

### A briefing note by the Department for Culture, Media and Sport

#### Introduction

In November 1995, the Council of the European Union adopted a directive 'On the collection of statistical information in the field of tourism' (Council Directive 95/57/EC published on pages L 291/32 – L 291/39 of the Official Journal of the European Communities, 6 December 1995). This note outlines the aim of the Directive, how it will operate across the EU and how it is being implemented within the UK.

The Directive places a requirement on national governments of the member states of the EU to provide a regular set of specific tourism statistics. These statistics are mainly at national or regional levels. There are no direct obligations on local authorities or on tourism businesses as a result of the way in which the Directive is being implemented in the UK. However, local authorities and, especially, hotels and other tourism accommodation establishments will be the primary source for some of the data needed to compile UK tourism statistics and we are grateful for the continuing support of all our voluntary data suppliers.

#### What is the aim of the Directive?

The Directive sets up a system of reliable statistics on tourism to be maintained by the Statistical Office of the European Communities (the office is called Eurostat) in Luxembourg. The statistics in this system will be harmonised statistics; that is there is a specific list of items to be covered, each with an agreed definition, that each Member State will supply. The system will therefore give a set of reliable and comparable statistics for each Member State and hence for the EU as a whole. Other countries are participating on a voluntary basis, extending coverage across the wider European area.

The preamble to the Directive gives a number of reasons for setting up such a system, including to improve knowledge of the volume and characteristics of tourism and tourists within the EU, to support the development of tourism policies and to meet the needs of users in the private as well as the public sector. Tourism is recognised as 'a tool of development and socioeconomic integration', for which better statistical information is required, notably at regional level.

#### What statistical information is included?

There are three main kinds of topics required under the Directive (and specified in an annex to the Directive, reproduced here):

- A** the capacity of collective tourism accommodation (hotels, campsites etc), for which data is required annually and down to around county level or equivalent (ie NUTS level III, in the Nomenclature of Units for Territorial Statistics, see following Section. A new version of the UK NUTS is due to be used from 1999, details of which are also given later).
- B** guest flows at these collective accommodation establishments, showing arrivals and nights spent in different broad types of accommodation. Most information is again required annually, with data down to NUTS level II (which are larger counties or groups of counties under the present formulation of the UK NUTS). Some information, on arrivals, nights spent and occupancy rates, is required monthly for the country as a whole.

- C tourism demand among residents of the country, showing for example the number of trips for which the main purpose is holiday, recreation or leisure involving at least one night spent away from home. Annual information is required on longer holiday, recreation or leisure trips (breaks of four nights or more) and quarterly data on 1+ night trips. Quarterly data are also required on 1+ night business trips. This part of the Directive covers the volume and characteristics of trips and the number and profile of people taking trips. Tourist spending is also required. Generally this part of the Directive also requires separate figures for domestic tourism (ie tourism within the UK by UK residents) and outbound tourism (tourism trips outside the UK made by UK residents).

National Statistics announced that it had reached agreement with Eurostat on a new NUTS structure for the UK, which takes account of Government Office regions as well as the creation of the unitary local authorities. A table appended summarises the current and new structure of NUTS in the UK. There is a target date of April 1999 for using the new structure when submitting data to Eurostat. The present NUTS will continue to be used until then. This applies across all UK official statistics. DCMS is in discussion with tourism data providers, so that we can shift to using the new NUTS for the tourism statistics directive.

## How will the Directive operate across the EU?

Each Member State is responsible for the collection, processing and transmission of data to Eurostat. The Directive sets out the standards for the data and the harmonised definitions to be used. The Directive also sets out the requirements for the data to be submitted to Eurostat. The Directive sets out the requirements for the data to be submitted to Eurostat. The Directive sets out the requirements for the data to be submitted to Eurostat.

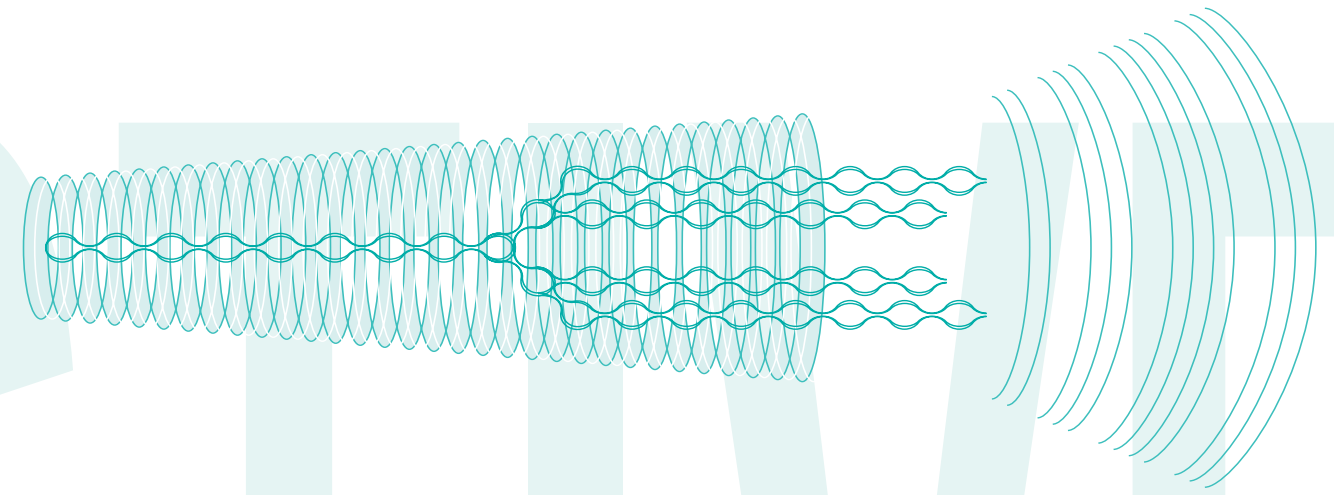
## How is the Directive being implemented in the UK?

The UK already has a good national tourism statistics system. The UK Tourism Survey is the additional survey developed, building on the existing system. The UK Tourism Survey is the additional survey developed, building on the existing system. The UK Tourism Survey is the additional survey developed, building on the existing system.

The Department for Culture, Media and Sport (DCMS), which has policy lead on tourism, is coordinating the UK implementation and will be responsible for transmitting the information to Eurostat, and for publishing it within the UK. Concordats or memoranda of understanding are being prepared between DCMS and the national tourist boards, and between DCMS and the Office for National Statistics, in order to ensure the continued flow of reliable data with the required deadlines. We are of course grateful to our partners in those organisations for their efforts in providing the information needed for the UK to comply with the Directive.

## NUTS

Some of the statistical data required under the Directive are specified in terms of NUTS areas. This 'Nomenclature of Units for Territorial Statistics' is the European Commission's classification of sub-national areas for statistical purposes, and is managed by Eurostat. In June 1998, the Office for



## Development of the tourism statistics directive

The European Commission is currently conducting a study under the Directive to report to the European Commission and also to the Member States. The study will be completed by the end of 1998. The study will be completed by the end of 1998. The study will be completed by the end of 1998.

- For further information on the Directive please contact:  
Paul Allin  
Chief Statistician  
Department for Culture, Media and Sport  
Room 601 HH, 2-4 Cockspur Street  
London SW1Y 5DH  
tel: 0171 211 2843  
fax: 0171 211 2807  
email: PaulAllin@compuserve.com
- For further information on NUTS please contact:  
Public Inquiries  
Office for National Statistics  
1 Drummond Gate  
London SW1V 2QQ

NEW STRUCTURE		Existing structure			
Type of area		Number of areas			
Level: England	Scotland (*) & Wales	Northern Ireland			
1	Government Office Regions	Country	Country	Country	Standard Statistical Regions
2	Counties (some grouped)	Groups of unitary authorities	Country	Groups of counties	Groups of counties
3	Upper tier authorities (counties)	Groups of unitary authorities	Groups of districts	Counties	Counties
4	Lower tier authorities (districts)	Individual unitary authorities	Individual districts	Districts	Districts
5	Wards	Wards	Wards	Wards	Wards

(\*) In Scotland, Levels 2, 3 and 4 areas are combinations of unitary authorities, LECs or parts thereof.

Source: Office for National Statistics, News Release ONS (98) 199, 29 June 1998.

## ANNEX

### STATISTICAL INFORMATION IN THE FIELD OF TOURISM

NB: For the information requested under B.1.3, C.1.1.2 and C.1.1.4, the world geographical breakdown is listed at the end of this Annex.

#### A. Capacity of collective tourist accommodation: local units on national territory

##### A.1. Information to be transmitted on an annual basis

Number	Accommodation breakdown	Variables	Geographical breakdown (1)
A.1.1.	Hotels and similar establishments	Number of establishments Number of bedrooms Number of bedplaces	National and regional NUTS III
A.1.2.	Other collective accommodation establishments: – tourist camp-sites – holiday dwellings – other collective accommodation	Number of establishments Number of bedplaces(2)	National and regional NUTS III

(1) Data on bedrooms and bedplaces at NUTS III level may include estimates: estimates must be clearly identified as such.

(2) For camp-sites, where a Member State has no standard of its own, one camping pitch may be regarded as equivalent to four bedplaces.

#### B. Occupancy in collective accommodation establishments: domestic and inbound tourism

##### B.1. Information to be transmitted on an annual basis

Number	Accommodation breakdown	Variables	Geographical breakdown (1)
B.1.1.	Hotels and similar establishments	Arrivals of residents Nights spent by residents Arrivals of non-residents Nights spent by non-residents	National and regional NUTS II
B.1.2.	Other collective accommodation establishments: – tourist camp-sites – holiday dwellings – other collective accommodation	Arrivals of residents Nights spent by residents Arrivals of non-residents Nights spent by non-residents	National and regional NUTS II
B.1.3.	Hotels and similar establishments Other collective accommodation establishments	By country of residence: (breakdown by calendar month): – Arrivals of non-residents – Nights spent by non-residents	National

##### B.2. Information to be transmitted on a monthly basis

Number	Accommodation breakdown	Variables	Geographical breakdown (1)
B.2.1.	Hotels and similar establishments Other collective accommodation establishments	Arrivals of residents Nights spent by residents Arrivals of non-residents Nights spent by non-residents	National
B.2.2.	Hotels and similar establishments	Use of bedplaces: – gross – net	National

C. Tourism demand: domestic and outbound tourism (excluding day trips)

C.1. Information to be transmitted nationally

Number	Variables	Breakdown	Annual data	Quarterly data	
			Breaks of four nights or more (1)	Holidays (2)	Business trips (3)
C.1.1.	Data on volume of tourism				
C.1.1.1.	Number of tourists (persons engaged in tourism)	Total – domestic – outbound – domestic and outbound			
C.1.1.2.	Number of tourism trips	Total – domestic – outbound: world geographical breakdown (national level)		AD	AD
C.1.1.3.	Number of tourism trips (by month of departure)	during each calendar month: – total – domestic – outbound			
C.1.1.4.	Number of tourism nights	Total – domestic – outbound: world geographical breakdown (national level)		AD	AD
C.1.2.	Data on characteristics of trips				
C.1.2.1.	Length of stay	Nights – from 1 to 3 – 4 or more consecutive nights – from 4 to 7 – from 8 to 14 – from 15 to 28 – from 29 to 91 – from 92 to 365	NR NR		
C.1.2.2.	Organization of stays	Direct reservation with transport/accommodation operator Use of travel agent, tour operator: – including package travel		NR NR NR	NR NR NR
C.1.2.3.	Principal mode of transport used	Air Sea Land: – railway – bus, coach (regular, tourist) – private and hired vehicles – other		NR NR NR NR NR NR	NR NR NR NR NR NR

Number	Variables	Breakdown	Annual data	Quarterly data	
			Breaks of four nights or more (1)	Holidays (2)	Business trips (3)
C.1.2.4.	Main types of accommodation used for tourism: – domestic – outbound	Hotels and similar establishments Other collective accommodation establishments: – tourist camp-sites – holiday dwellings – other collective accommodation Specialized establishments Private tourist accommodation: – rented accommodation – secondary residence – other types of private accommodation			
C.1.3.	Data on the tourist profile				
C.1.3.1.	Number of tourists	By sex: – male – female			
C.1.3.2.	Number of tourists	By age: – 0–14 years (optional) – 15–24 years – 25–44 years – 45–64 years – 65 years and over		NR NR NR NR NR	NR NR NR NR NR
C.1.4.	Data on tourist spending				
C.1.4.1.	Spending (national currency) for tourist trips: – domestic – tourist trips	Total including: – journeys, holidays and package travel		NR	NR

(1) This column covers long trips (i.e. four or more consecutive nights spent away from the usual place of residence the main reasons for which are *holidays, recreation or leisure*).

(2) This column covers information on all tourist holidays (i.e. trips of at least one or more consecutive nights spent away from the usual place of residence the main reasons for which are *holidays, recreation or leisure*).

(3) This column covers information on business tourism (i.e. trips of at least one or more consecutive nights spent away from the usual place of residence the main reasons for which are *business and professional*).

NB: The initials AD mean that these data should be transmitted ANNUALLY and not quarterly. Information not requested for the various areas of tourism is indicated by the initials NR.