



TOURISM STATISTICS

- NATIONAL EXPERIENCES -

Czech Statistical Office

EU Twinning Project – GEORGIA

12 - 18 October 2021, on-line

CZ - TOURISM STATISTICS / KEY ORGANISATIONS

Organisations

- Czech Statistical Office (CZSO)
- Czech National Bank (CNB)
- Ministry of Regional Development (MRD)
- NTA CzechTourism



Other partners

- Municipalities, Destination managements, Professional associations etc.



CZ - TOURISM STATISTICS / KEY SURVEYS

Main data sources

- Survey at **Collective Accommodation Establishments** (business survey)
- Sample Tourism Survey – **Domestic and Outbound Tourism** (household survey)
- Survey on **Inbound Tourism** (border survey / now inland survey)
- **Tourism Satellite Account** (TSA)
- Census surveys (2001, 2012-14)

Supplementary data sources (Big data)

- Mobile GSM Operator Data
- Data from online platforms
- Web Scraping



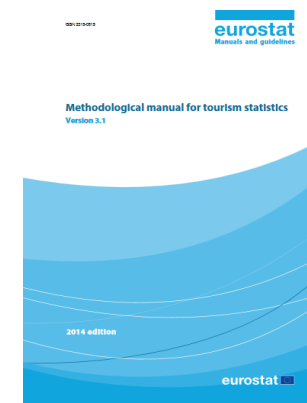
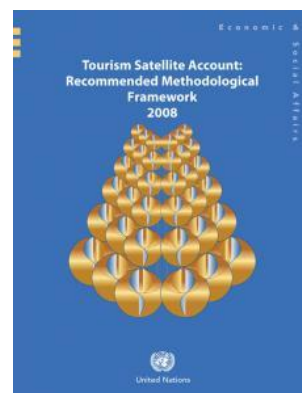
METHODOLOGICAL FRAMEWORK / LEGISLATION

International methodological basis

- International Recommendations for Tourism Statistics – **IRTS 2008** (UNWTO)
- Tourism Satellite Account: Recommended Methodological Framework – **TSA: RMF 2008** (UNWTO, OECD, Eurostat)
- European Implementation Manual on Tourism Satellite Accounts
- European system of accounts (ESA 95, ESA 2010)

Legislation EU

- Regulation (EU) No **692/2011** of the EP and of the Council concerning European statistics on tourism (ex 95/57/ES)
- **Methodological Manual for Tourism Statistics** (Eurostat)



COLLECTIVE ACCOMMODATION ESTABLISHMENTS (CAE) – BUSINESS SURVEY

- Establishment with **at least 5 bedrooms and 10 bed places**
- **Register of CAE** = *Cornerstone of Accommodation statistics*
- „Collective“ tourist establishments only
- ☹ No reporting duty for newly established units!
- **Monthly** questionnaire (CR 1-12) for **all hotels**
- **Quarterly** questionnaire (CR 2-04) for **all other CAE**
- Published data – Capacity, Occupancy
 - Quarterly figures in News Releases
 - Time series
 - Public database – up to level of municipalities

The image displays four sample forms from the CAE Business Survey. The top-left form is a monthly questionnaire (CR 1-12) for hotels, featuring sections for general information, capacity, and occupancy. The top-right form is a quarterly questionnaire (CR 2-04) for other CAE, with similar sections but different data requirements. The bottom-left form is a register form (CR 1-01) for the Register of CAE, used for recording new establishments. The bottom-right form is another quarterly questionnaire (CR 2-04) for other CAE, showing detailed data entry fields. All forms are labeled 'VZOR' (sample) and include various checkboxes and data entry fields.

CAE POPULATION – STRUCTURE

11 CATEGORIES ACCORDING TO INFORMATION FROM RESPONDENTS

■ Hotels – Monthly

in **2020** ca. 2 960 units in six classes

(from annual capacities):

5* = 68 hotels

4* = 819 hotels

3* = 1 586 hotels

2* = 219 hotels

1* = 113 hotels

Garni = 159 hotels



■ Other CAE – Quarterly

in **2020** ca. 7 700 units in five classes

(from annual capacities):

Guest houses = 4 527 units

Campsites = 581 units

Holiday dwellings= 314 units

Hostels for tourists = 751 units

Other CAE = apartments, boarding houses, dormitories , holiday resorts of enterprises, chalets, etc. (1 562)

CAE AND OCCUPANCY RATE – BY REGION

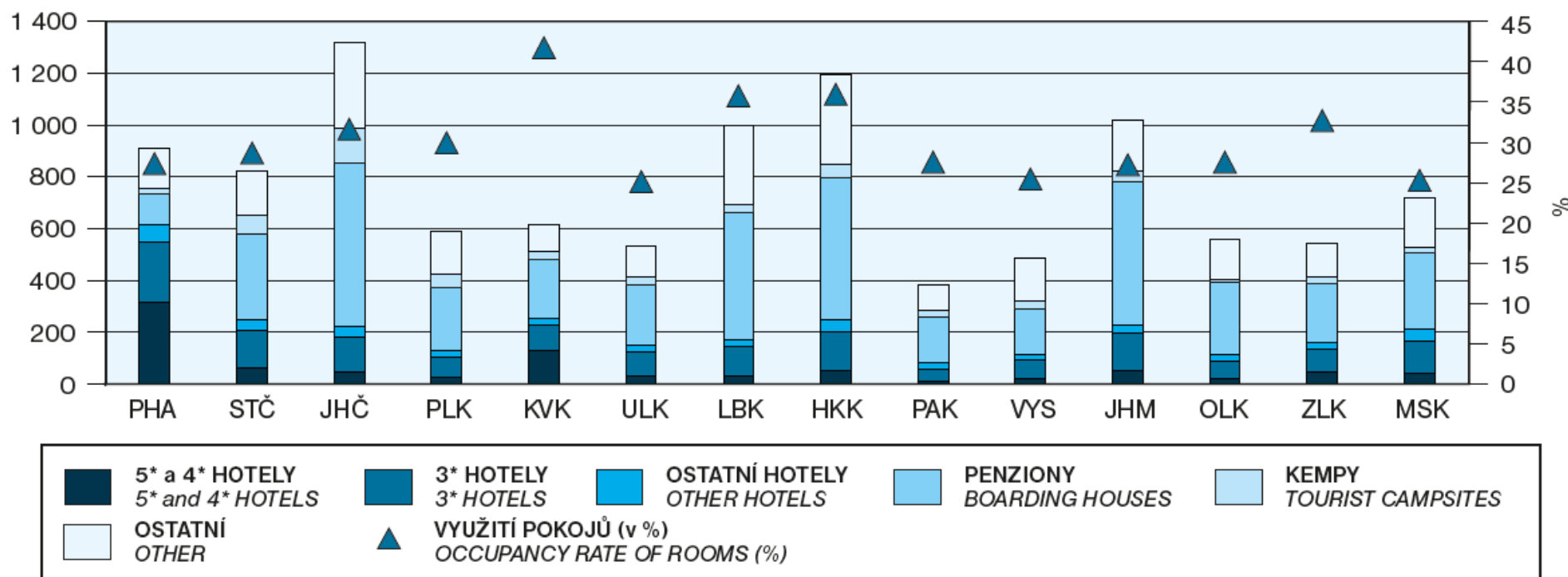
OCCUPANCY RATE OF ROOMS IN THE CZECH REPUBLIC:

! 2019 = 50,9 % 2020 = 30,2 %

(PRAGUE 2019 = 70,2 % 2020 = 27,4 %)

HROMADNÁ UBYTOVACÍ ZAŘÍZENÍ PODLE KATEGORIE A KRAJŮ A VYUŽITÍ POKOJŮ V HOTELÍCH A PENZIONECH PODLE KRAJŮ

COLLECTIVE ACCOMMODATION ESTABLISHMENTS BY CATEGORY AND REGION AND OCCUPANCY RATE
OF ROOMS IN HOTELS AND BOARDING HOUSES BY REGION



SAMPLE TOURISM SURVEY – DOMESTIC AND OUTBOUND TOURISM (HOUSEHOLD SURVEY)

- Household tourism sample survey
- Carried out monthly in **randomly sampled households**
- Embedded in LFS
- Trained interviewers (employees of the CZSO) visit selected dwellings
- **Methods:** PAPI / CAPI / F2F / Telephone
- Data on traveling habits are surveyed among **all households members**
- Respondents are asked about **trips**, which they made **in the reference period:**
 - Domestic trips / Outbound trips
 - Personal trips / Business trips
 - Long trips / Short trips / Same-day trips

DOMESTIC AND OUTBOUND TOURISM

OBSERVED VARIABLES AND BREAKDOWNS

- Purpose
 - Length of stay (overnights)
 - Final destination
 - Type of destination
 - Type of accommodation
 - Organization
 - Mode of transport
 - Package tour – services included
 - Expenditures by services
- **Only trips outside the respondent's usual environment**
(outside respondent's permanent or temporary residence, workplace, school, etc.)
 - Only trips the length of which has not exceeded 12 months



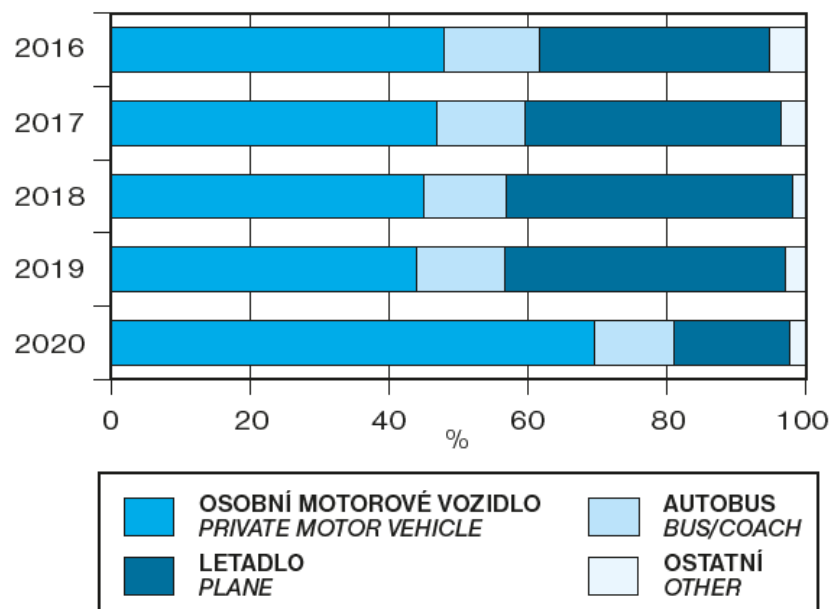
DOMESTIC AND OUTBOUND TOURISM

LONG TRIPS ABROAD (=4 AND MORE OVERNIGHT STAYS)

MAIN DESTINATIONS

- Croatia 25 %
(+ a lot of shorter trips)
- Slovakia 22 %
(+ a lot of shorter trips)
- Austria 17 %
(+ a lot of shorter trips)
- Higher concentration of trips to Europe (closer to home) due to Covid-19

STRUKTURA ZAHRANIČNÍCH DELŠÍCH CEST
ČECHŮ PODLE ZPŮSOBU DOPRAVY
STRUCTURE OF CZECHS' LONG TRIPS
ABROAD BY TYPE OF TRANSPORT



INBOUND TOURISM SURVEY

- Organized by Ministry of Regional Development + CzechTourism
- 2005 – 2016 Border survey
- Since 2017 asking at **places with main tourism attractions**
- F2F interviews (by tablets), conducted by private company
- Surveyed Continuously, Results Quarterly
- **Observed variables and breakdowns:**
 - Socio-demographic description
 - Characteristics of trip
 - Modes of transport, Type of accommodation, Visited places etc.
 - Expenditures: Before trip / During trip
 - Other - Satisfaction, Marketing questions...



TOURISM SATELLITE ACCOUNT / OVERVIEW

- **Globally recognized system** allowing international comparison of tourism statistics.
- It is supported by all major **international organisations** involved in tourism
(EUROSTAT, OECD, UNWTO) = international comparability
- A tool which serves to measure **economic impact of tourism**
 - % share of tourism on GDP, % share on employment
- Analytical and information background for decision-making of government bodies and the expert public
- Mathematical + statistical **model (balance between demand and supply)**
- It consists of 10 mutually interlinked tables

TOURISM SATELLITE ACCOUNT / CZSO

Core TSA system

- All significant tables and information
- Yearly compilation
- Reference period **2003-2019**
- Direct effect of tourism (no multiplication)
- By EU appreciated for **quality and details**

Extended TSA system

- **Tourism Employment Module** (2003-2019)
- **TSA Regionalization** (2010 – 2019)



DISSEMINATIONS + TYPES OF OUTPUTS

Forms of communications

- Time series of data
- Statistical Yearbook
- Press Releases, Conferences
- Professional journals (Statistika Journal, Statistika & My, COT)
- External presentation

CZECH STATISTICAL OFFICE Public database

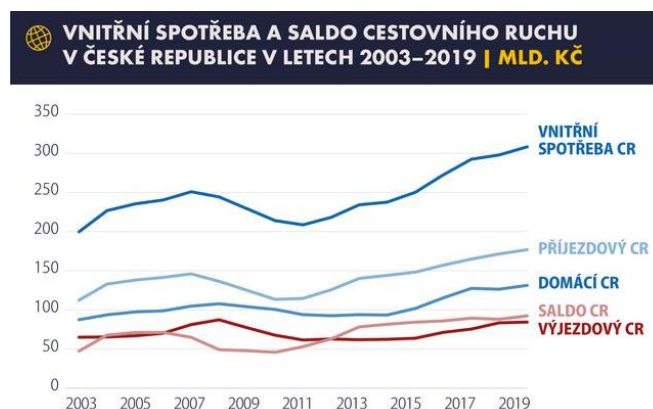
Home > Statistics > Tourism > Tourism satellite account (TSA) > Tourism satellite account > Table

Main indicators of the national economy and tourism in the Czech Republic

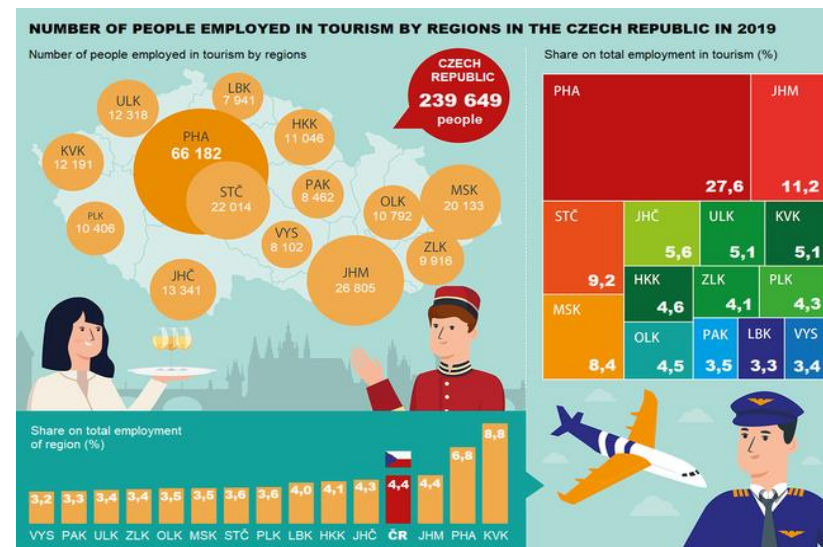
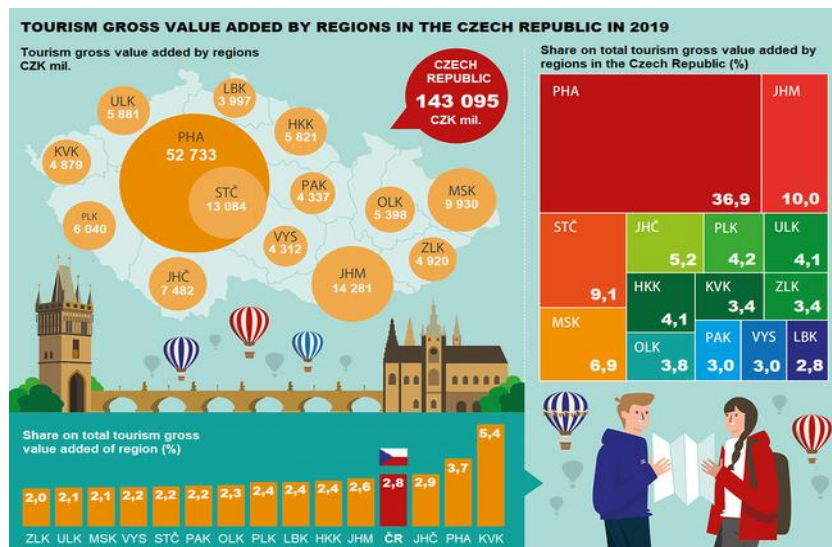
million Czech Koruna

Indicator	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total output of domestic producers (bp)	9,677,283	8,786,554	9,309,944	9,687,945	9,632,577	9,624,321	10,216,317	10,640,999	10,827,342	11,576,649	12,275,373	12,875,475
Imports	2,675,981	2,305,490	2,471,650	2,664,318	2,627,739	2,652,883	3,323,544	3,543,720	3,469,777	3,692,929	3,895,015	3,987,065
Taxes less sub-sides of output and imports	367,624	367,913	370,582	378,936	403,548	421,534	495,522	459,503	480,154	518,123	534,646	559,139
Domestic supply (pp)	12,720,888	11,459,957	12,152,176	12,731,199	12,963,864	12,998,738	13,943,383	14,644,222	14,779,273	15,787,701	16,795,034	17,421,679
Internal tourism consumption	244,349	229,168	214,016	208,685	218,305	234,239	237,533	258,107	272,410	292,456	297,868	308,242
Tourism ratio on supply (%)	1.9	2.0	1.8	1.6	1.7	1.8	1.7	1.7	1.8	1.9	1.8	1.8
Tourism output (bp)	251,543	238,257	238,634	248,022	254,748	267,496	272,915	285,451	303,918	327,818	339,764	354,661
Tourism intermediate consumption (pp)	165,116	149,815	151,272	159,286	158,265	165,518	169,805	175,474	183,300	199,427	204,689	211,565
Tourism ratio on gross value added (%)	2.6	2.7	2.6	2.6	2.6	2.7	2.7	2.7	2.8	2.8	2.8	2.8
Tourism gross value added (bp)	86,427	88,442	87,362	88,735	96,483	101,978	103,110	109,976	120,618	128,391	135,075	143,095

Code: CRUD-TSA-T2/6
 1 Semi-definitive data
 2 Preliminary data
 (bp) Basic prices, (pp) Purchasers' prices
 Data since 2012 are based on the new European standard of the ESA 2010 and for this reason are not fully comparable with those of previous years.

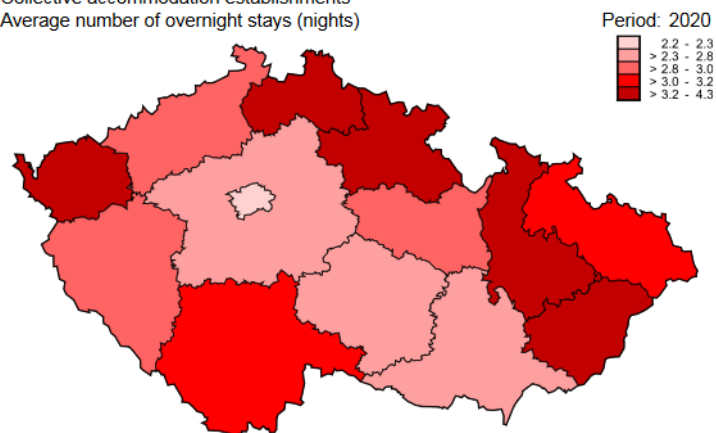


EXAMPLES OF OUTPUTS



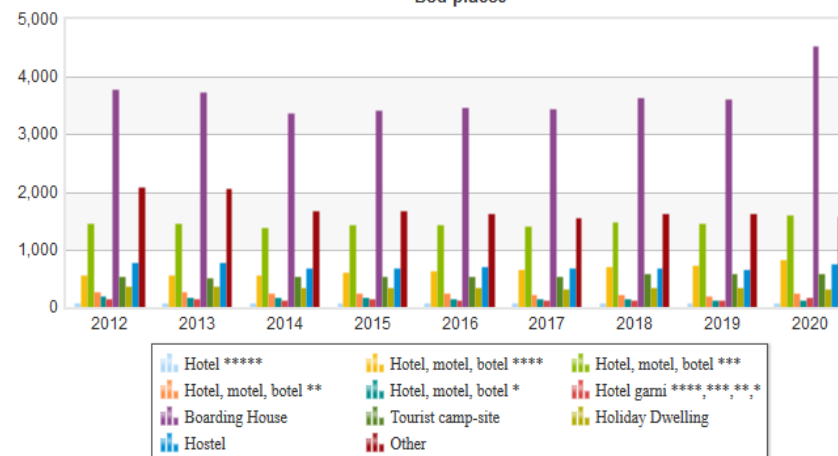
Average number of overnight stays (nights)

Collective accommodation establishments
Average number of overnight stays (nights)



Capacity of accommodation establishments by category

Bed places



LINKS OF THE DATA

Czech Statistical Office

https://www.czso.cz/csu/czso/tourism_ekon

<https://vdb.czso.cz/>

Tourdata - CzechTorusim

<https://tourdata.cz>



TOURISM STATISTICS: A LABORATORY FOR TESTING THE NEW APPROACHES (1)

Web Scraping

- Goal: Improvement of population frame – creating the new and cost-effective source for updating the Register of collective accommodation establishments (RUZ)
- Monitoring the supply side on internet: Regular webscraping of selected portals, automated conversion into structured form, comparisons with RUZ and its updates
- Obstacles: Legal aspects of web scraping – successful cooperation with Ministry of Interior on the latest amendment to the Copyright Act
- In-house project (enabler: Eurostat's ESTP Course), excellent cost/effect ratio
- Improves the quality of existing survey but does not represent a new data source

Privately held data from online platforms

- Goal: Capturing new phenomena of shared accommodation (AirBnB, etc.)
- Monitoring of accommodation offers does not give a sufficient picture – transaction data from online platforms are necessary
- Nationally – negotiation with selected platforms, finding: NSI is relatively weak partner for global players; results achieved: Memorandum + aggregated data from received AirBnB
- These activities currently under umbrella of Eurostat – regular Exchange of the data started in May 2021 (AirBnB, Booking.com, Expedia, TripAdvisor)

TOURISM STATISTICS: A LABORATORY FOR TESTING THE NEW APPROACHES (2)

Mobile network operator data

- There is a link between movement of people footprinted in mobile networks and tourism - probably the most promising source of data for tourism statistics, which potentially allows a significant improvement in quality (coverage, timeliness, elimination of some limitations of conventional household surveys)
- Number of studies already exist (Eurostat - Feasibility study on the use of mobile positioning data for tourism statistics, ESS Pilots on Big Data, projects in several countries)
- Resource and knowledge intensive task – partnership of various stakeholders is necessary
- Suitable especially for Inbound and Domestic Tourism: Close cooperation with Ministry of Regional Development and its subsidiary CzechTourism Agency, which already collects the data via field survey
- Resulting activity: Pilot project on the use of mobile operators data
- Duration of the project: 2017 – 2020
- Institutions involved: Technology Agency of the Czech Republic, RODOS – Transport Systems Development Centre, CE-Traffic (company which process the data), The Ministry of Regional Development / CzechTourism / Czech Statistical Office (users)
- Main task: Analysis of population of visitors/travellers for Inbound and Domestic Tourism



Thank you for your attention

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