



**COVID-19
RESPONSE**

Conceptual Guidance on Tourism Statistics in the COVID-19 Context

Conceptual guidance on tourism statistics in the COVID-19 Context

The measurement of tourism should follow the two existing United Nations statistical standards: the [International Recommendations for Tourism Statistics 2008](#) and the [Tourism Satellite Account: Recommended Methodological Framework 2008](#).

With new situations emerging from the unprecedented COVID-19 pandemic, some clarifications need to be made to these standards to ensure the consistency of the relevant data and keep them in line with international standards.

This note serves as a reminder of the main concepts and definitions used in tourism statistics. It also provides conceptual guidance on the main data and indicators of the UNWTO's statistical database (annex 1) related to situations arisen in the context of the COVID-19 crisis. In due course, this guidance will feed into future updates of the tourism statistical standards.

Basic tourism-related concepts

Distinction between *travel* and *tourism*

During the pandemic, travel restrictions were put in place by many governments. Travel was only allowed for some very specific reasons. It is, therefore, important to understand the distinction between travel and tourism. This will enable the identification of those who, among the travellers allowed to enter a country of reference, qualify as visitors.

Travel refers to the activity of a traveller while *tourism* refers to the activity of visitors:

- A *traveller* is someone who moves between different geographic locations for any purpose and for any duration;
- A *visitor* is a traveller taking a trip to a main destination outside his or her usual environment, for less than a year and for any main purpose (business, leisure or other personal purpose) other than to be employed by an entity resident in the country or place visited.

All other types of travellers (such as border, seasonal and other short-term workers, long-term¹ students, patients, nomads and refugees, crews on public modes of transport, foreign diplomats, consular staff, military personnel and their dependants, and others) do not qualify as visitors.

Visitor and tourist

A *visitor* is classified as a *tourist* (or overnight visitor) if his or her trip includes an overnight stay. If not, they are classified as a same-day visitor (or excursionist).

Inbound tourism arrivals²

Arrivals by main purpose

The *main purpose* of a trip is defined as the purpose without which the trip would not have been undertaken. Identifying the main purpose of a trip helps to determine whether the trip qualifies as a tourism trip and so the traveller also qualifies as a visitor. This is particularly relevant if lockdown periods have been put in place in the country of reference. Travel restrictions imposed in the country of reference during lockdown mainly relate to the purpose of the trip. Some purposes have been banned while others have been allowed. Countries are encouraged to identify, among the purposes of travel allowed during lockdown, those purposes that are considered tourism.

The classification of tourism trips, according to the main purpose, refers to nine categories. Out of all purposes of trips that qualify as inbound tourism trips, those of particular relevance within the context of tourism during the COVID-19 pandemic are:

Personal

- Holidays, leisure and recreation: in particular staying in a vacation home owned or leased by the household;
- Other personal purposes:
 - Visiting friends and relatives: activities such as visiting relatives or friends including to spend the lockdown period with them; attending funerals or any other family event; short-term care for the (COVID-19) sick or elderly etc.;
 - Health and medical care: receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions. This category only includes short-term treatments because long-term treatments of one year or more are not part of tourism. This means that any COVID or non-COVID infected person travelling (or being transferred) to receive

¹ "long-term" is used to define a period of one year or more.

² The following data and indicators correspond to the list of the main data and indicators of the UNWTO's statistical database available in the annex 1.

short-term care from hospitals or other medical institutions outside their usual environment are considered visitors and their associated expenditure is conceptually considered part of tourism expenditure;

- Transit: only those persons making a stop and entering the legal and economic territory should be considered as visitors and the purpose of their trip should be transit;
- Other: this includes volunteer (healthcare) work (not included elsewhere), investigative work and for migration possibilities; It also includes the undertaking of any other temporary non-remunerated activities not included elsewhere, etc.

Business and professional. This category includes activities of both the self-employed and employees so long as they do not correspond to an implicit or explicit employer/employee relationship with a resident producer in the country or place visited. It also includes the activities of investors, business professionals, for example the promoting, purchasing, selling or buying goods or services on behalf of non-resident producers (of the country or place visited). Furthermore, the category includes participation in foreign government missions by diplomatic, military or international organization personnel, except when they are stationed on duty in the country visited; participating in non-governmental organization missions; participating in scientific or academic research; etc.

There are other personal purposes which, depending on the rules of individual countries, may have been restricted. These include:

Education and training: for example, taking short-term courses paid for either by employers (excluding “on-the-job” training classified in business and professional) or others, which should be identified separately, where relevant; following particular programmes of study or acquiring specific skills through formal courses, including paid study, language, professional or other special courses, university sabbatical leaves, etc.

Religion/pilgrimage: this category includes, for example, attending religious meetings and events, pilgrimages, etc.

Shopping: this category includes, for example, purchasing consumer goods for personal use or as gifts. It does not include purchasing for resale or for use in a future productive process, (in which case the purpose would be business and professional), etc.

Arrivals by region, by form of organization of the trip

No conceptual issues arise within the context of COVID-19.

Accommodation – guests

This indicator refers to the number of inbound tourists staying in all commercial establishments.

- It excludes guests that are not considered tourists, such as (healthcare) workers paid by a resident entity, persons observing a quarantine period not related to a tourism trip, police, homeless, etc.
- It includes tourists staying at an accommodation establishment that prolonged their tourism trip due to quarantine measures or border restrictions, either as part of the cross-border travel requirements or due to illness or close contact with a COVID-19 infected person.

Accommodation – overnights

This indicator refers to the number of nights spent by inbound tourists. Please see guidance on number of guests.

Hotels and similar establishments – guests and overnights

These indicators refer to ISIC, Rev.4 class 5510 “Short term accommodation activities”. Please see guidance on “accommodation”.

Inbound tourism expenditure

Inbound tourism expenditure is the tourism expenditure of a non-resident visitor within the economy of reference.

Inbound tourism expenditure included in UNWTO’s statistical database corresponds to Balance of Payments (BOP) data provided by the International Monetary Fund.



Box 1. Tourism expenditure

Tourism expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips, including those trips which have been prolonged due to quarantine measures or travel restrictions. This includes:

- The typical services acquired by visitors like transportation, accommodation (including the costs of stays in quarantine accommodations), food and beverages, travel insurance etc. It also includes other items such as valuables irrespective of their unit value and including those acquired on trips because of their role as holders of value over time, durable consumer goods (computers, cars, etc.) irrespective of their unit value and purchased on trips, all food both prepared and without preparation, all manufactured items whether they are locally produced or imported, all personal services, and so on.
- Healthcare products and occasional health services clearly related to the trip (i.e. medicines, medical control and tests, treatments, and sanitary and hygienic products related to protection against COVID-19).

This category includes both expenditures made by visitors themselves, as well as expenses that are paid for or reimbursed by others (i.e. employers, other households, or the social insurance scheme).

It is recommended to identify separately COVID-19-related tourism expenditure from the rest of the tourism expenditure. The latter might be quite high in cases of hospitalization or quarantine in hotels.

In relation to the timing of inbound expenditure, it follows the rules of the System of National Accounts 2008, whereby final consumption is deemed to occur at the moment of the transfer of ownership of goods or that of the delivery of services, and not at the time of payment. Consumption expenditure on transport services occurs when being transported, on accommodation services when staying in the place of accommodation, on travel agency services when the information is provided and the travel services are booked. Services paid for in advance but then cancelled or postponed due to the pandemic are therefore not included independently if they have been partially, totally, or not reimbursed. In the case of the pre-paid services being converted into a voucher, the associated expenditure should be recorded when the voucher is used.

Box 2. Distinction between tourism expenditure and balance of payments:

Expenditure associated with the activity of international visitors has traditionally been identified with the travel item and passengers transport item of the balance of payments (BOP).

In the case of inbound tourism, those expenditures associated with inbound visitors are registered as “credits” in the BOP and refers to “travel” and the passenger transport items.

In the case of outbound tourism, those expenditures associated with outbound visitors are registered as “debits” in the BOP and refers to “travel expenditure” plus the value of the passenger transport debits.

Nevertheless, BOP estimates include, in addition to expenditures associated with visitors, those related to other types of travellers (these might be substantial in some countries; for instance, long-term students or patients, border and seasonal (healthcare) workers paid by a resident entity, etc.).

Differences occur also in the scope of expenditures covered³. Balance-of-payments “travel” item is closer conceptually to “tourism consumption⁴” than to “tourism expenditure”, as it also includes imputed values and social transfers in kind that are excluded from tourism expenditure. BOP estimates include, for example imputed values for stays in second houses or at friends’ or relatives’ houses while tourism expenditure excludes it. This difference might be more relevant in periods of lockdown due to nationals residing abroad returning temporarily to their home country and staying with relatives or due to non-residents going to their vacation homes.

Within the context of COVID-19, the differences between BOP and tourism expenditure could potentially be accentuated because travel restrictions are likely to affect the trips of visitors more than those of other types of travellers (seasonal workers, long-term students and patients staying in the country etc.).

3 Please refer to IRTS 2008 Figure 8.1 Bridge table between the “travel” and “passenger international transport services” items of BOP and inbound/outbound expenditure.

4 Please refer to IRTS 2008 Compilation Guide Annex 2 which provides a list that distinguishes the concepts associated with tourism expenditure from those associated with tourism consumption.

Average size of travel party

No conceptual issues arise within the context of COVID-19.

Average length of stay

This indicator refers to the duration of inbound tourism trips by international visitors (expressed as number of days or nights) at both commercial and non-commercial accommodation services provided to visitors. Any other prolonged period of stay by tourists due to border restrictions or quarantine measures should be included. It is recommended that these periods additional to the originally intended length of stay be identified separately.

Average expenditure per day

Refers to total expenditure of overall visitors divided by the total number of days spent. Please refer to guidance on inbound tourism expenditure and average length of stay.

Domestic tourism trips

Domestic tourism comprises the activities of a resident visitor within the country of reference (either as part of a domestic tourism trip or part of an outbound tourism trip). A domestic tourism trip refers to the travel of a visitor from the time of leaving his or her usual residence until they return, it refers to a roundtrip.

Trips by main purpose

The main purpose of a trip is defined as the purpose without which the trip would not have taken place. Among the main purposes of domestic trips that qualify as tourism trips, the following are of relevance during the COVID-19 restrictions of movements:

Personal

- Holidays, leisure and recreation. This item includes “visiting vacation homes”: this serves to record the movements of people from their usual residence (in particular in cities) to their vacation homes, for instance to stay there during the lockdown in order to enjoy the countryside, seaside, the characteristic of the vacation homes etc.
- Other personal purposes:
 - Visiting friends and relatives: it includes activities such as visiting relatives or friends, including spending lockdown periods with them; attending funerals or any other family event; short-term⁵ care for the (COVID) sick or elderly, etc.;
 - Health and medical care: it includes receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions, and short-term treatments. This means that COVID or non-COVID-infected persons travelling (or transferred) to receive any short-term services from hospitals or other medical institutions outside their usual

⁵ Less than a year.

environment are considered visitors and their associated expenditure is conceptually considered part of tourism expenditure.

- Other: it includes volunteer (healthcare) work (not included elsewhere), investigative work; undertaking any other temporary non-remunerated activities not included elsewhere, etc.

Business and professional: This category includes activities of both the self-employed and employees as long as they do not correspond to an implicit or explicit employer/employee relationship with a resident producer in the place visited. It includes the activities of investors and business professionals, for example, promoting, purchasing, selling or buying goods or services on behalf of non-resident producers of the place visited; participating in foreign government missions as diplomatic, military or international organization personnel, except when stationed on duty in the country visited; participating in non-governmental organization missions; participating in scientific or academic research; etc.

Trips by mode of transport, by form of organization

No conceptual issues arise within the context of COVID-19.

Accommodation – guests

This indicator refers to the number of domestic tourists staying in all types of commercial accommodation.

- It excludes guests that are not considered tourists, such as (healthcare) workers paid by a resident entity, persons observing a quarantine period not related to a tourism trip, police, homeless, etc.
- It includes tourists staying at an accommodation establishment who prolonged their tourism trip due to quarantine measures or border restrictions, either as part of cross-border travel restrictions or due to illness or close contact with a COVID-19-infected person.

Accommodation – overnights

This indicator refers to the number of nights spent by domestic tourists. Please see guidance on number of guests.

Hotels and similar establishments – guests and overnights

These indicators refer to ISIC, Rev.4 class 5510 “Short term accommodation activities”. Please see guidance on Accommodation.

Average size of travel party

No conceptual issues arise within the context of COVID-19.

Average length of stay

This indicator refers to the duration of domestic tourism trips (expressed as number of days or nights) to both commercial and non-commercial accommodation services provided to visitors. Quarantine periods observed by tourists or any other prolonged period of stay due to movement restrictions should be included in the average length of stay. It is recommended that these periods additional to the originally intended length of stay be identified separately.

Average expenditure per day

This indicator refers to total expenditure of domestic visitors divided by the total number of days spent. Please refer to Box 1 on tourism expenditure and to guidance on average length of stay for the number of days spent.

Outbound tourism departures

Outbound tourism comprises the activities of a resident visitor outside the country of reference (either as part of an outbound tourism trip or as part of a domestic tourism trip).

Outbound tourism expenditure

Outbound tourism expenditure is the tourism expenditure of a resident visitor outside the economy of reference.

Outbound tourism expenditure included in UNWTO's statistical database correspond to BOP data provided by the International Monetary Fund.

Please refer to box 1 on tourism expenditure and box 2 on the distinction between tourism expenditure and balance of payments.

Average length of stay

This indicator refers to the duration of trips abroad by outbound visitors (expressed as number of days). Quarantine periods or any period of stay abroad observed by tourists due to border restrictions should be included in the average length of stay. It is recommended that these periods additional to the originally intended length of stay be recorded separately.

Average expenditure per day

This indicator refers to total expenditure of outbound visitors divided by the total number of days spent. Please refer to guidance on outbound tourism expenditure and average length of stay.

Tourism industries

The term *tourism industries* includes those industries that typically produce tourism characteristic products. The following list identifies such industries. The first ten are used for international comparability purposes:

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

Number of establishments in the tourism industries

An establishment is defined as an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added. Each hotel, restaurant or travel agency belonging to a chain and operating in a different location is considered as a separate establishment. The number of establishments in the tourism industries refers to functioning establishments providing services to visitors. This excludes establishments that (temporarily) close down or that change their main economic activity as a consequence of the COVID-19 outbreak.

Accommodation in hotels and similar establishments

Output produced by hotels and similar establishments

Output is defined as the goods and services produced by an establishment, (a) excluding the value of any goods and services used in an activity for which the establishment does not assume the risk of using the products in production, and (b) excluding the value of goods and services consumed by the same establishment except for goods and services used for capital formation (fixed capital or changes in inventories) or for own final consumption.

This only includes the output of establishments providing services to visitors, including those visitors that prolong their stay due to lockdown or quarantine measures. It doesn't include output resulting from a (temporary) change in the main economic activity as a consequence of the COVID-19 outbreak (i.e. establishments converted into emergency hospitals, isolation centers, housing for sanitary personnel etc.).

Intermediate consumption of hotels and similar establishments

Intermediate consumption consists of the value of the goods and services consumed as inputs by a process of production, excluding fixed assets whose consumption is recorded as consumption of fixed capital. It includes only intermediate production of establishments providing services to visitors. Intermediate production resulting of a (temporary) change in the main economic activity as a consequence of the COVID-19 outbreak (i.e. establishments converted into emergency hospitals, isolation centers, housing for sanitary personnel etc.) should not be included.

Gross value added of hotels and similar establishments

Gross value added is defined as the value of output less the value of intermediate consumption (see above).

Compensation of employees of hotels and similar establishments

Compensation of employees is defined as the total remuneration, in cash or in kind, payable by an enterprise to an employee in return for work done by the latter during the accounting period. Compensation of employees resulting from a (temporary) change in the main economic activity of the hotels and similar establishments as a consequence of the COVID-19 outbreak (i.e. establishments converted into emergency hospitals, isolation centers, housing for sanitary personnel etc.) should not be included.

Gross fixed capital formation

Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain specified expenditure on services that adds to the value of non-produced assets. It does not include gross fixed capital formation resulting from a (temporary) change in the main economic activity as a consequence of the COVID-19 outbreak (i.e. establishments converted into emergency hospitals, isolation centers, housing for sanitary personnel etc.).

Number of establishments

This refers to functioning establishments providing services to visitors. The number of establishments does not include establishments closed down or that changed their main economic activity as a consequence of the COVID-19 outbreak (i.e. establishments converted into emergency hospitals, isolation centers, housing for sanitary personnel etc.).

Number of rooms and number of bed-places

The number of rooms refers to the number of rooms on offer to accommodate overnight visitors.

The number of bed-places refers to the number of bed-places on offer to accommodate overnight visitors. The term bed-place applies to a single bed; double beds are counted as two bed places. The indicator doesn't include any extra beds that may be set up at the request of a customer.

Within the context of COVID-19, it is important to highlight that the number of rooms and bed-places should not include units closed due to lockdown or for any other reason, units used as hospital rooms/bed-places, units used to accommodate sanitary personnel or workers.

Occupancy rate/rooms

This indicator is based on the overall number of overnights of both resident and non-resident tourists in hotels and similar establishments and refers to the relationship between existing capacity to provide accommodation services to visitors and the extent to which it is used.

The net occupancy rate of rooms is obtained by dividing the total number of rooms used during the reference period (i.e. the sum of the rooms in use per day) by the total number of rooms available for the reference period (i.e. the sum of rooms available per day net of temporary closures). A “gross” room occupancy rate takes into account all existing rooms (those on offer and those not available to accommodate visitors), whereas a “net” rate takes into account only those rooms on offer.

Please refer to guidance provided under Number of rooms and number of bed-places above.

Occupancy rate/bed-places

This indicator is based on the overall number of overnights of both resident and non-residents tourists in hotels and similar establishments and refers to the relationship between existing capacity to provide accommodation services to visitors and the extent to which it is used.

The net occupancy rate of bed-places is obtained by dividing the total number of overnight stays by the number of the bed places on offer (excluding extra beds) and the number of days when the bed-places are actually available for use (net of temporary closures). As in the case of the room occupancy rate, the bed place occupancy rate can be calculated in gross or net terms, each for different uses, based on the number of bed places actually sold relative to the number of bed places existing (gross) or on offer (net). Please refer to guidance provided under Number of bed-places above.

Average length of stay

This indicator is based on the overall number of overnights of both resident and non-residents tourists in hotels and similar establishments. Quarantine period or any period of stay observed by tourists due to movement restrictions should be included in the average length of stay. It is recommended that these periods additional to the originally intended length of stay be identified separately.

Available capacity (bed-places per 1,000 inhabitants)

Available capacity refers to the number of bed-places on offer to accommodate overnight visitors in hotels and similar establishments per 1,000 inhabitants of the permanent resident population of the country of reference. Please refer to guidance provided under Number of bed-places above.

Travel agencies and other reservation service activities

No conceptual issues arise within the context of COVID-19.

Employment in the tourism industries

Labour statistics have their own international standards, namely the International Guidelines from the International Conference of Labour Statisticians (or the ILO Guidelines). These comprise a full range of concepts, definitions and classifications, all of which should be referred to and used when collecting employment statistics.

Employment in tourism industries may be measured as a count of the persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main job, or as a count of the jobs in tourism industries. The term tourism industries includes those industries that typically produce tourism-characteristic products. Any establishment that (temporarily) changes its main economic activity to one that is not tourism characteristic due to the COVID-19 pandemic is considered out of scope. Please also refer to guidance provided under tourism industries.

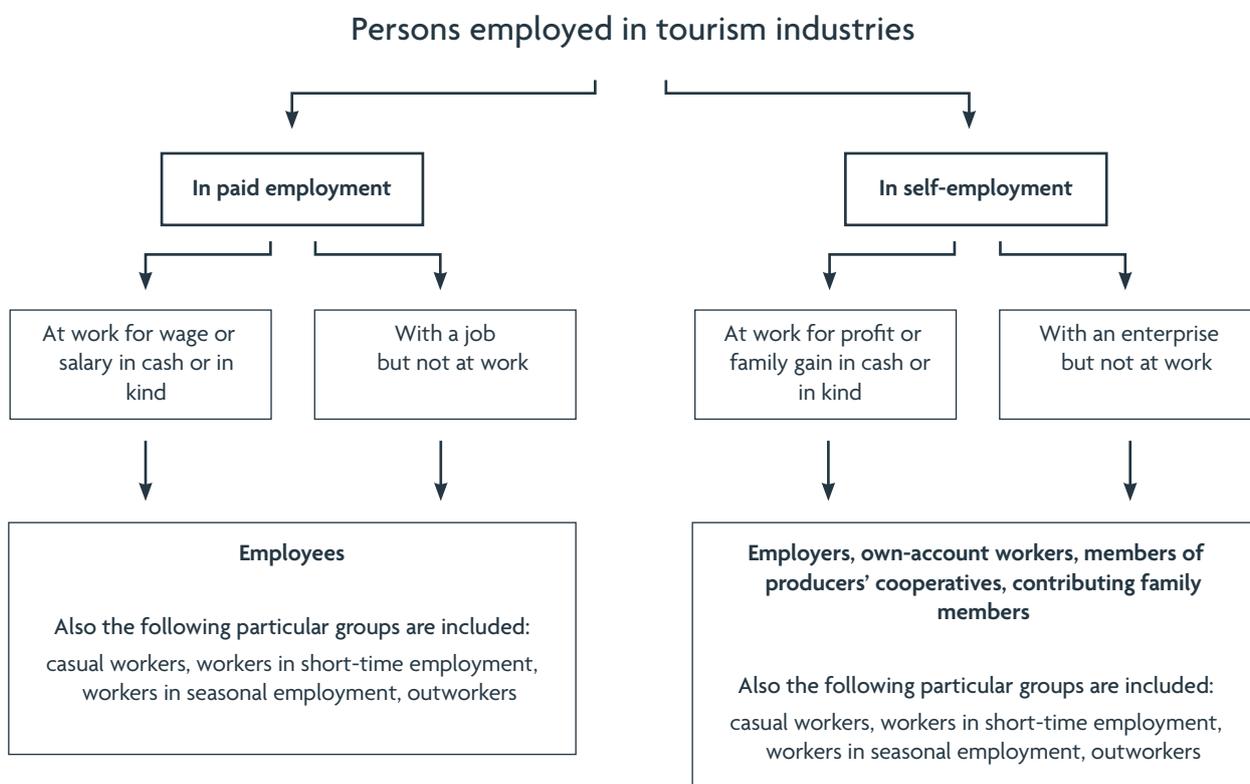
Persons employed in the tourism industries can be classified in one of the following categories: paid employment or self-employment:

Number of employees by tourism industries

Employees are all those workers who hold the type of jobs defined as *paid employment*. There is an agreement, which can be either formal or informal, between an enterprise and a person, whereby the person works for the enterprise in return for remuneration in cash or in kind.

Employees can be in their present job either at work or not at work.

According to ILO, it is important to highlight that in context of COVID-19, employees at work include persons teleworking as well as persons working reduced hours, and persons performing a reduced set of tasks related to their job or business, even if their usual work premises are temporarily closed.



Employees with a job not at work are persons who, having already worked in their present job, were temporarily not at work during the reference period and who had a formal attachment to their job. Job attachment is determined on the basis of the continued receipt of remuneration, and/or the total duration of absence. Job attachment is established when:

- The expected total duration of the absence is up to three months (which can be more than three months, if the return to employment in the same economic unit is guaranteed and, in the case of the pandemic, once the restrictions in place – where applicable – are lifted)

OR

- Workers continue to receive remuneration from their employer, including partial pay, even if they also receive support from other sources, including government schemes. It does not include government transfer schemes, including emergency schemes to support persons affected by the COVID-19 pandemic, where the employer does not contribute to paying at least some part of their remuneration.

Number of jobs by status in employment (employees – self-employed)

The number of jobs by status in employment should refer to the tourism industries. The agreement between an employee and the employer defines a job and each self-employed person has a job. The number of jobs in the economy thus exceeds the number of persons employed to the extent that some employees have more than one job. An individual with more than one job may do these successively since when the person works for part of the week in one job and the rest of the week in another, or in parallel as when the person has an evening job as well as a daytime job. In some cases, too, a single job may be shared by two persons.

Number of full-time equivalent jobs by status in employment (employees – self-employed)

This corresponds to the total hours actually worked by all employed persons divided by the average number of hours actually worked in full-time jobs in tourism industries. According to ILO, hours actually worked correspond to “the time spent in a job for the performance of activities that contribute to the production of goods and/or services during a specified reference period”, at any time and in any location including at home. Hours actually worked include also time spent maintaining, facilitating or enhancing productive activities related to the job. Of particular relevance within the context of COVID-19 are the hours actually worked for cleaning, decontamination, waiting for business or clients and training required by the job. It is recommended to, if possible, identify separately the hours actually worked on any COVID-19-related mitigation or safety activity. On the other hand, hours actually worked exclude all periods of leave for whatever reason, even if paid, and any period of business closure particularly where the employed person cannot be at the disposal of their employer or client due to restrictions (even if personally available).

References

Eurostat (2020), *Methodological Note – Guidance on the Compilation of Balance of Payments Statistics in the Context of the COVID-19 Crisis*, European Commission, Luxembourg (online), available at: https://ec.europa.eu/eurostat/documents/10186/10693286/BOP_guidance.pdf (03-07-2020).

International Labour Organization (2013), *Resolution concerning statistics of work, employment and labour underutilization, 19th International Conference of Labour Statisticians (ICLS)*, ILO, Geneva (online), available at: www.ilo.org (07-01-2021).

International Labour Organization (2020), *COVID-19: Guidance for labour statistics data collection*, ILO, Geneva (online), available at: www.ilo.org (25-06-2020).

International Monetary Fund (2009), *Balance of payments and international investment position manual*, IMF, Washington, D.C. (online), available at: <https://www.imf.org/external/pubs/ft/bop/2007/pdf/bpm6.pdf> (06-10-2020).

Organisation for Economic Co-operation and Development (2020), *OECD Unemployment Rates News Release: August 2020* (online), available at: <https://www.oecd.org> (15-10-2020).

United Nations (2010), *International Recommendations for Tourism Statistics 2008*, United Nations, New York (online), available at: <https://www.e-unwto.org/doi/epdf/10.18111/9789211615210>.

United Nations (2016), *International Recommendations for Tourism Statistics 2008 Compilation Guide*, (online), available at: <https://unstats.un.org/unsd/tourism/methodology.asp> (25-06-2020).

United Nations; Commission of the European Communities, Eurostat; World Tourism Organization and Organisation for Economic Co-operation and Development (2010), *Tourism Satellite Account: Recommended Methodological Framework 2008*, United Nations, New York (online), available at: <https://www.e-unwto.org/doi/epdf/10.18111/9789211615203>.

United Nations; European Commission; International Monetary Fund; Organisation for Economic Co-operation and Development and World Bank (2009), *System of National Accounts 2008*, United Nations, New York (online), available at: <https://unstats.un.org> (25-06-2020).

World Tourism Organization (2020), *Methodological Notes to the Tourism Statistics Database, 2020 Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284421473>.

Metadata

It is recommended to provide metadata that includes information on the specific measures taken in the country of reference, for example dates and scope of lockdown, border closures, movement restrictions etc. Many traditionally used data sources may be compromised during the pandemic, therefore there may be changes in how some of the indicators are compiled. It is important to specify within the country notes all the methodological or other relevant changes that may have taken place in the compilation of the reported indicators.

Acknowledgements

This guidance note is the result of a consultation process within the UNWTO Committee on Statistics, the United Nations task team on Business Dynamics, Demography and Entrepreneurship, the Travel Workshop, some international organizations and additional countries. The UNWTO Statistics Department would like to thank in particular the contributions from Peter Laimer (Austria), Michel Dubreuil and Demi Kotsovos (Canada), Andrea Carboni (Italy), Jhanelle-Rae Bowie (Jamaica), Arturo Blancas, Gerardo Durand, Raul Figueroa, Gloria Huerta, Araceli Martinez and Sofia Valdivia (Mexico), Delia Benitez (Paraguay), Vivian Ilarina y Manette t. Reyes (Philippines), Marla Haims (Qatar), Laura Muntean (Republic of Moldova), Diane Charlot (Seychelles), Joyce Essel-Mensah, Tshwaro Gae, Riaan Grobler, Zirk Jansen, Lydia Machitje, Aneme Malan, Brenda Mosima and Wavela Mthobeli (South Africa), Álvaro Blanco and María Velasco (Spain) as well as Laeticia Reille and Jane Stacey (Organisation for Economic Co-operation and Development – OECD) and Ilaria Di Matteo (United Nations Statistics Division).

ANNEX 1

List of data and indicators of the UNWTO's Statistical Database

BASIC DATA AND INDICATORS	NOTES	UNITS
1. INBOUND TOURISM		
Data		
Arrivals		
1.1	Total	('000)
1.2	- Overnight visitors (tourists)	('000)
1.3	- Same-day visitors (excursionists)	('000)
1.4	* of which, cruise passengers	('000)
Arrivals by region		
1.5	Total	('000)
1.6	- Africa	('000)
1.7	- Americas	('000)
1.8	- East Asia and the Pacific	('000)
1.9	- Europe	('000)
1.10	- Middle East	('000)
1.11	- South Asia	('000)
1.12	- Other not classified	('000)
1.13	* of which, nationals residing abroad	('000)
Arrivals by main purpose		
1.14	Total	('000)
1.15	- Personal	('000)
1.16	* holidays, leisure and recreation	('000)
1.17	* other personal purposes	('000)
1.18	- Business and professional	('000)
Arrivals by mode of transport		
1.19	Total	('000)
1.20	- Air	('000)
1.21	- Water	('000)
1.22	- Land	('000)
1.23	* railway	('000)
1.24	* road	('000)
1.25	* others	('000)
Arrivals by form of organization of the trip		
1.26	Total	('000)
1.27	- Package tour	('000)
1.28	- Other forms	('000)

BASIC DATA AND INDICATORS	NOTES	UNITS
Data		
Accommodation		
Total		
1.29	- Guests	('000)
1.30	- Overnights	('000)
Hotels and similar establishments		
1.31	- Guests	('000)
1.32	- Overnights	('000)
Expenditure		
1.33	Total	US\$ Mn
1.34	- Travel	US\$ Mn
1.35	- Passenger transport	US\$ Mn
Expenditure by main purpose of the trip		
1.36	Total	US\$ Mn
1.37	- Personal	US\$ Mn
1.38	- Business and professional	US\$ Mn
Indicators		
1.39	Average size of travel party	Persons
Average length of stay		
1.40	Total	Days
1.41	- For all commercial accommodation services	Nights
1.42	* of which, "hotels and similar establishments"	Nights
1.43	- For non commercial accommodation services	Days
1.44	Average expenditure per day	US\$

BASIC DATA AND INDICATORS	NOTES	UNITS
2. DOMESTIC TOURISM		
Data		
Trips		
2.1	Total	('000)
2.2	- Overnight visitors (tourists)	('000)
2.3	- Same-day visitors (excursionists)	('000)
Trips by main purpose		
2.4	Total	('000)
2.5	- Personal	('000)
2.6	* holidays, leisure and recreation	('000)
2.7	* other personal purposes	('000)
2.8	- Business and professional	('000)
Trips by mode of transport		
2.9	Total	('000)
2.10	- Air	('000)
2.11	- Water	('000)
2.12	- Land	('000)
2.13	* railway	('000)
2.14	* road	('000)
2.15	* others	('000)
Trips by form of organization		
2.16	Total	('000)
2.17	- Package tour	('000)
2.18	- Other forms	('000)
Accommodation		
Total		
2.19	- Guests	('000)
2.20	- Overnights	('000)
Hotels and similar establishments		
2.21	- Guests	('000)
2.22	- Overnights	('000)
Indicators		
2.23	Average size of travel party	Persons
Average length of stay		
2.24	Total	Days
2.25	- For all commercial accommodation services	Nights
2.26	* of which, "hotels and similar establishments"	Nights
2.27	- For non commercial accommodation services	Days
2.28	Average expenditure per day	US\$

BASIC DATA AND INDICATORS	NOTES	UNITS
3. OUTBOUND TOURISM		
Data		
Departures		
3.1	Total	('000)
3.2	- Overnight visitors (tourists)	('000)
3.3	- Same-day visitors (excursionists)	('000)
Expenditure		
3.4	Total	US\$ Mn
3.5	- Travel	US\$ Mn
3.6	- Passenger transport	US\$ Mn
Expenditure by main purpose of the trip		
3.7	Total	US\$ Mn
3.8	- Personal	US\$ Mn
3.9	- Business and professional	US\$ Mn
Indicators		
3.10	Average length of stay	Days
3.11	Average expenditure per day	US\$

BASIC DATA AND INDICATORS	NOTES	UNITS
4. TOURISM INDUSTRIES		
Data		
Number of establishments		
4.1	Total	Units
4.2	- Accommodation for visitors	Units
4.3	* of which, "hotels and similar establishments"	Units
4.4	- Food and beverage serving activities	Units
4.5	- Passenger transportation	Units
4.6	- "Travel agencies and other reservation services activities"	Units
4.7	- Other tourism industries	Units
Accommodation for visitors in hotels and similar establishments		
Monetary data		
4.8	- Output	US\$ Mn
4.9	- Intermediate consumption	US\$ Mn
4.10	- Gross value added	US\$ Mn
4.11	- Compensation of employees	US\$ Mn
4.12	- Gross fixed capital formation	US\$ Mn
Non-monetary data		
4.13	- Number of establishments	Units
4.14	- Number of rooms	Units
4.15	- Number of bed-places	Units
Indicators		
4.16	Occupancy rate / rooms	Percent
4.17	Occupancy rate / bed-places	Percent
4.18	Average length of stay	Nights
4.19	Available capacity (bed-places per 1000 inhabitants)	Units

BASIC DATA AND INDICATORS	NOTES	UNITS
Data		
Travel agencies and other reservation service activities		
Monetary data		
4.20	- Output	US\$ Mn
4.21	- Intermediate consumption	US\$ Mn
4.22	- Gross value added	US\$ Mn
4.23	- Compensation of employees	US\$ Mn
4.24	- Gross fixed capital formation	US\$ Mn
Non-monetary data		
- Domestic trips		
4.25	* with package tour	Percent
4.26	* without package tour	Percent
- Inbound trips		
4.27	* with package tour	Percent
4.28	* without package tour	Percent
- Outbound trips		
4.29	* with package tour	Percent
4.30	* without package tour	Percent

BASIC DATA AND INDICATORS	NOTES	UNITS
5. EMPLOYMENT		
Data		
Number of employees by tourism industries		
5.1	Total	('000)
5.2	- "Accommodation services for visitors (hotels and similar establishments)"	('000)
5.3	- Other accommodation services	('000)
5.4	- Food and beverage serving activities	('000)
5.5	- Passenger transportation	('000)
5.6	- "Travel agencies and other reservation services activities"	('000)
5.7	- Other tourism industries	('000)
Number of jobs by status in employment		
5.8	Total	('000)
5.9	- Employees	('000)
5.10	- Self employed	('000)
Indicators		
Number of full-time equivalent jobs by status in employment		
5.11	Total	('000)
5.12	- Employees	('000)
5.13	* male	('000)
5.14	* female	('000)
5.15	- Self employed	('000)
5.16	* male	('000)
5.17	* female	('000)

BASIC DATA AND INDICATORS	NOTES	UNITS
6. COMPLEMENTARY INDICATORS		
Data		
Demand		
6.1	Gross travel propensity	Units
6.2	(inbound tourists + domestic tourists) / population	Units
Macroeconomic indicators related to international tourism		
6.3	Inbound tourism expenditure over GDP	Percent
6.4	Outbound tourism expenditure over GDP	Percent
6.5	Tourism balance (inbound minus outbound tourism expenditure) over GDP	Percent
6.6	Tourism openness (inbound plus outbound tourism expenditure) over GDP	Percent
6.7	Tourism coverage (inbound over outbound tourism expenditure)	Percent
6.8	Inbound tourism expenditure over exports of goods	Percent
6.9	Inbound tourism expenditure over exports of services	Percent
6.10	Inbound tourism expenditure over exports of goods and services	Percent
6.11	Inbound tourism expenditure over current account credits	Percent
6.12	Outbound tourism expenditure over imports of goods	Percent
6.13	Outbound tourism expenditure over imports of services	Percent
6.14	Outbound tourism expenditure over imports of goods and services	Percent
6.15	Outbound tourism expenditure over current account debits	Percent



COVID-19 RESPONSE

Copyright: © 2021, World Tourism Organization (UNWTO)

Copyright cover photo: © Frantic00 | Dreamstime.com

Conceptual Guidance on Tourism Statistics in the COVID-19 Context

ISBN printed version: 978-92-844-2242-5

ISBN electronic version: 978-92-844-2243-2

DOI: 10.18111/9789284422432

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

First published: 2021. All rights reserved.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)

Calle Poeta Joan Maragall, 42

28020 Madrid, Spain

Tel.: (+34) 915 678 100

e-mail: info@unwto.org

Website: www.unwto.org

Citation: World Tourism Organization (2021), *Conceptual Guidance on Tourism Statistics in the COVID-19 Context*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284422432>.