

EUROSTAT EXPERIENCE OF IMPLEMENTING COUNCIL DIRECTIVE 95/57/EC ON THE COLLECTION OF STATISTICAL INFORMATION IN THE FIELD OF TOURISM

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I. INTRODUCTION

Eurostat is the statistical arm of the European Commission. The Commission has a wide interest in tourism policy, and in the last decade, Eurostat has been increasingly active in the development of tourism statistics. The needs of the users in the private and public sector for reliable and comparable statistics on tourism demand and supply at Community level available at short notice led to the development of Council Directive 95/57/EC of 23 November 1995 (see the Annex) on the collection of statistical information in the field of tourism. The aim of this Directive is to establish an information system on tourism statistics at Community level. To this end, Member States carry out the collection, compilation, processing and transmission of harmonised Community statistical information on tourism supply and demand.

II. IMPLEMENTATION OF THE COUNCIL DIRECTIVE

The Directive has implied several actions undertaken by Member States and the

Commission (Eurostat) to prepare for the new data set to be collected, treated and disseminated. In Eurostat this has implied in particular the design and implementation of a new information system at Community level, regular data collection with standardised questionnaires, aggregation and dissemination of EU-totals, following the methodological developments in Member States and allowing for an exchange of experiences in order to achieve comparable statistics, and finally establishing implementing measures in a legal context to ensure the appropriate implementation of the Directive in Member States. The following actions have been carried out during the period 1996-1999.

II.1. Development of an information system on tourism statistics

One of the initial actions undertaken by Eurostat was the design and establishment of a new information system on tourism statistics, in accordance with the contents and structure of the Directive. An Access based tool was developed, which allows for the storage, treatment and calculation of data, as well as possibilities for an easy extraction

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into Excel tables. The system became operational during 1997.

The information system was created also with the possibility to store statistics linked to tourism, such as balance of payments (travel and passenger transport items), employment in hotels and restaurants and economic statistics (1). At present the "TOUR" database contains 49 different tables with more than 400,000 figures in total. Of these there are 29 specific Directive tables and these represent around 350,000 figures. Time series range from 1980 to present, with a large increase of data availability starting from 1996 and 1997 when the new Directive tables were introduced.

II.2. Data collection and treatment

Linked to the establishment of an information system on tourism statistics was the launching of a regular data collection, following the transmission deadlines as specified in the Directive (article 7). This article indicates that for monthly and quarterly data, transmission of provisional results from Member States to Eurostat should be done not later than three months after the end of the reference period, and for final results not later than six months. For annual data, provisional results should be transmitted to Eurostat not later than six months after the end of the reference period, and for final results not later than 12 months.

The standardised transmission tables provided the basis for the creation of electronic questionnaires (in Excel format), which were distributed to the Member States and should be used when transmitting data to

Eurostat. A special programme, TADI (Tourism Automatic Data Input), has been developed by Eurostat to be able to automatically read the questionnaire files received from data suppliers into the information system on tourism "TOUR". Concerning data transmission most of the files are transmitted electronically, either via the Eurostat transmission tool "STADIUM", which allows for an easy identification of received files, or via e-mail.

Eurostat has during 1999 introduced a procedure for monitoring data transmission delays. This enables to identify, by country and by transmission table, the latest available data, eventual gaps in time series, taking into account requested derogations.

II.3. Dissemination of results

Data collected in the frame of the Directive has been regularly disseminated since 1997. In particular, "Tourism in Europe - Key figures" has been published on a yearly basis (in May or June) including data from the previous three years on the capacity of collective tourist accommodation, utilisation of bed-places, resident and non-resident quest flows and travel receipts and expenditure (2). Other publications are a Statistics in Focus on tourism, published in February 1999, including recent tourism trends for 1997 and 1998 (3). Tourism statistics is also regularly used in other, more general Eurostat publications, such as "Eurostat Yearbook", "Europe in Figures", "Eurostatistics" and "Monthly Panorama of European Business".

The tourism domain in the Eurostat reference database "New Cronos" was

completely restructured in 1998 to reflect the contents and structure of the Directive. This has allowed a wide range of users to have access to the statistics via the Eurostat Datashop network. Data suppliers in Member States and European institutions have free access to this database.

Part of the planned regular dissemination programme on tourism statistics is an annual edition of "Tourism statistics Yearbook".(CD-ROM) and "Tourism in Europe - Trends", a more analysis-oriented publication on tourism supply and demand covering the previous four years. Some estimates of missing data have been calculated for dissemination purposes, but more work is needed to carry out this exercise on a regular basis in order to ensure timely up-dates.

II.4. Methodological follow-up

Following the adoption of the Directive, it was agreed by the Eurostat Working Group on Tourism Statistics to produce a progress report showing the methodological developments in the Member States on implementing the Directive. The progress report is to be up-dated regularly, allow for comparisons between countries and provide the basic monitoring tool for the Directive implementation process. Thus, the progress report aims to fulfil two objectives: firstly, to monitor the progress made by the Member States concerning the implementation of the Directive on tourism statistics; secondly, to improve knowledge and exchange experiences and best practices between Member States about data collection methods and existing statistical systems on tourism.

The progress report is in line with Article 8 of the Directive, which stipulates that Member States shall provide the Commission at its request with all the information necessary to evaluate the quality, comparability and completeness of the statistical information as well as details of any subsequent changes in the methods used. Member States have provided Eurostat with information to prepare the progress report through completed questionnaires on existing data collection systems in the EEA countries and the reports made by the Member States in relation to their contractual obligations to Community funding. The report has been updated on a regular basis.

In 1996 a practical manual on the application of Eurostat methodological guidelines on tourism statistics was produced (4). This manual provides the basic concepts, guidelines for collection and survey design in order to comply with the Directive (5). In 1998, as part of the implementing measures of the Directive, the definitions of the variables were established. Moreover, work has also been done on drafting technical manuals on methodological issues considered particularly difficult in the implementation process, for example data collection on business tourism.

In addition, Eurostat has also elaborated a technical manual on harmonised data collection on private tourist accommodation, since this represents an important part of the supply of tourist accommodation in many Member States. To further encourage the exchange of experiences between Member States in the implementing process of the Directive, a methodological workshop was organised in 1999. The workshop allowed for

the identification of common problems relevant for the implementation of the Directive and proposals for concrete actions to be taken to further proceed in the implementation process.

II.5. Legal framework

Concerning the procedures for implementing the Directive, the following measures to be decided upon within the Statistical Programme Committee procedure (articles 11 and 12 of the Directive), have been established: the definitions to be applied to the data collection characteristics (article 3), the detailed rules for data transmission procedures (article 7) and the derogations to be granted to Member States (article 10) (6).

Further implementing procedures within the Statistical Programme Committee procedure will concern accuracy requirements and the harmonised processing of systematic biases (article 4), processing of data (article 6) and dissemination of the results (article 9).

III. PROGRESS BY SECTION OF THE DIRECTIVE

The implementation of the Directive has led to several adaptations, changes and methodological implications of different character for the national statistical systems in the EEA countries. They have developed their national tourism statistics with the aim of guaranteeing the data collection and transmission to Eurostat. Work has been undertaken to extend existing surveys, introduce new surveys where necessary,

harmonise definitions and methods, and other changes to comply with the Directive requirements.

III.1. Capacity of collective tourist accommodation: local units on national territory

III.1.1. Extending the coverage of existing registers on accommodation establishments

In order to improve the quality of their statistics, many countries have worked on extending the coverage of their existing registers on tourist accommodation establishments.

Belgium worked on compiling an inventory of the different types of accommodation and linking their accommodation register with other administrative sources, notably the general business register. This has led to a better coverage of the accommodation types at NUTS III level and to more detailed information.

France has worked on extending the register of classified hotels to also gather a complete list of hotels classified 0.

The Netherlands has worked on completing and updating their existing register as well as building up a register to cover all accommodation establishments according to the requirements of the Directive.

Ireland has worked on creating a new tourism accommodation register consisting of all units, unique to either the business register

of the Central Statistical Office or that of the Irish Tourist Board. In the past, the only existing register was that of the Tourist Board which covered only the approved accommodation sector.

Austria has also set up a tourism satellite register on tourist accommodation establishments, which is linked to the general business register.

Italy as well has worked on setting up a tourism satellite register based on the existing tourism accommodation register and linked it to the general business register (ASIA).

In the case of the United Kingdom, work has involved improving the existing tourism accommodation registers of the regional tourist boards to provide data at NUTS III level, and checks and crosschecks ex-post are being undertaken with the general business register of the Office for National Statistics.

In the case of Iceland, work has involved completing and updating its existing accommodation register, particularly building up a register for other collective accommodation establishments such as sleeping bag accommodation, youth hostels, accommodation in private homes and highland lodges.

Norway has worked on improving their existing register on hotels and similar establishments.

III.1.2. Building up new registers on collective accommodation types

In order to cover all the types of collective

accommodation covered by the Directive, a number of countries have had to build up totally new registers for certain types of accommodation.

This is notably the case of Spain and Portugal, which have built up a register of tourist apartments (holiday dwellings).

Ireland has built up a register on non-approved bed and breakfast establishments.

France has worked on building up a register on non-classified hotels.

III.1.3. Revising the definitions and breakdown of collective accommodation

Many countries have worked on revising their existing classification of accommodation establishments, the structure of their database and the surveys in order to comply with the Directive.

This is notably the case for Austria, which before included rented houses and flats (holiday dwellings) under hotels and similar establishments, and is now including them under other collective accommodation.

Iceland has worked on doing a total review and modification of its classification of accommodation types in order to be compatible with the Directive. This has led to a total revision and reorganisation of Iceland's accommodation database, and existing information has also been revised according to the classification breakdown of the Directive.

Italy has been working on the classification of the collective accommodations making an inventory of all the existing establishment types at regional and provincial level. New establishment types, such as bed and breakfast and farmhouse accommodation are now specifically classified according to Eurostat guidelines.

Norway as well has been working on examining carefully the dividing lines between the different accommodation types to establish its tourism accommodation breakdown in line with the Directive.

III.2. Occupancy in collective accommodation establishments: domestic and inbound tourism

III.2.1. Adapting and extending existing surveys

Adapting the geographical breakdown of non-residents

Many countries have worked on revising and extending their existing questionnaires on guest flows in accommodation establishments to cover all the countries listed in the geographical breakdown of non-residents, e.g. Austria, Denmark, Spain, Greece, France, Italy, Netherlands, Iceland, Norway and Sweden.

Introducing the collection of new variables

Many countries have worked on adapting their existing survey to collect additional information in their questionnaires.

In Denmark work involved extending the existing Danish hotel survey to collect information on the net use of bed-places as from January 1996, and concerning arrivals in camping sites an agreement has been made with the Danish Camping Sites Association to produce reliable estimates for this variable. Indeed, for many countries this exercise has involved collaboration with the professional associations involved, Greece, Finland and Spain have extended their existing hotel statistics surveys to collect information on the gross use of bed-places places.

Luxembourg extended from 1998 the data collection to include also the number of bed-places and the net and gross utilisation of bed-places.

Netherlands has worked on a system for estimating arrivals and overnight stays at pitches on extended or permanent lease.

In the case of the United Kingdom, where information on guest flows in accommodation establishments is collected by the demand side approach, the variable arrivals was introduced into the existing survey.

In the case of Iceland, the existing questionnaire on guest flows in accommodation establishments has been extended to include also the variable arrivals since 1995. From January 1997 Liechtenstein started to collect data on the number of bed-places in camping sites.

III .2.2. Setting up new surveys, designing new questionnaires

In order, to cover all the types of collective

accommodation covered by the Directive, a number of countries have had to set up totally new surveys and design new questionnaires.

Portugal and Spain have started new surveys on holiday dwellings.

France has worked on setting up a new survey to collect information on guest flows in 0 star hotels, and on the elaboration of a questionnaire for this purpose.

Greece has revised and extended its existing surveys and questionnaires on guest flows in accommodation establishments to meet all the information requirements of this section of the Directive.

Ireland launched in January 1997 a new sample survey and questionnaire on guest flows in accommodation establishments based on the Central Statistical Office's new tourism accommodation register. This new survey was launched in January 1997.

Italy has worked on restructuring and simplifying its existing monthly survey on tourist flows in accommodation facilities with the aim to alleviate the response burden on local tourist authorities and substantially reduce the time required for transmission to ISTAT. The new survey started in January 1997.

In the case of Sweden, a new survey on guest flows in holiday dwellings has been set up.

The United Kingdom has created an occupancy survey which has involved harmonising and enhancing the various occupancy surveys run by the National and Regional Tourist Boards.

In Iceland work has involved restructuring the monthly survey on guest flows in accommodation establishments to extend the regional breakdown to NUTS II level.

III.2.3. Data processing, quality and timeliness

To meet the data quality requirements and transmission deadlines of the Directive many countries have worked on technological and methodological improvements.

Technological improvements

Italy has worked on redesigning and improving existing computing procedures for data capture and processing (e.g. automatic control of errors), as well as reducing the burden on respondents, by simplifying their data collection process. ISTAT now receives micro-data from territorial bodies by e-mail or by other telematic tools. This is part of the Eurostat SERT project (Statistiques d'Entreprises et Reseaux Telematiques), which aimed at sending data through telematic network for part A and B of the Directive from tourist establishments to territorial bodies and then to ISTAT. ISTAT has used the standard RDRMES to send/receive the data from/to the regional institutions and the hotel enterprises.

France, for managing data on non-classified hotels, has developed a computer programme capable of drawing up the sample of the hotels to be surveyed, processing and compiling the data received, calculating the occupancy rates and producing estimates for non response as well as those not surveyed.

Ireland has built up totally new database programmes capable of storing, managing and controlling the extensive sets of data that is now being collected with regards to the new accommodation register, the new survey on accommodation statistics and the new household survey on tourism demand.

Netherlands has developed a programme on electronic data gathering (questionnaire on diskette to be filled in by the respondents).

Sweden has also worked on improving computing procedures, including the design of a new programme to improve imputation for estimates for non-response, as well as introducing electronic questionnaires for collecting data from the Swedish Camping Sites Association.

Norway has developed a new computer system for data processing and quality control, as well as procedures for imputing missing data for non-respondents.

Methodological improvements

Italy has started to use a new system to estimate provisional data, namely a method of imputation of missing data (average firm method).

France has taken measures to optimise the sample sizes, to improve the precision of the results by a better definition of the stratification criteria, as well as modifying the collection frequency (monthly/quarterly) in relation to the variable.

To speed up the entire process of data handling, Netherlands has changed its data

collection approach from a cut-off integral population approach to a stratified sample population approach with a grossing up method by making use of advanced imputation techniques.

III.3. Tourism demand: domestic and outbound tourism (excluding day-trips)

III.3.1. Adapting and extending existing surveys on tourism demand

When possible, countries have built on their existing systems and adapted their existing surveys to meet the requirements of the Directive. This has meant in general increasing the frequency of the surveys, extending the questionnaires to cover all the variables of the Directive, and in some cases enlarging the sample size.

For Austria, this meant running an additional "Micro-census - Travel habits of Austrians" survey on annual tourism demand (previously only conducted every three years) and extending the questionnaire.

Spain has worked on adapting and revising its existing survey "Vacaciones de los españoles" which resulted to be a new survey called "FAMILITUR". The work involved modifications in the questionnaire and methodological changes.

In the case of France, the outcome of the analysis of the existing household panel survey on the "Travel habits of the French" showed that there was positive response to most of the data required by the Directive, except those concerning information on

tourism expenditure. The sample size consists of 20,000 monthly interviews by postal questionnaire (the sample size has been doubled recently). After a trial test period in which questions on tourism expenditure were introduced into this existing survey, which was deemed to provide unsatisfactory results, France has worked on setting up a specific survey on tourism expenditure.

Italy has worked on adapting the existing "Holidays taken by Italians" sample survey (conducted every three years) to the requirements of the Directive. The "Holiday Survey 1996" was carried out in connection with the yearly "multi-purpose" survey and collected information on leisure trips of four or more consecutive nights. Italy has also been testing the feasibility of collecting information on tourism expenditure through the monthly household consumption survey.

For the Netherlands, which has been conducting a "Continuous Holiday Survey" since 1980, the work involved revising and extending this survey to collect information on business trips. The revised survey was sent out for the first time in March 1996. Portugal had conducted in the past an annual survey on the "Holidays of the Portuguese" to which substantial revisions have been made to change its scope, its frequency and introduce new variables in accordance with the Directive. In 1996 a pilot survey was conducted and a regular quarter survey launched in 1997.

Finland has conducted a regular holiday survey since 1991. To meet the requirements of the Directive a new periodicity was adapted and the questionnaire was revised and extended to cover many variables not

Previously covered concerning outbound tourism, domestic tourism in private accommodation (visits to relatives and friends) and business travel. The revision of data contents of the "Finnish Travel Survey" was carried out in 1995-1997 and the quarterly survey was launched in 1996. Because of a changed survey design in the Labour Force Survey (based on EU regulation) limiting the possibilities to use the same sample base for other surveys, the data collection of the Finnish Travel survey will be carried out with a new survey design starting in 2000.

Sweden has undertaken several studies on methodological issues in order to extend and adapt the tourism demand survey currently conducted by the Swedish Tourist Authority to the requirements of the Directive.

Work in the United Kingdom has involved implementing a number of adjustments to the existing "UK Travel Survey" (which provides data on domestic tourism). Notably, information on holiday trips of four or more nights have implied extensions and changes to the questionnaires and pilot work was done in January 1997 to capture information covering 1996. The existing International Passenger Survey (IPS) provides data on outbound tourism and after an initial assessment of its ability to meet the data requirements of the Directive, an expenditure trailer was conducted in 1997/1998 under which a sub-sample of respondents was asked about expenditure in great detail. Other work undertaken to improve the IPS has been the targeting of rare sub-groups, shifting the filter towards these groups to better catch their behaviour.

III.3.2. *Setting up new surveys*

A few countries had never in the past conducted surveys on domestic and outbound tourism. This is the case notably of Greece, Luxembourg, Ireland and Iceland

Greece conducted its first annual survey on holidays of four or more consecutive nights by Greek residents in December 1995, and in 1997 launched its first quarterly survey to collect information on holiday and business trips of one or more consecutive nights away from home.

Luxembourg conducted its first pilot survey during the first half of 1996. This pilot survey covered leisure trips undertaken in 1995. From the experienced gained from the pilot survey, the data collection method and frequency for the regular survey was improved and after a first pre-test survey in November 1996, the regular quarterly survey was launched at the end of the first quarter of 1997.

Ireland designed its quarterly survey called "National Household survey" in 1997, covering domestic and outbound tourism.

Iceland conducted its first "Travel Survey" in 1996.

For other countries their existing systems did not provide sufficiently adequate tools to collect the data as required by the Directive, and so new surveys had to be set up.

In Belgium, for example, an inventory and analysis of existing information on tourism demand was made, and considering that most of the information was not harmonised, the

Statistical Office deemed it necessary to organise a new survey on annual tourism demand (four or more consecutive nights) in 1996.

In the case of Denmark, which in the past had only conducted very few annual surveys on domestic and outbound tourism, it was decided to develop a completely new quarterly survey. This survey has been set up as from January 1996 and covers both long and short trips (both quarterly and annual data).

Germany conducted in the past annual surveys on holiday trips of its residents, but this was stopped in 1990. Thus, to comply with the Directive a completely new quarterly survey covering all the data characteristics on tourism demand (both quarterly and annual data) was launched in 1997.

Norway conducted first quarterly "Travel Survey" within the framework of the general "Omnibus" survey in 1997.

For some countries the need to set up new surveys concerned the collection of quarterly data on holiday a business trips of one or more consecutive nights away from home.

This is the case of Austria, which first launched a pilot survey on business and professional tourism in December 1995, and then launched its first regular quarterly survey on holiday and business trips of one or more nights in 1997.

Belgium and Italy also launched a pilot survey on holiday and business trips of one or more consecutive nights in 1997.

IV. OVERALL ASSESSMENT

Actions and work currently carried out to implement the Directive can now be considered as fully operational and fairly advanced, carried out under conditions which can be considered as relatively satisfactory. Data availability and timelines have increased considerably since the adoption of the Directive. Common definitions have been applied and data is therefore more comparable.

It is nevertheless too early to draw definite conclusions from the experience of implementing the Council Directive, since the transition period for quarterly data collection is still not finished. During 1996 piloting work was undertaken and in 1997 the actual regular data collection started, but there were many countries which asked for derogations during the transition period.

The availability of Community funding in the initial phase of the implementation process of the Directive has enabled Member States to undertake a certain number of adaptations to their systems of tourism statistics and implement the Directive quicker than would otherwise have been possible.

The implementation of the tourism Directive has enabled, or should enable, the system of tourism statistics to be directed towards the needs of users at Community and national level.

V. FUTURE OUTLOOK

The Community system of tourism statistics faces important challenges in the

coming years, e.g. enlargement, more sophisticated user needs on tourism statistics (tourism employment, importance of tourism in the economy, tourism satellite accounts, measure the degree of competitiveness of tourism businesses, etc.) incorporation of the environmental dimension in policy areas linked to tourism (sustainable development of tourism), consideration of the role of the tourism sector in rural and regional development, technological development of new tools for data collection, etc.

In the near future, actions will concentrate on continuing the implementation and consolidation of the Directive and examining the quality, reliability and comparability of the data, the application of definitions and classifications, comparisons of different data sources, work on mirror statistics and increase the timeliness and dissemination of the results. In the longer run, the evolution of Community tourism statistics will adapt to new policy needs and challenges. One example of this is the European Commission Communication of 28 April 1999 "Enhancing Tourism's Potential for Employment" (7), responding to the High Level Group on Tourism and Employment report (8) and to the request of the Council of Ministers to focus on the link between tourism and employment (9). In the communication the need for a "knowledge driven" European tourism strategy was emphasised, "which would encourage businesses, public authorities and other interested parties to better exploit existing information, acquire and develop know-how, develop new processes, and learn from best practices".

Facilitating the exchange and dissemination of information, notably

through new technologies, is one of the four areas emphasised in the Council Conclusions on Tourism and Employment of 21.6.1999. As a follow-up to the Council Conclusions four working groups were set up, one of them focusing on information. The aim of this working group is to identify the information needs and means to provide access to information. Statistics was regarded as one of the most important means of information within the working group. The work within this framework is expected to provide further elements to the discussion of more sophisticated user needs on tourism statistics.

NOTES

(1) This data collection is based on the following legal acts: Council Regulation (EC, EURATOM) No 58/97 of 20 December 1996 concerning structural business statistics (OJ No L 14, 17.1.1997, p. 1); Council Regulation (EC) No 1165/98 of 19 May 1998 concerning short-term business statistics (OJ No L 162, 5.6.1998, p. 1); Council Regulation (EEC) No 3711/91 of 16 December 1991 on the organisation of an annual labour force sample survey in the Community (OJ No L 351, 20.12.1991, p. 1); Council Regulation (EC) No 577/98 of

9 March 1998 on the organisation of a labour force sample survey in the Community (OJ No L 077, 14.03.1998, p. 3).

(2) "Tourism in Europe - Key figures 1997-1998" (1999), Eurostat. "Tourism in Europe - Key figures 1996-1997" (1998), Eurostat "Tourism in Europe - Key figures 1995-1996" (1997), Eurostat.

(3) "Inbound tourism flows rising in Europe" (1999), Statistics in Focus, Eurostat.

(4) "Applying the Eurostat methodological guidelines in basic tourism and travel statistics" (1996), Working document, Eurostat.

(5) This practical manual is in line with the Community Methodology on Tourism Statistics, published 1998 by the European Commission, giving a broad methodological framework for collection of tourism statistics.

(6) Commission Decision (1999/35/EC) of 9 December 1998 on the procedures for implementing Council Directive 95/57/EC on the collection of statistical information in the field of tourism (OJ L 9, 15.1.1999, p. 23).

(7) OJ C 178, 23.6.1999, p. 3.

(8) Conclusions and recommendations of the High Level Group on tourism and employment, European Commission - DG XXIII, October 1998.

(9) Council of (Tourism) Ministers of 26th of November 1997.

ANNEX

Council Directive 95/57/EC of 23 November 1995 on the collection of statistical information in the field of tourism

THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty establishing the European Community, and in particular Article 213 thereof,

Having regard to the proposal from the Commission,

Whereas the Resolutions of the European Parliament of 11 June 1991 (10) and 18 January 1994 (11) stress that the Community has a major role to play in developing tourism statistics;

Whereas the elaboration of a directive aimed at channelling efforts currently expended in a fragmented manner at national level has been approved by the Economic and Social Committee (12);

Whereas under Decision 90/665/EEC (13), a Community methodological framework for the compilation of Community tourism statistics has been developed;

Whereas the results of the two-year programme (1991-1992) for developing Community tourism statistics under Decision 90/655/EEC highlight the needs of users in the private and public sector for reliable and comparable statistics on tourism demand and supply at Community level available at short notice;

Whereas the development of Community statistics on tourism was recognised as a priority by Council Decision 92/421/EEC of 13 July 1992 on a Community action plan to assist tourism (14);

Whereas the recognised role of tourism as a tool of development and socioeconomic integration can be better ensured through knowledge of the basic related statistics, notably established at regional level;

Whereas, in order to assess the competitiveness of the Community tourism industry, it is necessary to gain greater knowledge of the volume of tourism, the characteristics thereof, the profile of the tourist and tourist expenditure;

Whereas monthly information is required to be able to measure the seasonal influences of demand on tourist accommodation capacity and thereby to assist public authorities and economic operators to develop more suitable strategies and policies for improving the seasonal spread of holidays and the performance of tourist activities;

Whereas further Community activity in this field must continue to be based on a pragmatic approach which is consistent with the principle of subsidiarity;

Whereas the necessary synergies between national, international and Community statistical projects impinging on tourism must

be ensured in order to reduce the onus of collecting information;

Whereas methodological work developed in cooperation with other international organizations, such as the Organization for Economic Cooperation and Development and the World Tourism Organization, and 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;

Whereas reliable and efficient monitoring of the structure and evolution of tourism demand and supply can be significantly improved by establishing an appropriate recognized Community framework;

Whereas such a system may generate economies of while producing information benefiting all Member States and parties concerned;

Whereas a Community instrument could facilitate the dissemination of comparable tourism statistics;

Whereas Council Decision 93/464/EEC of 22 July 1993 on the framework programme for priority actions in the field of statistical information, 1993 to 1997 (15) provides for the setting-up of an information system tourism and demand;

Whereas a Council Directive can provide a common framework to maximize the benefits of the various actions which are being carried out at national level;

Whereas the statistical data compiled

under a Community system must be reliable and appropriate to ensure comparability between Member States; whereas it is therefore necessary to establish jointly the criteria enabling these requirements to be met;

HAS ADOPTED THIS DIRECTIVE:

Article 1

Aim

For the purpose of establishing an information system on tourism statistics at Community level, Member States shall carry out the collection, compilation, process transmission of harmonized Community information on tourism supply and demand.

Article 2

Domain of information collect and basic definition

For the purposes of this Directive, the data to be collected shall relate to:

- a) the capacity of collective tourist accomm establishments.

The types of collective accommodat question are as follows:

- 1. hotels similar establishments,
- 2. other collective accomm establishments, *inter alia*:
 - 2.1. tourist campsites,
 - 2.2. holiday dwellings,
 - 2.3. other collective accommodation;
- b) guest flows in collective accommodation establishments:

The collection shall cover internal tourism, i.e. domestic and inbound tourism; “domestic tourism” shall mean residents of the given country travelling only within this country and “inbound tourism” shall mean non-residents travelling within the given country;

c) tourism demand:

The collection shall cover national tourism, i.e. domestic and outbound tourism; “outbound tourism” shall mean residents of a country travelling in country. The information on tourism demand shall concern trips the main purpose of which is holidays or business and which involve at least one or more consecutive nights spent away from the usual place of residence.

Article 3

Information collection characteristics

- (1) A list of data collection characteristics, showing their periodicity and their territorial breakdown appears in the Annex.
- (2) The definitions to be applied to the data collection characteristics and any adjustments to the list of data collection characteristics shall be determined by the Commission in accordance with the procedure laid down in Article 12

Article 4

Accuracy of statistical information

- (1) The collection of the statistical information shall, where possible,

ensure that the results meet the necessary requirements. These requirements, and the procedures for ensuring the harmonized processing of systematic biases, shall be established by the Commission in accordance with the procedure laid down in Article 12. The minimum accuracy requirements shall be determined with particular reference to annual overnight stays at national level.

- (2) As regards the basis on which the information is collected, Member States shall take whatever measures they deem appropriate to maintain the quality and comparability the results.

Article 5

Collection of statistical information

- (1) Member States may, where appropriate, base the collection of the statistical information referred to in Article 3 on existing data, sources and systems.
- (2) For the characteristics with annual periodicity, the first reference period shall begin on 1 January 1996. For the characteristics relating to the columns on monthly and quarterly data appearing in sections B and C respectively of the Annex, the first reference period shall begin on 1 January 1997.

Article 6

Processing of data

Member States shall process the information collected under article 3 in

accordance with the accuracy requirements stipulated in Article 4 and the detailed rules adopted in accordance with the procedure laid down in Article 12. The regional level shall be in accordance with the Nomenclature of Territorial Units (NUTS) of the Statistical Office of the European Communities.

Article 7

Transmission of data

- (1) Member States shall transmit the data processed in accordance with Article 6, including the information declared confidential by Member States pursuant to domestic legislation or practice concerning statistical confidentiality, and in accordance with the provisions of Council Regulation (Euratom, EEC) No 1588/90 of 11 June 1990 on the transmission of data subject to statistical confidentiality to the Statistical Office of the European Communities (16). The said Regulation governs the confidential treatment of information.
- (2) The transmission of provisional annual data shall take place within six months of the end of the reference Period, and the revised annual results shall be transmitted within a maximum period of 12 months following the end of the reference period. The transmission of provisional monthly and quarterly data shall take place within three months of the end of the corresponding reference period, and the revised monthly and quarterly results shall be transmitted within a maximum period of six months following the end of the corresponding reference period.

- (3) Acting in accordance with the procedure laid down in Article 12, the Commission may, for the purpose of facilitating the task of the parties responsible for providing information, establish, standardized data transmission procedures and create the conditions for increased use of automatic data processing and electronic data transmission.

Article 8

Reports

- (1) Member States shall provide the Commission at its request with all information necessary to evaluate the quality, comparability and completeness of the statistical information. Member States shall also provide the Commission with details of any subsequent changes in the methods used.
- (2) The Commission shall present to the European Parliament, the Council and the Economic and Social Committee a report on the experience acquired in the work carried out pursuant to this Directive after data have been collected over a period of three years.

Article 9

Dissemination of the results

The arrangements for the dissemination of the data by the Commission shall be determined pursuant to the procedure laid down in Article 12.

Article 10

Transition period

- (1) Without prejudice to article 13,

Member States shall take all the measures necessary to make the Community information system operational during a transition period, which shall end three years after entry into force of this Directive for monthly and annual data, and five years after entry into force of this Directive for quarterly data.

- (2) During the transition period, the Commission may, in accordance with the procedure laid down in Article 12, accept derogations from the provisions of this Directive, in so far as the national statistical systems require adaptations in the field of tourism.

Article 11 Committee

As regards the procedures for implementing this Directive, and any measures for adjustment to economic and technical developments, concerning in particular:

- the definitions to be applied to the information collection characteristics and any adjustments to the list of data collection characteristics (Article 3), in so far as these adjustments do not make the collection process more onerous,
 - accuracy requirements and the harmonized processing of systematic biases (Article 4),
 - processing of data (Article 6), data transmission procedures (Article 7), and dissemination of the results (Article 9)
- the derogations from the provisions of this Directive during the transition period (Article 10),
- the Commission shall be assisted, in accordance with the provisions laid down in Article 12, by the Statistical Programme Committee established by Decision 89/382/EEC, Euratom (17), hereinafter referred to as the "Committee".

Article 12 Procedure

1. The representative of the Commission shall submit to the Committee a draft of the measures to be taken. The Committee shall deliver its opinion on the draft within a time-limit which the chairman may lay down according to the urgency of the matter. The opinion shall be delivered by the majority laid down in Article 148 (2) of the Treaty in the case of decisions which the Council is required to adopt on a proposal from the Commission. The votes of the representatives of the Member States within the committee shall be weighted in the manner set out in that Article. The chairman shall not vote.
2. (a) The Commission shall adopt measures which shall apply immediately.
- (b) However, if these measures are not in accordance with the opinion of the Committee, they shall be communicated by the Commission to the Council forthwith. In that event:
 - the Commission shall defer application

of the measures which it has decided for a period of three months from the date of communication,

- the Council, acting by a qualified majority, may take a different decision within the time-limit referred to in the first indent.

Article 13
Implementation of the Directive

Member States shall bring into force the laws, regulations and administrative provisions necessary to comply with this Directive before 23 November 1996.

Article 14
Entry into force

This Directive shall enter into force on the 20th day following its publication in the *Official Journal of the European Communities*.

Article 15
Final Provision

This Directive is addressed to the Member States.

Done at Brussels, 23 November 1995.

For the Council

The President

C. WESTENDORP y CABEZA

NOTES

- (10) OJ No C183 of 15.08.91, p. 74.
- (11) A30352/93.
- (12) OJ No C52 of 19.02.1994, p. 22.
- (13) OJ No. L358 of 21.12.90, p. 89.
- (14) OJ No L231, 13.08.92, p. 26.
- (15) OJ L219 of 28.08, 1993, p. 1.
- (16) OJ L 151, 15.6.1990, p. 1.
- (17) OJ L 181 of 28.06.1989, p. 47

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 cam-sites – holiday dwellings – other collective accommodation	Number of establishments Number of bedplaces (2)	National and regional NUTS III

(1) Data of 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 resident Arrivals of non-residents Nights spent by non-residents	National and regional NUTS III
B.1.2	Other collective accommodation establishments: – tourist cam-sites – holiday dwellings – other collective accommodation	Arrivals of residents Nights spent by resident Arrivals of non-residents Nights spent by non-residents	National and regional NUTS III
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 resident 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	Variable	Breakdown	Annual data	Quarterly data	
			Breaks of 4 nights or more (1)	Holidays (2)	Business trip (3)
C.1.1	Data on volume of tourism				
C.1.1.2	Number of tourists (persons engaged in tourism)	Total – domestic – outbound – domestic and outbound			
C.1.1.2	Number of tourism	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 trips	Total – domestic – outbound: World geographical breakdown (national level)		AD	AD

Number	Variable	Breakdown	Annual data	Quarterly data	
			Breaks of 4 nights or more (1)	Holydays (2)	Business trip (3)
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	NR NR NR NR NR	NR NR NR NR NR
C.1.2.2	Organization of stays	Direct reservation with accommodation/transport 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
C.1.2.4	Main type 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		NR NR NR NR NR NR	NR NR NR NR NR NR

Number	Variable	Breakdown	Annual data	Quarterly data	
			Breaks of 4 nights or more (1)	Holidays (2)	Business trip (3)
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 the tourist profile				
C.1.4.1	Spending (national currency) for – domestic – outbound trips:	Total including – journeys, holidays and package travel and package tours		NR	NR

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

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

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

The initial 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.

BREAKDOWN BY GEOGRAPHICAL AREAS

WORLD TOTAL

TOTAL E.E.A.

TOTAL EUROPEAN UNION (15)

BELGIUM
DENMARK
GERMANY
GREECE
SPAIN
FRANCE
IRELAND
ITALY
LUXEMBOURG
AUSTRIA
NETHERLANDS
PORTUGAL
FINLAND
SWEDEN
UNITED KINGDOM

TOTAL EUROPEAN FREE TRADE AREA (EFTA)

ICELAND
NORWAY
SWITZERLAND (and LIECHTENSTEIN)

TOTAL OTHER EUROPEAN COUNTRIES (apart from (EFTA) countries)

including:

TURKEY
POLAND
CZECH REPUBLIC
SLOVAKIA
HUNGARY

TOTAL AFRICA

NORTH AMERICA:

UNITED STATES
CANADA

TOTAL SOUTH AND CENTRAL AMERICA

TOTAL ASIA

including:

JAPAN

AUSTRALIA, OCEANIA AND OTHER TERRITORIES:

including:

AUSTRALIA

NEW ZEALAND

UNSPECIFIED