape Town	✓	✓
Istanbul	✓	✓
Melbourne	✓	✓
Sao Paulo	✓	✓
Vienna	✓	✓
Vilnius	✓	✓

* Bogotá distinguishes resident from non-resident, but it is not clear whether it distinguishes visitor from traveller. The observatory’s reports include a methodology chapter, which presents the IRTS 2008 definition of visitor; however, its indicators use the word *traveller* not *visitor*.

** Buenos Aires, as part of its International Tourism Survey (ETIS), distinguishes *international tourists* for the points of entry of two Airports; however, the Accommodation Survey only mentions *travellers*.

Source: Own Elaboration.

The relevance here lies in the fact that tourism statistics involve one person, the visitor; therefore, in order to compare tourism arrivals of one city to others, all cities should use the same definition of visitor and implement it when collecting data.

When looked at from the local perspective, the interest of tourism as an economic sector, in plain terms, is for visitors to reach a given destination, stay overnight for longer periods and spend on diverse activities that impact the local economy, as all of this increases economic return. Simultaneously damaging factors of tourism activity, as in any economic sector, should be monitored, evaluated and controlled. Then, it is imperative to be able to measure and analyse the following indicators, at a minimum: 1) visitors vs. travellers; 2) volume of visitors arriving to the destination per point of entry; 3) volume of tourists overnighing in the destination;¹ 4) occupancy rates of accommodation facilities; 5) average length of stay; and 6) volume of visitors to main tourism attractions.

¹ The most common challenge here is the unfeasibility of measuring tourists overnighing in the homes of their relatives or friends, or in unregistered/informal accommodations.

Table 4.2 Key indicators on demand

	Arrivals to points of entry	Guests to accommodation facilities	Overnights in accommodation facilities	Occupancy rates	Average length of stay	Number of visitors to main attractions
Barcelona	✓	✓	✓	✓	✓	✓
Bogotá*	✓	✓	✓		✓	
Buenos Aires*	✓	✓	✓		✓	
Cape Town	✓	✓	✓*	✓	✓	✓
Istanbul	✓					
Melbourne	✓		✓*			
Sao Paulo	✓	✓		✓	✓	
Vienna		✓	✓			
Vilnius		✓	✓	✓		

Source: Own Elaboration.

The measurement of flows via points of entry or accommodation facilities concerning visitors exclusively:

- Barcelona: Collects data on room occupancy and bed occupancy in hotels as well;
- Bogota: Uses the profile of *national or international non-resident travellers* on the one hand, through the travellers survey, and domestic visitors from the household survey on the other hand;
- Buenos Aires: Collects the provided information exclusively for *international tourists*. Accommodation facilities are divided into hotels and “para-hotels”;
- Cape Town: Distinguishes between regional, domestic and international arrivals to the International Airport. Likewise, it distinguishes several types of accommodation establishments and crosses this information with occupancy rates, average room rates, source markets, revenue per available room (RevPAR), etc. The overnights are divided per source market (domestic, regional/Africa and international), per type of accommodation and per city area within Cape Town;
- Istanbul: Includes foreign visitors exclusively;
- Melbourne: Estimates international, domestic, interstate and intrastate overnight visitors;
- Sao Paulo: Collects check-in and check-out dates in hotels and occupancy rates per category of establishment, per day, per month and per year; and
- Vienna: Distinguishes entries per type of accommodation.

Lacking information on these initial demand indicators reduces the power of arguments suggesting that the territory has a relevant tourism sector. Surveys in main points of entry, in the case of cities, intends to (as a purely basic measurement start tool): distinguishing visitors from travellers, distinguishing those visitors whose destination is the city in question and the place of usual residence of the visitor. The following section provides an in-depth discussion of many more variables that can be incorporated.

Accommodation surveys provide information on tourists,² and are typically performed under a legal framework that requires formal accommodation facilities to provide this information in a timely manner. The number of entries, overnights and length of stay at least provides a sense of volume and time frame that visitors spend in the destination being subject to expend in accommodation and beyond, amplifying the economic return. Surveys conducted at main points of interest are common practice to try to understand the activities performed by visitors within the destinations. These surveys, in many cases, escape the role of the official statistic institute and are privately executed by each main attraction. They tend to include both excursionists and tourists, and depending on the depth of the methodology used, may provide information to facilitate the urban management of flows to certain city areas.

Frequently, once a main point of entry, accommodation or main attraction survey is designed, it attempts to cover as much information as possible without discouraging respondents. As such, these surveys can profile demand by including expenditure information as reflected in the following two subsections.

² Implies that excursionists are not included.

Demand profile

Table 4.3 Demand profile I

	Gender	Age	Economic activity status	Occupation	Annual household, family or individual income	Education
Barcelona	✓	✓				
Bogotá*	✓	✓		✓		✓
Buenos Aires						
Cape Town				✓		✓
Istanbul						
Melbourne						
Sao Paulo	✓			✓		✓
Vienna						
Vilnius						

Source: Own Elaboration.

Table 4.4 Demand profile II

	Origin and destination	Main purpose	Modes of transport	Type of accommodation used	Degree of repeat visit	Travel party	Others
Barcelona	✓	✓	✓	✓	✓		✓
Bogotá*	✓	✓	✓	✓	✓	✓	✓
Buenos Aires	*	✓	✓	✓			
Cape Town	✓			✓			
Istanbul	*		✓				
Melbourne	✓	✓					
Sao Paulo	✓	✓	✓	✓		✓	✓
Vienna	✓			✓			
Vilnius							

Source: Own Elaboration.

“Others” could collect data on the main activities developed, satisfaction with the destination, intention to repeat visit, etc.

- Barcelona: Includes an opinion survey on a selection of aspects of the city (infrastructure, cleanliness, etc.);
- Bogota: Uses the profile of *national or international non-resident travellers* on the one hand, through the travellers survey, and domestic visitors from the household survey on the other hand. Bogota has information on occupation and education levels, intention to return and visit frequency. Origin includes country of origin, and if

it is Colombia, the department and city. The household survey is more in depth, covering numerous variables, including excursionist behaviour;

- Buenos Aires: Includes origin and destination, but does not collect details on origin beyond the nation in which the tourist resides;
- Cape Town: Performs further demand profiling for visitors (online or offline) who go to Visitor Information Centers and the city’s official website;

- Istanbul: Includes information on foreign visitors exclusively; and
- Sao Paulo: Profiles demand, thanks to the hotel survey, according to gender, persons with disabilities, accompanying party, means of transport used to get to the city, main reason to travel (aggregated and divided by origin), expenditure and length of stay in the city, breakdown of expenditure in the city, activities undertaken, first and last day of the stay and breakdown of main origins of visitors (all aggregated and then divided by origin). Moreover, Sao Paulo includes a profile of guests who made purchases in the city, including gender, dates of check-in and check-out, expenditure and number of nights in the city, main origin of tourists, and breakdown of expenditure.

Attention should be given to the relevance of certain variables compared to others. Travel party has a significant link with expenditure, as numerous studies have proven. The degree of repeat visits is a key performance indicator as it suggests the satisfaction of visitors with the city and their loyalty. It cannot be ignored that tourism is an extremely sensitive service sector. "Purpose of visit" is a variable that helps distinguish a visitor from travellers in general and contributes to gaining knowledge on why these visitors chose a given city in particular. Origin and destination are particularly relevant for marketing purposes; identifying key issuing markets and their main points of access or main means of transport helps manage flows in the destination, fine tune public marketing targets, reach agreements with airlines operating the destination and gain leverage in sum.

Those variables can be far wider including, as some of the present cities do, occupation, level of education, satisfaction or opinion surveys, main activities developed, number of repeat visit, first time, willingness to come back, and a long etcetera, in which expenditure tends to be most common and most useful.

Related to the main purpose of the trip, it is also relevant for marketing and management purposes to identify key types of tourism developed within the city, rather than for purely statistical intention. In the case of the cities analysed, it is not widespread.

Demand profiling per main purpose of trip

Table 4.5 Type of tourism distinction

	Attending meetings	Health	Others
Barcelona	✓		
Bogotá			
Buenos Aires			
Cape Town			
Istanbul			
Melbourne			
Sao Paulo	✓	✓	
Vienna	✓		
Vilnius	✓		

Source: Own Elaboration.

Expenditure

Estimating the economic impact of the tourism sector tends to start with expenditure measurements. If the collection of data depends on surveys, this subjectively gathers what visitors estimate or recall having spent, or consider they will spend, during their stay in the city. Other formulas attempt to objectively fill in that data, such as with credit card information; comparing expenditure with the place of residence of the credit card holder and the destination of study can provide rich input into the activities conducted, relevant commercial areas and average expenditures.³ Each methodology has its limitations, which need to be noted and made clear.

³ This would help distinguish, with some minor degree error, residents of the city and non-residents.

Table 4.6 Expenditure measurement

	Average expenditure per visitor	Average expenditure per travel party	Breakdown of expenditure per goods and services	Average expenditure per various visitor variables*
Barcelona*				
Bogotá	✓	✓	✓	✓
Buenos Aires	✓			
Cape Town	✓*			✓
Istanbul				
Melbourne	✓			
Sao Paulo	✓	✓	✓	✓
Vienna				
Vilnius				

* Various visitor variables mean breaking down average expenditure related to, for instance, nationality of the visitor, first visit or repeated visit or the many other variables collected as part of the profiling.

Source: Own Elaboration.

- Barcelona: Includes international credit card spending by country. Given that the methodology of the indicator is not made clear, and it states “by countries”, the column “per visitor” cannot be checked, as it may seem that credit card information analysis has been conducted up to the country of origin level;
- Buenos Aires: Collects the number of purchases made by foreign tourists via tax-free shopping; additionally, expenditure is linked with other variables such as international/national, point of entry, type of accommodation and main purpose of visit;
- Cape Town: Presents indicators on calculations of total foreign and domestic direct spend in the city. Concerning the survey of visitors to Visitor Information Centers, the Destination Management Organization (DMO) has information on average expenditure per person, per day, excluding accommodation;
- Sao Paulo: Compares expenditure with most of the variables mentioned in the demand profile section; and
- Vilnius: Includes indicators on expenditure, but they are not disaggregated to the level of the city.

An advanced step would be to compare average expenditure per visitor (and its breakdown) with other profiling variables, as this would increase the granularity of the knowledge on demand, thereby turning into a significant input for marketing purposes.

4.2 Supply perspective

The supply perspective approach addresses the different tourism industries that make up the tourism sector. Table 4.7 below provides the international standards agreed upon as part of IRTS 2008.

In order to measure the direct and indirect economic impact of a given sector, part of the analysis requires accounting for companies, employees, employment creation/destruction, turnover, etc. Therefore, a preliminary step would be to identify the economic activities within which those companies are classified. For this purpose, the International Standard Industrial Classification of All Economic Activities (ISIC) exists. *ISIC is the international reference classification of productive activities. Its main purpose is to provide a set of activity categories that can be utilized for the collection and reporting of statistics according to such activities.*

Each country's official statistics on economic activities complies with ISIC, but the abbreviation that each country's national statistical office uses for the classification is different; for example, NACE is the official ISIC-compatible Eurostat Classification in Europe, and Canada and the United States use NAICS. But in all cases, the basic core of every national classification published by national statistical offices is harmonized with ISIC, allowing for international comparability of economic activities.

Therefore, the preliminary step involves revising the country classification, identifying its divergence from ISIC (if there is any) and publishing it, so that when comparisons are made, such divergence is taken into account. When measuring the economic impact of tourism, having a certain set of identified industries helps determine the number of companies

belonging to such economic activity, company size, creation or destruction of companies and employment. In order to facilitate this process, formality of the sector is required. Thus, the legal framework regulating these economic activities not only needs to exist but also needs to be reinforced. Otherwise, official data will reflect only part of the picture.

Table 4.7 List of categories of tourism characteristic consumption products and tourism industries

Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

Source: UNWTO (2008).

Table 4.8 Tourism industries identification

Identified tourism industries	Number of establishments per tourism industry (example, number of hotels)	Number of employees per tourism industry
Barcelona	✓*	✓*
Bogotá*		
Buenos Aires		
Cape Town*	✓	✓
Istanbul	✓*	
Melbourne	✓	✓
Sao Paulo	✓	✓
Vienna		
Vilnius		

Source: Own Elaboration.

- Barcelona: Uses a breakdown for employment that is limited to large sectors, commerce, hospitality and other services, so it is aggregating NACE activities. For establishments, it does have the full breakdown; therefore, the identification of tourism industries is partial, as it tends to be limited to hotel indicators;
- Bogotá: Has listings of companies based in the city, divided by airlines, hotels, restaurants, guides, car rental companies, travel agencies, exchange bureau land transport providers, but it does not publish a breakdown of establishments or employment per tourism industries or economic activities (via ISIC equivalents). These listings do not correspond to business register analysis. However, for both national and local hotels, Bogotá uses surveys specifically conducted within this sector, which provides a more in depth analysis of the supply and economic impact. Please see Annex II for more information on Bogotá's indicators;
- Buenos Aires: The Tourism Observatory does not gather this information;
- Cape Town: Presents estimations on the number of employees in the city's tourism sector, with a breakdown concerning temporary/permanent employees and skill level;
- Istanbul: Includes the number of travel agencies, certified accommodation facilities, and certified F&B (Food and Beverage) and entertainment facilities based in the city, exclusively. No link to ISIC classifications;
- Melbourne: Provides significantly advanced knowledge in this area, given its cluster map showing the spatial distribution of employment in the tourism sector (and the fact that the city has a Tourism Satellite Account);
- Sao Paulo: Includes, in addition to the information in the table, information regarding job creation by economic activity, with or without employees; direct and indirect employment, formal or informal; average salary per type of occupancy; number of micro-entrepreneurs; percentage of SMEs (Small and Medium Enterprises) per industry; employees per occupation and variation year over year; and degree of informality per industry;
- Vienna: Includes the number of accommodation establishments;
- Vilnius: Uses indicators on employment at the national level and a breakdown of industries, but these are not disaggregated to the level of the city;

In the specific case of accommodations

Table 4.9 Accommodation services identification

	Number of rooms (accommodation capacity)	Number of beds (accommodation capacity)	Number of employees in accommodation facilities
Barcelona	✓	✓	
Bogotá	✓	✓	✓
Buenos Aires			
Cape Town			
Istanbul			
Melbourne	✓		✓
Sao Paulo			
Vienna	✓	✓	
Vilnius			

Source: Own Elaboration.

- Barcelona: Collects the number of hotel properties per number of stars, and number of rooms and beds in hotels per number of stars;
- Bogotá: Collects this information specifically for hotels; and
- Melbourne: Includes accommodation establishments, rooms available, rooms occupied, room occupancy rates and employment within the city.

Collecting this type of information on hotels and other forms of accommodation (regulated) is a significant starting point and even more so if accommodation surveys are already conducted.

In sum, significant room for improvement exists in this particular area for most of the destinations if the measurement and analysis of tourism in the city, and in the country, is to be taken seriously. In many cases, hotels are singled out, failing to cover the whole accommodation industry, and information is collected on capacity (this responds to numerous interests including marketing and bidding) and employment.

4.3 Economic relevance of tourism

“Measuring economic benefits means measuring the net increase in the wealth of residents resulting from tourism, measured in monetary terms, over and above the levels that would prevail in its absence” (UNSD, Eurostat, OECD and UNWTO, 2008:96). Wealth rise may occur thanks to the surge of income flows to households, “but also through the change in net worth induced by the change in market value (positive or negative) of existing assets, both produced and non-produced, as a response to the induced change in demand for such types of assets” (UNSD, Eurostat, OECD and UNWTO, 2008:96).

For this purpose, the measurement can be either 1) economic contribution, exclusively measuring direct effects, for which the Tourism Satellite Account (TSA) is the UN-recommended tool (if any, at the national level, with estimates at lower scales); or 2) economic impact, which in addition to direct effects, also includes indirect and induced effects, for which a TSA is not appropriate and other macroeconomic tools and models must be used.

A TSA only measures direct effects, meaning the immediate effects of tourism internal consumption or total tourism internal demand on production processes and supply of goods and services in terms of additional goods and services, and additional value added and its components. For indirect and induced effects, there are other complementary methods, such as models based on input-output analysis, computable general equilibrium models and multipliers.

Please bear in mind that the present report is not suggesting that local administrative units venture into developing a TSA, although measuring economic contribution of tourism is significantly complex and a TSA is “the” robust approach to start with for national official statistics. This report encourages acquiring a general knowledge of the concepts and measurements that can be used as a starting point on the right track, from the local level.

Developing a TSA at the national level is a highly significant investment, and it represents an even higher effort at subnational levels. A TSA reasonably follows the logic of the demand and supply perspective as well. On the demand side, tourism expenditure and tourism consumption are key and are joined with tourism’s gross fixed-capital formation and collective consumption. Then, on the supply side, having the clear classification of products and industries, the measurement concentrates on gross value-added, employment, and gross fixed-capital formations of the tourism industries. These two perspectives are provided in the TSA tables:

- Table 1: Inbound tourism expenditure by products and classes of visitors;
- Table 2: Domestic tourism expenditure by products, classes of visitors and types of trips;
- Table 3: Outbound tourism expenditure by products and classes of visitors;
- Table 4: Internal tourism consumption by products;
- Table 5: Production accounts of tourism industries and other industries (at basic prices);
- Table 6: Total domestic supply and internal tourism consumption (at purchaser prices);
- Table 7: Employment in the tourism industries;
- Table 8: Tourism gross fixed-capital formation of tourism industries and other industries;
- Table 9: Tourism collective consumption by products and levels of government; and
- Table 10: Non-monetary indicators.

Nevertheless, if a large city’s tourism is significant and a reasonable number of basic statistics, official data and indicators are available both for the demand and supply side of tourism (to be mentioned in the following chapter on the scorecard), the TSA framework would be a reasonable analytical tool for trying to develop tables 1–5 (partially). As an exercise focusing on availability of data, measuring tourism contribution and highlighting sensitive information

gaps will aid proper development of the measurement in a later stage. These tables are included in Annex X.

For the cities under study, here are some examples of some on how the indicators exploring economic measurement are collected:

- Barcelona: Includes indicators for hotel sector profitability, which refer to average daily rate (ADR) and RevPAR monthly data, and inter-annual variation. Moreover, Barcelona incorporates a relative price indicator for international tourism in Catalonia, taking into account exchange rate fluctuations;
- Cape Town: Includes information on average room rates and RevPAR, actual and growth, year over year. Moreover, it presents a calculation, based on national figures, of the total economic value of tourism in Cape Town;
- Melbourne: Uses an estimated TSA according to Tourism Victoria, and as part of it, information is provided on direct and indirect tourism output, total tourism output, gross value-added (direct and indirect), gross regional product (direct and indirect), employment (direct and indirect, full-time/part-time and by type of industry), and finally, the contribution of tourism to the Melbourne economy by Gross Regional Product and employment. Estimations and projections are made for the city of Melbourne according to the data available from the national and regional TSAs;

- Sao Paulo: Collects ADR per month, per hotel category, daily, per month and year;
- Vienna: Collects room revenue per type of accommodation, by origin, in its accommodation survey; and
- Vilnius: Does not publish information on the economic relevance of the tourism sector.

In sum, on the spectrum of the nine destinations analysed here, Melbourne, having an estimated TSA, is on one end of the spectrum and several destinations that are not measuring anything related to expenditure or accommodation rates are at the other end. At both ends, there is always room for improvement, despite circumstances being far from similar.

Therefore, if city tourism benchmarking is going to be attempted, methodological explanations behind most of the indicators should be provided first, and it appears that most of the current comparisons would be limited to the demand perspective; this is not surprising, as tourism has traditionally ignored the activity of firms and establishments producing goods and services demanded by visitors. As a consequence, this report suggests that progress in these areas is necessary, and the next chapter describes the proposed scorecard and the approach for how and where to start.



4.4 Case studies - Addressing tourism measurement and its challenges

Case study 2: Basque Tourism Observatory, Spain

By A. Alzua, J.K. Gerrikagoitia and N. Espinosa, CICtourGUNE



Good performance is the criterion with which an organization or destination determines its capability to be efficient and competitive. All processes of measuring performance require a scientific and technical approach, and usually the use of statistical modeling, to determine results. In that sense, the Basque Tourism Observatory—backed up by the Basque Tourism Agency, Basquetour, and by CICtourGUNE—was designed and launched in 2011 as a public and private initiative responding to market and strategic knowledge needs.

The Basque Tourism Observatory (Observatory) has been conceived and designed for tourism activity monitoring in the Basque Country and to strengthen the intelligent management of information and knowledge, with the aim of the Basque Country becoming an intelligent destination and

worldwide point of reference. This observatory deals with so-called big data, specifically tourism big data, providing advances towards how regions and municipalities can make sense of big data and take advantage of it. The content generated by users on the Internet allows information consumers to gain knowledge about, among other topics, patterns of behaviour, consumption and situations; to analyze the creation of a brand; and to impact analysis and post opinions spontaneously, so that destination managers can get to know customers and the given market better and relate to them more efficiently and with greater efficacy.

Two concepts that form the foundation of the Observatory are Competitive Intelligence (CI) and Open Innovation. Competitive Intelligence tends to be defined as an ethical and systematic process for the collection of information and analysis, and relevant, accurate, opportune, predictable and active dissemination about the business environment, competitors and one's own organization. Based on the theory of the information economy, strategy, competitive advantage, resources and capabilities, and knowledge and marketing orientation, CI also has a strong connection to the areas of technology and security. Hence, CICtourGUNE believes that the Observatory should also be conceived as a platform for objective observation; a facilitator of analyzed information at the decision-making point; an administrative tool for warning and monitoring purposes; a means whereby companies and the Basque tourism sector can improve their baseline; and a tool for detecting and anticipating trends.

The second concept, Open Innovation, is seen as a new strategy of innovation in which companies go beyond the internal limits of their organizations and where the cooperation with external professionals takes on a fundamental role. Open Innovation means combining internal knowledge with external knowledge to take R&D projects forward. It also means that companies use both internal and external channels to place their products and innovations in the market. Starting from this framework, the Observatory embodies an open model of work, with the certainty that companies in the sector are both customers and external collaborators with which information and knowledge can be exchanged.

Principal innovations	Benefits
<ul style="list-style-type: none"> – Using big data technologies. – Competitive Intelligence and Open Innovation. – Focusing on regional and local level. – Harmonize publicly available information about a destination and make it accessible. – Incorporating a set of monitors approaching tourism big data perspectives: visitor mobility, hotel dynamic pricing, and destination web monitor. 	<ul style="list-style-type: none"> – Improvement of measuring and analyzing tourism at subnational levels. – Provide anticipation and reaction to the tourism sector to face environment changes. – Offer the highest probability of success in the strategy implementation. – Identify opportunities. – Facilitate changes in the corporate culture.

By incorporating technical advances and scientific know-how, the Observatory currently provides the following elements:

- Macroeconomic data on supply and demand in the Basque tourism sector;
- Present situation of strategic issuing markets, both national and international;
- Special attention to certain products aimed at segments, such as meetings and business tourism, cultural and gastronomic tourism, etc;
- Updated information on the main variables on the supply side of tourism: number of hotel beds, museums, shows, restaurants, special venues, trade fairs, etc;
- Analysis of the visitor profile: age, gender, profession, reasons for travel, average duration, average expenditure, type of trip, etc;
- A periodical comparison of the position of the Basque Country (and its cities) vis-à-vis other regions (and cities) of the world in each one of the areas analyzed: business, knowledge, tourism, culture and quality of life, price and cost, and labor market and training;
- Accurate, reliable information that is constant over time and comparable, for good decision-making; and
- Better access to information for all key groups in the sector. These groups are currently finding it difficult to obtain information.

In sum, the added value of the Observatory lies in the next three elements:

1. **Scope and methodology:** The Observatory represents a major step forward towards the **standardization of sources** to present a meaningful statistical analysis of supply and demand, using the basic standards as gathered in the International Recommendations (IRTS 2008) by the World Tourism Organization (UNWTO). Although it is true that like each country and region, the Basque Country already has its own particular features recorded in the adoption of the satellite account for

the Spanish state. This enables the region to achieve a certain homogeneity and, above all, statistical comparability with regions in the same country and other countries. **The Observatory is starting to allow the administration to optimize resources, minimize costs and generate a new data layout.** This matches the concept proposed by INRouTe related to the Regional Tourism Information System (R-TIS), where three sets of information are conceived, in the sense that the Basque Country has the National Official Statistics Institute, then the regional statistics institute, represented by EUSTAT, and the Observatory.

2. **New methods for the visualization and layout of information:** One of the improvements identified is that the information published by other observatories based on traditional visualization tools appears rigid. Sometimes it does not even allow the final user to analyze it. In many cases, it comes in PDF or Excel files that show certain data, but it is not possible to surf through them or generate auxiliary databases. This is why CICtourGUNE proposed the incorporation of technologies, such as performance point services (Microsoft SharePoint) and other Business Intelligence tools, in conjunction with statistical software that will enable CICtourGUNE to carry out a dynamic analysis of the data online on a web platform. **More importantly, this means empowering the data-and-information consumer, providing the tools to create *ad hoc* reports, so that users can be as passive or as active as they please when consuming information.**
3. **New sources and the digital domain:** The study of tourism cannot be based only on data generated by statistics institutes or traditional census-based or field-studies collection. Nowadays, the digital footprint left by companies, institutions, visitors, tourists or potential travellers interested in the Basque region as a destination means that more can be learned about tourism patterns through an innovative and wide-ranging approach. The Observatory incorporates information from hotel IDSs (Internet Distribution Systems), destination websites and georeferenced analysis of visitor behavior for both intra- and inter-destinations, and all obtained through digital footprints. For more information, visit: <http://observatorioturisticodeeuskadi.basquetour.net/SitePages/index.aspx#>.

Case study 3: SITUR Antioquia, Colombia

By SITUR Antioquia, Colombia



SITUR - Tourism measurement in Medellín-Antioquia

Leading tourism indicators system in Colombia

Colombian tourism is experiencing a positive growth process that had not been registered in previous decades. Tourism industry in the country has strongly reacted to the policies applied to the sector, which have promoted the improvement of certain variables that directly affect tourism development (security, investment and incentives). Tourism is the third activity generating more foreign exchange inflows in Colombia, according to the Bank of the Republic balance of payments. Meanwhile, hotels, restaurants, bars and the like contributed 3.2 % of the gross domestic product in 2013.

The department of Antioquia and its capital, Medellín, are not the exception: in the first half of 2014, the Tourism Indicators System of Medellín and Antioquia (SITUR) reported an increase of 16 % in the number of incoming travelers⁴.

The public-private coordination has been a key success factor for the growth of tourism in Medellín and Antioquia thanks to the creation of strong strategies to promote development in the short, medium and long term. One of the most successful synergies is evidenced by the consolidation of the tourism sector figures by using the SITUR platform,

⁴ That is four times the average increase in the world and twice the increase in the country in the same period.

created by the Medellín Mayor's Office and the Antioquia Governor's Office, and administered by the Medellín Bureau. SITUR includes the following categories related to tourism: accommodation (hotels and hostels), transportation (air and migration, land and Metro Mass Transit System), culture (museums, places of public interest, recreational parks and library parks), gastronomy and events.

Statistics are periodically reported by the system through www.situr.gov.co for municipal, departmental and national governmental bodies, tourism service providers, media and other interested parties. Data and analytical reports generated in SITUR become essential information for the planning and decision-making about the course of tourism public policy. In turn, the media supports the promotion of Medellín and Antioquia as tourist destinations in order to highlight the impact of the arrival of travellers to the city and the department, for the community, using specific figures and statistics.

The system plays an important role in the collection of information for events and important times of the year, such as Colombiatex of the Americas, Colombiamoda, Holy Week, International Tango Festival, mid-year holidays, Festival of the Flowers, school break (October) and Christmas holidays, among others. Likewise, the system monitors the behavior of meetings, incentives, conferences and exhibitions (Meetings Industry) industry events, a sector in which the city has a significant trajectory, positioning itself in the top 10 destinations for events in Latin America according to the last International Congress and Convention Association (ICCA) ranking.

What are the major progress challenges for SITUR?

The main products of the system are the statistical-analytical bulletins and the data series (or databases). These are information tools whose relevance increases proportionally to the agility of data generation. Therefore, one of the major challenges of the system is technological improvement, aimed at the possibility of having real-time information, in order to have more opportunities for decision-making and behavioral analysis of the tourism sector. The system applications that can be adapted to devices like tablets and smartphones are other ways to guarantee accessibility to information, which translates into greater coverage for data reporting.

Additionally, it is important to count on the support of quality-verifying entities to guarantee that the information reported by suppliers matches the type of tourism service offered by them, and that it is consistent with the infrastructure they have. This support is reflected in a better characterization of the tourism offer and stricter zoning.

One of the major challenges for SITUR, as part of the comprehensive strategy of tourism development in Medellín and Antioquia, is the evolution of the system into a Tourism Intelligence Unit, increasing progress in data formality under the legitimization of the statistical authority and spreading public policies that account for good information management.

SITUR as a measurement model in Colombia

SITUR was recognized by the Ministry of Commerce, Industry and Tourism of Colombia as a successful case of data collection. SITUR was granted this national recognition because it is the only system in Colombia that has made more progress in measurement, given that since its inception in 2005, it has worked under UNWTO parameters. It is worth mentioning that Medellín was the first Colombian city with a tourism indicators system. Other cities already generated statistical reports, but they were not constituted as a system.

As a result of the SITUR management, the Ministry of Commerce, Industry and Tourism is currently working to implement the model in other departments and cities of Colombia.



Case study 4: Economic value of tourism 2014, Cape Town, South Africa

By City of Cape Town Project Manager Pauline van der Spuy
and Grant Thornton Director Martin Jansen van Vuuren



The challenges of measuring the economic value of tourism

Measuring the economic value of tourism has always been important for Cape Town, as the tourism industry is not separately defined in the system of national accounts. The tourism industry cannot easily point to a singular figure that indicates the importance of the industry to the economy.

In 2008, the City of Cape Town commissioned Grant Thornton to develop a model based on available information in the tourism sector to monitor the economic value of tourism in the metropolitan area. The model utilises existing information to quantify the direct spending of foreign and domestic tourists to Cape Town. The model further quantifies the permanent and temporary employment created by this direct spending.

The model has been used for the past few years, and it has produced valuable information on the type of indicators to be used, the availability and quality of existing information, and the difficulty in obtaining information to monitor the economic value of tourism in Cape Town.

Based on the work conducted in 2009 and 2010, and given the complexity of the tourism industry and the limited availability of data, three different methodologies are being used to quantify the economic value of tourism. The following three methodologies aim to quantify direct tourism spending and employment creation by utilising different sources of data that should theoretically reach the same answer:

1. National tourism data from Statistics South Africa and South African Tourism are disaggregated to a city level to measure the direct spending by foreign and domestic tourists to Cape Town.
2. A survey of Cape Town tourism establishments is conducted to anonymously obtain their turnover rates

and the number of people employed. The data is used to measure foreign and domestic tourists' direct spending at tourism establishments.

3. The economic contribution of tourism is measured by calculating the gross value-added of Cape Town tourism by disaggregating the national tourism satellite account (TSA).

Each one of these methods has limitations and challenges.

The limitation and challenge of disaggregating national tourism data to a city level is the lack of available city-level tourism data. The South African Tourism Survey Reports provide recent data on the share of foreign and domestic tourism spending in the Western Cape but give no information on city-level visitation or spending. Assumptions about the share of city-level spending by foreign tourists were made based on data published by South African Tourism in 2004, while the assumptions about city-level spending by domestic tourists were made based on data from 2001.

It was also necessary to assume that changes in foreign arrivals and spending over the forecast period were similar to the changes in arrivals on international flights at Cape Town International Airport, and that changes in domestic visits and spending were similar to changes in arrivals on domestic flights at Cape Town International Airport.

The limitation and challenge of conducting a survey of tourism establishments in Cape Town is the low response rate, which exists even though the survey is anonymous and questions are limited to categorising the type of tourism enterprise, and obtaining the average annual turnover and employment. Various efforts have been employed the past three years to raise awareness of the importance of the survey and to reach as many tourism enterprises as possible, including social media, presentations at tourism industry functions, and distributing the survey to tourism associations and the tourism media.

In addition to the low response rate, the survey is limited by the lack of an accurate database of tourism enterprises in Cape Town. For example, no definitive database exists to indicate the number of Cape Town guesthouses or bed-and-breakfast establishments. Application of the survey results to existing estimates of the number of tourism enterprises increases the margin of error for this approach. The City of Cape Town is currently busy updating its database of tourism enterprises to provide a definitive number.

The limitation and challenge of calculating the gross value-added of Cape Town tourism by disaggregating its economic data is complex and requires some explaining.

The approach is not a TSA as specified by the United Nations World Tourism Organisation – 2008 Tourism Satellite Account: Recommended Methodological Framework – TSA:RMF 2008. The UNWTO specifies 10 tables to complete. The

UNWTO approach is also an account approach, meaning that available data is disaggregated without having to use assumptions on the share of tourism of a particular industry. This approach assumes that the economic data is available in sufficient detail to disaggregate the tourism elements. Unfortunately, this data is not available on a city level for Cape Town.

The World Travel and Tourism Council (WTTC) has formulated a simulated TSA to address this lack of detailed information. The WTTC approach utilises econometric modelling techniques to quantify tourism's share of the economy. The approach is mostly used on a national basis rather than a regional or city level, as the required data is not readily available.

Regional TSAs are usually limited by the lack of detailed data on the movement of tourists and the flow of money through the particular region. For example, a scheduled tour of foreign tourists to South Africa may include stays in Johannesburg, the Kruger National Park and Cape Town. The accommodation spending could be allocated between these destinations, but it would not be so easy to allocate transport costs or even the commission owed to the tour operator.

Two approaches to regional TSAs have been formulated to address these issues. Firstly, a regionalization approach can be adopted where the national TSA is apportioned on a regional basis using different indicators and methods. Secondly, a regional estimation approach can be followed

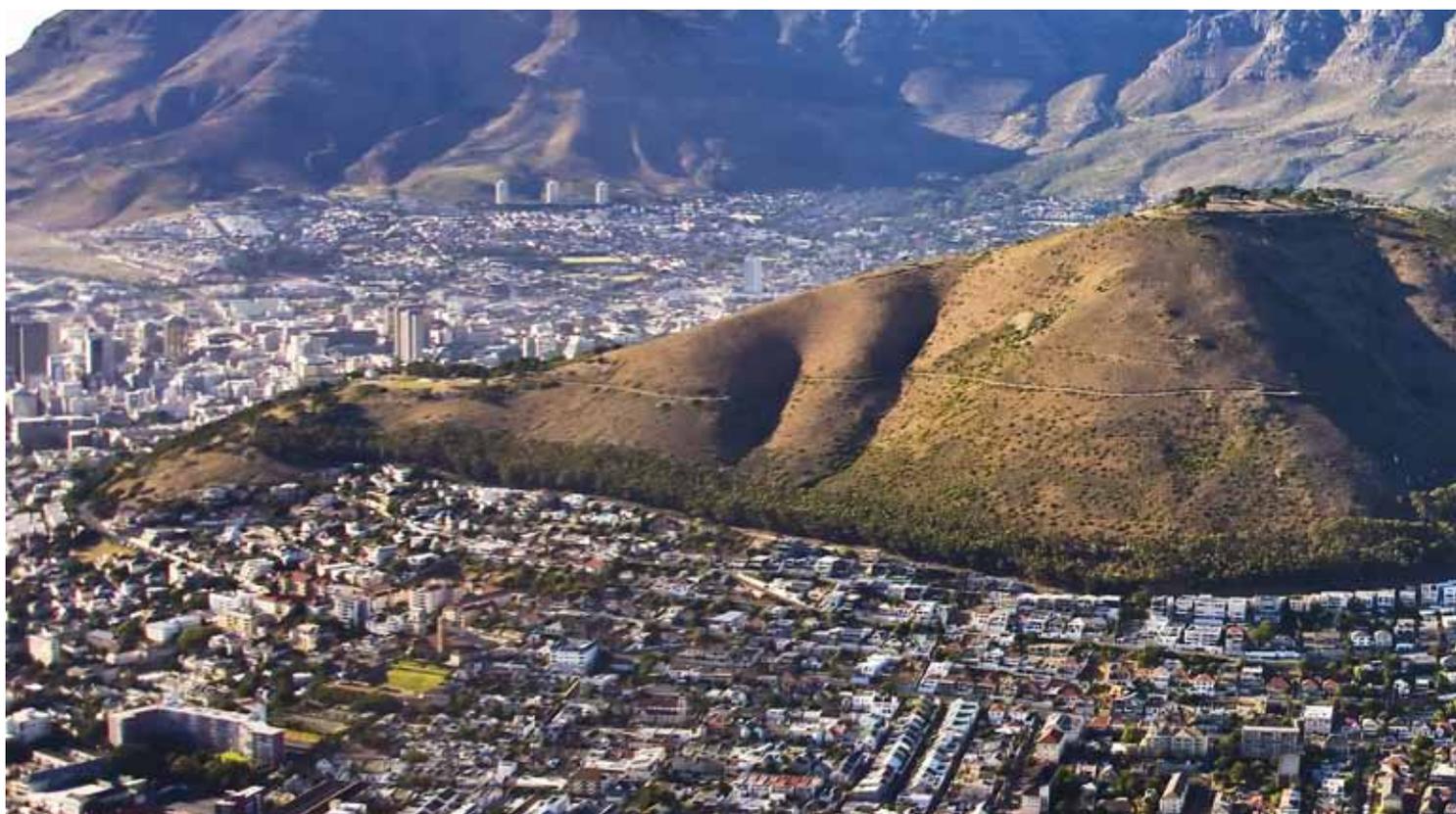
where a TSA is calculated for a region on a similar basis as a national TSA. This approach requires sufficient regional data.

Given the lack of data on a city level, a regionalization approach was adopted to quantify the economic contribution of tourism to the economy of Cape Town. The approach utilised the TSA for South Africa, developed by Statistics South Africa.

The national TSA quantifies foreign, domestic and outbound tourism expenditures. The direct foreign and domestic tourism expenditure, as calculated utilising the disaggregation of national tourism data, was utilised to calculate a comparable figure for Cape Town. Unfortunately, the outbound tourism expenditure for Cape Town is not available, and there is no reliable source available to estimate this figure.

The national TSA deducts the intermediate consumption from this tourism expenditure to calculate the gross value added by the tourism industry. Intermediate consumption includes the expenses related to the tourism expenditure, such as staff salaries, consumables, etc.

The intermediate consumption for Cape Town was assumed to have the same expenditure-to-consumption ratio as South Africa. The national TSA utilises input-output tables to calculate the intermediate consumption, but given the lack of detail on a Cape Town level, it was assumed that Cape Town tourism enterprises would have intermediate consumption in a similar ratio to tourism enterprises in South Africa as a whole.



The national TSA also quantifies the number of persons directly engaged in producing goods and services purchased by visitors. It was assumed that Cape Town's share of the number of persons engaged would be the same as the ratio of Cape Town's gross value-added for tourism to South Africa's gross value-added for tourism.

It should be noted that the national TSA produced by Statistics South Africa measures the direct contribution of tourism to the economy. The WTTC approach measures the direct, indirect and induced contribution of tourism to the economy. For example, the expenditure by a guest in a hotel (direct) results in expenditure by the hotel on food (indirect) and expenditure by the hotel's employees in local shops (induced). The direct, indirect and induced contribution is often used to compare tourism to the contributions of other industries to the economy.

It is clear from the above that cities should clearly define the required information at a city level if they want to measure the economic value of tourism. Guidance on the information requirements and methodologies used are provided by UNWTO's Statistics and Tourism Satellite Account (STSA) Programme, which has launched a new Issue Paper Series showcasing the relevance of measuring and analysing tourism, disseminating the proper tools and setting a platform to encourage further development in this field.

The 2013 STSA Issue Papers are the latest of UNWTO's Statistics and Tourism Satellite Programme documents and

aim to disseminate a better understanding of the tourism sector, and its economic measurement and impact.

Through the research that has been conducted to quantify the economic value for the City of Cape Town, the following information needs have been identified:

- Dissemination of national tourism data to a city level, including the number of tourists, the length of stay and the average spending;
- An accurate and up-to-date database of the tourism enterprises in the city, disseminated between various categories of tourism enterprises, including accommodation, car rental, tour operators, etc.;
- Dissemination of city-level economic data in sufficient detail in order to disaggregate the tourism industries;
- Detail on the movement of tourists and the flow of money through the city, not only for the tourists but also for the tourism enterprises, such as tour operators; and
- A detailed input/output model of the City of Cape Town that includes sufficient detail to categorise tourism and tourism related industries.

The City of Cape Town will use the outcomes of the Economic Value of Tourism Study to inform future monitoring of growth in the tourism industry.



Case study 5: Bogotá tourism observatory, Colombia

By Instituto Distrital de Turismo (IDT)
and Fundación Universitaria Cafam, 2014



The IDT, conscious of the big challenges that the tourism sector has in accessing timely and trustworthy statistics, undertook the mission to be the pioneer of statistical work in the tourism sector of the city, thus creating the Tourism Observatory of Bogotá in 2009. Since that date, the IDT has been the source of the city's tourism information and official statistics through the collection and analysis of primary and secondary information, the development of characterization studies of the supply and demand, and the formulation and implementation of investigation projects in the field.

Methodology and industries covered

All of the Tourism Observatory's ongoing investigations are designed based on the Statistic Recommendations (UNWTO, 2005) and modes used at the national level. Then, it modifies those recommendations focusing on the subnational reality, which in this case, is a city boundary.

Accommodation establishments inventory

IDT developed a quantification method for all the accommodation and lodging establishments of Bogotá in 2008. According to technical recommendations from UNWTO, this inventory should be updated every two years, and in 2010, with collaboration of DANE (National Office of Statistics), the first inventory took place. It was carried out with a census strategy, where personal interviews were conducted with management personnel from the establishments.

For 2011, the Observatory performed the second inventory on its own with 452 establishments included. For the 2013 update, houses in the tourism-housing category were included, for a total of 412 establishments. The questions in the interview aim to obtain a thorough characterization of each establishment, and the chapters are as follows:

- Identification
- Type of Accommodation Establishment (hotel, hostel, aparthotel)
- Infrastructure (type of room and equipment)
- Restaurant Service
- Meetings Industry Infrastructure
- Complementary Services
- Quality Certifications
- Sexual Exploitation of Children and Teenagers
- Market (foreign or national)
- Employment and Seasonality
- Income
- IDT Investigation Participation

Accommodation establishments survey

This investigation has been carried out since 2010 and takes two approaches: monthly and annual interviews. On the one hand, the monthly poll asks about occupation in terms of beds and rooms, their prices, the number of guests, and nights sold in the past month, searching for their principal travel purpose. On the other hand, the annual poll is focused on operational incomes, employment and sustainability indicators. Hence, the variables in this survey will be the ones used to generate economic impact indicators.

Traveller's survey in Bogotá

The main objective of the Traveller's Survey is to quantify and characterize the flow of travellers when leaving the city, such as residents or non-residents. It is an investigation done by probabilistic sampling of travellers in three main points of the city: international and national docks of El Dorado International Airport, Transport Terminal of Bogotá (where the majority of routes from inside and outside the country leave and pick up passengers travelling by land), and six

entry tolls to the city. The polls are made on a daily basis; the confidence level is 95 percent and the statistical design is a probabilistic sample, stratified and multistage. The type of sample is simple random sampling. The period of reference for each year is between January 1 and December 31 of 2012. The size of the sample in the airport is 133 monthly flights with an expected 4,500 polls answered in national and international flights. In the transport terminal, the sample is 540 routes with an expected 4,000 polls answered.

Survey profile and degree of satisfaction of the tourist

The survey profile's objective is to characterize the tourist that arrives to Bogotá in accordance with their socio-demographic variables and travelling habits, and to assess the degree of satisfaction, personal experience and evaluation of services consumed in the destination, so that it will enable the development of tourism through the elaboration of destination management strategies, and marketing and promotion actions.

This investigation aims to be developed by probabilistic sampling in different points of application, such as El Dorado International Airport, points of tourist information and tourist attractions, with a monthly and quarterly compilation.

Gaps

Accommodation and lodging sector

The question about employment does not reflect the number of owners or partners nor the number of apprentices working in the lodging establishments. This information will be required in order to build the indicator.

Traveller's survey

The questions in this survey do not distinguish visitors yet. This year, the spending query has been improved, which is now being asked in the form of the percentage spent on each type of good and service.

General difficulties that generate other gaps

- Availability and dispersion of information from secondary sources, generating lag for validation and analysis.
- Lack of a culture of providing information between actors in the private sector, hence, a lack of availability of information.

- Technological and operational difficulties for the collection of primary data.
- Lack of positioning and recognition by the local private sector of the work done by IDT-Bogotá Tourism.

Into the future

The country and city are working to close these gaps. In 2008, the Ministry of Trade, Industry and Tourism of Colombia, with a focus on competitiveness and following the recommendations of UNWTO, prepared a document with the aim of organizing a system of competitive indicators for Colombian tourism. In 2013, the Vice Ministry of Tourism, in conjunction with the National Administrative Department of Statistics (DANE), began developing the Tourism Sector Statistics Plan, which will provide technical support for the collection and analysis of tourism statistics in order to generate information for tourism sector analysis at the local and regional levels.

Although previous evidence may have serious deficiencies or delays in implementation, it is enough to understand the overall performance of the sector, from a country perspective. However, there is an urgent need to understand the effect of the tourism sector on regional and local development in order to generate different strategies that enable the development of these geographical areas, which have significant differences. In this sense, it is necessary not only to check the growth of the tourism sector at the national level but also to understand its effects on local destinations, especially in municipalities where tourism becomes the key element of the development with the community support. However, the measurement of the economic impact at the level of cities is not as developed as at a national level. The results of these investigations can be accessed at www.bogotaturismo.gov.co/investigaciones.

Case study 6: Costa Daurada tourism observatory, Spain

By Salvador Antón Clavé, Rovira I Virgili
University Tarragona, 2013



Stakeholder involvement in the Costa Daurada tourism observatory, Tarragona

With more than 150,000 accommodation units and nearly 20 million overnights per year, excluding second homes in the area where it has been developed—the province of Tarragona in Catalonia—the Costa Daurada Tourism Observatory of Tarragona (the “Observatory”) has played a central role both as statistical data producer for the private and public sectors, and as part of the destination’s system of tourism governance since its creation in 2001. In 1999, the establishment of the Costa Daurada Tourist Studies Foundation (FETCD) by the main associative stakeholders of the tourism private sector in the province was followed by the implementation of the first Tourism Observatory in Catalonia in 2001 as an operational unit of the Costa Daurada Tourist Studies Foundation, with the collaboration of the most important municipal tourist boards of the destination and the University Rovira I Virgili (URV).

Figure 1 Tarragona main tourism brands and destinations



Today, for the private sector, the Observatory includes the participation, above all, of the Hotel and Tourism Business Federation of Tarragona (FEHT) and several professional organizations both at the provincial and subprovincial levels, such as the Association of Hotel Entrepreneurs of the Tarragona Province, the Hotel Association of Salou-Cambrils-La Pineda (coastal area), the Tourist Apartments Association of the Costa Daurada and the Campsites Association of the Costa Daurada. It also includes the participation of corporations, such as the theme park PortAventura (more than 3.5 million visitors per year), and other private organizations, such as the Chamber of Commerce of Tarragona and Reus. Finally, the private sector has the collaboration of the regional branch office of the main Catalan savings bank, la Caixa.

From the perspective of the public administration, the Observatory has the proactive role of the Tourist Board of the Provincial Council of Tarragona and the commitment of the tourist boards of the four main tourist municipalities of the destinations (Salou, Cambrils, Vila-seca and Tarragona).

The third pillar of the Observatory cooperative network consists of the local higher education and research system, represented by URV, with campuses in the cities of Tarragona, Reus, Vila-seca and Tortosa. URV plays a fundamental role in this system as, since 2001, its Strategic Research Plan has taken into account the fact that the tourism sector in Catalonia and Tarragona is one of the main fields of economic activity,

in addition to being essential for the regional economy and socioeconomic development at large. In fact, “tourism and leisure” is one of the five strategic fields included in the successful project led by URV to become an “International Campus of Excellence” in Southern Catalonia, promoted in 2009 and officially recognized in 2010.

The Observatory's main mission is to generate information and databases on the Tarragona region's tourism dynamics in order to facilitate decision-making by local companies. The data created and analysed by the Observatory is related to two principal axes of information: the occupation of the destination's tourist accommodation establishments (hotels, campsites, apartments and rural tourism accommodations) and characteristics of visitors that arrive to the destination. As a result, the Observatory provides biweekly accommodation statistics disaggregating the information at different geographical scales—municipalities, whole coastal resort areas, two geographical tourist brands, Costa Daurada and Terres de l'Ebre, and the whole province of Tarragona—and periodical analysis based on questionnaire surveys on the characteristics of tourism demand at the main tourism municipalities and the two main geographical brands. Otherwise, the Observatory carries out *ad hoc* statistical operations at the request of the institutions that are part of it, as well as other institutions, organizations and companies.

Currently the Observatory runs its own data management software for the accommodation occupation analysis, the Tourism Data System (TDS) interface. TDS is a web tool providing private companies and public stakeholders with interactive access to the local data on tourism generated by the Observatory in real time. It provides access to current data on the level of occupation of accommodations surveyed; lets stakeholders view the history of surveying operations conducted since 2006; answers custom queries according to user information need; allows the comparison of one specific property with regard to the results of the different areas of the territory or types and/or levels of accommodation; and serves as a repository for the statistics produced by the Observatory. As a result, the Observatory currently responds to the stakeholders' needs to customize the information available and generates fast information access, enabling stakeholders to act tactically. So, as an interactive platform for information management, this web tool is actually improving the efficiency of the tourism manager decision-making, because it provides immediacy in obtaining data and facilitates each company choosing the type of information most useful for its management.

The success of the Observatory has encouraged the emergence of new collaborative projects between tourism businesses, the public sector and URV at the destination level. In fact, since the beginning of 2000 to the present, the public and private actors of the Costa Daurada, in collaboration with URV, have developed an intense strategy of generating innovative mechanisms that involve the joint realization of projects. As a result, the Observatory is a single unit of the Science & Technology Park for Tourism and Leisure (PCTTO) created in Vila-seca in 2006. It can thus be argued that the generation of **a cooperative tourism information system such as the Observatory has resulted in new transfers of knowledge developments becoming a solid factor in the competitive advantage of the destination, to such an extent that it is managed in the best interests of the local stakeholders.** This case underlines the importance of the creation of knowledge-management instruments in the context of improving the competitiveness of a destination and can be viewed as an interesting example of local response to the need to intensify the ability to innovate on all levels in the field of tourism and leisure. All in all, the Observatory, beyond its description, highlights the usefulness of creating a knowledge-integrated strategy that, beyond top-down schemes and policies, cooperates in the creation of successful bottom-up transformation dynamics at the destination scale.

For more information, visit
www.pct-turisme.cat/cat/innovacio_fetcd.html.

Case study 7: Observatory of the tourism districts of Venice, Rovigo, Treviso and Vicenza provinces, Italy

By M. Manente & E. Celotto, Ciset, 2007



The Tourist District of the Provinces of Venice, Rovigo, Treviso and Vicenza (Veneto Region, Italy) was established in 2005 thanks to the alliance of the four provinces, the Chamber of Commerce of Venice, Rovigo, Vicenza and Treviso, and other local public authorities, private associations and operators.

Starting from the definition of the Italian National Statistic Institute (ISTAT), the main inspirational concept of a Tourist District is the tourism production chain based on the territorial analysis of the development degree of some economic sectors and activities directly or indirectly connected to tourism. A Tourist District includes municipalities with a high level of specialization in the following four relevant tourism activities: 1) accommodations (hotels); 2) outdoor accommodations and bread and breakfasts; 3) restaurants, pubs and night clubs; and 4) services for tourists (travel agencies and tourist guides). Other conditions indicated by the Italian law n. 317 are entrepreneurship density of the area (ratio between the number of specialized industries and the number of inhabitants) and concentration (ratio between employees of a specific activity and total employees of the district). One of the main goals of the Tourist District of the Provinces of Venice, Rovigo, Treviso and Vicenza is to share data and provide all the stakeholders with useful information to support common decision-making processes and effective tools to assess the success of tourism policies. Therefore, District Agreement subscribers planned to create the Observatory of the Tourism District, whose main investigative topics are as follows:

- Tourist demand;
- Tourist supply;
- Tourist production chains and integration;
- Human resources;
- Environmental sustainability;
- Building area and real property (e.g., hotels and camping sites); and
- Public administration (laws, projects and economic incentives for tourism activities, infrastructures, environment, etc.).

The Partners commissioned a third party (Ciset – University of Venice) to implement the Observatory in order to guarantee a scientific approach, mediate different points of view, provide tools to support common decisions by the partners and find innovative solutions acceptable to all.

A huge quantity of information is available from several data sources about different aspects connected with tourism—such as tourist arrivals and overnights, number of accommodation establishments and beds, tourist spending, etc.—even though some difficulties have to be faced. Existing data sources are not always updated at the same time and do not always refer to same geographical subdivisions; data availability is also very limited, since each subject knows its own data but cannot access other data sources easily; classifications and denominations used might be different from one source to another, and so on.

Therefore, the point of the Observatory is not to gather new information, but to select and organize the existing information already produced by several offices into a tourism-oriented coherent, affordable system. The first condition for implementing such an activity was that each subject agreed to share data with other operators, with a collaborative approach following as a consequence.

In order to meet the defined goals, the Observatory staff needed to implement and manage an information system, the District Information System for Tourism (DIST), composed of a proper information system (database) and a website. The process started from the identification and collection of different data sets, and then data selection, data integration, data processing, analysis and preparation.

On the supply side, a database (RVT) produced by the provinces contains information about all the accommodation establishments (capacity, prices and services). A data warehouse (STOCKVIEW), produced by the chambers of commerce, summarizes the whole company supply of the Tourism District. Employment is described by another data warehouse (EXCELSIOR), which is derived from a yearly sample survey held by the chambers of commerce union.

On the demand side, a database (TURISTAT) produced by the provinces allows the counting of arrivals and nights spent by tourists in accommodation establishments, and a database (UIC) produced from a sample survey held by the Italian Foreign Exchange Office provides information on tourist characteristics.

Comparing data from the different sources or data from the same source over time by means of appropriate indicators produced the final evaluation. The following table summarises and explains the results, and the documents developed by the Observatory for each area of interest, and for each province and municipality of the district.

Table 4.10 Results and the documents developed by the observatory for each area of interest

Database / data warehouse		Results and documents
Tourist demand	<ul style="list-style-type: none"> - TURISTAT (data from the four Provinces); - UIC (data from Italian Foreign Exchange Office) 	<p>Summary sheet with crosstabs, maps and graphs about:</p> <ul style="list-style-type: none"> - Tourist arrivals and overnights in each area and accommodation and for region/country of origin; - Accommodation occupancy rate; - Seasonality; - Foreigner tourists' spending; - Itineraries followed by tourists in the different areas of the district; and - Etc. <p>N.B. Particular attention was given to business/Meetings Industry tourism.</p>
Tourist supply	<ul style="list-style-type: none"> - RVT (data from the four Provinces); - STOCKVIEW (data from Chambers of Commerce) 	<p>Summary sheet with crosstabs, maps and graphs about:</p> <ul style="list-style-type: none"> - Spatial distribution of accommodations facilities; - Accommodation capacity; - Official and implicit quality of accommodations on the basis of the services offered, - Price; - Seasonality; - Role of all tourism businesses in the district: ratio between number of tourism businesses and total number of businesses in the district; - Spatial distribution of tourism businesses; - Role of women in management position: ratio between number of tourism businesses managed by women and the total number of tourism businesses; and - Etc. <p>N.B. Particular attention was given to business/Meetings Industry tourism.</p>
Labour market and employment	<ul style="list-style-type: none"> - EXCELSIOR (yearly sample survey held by the Chambers of Commerce Union) 	<p>Summary sheet with crosstabs, maps and graphs about:</p> <ul style="list-style-type: none"> - Number of employees in tourism businesses in the district; - Number of new jobs planned in the future in tourism businesses; - Seasonality of tourism jobs; - Typology of contracts in tourism businesses; - Socio-demographic characteristics, skills and knowledge of employees in tourism businesses; and - Etc.
Tourism and environment		<ul style="list-style-type: none"> - A first preliminary set of indicators monitoring the impact of tourism activities on the environment in the district.

It is evident that DIST focuses not only on traditional and official statistics, such as tourist arrivals/overnights and accommodation capacity, but also on other data about tourism demand (spending, itineraries, etc.), the tourism industry, the labour market and the impacts of tourism on the environment in the district. In this way, it is possible to measure and monitor tourism with a more comprehensive

vision and also to analyse the performance of certain subsectors or areas of interest, such as business/Meetings Industry tourism, tourist characteristics, tourism employment, etc. <http://virgo.unive.it/ciset/website/>.



5. Scorecard proposal for city tourism benchmarking

Hopefully, the challenges concerning the measurement of city tourism and its economic impact, as well as the different types of business models and initiatives attempting to address the issue, have been made clear at this point in the report. It is also clear from the first and second rounds of questioning made by the UNWTO Affiliate Members Programme in recent years that cities are interested in measuring economic impact of city tourism. Therefore, this chapter provides guidance, for those cities where tourism is significant, on how to measure tourism and how to make the data and indicators comparable between different destinations. This guidance is built on the work of INRouTe in support of UNWTO.

At present, the INRouTe project has identified the conceptual design of a Regional Tourism Information System (R-TIS) built on internationally agreed recommendations for robust subnational measurement, the development of which is INRouTe's strategic objective. R-TIS has been designed in order to allow for a local extension in those cities where tourism is particularly significant.

Three sets of information should be taken into account when setting up the Regional Tourism Information System (R-TIS):

1. "The statistical information obtainable as a disaggregation of operations carried out with a national coverage and in an official capacity, mainly by national statistical offices and national tourism administrations;
2. Official statistical operations carried out by regional bodies (such as regional statistical offices, regional tourism administrations, regional development agencies and other official bodies) or eventually, the corresponding local bodies. These operations are meant to be supplementary to the first set in order to avoid information

overlapping between national and regional levels. Some countries might have institutionalized bottom-up methods of collection for national data purposes (basically for the national statistical offices); and

3. The third set is not necessarily of an official and/or statistical nature, such as electricity consumption by households, credit card expenditure records, transport authorities control, business cycle indicators, early warning indicators, etc.; however, these indicators are considered relevant not only for the measurement/monitoring of tourism (carried out by the regional tourism authority or other regional entities, entities of supraregional scope or even by national bodies), but also for analytical purposes, such as analysis of the performance of certain subsectors and foresee their evolution, the perceptions of the demand of a certain destination, etc.

The expansion of open datasets—when everyone is allowed to use, reuse, link or spread the data for all purposes—will certainly amplify the content of this third set of information" (INRouTe, 2014:16-17).

Rather than coming from national operations, the first set of information could come from the following surveys as a starting point (INRouTe & UNWTO, 2012:3):

- Border survey;
- Domestic tourism household survey;
- Accommodation survey;
- Statistical business register;

- Structural business survey; and
- Population census.

Many of the cities under study already conduct the first three surveys listed above, but some improvements of methodologies and depth of information could be made; the other three surveys are limitedly explored by the cities in question.

For the first and second sets of information, the availability of the following sources (national/regional) can be considered (INRouTe & UNWTO, 2012:3):

- Annual estimates of resident population;
- Personal and professional characteristics of employment associated with the tourism sector;
- Arrivals by air and slot allocation figures;
- Production and consumer price indexes;
- Turnover and remuneration figures provided in fiscal sources;
- Water suppliers' information on water consumption;
- Size and sources of personal income generated by the tourism sector; and
- Tax bases, rates, and total tourism-generated tax receipts and revenues collected by governments.

For the last set of information, the diverse information sources will be addressed at the end of this chapter when explaining the proposed approach.

The first two sets aid compliance with international standards and setting up robust building blocks for comparison within

one's own country and with other territories following international standards. But these two sets do not cater specifically to city tourism; rather, they respond to the umbrella core framework for measurement. For the purpose of benchmarking city tourism at the local level, the framework needs to be further developed.

The business models that currently exist to further develop benchmarking of cities (or other geographical level destinations) have already been explored, and they all embody a tradeoff. The authors of this report contend that the long-term solution requires the suggested three sets of information recommended by INRouTe. Cities and/or regions must do their homework to harmonize the measurement and economic analysis of tourism following international standards. By applying such logic, the nine cities involved in the present study and all cities beyond could start benchmarking themselves. Acknowledging that such a recommendation may take years to occur, the scorecard suggested below represents a scalable and granular ruler that each destination can start using, from its basic to its advanced form. The scorecard implementation requires the involvement of numerous stakeholders, such as the official statistics department (or other entity) of the city/region/country (depending on each case), for the first two sets of information, given that statistical rigor needs to be guaranteed. Likewise, local universities, research centers or private firms familiar with tourism-specific statistical frameworks, such as those currently involved in the project, are significantly valuable partners to the Destination Management Organizations (DMOs) for any of the three sets of information.

Therefore, the following is the proposed, ambitious scorecard and the recommended approach to be able to complete it. Both the scorecard and the suggested approach are intended to be comprehensible by non-statisticians in order to gain a perspective for the road ahead. Likewise, the intention is for DMOs to have the information needed to be able to choose the appropriate starting section for their destinations.

Scorecard

City name

Key indicators

City population	Latest value and variation over last year
Economic contribution of tourism to the city	Contribution to the city GDP. Latest value and variation over last year
Overall employment in tourism industries based in the city	Latest value and variation over last year
Overall arrivals of visitors to the city	Latest value and variation over last year

Tourism Economic Indicators

Arrivals by origin, main purpose, mode of transport	Latest value and variation over last year
Overall Overnights	Latest value and variation over last year
Overnights by type of accommodation facility	Latest value and variation over last year
Overall Expenditure	Latest value and variation over last year
Expenditure by main purpose	Latest value and variation over last year. The purpose here, and with arrivals and other profiling data, is to build groups on main purpose, Business Tourism, Health Tourism, Cultural Tourism etc.
Establishments per Tourism Industry	Latest value and variation over last year
Employment per Tourism Industry	Latest value and variation over last year
Jobs per status in employment	Latest value and variation over last year
Business demography	Constructed via other indicators. Latest value and variation over last year
Seasonality	Constructed via other indicators. Latest value and variation over last year

Impact Indicators

Renewable energy sources	Constructed via other indicators. Latest value and variation over last year
CO ₂ emissions	Latest value and variation over last year
Water consumption	Volume of fresh water. Latest value and variation over last year
Generation of solid waste	Latest value and variation over last year
Tourism pressure	Number of tourists per day per 100 residents. Latest value and variation over last year
Resident satisfaction	Constructed via other indicators. Latest value and variation over last year
Tourists' use of essential services	Constructed via other indicators. Latest value and variation over last year
Congestion and intrusion arising from visitors	Constructed via other indicators. Latest value and variation over last year

In order to fill out the scorecard, it is necessary to carefully study the proposed approach gathered in Box 1 below.

Box 5.1 Proposed approach for measuring city tourism: basic data and indicators

<p>A. Tourism as an economic sector</p> <ul style="list-style-type: none"> - A.1 Demand <ul style="list-style-type: none"> A.1.1 Inbound tourism A.1.2 Domestic tourism - A.1 Supply <ul style="list-style-type: none"> A.2.1 Tourism industries A.2.2 Employment <p>Other economic data and indicators</p> <p>B. Marketing tourism destinations</p> <ul style="list-style-type: none"> - B.1 Segmenting visitor by main purpose of the trip <ul style="list-style-type: none"> B.1.1 Attending Meeting B.1.2 Health B.1.3 Cultural B.1.4 Shopping B.1.5 Nightlife B.1.6 Sport B.1.7 Other purposes <p>C. Tourism as a sustainable development</p> <ul style="list-style-type: none"> - C.1 Tourism and the environmental dimension - C.2 Tourism and its impact on the social and cultural dimensions of the resident population <p>D. Supporting tourism destinations key stakeholders</p> <ul style="list-style-type: none"> - D.1 Cooperation agreements between different stakeholders
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The proposed scorecard builds on the INRouTe and UNWTO (2012) suggested areas to be covered by R-TIS and moves slightly further. It disaggregates the study of demand and supply as recommended by IRTS 2008; covers an initial approach towards economic contribution measurement; incorporates the singularity of types of tourism developed in cities; incorporates sustainable, social and cultural dimensions, as well as stakeholder analysis. It is not an exhaustive list, it can be further developed and it is scalable. Next, each section is broken down to understand what it includes, and then the particularities related to the three sets of information are explored. All basic data and proposed indicators are measurable.

A. Tourism as an economic sector

A.1 Demand

A.1.1 Inbound tourism (*)¹

Arrivals

- Total
 - Overnight visitors (tourists)
 - Same-day visitors (excursionists)
 - Of which, cruise passengers

Arrivals by country (breakdown by country)

- Of which, nationals residing abroad

Arrivals by main purpose²

- Total
 - Personal
 - Holidays, leisure and recreation
 - Other personal purposes
 - Business and professional

Arrivals by modes of transport

- Total
 - Air
 - Water
 - Land
 - Railway
 - Road
 - Others

Accommodation

- Hotels and similar establishments
- Guests
- Overnights

Expenditure

- Total
 - Travel
 - Passenger transport

Expenditure by main purpose of the trip

- Total
 - Personal
 - Business and professional

Indicators

- Average size of travel party
- Average length of stay
 - Total
 - For all commercial accommodation services
 - Of which, hotels and similar establishments
 - For non commercial accommodation services
 - Average expenditure per day

¹ Refers to non-residents citizens of the given country.

² When performing the analysis of arrivals by main purpose please take into account section B.1, which goes into further detail.

As it has been explored in chapter 4, there are plenty of other variables for profiling demand that can be incorporated: age, gender, occupation, education level, salary range, main activities performed, etc.³

A.1.2 Domestic tourism (*)³

Arrivals

- Total
 - Overnight visitors (tourists)
 - Same-day visitors (excursionists)

Arrivals by region/province and other cities of the given country

Arrivals by main purpose

- Total
 - Personal
 - Holidays, leisure and recreation
 - Other personal purposes
 - Business and professional

Arrivals by modes of transport

- Total
 - Air
 - Water
 - Land
 - Railway
 - Road
 - Others

Accommodation

- Hotels and similar establishments
 - Guests
 - Overnights

Expenditure

- Total
 - Travel
 - Passenger transport

Expenditure by main purpose of the trip

- Total
 - Personal
 - Business and professional

Indicators

- Average size of travel party
- Average length of stay
 - Total
 - For all commercial accommodation services
 - Of which, hotels and similar establishments
 - For non commercial accommodation services
 - Average expenditure per day

In the case of domestic tourism, special consideration should be given to distinguishing arrivals and overnights by residents of the country per different territorial entities.

A.2 Supply

The idea in this section is to revise what information is collected in terms of the International Standard Industrial Classification of all Economic Activities (ISIC). Ideally, these would be the number of enterprises/establishments, and some key information about their performance and other indicators, as well as the number of employees in such industries and jobs by status of employment.

A.2.1 Tourism industries

Number of establishments

- Total
 - Accommodation for visitors
 - Of which, hotels and similar establishments
 - Food and beverage serving activities
 - Passenger transportation
 - Travel agencies and other reservation services activities
 - Other tourism industries

Accommodation for visitors in hotels and similar establishments

- Monetary data
 - Output
 - Compensation of employees
- Non-monetary data
 - Number of establishments
 - Number of rooms
 - Number of bed-places

Indicators

- Occupancy rate / rooms
- Occupancy rate / bed-places
- Average length of stay
- Available capacity (bed-places per 1000 inhabitants)

Travel agencies and other reservation service activities

- Monetary data
 - Output
 - Intermediate consumption
 - Gross value added
 - Compensation of employees
 - Gross fixed capital formation

³ Refers to residents of the given country.

A.2.2 Employment

Number of employees by tourism industries

Total

- Accommodation services for visitors (hotels and similar establishments)
- Other accommodation services
- Food and beverage serving activities
- Passenger transportation
- Travel agencies and other reservation services activities
- Other tourism industries

Number of jobs by status in employment

Total

- Employees
- Self employed

A.3 Other economic data and indicators

Chapter 4 explained the distinction between economic contribution analysis and economic impact analysis. Likewise, with regard to economic contribution, developing a proper, complete TSA (see the full tables in Annex X) requires the design and implementation of methods to collect the necessary information, which is far from obvious at the local level.

Here, two approaches are suggested. On the one hand, concentrating on building frameworks to obtain information on the following indicators:

- Quality of the destination;
- Tourism experience;
- Seasonality;
- Related infrastructure;
- Business demography;
- Gross travel propensity; and
- Carrying capacity (arrivals/population).

On the other hand, despite the challenges inherent in developing a TSA for those cities advanced in demand and supply measurement, the suggestion is to venture into compiling the first four tables and a section of the fifth TSA table:

- Table 1: Inbound tourism expenditure by products and classes of visitors;
- Table 2: Domestic tourism expenditure by products, classes of visitors and types of trips;

- Table 3: Outbound tourism expenditure by products and classes of visitors;
- Table 4: Internal tourism consumption by products; and
- Table 5: Production accounts of tourism industries and other industries (at basic prices).

In the case of table 5, the last three rows starting with Total Intermediate Consumption would not apply.

Additionally, there are some city rankings worth keeping in mind, such as the Global Cities Index in Europe and worldwide, and the Global Financial Centers Index, which Vienna uses.

B. Marketing tourism destinations

B.1 Segmenting visitors by Main Purpose of Trips

Cities distinguish themselves by concentrating a wide range of activities around the main purpose of the trip. These activities can often be grouped despite acknowledging that visitors may enjoy activities fitting in diverse subgroups.

Please note: If a city is interested in performing an analysis of specific types of tourism, then the demand surveys need to elicit information about the main activities performed.

A suggested division of activities includes attending meetings and health, cultural, shopping, nightlife and sports purposes, as well as others relevant for the city in question.

Additionally, there is at least one international ranking that applies to this subdivision of tourism: ICCA Ranking for the meeting industry's related activities.

C. Tourism and sustainable development

C.1 Tourism and the environmental dimension

It is widely understood that tourism, as any economic activity, has its positive and negative impacts, and this report proposes a set of indicators to monitor its sustainable development. The following indicators should be prioritized:

- Renewable energy sources;
- CO₂ emissions;
- Water consumption
 - volume of fresh water;
- Generation of solid waste; and
- Tourism pressure
 - visitor load - number of tourists per day per 100 residents.

For this section C on sustainability, please see Annex XI as it includes ETIS suggested indicators on the subject.

Additionally, there is a global ranking issued by the Economist Intelligence Unit (EIU) called the Livability Ranking.

C.2 Tourism and its impact on the social and cultural dimensions of the resident

On a smaller-scale approach, INRouTe proposes a smaller selection:

- a. Population growth;
- b. Per capita revenue;
- c. Resident satisfaction;
- d. Tourists' use of essential services;
- e. Congestion and intrusion arising from visitors;
- f. Job creation; and
- g. Other social and cultural indicators.

For this section C on sustainability, please see Annex XI as it includes ETIS suggested indicators on the subject.

Additionally, there is a global ranking named State of the World's Cities, Prosperity of Cities.

D. Supporting tourism destinations key stakeholders

D.1 Cooperation agreements between different stakeholders

Given the innate transversal character of the tourism sector, all of its activities require cooperation, and since the basis of cooperation is relationship building, such progress should be monitored over time. There are currently no international standards for the measurement of cooperation among stakeholders. However, academic theory backs up the argument that such cooperation enhances better performance, so measurement of this area is recommended. The indicator suggested at this point is the number of formal/informal agreements reached per dyads of stakeholders within the city.

Recapitulating the three sets of information of R-TIS and referring to its third set

Considering the first and second sets of information (as explained on page 42), it seems likely that few regions and local tourism destinations currently have a sufficient, adequate set of information (with the desirable periodicity of data, at least annually) to design and execute, with the

required rigor, their institutional responsibilities in relation to tourism development in their territories. That said, much of the indicator data might be collected by other bodies but not incorporated into tourism analysis.

As INRouTe and UNWTO (2012) suggest, "documenting data sources (surveys, statistical use of administrative records, as well as any other type of statistical operation), should be understood as part of the statistical culture through which any user, wanting to identify how data are produced and obtained, is informed about the significance and reliability of tables of data." In such search for rigor, this report suggests using or revising the following national data sources:

- Surveys applied to the whole population of travellers or visitors or to clearly predefined segments of this population;
- Surveys applied to enterprises/establishments of those productive activities serving visitors;
- Statistics based in data collection from administrative records;
- Census or directories;
- Other statistic sources; and
- Databases.

As mentioned earlier, the third type of data for R-TIS (see page 42) can be obtained via numerous possibilities, some of which are highlighted below:

- Monitoring real-time flows of visitors;
- Dynamic pricing analysis;
- Credit card purchase analysis;
- Online reputation analysis;
- Geospatial analysis of business registers; and
- Geospatial analysis of main points of interest.

Monitoring real-time flows of visitors

Current data-loggers or smartphones can georeference visitors (those who have accepted conditions on an App download or are part of a consented study) via GPS and or mobile data triangulation. Hence, their flows can be monitored, compared with weather information, points of interest, means of transport and other variables. This provides significant knowledge about the manner in which visitors consume destinations, and in the case of the present

study, probably the city and the neighbouring territories. CICtourGUNE has two methodologies, eGIStour and Apptrack, that perform such analyses.

Figure 5.1 eGIStour Developed by CICtourGUNE and Basquetour



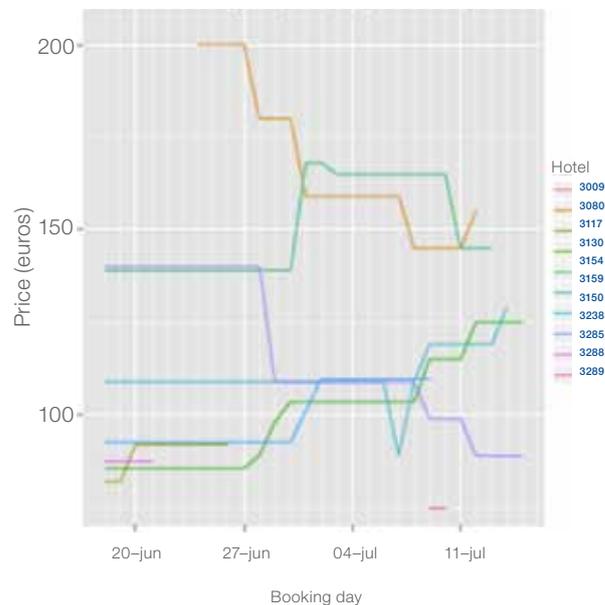
Source: eGIStour Developed by CICtourGUNE and Basquetour.

Dynamic pricing analysis

Hotel price indexes are limited in their analysis possibilities and are published with a sample cadence. Dynamic pricing analysis via GDS (Global Distribution System) real-time information allows for on-the-spot analysis of hotel prices and room availability. This is a powerful tool in the case of cities. CICtourGUNE has developed the methodology to perform such an analysis, and it currently uses it for the Basque Country in Spain and in Ireland.

Figure 5.2 Dynamic pricing analysis. developed by CICtourGUNE

Internet booking for July 15th (Sample of 10 hotels)



Credit card purchase analysis

Banks gather significant information on credit card purchases. Via anonymous dataset information on origin of the credit card holder compared with the time, place and quantity of the purchase (location, type of commerce, etc.), it provides richer knowledge of the consumption occurring on our cities. Please note that the specific street where the purchase is made is also provided; therefore, cities and their commercial areas can be analysed all the way down to street level.

Online reputation analysis

Currently, there are vast amounts of user-generated content (UGC) online, and one manner to benefit from it is analysing the reputation of destinations.

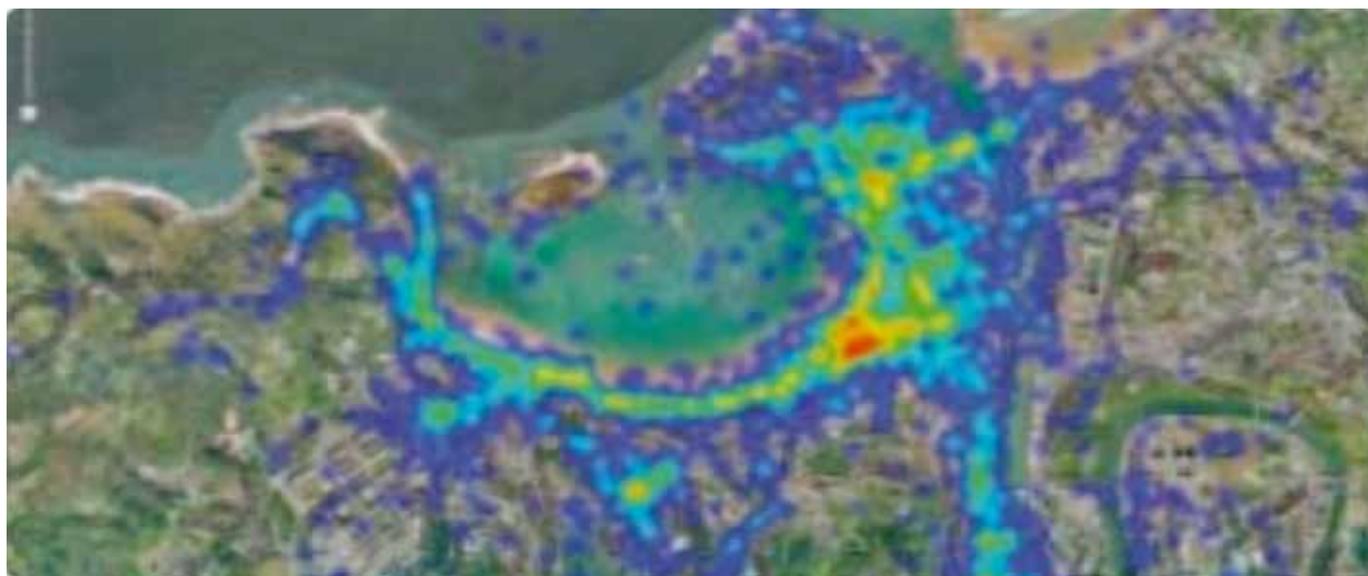
Geospatial analysis of business registers

Comparing the city map with the geolocalization of business (part of the economic activities classified as tourism) draws attention to specific areas of the city where significant economic return might be concentrated.

Geospatial analysis of main points of interest

Comparing the city map with the geolocalization of main points of interest (and figures on monthly annual visitation) draws attention to specific areas of the city where load factors should be further monitored, as well as means of transport available in those areas, traffic congestion, lighting, waste management and so on.

Summing up the presented scorecard, it should be looked at as a scalable collection of indicators with a specific structure from which destinations can select the section(s) in which to venture. Moreover, this report stresses the importance of the three sets of information within the framework, and cities should first look into entities that already might be gathering part of that information so as not to overlap efforts.





6. Conclusions

Cities currently comprising the majority of the world population are also poles of tourism attraction and as such, are significantly interested in being competitive. As a result, cities are performing and competing in a global and fierce context; thus, they are in need of tools that help them monitor and evaluate their progress. This report discussed nine committed city tourism cities: Barcelona, Bogotá, Buenos Aires, Cape Town, Istanbul, Melbourne, Sao Paulo, Vienna and Vilnius. The UNWTO Affiliate Members Programme, being interested in the concerns of destination members, launched two rounds of questioning to research main concerns. These nine cities, jointly with others, expressed that their priority areas were economic impact; governance and planning; promotion and marketing; human resources; responsible tourism; cultural and natural heritage; innovation; and visitor experience.

This document has described the challenges inherent in measuring and analysing tourism in general, particularly in subnational territories, and even more in the case of local municipalities. It has also been argued that for those countries having a measurement framework at the national level, the subnational measurement cannot be approached as a mere transposition of the national operations. It requires careful thought, care for rigor and compromise to stabilize over time, especially for effective comparability. In light of such challenges, this report presented three approaches to address the issue, including business models, with the aim of measuring and benchmarking tourism at subnational levels.

Then the report looked into each of the nine cities under study, providing a revision of the publicly available indicators for each destination and a critical analysis of the potential room for improvement to foster reflection. This exercise was also useful for the cities to benchmark each other on the current state of their measurement structures.

Bearing this starting point in mind, the report provided a scorecard proposal within a specific conceptual framework. The goal, above all, is to seek the harmonization and standardization of measurement that later facilitates comparability analysis. In line with this, the authors presented INRouTe's advocacy for a Regional Tourism Information System, which represents the UN agreed recommendation for the development of a robust subnational measurement framework, which is further developed towards city tourism measurement and benchmarking. The scorecard, though not an exhaustive list, represents a scalable tool, and the contextual information provided seeks to help DMOs decide which section of the scorecard to venture into first.



Annex I

Barcelona

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
City population	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Greater city population	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
City's surface area	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Total length of beaches	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Gardens and urban parks	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Trade fairs	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Museum and exhibition spaces	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Buildings enlisted as UNESCO's World Heritage	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually
Enlisted UNESCO's intangible cultural heritage elements	Elaborated by Barcelona Tourism from City Hall of Barcelona, National Statistics Institute (INE), Catalanian Statistical Institute (Idescat), ICUB and Fira Barcelona		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Entries to hotels	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Overnight stays in hotels	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Monthly percentage of overnights in hotels	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Average room occupancy in hotels	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Average bed occupancy in hotels	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Average length of stay	Hotel Association (Gremi d'Hotels) provided to Barcelona Turisme		Annually
Degree of repeated visit (1st, 2nd, 3rd)	DYM institut for Barcelona Turisme		Annually
Number of hotel properties per number of stars (category)	Barcelona Turisme and BRIC Global		Annually
Number of rooms in hotels per number of stars (category)	Barcelona Turisme and BRIC Global		Annually
Number of beds in hotels per number of stars (category)	Barcelona Turisme and BRIC Global		Annually
Number of tourists according to purpose of visit (vacation/professional/personal and other)	Elaborated by Barcelona Turisme from Hotel Occupancy Survey by INE (National Statistical Institute)		Annually
Number of tourists by country of origin (including Spain as a state)	Elaborated by Barcelona Turisme from Hotel Occupancy Survey by INE (National Statistical Institute)		Annually
International credit card spending by countries	Elaborated by Barcelona Turisme from data provided by CatalunyaCaixa, spending with credit cards issued abroad		Annually
Percentage of tourists according to gender	DYM institut for Barcelona Turisme		Annually
Percentage of tourists according to age	DYM institut for Barcelona Turisme		Annually
Means of transport utilized (%)	DYM institut for Barcelona Turisme		Annually
Opinion over different aspects of Barcelona	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of conferences	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of full day meetings and courses	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of conventions and incentives	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of delegates per type of meeting	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of meetings per type of meeting and geographical distinction either international, national	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of delegates per type of meeting and geographical distinction either International, national	Barcelona Convention Bureau of Barcelona Turisme		Annually
Number of clients of the Tourism Bus	Barcelona Turisme via Bus Turistic		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of sold Barcelona Cards	Barcelona Turisme		Annually
Number of Barcelona Walking Tours clients	Barcelona Turisme		Annually
Number of enquiries made to Visitor Information Centers per mode (over the counter, cabins, call center, mail, email)	Barcelona Turisme		Annually
Number of visitors entering visitor information centers	Barcelona Turisme		Annually
Number of visitors per 10 top places of interest	Elaborated by Barcelona Turisme from data provided per each of the entities behind these places		Annually
Number of visitors per 28 museums	Elaborated by Barcelona Turisme from data provided per each of the museums		Annually
Number of visitors to centres d'exposicions (CE) (7 different centres)	Elaborated by Barcelona Turisme from data provided per each of the entities behind these places		Annually
Number of visitors to Espaces of Architectonic Interest (8 different places)	Elaborated by Barcelona Turisme from data provided per each of the entities behind these places		Annually
Number of visitors to leisure espaces (5 different places)	Elaborated by Barcelona Turisme from data provided per each of the entities behind these places		Annually
Number of users of 5 different types of singular means of transport	Elaborated by Barcelona Turisme from data provided by the management companies behind these means of transport		Annually
Number of passengers to Barcelona Airport	Barcelona Turisme with data from Barcelona Airport		Annually
Number of foreign passengers to Barcelona Airport	Barcelona Turisme with data from Barcelona Airport		Annually
Number of domestic passenger to Barcelona Airport	Barcelona Turisme with data from Barcelona Airport		Annually
Number of high speed train passengers Barcelona-Madrid	Renfe (Train Company)		Annually
Number of cruise passengers	Barcelona Turisme with data from Barcelona Port		Annually
Number of cruises	Barcelona Turisme with data from Barcelona Port		Annually
Number of transit passengers	Barcelona Turisme with data from Barcelona Port		Annually
Number of boarding passengers	Barcelona Turisme with data from Barcelona Port		Annually
Number of disembarking passengers	Barcelona Turisme with data from Barcelona Port		Annually
Number of ferry passengers	Barcelona Turisme with data from Barcelona Port		Annually
Travellers and net occupancy rate in hotel establishments	IDESCAT		
Travellers in hotel establishments by place of origin	IDESCAT		
Travellers in hotel establishments by destinations and categories	IDESCAT		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of nights spent in hotel establishments	IDESCAT		
Number of nights spent in hotel establishments by place of origin	IDESCAT		
Number of nights spent in hotel establishments by destinations and categories	IDESCAT		
Net occupancy rate in hotel establishments by destinations and categories	IDESCAT		
Indicators of hotel sector profitability	IDESCAT		
Monthly value of ADR	IDESCAT	Monthly	Monthly
Monthly value of RevPAR	IDESCAT	Monthly	Monthly
Interannual variation of ADR	IDESCAT	Monthly	Monthly
Travellers and net occupancy rate in camping sites	IDESCAT		
Travellers in camping sites by destinations and categories	IDESCAT		
Number of nights spent in camping sites	IDESCAT		
Number of nights spent in camping sites by destinations and categories	IDESCAT		
Net occupancy rate in camping sites by destinations and categories	IDESCAT		
Travellers and net occupancy rate in rural tourism	IDESCAT		
Travellers in rural tourism by destinations	IDESCAT		
Number of nights spent in rural tourism	IDESCAT		
Number of nights spent in rural tourism by destinations	IDESCAT		
Net occupancy rate in rural tourism by destinations	IDESCAT		
Trips by foreign tourists	IDESCAT		
Relative prices indicator of international tourism in Catalonia	IDESCAT		
Market share Indicator of international tourism in Catalonia	IDESCAT		
Employment per main economic activity (four large groups)	Statistics department of the City Hall of Barcelona www.bcn.cat/estadistica/angles/dades/economia/dirce/a2013/t19.htm		
Number of companies per CNAE 2009 economic activity			



Annex II

Bogotá

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Travellers' survey			
Number of travellers to Bogotá	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers to Bogotá residents/non residents connecting, national, internationals	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers to Bogotá residents/non residents connecting, national, internationals per access point	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents (national/intl) overnighting or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents (national/intl) per point of access and overnighting or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per purpose of visit	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per purpose of visit	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per purpose of visit per point of access	Published by tourism observatory instituto distrital de turismo		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number and percentage of travellers non residents internationals per purpose of visit per point of access	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per first or repeated visit to Bogotá	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per first or repeated visit to Bogotá	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per first or repeated visit to Bogotá per point of access	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per first or repeated visit to Bogotá per point of access	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per frequency of the visit	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per frequency of the visit	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per frequency of visit overnighiting or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per frequency of visit overnighiting or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per frequency of visit per point of access	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per frequency of visit per point of access	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per point of access and per intention of coming back	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per point of access and per intention of coming back	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per length of stay (overnights)	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per length of stay (overnights)	Published by tourism observatory instituto distrital de turismo		Annually

Indicators	Source or published by	Gathered regularly	Published regularly
Local level			
Number and percentage of travellers non residents national per point of entry per length of stay (overnights)	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per point of entry per length of stay (overnights)	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non resident internationals overnights (yes or no) per country of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non resident national overnights (yes or no) per country of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per purpose of visit overnight or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per purpose of visit overnight or not	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per purpose of visit per country of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents nationals per purpose of visit per department of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per point of entry per country of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per point of entry per department of origin	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per type of accommodation	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per type of accommodation	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per point of entry per type of accommodation	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents international per point of entry per type of accommodation	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number and percentage of travellers non residents internationals per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per point of entry and per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per point of entry and per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national per overnight and per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents internationals per overnight and per expenditure in thousand of pesos	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in accommodation	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in F&B	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in communications	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in entertainment	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in shopping	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry expenditure in others	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry per gender	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry per age	Published by tourism observatory instituto distrital de turismo		Annually
Number and percentage of travellers non residents national/intl per point of entry per education level accomplished	Published by tourism observatory instituto distrital de turismo		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number and percentage of travellers non residents national/intl per point of entry per type of occupation	Published by tourism observatory instituto distrital de turismo		Annually
Number of enquiries made per visitor information center	Published by tourism observatory instituto distrital de turismo		Annually
List of tourism companies based in the city (airlines, hotels, restaurants, guides, car hire companies, exchange bureau, land transport providers)	Published by tourism observatory instituto distrital de turismo		Annually
Hotel survey			
Number of hotel establishments	DANE ENH		
Average number of employees within the hotel sector	DANE ENH		
Hotel accommodation income (thousand pesos)	DANE ENH		
Hotel total income	DANE ENH		
Hotel rooms available	DANE ENH		
Hotel occupancy rate	DANE ENH		
Household survey			
Domestic tourism per place of residence	DANE EGTI tourists (Encuesta de Gasto en Turismo Interno)		Annually
Households that took a tourism trip per city of residence	DANE EGTI tourists		Annually
Number of people that travelled abroad	DANE EGTI tourists		Annually
Average number of trips abroad	DANE EGTI tourists		Annually
Households that took domestic trips	DANE EGTI tourists		Annually
Average number of domestic trips	DANE EGTI tourists		Annually
Main purpose of the trip	DANE EGTI tourists		Annually
Distribution of professional/business trips per city	DANE EGTI tourists		Annually
Travel group composition	DANE EGTI tourists		Annually
Travel expenses for business travellers	DANE EGTI tourists		Annually
Average value of travel expenses	DANE EGTI tourists		Annually
Main trip destinations	DANE EGTI tourists		Annually
Place of accommodation	DANE EGTI tourists		Annually
Average length of stay per city of origin	DANE EGTI tourists		Annually
Average length of stay per accommodation type	DANE EGTI tourists		Annually
Main means of transport used	DANE EGTI tourists		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Payment per tourism package bundle	DANE EGTI tourists		Annually
Payment per tourism package bundle (who is paying)	DANE EGTI tourists		
Average value of tourism package	DANE EGTI tourists		Annually
Main means of transport used with tourism package	DANE EGTI tourists		Annually
Services included within the tourism package	DANE EGTI tourists		Annually
Total expenses per trip	DANE EGTI tourists		Annually
Main reason for not travelling	DANE EGTI tourists		Annually
Expenditure per capita per day with the total of people they travelled with	DANE EGTI tourists		Annually
Expenditure per capita per day with the total of people that expended	DANE EGTI tourists		Annually
Expenditure per capita per day with the total of people that expended per destination place	DANE EGTI tourists		Annually
Place of accommodation per main purpose of trip	DANE EGTI tourists		Annually
Main means of transport per main purpose of trip	DANE EGTI tourists		Annually
Travel group composition per main purpose of trip	DANE EGTI tourists		Annually
Excursionists per place of residence	DANE EGTI excursionists		Annually
Number of people that took trips abroad	DANE EGTI excursionists		Annually
Average number of trips abroad	DANE EGTI excursionists		Annually
Number of people that took domestic trips	DANE EGTI excursionists		Annually
Average number of domestic trips	DANE EGTI excursionists		Annually
Main purpose of the trip	DANE EGTI excursionists		Annually
Main trip destinations	DANE EGTI excursionists		Annually
Main means of transport used	DANE EGTI excursionists		Annually
Expenditure per capita per day with the total of people they travelled with	DANE EGTI excursionists		Annually
Accommodation inventory	IDT Observatory	Every two years	Every two years
Date of opening of the accommodation establishment	IDT Observatory	Every two years	Every two years
Type of accommodation, pertaining to a chain or not	IDT Observatory	Every two years	Every two years

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of rooms available	IDT Observatory	Every two years	Every two years
Number of beds available	IDT Observatory	Every two years	Every two years
Standard rate per person (tax not included, neither breakfast)	IDT Observatory	Every two years	Every two years
Availability of apartments per capacity and average rate	IDT Observatory	Every two years	Every two years
Facilities available within the room/ apartment	IDT Observatory	Every two years	Every two years
Facilities related to persons with mobility restrictions, access divided for guests and staff members, emergency facilities, and other	IDT Observatory	Every two years	Every two years
Properties counting with food and beverage facility within the premises	IDT Observatory	Every two years	Every two years
Year of opening of the food and beverage facility within the premises	IDT Observatory	Every two years	Every two years
Capacity of the F&B facility. Opening hours, type of cuisine and average dish rate	IDT Observatory	Every two years	Every two years
Properties counting with rooms for meetings	IDT Observatory	Every two years	Every two years
Number of rooms for meetings and capacity of each	IDT Observatory	Every two years	Every two years
Facilities and services available within meeting rooms	IDT Observatory	Every two years	Every two years
Complementary services available in the establishment	IDT Observatory	Every two years	Every two years
Seasonality (indicating months of high or low occupancy)	IDT Observatory	Every two years	Every two years
Seasonality (indicating days of the week of high or low occupancy)	IDT Observatory	Every two years	Every two years
Number of employees per type of contract and gender	IDT Observatory	Every two years	Every two years
Number of employees proficient in English	IDT Observatory	Every two years	Every two years
Number of employees proficient in other foreign language besides English	IDT Observatory	Every two years	Every two years
Income per accommodation, food and beverage, convention and room renting and others	IDT Observatory	Every two years	Every two years

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Accommodation establishment survey monthly	COTELCO source, published by IDT Observatory		
Availability of rooms per month	IDT Observatory	Monthly	Monthly
Availability of apartments per month	IDT Observatory	Monthly	Monthly
Occupied rooms per month	IDT Observatory	Monthly	Monthly
Occupied apartments per month	IDT Observatory	Monthly	Monthly
Available beds per month	IDT Observatory	Monthly	Monthly
Beds sold per month	IDT Observatory	Monthly	Monthly
Number of guests - Colombian residents per month	IDT Observatory	Monthly	Monthly
Number of guests - Non Colombian residents per month	IDT Observatory	Monthly	Monthly
Rate for different type of accommodation	IDT Observatory	Monthly	Monthly
% of guests that overnigheted per number of rooms	IDT Observatory	Monthly	Monthly
% of permanent guests	IDT Observatory	Monthly	Monthly
Main purpose of guests for the trip of residents and non-residents	IDT Observatory	Monthly	Monthly
Kgs of recyclable waste generated per month	IDT Observatory	Monthly	Monthly
M ³ of organic wasted generated per month	IDT Observatory	Monthly	Monthly
M ³ of water consumption per guest, event attendees, restaurant/bar users per month	IDT Observatory	Monthly	Monthly
KWh consumption per guest, event attendees, restaurant/bar users per month	IDT Observatory	Monthly	Monthly
Paper quantity used per month	IDT Observatory	Monthly	Monthly
Accommodation establishment survey annually			
Income per accommodation, food and beverage, convention and room renting and others	IDT Observatory	Annually	Annually
Number of employees per type of contract and gender	IDT Observatory	Annually	Annually
M ³ chemical products used for cleaning services along the year	IDT Observatory	Annually	Annually
Number of programs establishing environmental criteria for procurement along the year	IDT Observatory	Annually	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of employees made aware of the prevention of sexual exploitation of children and teenagers along the year	IDT Observatory	Annually	Annually
Travellers' survey in Bogotá			
Main purpose of the trip	IDT Observatory	Daily	Annually
Size of travelling party	IDT Observatory	Daily	Annually
Place of origin (city for Colombian residents and city and country for non residents)	IDT Observatory	Daily	Annually
First visit to Bogotá	IDT Observatory	Daily	Annually
Frequency of trips to Bogotá	IDT Observatory	Daily	Annually
Overnight stay of at least one night	IDT Observatory	Daily	Annually
Length of stay	IDT Observatory	Daily	Annually
Main accommodation establishment used per type	IDT Observatory	Daily	Annually
Average amount of currency expend on the trip excluding flights for the whole travel party	IDT Observatory	Daily	Annually
Breakdown (%) of expenditure	IDT Observatory	Daily	Annually
Willingness to return to the city	IDT Observatory	Daily	Annually
Gender	IDT Observatory	Daily	Annually
Age range	IDT Observatory	Daily	Annually
Education level acquired	IDT Observatory	Daily	Annually
Main occupation	IDT Observatory	Daily	Annually

Annex III

Buenos Aires

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of international tourists arriving to the airports of Ezeiza and Aeroparque Jorge Newbery	Survey on International Tourism Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Number of bookings made through travel agencies based abroad by country of origin	Source Amadeus, published by Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Number of purchases made by foreign tourists via Tax Free Shopping	Source Global Blue, published by Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Number of international travellers arrived to Ezeiza and Aeroparque airports per destination for overnight	Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Entries to hotel and "para-hotel" establishments by tourists, total and per nationality	Hotel Occupancy Survey	Monthly	Monthly
Number of overnights in hotel and "para-hotels" by tourist origin	Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Average length of stay	Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Flight frequencies per country of connection to main airports of Buenos Aires	Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Flight frequencies per national airport to main airports of Buenos Aires	Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gob.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Average daily expenditure	Survey on International Tourism Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gov.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Total expenditure international/national tourists	Survey on International Tourism Observatorio Turístico de Buenos Aires www.turismo.buenosaires.gov.ar/sites/turismo/files/observatorio_noviembre_resumen2013.pdf	Monthly	Monthly
Total number of international tourists that visited CABA according to point of access	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Origin of international tourists accessing via Ezeiza and Aeroparque and visiting CABA	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Year Over Year (YOY) variation amount of international tourists, according to origin, accessing CABA through Aeroparque and Ezeiza airports	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Main purpose of trip of international tourists accessing via Ezeiza and Aeroparque that visited CABA	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Type of accommodation of international tourists accessing via Ezeiza and Aeroparque that visited CABA	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total expending of international tourists accessing via Ezeiza and Aeroparque that visited CABA according to origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total expending of international tourists accessing via Ezeiza and Aeroparque that visited CABA according to main purpose	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Variation YOY of the total expending of international tourists accessing via Ezeiza that visited CABA according to origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Daily average expending of international tourist accessing via Ezeiza and Aeroparque that visited CABA according to origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Daily average expending of international tourist accessing via Ezeiza and Aeroparque that visited CABA according to trip motivation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Daily average expending of international tourist accessing via Ezeiza and Aeroparque that visited CABA according to the type of accommodation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total overnight stays of international tourists accessing via Ezeiza and Aeroparque that visited CABA according to origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gov.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
International tourists accessing via the Port that visited CABA, according to trip motivation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
International tourists accessing via the Port that visited CABA, according to the type of accommodation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total expending of international tourist accessing via the Port that visited CABA according to the trip motivation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total expending of international tourist accessing via the Port that visited CABA, according to the type of accommodation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Average expending of international tourist accessing via the Port that visited CABA according to the trip motivation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Average expending of international tourist accessing via the Port that visited CABA, according to the type of accommodation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total overnight stays of international tourists accessing via the Port that visited CABA, according to the trip motivation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Total overnight stays of international tourists accessing via the Port that visited CABA, according to the type of accommodation	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Distribution of services arrived to the Omnibus Terminal of Retiro according to origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
National frequencies arrived to the Omnibus Terminal of Retiro according to region of origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
International frequencies arrived to the Omnibus Terminal of Retiro according to country of origin	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Variation YOY of the quantity of international frequencies arrived to the Omnibus Terminal of Retiro	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
Argentinian cities with more frequency to the Aeroparque Jorge Newbery	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly
International cities with more frequency to the Aeroparque Jorge Newbery	Observatorio Turístico de Buenos Aires Informe trimestral www.turismo.buenosaires.gob.ar/sites/turismo/files/Informe%203%20trim2013%20final.pdf	Monthly	Quarterly



Annex IV

Cape Town

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Domestic arrivals to Cape Town International Airport (actual YOY)	Source: ACSA, Cape Town International Airport Arrival Figures. Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Regional arrivals to Cape Town International Airport (actual YOY)	Source: ACSA, Cape Town International Airport Arrival Figures. Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
International arrivals to Cape Town International Airport (actual YOY)	Source: ACSA, Cape Town International Airport Arrival Figures. Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Total arrivals to Cape Town International Airport (actual YOY)	Source: ACSA, Cape Town International Airport Arrival Figures. Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Average occupancy rate (Cape Town accommodation survey) (actual and growth YOY)	Source: Horwath HTL & Cape Town Tourism, Accommodation Sector Survey Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Average room rate (Cape Town accommodation survey) (actual and growth YOY)	Source: Horwath HTL & Cape Town Tourism, Accommodation Sector Survey Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Revenue per Available Room (RevPar) (Cape Town accommodation survey) (actual and growth YOY)	Source: Horwath HTL & Cape Town Tourism, Accommodation Sector Survey Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Number of visitors to Cape Point (actual and growth YOY)	Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of visitors to Kirstenbosch National Botanical Garden (actual and growth YOY)	Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Number of visitors to Robben Island (actual and growth YOY)	Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Number of visitors to Table Mountain Aerial Cableway (actual and growth YOY)	Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Number of visitors to V&A Waterfront (actual and growth YOY)	Published by Cape Town Tourism www.capetown.travel/uploads/files/Cape_Town_Monthly_Dashboard_April_2013.pdf	Monthly	Monthly
Occupancy rate per type of accommodation establishment per month and percentage point change	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Occupancy rate per city area per month and percentage point change	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast occupancy per type of accommodation establishment per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast occupancy per city area per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Average room rate per type of accommodation establishment per month and percentage change year over year	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Average room rate per city area per month and percentage change year over year	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast average room rate per type of accommodation establishment per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast average room rate per city area per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
RevPar per type of accommodation establishment per month and percentage change	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
RevPar per city area per month and percentage change	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast RevPar per type of accommodation establishment per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Forecast RevPar per city area per month	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Source market analysis (domestic, regional/Africa, international) per type of accommodation establishment	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Source market analysis (domestic, regional/Africa, international) per city area	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Average number of guests per room night sold (domestic, regional/Africa, international) per type of accommodation establishment	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Average number of guests per room night sold (domestic, regional/Africa, international) per city area	Published by Cape Town Tourism - Accommodation Performance Review and Forecast Report Month Year	Monthly	Monthly
Share of foreign arrivals to Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Number of Foreign Arrivals to Cape Town (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Share of domestic trips taken to Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Number of domestic trips taken to Cape Town (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Share of foreign bednights in Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Number of bednights by foreign arrivals in Cape Town (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Share of domestic bednights on trips to Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Number of domestic bednights on trips to Cape Town (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Share of foreign direct spend in Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Total foreign direct spend in Cape Town (R bn) (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Share of domestic spend in Cape Town (estimate)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Total spend by domestic tourism in Cape Town (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Total economic value of tourism in Cape Town (R bn) (calculation)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Estimated number of employees in the tourism industry in Cape Town permanent/temporary	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Low level (unskilled or semi-skilled) permanent/temporary employee	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Medium level (skilled and technically or academically qualified employee)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
High level employee (experienced, professionally qualified, mid to senior managers)	Grant Thornton Published by Cape Town Tourism - City of Cape Town August 2013 Economic Value of Tourism Report		
Visitor services			
Visitor profile (international, domestic, average spend per person, per day, excluding acc., average length of stay)			

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Contact via touchscreen, call centre, website, over the counter.			
Total visitors assisted			
Number of walk in visitors and YOY variation			
Type of enquiries, bookable, bookings, sale conversion rate			
Member survey			
Digital marketing			
Web traffic increase			
Blog visitor numbers increase			
Website visitors for the year			
Website traffic growth, visits, unique visits, page views			
Sources of increased traffic YOY			
Social media platforms growth (photos uploaded, new accounts)			
Marketing services			

Annex V

Istanbul



Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Foreign arrivals			
Number of foreign visitors to Istanbul	Published by Ministry of Culture and Tourism	Monthly	Annually
% change YOY and per month	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of foreign visitors to Istanbul per mode of entry (air, sea)	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of foreign visitors to Istanbul per point of entry	Published by Ministry of Culture and Tourism	Monthly	Annually
Arrivals by air relative weight of two airports	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of passengers arriving to the two main airports per year	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of domestic commercial flights per year	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of international commercial flights per year	Published by Ministry of Culture and Tourism	Monthly	Annually
Number of foreign visitors to Istanbul by country of origin	Published by Ministry of Culture and Tourism	Monthly	Annually
Main foreign issuing markets to Istanbul	Published by Ministry of Culture and Tourism	Monthly	Annually
Arrivals per foreign issuing markets per month	Published by Ministry of Culture and Tourism	Monthly	Annually
Evolution of arrivals over last three years from main foreign issuing markets	Published by Ministry of Culture and Tourism	Monthly	Annually
Supply			
Number of travel agencies in Istanbul (central offices and branches)	Published by Ministry of Culture and Tourism	Annually	Annually
Number of certified accommodation facilities by the ministry per category, number of rooms, number of beds	Published by Ministry of Culture and Tourism	Annually	Annually
Number of certified food and beverage and entertainment facilities per category, and per capacity	Published by Ministry of Culture and Tourism	Annually	Annually

Annex VI

Melbourne

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Top 10 nationalities of tourists to Melbourne	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/industries/tourism/Pages/Top10.aspx Source: Tourism Research Australia - International Visitor Survey year ending June 2012	Annually	Annually
Top 10 nationalities of City of Melbourne visitor services users	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/industries/tourism/Pages/Top10.aspx Source: City of Melbourne, Point of Engagement Mini Survey (POEMS) June 2010	Annually	Annually
Top 10 things international overnight visitors to Melbourne do on their trip	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/industries/tourism/Pages/Top10.aspx Source: Tourism Research Australia – International Visitor Survey, year ending June 2012	Annually	Annually
Top 10 things domestic overnight visitors to Melbourne do on their trip	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/industries/tourism/Pages/Top10.aspx Source: Tourism Research Australia – International Visitor Survey, year ending June 2013	Annually	Annually
Size of industry measured in m ² floor space	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/Tools/publications/industries/Pages/TourismResearch.aspx Source: Melbourne data: CLUE 2008; National data: IBIS World 2007–08 financial year	It appears to be data from specific studies carried out in 2007 and 2008	It appears to be data from specific studies carried out in 2007 and 2009

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Size of industry measured in number of establishments related to tourism	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/Tools/publications/industries/Pages/TourismResearch.aspx Source: Melbourne data: CLUE 2008; National data: IBIS World 2007–08 financial year	It appears to be data from specific studies carried out in 2007 and 2008	It appears to be data from specific studies carried out in 2007 and 2009
Labour force measured in number of employees	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/Tools/publications/industries/Pages/TourismResearch.aspx Source: Melbourne data: CLUE 2008; National data: IBIS World 2007–08 financial year	It appears to be data from specific studies carried out in 2007 and 2008	It appears to be data from specific studies carried out in 2007 and 2009
Cluster map shows the spatial distribution of employment in the tourism industry	City of Melbourne, Enterprise Melbourne www.melbourne.vic.gov.au/enterprisemelbourne/Tools/publications/industries/Pages/TourismResearch.aspx Source: Melbourne data: CLUE 2008; National data: IBIS World 2007–08 financial year	It appears to be data from specific studies carried out in 2007 and 2008	It appears to be data from specific studies carried out in 2007 and 2009
International overnight visitor estimates (000s) to Melbourne	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: All figures are estimates based on the International Visitor Survey, Tourism Research Australia. Note: Visitor estimates are based on people aged 15 years and over. Fact sheet produced by Tourism Victoria Research Unit, December 2013.	Annually	Annually
% change on international overnight visitor estimates (000s) to Melbourne year over year	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: All figures are estimates based on the International Visitor Survey, Tourism Research Australia. Note: Visitor estimates are based on people aged 15 years and over. Fact sheet produced by Tourism Victoria Research Unit, December 2013.	Annually	Annually
Total nominal expenditure by international visitors in Melbourne per year	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: Tourism Research Australia expenditure allocation method applied to year ending September 2008 to 2013 International Visitor Survey data.	Annually	Annually
% change total nominal expenditure by international visitors in Melbourne per year	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: Tourism Research Australia expenditure allocation method applied to year ending September 2008 to 2013 International Visitor Survey data.	Annually	Annually
Expenditure per night in Melbourne by international visitors per year	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: Tourism Research Australia expenditure allocation method applied to year ending September 2008 to 2013 International Visitor Survey data.	Annually	Annually
Expenditure per visitor in Melbourne by international visitors per year	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Source: Tourism Research Australia expenditure allocation method applied to year ending September 2008 to 2013 International Visitor Survey data.	Annually	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Forecast intl visitor nights by purpose 2021-2022 to Melbourne	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Sources: Tourism Research Australia Tourism Forecasts Spring 2013 Issue; International Visitor Survey, June 2013, Tourism Research Australia.	Annually	Annually
Forecast domestic visitor 2022-2023	Published by www.tourism.vic.gov.au/research/international-research/international-visitation.html Sources: Tourism Research Australia Tourism Forecasts Spring 2013 Issue; International Visitor Survey, June 2013, Tourism Research Australia.	Annually	Annually
International market profile: New Zealand, year ending December 2012 (612 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: New Zealand, year ending June 2013 (199 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: USA, year ending December 2012 (472 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: USA, year ending June 2013 (201 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Canada, year ending December 2012 (447 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Canada, year ending June 2013 (199 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: China, year ending December 2012 (459 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: China, year ending June 2013 (314 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Hong Kong, year ending December 2012 (459 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Hong Kong, year ending June 2013 (201 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: India, year ending December 2012 (430 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: India, year ending June 2013 (395 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Indonesia, year ending December 2012 (457 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Indonesia, year ending June 2013 (188 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Japan, year ending December 2012 (452 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Japan, year ending June 2013 (202 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
International market profile: Korea, year ending December 2012 (460 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Korea, year ending June 2013 (197 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Malaysia, year ending December 2012 (468 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Malaysia, year ending June 2013 (198 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Singapore, year ending December 2012 (455 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Singapore, year ending June 2013 (185 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Taiwan, year ending December 2012 (433 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Taiwan, year ending June 2013 (195 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Thailand, year ending December 2012 (483 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Thailand, year ending June 2013 (198 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Europe year ending June 2013 (196 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: Germany, year ending December 2012 (455 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Germany, year ending June 2013 (200 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International market profile: The United Kingdom, year ending December 2012 (482 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: The United Kingdom, year ending June 2013 (391 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Belgium, year ending June 2013 (67 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: France, year ending June 2013 (188 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Ireland, year ending June 2013 (74 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Italy, year ending June 2013 (177 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
International snapshot: Middle East and North Africa, year ending June 2013 (75 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Netherlands, year ending June 2013 (176 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Nordic Countries, year ending June 2013 (192 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: South Africa, year ending June 2013 (74 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
International snapshot: Switzerland, year ending June 2013 (165 kb) PDF	Published by www.tourism.vic.gov.au/research/international-research/international-market-profiles.html	Annually	Annually
Domestic overnight visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic visitor night estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Interstate overnight visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Interstate night visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Intrastate overnight visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Intrastate night visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic day trip visitor estimates in Melbourne per year and variation	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic overnight visitor estimates to Melbourne for holiday/leisure	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic visitor nights estimates to Melbourne for holiday/leisure	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Domestic overnight visitor estimates to Melbourne VFR	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic visitor night estimates to Melbourne VFR	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic overnight visitor estimates to Victoria for business purposes	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Domestic visitors night estimates to Melbourne for business purposes	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: All figures are estimates based on the National Visitor Survey, year ending September 2000-2013, Tourism Research Australia	Annually	Annually
Total domestic tourism expenditure in Melbourne	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years ending September 2008 to 2013	Annually	Annually
Domestic overnight visitor expenditure in Melbourne	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years ending September 2008 to 2014	Annually	Annually
Domestic day trip expenditure in Victoria	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Source: Tourism Research Australia expenditure allocation method applied to National Visitor Survey data for the years ending September 2008 to 2015	Annually	Annually
International visitor nights by purpose forecasts 2021-2022	Published by www.tourism.vic.gov.au/research/domestic-and-regional-research/domestic-visitation.html Sources: Tourism Forecasting Committee Forecast 2013 Issue 1; International Visitor Survey, June 2012, Tourism Research Australia.	Annually	Annually
Accommodation establishments in Melbourne	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually
Rooms available in Melbourne	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually
Room nights occupied (000s)	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually
Room occupancy rates	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Takings (000s)	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually
Employment	Published by www.tourism.vic.gov.au/research/survey-of-tourist-accommodation.html Source: Survey of Tourist Accommodation, June Quarter 2013, Australian Bureau of Statistics		Formerly quarterly from now on annually
Melbourne TSA according to tourism Victoria			
Direct tourism output	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Indirect tourism output	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Total tourism output	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Gross value added (direct and indirect)	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Gross regional product (direct and indirect)	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Employment (direct and indirect) (full-time/part-time)	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Employment by type of industry (full-time/part-time)	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		
Contribution of tourism to the Melbourne economy by GRP and employment	Published by www.tourism.vic.gov.au/research/economic-significance.html Victorian Regional Tourism Satellite Accounts 2011-12, produced by Deloitte Access Economics for Tourism Victoria, November 2013. Research Factsheet produced by Tourism Victoria, November 2013.		



Annex VII

Sao Paulo

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Population	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Instituto Brasileiro de Geografia e Estatística (IBGE), 2011/ Banco Central, 2011/ SEADE, 2012	Monthly	Annually
GDP	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Instituto Brasileiro de Geografia e Estatística (IBGE), 2011/ Banco Central, 2011/ SEADE, 2013	Monthly	Annually
GDP per capita	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Instituto Brasileiro de Geografia e Estatística (IBGE), 2011/ Banco Central, 2011/ SEADE, 2014	Monthly	Annually
Inflation	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Instituto Brasileiro de Geografia e Estatística (IBGE), 2011/ Banco Central, 2011/ SEADE, 2015	Monthly	Annually
Minimum salary	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Instituto Brasileiro de Geografia e Estatística (IBGE), 2011/ Banco Central, 2011/ SEADE, 2016	Monthly	Annually
Population density	Platum I (2011-2014) Published by the observatory.	Monthly	Annually
Active population	Platum I (2011-2014) Published by the observatory.	Monthly	Annually
Participation of Sao Paulo in the nation's GDP	Platum I (2011-2014) Published by the observatory.	Monthly	Annually
Participation of Sao Paulo in the state's GDP	Platum I (2011-2014) Published by the observatory.	Monthly	Annually
Participation of service sector in the city's GDP	Platum I (2011-2014) Published by the observatory.	Monthly	Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
% of courses vacancies per year in studies related to tourism per type of course	Platum II (2011-2014) Published by the observatory.	Monthly	Annually
Tourism specific			
Estimates of tourism arrivals to the city of Sao Paulo (millions) per year	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Estimates of tourism expenditure in the city of Sao Paulo (billions) per year	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)	Annually	Annually
Number of passengers per airport of the city per year	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: INFRAERO, 2012	Annually	Annually
Number of passengers per airport of the city per month	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: INFRAERO, 2013	Annually	Annually
Number of aircrafts per airport of the city per year	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: INFRAERO, 2014		
Number of aircrafts per airport of the city per month	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: INFRAERO, 2015		
Arrivals of passengers per bus terminal per year, per month and total	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: SOCICAM, 2012		
Arrivals of buses per bus terminal per year, per month and total	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: SOCICAM, 2013		
Inflow of taxes over services for tourism industries	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Secretaria Municipal de Finanças, 2012		
Inflow of taxes over services of the city of Sao Paulo	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Secretaria Municipal de Finanças, 2013		
Inflow of taxes over services and the participation of tourism	Published by: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012) Source: Secretaria Municipal de Finanças, 2014		
Occupancy rate of hotels per year	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Occupancy rates of hotels per year and per category	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Occupancy rates of hotels per month and per category	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Average daily rate per month	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Daily averages of hotels per year, per category and per month	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Profile of hotel guests per gender, origin, purpose, average length of stay, average expenditure per semester	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		
Socio demographic profile of attendees to selected major events	Published by and source: Tourism Observatory of Sao Paulo (Anuario Estadístico 2012)		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of visitors assisted in the visitor information center per origin and year	Published by and source: Tourism Observatory of Sao Paulo (1st semester 2013)		
% of positive evaluation of visitors assisted per year	Platum II (2011-2014) Published by the observatory.		
Number of visits to the website of tourism Sao Paulo per year	Platum II (2011-2014) Published by the observatory.		
Number of visitors assisted in the visitor information center of fairs per year per fair national or intl	Platum II (2011-2014) Published by the observatory.		
Number of groups or people that has used the tool Sao Paulo Meu Destino	Platum II (2011-2014) Published by the observatory.		
Number of groups or people that has participated in fam tours, press trips and site inspections	Platum II (2011-2014) Published by the observatory.		
Number of professionals that have received training per year	Platum II (2011-2014) Published by the observatory.		
Socio demographic profile of visitors to VICs	Published by and source: Tourism Observatory of Sao Paulo (1st semester 2013)		
Hotels guest profile according to gender, persons with disabilities, accompanying party, means of transport used to get to the city, main reason to travel (aggregated and divided by origin), expenditure and length of stay in the city, breakdown of expenditure in the city, activities undertaken, first and last day of the stay, breakdown of main origins of visitors (all aggregated and then divided by origin)	Survey on Hotel Accommodation Published by the Observatory of tourism of Sao Paulo (Pesquisa Hoteis)		
Profile of guests who made purchases in the city, gender, dates of check-in and check-out, expenditure and number of nights in the city, main origin of tourists, breakdown of expenditure	Survey on Hotel Accommodation Published by the Observatory of tourism of Sao Paulo (Pesquisa Hoteis)		
Profile of hostel guests, by gender, origin, main prupose of visit, check-in and check-out dates, activities undertaken, expenditure within the city	Survey on Hotel Accommodation Published by the Observatory of tourism of Sao Paulo (Pesquisa Hoteis)		
Socio-demographic profile of educational tourists	Survey on Educational Tourism Published by and source: Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of direct flights from the main airports of Sao Paulo	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of underground lines	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of airports serving the city	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of airlines and passengers operating and coming/going through the main airports	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of weekly fairs	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of shopping centers	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of industries	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of credit card transactions per year	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of hotels/apartments/hostels	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of business fairs hosted	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of square meters used	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of visitors of such fairs	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of national and international exhibitors	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of state and local libraries	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of parks and green areas	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of cultural centres	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of sport and leisure centres	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of museums	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of restaurants and bars	Published by Tourism Observatory of Sao Paulo (1st semester 2013)		
Number of jobs created in economic activities linked to tourism divided by type of activity, with or without employees and direct or indirect employment, formal or informal	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2010		
Total employment	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2011		
Employment by respective industries	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2012		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Average salary per type of occupation	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2013		
Number of microentrepreneurs	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2014		
% of SMEs per industry	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2015		
Number of employees per occupation and variation year by year	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2016		
Degree of informality per industry	Platum I (2011-2014) Published by the observatory. Source: RAIS 2008 and FIPE 2017		
Number of travel agencies certified by the Brazil Association of Travel Agencies of Sao Paulo	Platum II (2011-2014) Published by the observatory.		
Number of incoming agencies	Platum II (2011-2014) Published by the observatory		
Number of stores	Platum II (2011-2014) Published by the observatory		
Numbers of streets of specialized stores	Platum II (2011-2014) Published by the observatory		
Number of football stadiums	Platum II (2011-2014) Published by the observatory		
Number of streets racing	Platum II (2011-2014) Published by the observatory		
Number of environmentally protected areas	Platum II (2011-2014) Published by the observatory		
Comparative of the segments' performance business, leisure, studies, gastronomy, shopping, event, LGBT, culture and health by average expenditure and average length of stay	Platum II (2011-2014) Published by the observatory		
Main activities conducted by tourists in Sao Paulo (%)	Platum II (2011-2014) Published by the observator		
Meetings industry			
Number of events per year	Meetings Industry report		
% participation of Sao Paulo in the total of national fairs	Meetings Industry report		
Surveys conducted per main event	Platum II (2011-2014) Published by the observatory		
Number of events gained per year	Platum II (2011-2014) Published by the observatory		
Estimate of attendees to events per year	Platum II (2011-2014) Published by the observatory		
Profile of visitors on expenditure breakdown, travel party, check in and check out dates, origin, main activities conducted. Per each of the tourism segments and relevance of transport	Platum II (2011-2014) Published by the observatory		
Number of visitors per business purposes per year	Platum II (2011-2014) Published by the observatory		

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
LGBT tourism			
Profile of LGBT Census concerning expenditure, origin, class, education level, credit card ownership	LGBT Report		
Number of establishments in the city (bars, bath houses, night clubs and restaurants) used and addressed to LGBT public, but not exclusive	LGBT Report		
Number of monthly parties	LGBT Report		
Average daily capacity of the enlisted supply establishments	LGBT Report		
Average daily capacity during weekends	LGBT Report		
Weekend total capacity	LGBT Report		
Capacity during the LGBT Parade	LGBT Report		
Financial turnover of the segment	LGBT Report		
Average weekly financial turnover	LGBT Report		
Financial turnover during LGBT Parade	LGBT Report		
Pride week's representativeness on the segment's annual financial turnover	LGBT Report		
Health tourism			
Number of public and private hospitals	Platum II (2011-2014) Published by the observatory		
Number of hospitals with an international certification of quality	Platum II (2011-2014) Published by the observatory		
Number of clinics	Platum II (2011-2014) Published by the observatory		
Number of medical specialties	Platum II (2011-2014) Published by the observatory		
Number of prestigious medicine schools based in Sao Paulo	Platum II (2011-2014) Published by the observatory		



Annex VIII

Vienna

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Total Number of arrivals to Vienna (monthly or annually) all accommodations, VFRs not included	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Total number of overnights to Vienna (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) by foreigners to all accommodations, VFRs not included	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna by foreigners (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) by main markets to all accommodations, VFRs not included	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna (monthly or annually) by main markets to all accommodations, VFRs not included	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) to five-star hotels	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna (monthly or annually) to five-star hotels	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) to hotels and pensions by category	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Number of overnights to Vienna (monthly or annually) to hotels and pensions by category	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) to youth hostels	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna (monthly or annually) to youth hostels	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) to camping sites	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna (monthly or annually) to camping sites	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of arrivals to Vienna (monthly or annually) to private homes	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of overnights to Vienna (monthly or annually) to private homes	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Total of rooms revenue for all types of accommodation (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Variation year over year of total of rooms revenue for all types of accommodation (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Rooms revenue for all types of accommodation (monthly or annually) by foreigners	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Variation year over year of rooms revenue for all types of accommodation (monthly or annually) by foreigners	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Rooms revenue for all types of accommodation (monthly or annually) by source markets	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Variation year over year of rooms revenue for all types of accommodation (monthly or annually) by source markets	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Rooms revenue for five-star hotels (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Variation year over year of rooms revenue for five-star hotels (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Rooms revenue for hotels and pensions per category (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Variation year over year of rooms revenue for hotels and pensions per category (monthly or annually)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
New hotels and hotel projects in Vienna enlisted	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of establishments per category (including seasonal hotels)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of rooms per category (including seasonal hotels and temporarily unavailable rooms)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Number of beds per category (including seasonal hotels and temporarily unavailable rooms)	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research	Monthly	Monthly and annually
Meetings industry	Vienna Tourism Board www.B2B.vienna.info section Statistics & Market Research		
Total visits to museums and exhibitions in Vienna per venue	Statistics Austria		
Occupancy rate in the theater season per venue	Statistics Austria		
Number of shows per venue	Statistics Austria		
Other city statistics			
City population	Statistics Austria		Annually
Population per municipal district, total, and divided by gender	Statistics Austria		Annually
City's surface area	Statistics Austria		Annually
Surface area per municipal district	Statistics Austria		Annually
Births, deaths	Statistics Austria		Annually
Population of foreign citizens	Statistics Austria		Annually
Population of residents with migration background	Statistics Austria		Annually
Life expectancy	Statistics Austria		Annually
Education: numbers of students per different types of institutions	Statistics Austria		Annually
Level of education of the labour force %	Statistics Austria		Annually
Population with a secondary degree or higher %	Statistics Austria		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Local level			
Gross regional product, total, % and Eur per capita	Statistics Austria		Annually
Employment and unemployment total and by gender	Association of Austrian Social Insurance Institutions, Social Insurance Institution for Farmers, Social Insurance Institution for Trade and Industry, Vienna Labour Market Service (AMS)		Annually
Public transport, passengers per type of means of transport	Wiener Linien		Annually
Length of the network per type of means of transport	Wiener Linien		Annually
Number of lines per type of means of transport	Wiener Linien		Annually
Number of stops or stations per type of means of transport	Wiener Linien		Annually
Road networks length	Municipal Departments 28, 46, ASFINAG and Statistics Austria		Annually
System of bicycle paths and lanes in km	Municipal Departments 28, 46, ASFINAG and Statistics Austria		Annually
Stock of motor vehicles per type	Municipal Departments 28, 46, ASFINAG and Statistics Austria		Annually
Private car density per 1,000 inhabitants	Municipal Departments 28, 46, ASFINAG and Statistics Austria		Annually
Newly registered motor vehicles per type	Municipal Departments 28, 46, ASFINAG and Statistics Austria		Annually
Traffic accidents per types	Statistics Austria		Annually



Annex IX

Vilnius

Indicators	Source or published by	Gathered regularity	Published regularity
National level			
Income of accommodation establishments (VAT excluded)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai48		Annually
Expenditure of accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai49		Annually
Number of accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai50		Annually
Number of tourists accommodated in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai51		Annually
Number of persons employed in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai52		Annually
Number of rooms in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai53		Annually
Number of overnight stays in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai54		Annually
Average price per hotel room	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai55		Annually
Average price per hotel room (VAT excluded)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai56		Annually
Room and bed occupancy rate in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai57		Annually
Number of beds in accommodation establishments	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai58		Annually
Number of tourists accommodated (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai59		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Number of rural tourism farmsteads (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai60		Annually
Number of nights spent (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai61		Annually
Average number of overnight stays per tourist (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai62		Annually
Average number of beds per rural tourism farmstead (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai63		Annually
Number of beds (rural tourism)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai64		Annually
Number of visitors of tourism information centres (quarterly indicator)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai65		Annually
Tourism consumption per year per type of product per total/inbound/domestic tourism	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai66		Annually
Tourism production per year per type of products per characteristic tourism industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai67		Annually
Tourism production per year per type of products per other industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai68		Annually
Tourism production per year per type of products per internal tourism consumption	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai69		Annually
Tourism production per year per type of products per tourism ratio on total output	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai70		Annually
Tourism value added per year per characteristic tourism industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai71		Annually
Tourism value added per year per other industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai72		Annually
Tourism value added per year per internal tourism consumption	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai73		Annually
Tourism value added per year per tourism ratio on total output	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai74		Annually
Proportion of persons employed in tourism per year per products per characteristic tourism industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai75		Annually
Proportion of persons employed in tourism per year per products per other industries	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai76		Annually
Proportion of persons employed in tourism per year per products per internal tourism consumption	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai77		Annually
Proportion of persons employed in tourism per year per products per tourism ratio on total output	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai78		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Number of trips by foreigners	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai79		Annually
Annual number of trips by visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai80		Annually
Monthly number of trips by visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai81		Annually
Number of persons employed in travel agencies and tour operators	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai82		Annually
Number of travel agencies and tour operators	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai83		Annually
Travel agencies and tour operators income for provided services	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai84		Annually
Number of days spent by tourists using the services of travel agencies and tour operators	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai85		Annually
Number of tourists using services of travel agencies and tour operators	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai86		Annually
Number of same-day visitors using services of travel agencies and tour operators	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai87		Annually
Expenditure of inbound tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai88		Annually
Number of inbound tourist's trips	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai89		Annually
Nights spent of inbound tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai90		Annually
Number of inbound tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai91		Annually
Average number of overnight stays by arriving tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai92		Annually
Expenditure of inbound of same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai93		Annually
Number of trips of inbound of same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai94		Annually
Number of inbound of same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai95		Annually
Average expenditure per trip of inbound same-day visitor	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai96		Annually
Average daily expenditure per trip of inbound tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai97		Annually
Average expenditure per trip of inbound tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai98		Annually
Domestic tourists' expenditure	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai99		Annually
Number of trips by domestic tourist's	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai100		Annually

Indicators	Source or published by	Gathered regularity	Published regularity
Number of nights spent by domestic tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai101		Annually
Number of domestic tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai102		Annually
Average daily expenditure per trip of domestic tourists, LTL	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai103		Annually
Average expenditure per trip of domestic tourists	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai104		Annually
Number of personal trips of domestic same-day visitors (annual destination)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai105		Annually
Domestic same-day visitors' expenditure	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai106		Annually
Number of trips of domestic same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai107		Annually
Number of domestic same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai108		Annually
Number of business trips of domestic same-day visitors (annual destination)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai109		Annually
Average expenditure per trip of domestic same-day visitors	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai110		Annually
Number of tourism agencies (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of museums (2012) (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of culture centres (2012) (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of airport (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of airport passengers (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of flights (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Number of railway passengers (national level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Population (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Employment (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually
Education (national and local level)	Official Statistics Portal www.osp.stat.gov.lt/en/web/guest/rodikliai111		Annually

Local level

Meetings	Vilnius Tourism		Annually
Number of entries to accommodation establishments	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually

Indicators	Source or published by	Gathered regularity	Published regularity
Number of overnights in accommodation establishments	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Number of entries to hotels and guest houses	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Number of domestic entries to hotel and guest houses	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Number of foreign entries to hotel and guest houses	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Number of foreign entries to hotel and guest houses per country of origin	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Average room occupancy rate	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Average bed occupancy rate	Department of Statistics Vilnius Tourism	Monthly	Every 3 months and annually
Number of visitors to visitor information centers managed by Vilnius tourism	Vilnius Tourism	Monthly	Every 3 months and annually
Number of domestic visitors to visitor information centers managed by Vilnius tourism	Vilnius Tourism	Monthly	Every 3 months and annually
Number of foreign visitors to visitor information centers managed by Vilnius tourism	Vilnius Tourism	Monthly	Every 3 months and annually
Number of foreign visitors to visitor information centers managed by Vilnius Tourism per country of origin	Vilnius Tourism	Monthly	Every 3 months and annually
Number of visitors per each of the three VICs	Vilnius Tourism	Monthly	Every 3 months and annually
Meetings Industry could be included, it is available			
Population and demographics			

Annex X

Tourism Satellite Account (TSA)

first five tables (2008)



Table 1 Inbound tourism expenditure, by products and classes of visitors

Products	Inbound tourism expenditure		
	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products^{a)}			
A.1 Tourism characteristic products			
1 Accommodation services for visitors		X	
1.a Accommodation services for visitors other than 1.b		X	
1.b Accommodation services associated with all types of vacation home ownership		X	
2 Food and beverage serving services			
3 Railway passenger transport services			
4 Road passenger transport services			
5 Water passenger transport services			
6 Air passenger transport services			
7 Transport equipment rental services			
8 Travel agencies and other reservation services			
9 Cultural services			
10 Sports and recreational services			
11 Country-specific tourism characteristic goods			
12 Country-specific tourism characteristic services			
A.2 Other consumption products ^{b)}			
B.1 Valuables			
Total			

Note: X, does not apply.

a) The value of **A. Consumption products** is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

b) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

Table 2 Domestic tourism expenditure, by products, classes of visitors and types of trips

Products	Domestic tourism expenditure								
	Domestic trips ^{a)}			Outbound trips ^{a)}			All types of trips		
	Tourists (overnight visitors) (2.1)	Excursionists (same-day visitors) (2.2)	Visitors (2.3) = (2.1) + (2.2)	Tourists (overnight visitors) (2.4)	Excursionists (same-day visitors) (2.5)	Visitors (2.6) = (2.4) + (2.5)	Tourists (overnight visitors) (2.7) = (2.1) + (2.4)	Excursionists (same-day visitors) (2.8) = (2.2) + (2.5)	Visitors (2.9) = (2.3) + (2.6)
A. Consumption products^{b)}									
A.1 Tourism characteristic products									
1	Accommodation services for visitors	X			X			X	
1.a	Accommodation services for visitors other than 1.b	X			X			X	
1.b	Accommodation services associated with all types of vacation home ownership	X			X			X	
2	Food and beverage serving services								
3	Railway passenger transport services								
4	Road passenger transport services								
5	Water passenger transport services								
6	Air passenger transport services								
7	Transport equipment rental services								
8	Travel agencies and other reservation services								
9	Cultural services								
10	Sports and recreational services								
11	Country-specific tourism characteristic goods								
12	Country-specific tourism characteristic services								
A.2 Other consumption products ^{c)}									
B.1 Valuables									

Total

Note: X, does not apply.

- a) Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip (see figure 2.1).
- b) The value of **A. Consumption products**, is net of the gross service charges paid to travel agencies, tour operators and other reservation services.
- c) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

As published in UNSD, Eurostat, OECD and UNWTO (2008) Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008)

Table 3 Outbound tourism expenditure, by products and classes of visitors

Products	Outbound tourism expenditure		
	Tourists (overnight visitors) (3.1)	Excursionists (same-day visitors) (3.2)	Visitors (3.3)=(3.1) + (3.2)
A. Consumption products^{a)}			
A.1 Tourism characteristic products			
1 Accommodation services for visitors		X	
1.a Accommodation services for visitors other than 1.b		X	
1.b Accommodation services associated with all types of vacation home ownership		X	
2 Food and beverage serving services			
3 Railway passenger transport services			
4 Road passenger transport services			
5 Water passenger transport services			
6 Air passenger transport services			
7 Transport equipment rental services			
8 Travel agencies and other reservation services			
9 Cultural services			
10 Sports and recreational services			
11 Country-specific tourism characteristic goods			
12 Country-specific tourism characteristic services			
A.2 Other consumption products ^{b)}			
B.1 Valuables			
Total			

Note: X, does not apply.

- a) The value of **A. Consumption products** is net of the gross service charges paid to travel agencies, tour operators and other reservation services.
- b) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

Table 4 Internal tourism consumption, by products

Products	Domestic tourism expenditure				
	Internal tourism expenditure			Other components of tourism consumption ³⁾ (4.2)	Internal tourism consumption (4.3) = (4.1) + (4.2)
	Inbound tourism expenditure (1.3)	Domestic tourism expenditure (2.9)	Internal tourism expenditure (4.1) = (1.3) + (2.9)		
A. Consumption products^{b)}					
A.1 Tourism characteristic products					
1	Accommodation services for visitors				
1.a	Accommodation services for visitors other than 1.b				
1.b	Accommodation services associated with all types of vacation home ownership				
2	Food and beverage serving services				
3	Railway passenger transport services				
4	Road passenger transport services				
5	Water passenger transport services				
6	Air passenger transport services				
7	Transport equipment rental services				
8	Travel agencies and other reservation services				
9	Cultural services				
10	Sports and recreational services				
11	Country-specific tourism characteristic goods				
12	Country-specific tourism characteristic services				
A.2 Other consumption products ^{c)}					
B.1 Valuables					
Total					

a) Components should be separately identified, if possible (para. 4.41).

b) The value of A. Consumption products, is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

c) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (para. 4.15.).

As published in UNSD, Eurostat, OECD and UNWTO (2008) 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

Table 5 Production accounts of tourism industries and other industries (at basic prices)

Products	Tourism Industries	
	1 Accommodation for visitors (5.1)	
	1.a Accommodation services for visitors other than 1.b (5.1a)	
	1.b Accommodation associated with all types of vacation home ownership (5.1b)	
	2 Food and beverage serving industry (5.2)	
	3 Railway passenger transport (5.3)	
	4 Road passenger transport (5.4)	
	5 Water passenger transport (5.5)	
	6 Air passenger transport (5.6)	
	7 Transport equipment rental (5.7)	
	8 Travel agencies and other reservation services industry (5.8)	
	9 Cultural industry (5.9)	
	10 Sports and recreational industry (5.10)	
	11 Retail trade of country-specific tourism characteristic goods (5.11)	
	12 Other country-specific tourism industries (5.12)	
	Total (5.13)	
	Other industries (5.14)	
	Output of domestic producers (at basic prices) (5.15) = (5.13) + (5.14)	
I. Total output (at basic prices)		
II. Total Intermediate consumption (at purchasers price)^{a)}		
(I - II) Total gross value added (at basic prices)^{a)}		
Compensation of employees		
Other taxes less subsidies on production		
Gross mixed income		
Gross operating surplus		

a) The value of A. Consumption products, is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

b) Includes all other goods and services that circulate in the economy of reference.

c) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15.).

d) Goods and services should be separately identified, if possible (see para. 4.16.)

e) Breakdown by products should be provided, if possible (see para. 4.17.).



Annex XI

ETIS – European tourism indicator system

For further information please read: European Commission (2013) European Tourism Information System Toolkit for Sustainable Destinations. DG Enterprise and Industry February 2013. This is the source for the present indicators developed within the framework of ETIS.

ETIS environmental sustainability indicators

- Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement;
- Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism;
- Percentage of the destination represented by a destination management organization;
- Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labeling for environmental/quality/sustainability and/or CSR measures;
- Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI);
- The percentage of visitors who note that they are aware of destination sustainability efforts;
- The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding;
- Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type);
- Percentage of visitors using local/soft mobility/public transport services to get around the destination;
- Average travel (km) by tourists to and from home or average travel (km) from the previous destination to the current destination;
- Average travel (km) by same day visitors from and to destination;
- Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO2 offset, low energy systems, etc.—and “adaptation” responses and actions;
- Percentage of the destination included in climate change adaptation strategy or planning;
- Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”
- Waste volume produced by destination (tons per resident per year or per month);
- Percentage of tourism enterprises separating different types of waste;
- Volume of waste recycled (percent or per resident per year);
- Percentage of sewage from the destination treated at least at secondary level prior to discharge;

- Percentage of commercial accommodation connected to central sewage system and/or employing tertiary sewage treatment;
- Fresh water consumption per tourist night compared to general population water consumption per person night;
- Percentage of tourism enterprises with low-flow shower heads and taps and/or dual flush toilets/waterless urinals;
- Percentage of tourism enterprises using recycled water;
- Percentage of water use derived from recycled water in the destination;
- Energy consumption per tourist night compared to general population energy consumption per person night;
- Percentage of tourism enterprises that have switched to low-energy lighting;
- Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption;
- Percentage of destination (area in km²) that is designated for protection;
- Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes;
- Percentage of destination covered by a biodiversity management and monitoring plan;
- The destination has policies in place that require tourism enterprises to minimize light and noise pollution;
- Percentage of the destination and percentage of population covered by local strategy and/or plans to reduce noise and light pollution;
- Level of contamination per 100 ml (faecal coliforms, campylobacter);
- Number of days beach/shore closed due to contamination;
- Percentage of the destination covered by a policy promoting local, sustainable and/or fair trade products and services;
- Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers;
- Number of tourists/visitors per 100 residents;
- Percentage of residents who are satisfied with tourism in the destination (per month/season);
- Number of beds available in commercial visitor accommodation per 100 residents;
- Number of second/rental homes per 100 homes;
- Percentage of men and women employed in the tourism sector;
- Percentage of tourism enterprises where the general manager position is held by a woman;
- Average wage in tourism for women compared to average wage for men (sorted by tourism job type);
- Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes;
- Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements;
- Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes;
- Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements;
- Percentage of the destination covered by a policy or plan that protects cultural heritage;
- Percentage of residents who have positive or negative views on the impact of tourism on destination identity; and

Concerning social indicators

- Number of days beach/shore closed due to contamination;
- Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services;
- Percentage of the destination's biggest events that are focused on traditional/local culture and assets.



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WHAT IS THE AFFILIATE MEMBERS PROGRAMME?

The Affiliate Members Programme offers a wide range of opportunities in terms of public-private collaboration between member states and private sector:

- An international platform to interact with governments from all over the world.
- A framework to connect interest groups.
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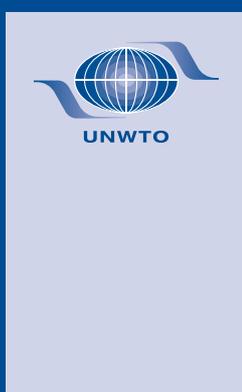
- 1 To demonstrate a clear commitment to sustainable, ethical and socially responsible tourism that contributes to the world's economic and social development.
- 2 To connect to a global alliance of non-governmental organizations in world tourism that want to share their knowledge, innovation and best practices.
- 3 To benefit from UNWTO's global reach and status as well as the experience and knowledge of its Affiliate Members in order to orient companies and organizations toward improving their products and increasing competitiveness.

HOW TO JOIN?

- 1 Download and fill out the Affiliate Membership Application Form from our website:
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- 2 **Attach a letter of acceptance** to the statutes of the UNWTO.
- 3 **Attach a letter of official support from the national tourism** administration of the government of the state of residence of the applicant.
- 4 **Send the three required documents** and they will be presented at the next session of the UNWTO Executive Council for approval.

The **World Tourism Organization**, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

UNWTO Affiliate Members bring together over 400 companies, educational & research institutions, destinations and NGOs whose activities are related to tourism and which contribute to the UNWTO their knowledge and expertise to promote the development of tourism that's responsible, sustainable and accessible for everyone. Over 80 countries are represented among the Affiliate Members, the world's premier forum for exchanging tourism knowledge.



World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain
Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33
omt@UNWTO.org / www.UNWTO.org