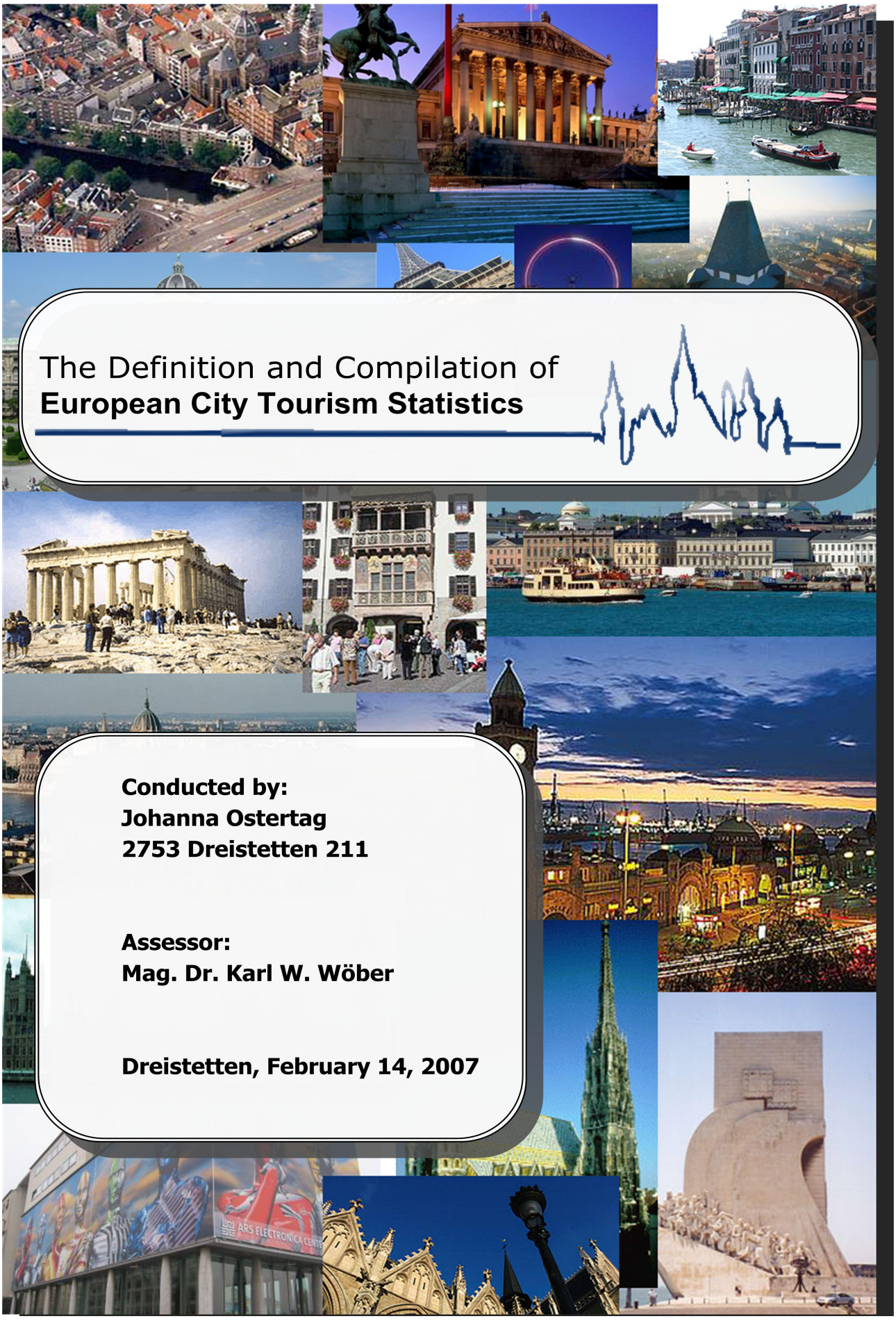

The Definition and Compilation of **European City Tourism Statistics**

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Acknowledgement

If the Italian proverb "Roma non fu fatta in un giorno" ("Rome was not built in a day") is true, it can most certainly also be said of this thesis. I would like to express my gratitude to all those who have helped me to complete this work, it would have not been possible without all of you:

… I want to thank my family, friends and partner for always being there for me, for listening to me whenever I needed an ear and for supporting me with encouragement during the sometimes demanding time. Without your confidence in me and the understanding you gave me, it would have been impossible for me to finish this work …

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Content

1. Introduction

1.1. Conceptual and problem formulation

Tourism has become a "propeller" of economic development in almost all corners of the world and has a greater potential for future growth than most of the world's other large trades. (UNWTO, 1999) According to the World Tourism Organization (UNWTO), "… tourism is firmly established as the number one industry in many countries and the fastest-growing economic sector in terms of foreign exchange earnings and job creation." [Appendix 1.2: 9] Therefore, measuring its impact is becoming increasingly important.

The problem that tourism statistics are rare has changed over time. In fact, today "… there is no lack of market research data, on the contrary, there is a rather uncontrolled growth of various data sources, each having different survey purposes and survey designs. Tourism surveys of national and international market research institutes are published in ever shorter intervals and the level of itemization of market data increases rapidly." (Wöber, 2003) "Each community has developed its own agencies, policies, practices and traditions to monitor indicators which measure the environmental impact of travel and tourism." (Wöber, 1997b)

Although the methodologies used to compile tourism statistics are generally well documented, the comparability of statistical measurement, especially of **city tourism,** has many shortcomings and as a result even elementary tourism data such as nights, arrivals, number of beds, number of accommodation establishments, occupancy ratios and length of stay may vary significantly between cities. (Wöber, 1997c)

Thus, the major problem that tourism managers still face is the **availability** and **comparability** of tourism market research information. Because the social, economic and environmental impact of tourism is an international issue it does not stop at national borders. (Wöber, 1997b)

For **European city tourism** with its large numbers of highly mobile people living in close proximity and constantly entering, leaving and transiting neighboring cities by car, train or plane the harmonization of city tourism statistics is particularly relevant. (Wöber, 1997c) The state of the city tourism industry in Europe shows that European city tourism became the main driver for growth in the European tourism industry.

The tourism market share for European cities indicates that city tourism currently constitutes an important economical factor within European nations. (ECT, 2005) Unfortunately, although tourism in cities grew more than twice as fast, in fact, as in nations, it is currently only possible to compare a few number of cities that report fairly complete, consistent and reliable data.

1.2. Objectives of this work

Because the EU or rather the European Commission has shown basically no intention of dealing with this problem in the past, this work concentrates on **European city tourism statistics** with the objective of giving an insight on what standards exist in this field and how comparable European city tourism statistics are. The positive side effect of being aware of the impact of city tourism should furthermore help to significantly contribute to improving the quality and comparability of city tourism statistics.

The main purpose of this work is:

- to provide tourism managers with information concerning differences and problems existing in European city tourism statistics, and to define the strengths and weaknesses of the various methodologies and definitions (see Chapter 2 "City tourism statistics in Europe" pp. 8)
- to provide the stakeholders namely the World Tourism Organization (UNWTO) and the Statistical Office of the European Communities (EUROSTAT) with information on city tourism statistics concerning the needs of tourism managers and to define the problems in applying their current standards and definitions (see Chapter 3 "Tourism statistic standards" pp. 24 and Chapter 4 "Current status of European city tourism statistics" pp. 62)
- to provide cities having no available tourism statistics, but wanting to establish a system of comparable tourism statistics, with recommendations containing clear and unmistakable instructions on how to create/install a system for monitoring tourism demand in their city (see Chapter 5 "Approach towards making city tourism statistics comparable" pp. 120)

Because "Governments and other official organizations, and major enterprises in the tourism and transportation industry need statistical data on the present structure of the industry as well as on historical and future trends" (Wöber, 1997b) and since the issue is of great impor-

tance to all the members of the European City Tourism Association, the investigated metadata will also be published via the Management Information System **TourMIS** (see Chapter 4 "Current status of European city tourism statistics" pp. 62). TourMIS is currently the most comprehensive regularly maintained data base in the field of urban tourism research in Europe. The results of this work will help to promote information exchange on urban tourism and in doing so, support TourMIS in becoming even more comprehensive, accurate, and up-to-date and consequently the most reliable source of European city tourism statistics worldwide.

1.3. Overview of the content

After creating awareness for the problem in the introduction, this work will begin with an analysis of European city tourism statistics in general. In order to give the reader an idea of how important and beneficial comparable city tourism statistics would be, a short and theoretical overview will be given on which categories of statistics are available, followed by a detailed breakdown of the problems which currently occur and prohibit comparable statistics.

The problems which are dealt with are, in general, dilemma such as the insufficient legal framework, the lack of responsibility, limited knowledge, but also common misunderstandings and problems concerning different terms and how they are interpreted. Special attention will be paid to the different collection methods for statistics of human flows, including the impact of their advantages and disadvantages, as well as resulting problems.

Because some notable international organizations have dealt with problems like these for years, their suggestions on what should be done in order to improve the situation will be analyzed next. The analysis will, however, be limited to the work of the UNWTO and EUROSTAT as they are found to be the most important and significant organizations in this field. In spite of their generally good reputations, several serious problems concerning their recommendations on which definitions and collection methods are to be used will be revealed at this point, and their insignificance for tourism managers, especially city tourism managers will be reviewed. Consequently, their proposals on how to precede in the compilation of city tourism statistics in particular will be discussed.

Because the currently existing recommendations do not give clear instructions on how the situation can be improved, the analysis will be targeted next at European Cities Tourism (ECT). ECT is the only European association that truly deals with city tourism. Its work focuses on the user's need of tourism statistics in order to sustain the creation of city tourism statistics.

Based on the work of ECT in cooperation with TourMIS, the current status of European city tourism statistics will be discussed at this point. By analyzing the availability of city tourism statistics on one hand and by revealing the current incomparability of city tourism statistics on the other (based on the findings of the **ECT Survey on City Tourism Statistics**, which was conducted especially for this diploma thesis), the existing problems with definitions in addition to methodologies in use in European cities will become even more obvious.

The revealed, substantial lack of comparable data, as well as the difficulties that city tourism managers face when dealing with their city tourism statistics, will be the source of the last part of the work. Based on the results of the ECT Survey on City Tourism Statistics, an extensive literature review and additional information from experts in this field, a "guide" with clear instructions will be presented on how city tourism statistics could be compiled with the goal of establishing comparable city tourism statistics within Europe.

2. City tourism statistics in Europe

2.1. Importance of city tourism statistics

To begin with, it seems necessary to create awareness for the importance of and need for city tourism statistics. Even though the advantages of having prospering tourism are obvious, unfortunately the advantages of having city tourism statistics that provide information on the state of tourism in cities do not seem as clear. The currently existing, varying importance perceived and assigned to city tourism statistics sometimes results, as already discussed in the introduction, in either shallow or in the worst case, non existing city tourism statistics. This is underlined by the rather low number of available city tourism statistics in Europe. According to the data base of TourMIS currently only **66 cities** compile city tourism statistics.[1]

When looking at the growing **impact of city tourism** and the positive side effects it can have for a city it indeed seems unreasonable that some cities do not recognize the need for city tourism statistics. Tourism can contribute to enhancing the quality of living in city centers. The improvement of urban living standards does not only attract more tourists, but also the highly educated workforce, which is important for the regions' economical welfare. City tourism is the catalyst for the regeneration of urban areas.

Having **reliable** and **comparable city tourism statistics** offers many advantages of invaluable worth to city tourism stakeholders:

Advantages of having city tourism statistics

Cities that compile city tourism statistics on a regular basis benefit from:

- being aware of the meaning of city tourism for the respective city
- being able to reveal trends and make forecasts
- being able to provide stakeholders with valuable information
- being able to compare the economical value of city tourism with the value of national tourism
- being in a position to better allocate resources

[1] This is based on the city tourism statistics which are currently available **and** up-to-date in TourMIS. More information on the availability of city tourism statistics will be supplied in Chapter 4.2 "Availability of statistics" pp. 70.

Advantages of having COMPARABLE city tourism statistics

Cities that compile city tourism statistics based on a European standardized framework on a regular basis further benefit from:

- being able to benchmark their input and outcome with other cities and adding additional meaning to their figures
- avoiding mistakes caused by misuse as well as misinterpretation of definitions and methodologies
- avoid misunderstandings when comparisons are made

The bednight figures of the British and Irish cities London, Edinburgh and Dublin are an example of how **different interpretations of unstandardized statistics result in misreading** of the data. Surprisingly they have always had much higher bednight numbers than other continental European cities. The reason for this is that they add private non-commercial visiting friends and relatives (VFR) bednights to their officially reported tourism statistics and that their statistics are based on a larger region. (ECT, 2005) According to the 2nd official edition 2005/2006 of "The European Cities Tourism Report" the inclusion of private bednights at friends and relatives are estimated to add an extra 100 % to the commercial bednights figures. Furthermore, including the "whole" region adds approximately 50 % to the nominal bednight figures based on city areas:

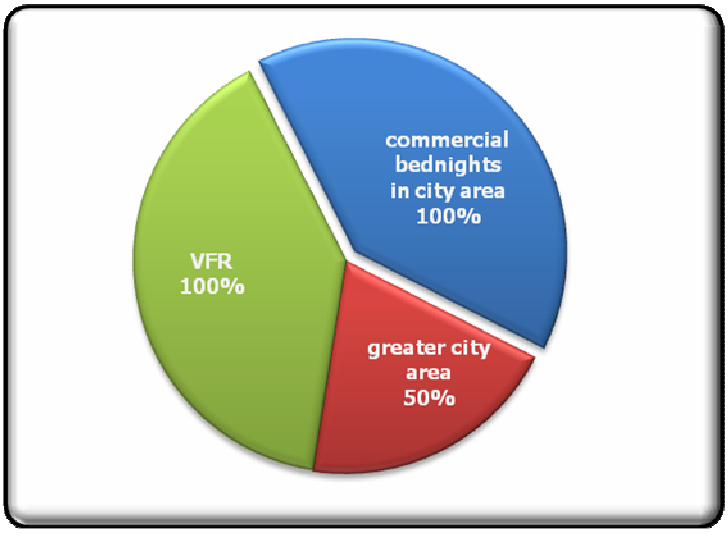

Figure 1: Impact of including VFR and larger region in London, Edinburgh and Dublin

The consequences are misleading rankings frequently published by magazines and newspapers and that the findings are questioned by experts and misinterpreted by non-experts in the field.

In accordance with internal data sources and publications made by European Cities Tourism and IPK International and the Travel Business Partnership (which are all organizations specializing in tourism research) the cities London, Edinburgh and Dublin could be **reduced by the factor 2.5**, in order to make their statistics somewhat comparable to continental cities of equal size. (ECT, 2005) This factor is, however, only a rough estimation!

The invaluable advantage of having **reliable** and **comparable** city tourism statistics should therefore not be questioned to any further extent. The return outweighs the effort by far.

The question arises now, on how city tourism statistics can be compiled in general and how they should be compiled in order to make them comparable. For that reason, the main categories of tourism statistics will be analyzed next. This will be followed by the problems occurring in the context of city tourism statistics that retard comparison.

2.2. Categories of statistics

In general there are three types of statistics:

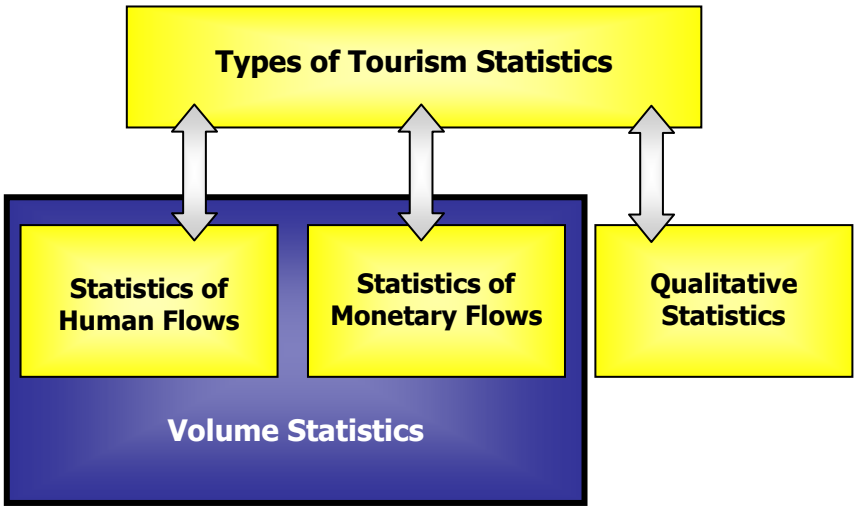

Figure 2: Types of tourism statistics

All three types of statistics serve interesting and important purposes along with helping tourism marketers in improving the information basis on which they found their decisions.

Statistics of human flows, in general, deal with the measurement of arrivals, trips and tourist nights on the demand side, plus capacities on the supply side (often split into categories such as country of origin or business versus leisure travel), whereas **tourism statistics of monetary flows** focus on the income and expenditure of tourism. While these two categories deal with quantitative data, the **statistics dealing with the profile of the tourist and his trip** focus on qualitative data.

Even though it would be desirable and beneficial for every city tourism manager in Europe to compile all three categories, few cities can be found where this is the case! The reasons for this are manifold:

- Tourism managers lack knowledge on why and how the needed information should be compiled.
- Many cities are not aware of the benefits and see no point in spending their limited monetary and human resources on research.
- The small budget of city tourism offices does not allow broad research even if they are interested and have the needed knowledge.

Therefore, the international compilation of information for all three types of statistics is difficult and needs a long-term project. Obviously, a good starting point is to focus on the most important information. When considering the benefits from the kind of information compiled versus the needed input for compiling the information, **human flows statistics** constitute the most important category of tourism statistics. In order to have an idea on the impact of tourism in a city, the information on arrivals and nights of visitors are with no doubt the most valuable data to analyse. The quantitative information gained gives a good overall picture of city tourism and, of course, it also is the starting point as well as the basis for further research. Even though additional information on the monetary flows and on the profile of the tourist and his trip would be of additional value, it has to be remembered that, the compilation of those statistics is complex, and cost plus labour intensive. Further, it should be kept in mind that the categories do not exclude each other, but are rather constitutive. Each city, having the necessary knowledge and resources, can still decide on obtaining information in the other two categories.

Consequently, because statistics of human flows are found to be the best and most realistically achievable source when assessing the impact of city tourism even when resources are limited, the focus of this work lies in **statistics of human flows**.

2.3. Problems associated with city tourism statistics

The main problems with tourism statistics are, as already mentioned, twofold: **lack of availability** and **lack of comparability**. The reasons for these problems are manifold. The most obvious being, that most of the destinations see no point in changing their existing systems of tourism statistics. Therefore, some of the trouble associated with comparing city tourism statistics on an international level will be listed in this chapter.

2.3.1. Insufficient legal framework

If there were a binding legal framework, that city tourism statistics have to be compiled, as well as, how and how detailed they have to be, the problem of unavailability and incomparability would literally vanish. But, unfortunately, since city tourism still lacks credibility among government circles and institutions there are not sufficient regulations concerning city tourism statistics. (UNWTO, 1999)

The only legal base for European tourism statistics is the **Council Directive 95/57/EC on the collection of statistical information in the field of tourism** which dates back to the year 1995 (see Chapter 3.3.1 "Council Directive 95/57/EC" pp. 36). Unfortunately, three major difficulties become obvious when consulting the directive in order to find a legal framework on city tourism statistics:

1. It is "just" a directive

"A directive is a collective legislative act of the European Union which requires member states to achieve a particular result without dictating the means of achieving that result." [Appendix 1.2: 15] Article 249 (ex Article 189) from the Treaty establishing the European Community states a "… directive shall be binding, as to the result to be achieved, upon each Member State to which it is addressed, but shall leave to the national authorities the choice of form and methods."

Although the directive fixes the agreed objectives to be pursued by the EU member states, which is, of course, at least a step in the right direction, unfortunately, it leaves freedom of choice for the methods of obtaining them as long as the spirit of the directive is kept. The directive leaves the member states with a certain amount of leeway as to the exact rules to be adopted when compiling their statistics, which in the case of tourism statistics, in turn, again leads to incomparable statistics.

2. It is only directed to member states of the European Union.

Since the objective is to arrive at comparable city tourism statistics within Europe, cities outside the European Union should also be kept in mind. The second problem with the directive is therefore that it does not consider non European Union members.

3. It does not deal with city tourism statistics.

The most obvious problem is that it does not deal with city tourism statistics. Although it reveals which variables should be compiled in general, it does not provide any information on how to define city tourism, resulting in statistical offices and market research companies deciding on their own definitions and methodologies to compile data.

The conclusion can be drawn that there is no legal framework on city tourism statistics for Europe. At this point, however, it has to be kept in mind that in some countries there are existing **laws** on tourism statistics and sometimes even on city tourism statistics. But since they are **few and vary widely from country to country** and because they are only relevant for the individual countries, they are of no significance for the subject of comparable city tourism statistics.

2.3.2. Lacking responsibility

The next major question that arises is who is actually responsible for compiling city tourism statistics? Since there is no existing legal framework considering city tourism statistics, nobody feels responsible for dealing with them.

Usually it is left to the cities if they carry out tourism research and who should be responsible for dealing with it. But since "… the States Role in Tourism will be increasingly judged on its ability to provide industry and other levels of government with the information they need to draw up their own investment and communication strategies …" (OECD, 1989), many cities have fortunately established organizations that deal with their city tourism statistics.

In general, it is rather difficult to compare and analyze urban community organizations responsible for tourism affairs because of the enormous differences in their organizational structures and the services they provide.

The main differences appear to be determined by local fiscal stability, leadership, tradition and legal responsibility. Some reasons for the differences in the organizational structures in urban tourism still seem to be rather unclear, although they are obviously due to differences in size of the city, importance of tourism for that city and of course national dependency. (Wöber, 1997a)

On the national level it is usually the National Statistical Office (NSO) which is in charge of general-purpose surveys encompassing tourism characteristic activities, whereas the National Tourism Administration (NTA), also referred to as National Tourist Office (NTO), develops specific surveys for the activities under its direct responsibility. (UNWTO, 2004) To a certain extent, City Tourist Offices (CTOs) tend to fulfill a similar role at an urban community level as the National Tourist Offices do at the national level. But whereas the structures of NTOs are extensively analyzed and reported (for example in Gee, 1997), very little is known about the objectives, functional responsibilities, instruments and funding of CTOs. (Wöber, 1997a)

What is known is that City Tourist Offices are in general relatively small with limited financial and human resources and they often have very little influence on the local authorities. Therefore, they must seek to leverage the statistical programs of other government agencies wherever possible. Unfortunately, however, although governments' recognition of tourism's importance to national economies is at an all-time high, they are increasingly questioning the rationale for their continued involvement in tourism. (City Profiles, 2004b) So because it is still true today that the priority governments give to tourism in the industrialized countries of Europe and North America is not commensurate with the economic significance, "… non-governmental sources are major providers of information covering a wide range of sectors and activity." (Lickorish, 1997) The problem remains: **Lack of agreement** results in incompatibility and insufficient information exchange.

2.3.3. Deficient knowledge

Another problem which cannot be left out is the problem of insufficient knowledge. This problem is threefold:

- **Why** should urban statistics be compiled?
- **What** type of variables should be collected?
- **How** can the information be gathered?

First of all, there is the previously mentioned problem that some cities are not aware of the benefits city tourism statistics yield and therefore do not even think about compiling city tourism statistics. Assuming that a city does know about the importance of city tourism statistics, a second problem often arises: the problem of inadequate knowledge on **what can or could be compiled**. And further assuming that cities do know what could be collected, there still remains the repetitively observed problem that some do not know how to compile statistics that cover the complexity of tourism activities. The recent developments of user-friendly statistical software and the in turn increasingly common, but often careless, use of statistics has led to a considerable misuse of statistical methods. [Appendix 1.2: 20]

The **insufficient procedural and factual know-how** also results in incorrect conclusions when interpreting definitions and comparing statistics.

2.3.4. Different definitions

The varying interpretation of terms used in the city tourism statistics is another problem. A short list of definitions and their respective problems are pointed out below:[2]

City

The word *city* has distinct meanings: "It may either refer to an entity which offers functions, activities and an atmosphere, or it may refer to quite specific services or facilities." (Wöber, 1997c) In turn, there is no clear or at least accepted definition of what a *city* is. But there are different approaches available on how cities can be defined, for example:

- the **visitor's perception**, in which local users with the readiness to consume urban travel facilities decide on a particular destination (for example Salzburg, although it has relatively few inhabitants, it is clearly perceived as a city-break destination)
- the **city's self-image** or the attempt of the local tourism management to portray the city
- **objective criteria** like community size, accommodation capacity and typical urban facilities and average length of stay of visitors less than three days (Wöber, 1997c)

[2] More detailed information on definitions will be given throughout the work.

When considering city tourism statistics, however, the definition of **territorial boundaries** is necessary, since "… the spatial borders of the tourism product being purchased by the consumer may not correspond to the administrative boundaries of the city." (Wöber, 1997c)

Therefore, cities have to decide if their statistics cover (for example):

- an area identical to the **political city limits**
- an area defined by its **population density**
- an area defined by the **responsibility of the local tourist office**
- an area defined by the **volume of tourists**
- an area defined by being **accessible by public transportation** within a certain period of time from the city center

All the listed possibilities have their strengths and weaknesses. While the area defined by the political city limits would probably be the easiest and best comparable, it is unfortunately often not tourism relevant. The very interesting approach of linking the territorial boundaries with criteria concerning public transportation also has its shortcomings when considering that the territorial boundaries would have to be changed every time a new train- or subway station is opened. And because linking the territorial boundaries to population density and the volume of tourists that visit that area is no easy undertaking, linking the boundaries to the **responsibility of the local tourist offices** seems to be reasonable, since the local tourist offices compile and use the statistics and probably know the tourism relevant area best. Unfortunately the responsibility of some tourist offices also includes rural surroundings.

In general the problem is that the various **different** approaches are used in the cities and what adds additional perplexity is that it is often not possible to retrace which areas the statistics cover. In order to make city tourism statistics comparable, it is necessary to clearly label the statistics according to which area they cover.

Visitors versus visits

There is sometimes a failure to distinguish between *visitors* and *visits*. In view of increasing frequency of travel, this can also cause difficulties.

Beds versus rooms

In many statistics the term "nights" can be found, without explanation of what kind of nights the figures refer to. The number of nights a tourist spends at a place of accommodation can be measured in two forms. Since *bednights* are the number of beds occupied in accommodation establishments and *roomnights* are the number of rooms occupied in accommodation establishments this can cause confusion. Further as a measure for the capacity of accommodation, often data is included on the *number of rooms* or the *number of bed places* in the country. "When expressed in bed places, the number of rooms roughly will be half, as rooms on average count two bed places. The actual capacity of a country might eventually be larger, as some countries exclude hotels below a certain category or less than a certain size." [Appendix 1.2: 11]

Domestic

"The term domestic used in the tourism context differs from its use in the national accounts context. Domestic in the tourism context retains its original marketing connotations, that is, it refers to residents traveling within their own country. In the national context it refers to the activities and expenditure of both residents and non-residents traveling within the reference country, that is, both domestic tourism and inbound tourism." (UNWTO, 1994)

Visiting friends and relatives (VFR)

Here the question arises if the definition considers the motive and/or accommodation; does *VFR* include only people who answer the question "What was the main purpose of your trip?" with "to visit a friend or relative" or also those who stayed with friends and relatives without necessarily doing so as the main purpose of the trip.

At this point it must be emphasized that **defining and measuring** tourism are two different things! "… it is often very difficult to measure the flow of tourists, even when a definition has been agreed". (Law, 1993) Even though one agrees on a definition he will probably find it difficult to measure it. Therefore, the following pages are devoted to the varying collection methods.

2.3.5. Varying collection methods

Much tourism activity goes unreported because of the way some statistics are collected and aggregated. Indeed, "… it is possible to measure tourist activities in several ways, some of which will be appropriate for one purpose but not for another." (Wöber, 1997b) In general, there are four main ways on how **tourism demand** can be measured at the destination in question: [3]

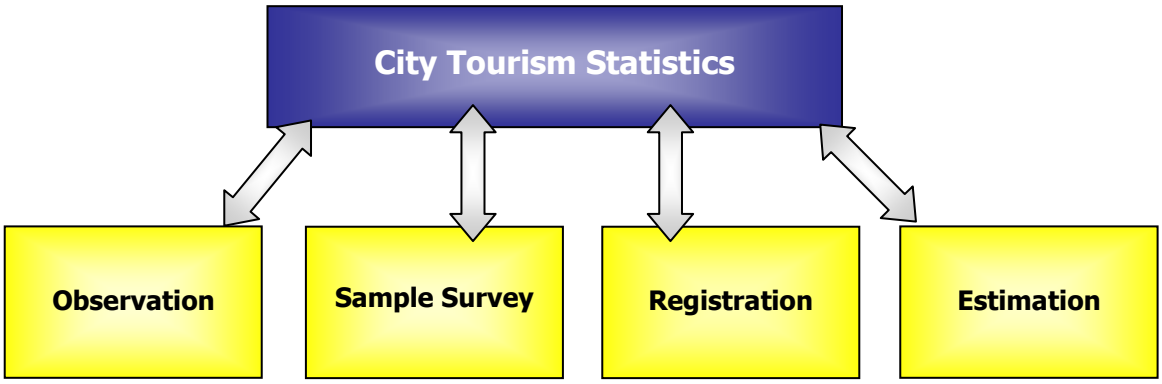

Figure 3: Methods of collection

Each of these methods has its own advantages and problems. The following tables[4] point out the most important methods with their limitations according to the following criteria:

- What are the **advantages** and **limitations** when using this method?
- What **information** can be generated?
- How **complex** and **cost** intensive is the introduction and usage of this method?

Observation		
	Strengths	**Weaknesses**
Counting visitors at tourist sites, airports, train stations, highways …	• Reasonable costs • Trends and seasonality information	• Difficult to segregate visitors from locals (only possible at paid sights where postal code could be asked) • Only estimation on quantity of visitors • Not amenable for aggregation since population is unknown

[3] Data for tourism statistics can also be compiled at the country of origin of the visitors. For reasons of reliability and availability these statistics should, however, only be used secondarily.
[4] The strengths and weaknesses have been arranged according to their importance.

Survey among visitors		
	Strengths	**Weaknesses**
Survey collected from visitors - at tourist sites, conference facilities, airports, train stations, main entry points to city and accommodations	• Highly informative information (amenable for all kinds of analysis) • Estimation of visitors including same-day visitors, VFR and domestic • Trends and seasonality information • Segregation possible (for example business versus leisure travel)	• Too expensive for most destination management organizations • Survey instruments vary significantly – information difficult to compare • Difficult organization (requires highly professional staff; knowledge intensive - sophisticated sampling and survey methods; identification of the appropriate sample; data in various languages) • Not amenable for aggregation by itself (since population is unknown – combination with other data is necessary) • Bias • Poor levels of response • Inaccurate information (memory of visitor - plans may change after the interview)
Survey among commercial accommodation establishments		
Survey among commercial accommodation establishments	• Commonly used methodology in Europe • Information on basic population usually available (amenable for aggregation) → facilitates organization of the survey • Easy to implement in small regions • Allows estimation of tourist bednights and levels of utilization of accommodation facilities (occupancy ratio) • Information on domestic travel could be generated • Additional information on business travel could be generated (if conference facilities are included) • Trends and seasonality information • Reasonable costs	• Does not yield estimates of total movement (only tourists in commercial accommodation - does not measure people visiting and staying with friends and relatives and same-day visitors) • Participation and cooperation of accommodation suppliers necessary • Errors due to tax evasion possible • Multiple counting • Many destinations do not report tourists staying in very small places of commercial accommodation • Identification of the appropriate sample
Registration		
	Strengths	**Weaknesses**
Unofficial regulated registration of visitors at commercial accommodation establishments	• Same strengths as surveys among commercial accommodation establishments but with the advantage of not having to rely on data from a sample because the complete population (all commercial accommodation establishments) is usually known - without having to rely on a sample more reliable results can be obtained	• Same weaknesses as surveys among commercial accommodation establishments with the difference of not having to identify a sample because the complete population (all commercial accommodation establishments) is usually known - without having to rely on a sample more reliable results can be obtained
Estimation on the basis of regional/national statistics		
	Strengths	**Weaknesses**
Estimation	• No separate data collection necessary • Reasonable costs	• Inaccurate • Not comparable and not reliable • Requires highly professional staff

Table 1: Collection methods for tourism demand

In general a city can choose from any of these methods for the compilation of the city tourism statistics according to their needs and costs. This list does not claim to be complete, but the methods listed are found to be the most relevant in this issue.

In addition to the five basic methods listed above, in some countries there are **federal regulations on statistics** which have to be compiled by law. At this point it should, however, be emphasized, that all operators, that hide from tourism law or any fiscal and statistical obligations and that create, as a consequence, the impossibility to register the demand that they satisfy, constitute a problem - namely "**hidden tourism**"[5] - which none of the collection methods stated can solve.

Official statistics		
	Strengths	**Weaknesses**
Census	• Yields estimates of domestic trips, VFR • Yields estimates of expenditure and economic contribution • Amenable for all kinds of analysis	• Sophisticated sampling and survey methods
Embarkation or debarkation forms or information recorded by border control officials	• Highly controlled consistent information • Information on nationality or country of origin can be evaluated • VFR • Relatively inexpensive	• **Not amenable for all city tourism statistics!!** • Information may change between entering and leaving the destination • Not much information can be generated, for example no inbound data
Official governmentally regulated registration of visitors at all commercial accommodation establishments	• Same strengths as unofficial regulated registration of visitors at commercial accommodation establishments but with the advantage that participation of the accommodation suppliers is legally assured	• Same weaknesses as unofficial regulated registration of visitors at commercial accommodation establishments but with the problem that errors due to tax evasion are more probable

Table 2: Official statistics

As Table 2 illustrates **censuses** (when tourism relevant aspects are included) could provide managers with estimates of domestic trips and information on visits to and from friends and relatives. **Official governmentally regulated registration of visitors at all commercial accommodation establishments** on the other hand could provide the same valuable information as unofficial, regulated registration of visitors at commercial accommodation

[5] **"Hidden tourism"** refers to voluntarily unreported tourism consumption activity and should be distinguished from "**ignored tourism"** which refers to deficiencies in statistical reporting systems. [Appendix 1.2: 20]

establishments with the major advantage that the participation of the accommodation suppliers is legally assured.

Data generated by embarkation or debarkation forms or information recorded by border control officials could provide interesting information on arrivals such as information on nationality or country of origin or VFR. But aside from the fact that the information may change between entering and leaving the destination what is more important is, that this data is only available at centers having entry and exit restrictions.

The simplification or elimination of documentations and of border controls inside the European Community, though highly desirable for the tourists and the governments, reduced the data sources available to tourism statistics. (Wöber, 1997c) Registration by embarkation or debarkation forms or information recorded by border control officials is therefore only applicable for very small and isolated destinations (for example the island cities Dublin and Reykjavik compile their statistics in this manner). But **in general** the collection method is **not amenable for all cities** since it cannot be used in cities where people come and go without registration.

The major advantage of being able to use data generated from censuses or official government regulated registration of visitors at all commercial accommodation establishments is, that no separate data collection is necessary if the tourism managers settle with the information provided by these sources. This results in reasonable costs and manageable organization. Another benefit of using these officially generated statistics is that the tourism managers can profit from the statistical knowledge and experience as well as from the highly controlled consistent information. Therefore, statistical representativeness is secured and since these sources are official, participation is required by law.

Nevertheless, because these sources **do not exist in every country,** the general problem of availability and comparability remains. In the following analysis these collection methods will therefore not be mentioned.

When tourism managers choose methods best fitted to their needs and requirements not the number of strengths and weaknesses is important, but the **impact**. Figure 4 ranks the strengths and weaknesses of the collection methods using the components from Table 1. It shows which collection methods to choose when looking at each of the criteria.

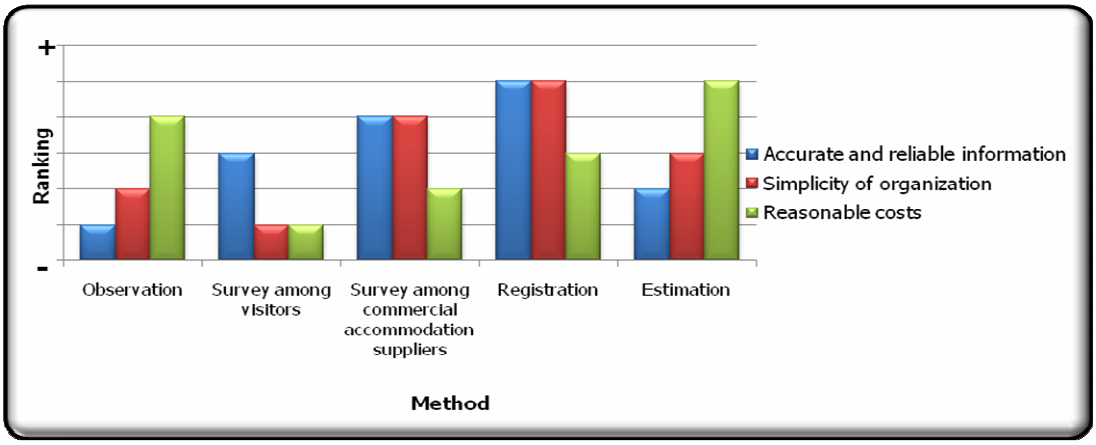

Figure 4: Comparison of collection methods

As Figure 4 illustrates just counting visitors at tourist sites and main entry points to the city (**observation**) does not yield reliable enough information in order to be able to assess tourism in a city, and **estimations** are also far too inaccurate, unless the risks an estimation approach poses are considered. With the help of **surveys among visitors** more rich information can be compiled, but with the major disadvantages of high cost and of the highly professional and knowledgeable staff required. Aside from the fact that many cities do not have the necessary monetary and human resources, the problem of bias can also not be ignored. For purposes of comparison, surveys among visitors (which are not standardized) are therefore not the best method of collection.

When weighing the advantages and disadvantages of all methods, **registration of visitors at commercial accommodation establishments** would be the most efficient solution. It is easy to organize, does not leave wide margins for mistakes and generates valuable information on the number of nights (bednights and/or roomnights), length of stay and occupancy ratios. The more tourists to the country staying at commercial forms of accommodation establishments, the more useful collecting visitor statistics from accommodation establishment records will be. Practically all continental European countries are using data compiled at commercial forms of accommodations. This provides a good base for comparisons in Europe. So even if the statistics cannot be officially generated (because there is no law) it is advisable to somehow **compile data among commercial accommodation suppliers**, either through unofficial registration or a survey conducted among them.

But it is up to the tourism managers to choose a method by weighing the stated strengths and weaknesses according to **their** needs. It should, however, be remembered that urban tourism statistics are grossly in need of reevaluation because:

- a majority of destinations are not able to distinguish between **overnight visitors and same-day visitors** since they only count people at the border – even though day-trippers or excursionists usually generate a significant share of tourism in cities
- almost all destinations (in Europe) do not measure people **visiting and staying with friends and relatives**
- many destinations do not measure **tourists staying in very small places of accommodation**
- some destinations do not measure **domestic tourism**, involving residents traveling only within the area

Some weaknesses might be acceptable for one city, but not for another. So although US and Canadian cities are able to use expensive surveys, most European cities agree that accommodation statistics are the more reasonable way. Deviating interests, however, result in incomparable statistics.

This is not only true for the methods of collection but also for all the other problems mentioned in this chapter. **All** problems concerning incomparability are due to **deviation of interests**. Cities compile statistics fitted to their own needs, with no concern for harmonization.

So in most countries the collection of tourism statistics is made of a great diversity of sources, which in most of the cases stand back to back, without major effort to look for consistency and harmonization. Not all categories of sources exist in a country, not all are official or generated within the public administration and not all have the same reference in time and periodicity. Countries have data on non-resident visitors entering the country and of the same non-resident visitors leaving the country, and these data do not coincide; additionally, in most cases there is an unexplainable systematic difference appearing over time. (UNWTO, 2004)

Essentially tourism managers get an idea of what their statistics should look like from theoretical recommendations published by well known international tourism organizations; these will be dealt with in the next chapter.

3. Tourism statistic standards

Due to the lack of legal regulations on tourism statistics and the well known fact that the development of a common language for tourism statistics is indispensable, several organizations have worked out recommendations on how tourism statistics should be compiled in order to make them comparable. **Harmonizing** city tourism statistics would be the perfect solution to the problem of incomparability and unavailability of city tourism statistics.

"The development of international standards concerning the concept and definition of tourism and the main variables that characterize it already has a long history. The first steps were taken in 1937 by the Council of the League of Nations, which recommended a definition of 'international tourist' for statistical purposes." (UNWTO, 2006) The initial attempts towards harmonization and the introduction of a recognized uniform international system for tourism statistics followed the early pioneering work of the International Union of Official Travel Organizations (IUOTO), forerunner of the World Tourism Organization. (Lickorish, 1997) Since then several recommendations have been published by notable international organizations on how to improve the statistics. The fact that there are still severe problems concerning the availability and comparability of city tourism statistics shows that none of the theoretical recommendations have proved to work so far.

In order to find out why these recommendations do not find general acceptance, the work of two important and well known organizations in the field of tourism statistics will now be analyzed in greater detail. The discussion will be limited to EUROSTAT and the UNWTO as they are found to be the most important and significant organizations in this context.

3.1. EUROSTAT versus UNWTO

EUROSTAT is the statistical arm of the European Commission compiling data for the European Union and promoting **harmonization of statistical methods** throughout the member states. Although EUROSTAT's main concern is not tourism related, among other things it does deal with European tourism statistics. Since the European Union sees tourism as an activity which affects our society in many different ways and as having a profound impact on our social, cultural and economic life as well as relating to a wide range of areas such as: employment, regional development, education, environment, consumer protection,

health, safety, new technology, transportation, finance, taxation and culture, its objective is to collect and disseminate harmonized and comparable data on European tourism in order to ensure that tourism is taken into account. [Appendix 1.2: 6]

The **UNWTO** on the other hand is a specialized agency of the United Nations. As the leading international organization in the field of tourism it serves as a **global forum for tourism policy issues** and is a practical source of tourism know-how. With its headquarters in Madrid the World Tourism Organization plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with its goal being contribution to economic development, international understanding, peace, prosperity and universal respect for and observance of human rights, as well as, fundamental freedoms.

Therefore, the UNWTO's Section on Statistics and Economic Measurement of Tourism focuses on confirming the economic impact of tourism with solid facts and figures. A second department dealing with statistics within the UNWTO is the department of Market Intelligence and Promotion which mainly deals with the analysis of the data. Together the two departments work systematically to improve and help develop and communicate definitions and classifications of tourism. One of UNWTO's most important functions is to serve as a permanent source of information for its members and the world community.

One central mission of the organization is to assure the international comparability of tourism statistics. With more than 75 years of tourism experience the UNWTO (in cooperation with the OECD and EUROSTAT) has managed to set international standards for tourism measurement and reporting and is usually recognized as the world's most comprehensive and reliable source of global tourism statistics and forecasts. [Appendix 1.2: 9]

It must be emphasized that whereas UNWTO’s prime concern is tourism related, EUROSTAT is responsible for all kinds of statistics and consequently deals with tourism related statistics, but not in detail.

Together, unfortunately not always cooperating, UNWTO and EUROSTAT struggle to lead the way towards standardized tourism statistics: EUROSTAT provides a legal framework on what variables have to - or should - be compiled and the UNWTO theoretically gives instructions in their recommendations and technical manuals on how they could be compiled.

3.2. UNWTO's approach

3.2.1. Recommendations on tourism statistics

The UNWTO has published several documents for the purpose of giving **recommendations** on tourism statistics. The list below contains the most important ones:

- Recommendations on Tourism Statistics (UNWTO, 1994)
- Concepts, Definitions and Classifications for Tourism Statistics. Technical Manual No. 1 (UNWTO, 1995b)
- Collection of Tourism Expenditure Statistics. Technical Manual No. 2 (UNWTO, 1995c)
- Collection of Domestic Tourism Statistics. Technical Manual No. 3 (UNWTO, 1995d)
- Collection and Compilation of Tourism Statistics. Technical Manual No. 4 (UNWTO, 1995a)
- Collection, Processing and Presentation of Accommodation Statistics: Instructional Materials (UNWTO, 1995e)
- Tourism Satellite Account (TSA): Recommended Methodological Framework (EUROSTAT and OECD and UNWTO, 2001)

These publications represent the UNWTO's **more or less** consistent system of tourism concepts, definitions and classifications.[6]

The recommendations are aimed at assisting countries at different levels of development of their tourism statistics in order to reduce the variations in gathering practice and terminology. They are the UNWTO's answer to the comparability of economic statistics, the development of international standards and the process of general guidelines. (ESPON, 2006)

The currently out-of-date recommendations did, in truth, not reach that goal. Although they were meant to be of worldwide use and emphasize both clarity and simplicity in their application, the main reason for the rejection of the recommendations is that the proposals on some issues do not provide straight forward information on how the statistics should be compiled. Another immense problem concerns the definitions proposed in the recommendations. Practice has shown that they are **too technical, too complicated and often misleading**. For the most part the proposals caused confusion, uncertainty and frustration in the past. Two examples out of the recommendations emphasize this dilemma:

[6] The UNWTO's basic references can be found at: http://www.world-tourism.org/statistics/basic_references/index-en.htm

1. Definition of the term *visitor*

The UNWTO sees the persons engaging in tourism as the starting point to make tourism operational. In order to define tourism, *visitors* have to be distinguished from *other travelers*. Whereas a *traveler* refers to any person on a trip between two or more places, the definition of a *visitor* is more restrictive:

> *A visitor is "any person traveling to a place other than that of his/her usual environment for less than 12 consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited."* (UNWTO, 1995b)

The three criteria that distinguish *visitors* from *travelers* according to the definition are therefore:

- The trip should be to a place other than that of the "usual environment".
- The stay in the place visited should not last more than "12 consecutive months".
- The main purpose of the trip should be "other than the exercise of an activity remunerated from within the place visited."

The following Flow Chart helps to clarify the UNWTO's definition of a traveler.

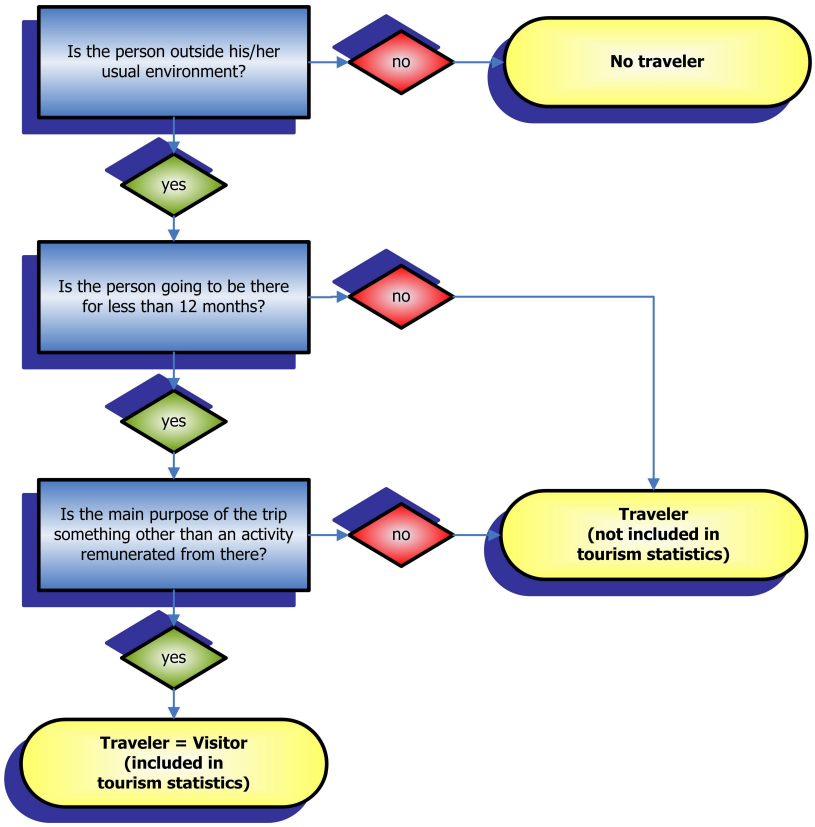

Figure 5: Visitor definition Flow Chart

Although this might seem reasonable at first sight, when analyzing it with a more critical view several irregularities can be revealed:

"The concept of **usual environment** is undoubtedly the basic foundation that supports the conceptual structure of tourism …" (ESPON, 2006) It does not replace the notion of *residence*, but is an additional criterion, from which it is possible to derive whether the person is a *visitor* to that place or not, regardless of whether or not the person is a *resident* of the country or region in which the place visited is located. But although the *usual environment* is the first criterion that distinguishes tourism from other travel, the UNWTO, unfortunately, does not precisely define when a person is outside of his/her *usual environment*. It merely states that the term *usual environment* has two dimensions, namely **frequency** and **distance**. According to this, places which are frequently (on a routine basis) visited by a person are part of the *usual environment* of that person, even though these places may be located at a considerable distance. And in turn, places located close to the place of residence of a person are also part of the *usual environment*, even though the actual sites are rarely visited. Therefore, the *usual environment* consists of a certain area around the place of residence plus all places visited rather frequently. Although this sounds plausible in general, when it comes down to measuring it in practice, straight forward distance and frequency thresholds, which the UNWTO unfortunately does not provide, would be essential! (UNWTO, 1995b) This is a major problem for purposes of comparability since the precise definition of the *usual environment* affects the measurement of the variables of *trips* and *visitors*, and to a lesser degree, also that of *bednights*. (ESPON, 2006) In order to be able to discuss further problems, the relationship between *visitors* and *other travelers* is illustrated below:

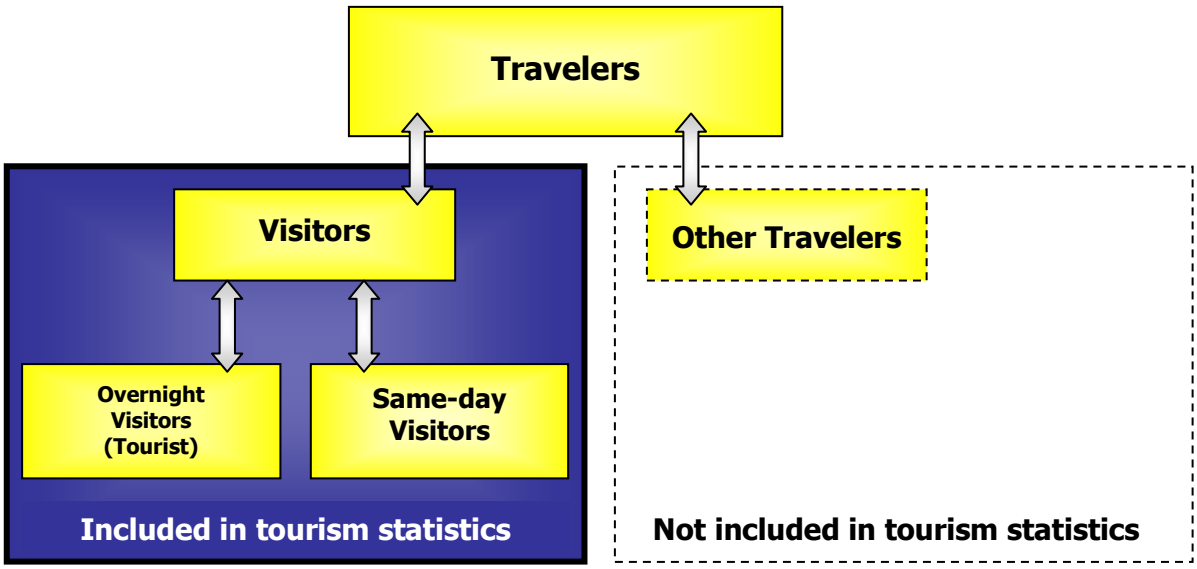

Figure 6: Visitors and other travelers

The most obvious problem when looking at the classification is that the term *visitor* is used as the basic concept for tourism. Although the reason for that is historical, it still is confusing for people working in the tourism industry. The same problem is true of the term *tourist*, which according to the definition, is strictly reserved to *overnight visitors*. So *same-day visitors* who are in general colloquial language considered to be *tourists* as well cannot be classified as such. So even though they are attributed to the concept of tourism, they cannot be classified as *tourists*.

A further issue for confusion is that, according to the definition, *overnight visitors* are only those visitors who spend at least one night in a "collective or private accommodation"[7] and *same-day visitors* are in turn those visitors who do not spend a night in a collective or private accommodation. Therefore, cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board, even though the ship remains in the port for several days are, according to the definition, *same-day visitors* since they do not spend the night in a collective or private accommodation. The same is true for owners of yachts and passengers on a group tour accommodated in a train. (UNWTO, 1994)

But these are not the only confusing points hidden in the technical classification of travelers. According to the UNWTO *other travelers* are not, as one could imagine, only those travelers who do not meet the criteria of being a *visitor*. The UNWTO declares a long list of travelers who would actually classify as *visitors* but who have to be **excluded** from the tourism statistics (for sometimes unjustified reasons):

- persons entering or leaving a place with the intention of setting up their usual residence in that place, including dependents accompanying or joining them
- persons, known as border workers, residing near the border in one country and working in another
- diplomats, consular officers and members of the armed forces when traveling from their country of origin to the country of their assignment or vice versa, including household servants and dependents accompanying or joining them
- persons traveling as refugees or nomads
- persons in transit who do not formally enter the country through passport control, such as air transit passengers who remain for a short period in a designated area of the air terminal or ship passengers who are not permitted to disembark

[7] The classification of tourism accommodation recommended by the UNWTO is an issue for discussion in itself; this problem will, therefore, be addressed later in this chapter.

(This category includes passengers transferred directly between airports or other terminals; other passengers in transit through a country are classified as visitors)

- persons who travel to work temporarily in institutions within the country
- persons who travel regularly or frequently between neighboring localities to work or study
- nomads and persons without fixed residence (UNWTO, 1994)

The list itself seems more or less reasonable, but when looking at it in more detail it becomes evident that it seems to deviate from other aspects stated in the UNWTO recommendations. At one point, for example, the UNWTO states that **crew members** have to be classified as *same-day visitors*, but the UNWTO does not provide any information on why these crew members do not fall under the category of "Persons who travel regularly or frequently between neighboring localities to work" or "Persons who travel to work temporarily in institutions within the country". To overcome such problems it would be necessary for the UNWTO to explain why these travelers are included – tourism practitioners need to understand why inclusions and exclusions make sense in order to compile the data accurately.

As can be deduced from the problems mentioned, the definition of a *visitor* often leaves a lot of unanswered questions. This short analysis of the definition clearly points out that it is almost impossible to quantify *visitors* according to this definition. The means of measuring the definition are either very expensive or inaccurate. According to Wöber[8], only a few destinations in the world, namely US, Canada, UK and Ireland compile data actually following this definition (more or less). Another problem that is often overlooked because of all the other problems when analyzing the definition, but should be kept in mind, is that this widely used definition also includes activities and people less relevant for many in the industry.

Since it was stated in Chapter 2.3.5 that information from commercial accommodation suppliers is in many cases the most appropriate information that can be compiled in order to be able to measure the quantity of tourism and since *same-day visitors* and *overnight visitors* are categorized based on whether they stay a night at a "collective or private accommodation", the UNWTO's classification of accommodation establishments was chosen to be the second example to illustrate the dilemma with the UNWTO's recommendations.

[8] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

2. Classification of tourist accommodation

The classification of tourist accommodation is important both from the demand and from supply side point of view. (UNWTO, 1995b)

"Although there is no universally accepted definition of tourist accommodation, there is wide agreement that it may be regarded as any facility that regularly (or occasionally) provides overnight accommodation for tourists." (UNWTO, 1995b)

According to the UNWTO it is useful to make a distinction between facilities that commercially service the **bulk** of overnight stays and those providing **occasional** overnight accommodations. The UNWTO therefore divides tourism accommodations into two major groups: namely *private tourism accommodations* and *collective tourism establishments*.

The following figure illustrates the classification of accommodation establishments based on the recommendations of the UNWTO:

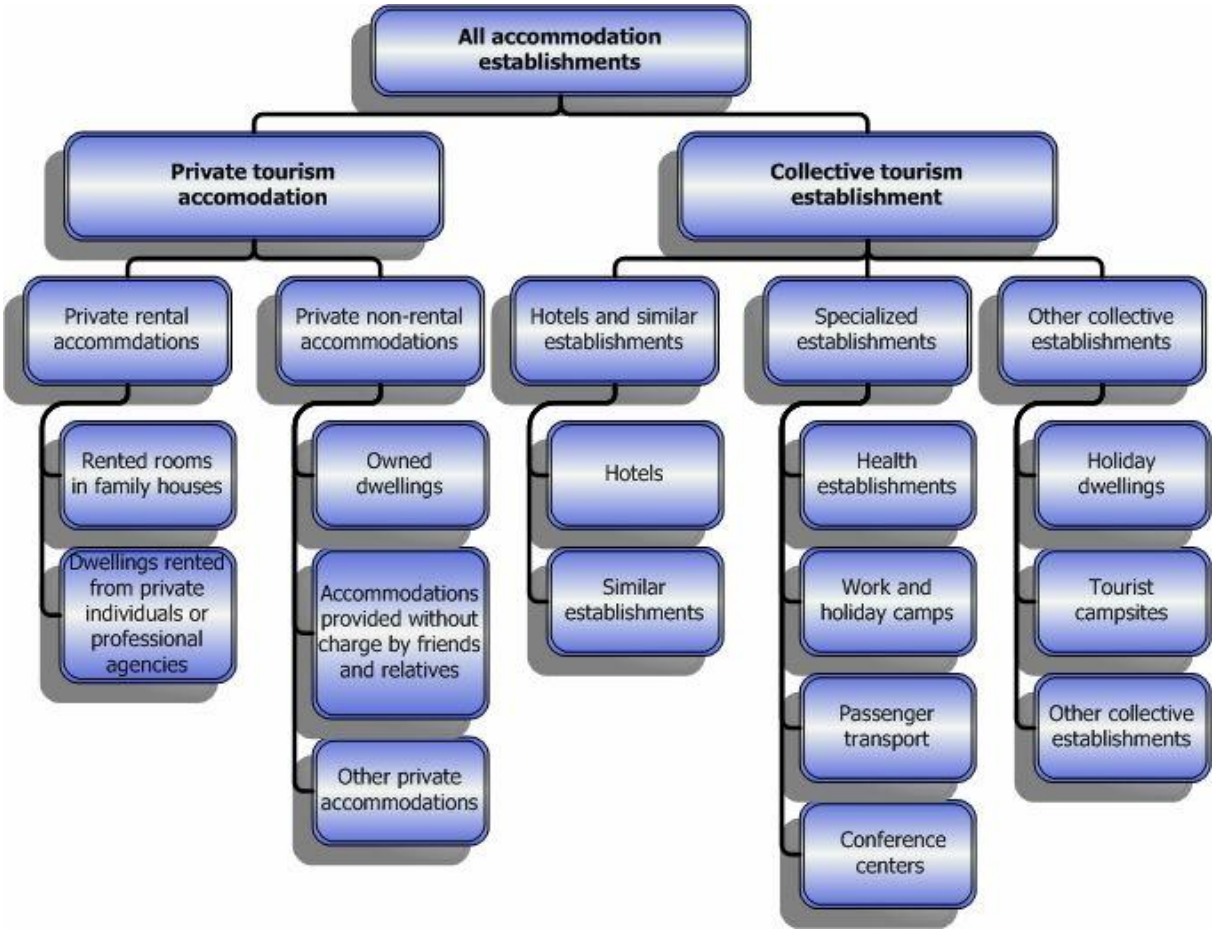

Figure 7: UNWTO's classification of tourist accommodation (Source: UNWTO, 1995b)

Aside from the clear problem that the heading *other collective establishments* is labelled exactly like one of its subcategories, when looking at the figure it is obvious that the classification is rather complex and therefore often subject to misinterpretation: According to the classification, *all accommodation establishments* include *private tourism establishments* and *collective tourism establishments* (also including for example *accommodations provided without charge by friends and relatives* and *stays at owned dwellings*). But according to Wöber[9] almost all destinations in Europe do not include private (non-rental) accommodations in their *all accommodation* definition, because it is just too difficult to measure. In Austria, for example, stays at friends and relatives and stays at owned dwellings are not included in the data collection. According to Statistics Austria[10] in the case of Austria and this might vary from country to country, the total share of overnights at friends and relatives and owned dwellings lies between 6 and 10 % of total overnights and therefore represents an important subset. Interestingly, the UNWTO is aware that measuring private accommodation is often problematic, but they **assume** that it is possible to collect data on the part of privately owned dwellings at holiday dwellings and tourist camp sites from the supply side. (UNWTO, 1995b) This, however, does not help when considering stays at friends and relatives. It therefore seems truly odd that the UNWTO states that the reason they classify tourism accommodation the way they do is to provide "operational definitions"! (UNWTO, 1995b)

In the explanations which supplement the classification another problem that weakens the value of comparisons becomes obvious: The UNWTO proposes that countries should choose their **minimum capacity level** for *hotels and similar establishments* in such way that at least 95 % of the total overnight stays can be observed per type of accommodation. (UNWTO, 1995b) Since this "rule of thumb" does not really provide helpful and straight forward information, it is left to the countries to choose their minimum capacity. In the case of British cities, for example, all accommodation stock is provided in statistical publications, whereas, in many other countries only facilities with a minimum number of bedspaces or rooms report data. In Denmark for instance, only hotel establishments with at least 40 rooms are included in the definition of what they call *registered accommodation*. (ESPON, 2006) It is obvious that these differences reduce the possibility and value of comparisons.

[9] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

[10] Statistics Austria is an independent and non-profit-making federal institution under public law, which is responsible for performing scientific services in the area of federal statistics. [Appendix 1.2: 14]

Aside from the problems already mentioned, other misunderstandings often appear. Many destinations, for example, label their data *all accommodation establishments* or *hotels and similar establishments* although the data in fact refers to *collective forms of accommodations*; and for means of counting *overnight visitors* as proposed by the UNWTO an additional problem arises when considering different forms of accommodation establishments and the methodological approaches of measuring them. The classification does not take into account **other possibilities of spending nights** such as sleeping in tents and cars outside of campsites. Such ways of spending nights should, according to Statistics Austria, require particular consideration.

To sum up[11] it can therefore be said that **rather than giving exact and measurable definitions**, the **UNWTO only provides a conceptual framework** aimed at ensuring a mutual understanding of tourism, which can serve as a basis for the development of statistics.

3.2.2. Collection of tourism statistics

The UNWTO does not only offer recommendations on how statistics could be compiled but it also plays a central role in collecting these statistics and publishing them, for example, in their "Compendium of Tourism Statistics" (UNWTO, 2005a) and "Yearbook of Tourism Statistics". (UNWTO, 2005b)

But due to the problems already mentioned, the data collected is not unproblematic. According to John G. C. Kester[12], chief of the UNWTO Market Intelligence and Promotion Department, the UNWTO is aware that there are severe constraints and limitations to their statistical data collection. Of course, these limitations are on one hand due to the inadequate recommendations and on the other hand they are due to the organization and self set goal of the UNWTO.

[11] Additional problems with the current recommendations will be stated throughout this work.
[12] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

Since the UNWTO seeks to collect comparable data from all around the **world**, they are faced with different **statistical systems** which often **reflect different realities**. (In addition: Whereas European countries usually tend to use accommodation statistics, Asian and American and island countries statistics rely on arrivals at frontiers and are therefore only partly comparable.)

Because the UNWTO has to more or less (aside from standardized validity checks[13]) rely on the statistics provided by the respective countries, analysis differences may possibly result in incorrect interpretations. The World Tourism Organization is aware of these limitations. They even state that "Every user of this information should bear in mind that the international comparability of statistical data is still not optimal." [Appendix 1.2: 11]

Working on a worldwide level results in great complexity. As a consequence it is only possible for the UNWTO to focus on inbound tourism which in turn means that domestic tourism is not considered at all. But what seems more important (for this work) is that, due to limitations because of the complexity and limited resources, the UNWTO can only deal with statistics on a national level and use aggregate figures. So unfortunately, the UNWTO does not even consider including city tourism statistics in their concept in the near future. This is not only true for the collection of statistics but also for offering recommendations on the compilation of tourism statistics. According to Mr. Kester[14] the UNWTO's "**... interests end at national level**."

Although the UNWTO seeks to facilitate the sharing of knowledge and practices in all aspects of the development of national statistical systems and in this context offers a great deal of indispensable information on the usefulness of tourism statistics and also provides direct assistance and vast information on how tourism statistics could be made comparable in their publications, unfortunately, not much information on city tourism statistics can be found.

Even though the UNWTO states in their recommendations that "… each country should develop a classification system of important destination cities or resorts … as data on tourism is of particular interest at the small area level …" and "… where possible, for statistical purposes, the tourism regions should be defined in terms of groups of the smallest administrative area categories, to enable comparison or linkage of tourism data with such other collections as the population census and labor force statistics …" they supply no further informa-

[13] Unfortunately, no information could be found, on what these tests look like and therefore how reliable they are.
[14] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

tion except that "… in some countries the National Statistical Office will have developed a standard national classification of administrative regions which is used for many statistical collections …" or "… alternatively, the National Tourism Administration may have developed a classification of tourism destination regions." (UNWTO, 1994)

So for the time being not even the "highest statistical authority in the world" for tourism statistics (as the UNWTO likes to call itself [Appendix 1.2: 10]) has a solution on how to harmonize and standardize city tourism statistics. Although the UNWTO admits that it is odd that they, for example, cannot name the ten most visited cities in the world, they do not intend to alter anything about this. "This factor must be regretted since it can be assumed that the evaluation of key success factors in tourism marketing will significantly improve when they are measured in smaller regional units." (Wöber, 2003)

At this point, however, it should be mentioned that even though the UNWTO compiles no data and gives no recommendations on city tourism statistics, some useful information for city tourism statistics could be deduced from the recommendations on national tourism statistics. But since there are no "real" city connected suggestions, this will in turn probably result in incomparable statistics, due to varying deductions from city to city.

From the long term point of view, however, the work of the UNWTO has, irrespective of its shortcomings, probably been the most significant and praiseworthy for tourism statistics, since their effort has at least induced countries to develop a more systematic and comprehensive approach to their statistical sources. (UNWTO, 2004) And the problems mentioned have not kept people from using the definitions proposed in the recommendations, even when often misinterpreted. EUROSTAT, for example, is also using the definitions proposed in the UNWTO's recommendations.

3.3. EUROSTAT's approach

3.3.1. Council Directive 95/57/EC

EUROSTAT also developed a large number of programs and carried out studies on tourism statistics in the European Union.

Special attention will now be paid to the **Council Directive 95/57/EC** (already mentioned in Chapter 2.3.1) **on the collection of statistical information in the field of tourism** since it can be seen as the **first legal step** taken to create an integrated system of information on tourism supply and demand. Its aim is to harmonize and improve the statistical data produced by member states. (UNWTO, 2006)

In general, the scope of the information required by the directive covers:

- capacity of collective tourist accommodation
- flow of guests in collective tourist accommodation (domestic and inbound tourism)
- tourism demand in the two most important tourism markets: holiday and business trips (domestic and outbound tourism)

To a large extent **EUROSTAT uses** the **definitions proposed in the UNWTO recommendations**. EUROSTAT states in the Council Directive that "… the Recommendations adopted by the Statistical Commission of the United Nations in March 1993 should be taken into account in order to ensure better comparability of tourism statistics at world level." On some issues, however, EUROSTAT's accommodation breakdown leads to confusion, since it differs slightly from the UNWTO classification of tourist accommodation. On the supply side EUROSTAT's breakdown, for example, only asks for data on *hotels and similar establishments* and *other collective establishments* (namely: *tourist campsites, holiday dwellings* and *other collective accommodation*), which in turn means that on the supply side they do not consider (as the UNWTO recommends) *specialized establishments* (such as *health establishments, work and holiday camps, passenger transport* and *conference centers*) when quantifying their collective establishments. On the demand side, however, they do consider *specialized establishments* and in addition they include in their accommodation breakdown what they call *private tourist accommodation*.

But EUROSTAT groups private tourist accommodation differently than the UNWTO namely into the sub groups: *rented accommodation, secondary residence* and *other types of private accommodation*. The directive is therefore only **partly compatible** with the UNWTO standards.

To complement the Council Directive EUROSTAT has, probably for this reason, published some documents similar to the UNWTO recommendations which should facilitate the data collection. Two examples are the "Community Methodology on Tourism Statistics" (EUROSTAT, 1998) and the "Methodological manual on the design and implementation of surveys on inbound tourism" (EUROSTAT, 2000):

- The "Community Methodology on Tourism Statistics" is a tool for ensuring a better understanding of facts and figures on tourism. It is the result of a cooperation established with the Organisation for Economic Cooperation and Development (OECD) and the World Tourism Organization and therefore takes into account UNWTO's recommendations. Even though its coverage is **not exhaustive**, it should facilitate the introduction of a method of data collection by providing guidelines on the methods and definitions which should be used for elaborating harmonized and reliable statistics.
- The "Methodological manual on the design and implementation of surveys on inbound tourism" offers guidelines on designing and implementing surveys on inbound tourism to an area or country. "It shows how to structure the research process, specify data needs, the sample size and the relative importance of primary and secondary data collection. For primary data collection, the manual provides guidelines on how to plan the visitor survey including the questionnaire's design." [Appendix 1.2: 7]

But in spite of the manuals all countries are still not in a position to provide the data as requested. (ESPON, 2006) The reasons are manifold. Aside from the problems already mentioned in Chapter 2.3.1, the fact that the directive is based on the frequently inadequate and misleading UNWTO definitions and the problem that the directive even deviates from the UNWTO recommendations in some points results in additional perplexity.

Another issue for discussion, besides the definitions used, is the regional breakdown that EUROSTAT uses in the directive. Since the directive does not explicitly deal with city tourism statistics, it in turn does not accurately reflect all urban regions in the **regional breakdown** classified by **NUTS** (Nomenclature of Territorial Units for Statistics). But since NUTS constitutes an interesting approach in classifying regions it is a topic which should not be ignored.

Excursus: NUTS

The Nomenclature of Territorial Units for Statistics (NUTS) was established by EUROSTAT more than 25 years ago and serves among other application **areas as a reference** for the collection, development and harmonization of community regional statistics. It is basically a geocode standard for referencing the administrative division of countries for statistical purposes. [Appendix 1.2: 16] Set up "… as a single, coherent system for dividing up the European Union's territory in order to produce regional statistics for the Community … a particularly important goal of the regulation was to manage the inevitable process of change in the administrative structures of member states in the smoothest possible way, so as to minimize the impact of such changes on the availability and comparability of regional statistics." (EUROSTAT, 2006)

Although the goal of the classification in general is a good attempt, unfortunately the realization, as a whole is not transparent and traceable and weakens the credibility of the advantages of using the regions created.

Before illustrating some of the problems of the classification, the basic principles on how NUTS regions are generated will be analyzed.

Essentially NUTS is a three-level hierarchical classification:[15] Each member state is subdivided into a whole number of regions at NUTS level 1 and each of these is then subdivided into regions at NUTS level 2, and these in turn into regions at NUTS level 3.[16] Not all countries have every level of division! [Appendix 1.2: 16]

For practical reasons having to do with data availability and the implementation of regional policies, the NUTS nomenclature is based "primarily" on **normative criteria**, namely the institutional divisions currently in force in the member states. Normative regions in turn are the expression of the political classification; their limits are fixed according to:

- the remit of local authorities
- the tasks allocated to the territorial communities,
- the size of population necessary to carry out these tasks efficiently and economically
- historical (to maintain the autonomy of certain administrative divisions), cultural and other factors [Appendix 1.2: 5]

[15] For the latest status of NUTS, please see http://ec.europa.eu/eurostat/ramon (RAMON classifications server). Changes will come into force on January 1, 2008.

[16] Please note that the NUTS levels are sometimes labeled different (for example starting with NUTS level 0).

Because normative regions comprise the structure within which certain levels of government exercise their powers, particularly where regional policy is concerned, they are generally adopted by the national statistical systems as the most appropriate units for data collection, processing and dissemination. The main advantage of normative regions, compared to analytical (functional) regions, is in turn that they are usually universally recognized and relatively stable. (EUROSTAT, 2006)

In aiming to ensure that regions of comparable size all appear at the same NUTS level, the NUTS regulation lays down the following minimum and maximum **thresholds** for the average size of the NUTS regions:

Level	Minimum	Maximum
NUTS 1	3 million	7 million
NUTS 2	800 000	3 million
NUTS 3	150 000	800 000

Table 3: Thresholds for the average size of NUTS regions (Source: Eurostat, 2006)

But since the classification is rather abstractly described, it is difficult to interpret these regions. Due to the fact that the thresholds are only standards, that in individual cases can be exceeded or fallen short of, and since the criteria on how the regions are divided are only "primarily" based on normative criteria and not much meaningful information on what the other criteria are can be found, the question - What information can really be gained from the fact that a region is on a certain NUTS level? – therefore comes to mind. When searching for an answer it becomes obvious that the opinions deviate: While one source [Appendix 1.2: 5] states, for example, that **NUTS 3** broadly comprises **regions which are too small for complex economic analyses** another source [Appendix 1.2: 16] refers to **NUTS 3** regions as **small regions** but also **big cities**.

The differing interpretations might, however, also be due to the fact that the administrative and historical reasons for defining the regions **differ widely from country to country**. (EUROSTAT, 2006) So despite the goal of ensuring that regions of comparable size all appear at the same NUTS level, each level still contains regions which differ greatly in terms of area, population, economic strength or administrative powers.

To illustrate how the regions differ in terms of area and population the following tables show the largest, smallest and average areas (Table 4) and populations (Table 5) at the three NUTS levels, for each member state and for the European Union as a whole. Table 5 in particular illustrates that the figures are often not within the thresholds listed in Table 3.

Area of the regions (km^2)									
	NUTS 1	**NUTS 2**	**NUTS 3**	**NUTS 1**	**NUTS 2**	**NUTS 3**	**NUTS 1**	**NUTS 2**	**NUTS 3**
	Average	Average	Average	Min	Min	Min	Max	Max	Max
EU-25	44 741	15 677	3 279	161	12	12	410 934	154 312	98 911
BE	10 173	2 774	710	161	161	101	16 844	4 440	2 016
CZ	78 860	9 857	5 633	78 860	496	496	78 860	17 616	11 014
DK	43 094	43 094	2 873	43 094	43 094	97	43 094	43 094	6 173
DE	22 314	8 708	813	404	404	36	70 548	23 171	3 058
EE	45 228	45 228	8 740	45 228	45 228	3 364	45 228	45 228	15 799
GR	32 906	10 125	2 581	3 808	2 307	356	56 457	18 811	5 461
ES	72 113	26 568	9 708	7 242	12	12	215 025	94 193	21 657
FR	70 361	24 356	6 333	12 012	1 128	105	145 645	83 934	83 934
IE	70 273	35 137	8 784	70 273	33 276	922	70 273	36 997	14 283
IT	60 267	14 349	2 926	49 793	3 263	212	73 275	25 703	7 520
CY	9 251	9 251	9 251	9 251	9 251	9 251	9 251	9 251	9 251
LV	64 589	64 589	10 765	64 589	64 589	307	64 589	64 589	15 346
LT	65 300	65 300	6 530	65 300	65 300	4 350	65 300	65 300	9 760
LU	2 586	2 586	2 586	2 586	2 586	2 586	2 586	2 586	2 586
HU	31 010	13 290	4 651	6 918	6 918	525	49 497	18 314	8 420
MT	315	315	158	315	315	69	315	315	246
NL	8 468	2 823	847	7 093	1 363	113	9 740	4 983	1 830
AT	**27 953**	**9 318**	**2 396**	**23 554**	**415**	**415**	**34 384**	**19 173**	**4 615**
PL	52 114	19 543	6 949	27 438	9 412	261	74 892	35 598	14 871
PT	30 635	13 129	3 064	779	779	779	88 797	31 199	8 503
SI	20 273	20 273	1 689	20 273	20 273	264	20 273	20 273	2 675
SK	49 035	12 259	6 129	49 035	2 053	2 053	49 035	16 243	9 455
FI	152 265	60 906	15 226	1 527	1 527	1 527	303 003	133 580	93 003
SE	410 934	51 367	19 568	410 934	6 490	2 941	410 934	154 312	98 911
UK	20 318	6 590	1 833	1 584	321	35	78 132	39 777	14 295

Table 4: Area of the NUTS regions in 2001 (Source: http://ec.europa.eu/comm/eurostat/ramon/nuts)

Population of the regions (1 000)									
	NUTS 1	**NUTS 2**	**NUTS 3**	**NUTS 1**	**NUTS 2**	**NUTS 3**	**NUTS 1**	**NUTS 2**	**NUTS 3**
	Average	Average	Average	Min	Min	Min	Max	Max	Max
EU-25	5 105	1 789	374	26	26	19	18 027	11 056	5 218
BE	3 429	935	239	971	250	41	5 963	1 649	971
CZ	10 224	1 278	730	10 224	1 124	304	10 224	1 646	1 269
DK	5 355	5 355	357	5 355	5 355	44	5 355	5 355	641
DE	5 146	2 008	188	660	512	36	18 027	5 254	3 386
EE	1 364	1 364	273	1 364	1 364	143	1 364	1 364	524
GR	2 734	841	214	1 094	202	20	3 904	3 904	3 904
ES	5 752	2 119	774	1 737	67	67	11 123	7 291	5 218
FR	6 769	2 343	609	1 724	170	74	11 056	11 056	2 566
IE	3 839	1 919	480	3 839	1 012	212	3 839	2 827	1 123
IT	11 585	2 758	562	6 717	121	91	15 180	9 150	3 866
CY	702	702	702	702	702	702	702	702	702
LV	2 355	2 355	389	2 355	2 355	252	2 355	2 355	739
LT	3 481	3 481	348	3 481	3 481	134	3 481	3 481	850
LU	442	442	442	442	442	442	442	442	442
HU	3 396	1 455	509	2 830	996	221	4 238	2 830	1 749
MT	393	393	197	393	393	29	393	393	364
NL	4 012	1 337	401	1 678	335	52	7 474	3 432	1 351
AT	**2 677**	**892**	**229**	**1 742**	**277**	**22**	**3 372**	**1 551**	**1 551**
PL	6 440	2 415	859	4 054	1 024	293	8 078	5 075	2 901
PT	3 433	1 471	343	238	238	45	9 817	3 648	1 892
SI	1 992	1 992	166	1 992	1 992	46	1 992	1 992	491
SK	5 380	1 345	672	5 380	599	551	5 380	1 870	790
FI	2 594	1 038	259	26	26	26	5 162	2 537	1 311
SE	8 896	1 112	424	8 896	375	57	8 896	1 831	1 831
UK	4 903	1 590	442	1 689	369	19	8 007	4 416	1 799

Table 5: Population of the NUTS regions in 2001 (Source: http://ec.europa.eu/comm/eurostat/ramon/nuts)

The tables suggest that the NUTS levels are somewhat confusing.

Since there is rather little information on how accepted and hence useful the classification is for people dealing with regional statistics, the question for this work, if the NUTS 3 regions could be of relevance for defining cities for tourism statistics, was examined. An analysis on how the NUTS regions match with the tourism relevant European cities (based on the cities available in TourMIS) was therefore conducted:

The present NUTS nomenclature[17] subdivides the economic territory of the European Union into:

- 89 regions at NUTS 1 level,
- 254 regions at NUTS 2 level and
- 1 214 regions at NUTS 3 level.[18] [Appendix 1.2: 5]

In order to find out which tourism relevant cities are correctly classified on a NUTS 3 level the NUTS 3 regions were compared, with population, population density and area being the main criteria. These criteria were chosen because they were thought to be the most objective.

When trying to compare the cities applying the criteria it became clear that rather **little comparable information** is available for the analysis. Unfortunately, the vast data sources available all deviate because they either are based on different areas, different statistical units (some sources for example include secondary residences in their population figures, others do not) and different statistical methodologies. For many metropolitan areas it was therefore difficult to specify an exact population figure, especially for the fast growing agglomerations, because they are continuously incorporating cities and urbanizing areas in their environment.[19]

The main result, however, was that, unfortunately, some cities do not qualify for a NUTS 3 region and that some cities which have, relating to tourism aspects, nothing to do with each other, are grouped together to one NUTS 3 region. Austria can be used as a good example to illustrate the shortcomings:

Austria has 3 NUTS 1 regions (namely Oberösterreich, Südösterreich and Westösterreich), 9 NUTS 2 regions (which are the nine federal states – see Figure 8) and 35 NUTS 3 regions (see Figure 9)!

[17] Valid from July 11, 2003 onwards and extended on May 1, 2004

[18] The standard was developed by the European Union, and thus only covers the member states of the EU in detail. For the candidate countries awaiting accession to the EU, for the other European Economic Area (EEA) countries and for Switzerland, a coding of statistical regions has also been defined by EUROSTAT in agreement with the countries concerned. [Appendix 1.2: 5, 16]

[19] But in general one can say, that census figures are more accurate than estimates and that figures officially issued by the national or local statistical agency are more accurate than figures from other sources. [Appendix 1.2: 19]

AUSTRIA – NUTS level 2

Figure 8: Austria - NUTS 2 (Source: http://ec.europa.eu/comm/eurostat/ramon/nuts)

AUSTRIA – NUTS level 3

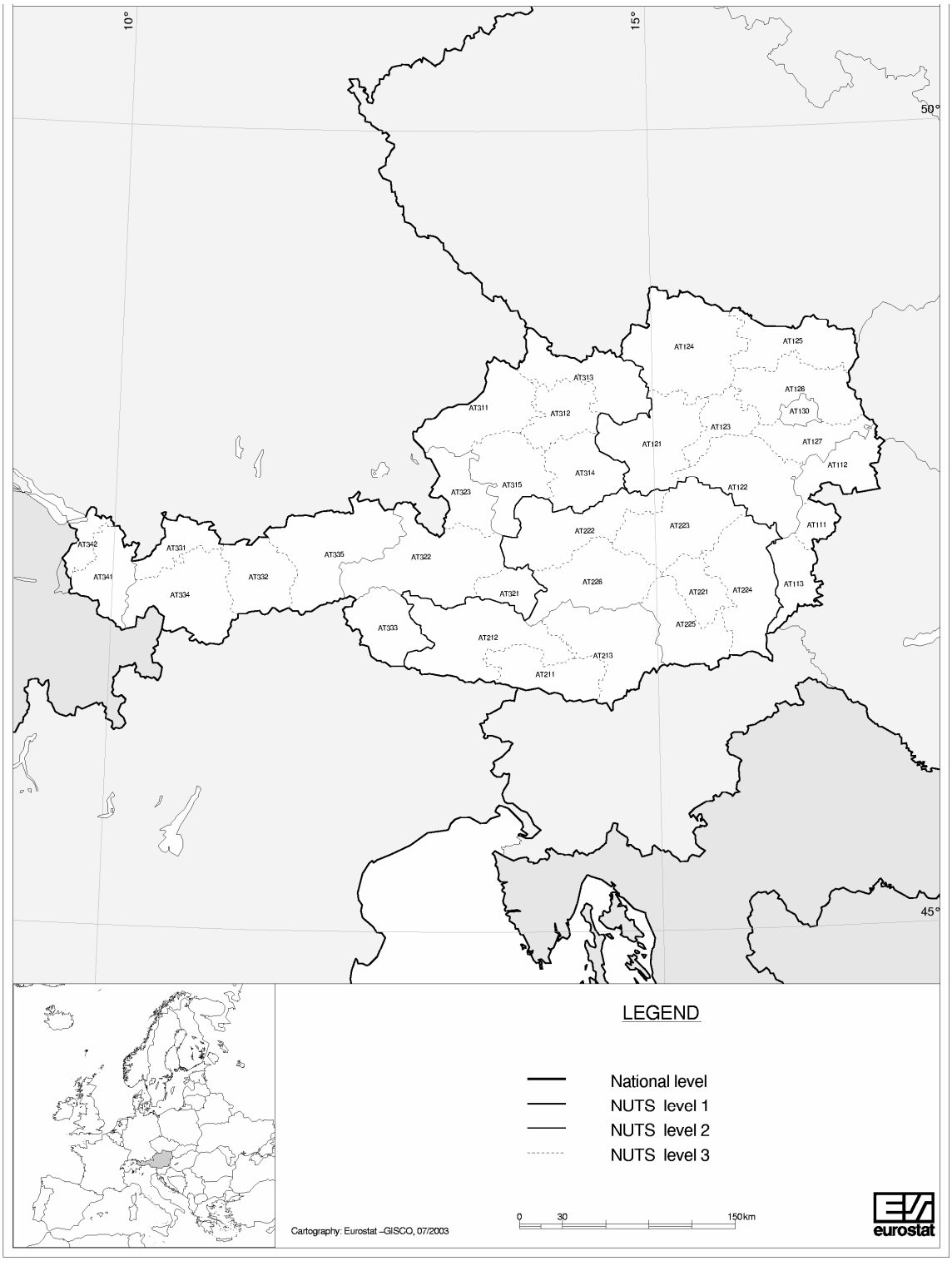

Figure 9: Austria - NUTS 3 (Source: http://ec.europa.eu/comm/eurostat/ramon/nuts)

In order to compare the cities listed as NUTS 3 regions in Austria it was necessary to evaluate several data sources on population, population density and area. When possible, official data sources were used. The population numbers stated in the results below are therefore based on the data from **Statistics Austria** when not stated to be from another source. All available figures were compared with the figures on the official websites of the respective cities in Austria and the EUROSTAT database on population.[20] At this point it should be mentioned that the figures although within the same range, were almost never exactly the same. Very confusing, for example, is the fact that even the population figures retrieved from the EUROSTAT database differ from the population figures stated in the **Urban Audit** which is a EUROSTAT project.

The Urban Audit **collects information on the living conditions** in **258** large and medium-sized cities within the European Union and the candidate countries. One of the main goals of the Urban Audit is to allow comparison of cities within Europe, which can facilitate the exchange of experience and improve the quality of local urban policies. [Appendix 1.2: 8]

The data base (http://www.urbanaudit.org) covers more than 250 city relevant indicators concerning demography, social aspects, economic aspects, civic involvement, training and education, environment, information society but also indicators concerning culture and recreation and travel and transport. (EUROSTAT, 2004) Therefore some tourism relevant variables are also compiled as part of the Urban Audit, for example, the **average occupancy ratio** of accommodation, the **number of available beds** and the **number of people commuting** into and out of the city.

Unfortunately, however, many tourism relevant cities cannot be found in the database since the selection of participating towns and cities had to respect certain criteria such as, for example:

- the participating towns and cities in each country (within the **European Union** or candidate countries) should represent about **20 % of the population in that country**
- the participating towns and cities should reflect a good **geographic distribution** within the country (peripheral, central)
- data should be **available and comparable**

[20] The links to the official websites of the nine Austrian federal states used here can be found in the references.

From the cities that match these criteria, the data is collected on three spatial levels:

- the **Core City (C)** according to the administrative definition, as the basic level,
- the **Larger Urban Zone (LUZ)** being an approximation of the functional urban zone centred around the town/city, and
- the **Sub-City District (SCD)** being a subdivision of the city according to strict criteria (EUROSTAT, 2004)

Due to these limitations, for example, only three Austrian cities can be found in the Urban Audit database, and cities like Salzburg were not taken into consideration. Another limitation of the Urban Audit data is, that it is not a continuous project. The data is not compiled every year, but only every few years. But these shortcomings are of course relative, when considering that compiling data for 258 cities is already complex enough.

That was also the reason why the Urban Audit data, among other sources, was used to **compare the population** of the cities. But although the population of Vienna in 2001, in the EUROSTAT data base for example is 1 558 300, the population according to the Urban Audit is 1 550 123. Since the goal of the Urban Audit project is to allow direct comparison between cities within Europe and since it is a EUROSTAT project, it is very strange that these figures do not match with the data offered in the EUROSTAT database.

Nevertheless the Urban Audit is a very interesting project, since it demonstrated that the collection of comparable urban statistics across the EU was **feasible** and useful.

According to Table 5 the average population in a NUTS 3 level region in Austria is 229 000, which lies within the thresholds for the NUTS 3 regions stated in Table 3. To be classified as a NUTS 3 region in Austria, however, only a minimum population of 22 000 is necessary according to Table 5! This deviates from the thresholds recommended in Table 3 according to which the minimum population for a NUTS 3 level should not be less than 150 000.

The relatively small Austrian city St. Pölten (population of 50 474 in 2005) is, however, due to the fact that the NUTS region St. Pölten[21] has a population of about 140 000 and due to the low minimum population specified, included as a NUTS 3 region although it does not pass the thresholds of Table 3. But unfortunately, in spite of the very low minimum population necessary to be classified as NUTS 3 region, not all important Austrian cities as in the

[21] Three lists with figures on population, area and population density for all NUTS levels in Austria can be found in the Appendix.

Urban Audit can be included. Eisenstadt with the low population of 12 061 (in 2005), for example, does not qualify as NUTS 3 region although it has established the image of being a city in Austria.

Linz, on the other hand, with a population of 187 112 (in 2005), which has three times of the population of St. Pölten which is included, absurdly does not qualify as separate region, but constitutes a NUTS 3 region only together with the city of Wels (although it would even be within the in Table 3 stated thresholds!). Almost the same situation is true for Klagenfurt. With a population of 91 723 (in 2005) it would be big enough to qualify as a NUTS 3 region by itself (when considering the minimum threshold necessary for Austria according to Table 5 – and not considering Table 3), but similar to Linz it is classified as a NUTS 3 region only together with the city of Villach (which has a population similar to Wels of about 60 000 by itself)!

This clearly demonstrates that the NUTS classification is not suitable for the classification of tourism relevant cities. The fact that it does not cover all cities in itself makes it more or less meaningless relating to data availability and comparability of tourism statistics in urban regions. But there are even additional problems with the classification of cities in Austria:

For Salzburg and Vienna, for example, two NUTS levels can be found, namely NUTS 2 and NUTS 3 regions. Although this might seem wrong at first, there is a plausible explanation: The two NUTS levels are due to the fact that Vienna and Salzburg are not only the names of two cities but also the names of the federal states to which they belong. The two NUTS levels make sense for Salzburg, when considering that the city Salzburg is only part of the federal state Salzburg. When looking closer at the situation in Vienna a point for discussion arises. Different from Salzburg, the city of Vienna and the federal state of Vienna comprise the same area. It is therefore very questionable why Vienna can be classified into two NUTS levels. With its very high population of 1 626 440 (in 2005) according to Table 3 it should only be classified as NUTS region 2, since according to Table 3, regions with a population between 800 000 and 3 million should be classified as NUTS 2 regions.

When further analyzing the population of the NUTS 3 regions based on the database of EUROSTAT no NUTS 3 region can be found which has a population of about 22 000 as stated in Table 5. It is therefore unclear where this figure is derived from.

The maximum population of 1 551 000 of a NUTS 3 in Austria, on the other hand, is obviously is due to the classification of Vienna (when Vienna still had a population of 1 550 123[22]). This, however, is only understandable with the appropriate background knowledge.

Since the problems illustrated, using the Austrian example, can be found throughout the NUTS classification for many countries the results can be generalized:

- Not all tourism relevant cities are classified on a NUTS 3 level.
- Two or more cities are often aggregated in order to comprise one NUTS 3 region, although they often do not see themselves as belonging together.
- Some cities which appear as NUTS 3 regions in the NUTS scheme are, unfortunately, not comparable with objective criteria.

Although the classification is a very out of the ordinary and creative attempt in general, the regions classified unfortunately do not make sense, especially for tourism statistics, because the criteria used for classification obviously follow more scientific and political needs rather than tourism management related aspects. The major drawback that results here, is that the manner in which the regions are divided is not easy enough to trace and therefore possibly **too technical and abstract** for many. The mode in which NUTS is applied to a particular country seems rather random and international **comparability** is therefore **difficult to achieve**.

3.3.2. Collection of tourism statistics

The data which is asked for in the Council Directive is, **where available** (in spite of the problems mentioned), collected by EUROSTAT and stored in its database. For some years now, the standard model for the data flow within the European Union has been as follows:

[22] According to Urban Audit data from 2001

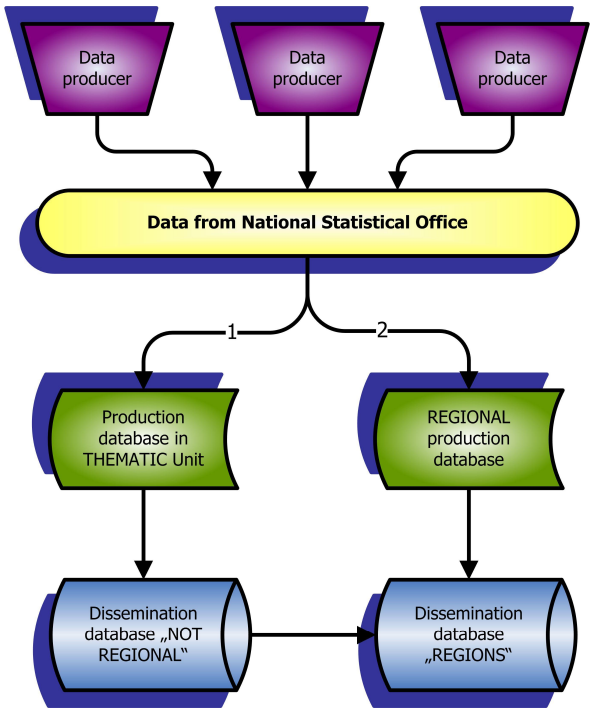

Figure 10: Dataflow into EUROSTAT's statistical databases (Source: EUROSTAT, 2006)

"First, the data from various national sources is bundled in the National Statistical Office of each country and then sent to the thematic units of EUROSTAT, who validate the data.[23] This data sent is then loaded into EUROSTAT's statistical databases by the thematic unit in question. The Regional Statistics Section copies this information from the thematic domain into the Regions domain of EUROSTAT's statistical databases. This is option 1 in the diagram. However, option 2 shown in the diagram (data is sent directly to the regional team of EUROSTAT and then, after validation, loaded into the Regions domain of our statistical databases) also exists for certain collections, mainly regional accounts and labor market statistics." (EUROSTAT, 2006)

There is free access to **Cronos** the statistical database of EUROSTAT. On their website it is possible to browse the database and look at all of the available data. This, however, is sometimes a difficult task; since the navigation is confusing the database is not very user-friendly.[24] In addition to that problem "… one must be very careful when using these data for performing comparative analyses across national borders …" since there are, due to the problems already referred to, significant differences in data definition and data collection routines in EUROSTAT's data. (ESPON, 2006)

[23] Unfortunately no information could be found showing what this validation looks like. Therefore no comparison can be made indicating if the data provided by the UNWTO or EUROSTAT is more valid!

[24] Aside from this database, EUROSTAT also offers the possibility to easily download big volumes of data, which they refer to as "bulk-download" service. This service is available at: http://europa.eu.int/estatref/download/everybody (Before being able to use the service it is necessary to register!)

Aside from these problems, and "details" such as the fact that EUROSTAT does not consider *same-day visitors* at all; some other shortcomings regarding their system have become obvious.[25]

3.4. Comparison of the data collected

So over the years EUROSTAT and UNWTO more or less both took a leading part in collecting, collating and publishing international travel statistics, but what needs to be emphasized is that in doing so the organizations were editors and commentators, **not sources of original figures**. (Lickorish, 1997) The sources of the original figures are still the respective destinations, and because the proposals mentioned all leave so much room for interpretation, and the suggestions put forth depend on the willingness of national governments or authorities to cooperate, it is hard to tell if and to what extent destinations follow the recommendations.

Even though the two approaches mentioned do not, due to the shortcomings mentioned, directly help towards a unique system of city tourism statistics, it can be said, that there is no question, that these attempts were an important step towards harmonizing tourism statistics. The effort of the UNWTO and EUROSTAT to work out recommendations and to define tourism related terms can and should therefore not be disregarded! Nonetheless: Since it has not proved possible, to get these organizations to **continuously** work together towards building **one** set of approved recommendations on tourism statistics, so far they have not succeeded in providing reliable and comparable statistical data.

As a result and due to deviating interests the information provided in the EUROSTAT database Cronos differs greatly from the information published by the UNWTO. So whereas the UNWTO, for example, provides information only on a national level, EUROSTAT is able to provide data for different regional breakdowns, sometimes as already mentioned even on city level. The UNWTO, however, is able to provide data for the whole world where EUROSTAT is only interested in European countries. EUROSTAT in turn can provide information on domestic travel which the UNWTO does not consider. Another big difference is that EUROSTAT supplies most of their available information for free in their online and publicly open database.

[25] They will be explained in connection with the updating of the standards on tourism statistics in Chapter 3.5.

The UNWTO on the other hand does not have such an online database which is open to the public. Information from the UNWTO is therefore generally linked with costs (only students at post-graduate level and researchers get information for free after applying).

The analysis of the information available from the UNWTO and EUROSTAT can be deduced and generalized to the fact that the information available by UNWTO, EUROSTAT, similar organizations of this kind, but also official statistical data of a city are often problematic since:

- they ignore the special information requirements of the end-user and/or
- are simply inaccessible due to high fees, complicated application procedures and/or
- are not user friendly and/or
- they lack practical relevance. (Wöber, 2003)

These deficiencies can again be explained by their bias toward representing the economic interest of the sponsors and data collectors and/or by the universal requirements the systems have to meet in the collection, storage and search of statistical data from other industries. (Wöber, 2003)

Following this insight on what has been done so far in the context of tourism statistics; the future activities relating to tourism statistic standards which are planned will be revealed at this point.

3.5. Updating standards of tourism statistics

Updating the Recommendations on Tourism Statistics

After 13 years of experience and practical work with the UNWTO recommendations, a need for revision has fortunately been recognized. Leading organizations have seen that there is more work to be done in the area of compilation of basic tourism statistics to better serve the needs of stakeholders, and has identified the need for a conceptual harmonization with other international standards like the System of National Accounts 1993 (SNA93), the Balance of Payments (BOP) Manual, the Statistics of International Trade in Services (SITS), as well as classifications like the International Standard Industrial Classification Rev. 4 (ISIC Rev. 4) and the Central Product Classification Ver. 2 (CPC Ver. 2). [Appendix 1.2: 12]

In order to update the international tourism statistics standards many of the leading organizations in the field of tourism and/or statistics have at last decided to work together. An Inter-Agency Coordination Group on Tourism Statistics (IACG on TS) consisting of the following organizations was created in September 2004:[26]

- United Nations Statistics Division
- Statistical Office of the European Communities (EUROSTAT)
- Organisation for Economic Cooperation and Development (OECD)
- International Monetary Fund (IMF)
- International Labour Organization (ILO)
- World Trade Organization (WTO)
- World Tourism Organization (UNWTO)

Since then the IACG on TS is in the process of specifying and coordinating the updating of the current international standards on tourism statistics approved by the United Nations Statistical Commission. Their main task is to update its official texts "Recommendations on Tourism Statistics" (UNWTO, 1994) and "Tourism Satellite Account: Recommended Methodological Framework" (EUROSTAT and OECD and UNWTO, 2001), by defining the changes in such way that they bring tourism statistics standards and related macroeconomic frameworks closer. In order to reach that goal the updating process was divided into two stages:

- In the first phase the **IACG on TS agreed on a limited number of changes** and amendments to be introduced in the present conceptual framework of the international standards. This phase has already been concluded and the "First set of changes and amendments" which is the result can be found on the UNWTO website.
- The second phase was started in April 2006 by **opening the update to the public domain** in the form of an **online forum**.[27] In order to make the second phase as transparent and participative as possible, the UNWTO designed this online forum, where once registered, anyone could contribute statements regarding tourism statistics until the end of October 2006. The objective of the forum was to update the international standards with the goal of making them more consistent with the methodological recommendations of the United Nations Statistical Commission and ensuring comparability among countries.

[26] Other international agencies, such as United Nations Conference on Trade and Development (UNCTAD), United Nations Economic Commission for Latin America and Caribbean (UN ECLAC) and United Nations Economic and Social Commission for Asia and Pacific (UN ESCAP), attended occasionally.

[27] The forum can be accessed under the following address: http://www.world-tourism.org/statistics/foro_home.htm

The IACG on TS hoped to receive formal proposals as well as comments and suggestions to approve changes and amendments from tourism experts, the tourism industry, etc. [Appendix 1.2: 12] So although only one organization that exclusively deals with tourism is part of the IACG on TS good results can be expected since the forum also allowed input from tourism experts.

The overall objective of the process should be to find standards that meet the interests of industry/managers (for marketing planning) on one hand and politicians (for economic analysis) on the other. This cooperation between the leading and official organizations and the tourism industry was long due and if the proposals are taken seriously, some far-reaching and necessary changes should result.

The forum closed on October 30th. A total of 389 users registered for the forum and **41 articles** were posted with proposals on what could be done differently or with comments on problems with the current standards.

Comments could be posted based on three subjects:

- Recommendations on Tourism Statistics
- Tourism Satellite Account: Recommended Methodological Framework
- Measurement

Most articles which were posted concerned the Recommendations on Tourism Statistics. The following list demonstrates examples of some of the subjects the forum users brought up:

- the basic tourism **units**
- the general concept of the term **visitor** as the overall concept and **tourist** being just a subset
- the current definition of the term visitor in respect to the fact that there is no information contained whether there is a distinction when the **employment is paid or not**
- the definition of **same-day visitors versus overnight visitors** since it is not based on the fact if the visitors stay overnight, but if the visitors stay overnight in a collective or private accommodation
- the stipulation of when a person is a **resident** of a country
- the missing objective criteria for the concept of **usual environment**
- the definition of **a trip** and how to deal with **transit** and the **duration of a trip**

- forms of **accommodation establishments** and the methodological approaches of measuring them
- how to deal with **students**
- the **purpose of visit** and its statistical significance

The issues discussed in the forum underline the fact that some of the definitions do not meet the tourism industries needs. These points listed show that the most problems are as expected related to the definitions in use. While some of the forum users are clearly not satisfied and asked the UNWTO to change them, others just have problems interpreting them.

International Recommendations on Tourism Statistics (IRTS) (v.1)

Fortunately the UNWTO already has changed some of the recommendations in the first version of the revised Recommendations on Tourism Statistics published in December, which include the following input:

- report of the International Workshop on Tourism Statistics (IWTS)
- contributions by the Inter-agency Coordination Group on Tourism Statistics
- answers to the questionnaire on UNWTO's new proposals (presented at IWTS)
- proposals and comments posted on the electronic forum

Several changes can be found in the draft.[28] When analyzing it, it first of all becomes obvious that it is with about 120 pages, more extensive and in turn more detailed than its forerunner with 80 pages. But this additional information did not assist in making it clearer. The new recommendations are similar to the previous confusing recommendations and are not easy to understand because of the tedious number of cross references. It is even noted in the document that "… it might also often be the case that a denomination that is used is not strictly consistent with the framework that is … developed." (UNWTO, 2006)

But fortunately much of the content has been changed and updated based on current needs. A lot of the issues brought up in the forum have found their place in the new recommendations, for example:

[28] The following information, when not stated elsewhere, is based on the first version of the recommendations (UNWTO, 2006).

- The definitions of ***overnight visitors*** **and** ***same-day visitors*** **changed** in such way that now a tourist who spends an overnight outside the usual environment - which does not necessarily has to be in a private or collective tourism establishment - is an *overnight visitor* and if no overnight stay is involved the visitor is considered an *excursionist* (*same-day visitor*). (Unfortunately no recommendations can yet be found on how this should be measured)
- For the term *usual residence* a **minimum of 6 months** is now used as one of the criteria for determining usual residence. The *country of residence* should now explicitly be determined by means of questioning (usually the indication of the current home address).
- The classification concerning the **purpose of trip** has been changed and clear borderlines have been established. *Education and training*, *shopping*, but also *transit* are the three new groups which were implemented due to the growing importance of these activities.

But unfortunately, for some points no satisfying results could be found in the new recommendations. Three examples emphasize this:

- Because the former definition of *visitor* where "… the main purpose of travel is other than the exercise of an activity remunerated from within the place visited …" was replaced with "… the main purpose of trip should be other than being employed in the country …", it could be assumed that paid **and** unpaid employees should be excluded. But confusion remains if the employment has to be paid or not, since it is stated later in the document that if "… the main purpose of trip is to be employed **and earn income**, they are no longer to be considered as visitors but as other travelers."

  Further it is also unclear if the employment really has to be the **main purpose** of the trip since it is also recommended in the same document that "… **all** trips in which the traveler is to be employed directly or indirectly in the place visited …" should now be excluded from tourism trips. (par. 3.20, 4.15)
- There is still no objective criteria for *usual environment* but the new recommendations give some suggestions on how to deal with it, for example, in connection with **students and patients**: Now long term students and patients **no matter how long** or short they stay remain members of their original household, and as a consequence, **do not become residents** of the country of stay; they are still viewed as international *travelers* even if their stay lasts more than a year. (par. 3.12)

Although if they stay, or intend to stay **more than 12 months**, this place would become part of their **usual environment**. This criterion is applied without exceptions. (par. 3.16) Further it has been agreed that the basic criterion should be the length of the course they are taking or of the treatment they are following not the actual stay since it might be interrupted by short stays in their place of origin (par. 9.10) Therefore, only trips in order to take **short-term courses** (an academic year or less) are considered as **tourism trips**!

- The questionable **accommodation breakdown has not been changed**. But at least the reasons were added why the division between *collective* and *private tourism accommodation* makes sense: the categorization intends to separate those "providers that develop this activity as their main business in an organized and institutional form" from "less organized and non market providers" on the other hand. In addition they mention the growing complexity due to the development of a wide range of forms and the fact that some visitors spend the night in such way in which the supply of some form of accommodation by a provider is not required (for example sleeping on the beach). They suggest that "… each country should determine its own classification of establishments and corresponding accommodation services that best suits their needs."

  And in paragraph 9.65 they state, for example, the issue of the measurement of providers of accommodation for visitors that are not organized as businesses (bed and breakfast, private rooms and apartments …) and the necessity to focus on the measurement of accommodation services provided by vacation homes, and other forms of vacation property that should be taken into consideration.

Since new topics have grown in importance over the years additional changes considering them took place in the new recommendations. For example **a clear distinction between *trip* and *visit*** has been added. Further, according to the new recommendations "… a strict control should also be developed to ensure a proper actual coverage of the universe of visitors, in particular when arrivals happen late at night, out of schedule …" and therefore in principle all travelers that actually enter the legal and economic territory of country should be included as *visitors*. As a consequence, cruise passengers and yachters, even though they do not disembark, should be included as *visitors*. Transit passengers, should in principle, when possible, only be considered as visitors when making a stop and entering the legal and economic territory. (par. 3.45, 9.36, 9.43) Non-resident crew should be treated the same way - they should be considered *visitors* if they enter the legal and economic territory. (par. 9.38)

Also the new recommendations handle cruise ship passengers or yachters differently. While in the "old" recommendations they were classified as *same-day visitors* even if the ship remained in the port for several days (UNWTO, 1994, par. 37), the new recommendations state that as a principle cruise ship passengers or yachters should be included as *visitors*, whether they disembark or not and if their stay in the national waters includes an overnight they should be considered *tourists*! (par. 9.39)

Further the "Fundamental Principles of Official Statistics" (which can be found in the Appendix) have been added as a "necessary condition to maintain users' confidence in tourism statistics and, particularly, to help guarantee the integrity, transparency and confidentiality of the individual data as well as the public access to the available statistics." Also the importance of promoting the establishments of an inter-institutional network or platform that includes, at the very least the National Tourism Administration, the City Tourist Office and the Central Bank is stated.

In general, however, it becomes obvious that the new recommendations are similar to the old ones: **rather theoretical and on some issues again not giving clear instructions**. For example, problems are mentioned in view of the division between business travelers and travelers coming for work purposes and frequent border crossers. But instead of giving a clear solution they just emphasize that these are points that should be taken care of!

This is also how they deal with the problem of subnational statistics. For the time being the UNWTO suggests limiting the focus on two different levels, **regions** (for example NUTS level 2) or **tourism destinations** with substantial tourism activity (for example single municipality or group of municipalities) (par. 10.18) and give basic recommendations for measuring tourism at subnational levels (par. 10) such as:

- adaptation of the definition of *usual environment*
- adaptation of the forms of tourism
- adaptation of the concept of *usual residence*
- adaptation of the concept of *domestic visitors*

Further they state that the most appropriate measures for tourism at subnational levels are:

- conducting supplementary surveys (which should be consistent with national surveys)
- using administrative data or
- applying modeling techniques (par. 10.19)

They also mention that the "electronic fingerprints" (for example: use of toll roads, credit cards, mobile telephones, access to specific tourism websites, …) left by travelers might be very useful. But other than that, no instructions can be found.

What also seems very important is that the new recommendations, unfortunately, still emphasize border surveys and household type surveys although they do mention that some European countries cannot do border surveys anymore because borders have disappeared. But since it was stated in the "old" recommendations that the recommended definitions and classifications "… should be expressed in simple terms which are measurable within the practical constraints of **visitor surveys** …" and the new recommendations only state that the definitions and classifications should be "… measurable within the constraints of **statistical observation** of visitors and the activities serving them …" it can be assumed that the new recommendations at least try not to be as survey focused.

The new recommendations are, however, only a "**work in progress**" draft. And since they are not completed yet, it can be assumed that discrepancies such as with *second homes*, for example, will disappear. Here according to the document one characteristic of second homes is that it is within the *usual environment*. On the other hand, in this same document it is stated that second homes are now explicitly excluded from the *usual environment*. (par. 3.27, 3.55)

It can also be hoped that the future implementation program, which will follow, will clear up some of these obscurities. This program is of particular relevance for the tourism industry since it includes **technical guidance** on specific issues including more detailed orientation on data sources, compilation methods, data dissemination policies, data quality and metadata, etc. Not until the end version of the new recommendations and especially the technical guides are published will it become obvious if the UNWTO really considered the tourism industries needs, for example, by providing a list of all definitions summarized for clarification.

The UNWTO invited participation in the revision process by accepting suggestions and comments on the draft but also on the future implementation program through the electronic forum until January 30, 2007. It was left to the tourism industry to comment on the new recommendations and emphasize their concerns.[29]

[29] Interesting, however, is that only one person commented on the revised document. This is assumed to be due to the fact that the short time period, which the UNWTO gave, was just not enough to review the document **and** comment on it. But many additional people registered (**651** users registered) who are obviously interested in the updating of the standards.

Updating the Council Directive 95/57/EC

While EUROSTAT is participating in the updating process of international standards, at the same time they are currently in the process of updating the legal act on tourism statistics. The updating of the standards will of course have an impact on the legal act and vice versa. Therefore, some of the changes that will take place in the legal act on tourism statistics will be pointed out now:

According to Ulrich Spörel[30], head of Statistics of Information Society and Tourism of EUROSTAT, EUROSTAT sees many problems with the current directive and therefore some changes can be expected concerning the supply and demand side tourism statistics.

Supply side

On the supply side the main problems constitute comparability and completeness. According to EUROSTAT these problems are due to different systems of tourism statistics deriving from different user needs and the "freshness" of the data. Therefore, the objective of EUROSTAT is to improve the comparability and completeness by:

- using **NACE** which is the Classification of Economic Activities in the European Community as classification (hotels and similar establishments; holiday and other collective accommodation; recreational vehicle parks, trailer parks and camping grounds)
- defining the **statistical unit**, in such way that the **main purpose** of the establishment is the reference for classification
- **harmonizing** the statistical measurement of **capacity data** (by regulating when the data has to be counted – by giving a specific date or by asking the countries to count the maximum capacity)
- **harmonizing** the **coverage** of the data collection and
- conforming the changes in a **regulation** and not in a directive.

The last point is especially important because different from a directive an "EU regulation has a general scope, and is obligatory in all its elements and directly applicable in all Member States of the European Union. Any local laws contrary to the regulation are overruled, as EU Law has supremacy over the laws of the Member States. New legislation enacted by Member states must be consistent with the requirements of EU regulations." This in turn means that standardizing the supply side statistics in a regulation is very powerful and influential. [Appendix 1.2: 17]

[30] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

In order to harmonize the coverage EUROSTAT also **attempts** to introduce a common threshold and include **private accommodation** into the data collection. By introducing short term key indicators and eliminating the distinction between provisional and final data and by changing their deadlines EUROSTAT further intends to improve the freshness of the data.

But what seems more important is that EUROSTAT is planning on introducing **new variables** such as:

- size classes (capacity)
- roomnights and/or room occupancy
- type of localities (rural versus urban regions)

Especially the last point is very interesting when considering city tourism statistics because this in turn means, that the countries need to classify the type of localities according to rural and urban regions. It is, however, unclear at this point how urban regions will be defined, although it can be assumed to be in respect to high/low/medium population density.

Demand side

Some changes can also be expected on the legal framework of statistics on the demand side. Here the organization of the data collection will change in such way that in the future a set of fixed core variables will have to be collected every year and an additional module of variables will change from time to time. There will also be more flexibility in the data evaluation pertaining to **micro data collection** which will then allow a more detailed analysis.

New variables can also be expected on the demand side. EUROSTAT is planning on introducing the variables:

- same-day visitors
- non-travelers and reason for non-traveling
- VFR
- trips to owned dwellings

But the possibility of including these variables is limited. When considering the inclusion of *same-day visitors,* for example, only information on *domestic same-day visitors* will be asked for, because it would be too difficult and unreasonable to measure all *same-day visitors*.

Further there is the problem of measuring *VFR*. Currently the *VFR* numbers are included in the total figures, but EUROSTAT aims at dividing the figures. The problem is how the *VFR* should be measured. Asking visitors if they spend the night in a *private or collective establishment* is not possible since the visitor would need to know where the thresholds between private and collective establishments lie and these vary from country to country (see Chapter 4.3.2).

In general all the changes mentioned are not yet fixed and realized. The UNWTO and EUROSTAT are still in the process of updating and it will be very interesting to see what changes in fact will take place. The altered recommendations and the new Council Directive can be expected to be released in March 2008 at the earliest. Overall it seems that EUROSTAT will make changes which will have an effect on the collection methods and UNWTO changes will mostly lie in being more specific about the recommended definitions. But since the UNWTO has already made clear that they, in contrast to the tourism industry, see no problem with the definitions used in the accommodation statistics, since they see it from the statistical point of view and (according to Mr. Kester[31]) the UNWTO can live with the fact that the definitions do not exactly meet the users' needs, it is questionable if very meaningful changes will occur.

If the proposals from the forum will be taken into account cannot be said at this point, but the trend of including the opinion of the practitioners and making the **revision process open to the public** is very positive. It shows that they are not working top-down and that they are sincerely working towards establishing more communication in order to obtain better data.

But because the currently existing approaches described have not reached their goal and because it as not known at this time if the new recommendations will improve the situation, the analysis will be targeted at the **current** status of European city tourism statistics next.

[31] ETC-ECT Joint TourMIS Users' Workshop in Budapest, September 20/21, 2006

4. Current status of European city tourism statistics

The UNWTO and EUROSTAT are not the only organizations that collect tourism statistics from various destinations to observe the economic development of tourism. But since the information most of such organizations have available is generally similar to the data collected from the UNWTO and EUROSTAT not city specific and not collected in relation to the tourism industries needs, its usefulness for city tourism statistics is limited.

But fortunately two other organizations have targeted the interests of tourism practitioners - the European Travel Commission (ETC), the umbrella organization of national tourism organizations, and European Cities Tourism (ECT), the umbrella organization of European city tourism organizations. Both organizations have taken advantage of the management information system **TourMIS** (which will be described throughout the chapter) for some years now in order to collect statistics from their members. (Wöber, 2003)

Based on the information available from ECT in cooperation with TourMIS the current status, namely the availability and comparability of European city tourism statistics will be discussed, in order to be able to better understand the quality and quantity of European city tourism statistics.

4.1. European Cities Tourism

European Cities Tourism which is the European association of city tourism organizations (former Federation of European Cities' Tourist Offices – FECTO) is the "leading network of sharing expertise" and is working together on an operational level within city tourism in Europe. [Appendix 1.2: 1] The organization was founded in 1991 with the overall aim to strengthen city tourism in Europe.

The purpose of ECT is **sharing information and knowledge** among its members, building opportunities of **joint-marketing activities** for European cities, and **representing city tourism industry interests** in EU meetings. One of the objectives of ECT is to improve the compatibility and integration of statistics between cities. ECT therefore fosters the harmonization of definitions and compiling methods by demonstrating differences and supporting interested ECT members in adapting their systems.

In order to accomplish this and in order to encourage member's better work performance, ECT creates the link between tourism industry and expertise. [Appendix 1.2: 2]

A great advantage of ECT's effort is that they work "closer" to tourism practice. In the regular European Cities Tourism meetings, for example, ECT members have the opportunity to make proposals, which can be discussed and developed. The development and progress of ideas therefore depends on the willingness or expertise of individual members to advance them. So ever since the start, one of the keys to success has been the sharing of knowledge between cities, and the engagement of the members to learn from each other. (ECT, 2005)

ECT in general uses the following criteria to decide if a *city* is eligible to become a member:

- more than 100 000 inhabitants
- more than 3 000 beds in commercial accommodations
- conference facilities
- a significant monumental and historic heritage, cultural events

The criteria are a point of reference on how ECT sees and defines a *city*. If a city, however, does not meet all these conditions there is still the possibility to become part of ECT, since there are different levels of membership, but only the General Assembly can decide on exceptions to these conditions. ECT also welcomes as associate members, for example, tourist offices from cities which do not meet the conditions stipulated above. Usually, these are cities of 85 000 or 90 000 inhabitants or those of more than 100 000 but having not enough hotel beds.

Associate members can join all projects and activities. The distinction between active members is only that associate members have a consultative vote at the ordinary and extraordinary General Assembly and that they are not eligible to the Board. There is further the opportunity of becoming an affiliate member for commercial organizations. For affiliate commercial members the membership fee, however, is more expensive, namely € 3 600. The membership fee for active and associate members for the year 2006 was **€ 1 800**. (ECT, 2000)

Considering that the ECT network already connects more than 105 major cities in 30 countries[32] [Appendix 1.2: 1] and since ECT is based on the community model, where member-

[32] Status of December 2006

ship becomes a win-win situation **when** members contribute to it, it can be concluded that the benefits by far outweigh the costs.

According to the Articles of Association, approved by the extraordinary General Assembly in 2000, ECT's aim is to improve and promote city tourism "by any means it deems necessary." These means have in the past years resulted in many fruitful projects. Only the programs beneficial for city tourism **statistics** will be outlined here:

Compilation of city tourism statistics

The most important step for ECT in considering city tourism statistics was taken in 1995. At its annual convention ECT installed a working group to **regularly compile European city tourism statistics**. Active and associate members therefore have to pledge themselves to supply statistical information on their cities. Based on the data an **official benchmark study** "The European Cities Tourism Report" is published annually. By giving the members a reference point in which to measure themselves with other cities, the report should help cities to learn how other cities perform. By comparing the information received, ECT contributes to a critical discussion and harmonization of research methods. [Appendix 1.2: 2]

Visitor survey questionnaire

In 1996 another project put forward by European Cities Tourism was a **structured visitor survey questionnaire** to be used by City Tourist Offices when they undertake or consider undertaking market research among their visitors. With a set of core questions relevant to all European Cities Tourism's cities, the questionnaire produces useful information at an individual city level and allows data to be compared between ECT member cities. Additional city-specific questions could be added by each city. General agreement was reached on such matters as: type of visitors to be included in the survey, accommodation classification and the importance of using the same survey methodology in order to achieve the level of consistency necessary for comparative analysis. (ECT, 2004)

ECT found two principle advantages of using a structured visitor survey questionnaire among European cities:

- First of all, the participating cities which share their data have access to valuable comparative information for a fraction of the cost of commissioning research in competitor cities. Each city only has to commission a field research company or institute in their own city and share their data.

- Secondly, ECT members were convinced that the European Union would be interested in having access to this city tourism database and would be prepared to partially fund the project on a regular basis. (ECT, 2004)

Unfortunately, the European Union has not yet shown interest in even partially funding the project, and not many cities (only Amsterdam, Berlin, Budapest, Copenhagen, Dublin, Heidelberg, Ljubljana, Lisbon, Tallinn and Vienna) have participated in the project so far. This is probably due to the fact that local interests outweigh joint interests! Even now many destinations do not seem to be willing to change their system. But this model is still subject to future discussions and improvements.

The regular compilation of the European city tourism statistics initiated by ECT, however, has found many supporters and the number of available city tourism statistics is growing. Since 1999 ECT uses **TourMIS** (http://tourmis.wu-wien.ac.at) as a platform to exchange tourism statistics.

In this respect ECT uses TourMIS as a tool that allows their members to exchange their statistics. TourMIS provides the software that enables cities to analyze and compare themselves. ECT encourages its members to provide as much data as possible to TourMIS by informing and supporting them. Members, when they have appropriate statistical information, can directly enter data into TourMIS.

On the whole, ECT's involvement in TourMIS has proved very fruitful, since it facilitates the **sharing and comparing**. "But what is important is that, through TourMIS and the ECT's internal marketing efforts, its members have come to recognize the value of compiling timely statistics." (City Profiles, 2004a) And through their cooperation they have succeeded in building the largest database for city tourism statistics in Europe!

Excursus: TourMIS

TourMIS is a project initiated by the Austrian National Tourist Office and developed by the Institute for Tourism and Leisure Studies at the Vienna University of Economics and Business Administration in collaboration with European Cities Tourism and the European Travel Commission. It was founded in 1982 by the Austrian Society of Applied Research in Tourism (ASART) with the general aim of developing a marketing information system for the national tourism organization in Austria. (Wöber, 2003)

Today TourMIS is not only the most comprehensive, accurate and modern source for European tourism statistics, TourMIS is also the **most commonly used marketing decision support system in tourism** that encourages the harmonization of tourism statistics. [Appendix 1.2: 2] It is a system that supports the tourism managers and educational and research institutions in collecting, storing, processing and disseminating information. [Appendix 1.2: 4] Currently the data on overnights, arrivals and capacities available in TourMIS are the most comprehensive and up-to-date in the world.

Since the major aim of TourMIS is to provide easy access to market research information and decision support tools for the tourism industry, access to the database is free. This guarantees broad utilization and wide-spread discussion. Further it also provides a **platform for tourism associations** to exchange data, information and knowledge.

"The TourMIS principle of setting an inventory of existing statistics on a local level and the analysis and evaluation of the long-term needs of the main users is especially important as a preliminary step for harmonizing city tourism statistics." In doing so TourMIS meets user and tourism (managers) needs. And as a result greater importance is attached to the reliability of information and the competent analysis of that information for the effective planning, monitoring and management of tourism. (ESPON, 2006)

The data in TourMIS is collected with the help of tourism managers in more than 150 tourist offices all over Europe who enter it online into the database. Unfortunately data compilation within TourMIS therefore **depends solely on the participation of ambitioned and interested tourism managers**. It should be kept in mind that the quality of the information provided by ECT depends largely on the data inputers!

By restricting data entering and editing to authorized users only and by doing calculations and consistency checks TourMIS endeavors to guarantee a minimum level of integrity, credibility and coherence of the database. But since TourMIS works on a voluntary basis, quality control appears to be a problem. In general no guarantee can be given either for the quality or for the quantity of the data. Similar to the concept of Wikipedia, TourMIS has to rely on the participation and integrity of its users. Comparable to Wikipedia,[33] TourMIS can therefore be both praised and criticized for being **open to editing** by "anyone". But if the statement that if "Given enough eyeballs, all errors are shallow" [Appendix 1.2: 13] is true, the quality of information in TourMIS should not be questioned since it is open to the public and therefore subject to discussion.

At the moment, however, the database in TourMIS is, unfortunately, still not financially supported and officially acknowledged by the UNWTO or by the European Commission and therefore does not count as being "official". But this should not lead to the conception that the quality of the data is not reliable. Someone once asked "… whether something is more likely to be true coming from a source whose resume sounds authoritative or a source that has been viewed by hundreds of thousands of people (with the ability to comment) and has survived …"; this question should be kept in mind when assessing the quality of TourMIS as a data source. And when further considering that already more than 100 managers working in different tourism destination marketing organizations, based in more than 30 different European countries, and speaking more than 15 different languages, are obviously convinced of the significance of the project and the value of the system as they regularly and voluntarily enter their data into the system (Wöber, 2003) it can be assumed that numerous destinations believe in the concept and quality of TourMIS.

The steadily growing number of inquiries to TourMIS since its official Internet launch in 1999 supports this:[34]

[33] "Critics of Wikipedia often charge that allowing anyone to edit makes Wikipedia an unreliable work, and that some editors may employ clever use of semantics to make possibly biased statements sound more credible." [Appendix 1.2: 18]

[34] More about the actual usage of TourMIS can be found in the "TourMIS access statistics" in the TourMIS database.

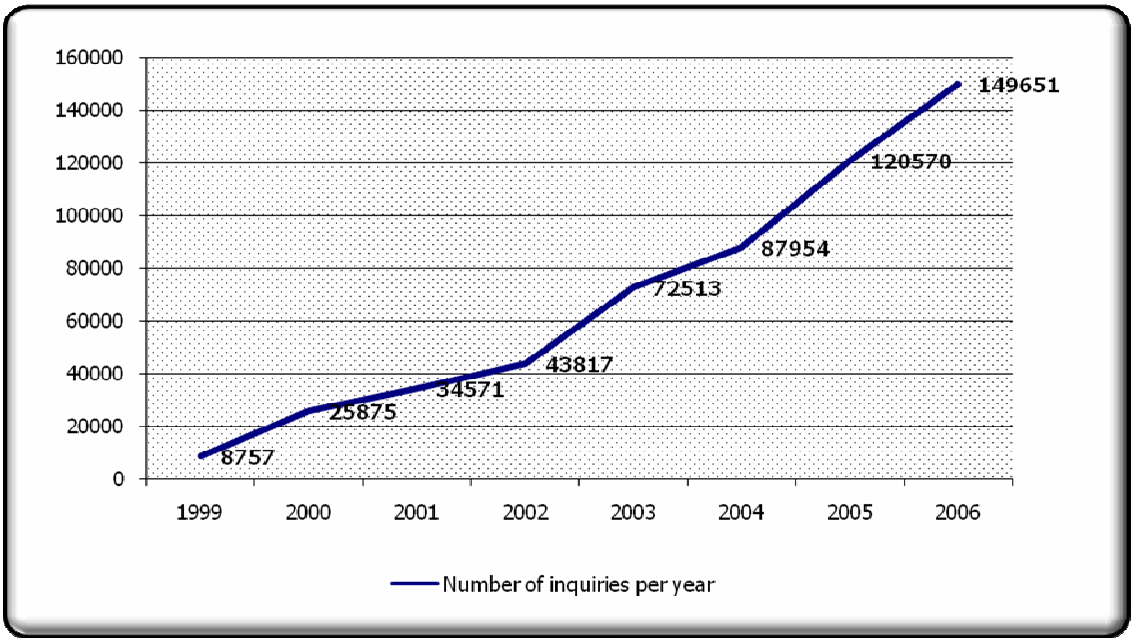

Figure 11: Number of inquiries to TourMIS

As of December 31, 2006 the total number of inquiries added up to 543 708 which were made by 10 054 registered TourMIS users in the past seven years. In the year 2006 almost 150 000 inquiries were made to the data sources of TourMIS.

Also the number of inquiries to the **City tourism in Europe** database, which is the part of TourMIS exclusively dealing with statistics on the city level, is continuously growing. As Figure 12 shows more than 40 000 inquiries were made to statistics in this database in 2006.

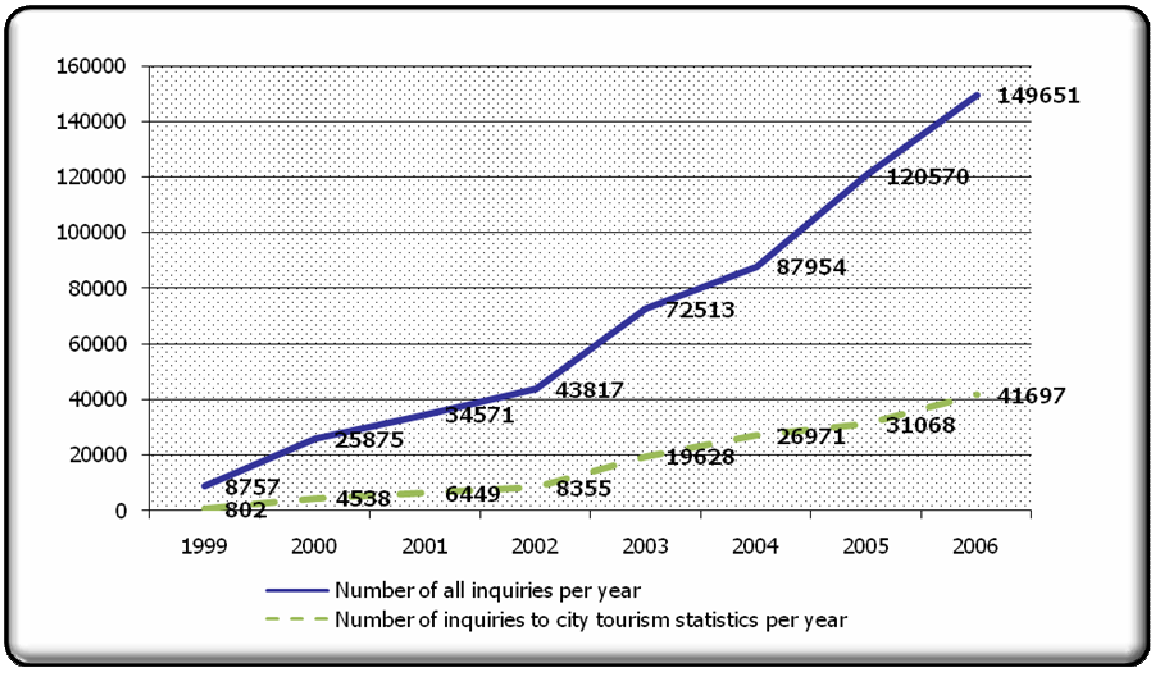

Figure 12: Comparison of number of inquiries

When comparing the total number of inquiries and the number of inquiries to the city tourism statistics in TourMIS (which already add up to 139 508 inquiries) it becomes obvious that one quarter (25.7 %) of all inquiries are addressed to city concerned issues.

To find out who takes advantage of the city tourism statistics and posted inquiries the following figure shows the **most active user groups** based on how many inquiries they have made to the city tourism statistics so far.

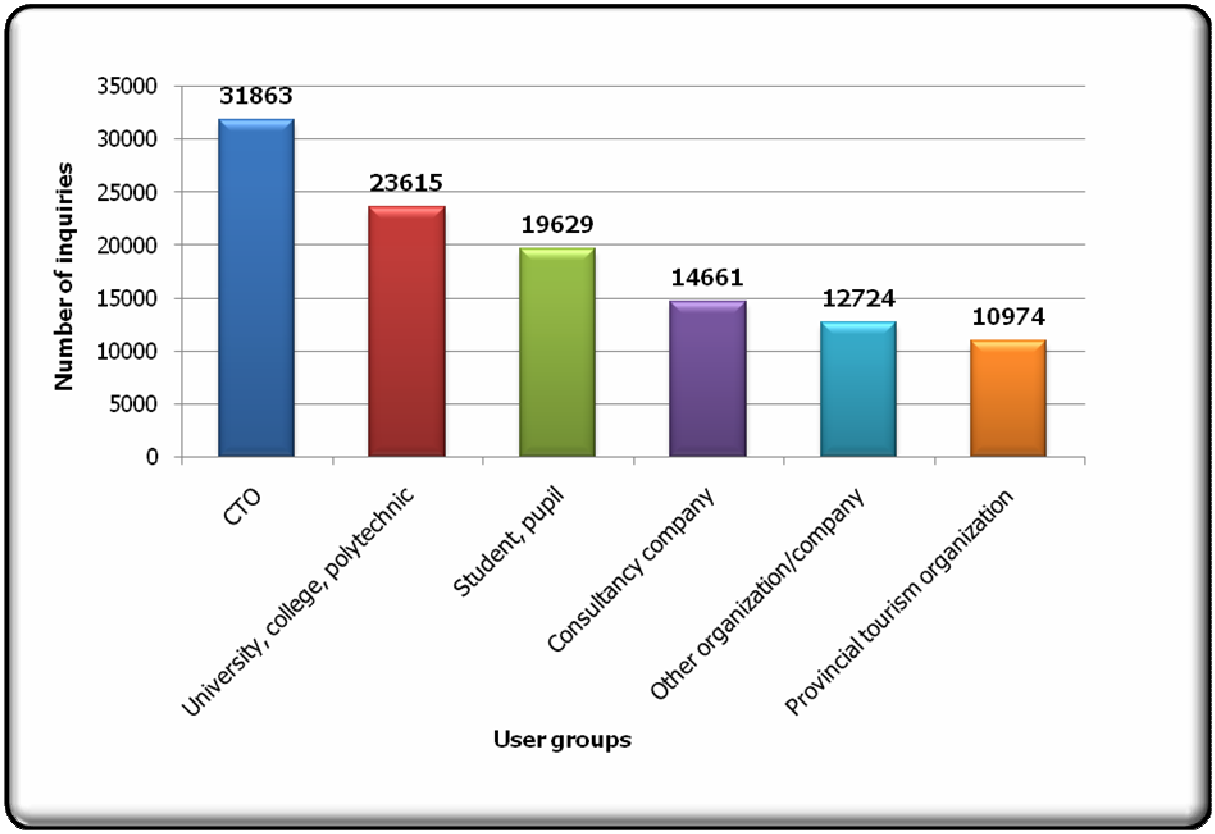

Figure 13: Most active user groups

Figure 13 shows that City Tourist Offices (CTO) are the most active user group with more than 30 000 inquiries already made. So the most inquiries to the city tourism statistics database are from CTOs, which probably use the system in order to compare themselves with other cities. This and the fact that the group ranking just under the CTOs are inquiries coming from persons engaging in the knowledge based fields "University, college and polytechnic" underpin the quality and the assumed reliability of the system. Since it is obvious that many students and pupils and consultancy companies like to profit from the free of charge, easy to understand and well prepared data for their work, it is interesting which other groups make inquiries to TourMIS.

The other inquiries come mainly from private persons, tourism organizations (such as National Tourist Offices and their branch offices or regional tourism organizations) or tourism suppliers (such as accommodation suppliers, travel agencies, tour operators, the transportation industry, culture-, sport- or other leisure suppliers and food- or beverage suppliers).

4.2. Availability of statistics

After emphasizing the importance and relevance of TourMIS and its city tourism statistics database as a very important and widely used information system, the current **availability of the city tourism statistics presented in TourMIS** will be analyzed in greater detail.

In order to give an indication what kind of statistics are currently available in TourMIS the main objective of this chapter is to determine several aspects regarding city tourism statistics.[35]

To begin with, cities which enter data for city tourism statistics as well as the cities and countries that are the most active compilers in doing so will be analyzed. Then in order to get a general picture of what definitions and methodologies are being used, another aim of this analysis is to find out with which definitions, urban tourism figures are compiled in the different European cities using TourMIS. To be able to gain this information it will be examined how many definitions are compiled within a destination and which definitions are available in most cities and therefore can be referred to as being the most popular ones among European cities. In turn, this will show which definitions are not being used and it will further provide hints on which methods are probably being used since the definitions available depend on the collection method.

Cities available in TourMIS

In the "Cities Tourism in Europe" section, in which statistics concerning city tourism have been collected since 1999, **124 cities** are **currently**[36] registered.

[35] The analysis is targeted at the "City tourism in Europe" part of the TourMIS data system, not including the information in the "Tourism in Europe" section, which hosts information only on national level.
[36] The data presented is based on the status of availability in TourMIS from November 2006.

But since five of the cities registered (namely Bristol, Maribor, Oulu, Tromsø, York) have not entered any data so far they were excluded from consideration. Taking into consideration that the database works on a voluntary basis, the remaining number of **119** destinations is very impressive:

Cities in TourMIS		
Aachen	Ghent	Oslo
Aix-en-Provence	Gijón	Padua
Amsterdam	Glasgow	Palma de Mallorca
Antwerp	Gothenburg	Pardubice
Athens	Graz	Paris
Augsburg	Hamburg	Porto
Baden-Baden	Hanover	Potsdam
Barcelona	Heidelberg	Prague
Basel	Helsinki	Regensburg
Belgrade	Innsbruck	Reykjavik
Bergen	Jersey	Rome
Berlin	Karlsruhe	Rostock
Berne	Klagenfurt	Rotterdam
Bilbao	Lausanne	Saint-Étienne
Birmingham	Leipzig	Salzburg
Bologna	Linz	Saragossa
Bonn	Lisbon	Seville
Bordeaux	Liverpool	Sintra
Bratislava	Ljubljana	Split
Bregenz	London	St. Gallen
Bremen	Lübeck	St. Pölten
Brussels	Lucerne	Stockholm
Budapest	Luxembourg	Stuttgart
Cagliari	Lyon	Tallinn
Cardiff	Madrid	Tampere
Cologne	Malmö	Tarragona
Copenhagen	Manchester	Trier
Corunna	Mannheim	Turin
Dijon	Marseille	Turku
Dresden	Metz	Valencia
Dublin	Milan	Venice
Dubrovnik	Montpellier	Verona
Düsseldorf	Mulhouse	Vicenza
Edinburgh	Munich	Vienna
Eisenstadt	Munster	Warsaw
Florence	Nice	Weimar
Frankfurt	Nottingham	Würzburg
Freiburg	Novi Sad	Zagreb
Geneva	Nuremberg	Zurich
Genoa	Olomouc	

Table 6: Cities available in TourMIS [37]

[37] The cities highlighted grey are cities which are ECT members.

Among these cities available in TourMIS are 76 ECT members[38]. In turn 43 of the cities available in TourMIS are not ECT members, which means that they have gained interest in the project by some other means of information and also enter data on a voluntary basis. But although it is the largest database on urban tourism statistics some (presumably important) European cities are unfortunately still not represented in the database (for example Cambridge, Gibraltar, Kiev, Minsk, Moscow, Oxford, Sarajevo, Sofia, St. Petersburg and Versailles)! But what seems even more important is that cities from certain countries are not represented, such as the EU countries and candidates Bulgaria, Cyprus, Latvia, Lithuania, Malta, Romania, Turkey, Macedonia but also non EU countries such as Albania, Andorra, Belarus, Bosnia and Herzegovina, Moldova, Monaco, San Marino, Russia and Ukraine.

Further there are 22 cities[39] which are ECT members but who unfortunately have not entered data into TourMIS. This could be due to the fact that either they do not have appropriate data or do not take the time to enter data or that they are not aware of TourMIS yet.

Since, however, the number of cities reporting data to TourMIS varies from one year to another, in order to study underlying trends, it was reasonable to only analyze "consistent reporters". (ETC and UNWTO, 2005)

Until 2004 it was possible to report data to the Vienna University of Economics and Business Administration where it was entered by researchers. After that cities were required to enter data themselves online, which some cities did not do. In order to be able to reflect the current availability of city tourism statistics inactive cities where no data was available or where the most recently entered data is from the year 2004 or earlier were excluded from the analysis.

[38] There are 103 ECT members when leaving out affiliate members, which are not cities but commercial organizations.
[39] Namely: Aarhus, Avignon, Belfast, Bruges, Catalunya, Córdoba, Granada, Istanbul, Kraków, Lleida, Málaga, Malta, Nantes, Ostend, Rijeka, San Sebastián, Santa Cruz de Tenerife, Santiago de Compostela, The Hague, Trondheim, Uppsala and Vilnius

The following cities were therefore excluded in this respect:

City	Data until	City	Data until	City	Data until	City	Data until
Athens	1999	Geneva	2003	Marseille	2000	Saragossa	2004
Baden-Baden	2002	Glasgow	2002	Metz	2004	Seville	2004
Basel	2004	Hanover	2004	Milan	2004	Sintra	2001
Berne	2004	Jersey	2002	Montpellier	2001	Split	2004
Birmingham	2003	Karlsruhe	2003	Mulhouse	2000	St. Gallen	2003
Bologna	2004	Lausanne	2003	Nice	2003	Trier	2000
Bordeaux	2000	Leipzig	2004	Oslo	2004	Turin	2004
Bremen	2004	Liverpool	2001	Padua	2004	Venice	2004
Cagliari	2004	Lübeck	2003	Palma de Mal.	2002	Verona	2004
Cologne	2004	Lucerne	2003	Porto	2002	Vicenza	2002
Düsseldorf	2004	Lyon	2002	Potsdam	2004	Warsaw	1998
Edinburgh	2002	Madrid	2004	Rome	2004		
Frankfurt	2004	Manchester	1997	Rostock	2003		
Freiburg	2001	Mannheim	2001	Rotterdam	2003		

Table 7: Inactive members

The analysis was targeted at the remaining **66 cities**:

Active cities in TourMIS		
Aachen	Eisenstadt	Nuremberg
Aix-en-Provence	Florence	Olomouc
Amsterdam	Genoa	Pardubice
Antwerp	Ghent	Paris
Augsburg	Gijón	Prague
Barcelona	Gothenburg	Regensburg
Belgrade	Graz	Reykjavik
Bergen	Hamburg	Saint-Étienne
Berlin	Heidelberg	Salzburg
Bilbao	Helsinki	St. Pölten
Bonn	Innsbruck	Stockholm
Bratislava	Klagenfurt	Stuttgart
Bregenz	Linz	Tallinn
Brussels	Lisbon	Tampere
Budapest	Ljubljana	Tarragona
Cardiff	London	Turku
Copenhagen	Luxembourg	Valencia
Corunna	Malmö	Vienna
Dijon	Munich	Weimar
Dresden	Munster	Würzburg
Dublin	Nottingham	Zagreb
Dubrovnik	Novi Sad	Zurich

Table 8: Active members

Since all cities where the most recently entered data is from the year 2004 or earlier were excluded from the analysis it can be said that these **66 cities are active members** which have up-to date statistical data on their city tourism available.

The cities for which up-to-date city tourism statistics are available are spread out across 24 different European countries. When looking at the available data, differences in the countries concerning the number of cities which enter data into the TourMIS database can be found.

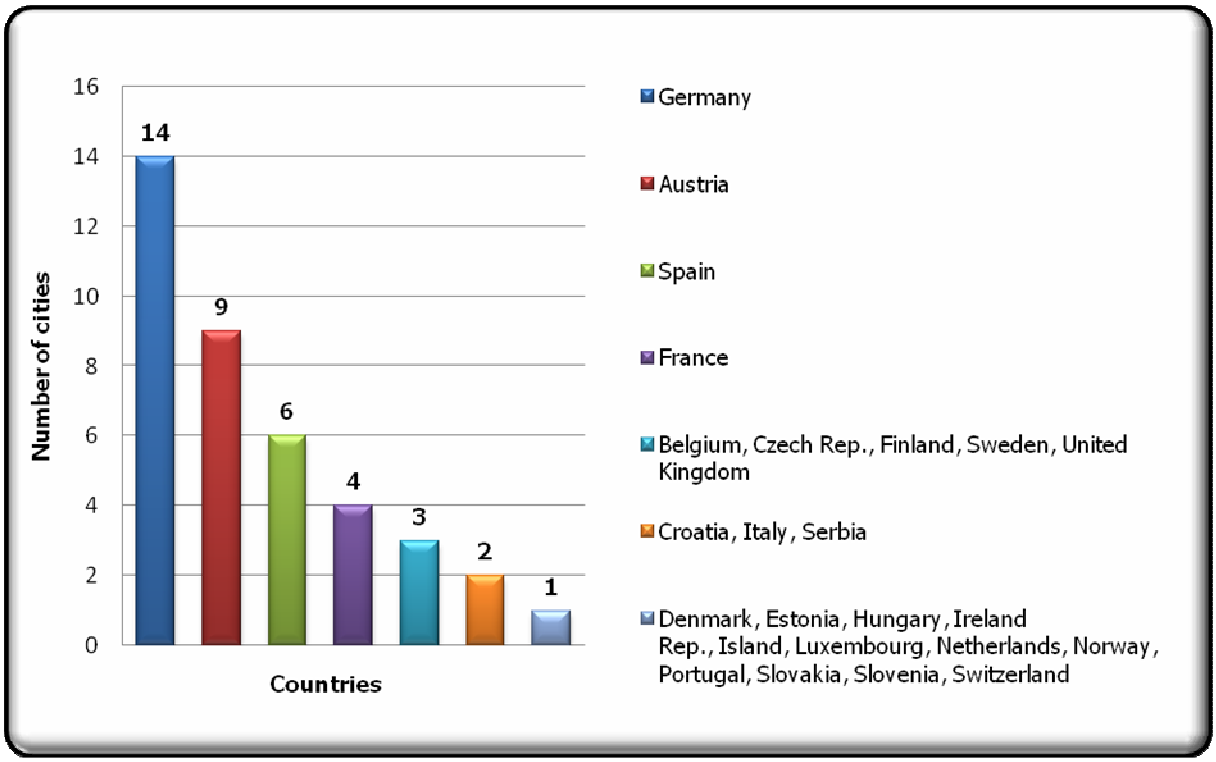

Figure 14: Available city tourism statistics in each country

As the Bar Chart illustrates **Germany** is the number one participant with 14 cities (which might be a result of the size of the country). **Austria** ranks second with 9 participating cities, which is probably due to the fact, that Austria is the country where the TourMIS project was founded. Spain with 6 and France with 4 cities are followed by 5 countries where data for 3 cities is entered. Furthermore, there are 3 countries in which 2 cities participate. For the remaining 12 countries only one city for which data is available can be found.

Taking a closer look it becomes obvious that most of the cities which participate are located in Western European countries, while Eastern European cities are only rarely represented.

Definitions in TourMIS

Due to the numerous definitions and survey methodologies in European cities the collected data can not be compared without taking the different terms into consideration! To facilitate comparison on this issue and in general, data in TourMIS therefore has to be entered based on the available "**TourMIS definitions**" which in the most cases match with the definitions suggested by the UNWTO. On some issues, however, TourMIS has slightly changed and amended the definitions with respect to the tourism industries needs.

In order to impede comparison TourMIS, for example, distinguishes between statistics focusing on city areas in the close sense of the word (inner city, city area relevant for tourism) and on the city areas including outskirts districts (greater city area), since there is no established clear regional limitation on what should be included in city tourism statistics or omitted. To make the statistics in TourMIS more comparable in this respect all definitions include the adjunct *in greater city area* or *in city area only*.

Table 9 shows all the definitions from which each city can chose when entering their **demand side city tourism statistics**:

Abbreviation	Definition
AD	Arrivals of all visitors (tourists and day visitors) in city area only
ADS	Arrivals of all visitors (tourists and day visitors) in greater city area
AZ	Arrivals in all accommodation establishments incl. VFR in city area only
AZS	Arrivals in all accommodation establishments incl. VFR in greater city area
AA	Arrivals in all paid forms of accommodation establishments in city area only
AAS	Arrivals in all paid forms of accommodation establishments in greater city area
AG	Arrivals in hotels and similar establishments in city area only
AGS	Arrivals in hotels and similar establishments in greater city area
NZ	Bednights in all accommodation establishments incl. VFR in city area only
NZS	Bednights in all accommodation establishments incl. VFR in greater city area
NA	Bednights in all paid forms of accommodation establishments in city area only
NAS	Bednights in all paid forms of accommodation establishments in greater city area
NG	Bednights in hotels and similar establishments in city area only
NGS	Bednights in hotels and similar establishments in greater city area

Table 9: Definitions for demand side city tourism statistics

First of all, in order to gain greater understanding of the definitions it seems important to have a closer look at these definitions. When comparing them to the definitions stated by the UNWTO, it becomes obvious that they are based on the UNWTO definitions, but that the terms used in TourMIS do not leave as much room for interpretation. Since they clearly state, for example, that *VFR* or *day visitors* or ***bed**nights* should be included they **facilitate**

comparison. What also becomes evident is that the accommodation breakdown in TourMIS is handled slightly differently from the UNWTO's proposal. Instead of differentiating between *private* and *collective* accommodation establishments, TourMIS divides the accommodations based on the criterion if they are *paid* forms of accommodations or not. This does not change the main meaning of the definitions but makes them easier to understand.

In general on the demand side information based on two criteria can be entered:

- arrivals → A
- bednights → N

When further grouping the definitions it becomes obvious that the definitions can be broken down to the following main points:

- definitions concerning data on day visitors → D
- definitions concerning all forms of paid accommodation establishments → A
- definitions concerning only hotels and similar establishments →G
- definitions concerning data including VFR → Z
- definitions which consider the city area only → no S
- definitions which consider a greater city area → S

The same concept is true for the definitions for **city tourism capacity statistics**. The following table shows the definitions from which each city can chose when entering their capacity figures:

Abbreviation	Definition
HA	Number of all paid forms of accommodation establishments in city area only
HAS	Number of all paid forms of accommodation establishments in greater city area
HG	Number of hotels and similar establishments in city area only
HGS	Number of hotels and similar establishments in greater city area
KA	Number of bedspaces in all forms of paid accommodation establishments in city area only
KAS	Number of bedspaces in all forms of paid accommodation establishments in greater city area
KG	Number of bedspaces in hotels and similar establishments in city area only
KGS	Number of bedspaces in hotels and similar establishments in greater city area
OA	Annual bed-occupancy in all forms of paid accommodation establishments in city area only
OAS	Annual bed-occupancy in all forms of paid accommodation establishments in greater city area
OG	Annual bed-occupancy in hotels and similar establishments in city area only
OGS	Annual bed-occupancy in hotels and similar establishments in greater city area

Table 10: Definitions for city tourism capacity statistics

When looking at Table 10 it becomes obvious that considering capacity, information based on three components can be entered:

- number of available establishments → H
- number of available bedspaces → K
- bed-occupancy → O

When trying to further group the capacity definitions it becomes evident that these definitions can also be broken down to some main points:

- definitions concerning all forms of paid accommodation establishments → A
- definitions concerning only hotels and similar establishments →G

- definitions which consider the city area only → no S
- definitions which consider a greater city area → S

Table 11 summarizes which measures are available in TourMIS:

Subject	Type of accommodation	Area/Scope	VFR	Arrivals	Bednights	Accomm. Units	Bedspaces	Avg. annual bed-occupancy
Visitors		Greater city		**1**				
		Inner city		**2**				
Tourists	All forms	Greater city	Exclusive	**3**	**9**	**15**	**19**	**23**
			Inclusive	**4**	**10**			
		Inner city	Exclusive	**5**	**11**	**16**	**20**	**24**
			Inclusive	**6**	**12**			
	Hotels and similar	Greater city		**7**	**13**	**17**	**21**	**25**
		Inner city		**8**	**14**	**18**	**22**	**26**

Table 11: Measures available in TourMIS (Source: http://tourism.wu-wien.ac.at/cgi-bin/ift.pl?personal/woeber/woeberpres.htm)

After having shown the 26 definitions available in TourMIS the question "Which definitions are being most frequently used/not used?" becomes of special interest.[40]

In order to answer this and other interesting questions the analysis is now divided into:

- demand side statistics
- capacity statistics

4.2.1. Demand side statistics

Use of definitions

Figure 15 shows the 14 definitions for which demand side data can be entered into the system. The numbers above the bars quote how often the definition in question is used by the 66 participating cities.

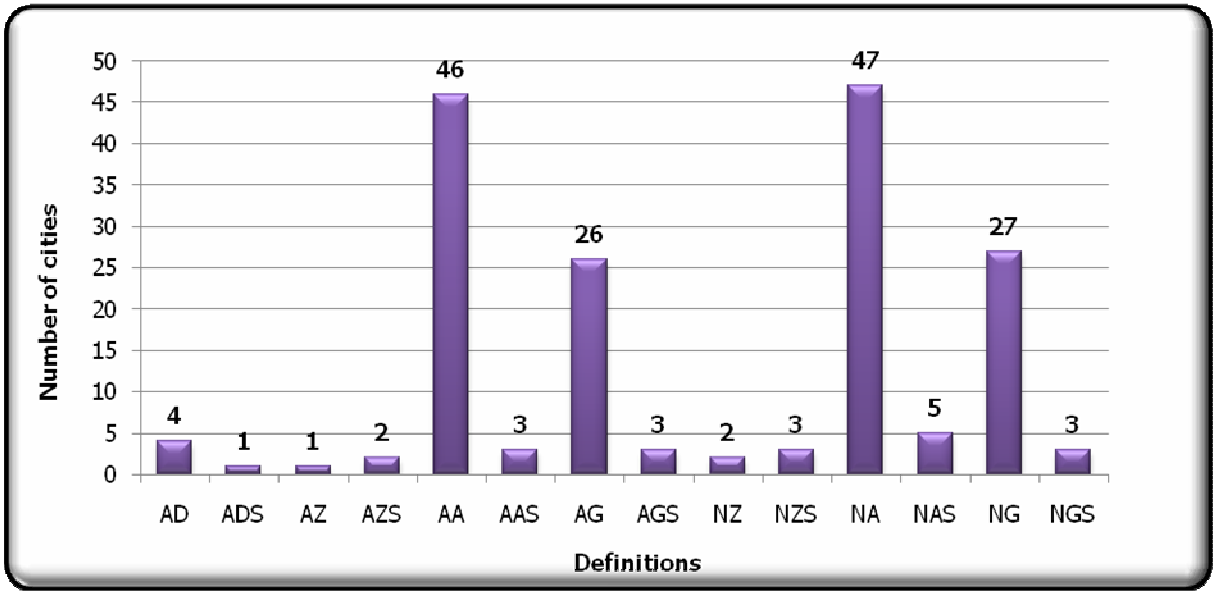

Figure 15: Most accepted definitions for demand side city tourism statistics

The Bar Chart clearly illustrates that the definitions concerning arrivals and bednights *in all paid forms of accommodation establishments* (namely AA and NA) are the most accepted. The definitions concerning arrivals and bednights in *hotels and similar establishments* (namely AG and NG) rank second. The other terms are rarely entered.

[40] For the following analyses data provided in TourMIS which is from 2003 or earlier was not included.

The definitions concerning arrivals of *all visitors* are only used five times and also almost no cities provide data including *VFR*. This in turn concludes that **most of the cities are collecting their data with the help of registration or surveys among all paid accommodation suppliers**.

The Bar Chart also suggests that definitions concerning data from a *greater city area* are not often available. While the definitions considering only the city itself are used 153 times, data for the definitions considering a greater city area are entered with far less frequency (namely 20 times).

In general Figure 15 shows that the definitions are not used with the same frequency and that the fluctuations are obviously not due to random deviations. Further it shows that there is no definition that is not used at all.

Monthly statistics

Starting with January 2003 (Austrian cities as of January 2002), the members of TourMIS have been exchanging data not only on an annual but also on a monthly basis. Figure 16 shows all the definitions for which monthly (m) data can be entered and their frequency of use.

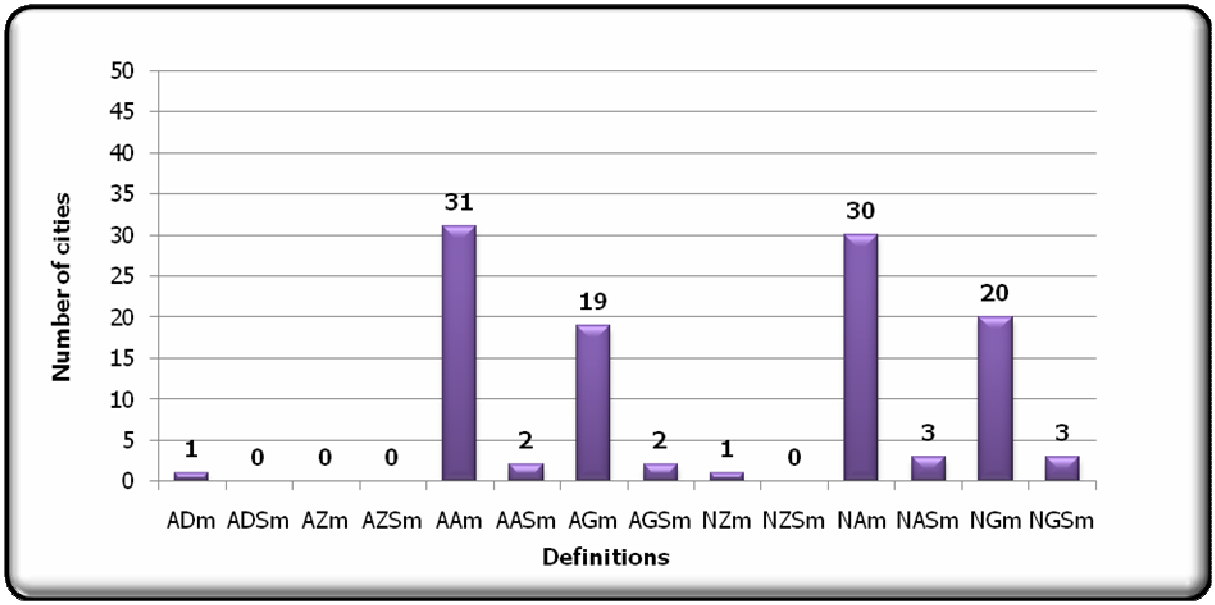

Figure 16: Frequency of use of definitions for monthly demand side city tourism statistics

Because the peaks and lows are similar to those of Figure 15 it becomes obvious that not as many cities compile or enter monthly data on city tourism. Based on the availability **20 cities do not enter any monthly data**.

Figure 17 shows the frequencies of the number of definitions used. What has already become obvious in Figure 15 and 16 and is again shown in this Bar Chart is that the cities which enter data into TourMIS mostly do not make use of the wide spectrum of definitions available. Although the database contains 14 definitions for demand side city tourism statistics none of the cities enter data for more than 7. The only city that enters data for 7 definitions is **Cardiff**. Obviously most cities only use 2 of the available definitions (which are AA and NA as can be seen in Figure 15).

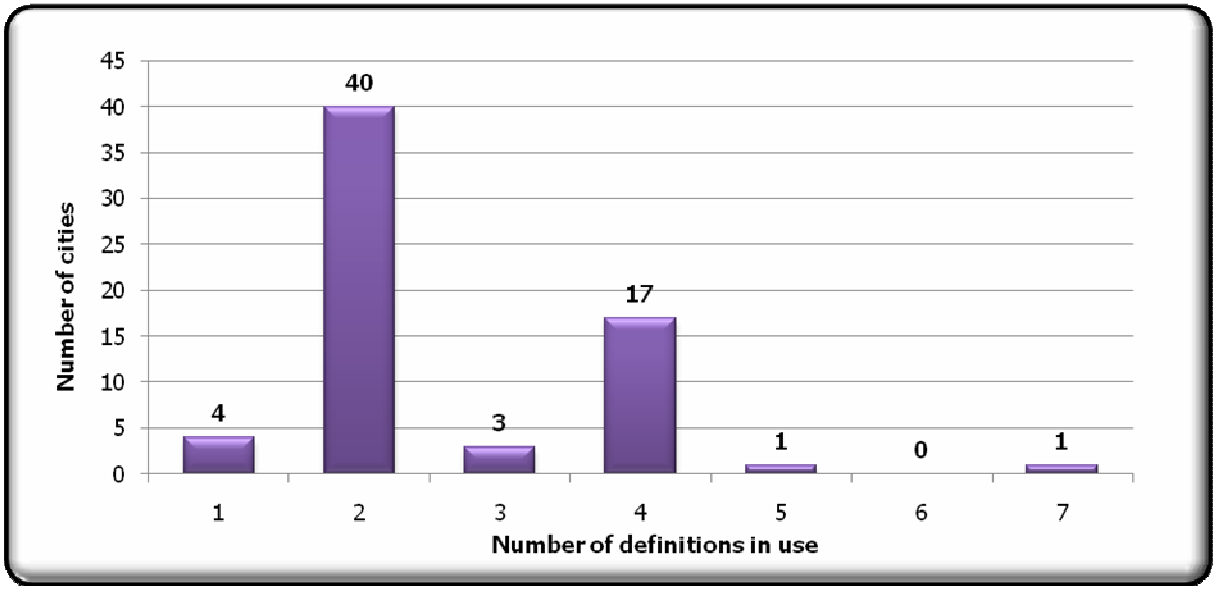

Figure 17: Frequency of number of definitions in use for demand side city tourism statistics

Cities with similar patterns

A Cluster Analysis assisted to find out if there are groups of cities which tend to compile data for the same definitions. Since the definitions concerning only the city itself and not its surrounding area are entered with far greater frequency (as already discussed) only these definitions were used for the analysis.

A TwoStep Cluster Analysis helped to acquire a meaningful Cluster Solution with four clusters which are relatively well distributed:

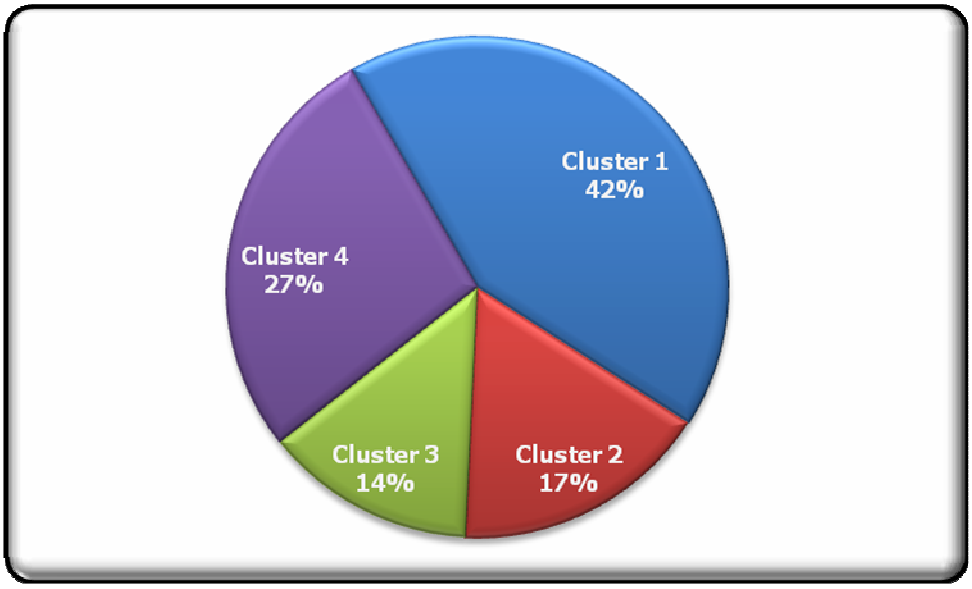

Figure 18: Cities with similar patterns - Cluster Solution

The clusters were grouped and interpreted as follows:

Cluster 1 – Cities which tend to compile data for all paid forms of accommodation establishments:

Aachen, Augsburg, Berlin, Bonn, Bratislava, Brussels, Budapest, Dresden, Dubrovnik, Florence, Heidelberg, Helsinki, Lisbon, Ljubljana, Munster, Nuremberg, Olomouc, Regensburg, Saint-Étienne, Stockholm, Stuttgart, Tallinn, Tampere, Turku, Weimar, Würzburg, Zagreb, Zurich

Cluster 2 – Cities which compile data for few definitions:

Aix-en-Provence, Belgrade, Bergen, Copenhagen, Corunna, Dublin, Gothenburg, London, Nottingham, Pardubice, Tarragona

Cluster 3 – Cities which tend to compile data for hotels and similar establishments:

Amsterdam, Bilbao, Dijon, Genoa, Gijón, Munich, Novi Sad, Paris, Valencia

Cluster 4 – Cities which compile data for many definitions:

Antwerp, Barcelona, Bregenz, Cardiff, Eisenstadt, Ghent, Graz, Hamburg, Innsbruck, Klagenfurt, Linz, Luxembourg, Malmö, Prague, Reykjavik, Salzburg, St. Pölten, Vienna

The biggest cluster is **Cluster 1** with 28 cities. These 28 cities (42.4 %) primarily tend to compile only data for arrivals and/or bednights in *all paid forms of accommodation establishments*.

The counterpart to this cluster is **Cluster 3**. It is the smallest cluster and comprises cities which only tend to compile data for arrivals and/or bednights in *hotels and similar establishments*. Only 9 cities (13.6 %) compile data according to this pattern.

The remaining two clusters are characterized in such way that they either are inclined to compile data for many or few of the definitions available.

Cluster 4, which is the second largest cluster (18 cities – 27.3 %) contains cities which tend to compile data for all of the definitions relevant for Cluster 1 and 3. So cities in Cluster 4 do not only compile data for arrivals and/or bednights in *all paid forms of accommodation* or data arrivals and/or bednights in *hotels and similar establishments* but for both of them.

Cluster 2 is the counterpart to Cluster 4. Fortunately Cluster 2, which pools cities with very few definitions available, is a small cluster with only 11 cities (16.7 %). These 11 cities are cities which do not compile data for many definitions.

Countries with similar patterns

When looking at the cities and how they are distributed it becomes obvious that most German cities are located in Cluster 1. Further, all three cities in Finland available in TourMIS obviously also have similar patterns on which definitions they use, since they are all grouped within Cluster 1. The same is true for the two cities from Croatia which can both be found in Cluster 1. This could be a hint that these countries have binding laws on the compilation of city tourism statistics or that they simply just coordinate it. In contrast three cities in the Czech Republic and Sweden can, for example, be found in three different clusters; here it can be deduced that the compilation of city tourism statistics is obviously not as coordinated.

What should also be emphasized is that all 9 Austrian cities can be found in Cluster 4. This clearly suggests that the compilation of city tourism statistics in Austria is harmonized. Other than that, not many conclusions can be drawn since there are too many countries which only compile data for one or few cities.

4.2.2. Capacity statistics

For city tourism capacity statistics 64 cities currently enter data into the database of Tour-MIS.

Use of definitions

Figure 19 shows the 12 definitions for which capacity data can be entered into the system. The numbers above the bars quote how often the definition in question is used by the 64 participating cities.

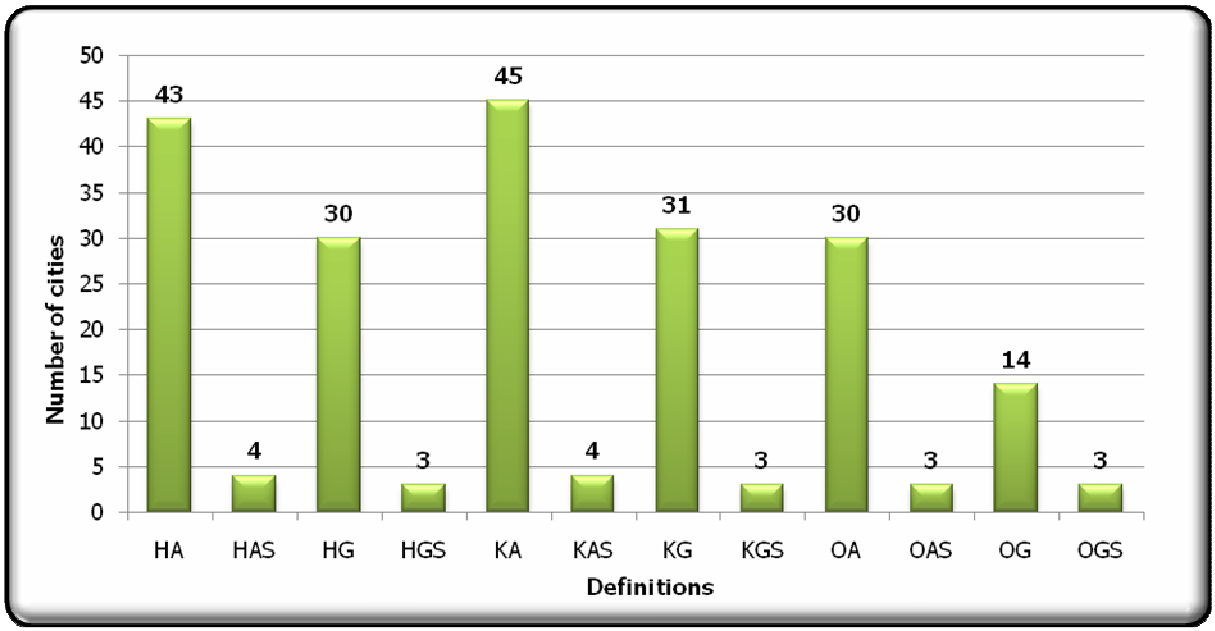

Figure 19: Most accepted definitions for city tourism capacity statistics

As in Figure 15, Figure 19 also shows that the definitions are not used with the same frequency and that the fluctuations are obviously not due to random deviations.

The Bar Chart illustrates that the *number of bedspaces in all forms of paid accommodation establishments in city area* is the definition here for which most cities have data available. Clearly almost all cities which compile data on the *bedspaces* also know the *number of all paid forms of accommodation establishments*. This is underlined by the high correlation coefficient of 0.918. Similarly (correlation coefficient of 0.909) many cities have data available for the *number of hotels and similar establishments* and their *bedspaces*. While some cities do enter data concerning their *annual bed-occupancy in all forms of paid accommodation* almost no cities use the other definitions available. All other terms are used infrequently.

These are typically the definitions which concern data collected with respect to a *greater city area*.

Similar to Figure 15 this Bar Chart therefore also suggests that definitions concerning data from a *greater city area* are not often available. Cities enter data for definitions considering only the city itself 193 times and data for the definitions considering a *greater city area* are entered with far less frequency (namely 20). In general it can be said that cities in TourMIS make more use of the definitions for capacity statistics (213 versus 173 used definitions).

Similar to Figure 17, Figure 20 shows the frequencies of the number of definitions used.

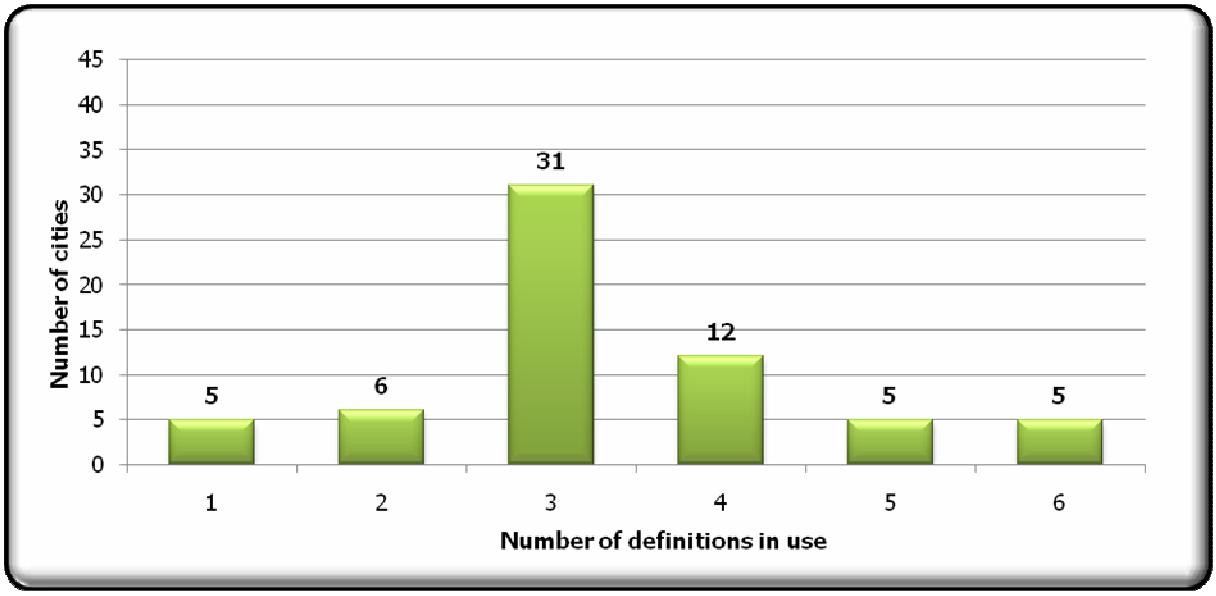

Figure 20: Frequency of number of definitions in use for city tourism capacity statistics

Although the database contains 12 definitions for capacity statistics none of the cities enters more than 6. Obviously nearly half of the cities (31) enter data for 3 of the 12 available definitions. Only 10 out of the 64 cities compile data for 5 or 6 definitions.

It can therefore **generally** be deduced that the cities in TourMIS only use half of all available (demand and capacity) definitions or even less. Figure 21 illustrates this issue.

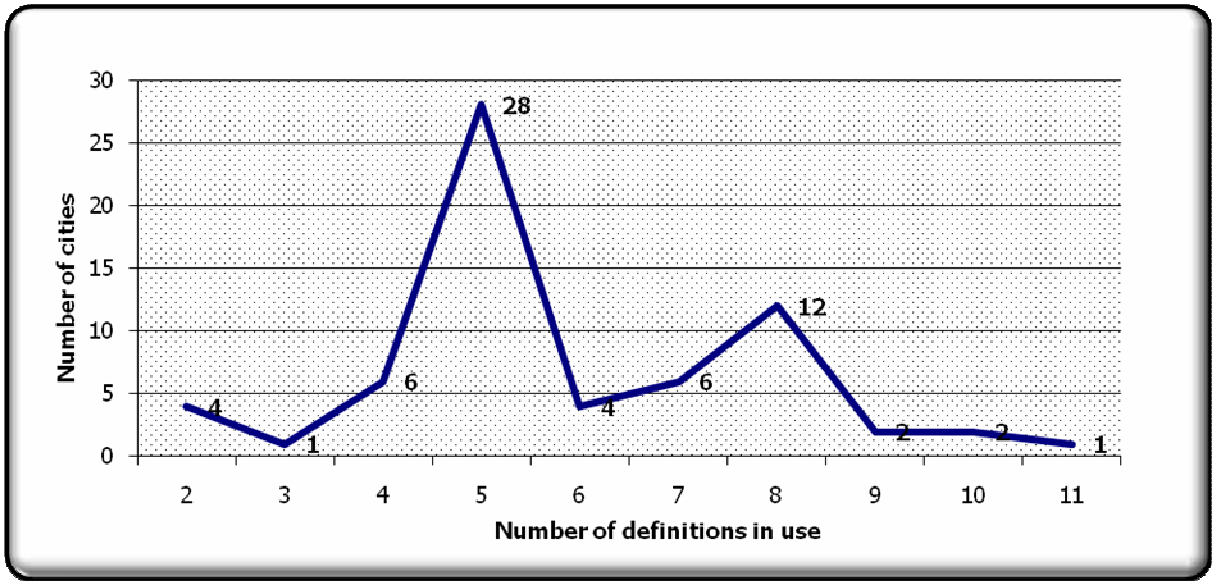

Figure 21: Number of definitions used by cities in general

Only one city (**Cardiff**) uses 11 out of the 26 available definitions in TourMIS – all other cities use 10 or usually less definitions.

Based on the number of definitions in use **Cardiff**, **Barcelona** and **Stockholm** are the leaders, followed by the cities Prague and Reykjavik. The cities Aix-en-Provence, Bergen, Dublin and Florence form the taillight, entering only data for 2 definitions. At this point it should be emphasized that to use a low number of definitions is not considered to be negative, but a city with more definitions in use will have the advantage of being able to compare more.

Cities with similar patterns

Here again a Cluster Analysis shows if there are groups of cities which tend to compile data for the same definitions. Since the definitions concerning only the city itself and not its surrounding area are entered with far greater frequency, as already discussed, only these definitions are used for the analysis.

A TwoStep Cluster Analysis helped to find a meaningful Cluster Solution with four clusters which are relatively well distributed:

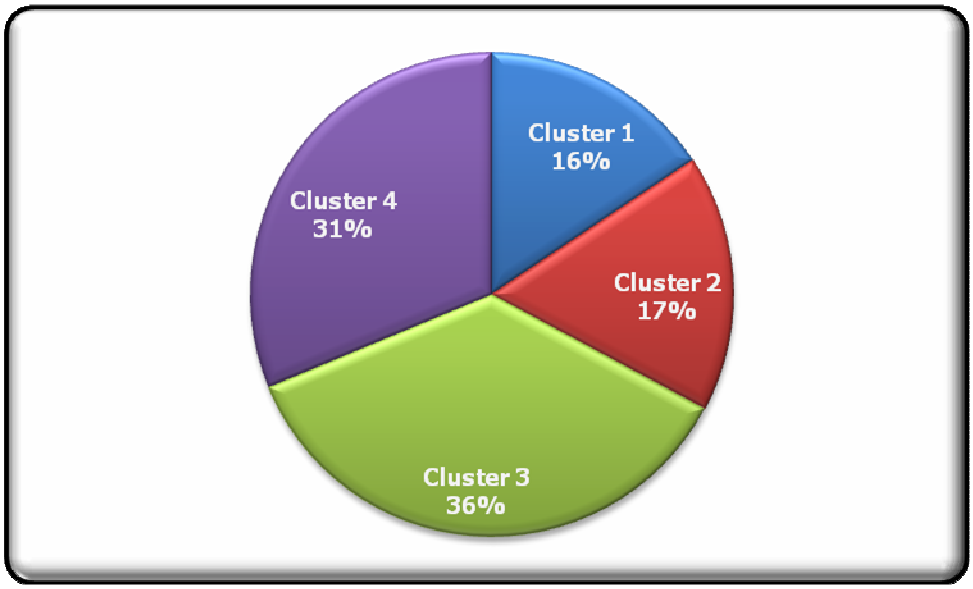

Figure 22: Cities with similar patterns - Cluster Solution

The clusters were grouped and interpreted as follows:

Cluster 1 – Cities which tend to compile data for hotels and similar establishments:

Amsterdam, Bilbao, Dijon, Genoa, Ghent, Luxembourg, Munich, Novi Sad, Paris, Valencia

Cluster 2 – Cities which compile data for few definitions:

Aix-en-Provence, Belgrade, Bergen, Copenhagen, Dubrovnik, Gothenburg, Lisbon, London, Malmö, Nottingham, Pardubice

Cluster 3 – Cities which tend to compile data for all paid forms of accommodation establishments:

Augsburg, Bonn, Bratislava, Brussels, Budapest, Hamburg, Heidelberg, Helsinki, Ljubljana, Munster, Nuremberg, Olomouc, Regensburg, Saint-Étienne, Stockholm, Stuttgart, Tampere, Tarragona, Turku, Weimar, Würzburg, Zagreb, Zurich

Cluster 4 – Cities which compile data for many definitions:

Aachen, Antwerp, Barcelona, Berlin, Bregenz, Cardiff, Corunna, Dresden, Eisenstadt, Gijón, Graz, Innsbruck, Klagenfurt, Linz, Prague, Reykjavik, Salzburg, St. Pölten, Tallinn, Vienna

The biggest cluster is **Cluster 3** with 23 cities. These 23 cities (35.9 %) tend to compile capacity data for *all paid forms of accommodation establishments* and do not compile data for *hotels and similar establishments*.

The counterpart to this cluster is **Cluster 1**. The cities in this cluster are likely to compile data for *hotels and similar establishments* and do not compile data for *all paid forms of accommodation establishments*. This cluster, however, is not as big as Cluster 3. Only 10 cities (15.6 %) compile data according to this pattern.

The remaining two Clusters are characterized in such way that they either tend to compile data for all of the definitions or none of them.

Cluster 4, which is the second largest Cluster (20 cities – 31.3 %), contains cities which are likely to compile data for all definitions. (The definitions OA and OG are not as available as the other definitions. This, however, is a trend that can be found in all of the clusters!)

Cluster 2 is the counterpart to Cluster 4. Fortunately Cluster 2, which pools cities with very few definitions available, is a small cluster with only 11 cities (17.2 %). These 11 cities are cities which do not compile data for many definitions.

Countries with similar patterns

When looking at the cities and how they are distributed it becomes obvious that German cities are mostly located in Cluster 3. Further, all three cities in Finland available in TourMIS obviously here also have similar patterns on which definitions they use since they are all grouped within Cluster 3. This again suggests that these countries have binding laws on the compilation of city tourism statistics or that the compilation of city tourism statistics is coordinated. In contrast the French and Spanish cities can, for example, be found in three different clusters; here it can be deduced that the compilation of city tourism statistics is obviously not as coordinated. What should also be emphasized is that all 9 Austrian cities can be found in Cluster 4, which clearly indicates that the compilation of city tourism statistics in Austria is coordinated. Other than that, not many conclusions can be drawn since there are too many countries which only compile data for one or few cities.

Additionally when considering the groups generated a connection between Cluster 1 from the demand side analysis and Cluster 3 from the capacity side analysis becomes obvious. Germany and Finland's cities were almost all classified in these clusters. This of course makes sense since both of these clusters comprise cities which mainly tend to compile only data for *all paid forms of accommodation establishments*, not including *hotels and similar establishments*. This suggests that there is a consistent system in both of these countries

relating to city tourism statistics since they both show similar patterns within their countries' city tourism statistics. Furthermore there seems to be a relation between Cluster 4 from the demand side analysis and Cluster 4 from the capacity side analysis.

This is interesting as well, since both clusters comprise cities which tend to compile data for several definitions. All 9 Austrian cities were classified in the two Number 4 Clusters, which suggests that Austria's cities admirably provide data on many definitions.

Additional information

In TourMIS the data inputers have the possibility to provide additional information by using **footnotes**. The analysis showed that 61.3 % make use of this. While most cities fortunately state the source of the data in the footnotes (52.9 %), some other cities also use the footnotes to draw attention to, for example, the fact that there were changes in methodology or what the smallest size of accommodation included is, to qualify the definitions used. [41]

Some of the footnotes are therefore very important in order to interpret the figures entered correctly. **Zagreb**, which has data available for the definitions HA, KA and OA, for example, mentions in the footnotes that the capacities for 1998 only include *hotels* and not *all paid forms of accommodation* as suggested! Without the footnotes some of the information would not be interpreted accurately.

4.2.3. Activity of users

The next interesting issue for examination is the activity of the users. It can be assumed that cities which have entered more figures into the system (based on their active definitions) are more active than cities which have not entered many figures.

The number of figures entered ranges from decent 39 figures entered by Corunna to the considerable amount of **almost 14 000 figures entered** by **Copenhagen**. In order to get a picture of how many figures most cities enter, Figure 23 shows how many cities are considered to be very, medium or not very active. The groups were formed based on the following criteria:

0 – 1000 figures		low activity
1001 – 5000 figures		medium activity
5001 and more figures		high activity

[41] A list with the additional footnotes provided in TourMIS can be found in the Appendix.

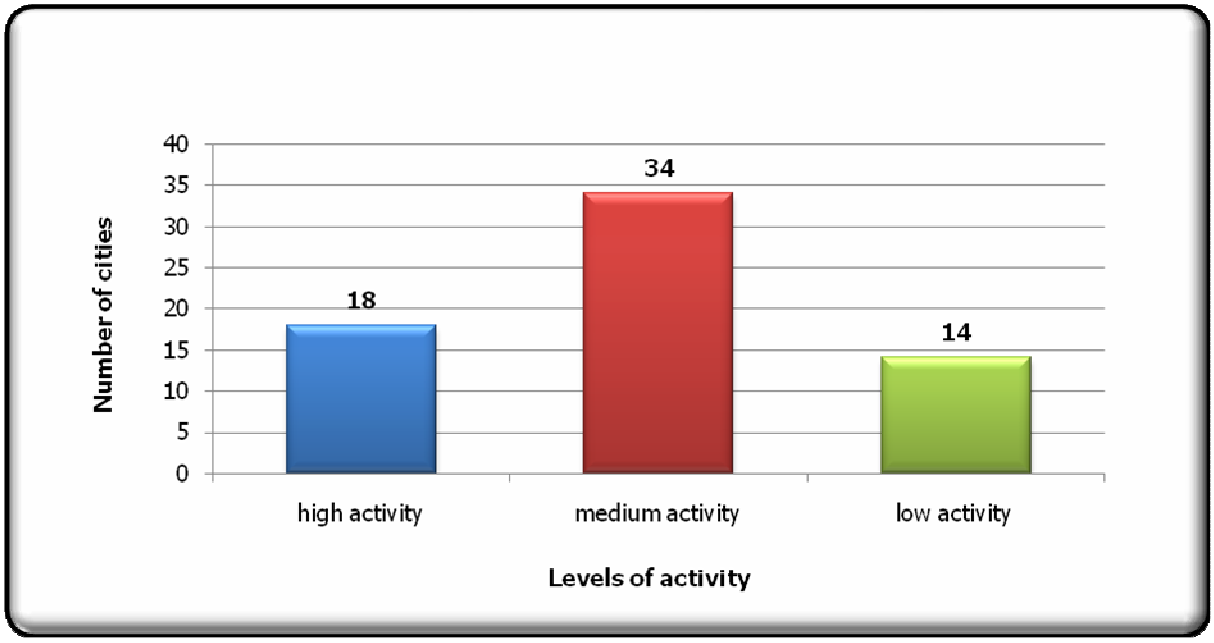

Figure 23: Activity of users

Figure 23 illustrates that most cities tend to belong to the group with medium activity, which in turn means that these cities have entered between 1001 and 5000 figures.

To the group with the highest activity belong, for example, all 9 Austrian cities. The three cities in Finland can be found in the group with medium activity. Since the cities in these countries, as already discussed, compile data for similar definitions and because they are also grouped in the same activity level, it can be deduced that **Austria** on one hand and **Finland** on the other hand seem to somehow coordinate the availability and comparability of their city tourism statistics. If this is also true for other countries cannot be assumed due to the low number of available cities per country. Figure 23 should, however, be interpreted with caution: Of course the number of figures entered mainly depends on when a city started entering data. New members have fewer figures available.

4.2.4. Synopsis

The investigation of the availability of the city tourism statistics in TourMIS showed some interesting results.

First of all, it is obvious that **Germany** and **Austria** are the countries with the highest numbers of participants. Furthermore, there are far more participants from **Western Europe** than from the East.

Another important result is that definitions which concern only the *city area* are far more in use than those which refer to a *greater area* around the city. In addition, the definitions concerning *all paid forms of accommodation establishments* are entered the most. What is suggested by the data[42] available is that there is a dependency between the number of definitions used by a city and its probability to use definitions which concern data available from *all paid form of accommodation establishments in city area only*. Because of the positive correlation it can be deduced that the higher the number of definitions used, the higher is the probability that data for the definitions concerning *all paid forms of accommodation establishments in city area only* is entered. This in turn means that a city which compiles data for these definitions has many cities with which it can compare itself. When using the other definitions it becomes more difficult.

All things considered it should be emphasized that all results are based on a very small sample. In order to get more reliable results it would be necessary to base the analyses on a bigger sample, which is no easy undertaking considering that TourMIS is the largest database on urban statistics.

4.3. Comparability of statistics

"Comparability may defy precise definition, but it is an important and useful concept." Comparability means "… that data (estimates) for different entities can be legitimately (i.e. in a statistically valid way) aggregated, compared and interpreted in relation with each other." (Wagner and Wöber, 2003) Performing comparative European studies on tourism is always challenging, since definitions often lack consistency and data gaps occur. "Even with an international agreement on an official definition, data are for various reasons not always collected in a way that allows comparisons and analysis across national borders." When examining tourism statistics, a fundamental problem that emerges is that **different cities report tourism-related indicators in various ways**, which makes it very hard, among other things, to undertake comparative studies. (ESPON, 2006) The last chapter underpinned the fact that different definitions are being used for the compilation of tourism statistics in different European cities. In order to further investigate and systematically document details of different definition and survey problems the **ECT Survey on City Tourism Statistics** was conducted.

[42] Unfortunately, it cannot be proved statistically since the data is not suitable for most analyses, due to the small sample.

4.3.1. ECT Survey on City Tourism Statistics

Survey purpose

The idea for this survey came from an article published by Wöber in 1997, in which FECTO members and other important tourism cities were asked for information on their city tourism statistics (for further details refer to Wöber, 1997c). Although that study generated some valuable information and many shortcomings have been revealed relating to the international comparability of the data, and because it was the first one of this kind and therefore a very important step towards getting insight into the comparability of city tourism statistics and has made important projects such as the TourMIS platform possible, it still left space for further research on this issue. For this reason and since it has become clear that some important issues were not dealt with (such as classification of definitions, unpaid forms of accommodation, the question of cities within one country using a consistent system …), the **ECT Survey on City Tourism Statistics**, which was conducted especially for this diploma thesis and which will be described in more detail now, aims at filling the information gap with more detailed and up-to-date information.

Survey design and background

The first step was extensive desk research, which was the basis for gaining sufficient knowledge for developing an appropriate survey design.

Based on the available information the survey method **questionnaire** was chosen over personal interviews, since those would have been too costly and because the questionnaire gave the opportunity to prepare several well-structured questions in advance, which was ideal, as the main problem areas and deviations were relatively clear. Because open-ended questions offer the respondent more possibilities to reveal additional information, the questionnaire contained open and closed-ended questions.

The questionnaire was structured as follows:[43]

- Questions concerning the **data collected** and the **definitions in use:**
  The survey contained questions concerning arrivals, overnights, number of accommodation units, number of bedspaces and average occupancy ratios and the definitions in use.

[43] The questionnaire as well as the attachment with information on the definitions can be found in the Appendix.

These were mainly aimed at providing general information on data availability, but they were also targeted at gaining greater insight on the availability of data on VFR, same-day visitors and very small places of paid accommodation.

The questions were designed in such way, that they overlapped the content of TourMIS. This approach was intended to uncover possible discrepancies and obscurities concerning the terms used. This procedure and additional information on the definitions in the survey, which were attached to the questionnaire, were aimed at leading the respondents to think about the definitions used by them in greater detail and possibly reveal discrepancies themselves.

- Questions concerning **different methodologies:**
  The questions concerning the methods of collection in use were focused on getting an insight on how the data is being collected and which methodologies are most accepted.
- Questions concerning the **area that the statistics cover:**
  The questionnaire contained two questions concerning the area. The first question was aimed at information describing the area, while the second question explicitly asked for the geographical area. These two questions were targeted at showing how the areas covered differ and how the terms *city area* and *greater city area* are interpreted.
- Questions concerning the planned annual compilation of **"numbers of visitors to attractions and sites"**[44]

In order to make meaningful proposals for standardization which will allow better comparisons between cities in the future, this and additional information regarding background, opinions, needs and future changes was found to be crucial to better understand the various statistical systems in use by the different European cities. The issues dealt with were chosen concerning **importance,** but also the **time** needed to fill out the questionnaire was taken into consideration.

After the questionnaire was reviewed by experts in the field of urban tourism, the European cities to be asked to fill out a questionnaire were chosen. In order to collect the valuable information primarily ECT and/or TourMIS members, but also other European cities tourism office managers were asked.

[44] Questions on the compilation of "numbers of visitors to attractions and sites" will not be dealt with in this work, but will be the basis for another diploma thesis.

Special attention was also paid to include cities that are not active members, since information from these cities would be particularly interesting, due to the fact that not much is known about what their city tourism statistics look like.[45]

Because the sample consisted mainly of ECT and/or TourMIS members, contact addresses were looked up in the TourMIS database, and for the cities where no contact address for a data inputer was available and for those cities that were not members at that time, official tourist websites and contact addresses were searched for in the Internet resulting in a total sample base of 136 cities. Among these cities were all 119 cities available in TourMIS except for Cologne, Bregenz, Eisenstadt and St. Pölten, since no contact address could be found for them.[46] The questionnaire was sent out in pdf-format and could be answered online. After the last deadline (August 2006) **70 answers** could be analyzed.

Response rate

Of the 136 cities, which were either ECT and/or TourMIS members or other important tourism cities, 70 cities sent back the requested questionnaire (response rate 51.5 %), but because two of the questionnaires (Bruges and Saint-Étienne) did not contain any information at all, which was probably due to technical difficulties, the total response was 68 questionnaires:

Cities that answered				
Aachen	Bratislava	Ghent	Malmö	Split
Amsterdam	Brussels	Gijón	Maribor	St. Gallen
Athens	Budapest	Gothenburg	Metz	Stockholm
Augsburg	Cardiff	Graz	Munich	Tallinn
Avignon	Copenhagen	Hamburg	Nottingham	Tarragona
Barcelona	Córdoba	Heidelberg	Novi Sad	Turku
Basel	Corunna	Helsinki	Nuremberg	Uppsala
Belgrade	Dijon	Innsbruck	Olomouc	Valencia
Bergen	Dresden	Kraków	Pardubice	Vienna
Berlin	Dubrovnik	Linz	Paris	Vilnius
Berne	Edinburgh	Lisbon	Prague	Zagreb
Birmingham	Frankfurt	Liverpool	Reykjavik	Zurich
Bologna	Geneva	London	Rijeka	
Bonn	Genoa	Luxembourg	Salzburg	

Table 12: Cities that answered the questionnaire[47]

[45] All cities asked and their member status can be found in the Appendix.
[46] For 26 other TourMIS member cities, for which also no data inputer was available, contact addresses could be found on their official websites.
[47] Cities which are highlighted grey are cities which were also included in the analysis of Chapter 4.2.

Approximately 90 % (89.7 %) of those answers came from TourMIS users and in general all 68 answers came from ECT and/or TourMIS members. While this is good on one hand because it shows the interest of the members, it is disappointing on the other hand, since no "new" cities could be encouraged to deal with this issue.

Fortunately, however, 7 answers came from cities which are ECT members but who have not yet entered any data into TourMIS (Avignon[48], Córdoba, Kraków, Maribor, Rijeka, Uppsala and Vilnius) and further 12 cities (Athens, Basel, Berne, Birmingham, Bologna, Edinburgh, Frankfurt, Geneva, Liverpool, Metz, Split and St. Gallen) which currently are not active TourMIS users also answered the questionnaire, which might be due to the fact that they will show more interest and support in the near future.

The 68 cities which answered the questionnaire are spread out across 26 European countries:

Country	Cities	Country	Cities	Country	Cities
Germany	10	Belgium	2	Lithuania	1
Spain	6	Finland	2	Luxembourg	1
UK	6	Italy	2	Netherlands	1
Austria	5	Serbia & Montenegro	2	Norway	1
Switzerland	5	Denmark	1	Poland	1
Croatia	4	Estonia	1	Portugal	1
France	4	Greece	1	Slovakia	1
Sweden	4	Hungary	1	Slovenia	1
Czech Republic	3	Iceland	1		

Table 13: Participating countries

10 cities in Germany participated in the survey which makes Germany the number one participant, followed by Spain, UK, Austria and Switzerland.[49]

No answers at all came from the questionnaires where no contact addresses were readily available in the TourMIS and ECT database. The fact that no answers came from them and from non-members (ECT and TourMIS) is a special problem, which of course, should be mentioned at this point. Since there were no contact addresses available for the non-member cities they were searched for, as already mentioned, on the websites of official tourist offices. This, however, ended up being largely unproductive.

[48] Please note that Avignon only answered the part of the questionnaire concerning the planned annual compilation of "numbers of visitors to attractions and sites".
[49] Of course this is biased based on the number of cities per country asked to answer the questionnaire.

Although some of the websites had online contact forms and some even had email addresses to which one can send requests, no real contact persons dealing with city tourism statistics could be found. It appeared that some of the websites were not regularly maintained and that most of the email addresses were not correct anymore.

All together the revised **response rate was exactly 50 %**. This is considered to be very good, since many cities were obviously not reached due to the missing contact addresses and the failure to find suitable contact persons online. Furthermore, the fact that the questionnaire contained many questions which were probably not easy to answer and time consuming for a lot of cities might have discouraged many.

The high response rate among the ECT and TourMIS members indicates the interest and alertness of ECT members for the problems in this field and their willingness to help finding a solution. Some cities even sent additional information (for example: Amsterdam, Basel, Innsbruck and Vienna) and a not inconsiderable amount of **37** cities stated **links to websites** that give further information concerning their statistics. In addition Firenze and Oslo, two cities which did not answer the questionnaire, showed their interest in the survey by sending the links to their websites.[50]

4.3.2. Results

Tourism when considered an industry has rarely received the level of public interest commensurate with its share of economic activity. (UNWTO, 1994) The reason for this might partly be the missing appreciation of the economic power of tourism, one other reason is surely statistical, as this study suggests.

The analysis of the questionnaire showed that **none** of the main questions were answered by all cities! But fortunately, more than half of the cities (36 cities out of 68 cities) answered **all** questions! 25 cities only skipped one or two questions. From the remaining 7 cities 6 cities answered half of the questions or more while the seventh city (Avignon) hardly provided answers at all. It is therefore just impossible to adequately document the full scope of tourism related activities within some of the existing statistical systems.

[50] A list of links to the websites where additional information can be found is in the Appendix.

This chapter aims at showing what the city tourism statistics of the European cities asked look like.

Distribution of responsibility

In Chapter 2.3 it was stated that one problem concerning city tourism statistics is that the responsibility for the compilation of city tourism statistics is not uniformly regulated and that in turn organizations with differing interests and organization types have taken over this task.

In order to find out who is responsible in the cities that answered the questionnaire the contact persons were asked to state the positions they occupy in their organizations. Although 47.1 % did not answer the question at all, there is no question that the positions occupied by the respondents who answered the questionnaire cover a **wide range** – the positions mentioned range from CEO secretary to director or manager! This shows how greatly the organization varies in the different tourism offices and that there are no "common" organizational structures, although they all deal with city tourism statistics!

In general the people who answered the questionnaire mainly work in the fields of:

- tourism management, product and policy management
- research & statistics
- market analysis and business analysis - monitoring
- marketing and promotion

Surprisingly, 50 % of the respondents were either directors, managers or their deputies! But according to the low response rate to this question, no general conclusions can be drawn.

Area covered

In addition the **area** for which the organizations feel responsible and compile their statistics was analyzed. The cities were asked how they define the area that their statistics cover according to the definitions stated in Figure 24. The frequencies of the answers are illustrated in the Bar Chart:

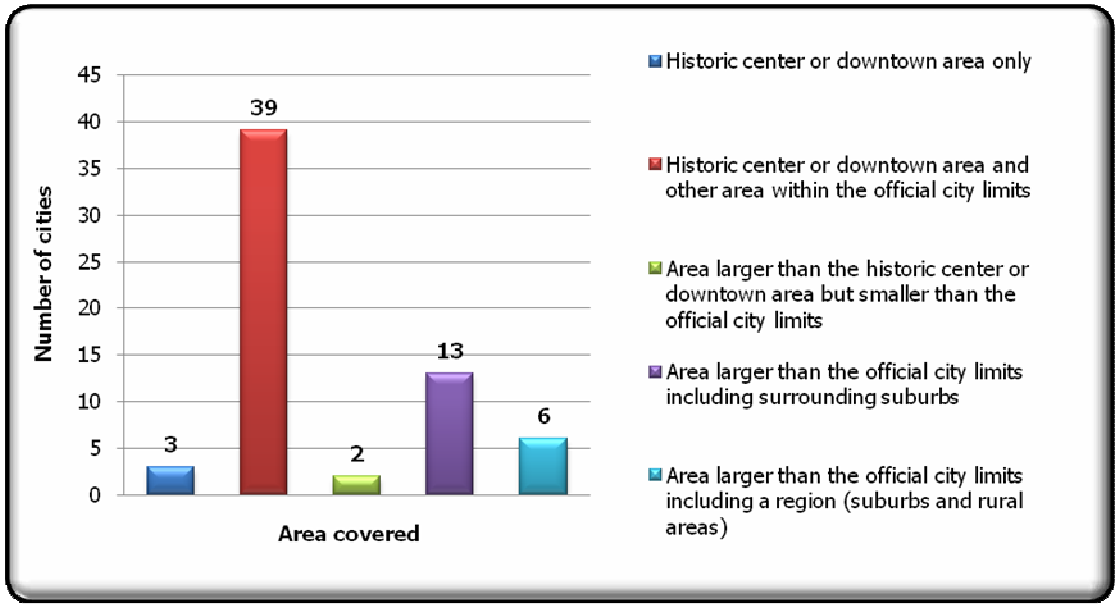

Figure 24: Area covered by city tourism statistics

From the answers it became obvious that the areas covered differ. More than half of the cities (39 cities) answered that their statistics include data generated within the historic center or downtown area and another area within the official city limits. This apparently shows that most city tourism statistics are compiled for an area close to the official city limits.

Only 3 cities (Birmingham, Corunna and Metz) stated that their statistics only cover the historic center or downtown area and further 2 cities (Basel and Tarragona) stated that they include data generated within an area larger than the historic center or downtown area but which is smaller than the official city limits. The not inconsiderable amount of 13 cities, however, compiles data covering an area which also includes surrounding suburbs and 6 cities even cover an area greater than that, namely, including suburbs and rural areas.

When comparing figures the data of course is more valuable when based on a similar area. In order to ensure this and as already mentioned, TourMIS uses the definitions with the adjunct *city area only* and *greater city area* to facilitate this comparison. When comparing the answers given in Figure 24 and the definitions stated to be available with and without the adjunct *greater city area*, it becomes obvious that most cities equate the term *city area only* with an area within the official city limits and the term *greater city area* with an area also including surrounding suburbs. As illustrated in Figure 24, about 80 % of the cities in question state that they compile data for these two definitions. Belgrade, London and Uppsala did not answer the question, which might be the result of vagueness, since there is no clear regional limitation.

Some cities equate the term *city area only* with the area covering only the historic center or downtown area or an area which is larger than that but smaller than the official city limits:[51]

- **Basel** and **Tarragona** claim to have data for the city area available but when asked which area their statistics cover they state that they include data generated within an area which is even smaller than the official city limits (but larger than the historic center or downtown area)!
- **Birmingham, Corunna** and **Metz** allege to have data for the city area available but when asked which area their statistics cover they state that they only include data generated within the historic center or downtown area!

On the other hand, there are cities which equate the term *greater city area* with an area including suburbs and rural areas:

- **Bergen, Dijon, Edinburgh, Nottingham, Pardubice and St. Gallen** claim to have data for the greater city area available but when asked which area their statistics cover they state that they also include data generated within the suburbs and rural areas!

Although these interpretations are understandable, unfortunately, the analysis has also shown that many cities might have misinterpreted the definitions resulting in inconsistent answers:

- **Augsburg, Berne, Bonn, Brussels, Geneva, Graz, Kraków, Munich, Salzburg, Stockholm, Turku and Zurich** allege to have data for greater city area available but when asked which area their statistics cover they state that they include data only generated within the official city limits!
- **Dubrovnik, Genoa, Reykjavik and Split** contend to have data for only the city area available but when asked which area their statistics cover they state that their statistics include data from the surrounding suburbs!

This alone, shows how differently the definitions are interpreted. The distinction between *city area only* and *greater city area* is obviously often misinterpreted and therefore not optimal for comparison. Another analysis emphasizes this fact: In the questionnaire the cities were also asked how many **km²** or **SQMI** their statistics cover, and to estimate the area if they do not have precise information. Table 14 shows the responses and compares them to the area according to Wikipedia.

[51] The answers from part A and question B1 in the questionnaire were the basis for the following examples.

	km² [52]	Area covered[53]	Area according to Wikipedia in km²	plausible
Aachen	160	2	161	√
Amsterdam	219*	2	130	√
Barcelona	100	2	100	√
Basel	37	3	23	√
Berlin	892	2	892	√
Berne	51.6	2	52	√
Bologna	150	4	140	√
Bratislava	367.9	2	368	√
Brussels	161.3	2	162	√
Budapest	525	2	525	√
Cardiff	140	2	140	√
Corunna	37	1	37	√
Dijon	209*	5	40	√
Dresden	328.3	2	328	√
Dubrovnik	170.38*	4	143	√
Frankfurt	249	2	248	√
Genoa	73.53	4	Province: 243	√
Ghent	156.43	2	156	√
Gijón	181.7	2	182	√
Gothenburg	3 717	4	Metro: 3 717	√
Graz	127.56	2	128	√
Hamburg	755.2	2	755	√
Heidelberg	109	2	109	√
Helsinki	186	2	186	√
Kraków	327	2	327	√
Linz	96	2	96	√
Lisbon	85	2	85	√
Luxembourg	52	2	52	√
Malmö	156	2	335	√
Maribor	1 072.9	4	148	√
Metz	41.22	1	42	√
Munich	310	2	310	√
Novi Sad	702		699	√
Nuremberg	186.37	2	186	√
Olomouc	103.37	2	103	√
Pardubice	880	5	78	√
Paris	105	2	105	√
Prague	490*	2	496	√
Reykjavik	1 000	4	275	√
Rijeka	44	2	44	√
Salzburg	65	2	66	√
Tallinn	159.2	2	159	√
Turku	246	2	246	√
Valencia	137	2	135	√
Vienna	660	4	415	√
Vilnius	392	2	402	√
Zagreb	640	2	641	√
Zurich	87.74	2	92	√

Table 14: Areas that the statistics cover

[52] Answers from question B3; areas marked with an asterix were estimated by the respondents.
[53] Answers from question B1:
1: Historic center or downtown area only
2: Historic center or downtown area and other area within the official city limits
3: Area which is larger than the historic center or downtown area but smaller than the official city limits
4: Area which is larger than the official city limits and includes surrounding suburbs
5: Area which is larger than the official city limits and includes a region (suburbs and rural areas)

Unfortunately 14 cities could or did not estimate the area that their statistics cover (**Athens, Belgrade, Bergen, Birmingham, Bonn, Copenhagen, Córdoba, Innsbruck, Liverpool, London, Split, St. Gallen, Tarragona** and **Uppsala**) and from those that did answer, some of the responses did not seem plausible when compared to the area stated in Wikipedia. Therefore, those cities (Augsburg, Edinburgh, Geneva, Genoa, Nottingham, Pardubice, Stockholm, Tallinn and Zurich) were asked to confirm or revise their answers. As a result **Genoa, Pardubice, Tallinn and Zurich corrected their responses**.[54] Because **Augsburg, Edinburgh, Geneva, Nottingham and Stockholm** did not confirm or revise their answers they were **excluded** from Table 14.

On the whole the analysis showed two interesting results:

- The analysis demonstrated that the **physical areas** which the statistics cover **strongly deviate**. Based on the answers in the questionnaire Basel and Corunna gather statistics in the smallest area of only 37 km^2 while Gothenburg's statistics, for example, cover 3 717 km^2.
- Further the analysis proved that in spite of the fact that the respondents had the possibility to estimate the area or look it up, this was the question which most **cities had trouble answering**. The low response rate and the answers given[55] prove that even the people dealing with the statistics sometimes have no detailed information on what region their statistics embrace!

Although the definitions corresponded with the area stated in 44 cities, overall, the analysis showed that a **clear definition and regional limitation for the term *city* is necessary**.

[54] The answers stated in Table 14 contain the revised responses.
[55] Even though the deviations based on the estimations are not that alarming, the deviations from the information stated not to be estimated are disturbing.

Comparison with TourMIS

In order to find out how similar the information received compares to the data available in TourMIS, it was analyzed if the answers from the TourMIS members about the availability of their tourism statistics match up with their actual availability in the TourMIS database (using the definitions available between 2004 and 2006)![56]

Interestingly only the data that **9 out of the 49** cities provided in the questionnaire matched exactly with the data available in TourMIS.

The following criteria were used for the comparison:

- Did the person who is responsible for filling in the data in the TourMIS database, fill out the questionnaire or was a different contact person named?
- Do some cities enter more data into TourMIS than they claimed to have available in the questionnaire?
- Did some cities state more information in the questionnaire, than is actually being entered into TourMIS?
- Did the information in the questionnaire differ from the data in TourMIS?

Although 2 of the cities do not name a data inputer in the TourMIS database, it can be said from the rest of the cities that in 80.9 % of the cases, **the contact person named matched** with the data inputer in TourMIS. According to that, in 19.1 % of the cities a person other than the data inputer answered the questionnaire. Even though the number where the contact person and data inputer did not match was relatively low (9 cities), it is still surprising, that some cities, assigned someone other than the TourMIS inputer to fill out the questionnaire.

In 49 % of the cities (24 cities) it occurred that **more data is available in the TourMIS database** than was stated by the cities to be available. This led to the assumption that the discrepancies are probably due to the fact that the questionnaires were filled out by someone other than the data inputers who would know which data is available. This assumption seems to be true for Innsbruck where, for example, a contact person other than the TourMIS data inputer stated in the questionnaire that monthly data is not available, although it is available in TourMIS. But when analyzing this further it interestingly became obvious that

[56] Therefore, only the **49 active** TourMIS members (see Table 8: Active members) who answered the questionnaire are included in the following results. Inactive members (Athens, Basel, Berne, Birmingham, Bologna, Edinburgh, Frankfurt, Geneva, Liverpool, Metz, Split and St. Gallen) and all other cities which are not TourMIS members (Avignon, Córdoba, Kraków, Maribor, Rijeka, Uppsala and Vilnius) were excluded.

this was not the case for approximately 80 % of the cities. In only 4 cities (16.7 %) the questionnaire data was not entered by the data inputer listed in TourMIS (and for the city of Linz no data inputer was available in TourMIS).

The reason for the additional data available in TourMIS but not mentioned in the questionnaire is therefore obviously that the answers in the questionnaire are not based on the available figures in TourMIS but on **other sources**. Another possibility could be that the person, who filled out the questionnaire, possibly did not know the full scope of the statistics available in his city. A further reason could be that the definitions stated in TourMIS were available at one point but that the respective cities have stopped using them in the last three years; this could be true for the city of Ghent, for example.

On the other hand it became evident when analyzing the data that the considerable number of 36 cities (73.5 %) stated a lot of **data** which they have available in their cities which is interestingly **not available in TourMIS** currently. This again could be due to the fact that the answers in the questionnaire are not based on the available figures in TourMIS but on other sources. It could, however, also be that the person who enters the data into TourMIS does not want to enter the additional data into TourMIS and share it with other cities.[57] But since 69.4 % of these cities stated that they are willing to share all of this additional data this is rather unlikely. Because only two cities (Augsburg and Munich) stated that they are not willing to share the additional information available it can be deduced that soon there will be a great amount of additional data available for more than 30 cities in TourMIS.

Unfortunately, it also became obvious that sometimes there were severe differences between the data stated to be available and the data available.[58] The hypothesis was put up, that the reason for the discrepancies here might also be due to the problem that the respondent differed from the data inputer; this was further analyzed. But generally the **deviations are not due to different data inputers**:

- In some cities, for example the cities of **Bonn**, **Corunna** and **Nottingham**, some confusing differences could be observed, even though the questionnaire was answered by the TourMIS data inputer. The same is true for **Brussels**, which also provided answers which are inconsistent with the TourMIS data, here it appears the definitions got mixed up.

[57] Another rather unlikely reason could be that the person who enters the data into TourMIS does not know that it is possible to enter more numbers.
[58] Lists with the additional data that the participants stated to be willing to share can be found in the Appendix.

- In other cities, for example Copenhagen, Dresden, Graz, Hamburg, Malmö and Vienna the data provided for the arrivals and bednights are consistent but the data concerning the capacity are incompatible.

From the comparison of the availability in the TourMIS data base it becomes clear, that there is great diversity which is obviously due to **misinterpretation of definitions**!

In the case of **Turku**, for example, it seems like the definition of in *city area* and in *greater city area* got confused. Another problem with the *bednights* definitions arised: **London** stated that they only have data for *roomnights* available, which could mean that the data they enter into TourMIS are *roomnights* instead of the suggested *bednights*, which of course impedes comparison.

But these were only isolated cases, what occurred more often, was that the definitions concerning *all accommodation establishments* got mixed up with the definitions related to *hotels and similar establishments*. This, for example, appears to be the case for the cities of **Lisbon** and **Nuremberg**, where the questionnaires were answered by the data inputers themselves.

At this point it must be emphasized that this is probably due to the definitions used in the TourMIS database and ECT publications which obviously still leave room for **different interpretations**:

- As already mentioned TourMIS and ECT use the definitions from the UNWTO at least for the most part. But, to repeat: Here the problem arises that these are (unfortunately) not the perfect solution, since some of the terms are not described well enough, which leads to confusion among the users. One of the most obvious problems is that TourMIS's meaning of the term *all accommodation establishments* differs from that used in the UNWTO definitions.

  To be more specific: According to the UNWTO *all accommodation establishments* include *private tourism establishments* and *collective tourism establishments* (therefore also including for example *accommodation provided without charge by friends and relatives*). Until September 2006 TourMIS had on one hand the term *all accommodation establishments* but on the other hand also the term *all accommodation establishments incl. VFR* among its definitions, it was therefore "clear", that in TourMIS's view, with *all accommodation establishments* only *collective tourism establishments* were actually meant. Because this was not specifically stated anywhere it is no surprise, that this spread confusion among users.

In order to be more comprehensible and avoid uncertainty the definitions in TourMIS were therefore changed (the new definitions can be found in Chapter 4.2). Due to the deviations in the questionnaire analyses, the question arises if all TourMIS data inputers realized the change in the system and adapted their data when necessary.

- A related problem is that the term *hotels and similar establishments* is not defined anywhere in TourMIS, therefore it is difficult to distinguish between the terms *all paid forms of accommodations* and the category *hotels and similar establishments*.
- Another obscurity is that the information on the TourMIS database gives no indication, if the term *VFR* is used based on the main purpose for travel, namely visiting friends or relatives or if it also refers to subjects, where the main purpose of travel is something else, but the accommodation is provided without charge by friends or relatives.

These explanations are assumed to be the reason for the misinterpretation and misuse of the definitions revealed in the analysis. The main problem is, however, that these discrepancies are probably overseen by many users but not by all, and therefore it is very difficult to find out, which of the cities, interpret the definitions correctly and which do not! From the results of the questionnaire, however, it can be deduced that **some cities do not use the definitions as intended**.

Definitions

The most important information when considering comparability of statistics is, if the cities use the **same definitions**. If data is collected on the same definitions it can be compared. Similar to Chapter 4.2 the answers in the questionnaire were therefore analyzed pertaining to the definitions in use.[59]

The analysis is divided into:

- demand side statistics
- capacity statistics

[59] Please note that the sample size from the questionnaire is almost exactly the same as the active TourMIS members (66 versus 67) but that the cities are only partially the same (see Table 12).

Demand side statistics

Figure 25 illustrates which definitions are the most popular among the cities that answered the questionnaire:

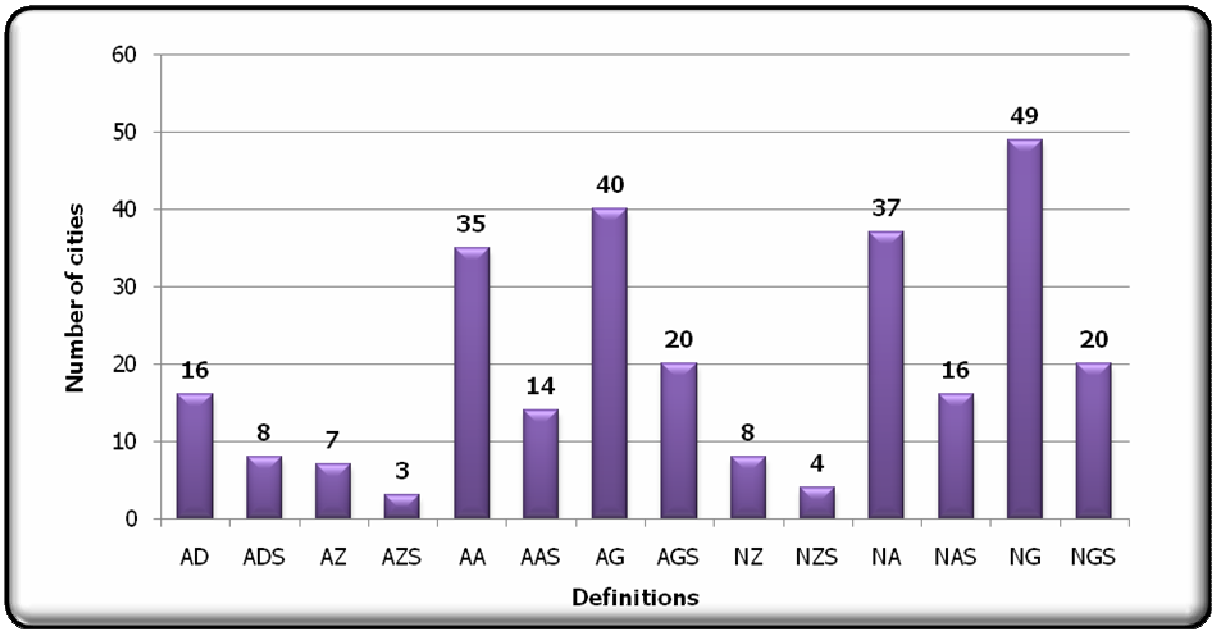

Figure 25: Most accepted definitions for demand side city tourism statistics

The Bar Chart clearly illustrates that the definitions concerning *arrivals and bednights in hotels and similar establishments* (namely the definitions AG, NG) are the most accepted among this sample. This differs from the results of the analysis on the TourMIS database, where *arrivals and bednights in all paid forms of accommodation establishments* were the most popular with *arrivals and bednights in hotels and similar establishments* ranking second.

The Bar Chart also shows that a lot more of the definitions are being used. The conclusions, however, that **most cities collect their data with the help of registration or surveys among all paid accommodation suppliers** and that the definitions concerning data from a *greater city area* are not available as often as the ones concerning only the *city area* itself, remain the same.

It is worth noting also that more data on a monthly basis is available than is provided in the TourMIS database. This is probably due to the fact that the data inputers do not want to enter data every month! It should be kept in mind that the reason why some figures deviate could be that the cities do not enter all the data that would be available into TourMIS. This in turn means that this analysis provides more data on the actual availability.

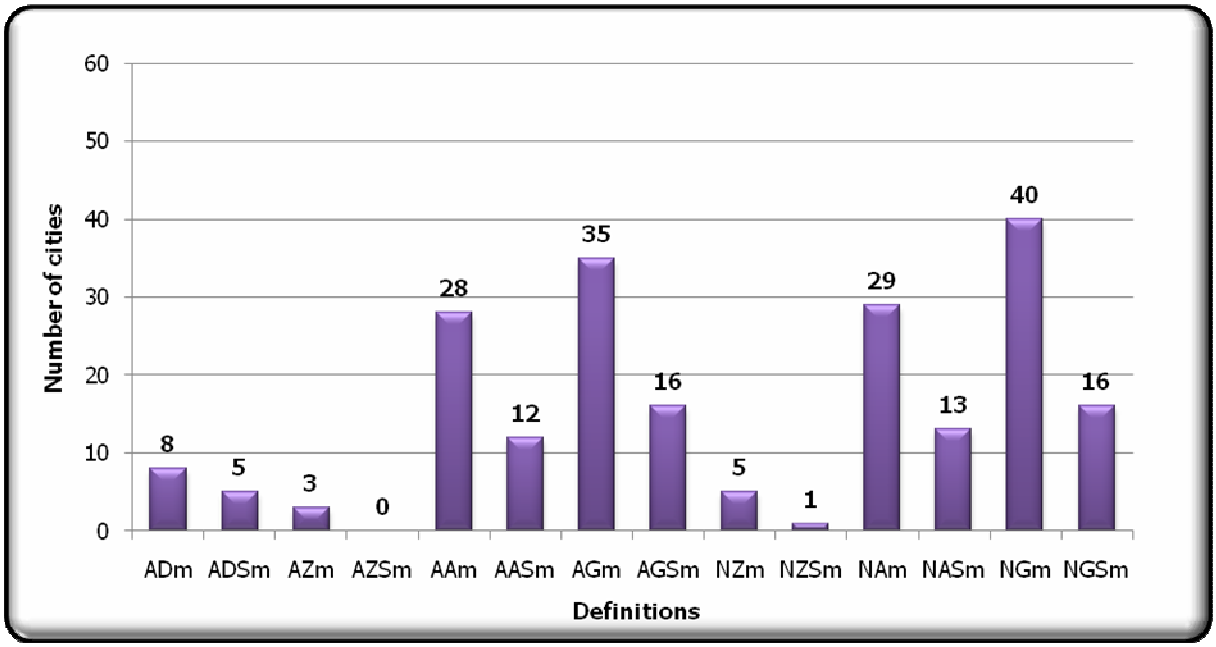

Figure 26: Frequency of use of definitions for monthly demand side city tourism statistics

The data entered monthly (m) shows of course the same peaks and lows. However, here only 14 cities, do not compile data on a monthly basis.

Since the last two figures showed that the sample from the questionnaire uses more definitions Figure 27 illustrates the frequencies of the number of definitions used.

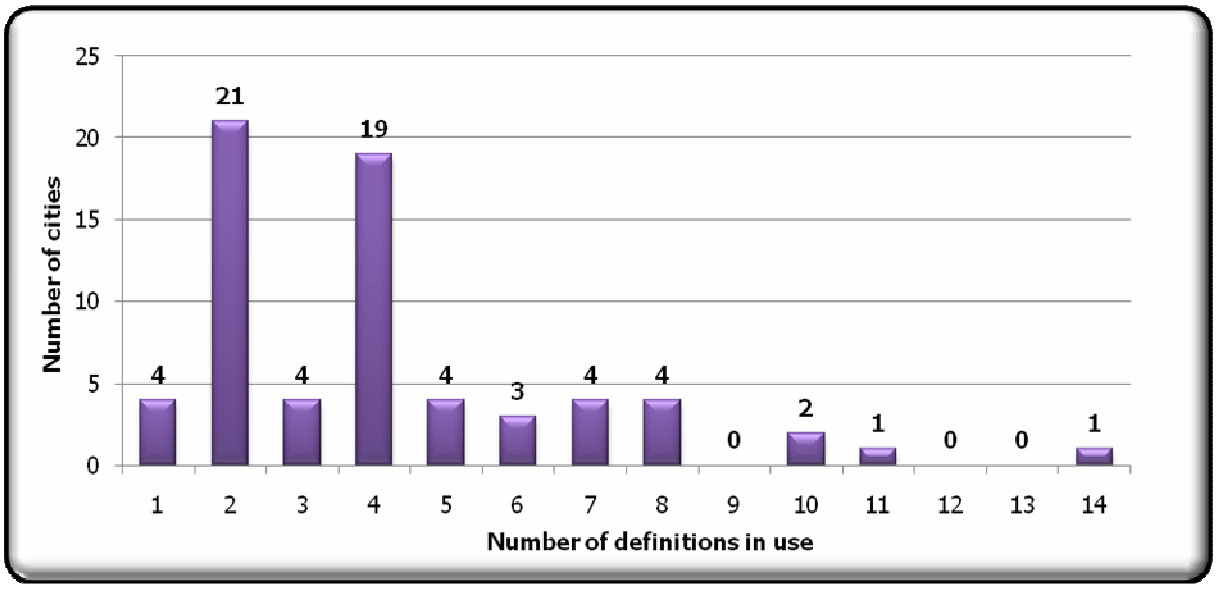

Figure 27: Frequency of number of definitions in use for demand side city tourism statistics

As shown in Figure 27 most cities either compile data for 2 or 4 definitions, which based on Figure 25, are obviously AG, NG and AA, NA. While to a large extent the cities collect data for between 1 and up to 8 definitions, one city clearly stands out. **Uppsala** collects data for all 14 demand side definitions available.

Almost all cities that answered the question if their data on nights refers to data on *bed-nights* or *roomnights* stated that they have data for *bednights* available. While some cities collect data for bed- and roomnights, there are a few cities which **only** collect data for *roomnights*, namely **Birmingham**, **Corunna**, **Frankfurt** and **London**. These cities might therefore have trouble comparing their data, since most cities collect data on bednights.

Capacity statistics

Figure 28 shows the 12 definitions in question for city tourism capacity statistics.

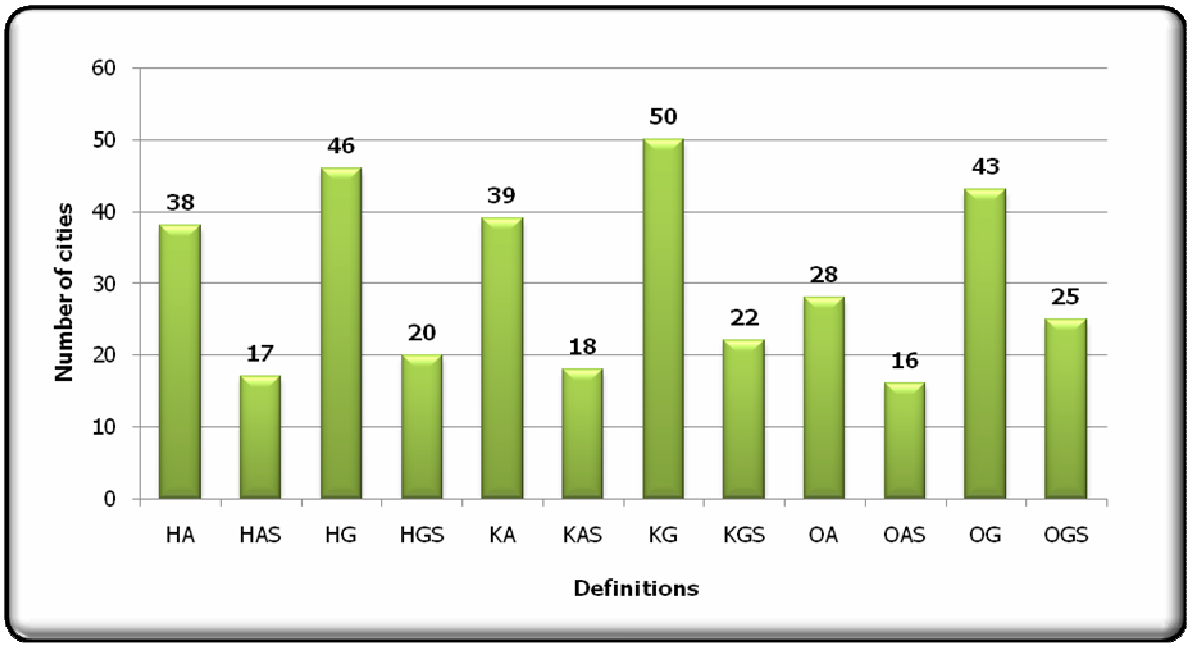

Figure 28: Most accepted definitions for city tourism capacity statistics

Figure 28 illustrates that **more data is available for city tourism capacity statistics than for demand side statistics**. This information is easier to gather and therefore a lot of cities even have data for the *greater city area* available.

The Bar Chart shows that *number of bedspaces in hotels and similar establishments* is the definition here for which most cities have data available. Clearly almost all cities that compile data on the *bedspaces in hotels and similar establishments* also know the *number of hotels and similar establishments*.

Similar to Figure 27, Figure 29 shows the frequency of the number of definitions used.

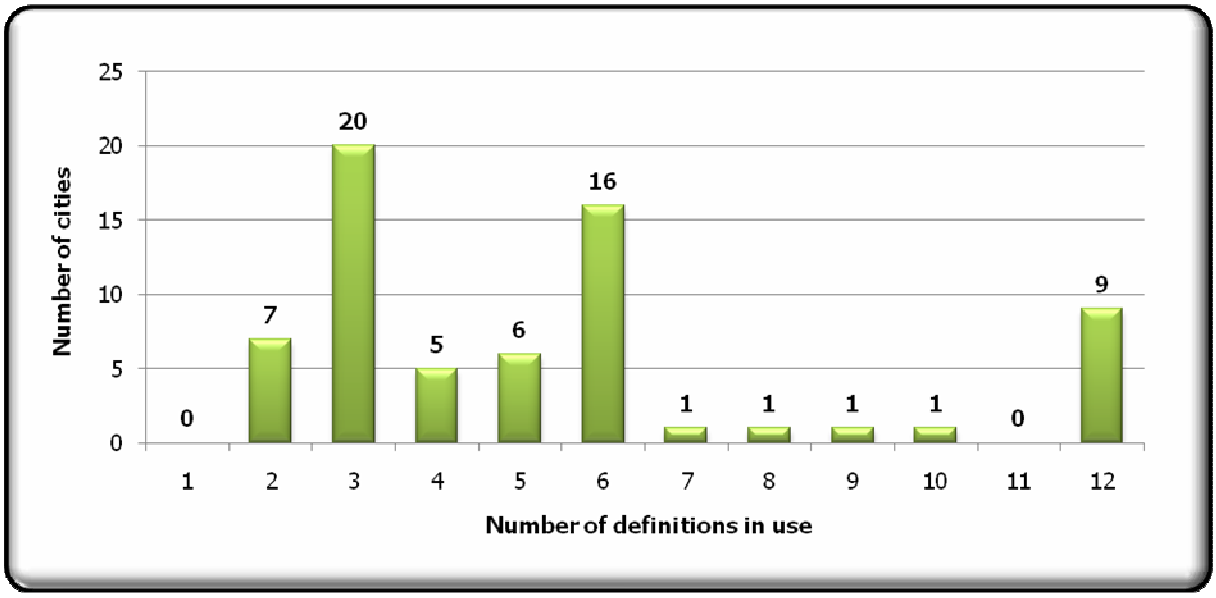

Figure 29: Frequency of number of definitions in use for city tourism capacity statistics

While it is amazing that 47 cities compile data for 3 to 6 definitions, which in regard to Figure 28 suggests that they all have some kind of data on number of establishments, number of bednights and occupancy ratios available, it is even more interesting that **9 cities compile data on all 12 available definitions**. These cities are **Bergen, Bologna, Innsbruck, Kraków, Liverpool, Maribor, Pardubice, Uppsala** and **Zurich**.

Figure 30 illustrates how many definitions (demand and capacity) are being used.

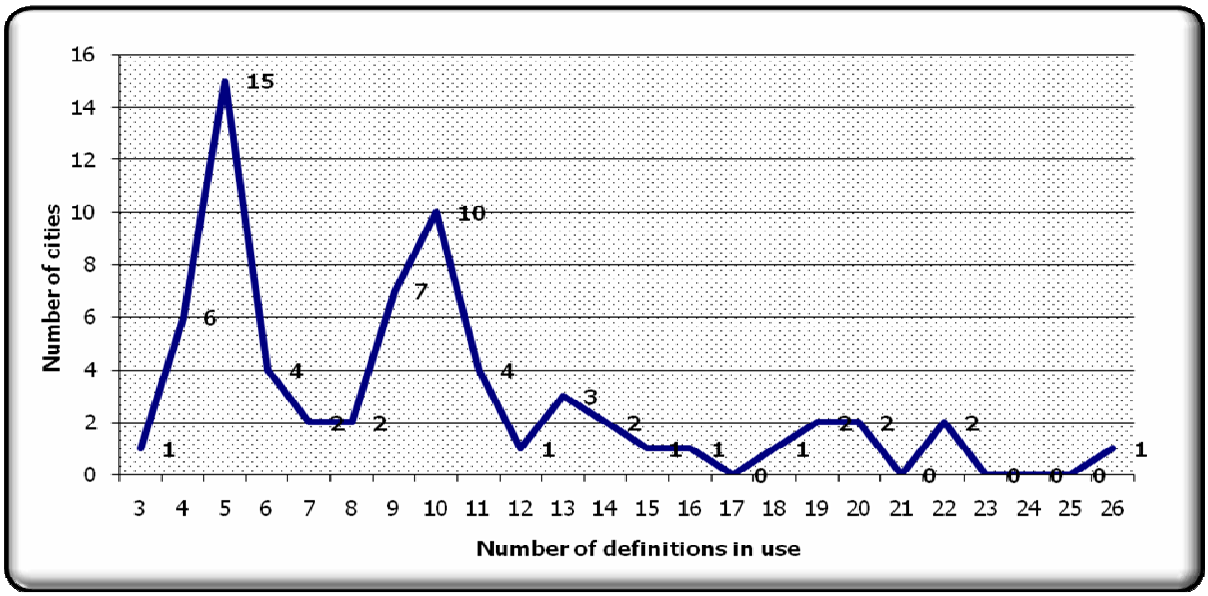

Figure 30: Number of definitions used by cities in general

The figure above shows that most cities compile data for either 5 or 10 definitions. While **London** is the only city that only compiles data for a meagre 3 definitions, Uppsala is its counterpart. **Uppsala** compiles data for all definitions available.

To summarize, although the analysis did not reveal much new information it did underline the conclusions drawn in Chapter 4.2 which in turn make them more reliable.

On some issues, however, this analysis offered a different picture. Although this seems strange at first sight, when considering that 73.1 % of the answers of this analysis came from active TourMIS members included in the analysis on the availability of city tourism statistics in TourMIS, the deviations can be explained when one takes into account that many TourMIS members do not enter all the data available into TourMIS.

For the most part this analysis showed, that there is a lot **more information available than expected and that the wide spectrum of definitions available is used by many cities**. Fortunately many active and inactive TourMIS members and cities which are not TourMIS members so far stated that they are willing to share (additional) information, which in turn means that more data will be available in TourMIS soon.[60]

Figures 31 and 32 illustrate what kind of information will become available from the 6 cities that are ECT members but who have not yet entered any data into TourMIS (Córdoba, Kraków, Maribor, Rijeka, Uppsala and Vilnius)[61] and the 12 cities (Athens, Basel, Berne, Birmingham, Bologna, Edinburgh, Frankfurt, Geneva, Liverpool, Metz, Split and St. Gallen) which currently are not active TourMIS users.

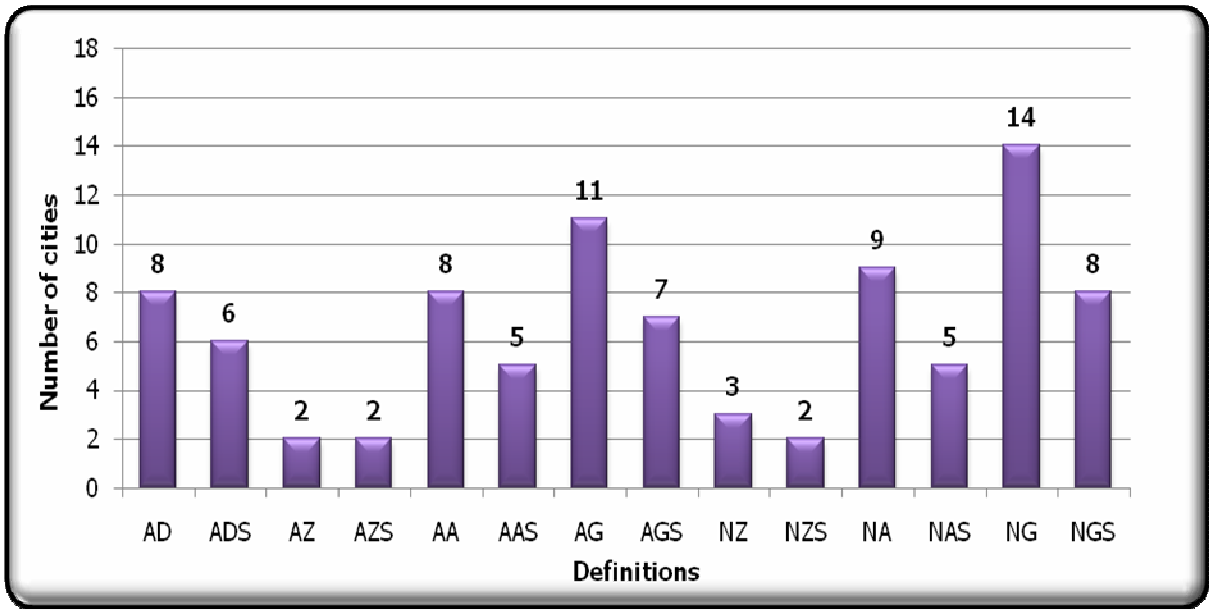

Figure 31: Most accepted definitions for demand side city tourism statistics

[60] Lists with the additional data that the participants stated to be willing to share can be found in the Appendix.
[61] Avignon is not included since the questionnaire did not provide information about which definitions are being used!

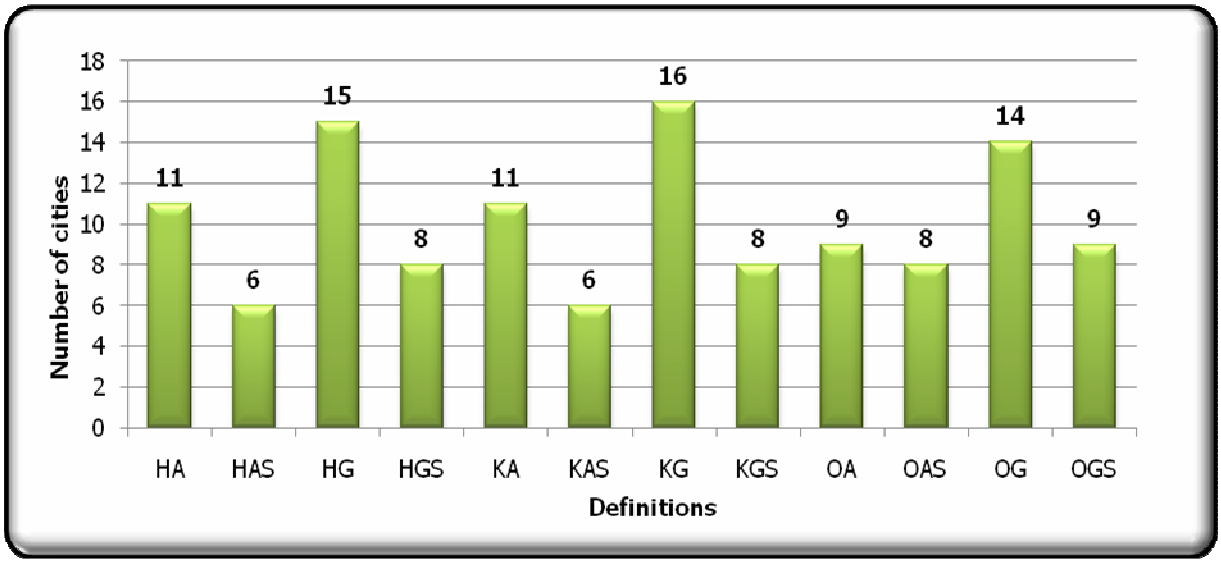

Figure 32: Most accepted definitions for city tourism capacity statistics

The figures show that the 18 cities in question make use of the wide spectrum of definitions and that the data will be to a large extent **comparable** with other cities since the data for the most popular definitions are also available here.

Collection methods

The previous analyses showed that the most popular definitions concerning arrivals and bednights are *arrivals and bednights in hotels and similar establishments* and *in all accommodation establishments*. This more or less suggests already that the cities which have these definitions available use **accommodation statistics** to gather their information. In order to get a better insight, however, the cities were asked what kind of collection methods they use. The answers are illustrated in Figure 33.

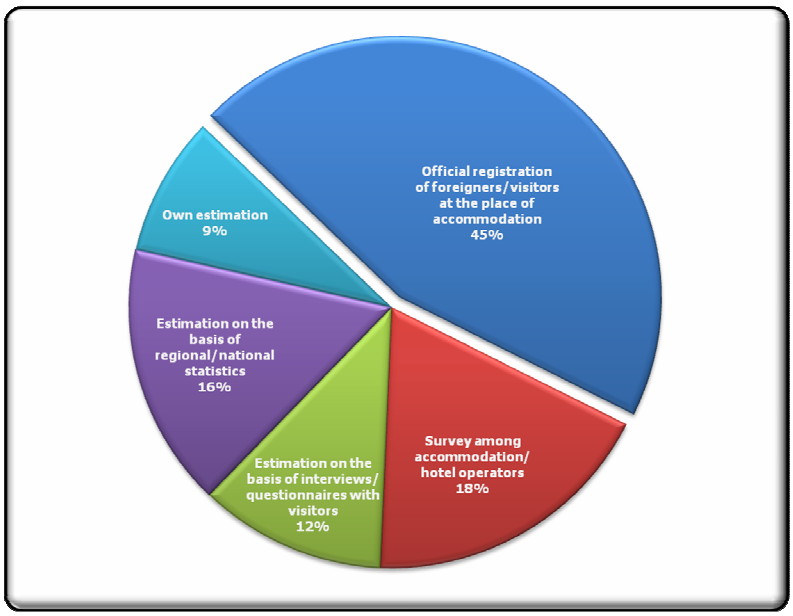

Figure 33: Collection methods

From the results of the survey, it can be seen that the majority of European cities (47 cities - 45 %) compile their figures on nights and/or arrivals with the help of **official registration of foreigners/visitors at the place of accommodation**, while only a minority (9 cities – 9 %) uses their own estimations to derive at figures. Because the cities Avignon and Uppsala did not give any information on the method of collection they were not taken into consideration for the following results. This is a pity since it would be very interesting to find out how Uppsala, the city which has data available for all definitions, compiles its statistics.

Table 15 lists countries with the cities' answers based on the five collection methods:

		Official registration of foreigners/ visitors at the place of accommodation		Survey among accommodation/ hotel operators		Estimation on the basis of interviews/ questionnaires with visitors		Estimation on the basis of regional/ national statistics		Own estimation	
		N	A	N	A	N	A	N	A	N	A
Austria	Graz	√	√								
	Innsbruck	√	√								
	Linz	√	√								
	Salzburg	√	√								
	Vienna	√	√								
Belgium	Brussels	√	√								
	Ghent	√	√								
Croatia	Dubrovnik	√	√								
	Rijeka	√	√								
	Split	√	√								
	Zagreb	√	√								
Czech Republic	Olomouc			√	√						
	Pardubice	√	√	√	√			√	√		
	Prague	√	√								
Denmark	Copenhagen	√		√		√		√		√	
Estonia	Tallinn	√	√								
Finland	Helsinki	√	√								
	Turku	√	√								
France	Dijon	√	√								
	Metz						√		√		√
	Paris							√	√		
Germany	Aachen			√	√						
	Augsburg	√	√								
	Berlin	√	√								
	Bonn		√		√		√		√		√
	Dresden	√	√								
	Frankfurt	√	√								
	Hamburg						√	√	√		
	Heidelberg	√	√								
	Munich	√	√								
	Nuremberg	√	√								
Greece	Athens			√	√						
Hungary	Budapest	√	√			√	√				
Iceland	Reykjavik	√	√								
Italy	Bologna	√		√		√		√		√	
	Genoa	√	√	√	√						
Lithuania	Vilnius			√	√						

		Official registration of foreigners/visitors at the place of accom-modation		Survey among ac-commodation/hotel operators		Estimation on the basis of interviews/ questionnaires with visitors		Estimation on the basis of regional/national statistics		Own estimation	
		N	A	N	A	N	A	N	A	N	A
Luxembourg	Luxembourg	√	√								
Netherlands	Amsterdam	√	√								
Norway	Bergen	√	√								
Poland	Kraków	√				√	√			√	√
Portugal	Lisbon	√	√								
Serbia & Montenegro	Belgrade	√	√					√	√		
	Novi Sad	√									
Slovakia	Bratislava	√	√								
Slovenia	Maribor	√	√							√	√
Spain	Barcelona			√	√			√	√		
	Córdoba	√	√			√		√	√	√	√
	Corunna			√							
	Gijón							√	√		
	Tarragona			√	√						
	Valencia					√		√	√	√	√
Sweden	Gothenburg	√									
	Malmö							√	√		
	Stockholm			√	√						
Switzerland	Basel	√	√								
	Berne	√	√								
	Geneva	√	√								
	St. Gallen	√	√								
	Zurich	√		√							
UK	Birmingham	√		√		√		√		√	
	Cardiff			√	√			√	√		
	Edinburgh				√			√			
	Liverpool			√	√			√	√		
	London					√	√				
	Nottingham			√		√					
		46	**40**	**17**	**13**	**9**	**6**	**15**	**13**	**7**	**6**

Table 15: Methods of collection (for nights and arrivals)

As Table 15 illustrates the only cities which do not have official registration of foreigners/visitors at the place of accommodation are Aachen, Athens, Barcelona, Cardiff, Corunna, Edinburgh, Gijón, Hamburg, Liverpool, London, Malmö, Metz, Nottingham, Olomouc, Paris, Stockholm, Tarragona, Valencia and Vilnius.

In general most cities tend to use these collection methods for their night **and** arrivals figures, but it should be mentioned that some cities only compile data on either nights or arrivals. The analysis showed that more collection methods for the compilation of night figures are used.

Further it was analyzed how many collection methods the respective cities use to compile their statistics. From the answers on the questionnaire it became obvious that most cities tend to only use **one collection method**, which in the most cases is the official registration of foreigners/visitors at the place of accommodation. From the 46 cities which only use one collection method 35 rely all their statistical information on data from official registration of foreigners/visitors at the place of accommodation. 7 cities, however, base their figures solely on surveys among accommodation/hotel operators and one city (**London**) only uses estimation on the basis of interviews/questionnaires with visitors. What is very interesting is that **Gijón, Malmö and Paris** completely rely on estimations on the basis of regional/national statistics, which in turn means that their statistics are probably not as accurate. What is very positive is that no city bases its data solely on their own estimation, but uses this collection method only in combination with other collection methods. **Birmingham, Bologna, Bonn and Copenhagen**, for example, use all five of the stated methods to compile their statistics.

Metz, Valencia and Hamburg compile their statistics by combining different forms of estimations. While Hamburg combines estimations on the basis of interviews/questionnaires with visitors and estimations on the basis of regional/national statistics, Metz and Valencia further include own estimations.

Due to the answers received it is difficult to retrace how some cities compiled the data they stated to have available:

- **Athens,** for example, says it uses only surveys among accommodation/hotel operators but claims to have data available for *all visitors (tourists and same-day visitors).* The question that arises is how the accommodation and hotel operators come to data on *same-day visitors*. Similarly it is unclear how **Munich** compiles its data on *same-day visitors* by relying solely on official registration at the place of accommodation and how **Genoa** compiles the information on *same-day visitors* by combining surveys among accommodation/hotel operators and official registration at the place of accommodation.
- **Birmingham, Bologna, Corunna** and **Nottingham** on the other hand also contend to having data on *arrivals of all visitors* available (Nottingham and Bologna claim to have other arrival data available), but do not provide a collection method for arrivals. **Zurich** also states having data for arrivals available, but does not mention a collection method considering the arrivals.

Likewise **Bonn** claims to have data available on *overnights in hotels and similar establishments*, but does not provide a collection method for nights at all. It also seemed odd that **Kraków** stated three collection methods for nights although they do not mention having data on nights available and similarly **London** stated a collection method for arrivals although they do not mention having data on arrivals available.

- **Dubrovnik** claimed to have data available *including VFR*. But since they only use official registration at the place of accommodation it is unclear how they derive their figures for *VFR*.
- Also it is unclear how **Edinburgh** which says it has data on *arrivals including VFR* available, gets that information from surveys among accommodation/hotel operators.

As Table 15 illustrates, all cities in **Austria**, **Belgium**, **Croatia** and **Finland** use official registration of foreigner/visitors at the place of accommodation as the only collection method to compile their statistics. While these cities compile the data with exactly the same method within the country the cities in, for example, the Czech Republic and France do not show such similarities. What should be emphasized at this point is that there are no countries (in the questionnaire sample) where not at least one city compiles data with the help of official registration of foreigners/visitors at the place of accommodation except for **Greece** and **Lithuania**.

In general, however, the tendency towards collection methods focusing on accommodation suppliers cannot be overlooked.[62] Therefore, it is interesting if **all** paid forms of accommodations are included in the statistics or if small places of accommodation are excluded. In order to answer this, the cities were asked if their statistics include all paid forms of accommodation.

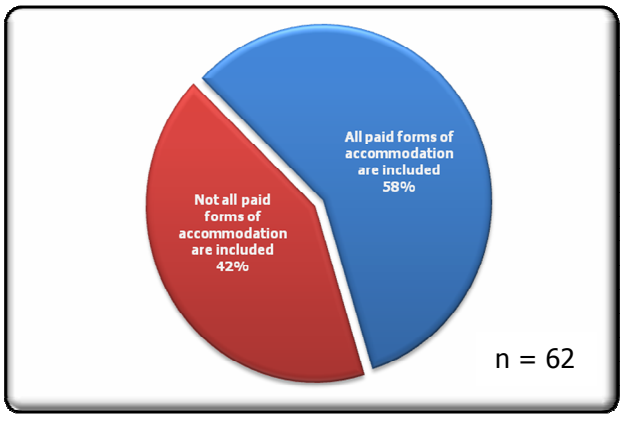

Figure 34: Accommodation establishments included

[62] This tendency is underlined by an EUROSTAT analysis of official tourism statistics, which showed that all countries record accommodation statistics. [Appendix 1.2: 20]

Figure 34 illustrates that the relationship between the cities' statistics including all paid forms of accommodation and the cities' statistics which do not include all paid forms of accommodation is rather balanced. 5 cities did not answer the question.

The analysis revealed that in some countries all cities use the same thresholds. For example, both cities in Finland do not include all paid accommodations since accommodations smaller than 10 rooms/bedspaces are not included. Similarly the German cities do not include accommodations with less than 9 rooms/bedspaces (except for Frankfurt where accommodations with 8 rooms/bedspaces and smaller are excluded).

On the other hand, there are also countries where all cities include all paid forms of accommodation. For example, all **Austrian** cities that answered the question include all paid forms of accommodation (Graz, Linz, Salzburg and Vienna). The same is true for the cities in **Croatia**, **Czech Republic**, **Italy** and the **United Kingdom**.

While some cities stated that they only cover hotels, youth hostels, camping (Berne, Malmö) others stated that they only cover hotels, youth hostels, bed and breakfasts (for example Brussels). Paris claimed that they only include "classified" hotels and Lisbon says that they only include "registered" hotels and similar establishments.

In general it can be said that cities either only include hotels and similar establishments or that they exclude establishments that are smaller than a certain number which is in all cases between 4 and 10 rooms/bedspaces. Corunna is an exception to this, since they exclude paid forms of accommodation with less than 50 rooms/bedspaces.

Because the definitions obviously deviate, the cities were asked if their definitions in use meet the managerial needs.

Managerial needs and future plans

Interestingly the analysis revealed that only 14.9 % of the cities answered that their currently used definitions do not meet their managerial needs.

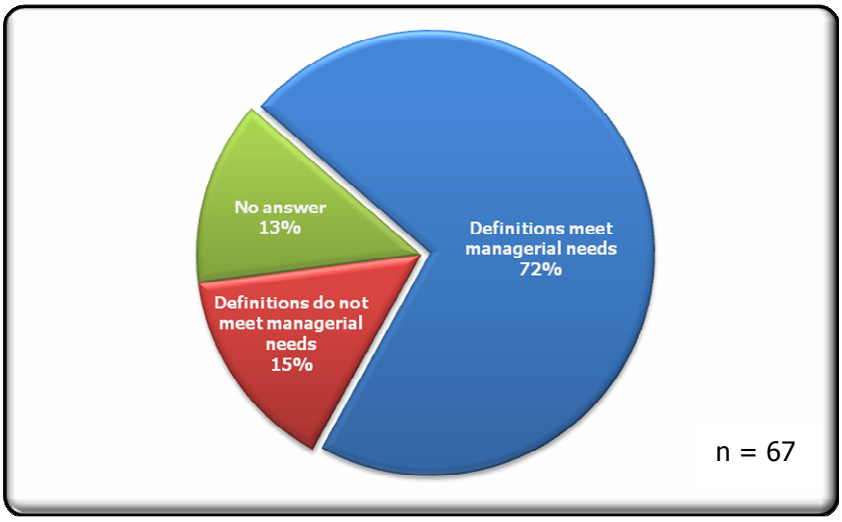

Figure 35: Do the definitions meet managerial needs?

Figure 35 shows that 13.4 % did not comment on this question at all. The missing answers might be due to the fact that they do not want to admit, that their definitions in use, do not meet their managerial needs and probably, as they do not say so, they might not want to change anything about it.

Table 16 states the reasons why some cities think that their definitions do not meet their managerial needs.

Aachen	Do not have information about roomnights and occupancy rates per room available
Belgrade	Cannot define the profile of the tourists and comparative values of the city
Bratislava	Do not cover number of day visitors
Dubrovnik	Does not have website that provides information on definitions and methodologies
Hamburg	Do not have information about available rooms or average occupancy rates by rooms available
Helsinki	Do not cover number of day visitors and have no accurate information about purpose of visit by country of origin
Metz	Have department information only (hotels)
Paris	Do not include suburbs (would be desirable because a lot of new hotels are being built there)
Salzburg	Do not have information on roomnights
Vienna	Information on roomnights would be desirable

Table 16: Managerial needs

Whereas some countries stated exactly what their deficiencies are, Berlin and St. Gallen did not answer why their definitions do not meet their needs. As Table 16 shows, two German cities (Aachen and Hamburg) would like to have information on occupancy rates and rooms and two Austria cities (Salzburg and Vienna) would like to have information on roomnights.

In order to find out if the cities are planning changes, all cities were asked if they are planning on changing anything concerning their city tourism statistics within the next two years:

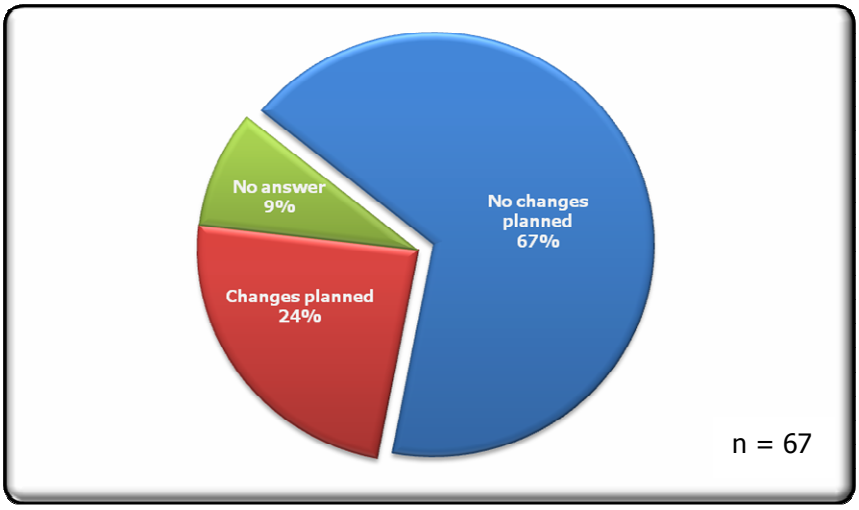

Figure 36: Are changes planned?

Figure 36 shows that 9 % (6 cities) did not answer the question, which probably corresponds to the fact, that they really do not know or because they are not the person responsible for proposing or conducting changes.

It is interesting, however, that according to the answers given on this question, 16 cities already know that they are going to change something concerning their city tourism statistics within the next two years. Although, some of the cities did not state exactly what they are going to change, some of the **changes** are listed below:

Athens	Planning to create a city statistical department within their organization
Belgrade	Research with city statistical office (hope to get more precise and comparable results)
Birmingham	Will be switching Economic Impact Assessments to the STEAM model
Dijon	Are currently changing the selection of countries especially for the Asian area
Genoa	Would like to apply a regular and common method to make statistics "real"
Helsinki	Planning to collect information on day visitors
Luxembourg	Implementing electronic data capture for all hotels with 10 and more rooms, implementing statistics about purpose of trip: leisure, business, congress, other
Malmö	Will work more with questionnaires to get more "soft knowledge" at local level
Maribor	Adjust data with a NSO and harmonize the definitions, intend to collect data of visitors to museums, galleries and other attractions from this year on
Metz	Will try to develop their inquiries to the suburbs
Novi Sad	Will change the complete data collection and procedure very soon, prepared to adopt other methods of tourist statistics
Nuremberg	Intend to include camping sites (up till now statistics contain hotels and similar establishments, recreation centers and youth hostels)
Paris	NSO has just changed the methodology – no results yet
Prague	CSO is going to collect statistical data covering congress tourism
Stockholm	Changes according to new EU directives, additional markets, one day visits, more on private accommodation
Vienna	Will soon separately handle Serbia and Montenegro

Table 17: Changes planned

Table 17 shows that Helsinki, for example, which stated in Table 16 that they do not cover day visitors, is planning to collect day visitors within the next two years. Even though some of these changes are only minor details, some of them require substantial restructuring. This fortunately makes clear, that the cities are willing to change something and give up their old statistical systems in order to improve the situation and this therefore might be the starting point were something can be done. Since these cities will restructure and because they are dealing with enhancing their systems, these cities would be the appropriate ones to question on ideas for harmonization or to advise on existing or new ideas of harmonization. Also very encouraging is that one city (**Stockholm**) already stated that they are planning on changing their statistics according to the new EU directive.

What also became obvious when analyzing the answers was that in no country all cities answered the question if the definitions meet the managerial needs and if changes are planned identically with "yes" or "no", except for Spain and Belgium. Further only three countries (from the countries where more than one city answered) could be identified where all cities claimed to be satisfied with the current definitions, namely **Belgium**, **Czech Republic** and **Italy**. In Spain, Sweden and the United Kingdom, however, all cities that answered the question were also satisfied with the definitions.

It will be interesting to see how far reaching the changes in the near future will be.

4.3.3. Synopsis

In general, the analysis of the data underlines the statement that "the best case scenario of absolute comparability is not attainable" (Verma, 2002), since it showed that the different methodologies and definitions currently in use are creating some problems resulting in incomparability, which have to be considered in any comparative study.

Since reliable comparisons require identical survey designs the main message emerging from this chapter is, that **data from accommodation statistics are the most available data** and are therefore a **good reference point for comparative analyses at the subnational level for Europe**. The minimum standard on tourism statistics appears to be the collection of capacity data and data of arrivals and bednights in *all paid forms of accommodation establishments* or in *hotels and similar establishments* by means of accommodation statistics.

But since the analysis also showed that aside from compiling data from accommodation suppliers other collection methods are in use, the data should not be compared directly and generalized.

Therefore, when comparing the data available concentration should be paid to definitions in use first of all and the absolute figures should only be compared when other destinations provide figures for exactly the same category. In order to overcome comparison problems due to differing definitions and collection methods, comparative analyses and rankings based on the monitoring of **relative changes** rather than absolute values are essential. [Appendix 1.2: 2] Further it should be emphasized that the **Median** instead of the Arithmetic Mean should be used if information from more than one destination is aggregated in order to derive more reliable results.[63] [Appendix 1.2: 3]

[63] Another approach which is more complex and needs extensive knowledge and statistical know-how would be to calculate the impact of the definitional differences. (ESPON, 2006) Such an approach is, for example, as already mentioned, used in "The European Cities Tourism Report" (ECT, 2005). But since such approaches are often questioned by experts they are not taken into consideration here.

5. Approach towards making city tourism statistics comparable

The **steps** represented in this chapter are aimed at giving clear instructions on how city tourism statistics could be compiled with the goal of establishing comparable city tourism statistics within Europe by offering practical solutions concerning:

- "… conceptual differences arising from the use of different variable definitions, units and classifications;
- operational differences flowing out of differences in data collection and processing practices by countries, and;
- different practices in the presentation of data." (OECD, 2003)

Besides general acceptance and usefulness of course, it is important that this system builds on the existing statistics. In order to minimize the number of necessary changes for cities that already have statistics, the **definition and methodology** here follows the **most commonly used** terms and definitions.

Based on the findings in this work, in order to reach this goal, the most realistic approach is the use of **information collected from accommodation suppliers**. Accommodation providers have readily available information on capacities as well as information on arrivals and departures of guests. This information is therefore easy to obtain and serves as an excellent basis for **reliable** and **comparable** city tourism statistics.

But when considering the following proposal, it should be kept in mind that "to arrive at similar methodologies for all cities is a long-term objective which cannot be enforced by a single initiative." (Wöber, 1997c) Cooperation, participation, financial resources, time and willingness are necessary. Therefore, **one designated organization** that is accountable for collecting the data from the accommodation suppliers and publishing the statistical data is necessary. This organization has to manage the **administration**. In order to be capable of doing so, it needs monetary and human resources. And aside from descriptive and procedural knowledge, it also needs to be a well known, accepted and respected organization in order to succeed in motivating and persuading accommodation providers to improve practices and adopt a common harmonized system.

Seven important steps are necessary to derive at comparable city tourism statistics:

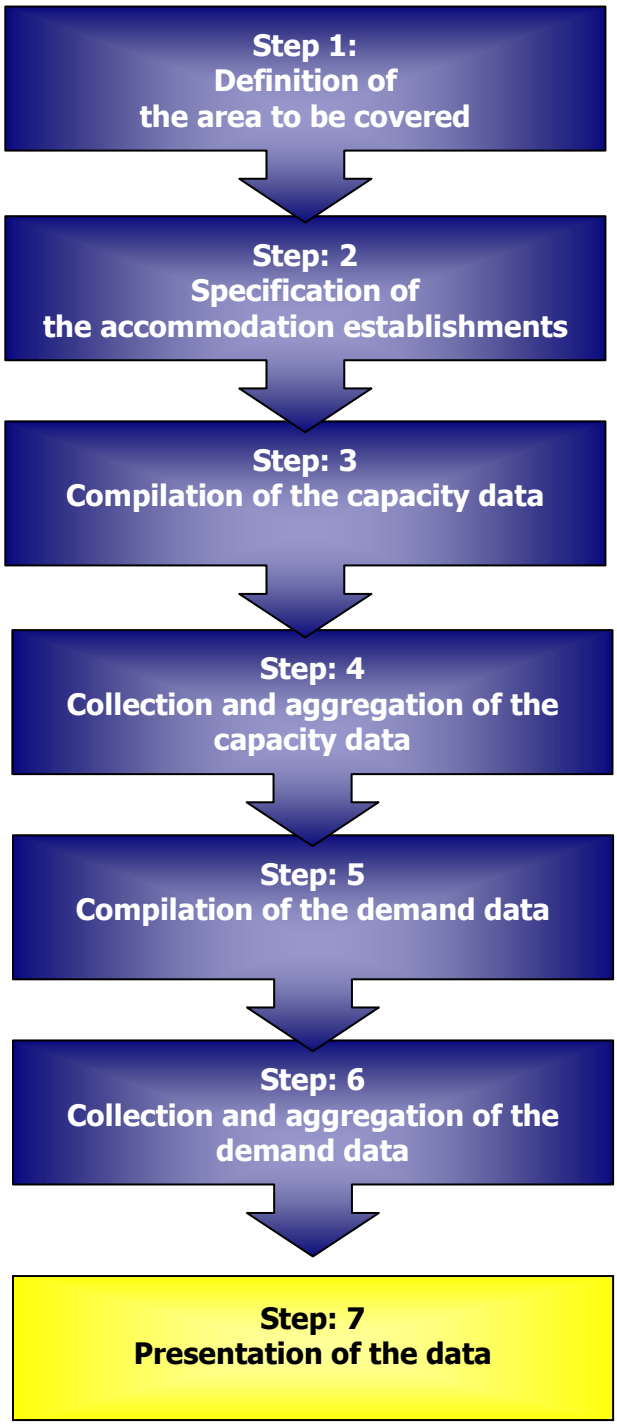

Figure 37: Seven steps towards city tourism statistics

Step 1: Definition of the area to be covered

First of all the organization responsible for the collection of the data needs to define the area which the statistics will cover. Because the area should meet the managerial needs and follow established usage as much as possible, it is necessary to chose one of the five areas that are listed below, from which data will then be generated.

Area 1: Historic center or downtown area only
Area 2: Historic center or downtown area and other area within the official city limits
Area 3: Area which is larger than the historic center or downtown area but smaller than the official city limits
Area 4: Area which is larger than the official city limits and includes surrounding suburbs
Area 5: Area which is larger than the official city limits and includes a region (suburbs and rural areas)

Further the area has to be described in terms of km^2 (or SQMI) and population.

Step 2: Specification of the accommodation establishments

In a second step the organization has to determine how many and which commercial accommodation establishments can be found in the area stipulated in Step 1.

To derive at a complete list (incl. address) of such establishments it is necessary to consult different sources. Information from official registers (for example Chamber of Commerce), tourist info points, tourist bureaus, tourist offices, airports, as well as the Internet and telephone books should be combined to acquire a list as complete as possible. What is important is that **all** commercial accommodation establishments should be considered, therefore, also very small establishments.

A **list has to be prepared** containing **all** commercial accommodations suppliers (commercial = paid forms of accommodation).[64]

Based on the address it can be **stipulated** which **area** the establishments belong to. If the area stipulated in Step 1 is an Area 4 or 5 all accommodation establishments from the list should be grouped into:

- accommodation suppliers in the *city area* and
- accommodation suppliers in the *greater city area* [65]

[64] This list should be updated whenever new information becomes available.
[65] If the area stipulated in Step 1 is an area smaller than an Area 4 or 5 a distinction between *city area* and *greater city area* cannot be made!

An establishment belongs to the *city area* if it is located in an area between Area 1 and 3, and belongs to the *greater city area* if it is located in an area in the spectrum of Area 4 or Area 5.

Step 3: Compilation of the capacity data

The capacity information should be compiled by the accommodation suppliers stipulated in Step 2 on an **annual basis**. The organization responsible for the collection of the data has to organize the compilation by providing forms which facilitate the processing of the relevant data.

Figure 38 illustrates what the capacity information form, which the accommodation suppliers should fill out with all the relevant information, could look like.[66] Ideally it should be designed in such way that it **can be filled out online** with the possibility to automatically store the data in a **central database**, since this would facilitate data collection and processing.

Capacity Information Form

Name of the establishment: _____

Type of establishment:
(Answer should be based on the main purpose, only one answer possible)

- ☐ Hotels (hotels, motels, roadside inns, apartment hotels, resorts)
- ☐ Hotel similar establishments (rooming and boarding houses, bed & breakfast establishments)
- ☐ Health establishments
- ☐ Conference centers
- ☐ Holiday dwellings
- ☐ Campsites
- ☐ Rental accommodation

Year: _____

Number of days during which the establishment was closed (in that particular year):
_____

Number of rooms/units: _____
Number of bedspaces (only the standard bed installations should be included): _____

Figure 38: Capacity information form

[66] Please note that additional questions could be added, but it should be kept in mind to keep the form short.

When sending out the forms for the first time it would be important to attach a cover letter providing information concerning the purpose and importance of the data collection. It should be emphasized that the purpose of the data collection serves solely statistical purposes and that the results will be published in such way that it will not be possible to identify the data for any single establishment. The purpose of this is to dissipate any "fears" (UNWTO, 1995e) and convince the accommodation suppliers of the advantages of participating.

Step 4: Collection and aggregation of the capacity data

The organization in charge of the collection of the data has to collect and systematically aggregate the accommodation suppliers' data from Step 3 on an annual basis.[67]

If commercial accommodation suppliers do not send the requested information, it will be necessary to send reminders. If no answer at all can be retrieved, the number of rooms and bedspaces, as well as the opening days of these accommodation suppliers have to be found out by means of calling. The establishments also have to be categorized based on their probable main purpose.

Based on the information from the accommodation suppliers and the information investigated, the **number of establishments** and the **number of rooms and bedspaces per type of establishment** can be deduced.

Figure 39 illustrates what the aggregated capacity data could look like.[68]

	All paid forms of accommodation																											
	Hotels and similar establishments								Health est.				Conference centers				Holiday dwellings				Campsites				Rental acc.			
	Hotels				Hotel similar est.																							
	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces	%	Nr. of est.	Nr. of units	Nr. of bedspaces	%	Nr. of est.	Nr. of rooms	Nr. of bedspaces
Information from forms	80	200	3120	6470	89	100	2100	4320	100	10	300	410	95	20	620	840	60	15	150	300	83	5	30	100	85	11	85	130
Investigated information	15	38	420	870	9	10	200	455	0	0	0	0	5	1	20	40	20	5	50	100	17	0	0	0	0	0	0	0
Total investigated	95	238	3540	7340	98	110	2300	4775	100	10	300	410	100	21	640	880	80	20	200	400	100	5	30	100	85	11	85	130
Hidden units	5	12	X	X	2	2	X	X	0	0	X	X	0	0	X	X	20	5	X	X	0	0	X	X	15	2	X	X
Total population	100	250			100	112			100	10			100	21			100	25			100	5			100	13		

Figure 39: Aggregated capacity data

As illustrated the data should be separated into data reported from accommodation suppliers and data investigated.

[67] Because no complex statistical calculations are necessary it is not essential that experienced statisticians are involved in aggregating the data and carrying out the statistics!

[68] If possible the data should be separated based on data from the city area and data also including the greater city area.

The "total population" refers to all accommodation establishments available according to the list generated in Step 2. The establishments where absolutely no information could be retrieved are referred to as "hidden". Because the total population is known the fraction of hidden data can easily be calculated: If, for example, a total number of 250 hotels (= 100 %) could be stipulated in Step 2, and 200 sent back the requested information (= 80 %) and further the data for 38 hotels could be investigated (= 15 %), it can be deduced that for 12 hotels (= 5 % hidden) no data is available.

The part of hidden data should be indicated (for example in footnotes) whenever presenting/publishing the data in order to give it more meaning.

Step 5: Compilation of the demand data

In order to further derive information on **arrivals** and **bednights** it is necessary that accommodation suppliers keep some sort of register of all their arrivals and departures based on origin.[69] The organization responsible for collecting the data is in charge of informing and motivating the accommodation suppliers concerning the required data, as well as offering help and practical solutions when necessary.

Because all accommodation suppliers in general want and frequently need to know (for tax purposes) how many guests stayed at their place, this information can be assumed to be available. The required data could, for example, be taken from guest registration cards which have to be filled out by guests based on laws in some countries and where such laws do not exist the information could also be derived from other sources such as computer reservation systems.

Figure 40 shows an example of what a guest register with all the relevant information could look like. (At the end of each month the data has to be summarized to number of arrivals and bednights by country of origin.)

[69] Employees spending a night in their own hotel do not have to be registered.

Guest Register

Accommodation establishment: *Hotel 123*

Month/Year: *12/2006*

Guest registration of guests which do not stay longer than 12 months:

Room nr.	Persons/ room	Arrival	Departure	Principal residence
123	*1*		*01.02.2006*	*Germany*
140	*2*	*02.02.2006*	*04.02.2006*	*Spain*
111	*1*	*03.02.2006*	*04.02.2006*	*Italy*
111	*1*	*03.02.2006*	*06.02.2006*	*Italy*
145	*1*	*03.02.2006*	*04.02.2006*	*Austria*
145	*1*	*03.02.2006*	*04.02.2006*	*Hungary*
…	…	…	…	…
Total				

Arrival … arrival date of **new** arrivals in this month
Departure … departure date of **all** guests in **this** month (also from arrivals who came in the previous months)
Principal residence … **country** of **usual residence (permanent address)** - not nationality

Should persons within one room check out on different days or - should persons within one room have different usual residences two (or more) rows have to be used.

Guests staying longer than 12 months should not be included.

Figure 40: Guest register

Step 6: Collection and aggregation of the demand data

On a **monthly basis** the organization in charge of the collection of the data has to collect and systematically aggregate (when possible automatically) the arrival and bednight data.[70]

Based on the reported information a lot of interesting information can be deduced concerning **monthly arrivals and bednights by type of establishment and country of origin**.

Figure 41 shows what the aggregated data generated could look like when summarized:[71]

[70] Because no complex statistical calculations are necessary it is not essential that experienced statisticians are involved in aggregating the data and carrying out the statistics!
[71] If possible the data should be separated based on data from the city area and data also including the greater city area.

	All paid forms of accommodation													
	Hotels and similar establishments													
	Hotels		Hotel similar establishments		Health establishments		Conference centers		Holiday dwellings		Campsites		Rental accommodation	
Principal residence	**A**	**N**	**A**	**N**	**A**	**N**	**A**	**N**	**A**	**N**	**A**	**N**	**A**	**N**
Austria														
Belgium														
Bosnia and Herzigovina														
Bulgaria														
Croatia														
Cyprus														
Czech Republic														
Denmark														
Estonia														
Finland														
France														
Germany														
Greece														
Hungary														
Iceland														
Ireland														
Italy														
Latvia														
Liechtenstein														
Lithuania														
Luxembourg														
Macedonia														
Malta														
Monaco														
Netherlands														
Norway														
Poland														
Portugal														
Romania														
Russia (GUS)														
Serbia and Montenegro														
Slovakia														
Slovenia														
Spain														
Sweden														
Switzerland														
Turkey														
Ukraine														
United Kingdom														
Other Europe														
Total Europe														
Argentina														
Brazil														
Canada														
Mexico														
United States														
Other America														
Total America														
China														
India														
Israel														
Japan														
Korea Rep.														
Other Asia														
Total Asia														
Egypt														
South Africa Rep.														
Other Africa														
Total Africa														
Australia														
New Zealand														
Other Oceania														
Total Oceania														
Unspecified markets														
Domestic														
Total foreign and domestic														

Figure 41: Aggregated guest register

From the reported sample of accommodation providers **projections** can be made. In order to derive at projected arrival or night figures the following calculation has to be made for all types of establishments:

$$\frac{\text{total number of bedspaces} * \text{nights or arrivals}}{\text{number of bedspaces from establishments which reported the nights and arrivals data}}$$

When following the example from Step 4 (Figure 39) where 200 hotels reported data, the nights and arrivals figures for hotels have to be calculated by multiplying them with 7 340 (which is the number of bedspaces in hotels which reported data plus the bedspaces in hotels for which data was investigated) and further dividing them by 6 470.[72] (By taking into consideration past occupancy ratios from establishments which stopped reporting, the quality of the projection could be improved. This, however, will not be further explained at this point.)

Other interesting information can also be obtained from the data collected:

- The **average duration of stay** can be calculated by dividing the number of bednights with the number of arrivals at the same accommodation establishments. [Appendix 1.2: 2]
- In addition the share of **domestic travel** can be stipulated.
- Further the **average occupancy ratio** can be calculated. Together with information about the accommodation establishments' capacities the average occupancy over a specific period can be calculated [Appendix 1.2: 2]: $O = N / C * p$[73]
- Due to the fact that the data is available monthly even **seasonal patterns** can be identified and every year the monthly data can be summarized in order to derive at **annual data**.

Step 7: Presentation of the data

Publishing the data in **TourMIS** (http://tourmis.wu-wien.ac.at) is recommended: TourMIS provides a database for exchanging city tourism statistics and other information. TourMIS which integrates expert intelligence and database technologies benefits many people in the field of tourism. The improved communication possibilities provided by the new medium stimulate critical discussions and behavioral learning among all participants.

By entering the data into TourMIS it becomes available to other members and the data can be compared with other cities. The data entered can further be used as benchmark for other cities. The greatest advantage of TourMIS is that it is the largest database on urban tourism statistics in Europe already and therefore many figures can be compared.

[72] This method assumes that the establishments which did not report data, but for which capacity data was investigated had the same (on average) arrival and bednight figures as the establishments that reported data. It should be noted that more sophisticated projection methods could improve the reliability of the data.

[73] O … bed occupancy; N … number of bednights; C … number of bedspaces; p … number of **opening** days

The definitions used in this guide are in accordance with the definitions available in TourMIS; data can be entered for various definitions.[74]

The user manuals on the website will be of assistance when entering the data. When presenting the data it is necessary to **label the definitions** clearly. It should be kept in mind to provide the **source** of the statistics in the footnotes, as well as additional useful information (for example, the exact area which the statistics cover (Area 1 – 5) as well as the population and km^2 of that area). This makes it easier for other cities to find cities of comparable size to benchmark. Further figures such as arrivals in commercial accommodation establishments per 100 km^2 or per 100 inhabitants could be compared. Also it should be indicated on what data the projections are based on (for example share of hidden tourism).

Please note:
Although the seven steps help towards gathering sufficient data on arrivals, bednights, length of stay, capacities and occupancy ratios to get a first impression on the role of tourism in a respective city and being able to benchmark with other cities, some data unfortunately cannot be provided by commercial accommodation statistics and therefore it is necessary to combine other sources of data in order to obtain more information.

Therefore, it is recommended that **additional surveys** are made at tourist sites, airports, train stations and main entry points to cities to get information on **same-day visitors** and visitors who **did not spend the night in a commercial accommodation** establishment, but **stayed at friends and relatives, owned dwellings, other private accommodation or did not need an accommodation supplier**.[75]

The acceptance of this guide and possible improvements of the system should be checked as often as possible since approaches are only beneficial if they are up-to-date, reasonable and for these reasons also adopted by a significant number of cities.

[74] Information from **all** commercial accommodation suppliers has to be summarized under the heading "All paid forms of accommodation" and information from "Hotels" and "Hotel similar establishments" has to be summarized under the heading "Hotels and similar establishments".
[75] Another possibility would be to gather data on visiting friends and relatives in connection with household censuses.

6. Resume and future outlook

Tourism is an increasingly important area of economic activity, and should as such, have a commensurate level of statistical development. Even though tourism statistics are one of the key sources of information for economists, public officials and tourism decision-makers, it is a "slow move forward" concerning city tourism statistics. (Lickorish, 1997) The statistical analysis is sated with methodological challenges and impediments. This work was therefore aimed at providing tourism managers with information concerning differences and problems existing in European city tourism statistics, but was also targeted at giving recommendations based on the findings, on how city tourism statistics could be compiled.

This work has succeeded in providing statistical metadata from the city tourism statistics available. It presents information on the availability of data, definitions and methodologies in use and about the processes of producing and using data. As such, this is an important step, since it helps to reveal statistical gaps between theory, practice and reality. By demonstrating the differences, awareness for the problems should increase, which might in turn lead to better statistics.

Since the UNWTO states in its Fundamental Principles of Official Statistics "… the quality of official statistics, and thus the quality of the information available to the government, the economy and the public depends largely on the cooperation of citizens, enterprises, and other respondents in providing appropriate and reliable data needed for necessary statistical compilations and on the cooperation between users and producers of statistics in order to meet users' needs …" at this point it can just be hoped that due to greater attention to the problems, low-quality data that shows a picture of tourism that is quite far from reality will not be used carelessly any longer and that more cities will provide meaningful statistics with solid facts in the future. This in turn would generate more general awareness towards the whole process of evaluation of the economic impact of city tourism.

"Knowing is not enough;

we must apply.

Willing is not enough;

we must do."

(Johann Wolfgang von Goethe)

Appendix

1. Indexes and References

1.1. Indexes

Index of tables

Index of figures

Index of abbreviations

ASART	Austrian Society of Applied Research in Tourism
BOP	Balance of Payments
CPC	Central Product Classification
CTO	City Tourist Office
ECT	European Cities Tourism
EEA	European Economic Area
ETC	European Travel Commission
EUROSTAT	Statistical Office of the European Communities
FECTO	Federation of European Cities' Tourist Offices
IACG on TS	Inter-Agency Coordination Group on Tourism Statistics
ILO	International Labour Organization
IMF	International Monetary Fund
ISIC	International Standard Industrial Classification of all Economic Activities
IUOTO	International Union of Official Travel Organizations
IWTS	International Workshop on Tourism Statistics
NACE	Classification of Economic Activities in the European Community
NSO	National Statistic Office
NTA	National Tourism Administration
NTO	National Tourist Office
NUTS	Nomenclature of Territorial Units for Statistics
OECD	Organisation for Economic Cooperation and Development
SITS	Statistics of International Trade in Services
SNA93	System of National Accounts 1993
UN ECLAC	United Nations Economic Commission for Latin America and Caribbean
UN ESCAP	United Nations Economic and Social Commission for Asia and Pacific
UNCTAD	United Nations Conference on Trade and Development
UNWTO	World Tourism Organization
VFR	Visiting friends and relatives

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Internet[76]

ECT and TourMIS

The following websites provide information concerning ECT and TourMIS in general, a TourMIS data inputer manual as well as a presentation from the ECT-ECT Joint TourMIS Users' Workshop in Budapest 2006:

[1] http://www.europeancitiestourism.com
[2] http://tourmis.wu-wien.ac.at
[3] http://tourism.wu-wien.ac.at/cgi-bin/ift.pl?personal/woeber/woeberpres.htm
[4] http://tourmis.wu-wien.ac.at/material/datainputmanual.pdf

EUROSTAT

The following websites provide information concerning EUROSTAT in general, the NUTS classification, EUROSTATs RAMON classification server and EUROSTATs Urban Audit project:

http://ec.europa.eu/eurostat
http://europa.eu.int/estatref/download/everybody
[5] http://ec.europa.eu/comm/eurostat/ramon/nuts
[6] http://ec.europa.eu/enterprise/services/tourism/index_en.htm
[7] http://ec.europa.eu/eurostat/ramon
[8] http://www.urbanaudit.org

UNWTO

The following websites provide information concerning the UNWTO in general, the "Fundamental Principles of Official Statistics", the UNWTO forum as well as basic references:

http://www.unwto.org
http://www.world-tourism.org/statistics/basic_references/index-en.htm
[9] http://www.unwto.org/aboutwto/eng/menu.html
[10] http://unstats.un.org/unsd/goodprac/bpabout.asp
[11] http://www.world-tourism.org/facts/menu.html
[12] http://www.world-tourism.org/statistics/foro_home.htm

Other sources

http://www.ipkinternational.com
http://www.t-bp.com/index.html
[13] http://www.kuro5hin.org/story/2001/9/24/43858/2479
[14] http://www.statistik.at
[15] http://en.wikipedia.org/wiki/European_Union_directive
[16] http://en.wikipedia.org/wiki/Nomenclature_of_Territorial_Units_for_Statistics
[17] http://en.wikipedia.org/wiki/Regulation#European_Union
[18] http://en.wikipedia.org/wiki/Wikipedia
[19] http://www.world-gazetteer.com
[20] http://www.ine.es/forumtur/papers/residential%20tourism/pap_Estimated%20economic%20impact%20of%20non-regulated%20accommodation%20in%20Sicily.pdf

[76] Last visit: January 19, 2007

Official websites of the Austrian provinces

Burgenland:	http://www.burgenland.at
Carinthia:	http://www.ktn.gv.at
Lower Austria:	http://www.noe.gv.at/service/lad/lad1/er/english/english.htm
Salzburg:	http://www.salzburg.gv.at/en/en-index
Styria:	http://www.verwaltung.steiermark.at
Tyrol:	http://www.tirol.gv.at
Upper Austria:	http://www.land-oberoesterreich.gv.at/cps/rde/xchg/ooe
Vienna:	http://www.wien.gv.at/english
Vorarlberg:	http://www.vorarlberg.gv.at/english

2. NUTS in Austria

For further analysis three lists with figures on population, area and population density for all NUTS levels in Austria can be found here. (Source: http://ec.europa.eu/eurostat)

2.1. Population of all NUTS levels in Austria

Population Yearly average in 1000		2000	2001	2002	2003	2004
at Österreich		8 011.6	8 043.0	8 083.7	8 121.1	8 173.3
at1 Ostösterreich		3 364.6	3 377.4	3 397.7	3 421.1	3 453.2
at11 Burgenland		276.1	276.4	276.7	276.6	277.4
at111 Mittelburgenland		38.1	37.7	37.7	37.5	37.5
at112 Nordburgenland		137.7	140.8	141.3	141.7	142.6
at113 Südburgenland		100.3	97.9	97.8	97.4	97.4
at12 Niederösterreich		1 537.3	1 542.6	1 547.7	1 553.3	1 563.3
at121 Mostviertel-Eisenwurzen		234.6	237.7	237.9	237.9	238.7
at122 Niederösterreich-Süd		248.5	245.9	246.9	247.8	249.1
at123 Sankt Pölten		140.3	142.2	142.9	143.5	144.6
at124 Waldviertel		235.9	223.9	223.4	222.7	222.3
at125 Weinviertel		129.1	123.3	123.3	123.1	123.2
at126 Wiener Umland/Nordteil		256.5	276.8	278.7	281.1	284.6
at127 Wiener Umland/Südteil		292.3	292.8	294.7	297.2	300.8
at13 Wien		1 551.2	1 558.3	1 573.3	1 591.2	1 612.5
at130 Wien		1 551.2	1 558.3	1 573.3	1 591.2	1 612.5
at2 Südösterreich		1 742.8	1 746.6	1 750.6	1 750.5	1 754.3
at21 Kärnten		560.1	560.4	560.5	559.4	559.5
at211 Klagenfurt-Villach		267.1	269.4	270.0	270.1	270.8
at212 Oberkärnten		131.7	131.8	131.8	131.4	131.2
at213 Unterkärnten		161.4	159.1	158.7	157.9	157.4
at22 Steiermark		1 182.7	1 186.3	1 190.1	1 191.0	1 194.8
at221 Graz		356.5	360.0	365.2	368.3	373.2
at222 Liezen		81.2	82.2	82.1	81.8	81.6
at223 Östliche Obersteiermark		188.8	176.0	174.8	173.7	172.8
at224 Oststeiermark		258.0	268.2	268.5	268.4	268.5
at225 West- und Südsteiermark		187.0	190.5	190.7	190.7	190.9
at226 Westliche Obersteiermark		111.3	109.4	108.8	108.2	107.7
at3 Westösterreich		2 904.2	2 919.0	2 935.4	2 949.6	2 965.8
at31 Oberösterreich		1 371.6	1 376.7	1 382.5	1 386.9	1 392.7
at311 Innviertel		270.9	272.0	272.9	273.2	273.7
at312 Linz-Wels		526.1	524.5	527.7	531.3	535.1
at313 Mühlviertel		197.6	201.8	202.6	202.7	203.2
at314 Steyr-Kirchdorf		153.4	152.3	152.6	152.6	152.9
at315 Traunviertel		223.6	226.1	226.7	227.1	227.8
at32 Salzburg		513.9	516.4	519.1	521.7	524.6
at321 Lungau		38 981.0	38 828.0	38 828.0	38 797.0	38 797.0
at322 Pinzgau-Pongau		161.3	162.4	163.1	163.6	164.1
at323 Salzburg und Umgebung		330.7	332.6	334.7	336.9	339.2
at33 Tirol		669.5	674.1	679.4	684.2	689.1
at331 Außerfern		32.1	31.6	38 929.0	38 960.0	31.9
at332 Innsbruck		273.3	267.7	269.8	271.7	274.0
at333 Osttirol		52.0	50.5	50.5	50.4	50.4
at334 Tiroler Oberland		92.1	96.4	97.4	98.4	99.1
at335 Tiroler Unterland		220.0	228.0	230.0	231.8	233.7
at34 Vorarlberg		349.3	351.7	354.4	356.8	359.4
at341 Bludenz-Bregenzer Wald		86.0	87.0	87.6	87.9	88.4
at342 Rheintal-Bodenseegebiet		263.3	264.8	266.8	268.8	271.0

2.2. Area of all NUTS regions in Austria

Area in km²	2000	2001	2002	2003	2004	2005
at Österreich	83 871.0	83 871.0	83 871.0	83 871.0	83 871.0	83 871.0
at1 Ostösterreich	23 557.9	23 557.9	23 557.9	23 557.9	23 557.9	23 558.0
at11 Burgenland	3 965.5	3 965.5	3 965.5	3 965.5	3 965.5	3 965.0
at111 Mittelburgenland	701.5	701.5	701.5	701.5	701.5	701.0
at112 Nordburgenland	1 792.6	1 792.6	1 792.6	1 792.6	1 792.6	1 793.0
at113 Südburgenland	1 471.4	1 471.4	1 471.4	1 471.4	1 471.4	1 471.0
at12 Niederösterreich	19 177.8	19 177.8	19 177.8	19 177.8	19 177.8	19 178.0
at121 Mostviertel-Eisenwurzen	3 356.7	3 356.7	3 356.7	3 356.7	3 356.7	3 357.0
at122 Niederösterreich-Süd	3 367.1	3 367.1	3 367.1	3 367.1	3 367.1	3 367.0
at123 Sankt Pölten	1 230.1	1 230.1	1 230.1	1 230.1	1 230.1	1 230.0
at124 Waldviertel	4 614.7	4 614.7	4 614.7	4 614.7	4 614.7	4 615.0
at125 Weinviertel	2 412.1	2 412.1	2 412.1	2 412.1	2 412.1	2 412.0
at126 Wiener Umland/Nordteil	2 722.4	2 722.4	2 722.4	2 722.4	2 722.4	2 722.0
at127 Wiener Umland/Südteil	1 474.7	1 474.7	1 474.7	1 474.7	1 474.7	1 475.0
at13 Wien	414.7	414.7	414.7	414.7	414.7	415.0
at130 Wien	414.7	414.7	414.7	414.7	414.7	415.0
at2 Südösterreich	25 927.9	25 927.9	25 927.9	25 927.9	25 927.9	25 928.0
at21 Kärnten	9 536.0	9 536.0	9 536.0	9 536.0	9 536.0	9 536.0
at211 Klagenfurt-Villach	2 029.9	2 029.9	2 029.9	2 029.9	2 029.9	2 030.0
at212 Oberkärnten	4 131.1	4 131.1	4 131.1	4 131.1	4 131.1	4 131.0
at213 Unterkärnten	3 374.9	3 374.9	3 374.9	3 374.9	3 374.9	3 375.0
at22 Steiermark	16 391.9	16 391.9	16 391.9	16 391.9	16 391.9	16 392.0
at221 Graz	1 228.3	1 228.3	1 228.3	1 228.3	1 228.3	1 228.0
at222 Liezen	3 270.4	3 270.4	3 270.4	3 270.4	3 270.4	3 270.0
at223 Östliche Obersteiermark	3 255.5	3 255.5	3 255.5	3 255.5	3 255.5	3 256.0
at224 Oststeiermark	3 354.2	3 354.2	3 354.2	3 354.2	3 354.2	3 354.0
at225 West- und Südsteiermark	2 223.6	2 223.6	2 223.6	2 223.6	2 223.6	2 224.0
at226 Westliche Obersteiermark	3 060.0	3 060.0	3 060.0	3 060.0	3 060.0	3 060.0
at3 Westösterreich	34 385.2	34 385.2	34 385.2	34 385.2	34 385.2	34 385.0
at31 Oberösterreich	11 981.7	11 981.7	11 981.7	11 981.7	11 981.7	11 982.0
at311 Innviertel	2 822.9	2 822.9	2 822.9	2 822.9	2 822.9	2 823.0
at312 Linz-Wels	1 743.5	1 743.5	1 743.5	1 743.5	1 743.5	1 743.0
at313 Mühlviertel	2 660.5	2 660.5	2 660.5	2 660.5	2 660.5	2 660.0
at314 Steyr-Kirchdorf	2 238.1	2 238.1	2 238.1	2 238.1	2 238.1	2 238.0
at315 Traunviertel	2 516.9	2 516.9	2 516.9	2 516.9	2 516.9	2 517.0
at32 Salzburg	7 154.2	7 154.2	7 154.2	7 154.2	7 154.2	7 154.0
at321 Lungau	1 019.7	1 019.7	1 019.7	1 019.7	1 019.7	1 020.0
at322 Pinzgau-Pongau	4 396.2	4 396.2	4 396.2	4 396.2	4 396.2	4 396.0
at323 Salzburg und Umgebung	1 738.3	1 738.3	1 738.3	1 738.3	1 738.3	1 738.0
at33 Tirol	12 647.7	12 647.7	12 647.7	12 647.7	12 647.7	12 648.0
at331 Außerfern	1 236.8	1 236.8	1 236.8	1 236.8	1 236.8	1 237.0
at332 Innsbruck	2 095.0	2 095.0	2 095.0	2 095.0	2 095.0	2 095.0
at333 Osttirol	2 019.9	2 019.9	2 019.9	2 019.9	2 019.9	2 020.0
at334 Tiroler Oberland	3 319.6	3 319.6	3 319.6	3 319.6	3 319.6	3 320.0
at335 Tiroler Unterland	3 976.4	3 976.4	3 976.4	3 976.4	3 976.4	3 976.0
at34 Vorarlberg	2 601.5	2 601.5	2 601.5	2 601.5	2 601.5	2 601.0
at341 Bludenz-Bregenzer Wald	1 876.1	1 876.1	1 876.1	1 876.1	1 876.1	1 876.0
at342 Rheintal-Bodenseegebiet	725.4	725.4	725.4	725.4	725.4	725.0

2.3. Population density for all NUTS levels in Austria

Population density	2000	2001	2002	2003	2004
at Österreich	97.1	97.5	98.0	98.5	99.1
at1 Ostösterreich	146.3	146.8	147.7	148.7	150.1
at11 Burgenland	75.0	75.1	75.2	75.1	75.4
at111 Mittelburgenland	54.8	54.2	54.1	53.9	53.9
at112 Nordburgenland	89.9	91.9	92.2	92.5	93.1
at113 Südburgenland	69.0	67.4	67.3	67.0	67.0
at12 Niederösterreich	81.2	81.5	81.8	82.1	82.6
at121 Mostviertel-Eisenwurzen	71.0	71.9	72.0	72.0	72.2
at122 Niederösterreich-Süd	74.2	73.4	73.7	74.0	74.4
at123 Sankt Pölten	115.4	117.0	117.5	118.0	118.9
at124 Waldviertel	51.8	49.1	49.0	48.9	48.8
at125 Weinviertel	54.0	51.6	51.5	51.5	51.5
at126 Wiener Umland/Nordteil	96.2	103.8	104.5	105.4	106.7
at127 Wiener Umland/Südteil	202.5	202.9	204.2	205.9	208.4
at13 Wien	3 917.3	3 935.2	3 972.9	4 018.2	4 072.1
at130 Wien	3 917.3	3 935.2	3 972.9	4 018.2	4 072.1
at2 Südösterreich	68.0	68.2	68.4	68.3	68.5
at21 Kärnten	59.8	59.8	59.9	59.7	59.7
at211 Klagenfurt-Villach	136.3	137.5	137.8	137.9	138.2
at212 Oberkärnten	32.4	32.4	32.4	32.3	32.3
at213 Unterkärnten	48.3	47.7	47.5	47.3	47.2
at22 Steiermark	72.8	73.0	73.3	73.3	73.5
at221 Graz	293.0	295.8	300.1	302.7	306.7
at222 Liezen	38 742.0	38 832.0	38 832.0	38 801.0	38 773.0
at223 Östliche Obersteiermark	58.4	54.4	54.0	53.7	53.4
at224 Oststeiermark	77.6	80.7	80.8	80.8	80.8
at225 West- und Südsteiermark	85.1	86.7	86.8	86.8	86.9
at226 Westliche Obersteiermark	36.6	36.0	35.8	35.6	35.4
at3 Westösterreich	85.8	86.2	86.7	87.1	87.6
at31 Oberösterreich	116.8	117.2	117.7	118.1	118.6
at311 Innviertel	97.2	97.6	98.0	98.1	98.3
at312 Linz-Wels	308.9	308.0	309.9	312.0	314.2
at313 Mühlviertel	74.5	76.1	76.4	76.5	76.6
at314 Steyr-Kirchdorf	69.2	68.8	68.9	68.9	69.1
at315 Traunviertel	93.6	94.6	94.9	95.1	95.3
at32 Salzburg	72.9	73.2	73.6	74.0	74.4
at321 Lungau	38 889.0	38 769.0	38 738.0	21.0	21.0
at322 Pinzgau-Pongau	37.0	37.3	37.4	37.6	37.7
at323 Salzburg und Umgebung	196.1	197.3	198.5	199.8	201.2
at33 Tirol	53.4	53.8	54.2	54.6	55.0
at331 Außerfern	38 863.0	26.0	38 774.0	38 774.0	38 802.0
at332 Innsbruck	131.4	128.7	129.7	130.6	131.7
at333 Osttirol	38 985.0	38 773.0	38 773.0	38 742.0	38 742.0
at334 Tiroler Oberland	38 987.0	29.2	38 897.0	38 989.0	38 747.0
at335 Tiroler Unterland	56.0	58.0	58.5	59.0	59.4
at34 Vorarlberg	137.7	138.7	139.8	140.7	141.7
at341 Bludenz-Bregenzer Wald	46.3	46.9	47.2	47.4	47.7
at342 Rheintal-Bodenseegebiet	387.8	389.9	393.0	395.9	399.1

3. Fundamental Principles of Official Statistics

In order to redefine the role of official statistics, as well as making it clear to governments and other users of statistics that a good system of official statistics must meet certain general criteria and to assist heads of national statistical offices to defend the position of their institutes, the Fundamental Principles of Official Statistics were developed. [Appendix 1.2: 10] These principles should be kept in mind when compiling city tourism statistics.

Principle 1. *Official statistics provide an indispensable element in the information system of a democratic society, serving the Government, the economy and the public with data about the economic, demographic, social and environmental situation. To this end official statistics that meet the test of practical utility are to be compiled and made available on an impartial basis by official statistical agencies to honor citizens' entitlement to public information.*

Principle 2. *To retain trust in official statistics, the statistical agencies need to decide according to strictly professional considerations, including scientific principles and professional ethics, on the methods and procedures for the collection, processing, storage and presentation of statistical data.*

Principle 3. *To facilitate a correct interpretation of the data, the statistical agencies are to present information according to scientific standards on the sources, methods and procedures of the statistics.*

Principle 4. *The statistical agencies are entitled to comment on erroneous interpretation and misuse of statistics.*

Principle 5. *Data for statistical purposes may be drawn from all types of sources, be they statistical surveys or administrative records. Statistical agencies are to choose the source with regard to quality, timeliness, costs and the burden on respondents.*

Principle 6. *Individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons, are to be strictly confidential and used exclusively for statistical purposes.*

Principle 7. *The laws, regulations and measures under which the statistical systems operate are to be made public.*

Principle 8. *Coordination among statistical agencies within countries is essential to achieve consistency and efficiency in the statistical system.*

Principle 9. *The use by statistical agencies in each country of international concepts, classifications and methods promotes the consistency and efficiency of statistical systems at all official levels.*

Principle 10. *Bilateral and multilateral cooperation in statistics contributes to the improvement of systems of official statistics in all countries.*

(Source: http://unstats.un.org/unsd/goodprac/bpabout.asp)

4. TourMIS footnotes

	Source available	Additional footnotes	No footnotes available
Aachen	√		
Aarhus			√
Aix-en-Provence			√
Amsterdam	√	Spain incl. Portugal; Belgium incl. Luxembourg; 1998: change in methodology	
Antwerp	√		
Augsburg	√		
Baden-Baden	√		
Barcelona			√
Basel	√		
Belgrade	√	AD, AG, AGS: daily tourists based on summary: tourists in hotels and similar establishments in greater city area, day visitors from boat cruisers	
Bergen			√
Berlin			√
Berne	√		
Bilbao		USA also includes Canada	
Birmingham			√
Bologna			√
Bonn	√		
Bordeaux			√
Bratislava	√	The data for Serbia include the data for Serbia and Montenegro.	
Bregenz	√		
Bremen	√		
Brussels	√		
Budapest	√		
Cagliari			√
Cardiff		UK figures include overseas visitors.	
Cologne	√		
Copenhagen	√	since 1996: all figures incl. greater Copenhagen	
Corunna			√
Dijon	√	Australia incl. Asian countries (except Japan)	
Dresden			√
Dublin	√	Australia incl. New Zealand; Belgium incl. Luxembourg	
Dubrovnik	√		
Düsseldorf	√		
Edinburgh	√		
Eisenstadt	√		
Florence			√
Frankfurt			√
Freiburg	√		
Geneva			√
Genoa			√
Ghent	√		
Gijón			√
Glasgow			√
Gothenburg			√
Graz	√		
Hamburg	√		
Hanover	√		
Heidelberg	√		
Helsinki	√		
Innsbruck	√		
Jersey	√		
Karlsruhe	√		
Klagenfurt	√		

	Source available	Additional footnotes	No footnotes available
Lausanne			√
Leipzig	√		
Linz	√		
Lisbon	√	There were significant changes in data collection and treatment, operated since 2001 until the present day. This way, data comparison with precedent years can not be made directly and is, maybe, an unadvised exercise.	
Liverpool			√
Ljubljana	√		
London	√		
Lübeck			√
Lucerne			√
Luxembourg	√	occupancy = room occupancy	
Lyon	√	Australia incl. total Asia	
Madrid	√		
Malmö		NA: incl. bednights in hotels, youth hostels and campsites, NG: Bednights in hotels, AG: Arrivals in hotels.	
Manchester	√		
Mannheim			√
Marseille			√
Metz			√
Milan			√
Montpellier			√
Mulhouse			√
Munich	√	Data cover information generated by commercial accommodation providers with equal or more than 9 beds.	
Münster	√		
Nice			√
Nottingham		Greater city area = county of Nottinghamshire	
Novi Sad			√
Nuremberg		AA, NA, KA, HA, OA: Statistics since 2000 have included youth hostels and recreation centres, but not camping.	
Olomouc	√		
Oslo			√
Padua			√
Palma de Mallorca			√
Pardubice			√
Paris	√	Data for Australia includes total Asia; UK incl. Ireland, Rep.; Italy incl. Greece; Spain incl. Portugal; Austria incl. Scandinavia; capacities include only approx. 50% of actually available hotels and beds.	
Porto			√
Potsdam			√
Prague	√		
Regensburg			√
Reykjavik			√
Rome	√	Until 1995: Belgium incl. Luxembourg	
Rostock	√		
Rotterdam			√
Saint-Étienne	√	New methodology since 2005, the figures of 'Oceania' are gathered with 'Asia' countries	
Salzburg	√		
Saragossa	√		
Seville	√	Data for Russia incl. 7 Eastern European countries	
Sintra	√		
Split			√
St. Gallen			√
St. Pölten	√		
Stockholm	√		
Stuttgart			√
Tallinn	√		

	Source available	Additional footnotes	No footnotes available
Tampere	√	Data incl. only accommodation facilities with minimum 10 rooms	
Tarragona		Data starting from 2004 cannot be compared with previous years according to methodological changes in the survey.	
Trier	√		
Turin			√
Turku			√
Valencia		Excluding greater Valencia	
Venice		Figures represent Venice Centre (Venezia Centro Storico)	
Verona		Belgium incl. Luxembourg	
Vicenza			√
Vienna	√		
Warsaw	√		
Weimar			√
Würzburg	√		
Zagreb		1998 capacities include hotels only	
Zurich	√	From 1994 inclusive Airport	
119	**63**		**46**

5. ECT Survey on City Tourism Statistics

5.1. Questionnaire

Print Form | Submit by Email

Dear ECT member!

ECT has made tremendous progress in compiling city tourism statistics. Today, ECT provides the most comprehensive and regularly maintained database on European city tourism statistics on www.tourmis.info! **The major objective of this survey is to further investigate and systematically document details of different definition and survey problems in order to avoid arbitrary and diverse interpretations frequently observed in the tourism industry**. ECT members and other European city tourism office managers are kindly asked for additional information on:

A - Questions concerning the data collected - incl. among other things, the geographical area covered by the city tourism statistics and questions concerning all forms of accommodation included in the statistics

B - Questions concerning varying definitions and **questions concerning different methodologies, sample error and interviewer bias**

In addition, **questions concerning the planned annual compilation of "Numbers of visitors to European attractions and sites"** are asked, as decided by the R&S Working Group in 2005. Information from the compilation will allow ECT members to benchmark the performance of their main cultural institutions and it will allow ECT to enhance their services on www.visiteuropeancities.info!

As the issues are of great importance to all the members of The European Cities Tourism, you are asked to cooperate and return the answered questionnaire (per e-mail or FAX) to:

Johanna Ostertag
Institute for Tourism and Leisure Studies
Vienna University of Economics and Business Administration
Augasse 2-6, A-1090 Vienna, Austria
Tel.: +43-1-676-7480908
FAX: +43-1-3171205
e-mail: johanna@ostertag.at

Thank you for your cooperation!

Sincerely,
Hans Dominicus (R&S WG Chair), Karl Wöber (Technical Advisor), Johanna Ostertag (Project Assistant)

Questionnaire – City Tourism Statistics

General Information

Your city:

Your name and position (= contact person):

Tel.:

e-mail:

Please answer the following questions according to your current (latest available) city tourism statistics. If you are not sure about a question, please do not answer it and contact Ms. Ostertag via e-mail (johanna@ostertag.at)! If you require more information on the definition of terms used in this questionnaire you may read the enclosed manual (definitions.pdf).

A - Questions concerning the data collected

Arrivals	Data is available	Enter the month when your annual data usually becomes available	Enter the time lag when your monthly data usually becomes available	How many markets does your statistic distinguish?	Yes, we are willing to share this information with other members on TourMIS
Example: All visitors (tourists and day visitors) in city area only	☒ annually ☒ monthly	JUN	+ 2	foreign markets: 12 ☐ domestic	☒ annual data ☐ monthly data
All accommodation establishments (no VFR*, city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments in greater city area (no VFR)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments incl. VFR (city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments incl. VFR in greater city area	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
Hotels and similar establishments (city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
Hotels and similar establishments in greater city area	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All visitors (tourists and day visitors) in city area only	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All visitors (tourists and day visitors) in greater city area	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data

* Note: VFR = Visiting Friends and Relatives in (unpaid) accommodation establishments

Questionnaire – City Tourism Statistics

Overnights

Do your overnights refer to

☐ Bednights
☐ Roomnights
☐ *We have both*

	Data is available	Enter the month when your annual data usually becomes available	Enter the time lag when your monthly data usually becomes available	How many markets does your statistic distinguish?	Yes, we are willing to share this information with other members on TourMIS
All accommodation establishments (no VFR, city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments in greater city area (no VFR)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments incl. VFR (city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
All accommodation establishments incl. VFR in greater city area	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
Hotels and similar establishments (city area only)	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data
Hotels and similar establishments in greater city area	☐ annually ☐ monthly			foreign markets: ☐ domestic	☐ annual data ☐ monthly data

Number of Accommodation Units

	Annual data is available	Enter the month when your annual data usually becomes available	Yes, we are willing to share this information with other members on TourMIS
Example: All accommodation establishments (in city area only)	☒	JUN	☒
All accommodation establishments (in city area only)	☐		☐
All accommodation establishments in greater city area	☐		☐
Hotels and similar establishments (in city area only)	☐		☐
Hotels and similar establishments in greater city area	☐		☐

Number of Bedspaces

	Annual data is available	Enter the month when your annual data usually becomes available	Yes, we are willing to share this information with other members on TourMIS
All accommodation establishments (in city area only)	☐		☐
All accommodation establishments in greater city area	☐		☐
Hotels and similar establishments (in city area only)	☐		☐
Hotels and similar establishments in greater city area	☐		☐

Average occupancy rate

	Annual data is available	Enter the month when your annual data usually becomes available	Yes, we are willing to share this information with other members on TourMIS
All accommodation establishments (in city area only)	☐		☐
All accommodation establishments in greater city area	☐		☐
Hotels and similar establishments (in city area only)	☐		☐
Hotels and similar establishments in greater city area	☐		☐

Questionnaire – City Tourism Statistics

B - Additional questions concerning your statistics

1. Does your city tourism statistic (arrivals and overnights) include data generated within:

   (a) ○ The historic centre or downtown area only

   (b) ○ In addition to (a) it also includes other area within the official city limits (borders)

   (c) ○ An area which is larger than (a) but smaller than (b)

   (d) ○ An area which is larger than (b) including surrounding suburbs

   (e) ○ An area which is larger than (b) including a region (suburbs and rural areas)

2. Your answer in question B 1 refers to your data on (more than one answer possible):

   a) ☐ Arrivals

   (b) ☐ Bednights

   (c) ☐ Roomnights

   (d) ☐ Number of accommodation units

   (e) ☐ Number of available bedspaces

   (f) ☐ Number of available rooms

   (g) ☐ Average occupancy rate published by your organization

3. How many km² or SQMI does your statistic cover: _____ km² or _____ SQMI
   If you have no precise information, then please estimate: _____ km² or _____ SQMI

4. Is there any website which provides information on the definitions and methodologies used for the compilation of city tourism statistics in your city?

   Website: http:// _____

5. In your opinion, do your definitions meet your managerial needs?

   ○ Yes ○ No

   If "No", why not?

Questionnaire – City Tourism Statistics

6. Does your statistic include tourists staying in very small places of **paid** accommodation?

- ○ Yes, our statistic includes **all** paid forms of accommodation
- ○ No, accommodations smaller than _____ rooms/bedspaces are not included in our statistic

Any comments:

7. Please class every data source with the applied method of collection of your city tourism statistics.

Methods of collection	Nights	Arrivals
Official registration of foreigners/visitors at the place of accommodation	☐	☐
Survey among accommodation/hotel operators	☐	☐
Estimation on the basis of interviews/questionnaires with visitors	☐	☐
Estimation on the basis of regional/national statistics	☐	☐
Own estimation	☐	☐

8. Are you (your city / national statistical office) planning on changing anything concerning your city tourism statistic within the next two years?

○ Yes ○ No

If "Yes", what would that be?

Questionnaire – City Tourism Statistics

C - Questions concerning the annual compilation of "Numbers of visitors to European attractions and sights"

1. Are you aware of statistics in your city which monitor data concerning the number of visitors to attractions and sights?

○ Yes ○ No

Please answer the rest of the questionnaire only if the answer to the last question was "Yes".

2. For how many attractions/sights do you receive information on the number of visitors regularly?

_____ sights

3. Are you willing and interested in sharing this information with other ECT members on an annual basis (i.e. entering one figure per sight once a year into TourMIS)?

○ Yes ○ No

Please answer the following questions only if the answer to the last question was "Yes".

Please name a contact person who will be responsible for entering the data into the system (name + e-mail address):

4. Please complete the list on the following page for as many attractions as you want to share information with other members. In the column "Type of attraction" please fill in the proper number for each attraction according to the following list:

1	Museums and galleries	11	Theatres
2	Churches and monasteries	12	Operas
3	Historic streets and hiking paths	13	Concert houses
4	Castles, ruins and palaces	14	Historical birth- or residential premises
5	Adventure/amusement parks and exhibitions	15	Zoos and other animal attractions
6	Natural parks, preserves	16	Hot springs, spas and water sport sites
7	Cable cars, elevators, and similar	17	Mines and caves
8	Ferries and boat excursions	18	Towers and viewing spots
9	Companies/premises exhibitions/tours	19	Memorials and cemeteries
10	Historic train rides		

Questionnaire – City Tourism Statistics

Name of the attraction	Internet address	Type of attr.	Nr. of visitors 2005	Remarks for 2005 data	Other general remarks
Example:					
Tour Eiffel	http://www.tour-eiffel.fr	18	4.000.000	was closed due to renovation from Jan - May	includes non-paying visitors

Please add another sheet if you want to add more attractions.

At the end of this questionnaire, we would like to thank you for your information and look forward to presenting you with the results of this survey!

6

Print Form Submit by Email

5.2. Definitions

Definitions – City Tourism Statistics[1]

Classification of International Visitors

A **visitor** is any person who travels to a place other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. A **same-day-visitor** is a visitor who does not spend a night in a collective or private accommodation in the place visited.

A **tourist** is a visitor who stays at least one night in a collective or private accommodation in the place visited.

Both tourists and same-day visitors are **visitors.**

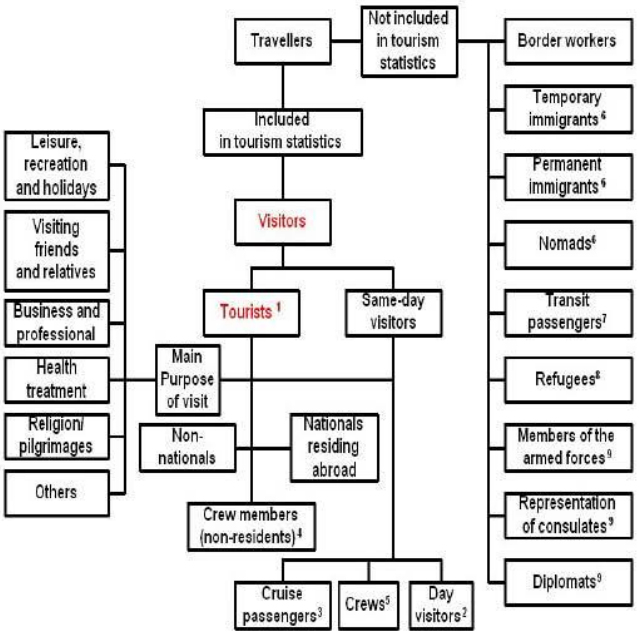

Figure 1: Classification of International Visitors (World Travel and Tourism Organization)

[1] Based on UNWTO and ECT R&S Working Group definitions published on www.tourmis.info

Definitions – City Tourism Statistics

[1] Visitors who spend at least one night in the country visited, but less than one year.

[2] Visitors who arrive and leave the same day for leisure, recreation and holidays; visiting friends and relatives; business and professional health treatment; religion/pilgrimages and other tourism purposes, including transit day visitors en route to or from their destination countries.

[3] Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organization (IMO), 1965) and who spent the night aboard ship even when disembarking for one or more day visits.

[4] Foreign air or ship crews docked or in lay over and who use the accommodation establishments of the country visited.

[5] Crews who are not residents of the country visited and who stay in the country for the day.

[6] As defined by the United Nations.

[7] Who do not leave the transit area of the airport or the port, including transfer between airports or ports.

[8] As defined by the United Nations High Commission for Refugees, 1967.

[9] When they travel from their country of origin to the duty station and vice-versa (including household servants and dependants accompanying or joining them).

According to this definition there are three criteria that distinguish visitors from travellers:
(1) The trip should be to a place other than that of the usual environment
(2) The stay in the place visited should not last more than 12 consecutive months, and
(3) The main purpose of the trip should be other than the exercise of an activity remunerated from within the place visited.

Additionally, city tourism statistics need clear regional limitations. In this respect, European Cities Tourism distinguishes between research methods focusing on city areas in the close sense of the word (inner city, city area relevant for tourism) and on the city areas including outskirts districts (greater city).

Defining greater city area incl. suburbs or other neighboring areas

The majority of European cities have clearly defined, and in most of the cases very close city limits which are referred to when it comes to limiting tourism statistics regionally. Such close limits are frequently missing in Irish and British towns, making comparisons with continental-

Definitions – City Tourism Statistics

European cities impossible. Furthermore, and for reasons of tourism policy, outskirts districts are enclosed in a city's tourism statistics (particularly in cases where the city tourist association carries out the marketing activities of the surrounding recreation areas).

Classification of Accommodation Establishments

All accommodation establishments include private accommodations and collective establishments (see Figure 2). **Private accommodation** includes private rental and non-rental accommodation (i.e. rented and/or owned). **Collective establishments** include hotels and similar establishments (motels, etc.), specialized establishments (holiday camps, conference centres, etc.) and other collective establishments (tourist campsites, holiday dwellings, etc.).

Hotels and similar establishments is one type of collective tourism establishment, only including hotels and similar establishments. Therefore, numbers on hotels and similar establishments are always a proportion of the numbers on all accommodation establishments in a specific region/country.

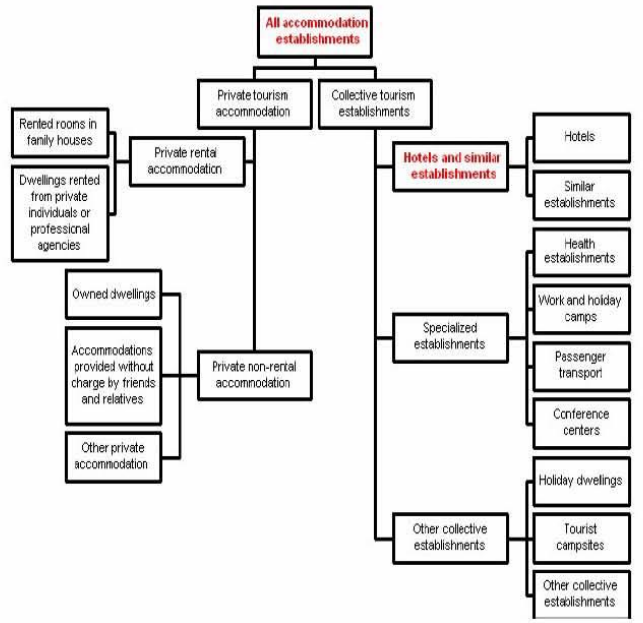

Figure 2: Classification of Accommodation Establishments

3

Definitions – City Tourism Statistics

Difference between arrivals at frontiers and arrivals at a place of accommodation

The evaluation of arrivals can be organized as following:

1. Information collected from inbound visitors through **exit or embarkation forms**, or
2. Information collected from inbound visitors through **entry or debarkation forms**, or
3. **Information recorded by border control officials** from passports of departing or arriving inbound visitors, or
4. Any other information collected by generating countries on inbound visitors to the destination in question (e.g. street surveys), or
5. Information on tourists **recorded by operators of collective accommodations**.

Sources (1-4) are usually referred to as **arrivals at frontiers**. Source (5) is usually referred to as **arrivals at a place of accommodation**. The latter can account for information on domestic tourism, whereas the former cannot.

Source (1) is preferred over (2) because it gathers data on actual behaviour of inbound visitors as they are leaving the country. Source (2) relies on visitor intentions, which may not be a realistic guide to actual behaviour. Forms used in (1) and (2) usually comprise information on country of residence, purpose of trip, length of stay, last port of embarkation and next port of debarkation.

Source (3) usually provides more limited information, sometimes only the country of residence, gender and age.

In source (4), countries generating visitors can provide visitor data for another destination sometimes. For example, the Canadian government gathers data on Canadian residents returning from visits to the United States and this information is shared with the US national tourism authorities.

Source (5) is the last resort when no border crossing data is available. Compared to the other sources, with this method it is possible to count arrivals generated by domestic tourists. However, this method is also subject to three important limitations: (a) it does not cover same-day visitors, (b) it does not cover types of accommodations where registration is not compulsory, such as homes of friends and relatives and (3) this method cannot provide an unduplicated count of visitors to the country to the extent that tourists stay in various places before leaving. However, if a large proportion of inbound tourists to the country stay at these establishments, the collection of visitor statistics from accommodations establishment records will become more useful.

4

Definitions – City Tourism Statistics

How do we measure the number of nights tourists stay in a destination?

The number of (over-)nights a tourist spends at a place of accommodation can be measured in two forms:

1. **Bednights**, the number of beds occupied by accommodation establishments;
2. **Roomnights**, the number of rooms occupied by accommodation establishments;

The number of roomnights is always less than the number of bednights. The number of bednights divided by the number of roomnights is the **double-room rate**. The number of bednights divided by the number of arrivals at the same accommodation establishments (not by border control!) is the **average duration of stay**. Together with information about the accommodation establishments' capacities (C), number of beds or number of rooms; bednights or roomnights (N) can be used for calculating **bed- or roomoccupancy** (O), respectively. Hence, the average occupancy over a specific period (p), usually number of days, can be calculated by:

$O = N / C * p$

Note: Most publications on annual occupancy rates by national statistical offices use 360 days or the number of opening days (p).

Number of beds (bedspaces). This figure may vary according to the number of opening days of accommodation units (particularly for destinations who do not evaluate their capacities on a monthly basis and who are facing strong seasonal variations in tourism). Depending on the methodology applied, the figure frequently refers to (1) the maximum number of bedspaces available during a year; (2) the minimum number of bedspaces; (3) the average number of bedspaces; or (4) any weighted figure reflecting variations in the number of opening days.

Average annual **occupancy rate**: Although the occupancy rate could be calculated by the number of bedspaces and the number of bednights, countries frequently evaluate this important ratio by carrying out additional market research surveys (e.g. by asking a sample of accommodation providers). The advantage of this survey based evaluation is that they are less sensitive to the problem of changes in operation of accommodation units, therefore it is frequently preferred by tourism managers. The occupancy rate must be entered as a percentage with a range of 0-100 (Note: the average annual occupancy rate in European cities usually varies between 50 and 80%).

5

Definitions – City Tourism Statistics

General Definitions

A Tourist Trip is a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purpose, *except* such activities as boarding education or semi-permanent employment.

Tourist Nights are those spent away from home using any type of accommodation, or in transit, on a tourist trip.

Tourist Expenditure is spending incurred away from home on a tourist trip and in advance payments for such items as fares and accommodation.

A Leisure Tourist Trip is a trip away from home of between one and sixty nights for a holiday or to visit friends or relatives.

A Day Trip, for the purpose of the survey questionnaire, is defined as a period away from home on a leisure trip not involving an overnight stay, but excluding general shopping, business and being in transit.

5.3. Sample

Sample					
City asked	**Active TourMIS member**	**Inactive TourMIS member**	**ECT member**	**Non-Member**	**Answered questionnaire**
Aachen	√		√		√
Aix-en-Provence	√		√		
Amsterdam	√		√		√
Antwerp	√		√		
Athens		√	√		√
Augsburg	√				√
Avignon			√		√
Baden-Baden		√			
Barcelona	√		√		√
Basel		√	√		√
Belfast			√		
Belgrade	√		√		√
Bergen	√		√		√
Berlin	√		√		√
Berne		√	√		√
Bilbao	√		√		
Birmingham		√	√		√
Bologna		√	√		√
Bonn	√		√		√
Bordeaux		√			
Bratislava	√		√		√
Bremen		√			
Bristol			√		
Bruges			√		
Brussels	√		√		√
Budapest	√		√		√
Cagliari		√			
Cardiff	√		√		√
Copenhagen	√		√		√
Córdoba			√		√
Corunna	√		√		√
Dijon	√		√		√
Dresden	√		√		√
Dublin	√		√		
Dubrovnik	√		√		√
Düsseldorf		√			
Edinburgh		√	√		√
Florence	√				
Frankfurt		√			√
Freiburg		√			
Geneva		√	√		√
Genoa	√		√		√
Ghent	√		√		√
Gijón	√		√		√
Glasgow		√	√		
Gothenburg	√		√		√
Granada			√		
Graz	√		√		√
Hamburg	√		√		√
Hanover		√			
Heidelberg	√		√		√
Helsinki	√		√		√
Innsbruck	√		√		√
Jersey		√			
Karlsruhe		√			

City asked	Active TourMIS member	Inactive TourMIS member	ECT member	Non-Member	Answered questionnaire
Klagenfurt	√				
Koeln				√	
Kraków			√		√
Lausanne		√	√		
Leipzig		√			
Linz	√		√		√
Lisbon	√		√		√
Liverpool		√	√		√
Ljubljana	√				
London	√				√
Lübeck		√			
Lucerne		√	√		
Luxembourg	√		√		√
Lyon		√			
Madrid		√	√		
Malaga			√		
Malmö	√		√		√
Malta			√		
Manchester		√			
Mannheim		√			
Maribor			√		√
Marseille		√			
Metz		√	√		√
Milan		√			
Montpellier		√			
Mulhouse		√			
Munich	√		√		√
Munster	√				
Nantes			√		
Nice		√	√		
Nottingham	√		√		√
Novi Sad	√		√		√
Nuremberg	√		√		√
Olomouc	√		√		√
Oslo		√	√		
Oulu			√		
Padua		√			
Palma de M.		√	√		
Pardubice	√		√		√
Paris	√		√		√
Porto		√			
Potsdam		√			
Prague	√		√		√
Regensburg	√				
Reykjavik	√		√		√
Rijeka			√		√
Rome		√			
Rostock		√			
Rotterdam		√	√		
Saint-Étienne	√		√		
Salzburg	√		√		√
San Sebastian			√		
Santiago de C.			√		
Saragossa		√	√		
Seville		√	√		
Sintra		√			
Split		√	√		√
St. Gallen		√			√
Stockholm	√		√		√
Stuttgart	√		√		
Tallinn	√		√		√

City asked	Active TourMIS member	Inactive TourMIS member	ECT member	Non-Member	Answered questionnaire
Tampere	√		√		
Tarragona	√		√		√
Turin		√	√		
Trier		√			
Tromsø			√		
Trondheim			√		
Turku	√		√		√
Uppsala			√		√
Valencia	√		√		√
Venice		√			
Verona		√			
Vicenza		√	√		
Vienna	√		√		√
Vilnius			√		√
Warsaw		√			
Weimar	√				
Würzburg	√				
York			√		
Zagreb	√		√		√
Zurich	√		√		√
136	**63**	**52**	**96**	**1**	**68**

5.4. Additional information

5.4.1. Active TourMIS members

Data from active TourMIS members			
	Data not mentioned in the questionnaire but available in TourMIS	**Data available according to questionnaire but not yet in TourMIS**	**Additional data which the cities are willing to share**
Aachen		AA monthly, AG annually and monthly	AG annual
		NA monthly, NG annually and monthly	
		OG	OG
Augsburg		AA monthly, AAS annually and monthly	
		NA monthly, NAS annually and monthly	
		HAS, KAS, OAS	
Barcelona		AZ annually	
		NZ annually	
	(OA)	HGS, KGS	(HGS, KGS)
Belgrade	AD annually	ADS annually and monthly	ADS annually and monthly
		HGS	HGS
Bergen		AG annually and monthly, AGS annually and monthly	AG annually and monthly
		NGS annually and monthly	
		HA, HAS, HG, HGS, KA, KAS, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KGS, OA, OAS, OG, OGS
Berlin		AG annually and monthly	AG annually and monthly
		NG annually and monthly	NG annually and monthly
	HA, HG		
Bonn	AA annually	AG annually and monthly, AGS annually and monthly, AD annually and monthly, ADS annually and monthly	AG annually and monthly, AGS annually and monthly, AD annually and monthly, ADS annually and monthly
	NA annually	NG annually and monthly, NGS annually and monthly	NG annually and monthly, NGS annually and monthly
	HA, KA, OA	KG, KGS, OG, OGS	KG, KGS, OG, OGS
Brussels	AA annually	AGS annually	AGS annually
	NA annually	NG annually	NG annually
	HA, KA, OA	HGS, KGS, OGS	HGS, KGS, OGS
Budapest		AZ annually and monthly, AG annually and monthly, AD annually and monthly	AZ annually and monthly, AG annually and monthly, AD annually and monthly
		NZ annually and monthly, NG annually and monthly	NZ annually and monthly, NG annually and monthly
		HG, KG, OG	HG, KG, OG
Cardiff		AD monthly, AZ monthly, AA monthly, AG monthly	AD monthly, AZ monthly, AA monthly, AG monthly
		NZ monthly, NA monthly, NG monthly,	NZ monthly, NA monthly, NG monthly
Copenhagen		NZ annually and monthly, NZS annually and monthly	NZ annually and monthly, NZS annually and monthly
	HGS, OG	KAS, OAS	KAS, OAS
Corunna	AA annually	AD annually and monthly	AD annually
		data for **room**nights	data for **room**nights
	HA, HAS, HGS, KA, OA	KG, OG	KG, OG
Dijon		AGS annually and monthly	AGS annually and monthly
		NGS annually and monthly	NGS annually and monthly
		HGS, KGS, OGS	HGS, KGS, OGS
Dresden	AA annually and monthly	AG annually and monthly	AG annually and monthly
	NA annually and monthly	NG annually and monthly	NG annually and monthly
	HA, KA, OA, OG	OGS	OGS

	Data not mentioned in the questionnaire but available in TourMIS	Data available according to questionnaire but not yet in TourMIS	Additional data which the cities are willing to share
Dubrovnik		AZ annually and monthly, AG annually and monthly	AZ annually and monthly, AG annually and monthly
		NZ annually and monthly, NG annually and monthly	NZ annually and monthly, NG annually and monthly
		HA, HG, KG, OA, OG	HA, HG, KG, OA, OG
Genoa		AA annually, AD annually	AA annually, AD annually
		NA annually	NA annually
		HA, KA, OA	HA, KA, OA
Ghent	AA annually		
	NA annually		
	OG		
Gijón	HA, KA		
Gothenburg	AGS annually and monthly		
	NGS annually and monthly	NAS annually and monthly	NAS annually and monthly
	HGS, KGS, OGS	HAS, KAS, OAS	HAS, KAS, OAS
Graz		AAS annually and monthly, AGS annually and monthly	AAS annually and monthly, AGS annually and monthly
		NAS annually and monthly, NGS annually and monthly	NAS annually and monthly, NGS annually and monthly
	HA, KA	HGS, KGS, OG, OGS	HGS, KGS, OG, OGS
Hamburg	AA annually and monthly	AG monthly	AG monthly
	NA annually and monthly	NG monthly	NG monthly
	HA, KA, OA	HG, KG, OG	HG, KG, OG
Heidelberg	AD annually and monthly	AA monthly	AA monthly
		NA monthly	NA monthly
Helsinki		HG, HGS, KG, KGS, OG, OGS	HG, HGS, KG, KGS, OG, OGS
Innsbruck	AA monthly, AG monthly	AAS annually, AGS annually	
	NA monthly, NG monthly	NAS annually, NGS annually	NAS annually, NGS annually
		HAS, HGS, KAS, KGS, OA, OAS, OG, OGS	
Linz	AG annually and monthly		
	NG annually and monthly		
	HG, KG		
Lisbon	AA annually and monthly	AG annually and monthly	AG annually and monthly
	NA annually and monthly	NG annually and monthly	NG annually and monthly
	HA, KA	HG, KG	HG, KG
London	AZS annually		
	OAS, OG		
Luxembourg		HA, KA, OG	HA, KA, OG
Malmö		AA annually	AA annually
		NA monthly	NA monthly
	KG	HA, KA, OG	HA, KA, OG
Munich		AGS annually and monthly, AD annually	
		NGS annually and monthly	
		HGS, KGS, OGS	
Nottingham	ADS annually, AZS annually	AGS monthly, AA annually, AZ annually	AGS monthly, AA annually, AZ annually
	NZS annually, NAS annually	NGS annually and monthly	NGS annually and monthly
		HAS, OGS	

	Data not mentioned in the questionnaire but available in TourMIS	Data available according to questionnaire but not yet in TourMIS	Additional data which the cities are willing to share
Novi Sad	AG annually and monthly		
	NZ annually and monthly	NG annually and monthly	NG annually and monthly
		HA, KA	HA, KA
Nuremberg	AA annually and monthly	AG annually and monthly	AG annually and monthly
	NA annually and monthly	NG annually and monthly	NG annually and monthly
	HA, KA, OA	KG, OG	KG, OG
Pardubice		AZS annually, AGS annually	AZS annually, AGS annually
		NA annually, NG annually, NGS annually	NA annually, NG annually, NGS annually
		HA, HG, HGS, KA, KG, KGS, OA, OG, OGS	HA, HG, HGS, KA, KG, KGS, OA, OG, OGS
Salzburg		AAS annually and monthly	AAS annually and monthly
		NAS annually and monthly, NGS annually and monthly	NAS annually and monthly, NGS annually and monthly
		OA, OG	OA, OG
Stockholm		AG annually and monthly, AGS annually and monthly	
		NG annually and monthly, NGS annually and monthly	
	OA, OAS	HG, HGS, KG, KGS, OG, OGS	OG, OGS
Turku	AA annually and monthly	AAS annually and monthly	AAS annually and monthly
	NA annually and monthly	NAS annually and monthly	NAS annually and monthly
	HA, KA, OA	HAS, KAS, OAS	HAS, KAS, OAS
Vienna		AA annually and monthly	
		NA annually and monthly	
	HG, KG	HA, KA, HAS, KAS, OG, OGS	HAS, KAS, OGS
Zagreb		AG annually and monthly	AG annually and monthly
		NG annually and monthly	NG annually and monthly
		HG, KG, OG	HG, KG, OG
Zurich		AAS annually and monthly, AG annually and monthly, AGS annually and monthly	AAS annually, AG annually, AGS annually
		NAS annually, NG annually and monthly, NGS annually and monthly	NAS annually, NG annually, NGS annually
		HAS, HG, HGS, KAS, KG, KGS, OAS, OG, OGS	HAS, HG, HGS, KAS, KG, KGS, OAS, OG, OGS

5.4.2. Inactive TourMIS members

Data from inactive TourMIS members		
	Data available according to questionnaire but not yet in TourMIS	**Data which the cities are willing to share**
Athens	ADS annually and monthly	ADS annually and monthly
	NG annually, NGS annually	NG annually, NGS annually
	HG, HGS, KG, KGS, OG, OGS	HG, HGS, KG, KGS, OG, OGS
Basel	AG annually and monthly	AG annually and monthly
	NG annually and monthly	NG annually and monthly
	HG, KG, OG	HG, KG, OG
Berne	AG annually and monthly, AGS annually and monthly	
	NG annually and monthly, NGS annually and monthly	
	HG, HGS, KG, KGS, OG	
Birmingham	AD annually	AD annually
	data for **room**nights	data for **room**nights
	KA, KG	KA, KG
Bologna	AA annually and monthly, AAS annually and monthly AG annually and monthly, AGS annually and monthly AD annually and monthly, ADS annually and monthly	AA annually and monthly, AAS annually and monthly AG annually and monthly, AGS annually and monthly AD annually and monthly, ADS annually and monthly
	NA annually and monthly, NAS annually and monthly NG annually and monthly, NGS annually and monthly	NA annually and monthly, NAS annually and monthly NG annually and monthly, NGS annually and monthly
	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS
Edinburgh	AZS annually, AGS annually	AZS annually, AGS annually
	NZS annually, NGS annually	NZS annually, NGS annually
	OAS, OGS	OAS, OGS
Frankfurt	AA annually and monthly, AG annually and monthly	AA annually, AG annually
	data for **room**nights	data for **room**nights
	HA, HG, KA, KG, OA, OG	HA, HG, KA, KG, OA, OG
Geneva	AAS annually and monthly	AAS annually
	NAS annually and monthly	NAS annually
	HAS, KAS, OAS	HAS, KAS, OAS
Liverpool	AD annually, ADS annually	
	NG annualy and monthly	
	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS
Metz	AD annually and monthly	AD annually
	HA, HG, KG	HA, HG, KG
Split	AA annually and monthly, AG annually and monthly	AA annually, AG annually
	NA annually and monthly, NG annually and monthly	NA annually, NG annually
	HA, HG, KA, KG, OA, OG	HA, HG, KA, KG, OA, OG
St. Gallen	AG annually and monthly, AGS annually and monthly	
	NG annually and monthly, NGS annually and monthly	
	HG, HGS, KG, KGS, OG, OGS	

5.4.3. Non-Members

Data from Non-Members		
	Data available according to questionnaire	**Data which the cities are willing to share**
Córdoba	AA annually and monthly, AAS annually and monthly, AZ annually, AG annually and monthly, AGS annually and monthly, AD annually and monthly	AA annually, AAS annually, AZ annually, AG annually, AGS annually, AD annually
	NA annually and monthly, NAS annually and monthly, NZ annually, NG annually and monthly, NGS annually and monthly	NA annually, NAS annually, NZ annually, NG annually, NGS annually
	HA, HG, KA, KG, OA, OAS, OG, OGS	HA, HG, KA, KG, OA, OAS, OG, OGS
Kraków	AD annually, ADS annually	AD annually, ADS annually
	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS
Maribor	AA annually and monthly, AAS annually and monthly AG annually and monthly, AGS annually and monthly AD annually and monthly, ADS annually and monthly	AA annually and monthly, AAS annually and monthly AG annually and monthly, AGS annually and monthly AD annually and monthly, ADS annually and monthly
	NA annually and monthly, NAS annually and monthly NG annually and monthly, NGS annually and monthly	NA annually and monthly, NAS annually and monthly NG annually and monthly, NGS annually and monthly
	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS
Rijeka	AA annually and monthly, AG annually and monthly	AA annually, AG annually
	NA annually and monthly, NG annually and monthly	NA annually
	HA, HG, KA, KG, OA, OG	HA, HG, KA, KG, OA, OG
Uppsala	AA annually and monthly, AAS annually and monthly AZ annually, AZS annually, AD annually, ADS annually	AA annually and monthly, AAS annually and monthly AZ annually, AZS annually, AD annually, ADS annually
	NG annually and monthly, NGS annually and monthly NA annually, NAS annually and monthly NZ annually and monthly, NZS annually NG annually and monthly, NGS annually and monthly	NGS annually and monthly NA annually, NAS annually NZ annually, NZS annually NG annually and monthly, NGS annually and monthly
	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS	HA, HAS, HG, HGS, KA, KAS, KG, KGS, OA, OAS, OG, OGS
Vilnius	AA annually and monthly, AG annually and monthly	AA annually and monthly, AG annually and monthly
	NA annually and monthly, NG annually and monthly	NA annually and monthly, NG annually and monthly
	HA, HG, KA, KG, OG	HA, HG, KA, KG, OG

5.4.4. Websites on city tourism statistics

Websites which provide additional information on the definitions and methodologies used for the compilation of city tourism statistics:

City	Website	Note
Amsterdam	Statistics Netherlands: http://www.cbs.nl	
Athens	Athens International Airport: http://www.aia.gr	
Augsburg	Bayerisches Landesamt für Statistik und Datenverarbeitung: http://www.statistik.bayern.de	
Barcelona	Turisme de Barcelona: http://www.barcelonaturisme/statistics	
Basel	Statistisches Amt des Kantons Basel-Stadt: http://www.statistik.bs.ch	Not available in English
Bergen	Bergen Tourist Board: http://visitBergen.com	
Berlin	stat.LA	
Bologna	Servizio Turismo - Ufficio Statistica: http://www2.provincia.bologna.it/internet/movtur.nsf/home?OpenPage	Not available in English
Bonn	Landesamt für Datenverarbeitung und Statistik Nordrhein-Westfalen: http://www.lds.nrw.de	Not available in English
Bratislava	Statistical Office of the Slovak Republic: http://www.statistics.sk	
Brussels	NIS Consulting: http://www.nis.be	
Copenhagen	Official Tourism Site of Copenhagen and the surrounding Area: http://www.visitcopenhagen.dk	
Córdoba	INEbase: http://www.ine.es IEA. Instituto de Estadística de Andalucía: http://www.juntadeandalucia.es/institutodeestadistica	
Dijon	National Institute for Statistics and Economic Studies: http://www.insee.fr	
Dresden	Statistical Office of the Free State of Saxony: http://www.statistik.sachsen.de	
Edinburgh	VisitScotland: http://www.scotexchange.net	
Geneva	http://www.tourist-stat.admin.ch	Currently not working
Gijón	INEbase: http://www.ine.es	
Graz	Stadt Graz: http://graz.at	
Hamburg	Statistisches Amt für Hamburg und Schleswig-Holstein: http://www.statistik-nord.de	
Heidelberg	Statistisches Landesamt Baden-Württemberg: http://www.statistik.baden-wuerttemberg.de	Not available in English
Helsinki	Statistics Finland: http://www.stat.fi	
Innsbruck	Innsbruck Tourismus: http://www.innsbruck.info/statistik	
Lisbon	Instituto Nacionale de Estatistica Portugal: http://www.ine.pt	
Liverpool	Merseywise student webguide for tourism: http://www.merseywise.com	
Luxembourg	Le Portail Des Statistiques Du Luxembourg: http://www.statistiques.public.lu/fr/publicati	
Metz	http://www.cnt-forrceisure.fr ?	
Nottingham	Experience Nottinghamshire: http://www.visitnotts.com	
Novi Sad	Tourist Information Centre Novi Sad http://novisadtourism.com → Statistics	
Pardubice	Czech Tourism: http://www.czechtourism.cz/?show=003010	Not available in English
Paris	Official website of the Paris Convention and Visitors Bureau: http://www.parisinfo.com → Professionals → Statistics	

City	Website	Note
Prague	Czech statistical office: http://www.czso.cz	
Reykjavik	Statistics Iceland: http://www.statice.is	
St. Gallen	Statistische Informationen zum Kanton St. Gallen: http://www.statistik.sg.ch/home/themen/b10/destkern_sb.htm	Not available in English
Valencia	VLC Valencia: http://www.turisvalencia.es	
Vienna	Statistics Austria The Information Manager: http://www.statistik.at	
Zurich	Swiss Federal Statistical Office: http://www.bfs.admin.ch	

Additionally, Firenze and Oslo, which did not answer the questionnaire, stated where information concerning their statistics can be found:

Firenze	Swiss Federal Statistical Office: http://www.provincia.fi.it/turismo/pubsta.htm	
Oslo	Statistics Norway: http://www.ssb.no	